



Alfalfa weevil (left) and spittlebug (right) can do enormous damage to forage. One dieldrin application before December 1st will control *both* pests next season.

# URGENT:

**You have only until December 1st to get near-perfect control of next year's alfalfa weevils and spittlebugs with just one insecticide application. Read how powerful dieldrin makes it possible.**

**T**ESTS and on-the-farm results prove that fall application of dieldrin gives you three benefits no other control method can offer.

- 1.** Dieldrin controls *both* alfalfa weevil and spittlebug.
- 2.** Dieldrin eliminates the expense of a separate spittlebug spray in the spring.
- 3.** Fall application of dieldrin saves time and effort. You control insects when work load is low. You make your application when fields are dry—you avoid trying to pull spray equipment over fields made soggy by spring rains.

**Stops infestations before they build up**  
Fall application of dieldrin kills alfalfa weevil

and spittlebug adults before they can go into hibernation—*before* they've had a chance to lay their eggs.

**RESULT**—new generations that would ordinarily develop during late winter and early spring are virtually *wiped out before they get started*.

### How fall application of dieldrin saves you money

Fall application of dieldrin saves you money two ways

*First*—You do two jobs with one application. This saves you insecticide, time and labor.

*Second*—Dieldrin is so powerful that just one pound per acre is all it takes to do the job.

### When to make your dieldrin application

Dieldrin can be applied any time up to December 1st. Control is not affected by unfavorable weather conditions.

**NOTE**—Livestock should not graze on dieldrin-treated forage until the following spring.

### Where to get dieldrin

Dieldrin is available from your local insecticide dealer under many well-known brand names. It comes as liquids, granules and in ready-made fertilizer mixes. Dieldrin formulations can be applied with standard air or ground equipment. Whichever formulation you choose, be sure to look for the name *dieldrin* on the label or in the ingredient statement.

—Shell Chemical Company, Agricultural Chemicals Division, 2299 Vauxhall Road, Union, New Jersey.

### GROWER REPORTS ON 3 YEARS' RESULTS



"Last year, for the third year in a row, we found that fall application of dieldrin gave us nearly perfect control of alfalfa weevil, spittlebug and other pests," reports Dean Snyder, Farm Manager, H. E. Millard Lime &

Stone Co., Millard Farms Division, Annville, Pennsylvania. "In fact, we have found that the one fall application of dieldrin is the only insecticide application we have to make on our 150 acres of alfalfa."



# dieldrin

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