

The Grub who died laughing

Once upon a time, underneath a lawn not-so-far-away, there lived a grub named Mischev. Mischev's job was to determine what insecticides lawn care companies used for grub control. But his favorite pastime was instigating practical jokes on his fellow grubs.



MERIT® Insecticide drills were one of Mischev's favorite pranks. He would ring the alarm and shout, "The lawn care company is here, and they're using MERIT, a product of Bayer Corporation. Run for your lives."

No matter what insecticide was being used, Mischev always sounded the evacuation alarm. Each time, the townsgrubs scurried to evacuate their comfortable homes on Brown Lawn Street. For the mayor had warned them that the broad-spectrum, systemic action of MERIT could control all major grub species at low use rates while providing strong residual activity.

The lawn care company's final visit

One spring day, the lawn care crew pulled out a water-soluble packet, bearing the dreaded MERIT name, and placed it in their spray tank. Mischev high-tailed it back to warn the townsgrebs.



But, when he sounded the evacuation alarm, nobody scurried. After countless false alarms, they no longer believed Mischev. He pleaded with them to run for their lives. "We're not falling for that trick again," they told him.

Mischev kept trying to convince the townsgrebs of his sincerity, but they just kept laughing and laughing... right up to the very END.

And the moral of this story: Don't send out a false alarm—use MERIT for broad-spectrum grub control.

With MERIT, fewer call backs are no fairy tale

- *Regardless of type, MERIT controls all major grub species.*
- *Grub control with MERIT means fewer call backs. And fewer call backs mean more time, money and labor savings for your company.*

- *MERIT has a wide window of application (from May to mid-August) for convenient and effective grub prevention. One application is all it takes.*
- *MERIT is effective at low use rates, which means less exposure for your employees, your customers and wildlife. See chart below:*

RANKED EFFICACY OF WHITE GRUB INSECTICIDES 1971-1996*		
INSECTICIDE	RATE <small>lb. A.I./acre</small>	AVERAGE % <small>control</small>
MERIT	0.3	93.0
MACH 2	1.5	84.2
TURCAM	3.0	80.9
DURSBAN	4.0	53.3

*excerpt from study compiled by D.J. Sheltar, September 1997

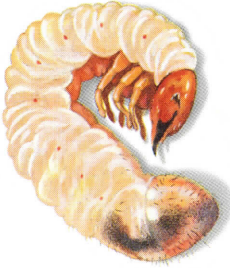
- *MERIT is available as a wettable powder, a granular and as water-soluble packets in convenient mini-drums. MERIT is also available in granular fertilizer combinations.*

Many insecticides are only effective on specific grub species


- *To identify a specific grub species, use a 10X hand lens to examine the spines on the underside of the abdomen tip, called the raster.*
- *More than one grub species may be found in any infestation. Be sure to examine several grubs in various areas to properly identify the species invading your customers' lawns.*

- *The chart below shows rastral patterns of eight major grub species.*


Rastral Patterns of Common Grubs




Asiatic garden beetle




Oriental beetle




European chafer

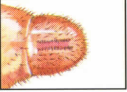





Southern masked chafer




Black turfgrass ataenius



May or June beetle



Northern masked chafer



Japanese beetle

- *Regardless of type, MERIT provides excellent control of all major grub species.*

Win a fairy tale vacation

We know grub control is a serious concern for lawn care operators.

To learn more about MERIT, just answer the questions on the attached postage-paid card and drop it in the mail. We'll send you a free grub identification kit.

Best of all, we'll immediately enter your name in a drawing for a fairy tale vacation for four to Orlando, Fla. We'll provide you with airfare, hotel accommodations and an entertainment package to Florida's largest tourist attraction in Orlando!