

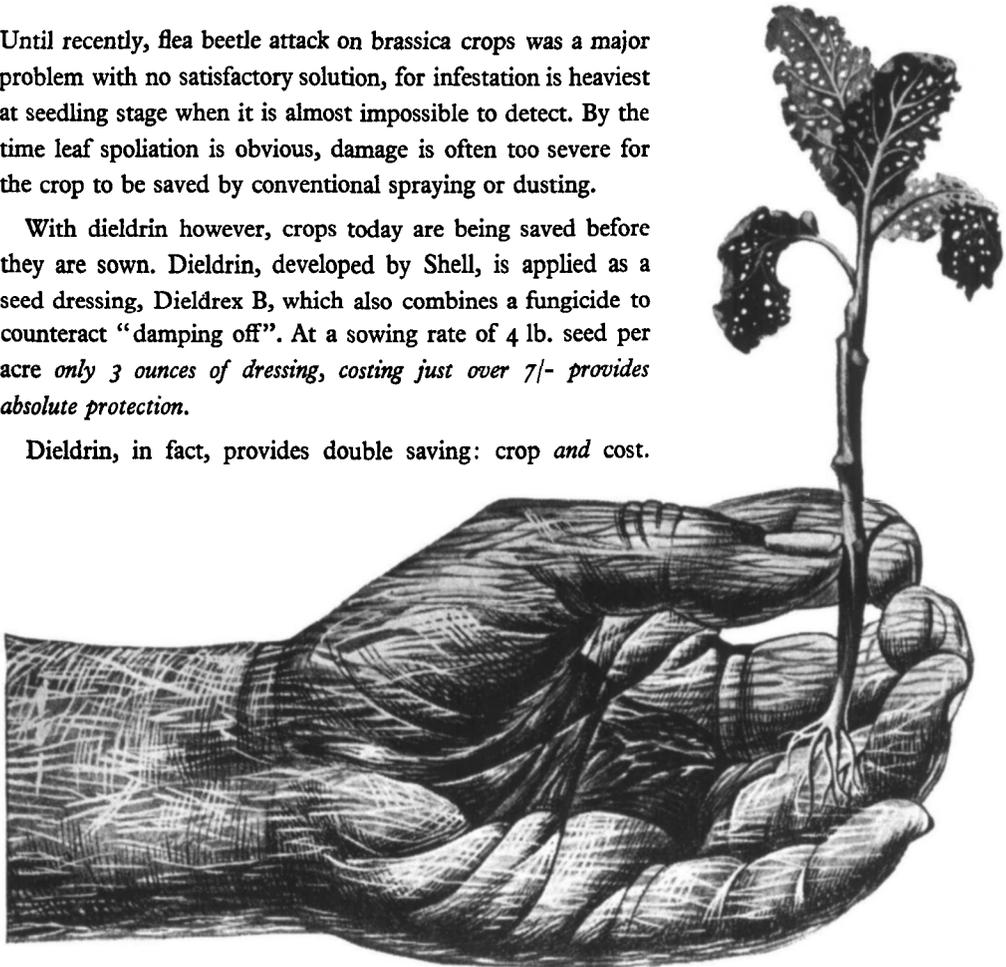
FLEA BEETLE

## *saving crops before they are sown*

Until recently, flea beetle attack on brassica crops was a major problem with no satisfactory solution, for infestation is heaviest at seedling stage when it is almost impossible to detect. By the time leaf spoliation is obvious, damage is often too severe for the crop to be saved by conventional spraying or dusting.

With dieldrin however, crops today are being saved before they are sown. Dieldrin, developed by Shell, is applied as a seed dressing, Dieldrex B, which also combines a fungicide to counteract "damping off". At a sowing rate of 4 lb. seed per acre *only 3 ounces of dressing, costing just over 7/- provides absolute protection.*

Dieldrin, in fact, provides double saving: crop *and* cost.



# **dieldrin**

*dieldrin, endrin and aldrin are*  *insecticides for world-wide use*

*For further information apply to your Shell Company.*

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