

Public attention has been focused recently on insecticides. It all began with a best-selling book raising the spectre of chemical contamination of our world. Since then it has been discussed in the press and on radio and television. And there has been comment by public officials and other persons in high authority. Obviously, more information is needed about the problem. That is the purpose of this leaflet.

**safety
first!**

**a natural
insecticide**

**proper
control of insects
can mean
better health**

Take care that
the insecticides you buy
carry this symbol

It is the symbol of the Pyrethrum Board of Kenya, world's largest producer of pyrethrum. It's your guarantee that the insecticides you use are safe, swift, sure.

**THE KILLER
KILLED BY**



**A NATURAL INSECTICIDE
PYRETHRUM**

Proper control of insects has long been recognised as one of mankind's urgent needs.

The trouble is that many insecticides have contained toxic chemicals as their active ingredients. Fears are that these synthetics are thought to be guilty of contaminating our environment, perhaps permanently. They are indiscriminate in their killing. They are dangerously persistent in water and soil; and even become stored in the tissues and fats of living creatures.

As in so many things, Nature has provided us with an answer — pyrethrum. It is a natural insecticide that comes from a humble flower similar in appearance to a daisy. Contained in the pyrethrum flower are certain active compounds which are exceedingly effective insecticides. It has been found that not only is pyrethrum safe and quick in action, but there is little evidence of insects building up a natural resistance to it.

Because of these properties, pyrethrum is used as the main ingredient in the majority of household aerosols and sprays. And in a growing number of other insecticide products.

The discovery that synthetics carry such hazards is a relatively recent one.

Alerted to the problem, people are taking more care in choosing their insecticides.

They should be safe, swift, sure.

Pyrethrum is the safest, most rapid killer of flies and insect pests. This is why it is recommended. It does not contaminate the environment and is safe to spray anywhere. Even near food. It has no effect on humans or warm-blooded animals. Pyrethrum puts safety first!

Pyrethrum has a well-deserved reputation for safety. It has been in use for hundreds of years in countries throughout the world. And present-day research confirms it is the most effective, modern insecticide.

Housewives can use it with safety in the kitchen, larder and dining room. In fact, anywhere in the house. It will not taint exposed food.

Your fruit, vegetable and flower gardens can be kept free of greenfly and blackfly, thrips and most other harmful insects. And you can safely spray right up to the day of picking without fear of damage to foliage or blooms or taint of the crop.

