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(FOR IMMEDIATE RELEASE)

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NEW PRODUCT FOR FIRE ANT CONTROL

AVAILABLE FOR FARM AND HOME USE

A new approach to the control of a major agricultural pest, the fire ant known as Solenopsis saevissima richteri Forel, has been announced by Allied Chemical International Corporation.

The development involves a highly effective new organic insecticide prepared in bait form.

According to Theodore C. Arnhem, ACIC agricultural specialist, "The new pesticide is both more effective and less toxic than the granular formulations of hydrocarbon insecticides which have been used to control this insect."

Designed for use on farms and in residential areas, the product called Allied Chemical Fire Ant Bait, contains "mirex" (dodecachlorooctahydro-1,3,4-metheno-2H-cyclobuta (cd) pentalene) plus a bait material highly attractive to the fire ant.

Mr. Arnhem said, "The product's major advantage lies in the fact that the ants take the bait inside their mounds where extremely small quantities of the bait will kill an entire colony in one to four weeks (depending on weather conditions.) In addition, when properly used, it presents no hazards to man, livestock or fish."

This pest has caused considerable damage to crops and livestock in many countries in Latin America, in which it originated, and in the Southeastern United States. The insect resembled many other ants in appearance but differs considerably in habits and microstructure. Adult workers vary from 1/8 to 1/4 inch in length and are reddish to blackish in color, depending on geographic location.

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When the fire ant mound is disturbed, the insects pour out by the thousands and within seconds the colony can administer 3,000 to 5,000 stings on an invader. The ants sting almost immediately on contact with the skin and may sting three or four times. Pain is almost comparable to the sting of a honeybee. People who are unusually sensitive to fire ant venom may become extremely ill, go into a coma and die. The ants also attack the seedlings of crop plants.

To control the fire ant, Allied Chemical's Fire Ant Bait is spread at $12\frac{1}{2}$ lbs. per acre or used in individual mound treatments of three or four teaspoons per mound. The worker ants begin to pick up the bait immediately after it is applied to the soil. The ants usually will carry the bait directly into the mound where all members of the colony will eat it.

Studies conducted by the U. S. Fish and Wildlife Service on the effect of Mirex and the formulated bait on wildlife indicate it is not hazardous to birds, fish, pets and other animals. Tests conducted by Allied indicate that when used at recommended dosage, there are no residues in milk of cows or on leafy vegetables.

Additional information can be obtained from Product Publicity Department, Allied Chemical International Corporation, 40 Rector Street, New York 6, N. Y.