

THURICIDE

A wide range of shade trees and ornamentals, as well as some agricultural crops, are protected against damaging insect pests by a microbial insecticide known as Thuricide, a product of International Minerals and Chemical Corporation.

Thuricide is especially useful against some insects which have developed a resistance and are no longer susceptible to standard applications of dangerous chemical type insecticides.

Thuricide's active ingredient is a bacteria (*Bacillus Thuringiensis* Berliner) which is toxic to the larval stage of moths and butterflies (Lepidoptera). Among these are the Spring and Fall Cankerworm (Inchworm), Gypsy Moth Larvae, Linden Looper, Fall Webworm and Tent Caterpillar. Testing is under way on Sod Web-worm with excellent results to date.

This unique insecticide poses no residue problem, has no toxicity to beneficial insects (including bees) and is harmless to all animal life and humans. Because Thuricide is a biological product it should be protected from extremes in temperature. Thuricide's waterbase liquid formula may be used in all types of spray equipment and is compatible with a wide range of chemicals.

Additional information about Thuricide may be obtained by writing the Lawn & Garden Dept., I. M. C. Corp., 16th & State, Chicago Heights, Illinois 60411.

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