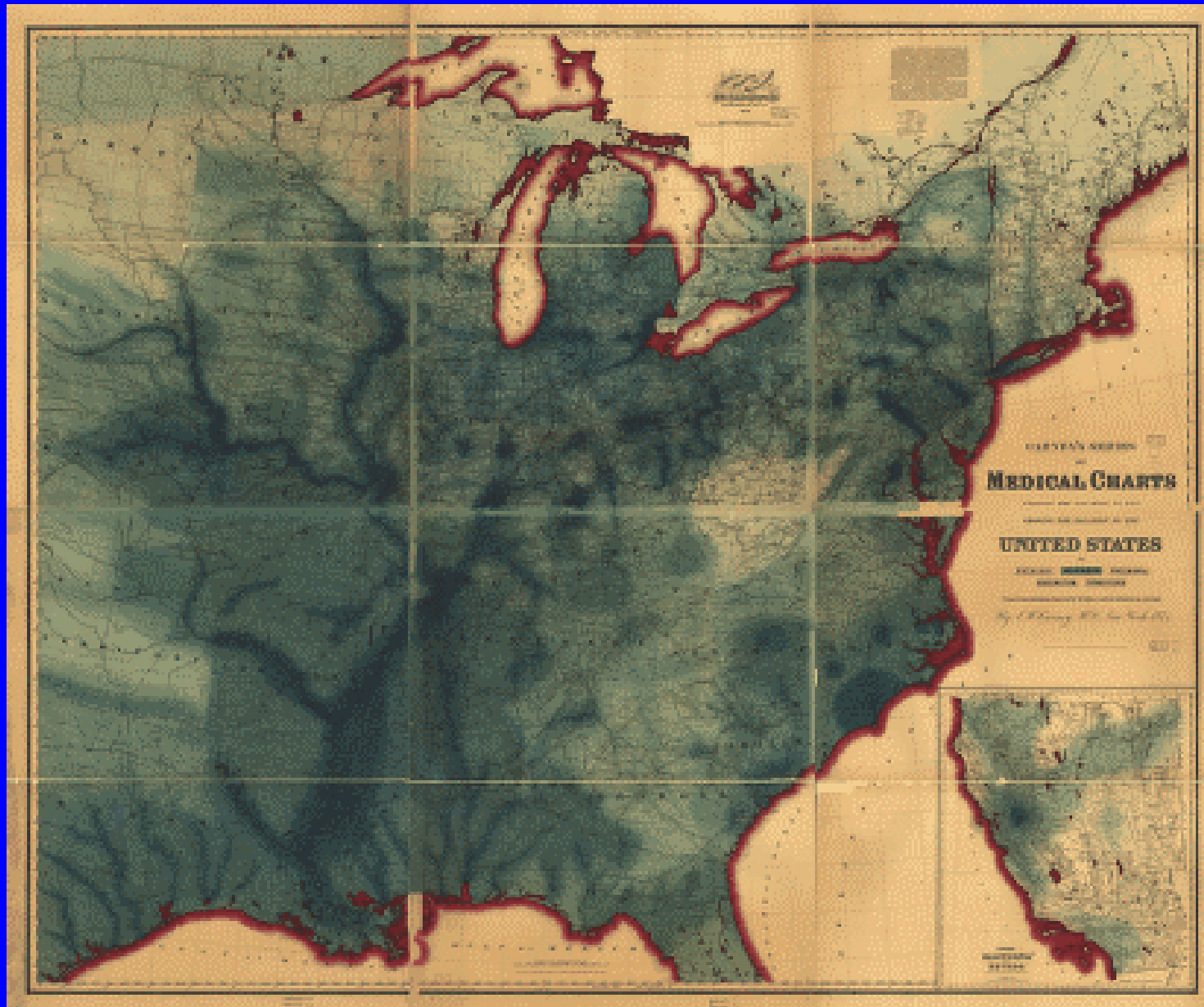


“But a feeble idea of the amount of suffering”
Malaria and the necessity of DDT

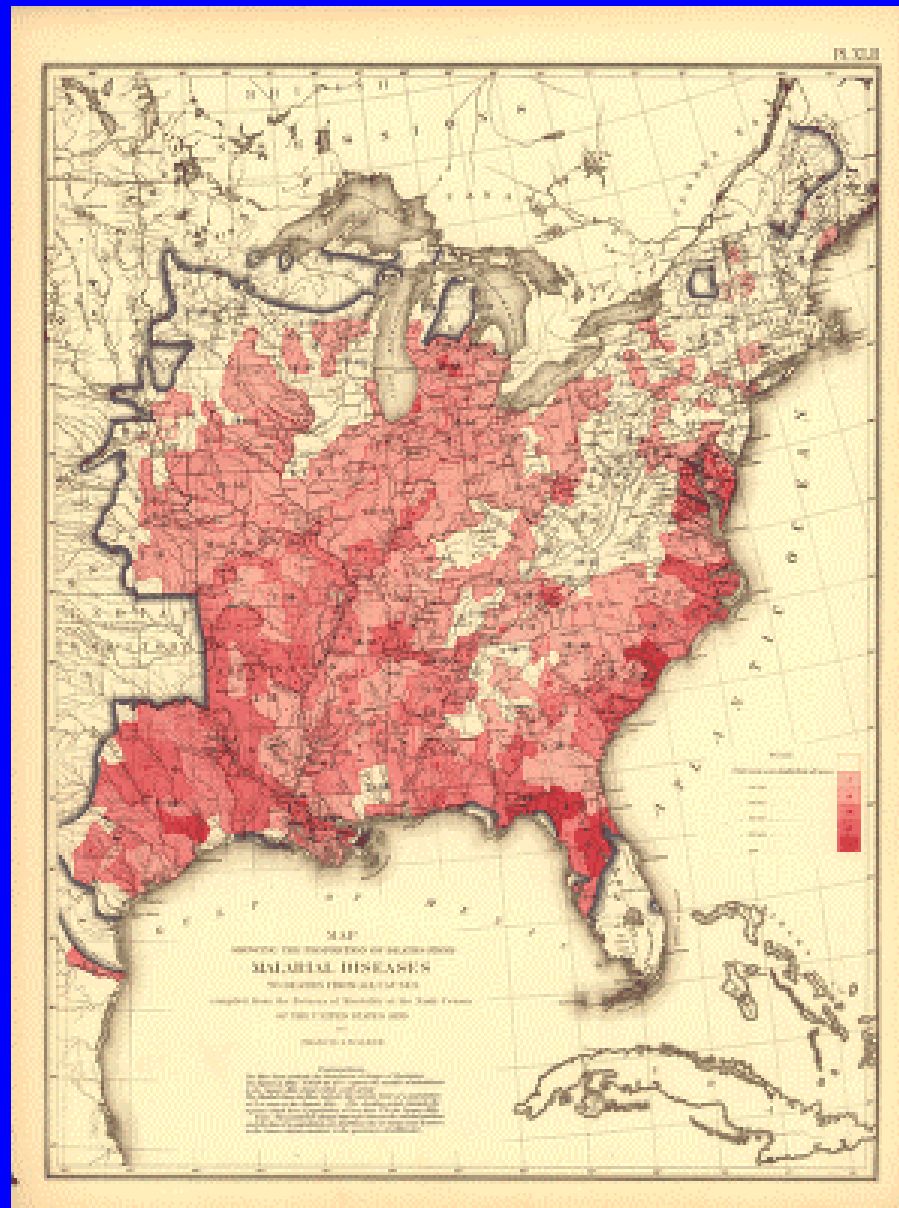
American Enterprise Institute

December 2, 2003

Malaria Distribution: 1874



Malaria Deaths in the United States: 1870

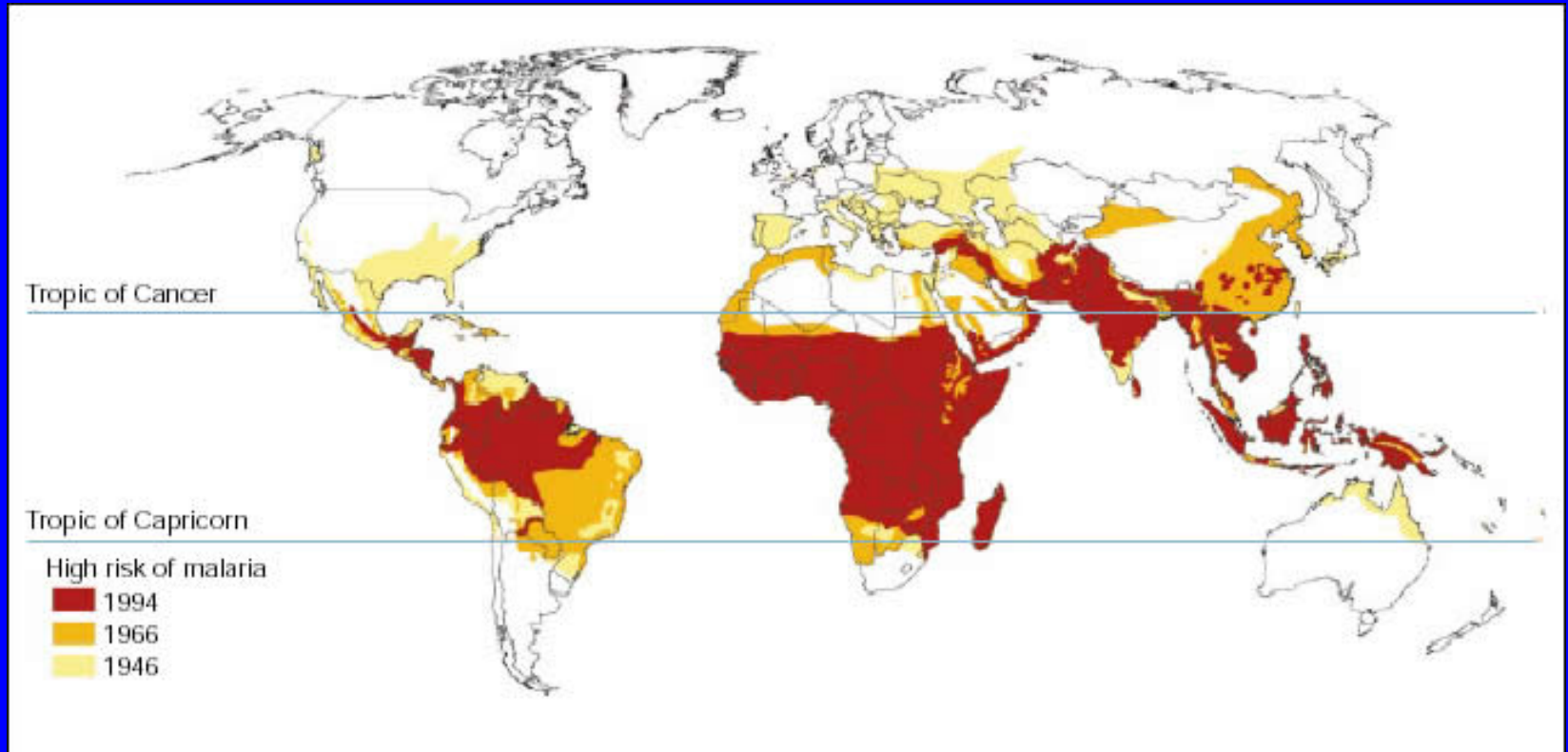


Malaria Victims: 1939

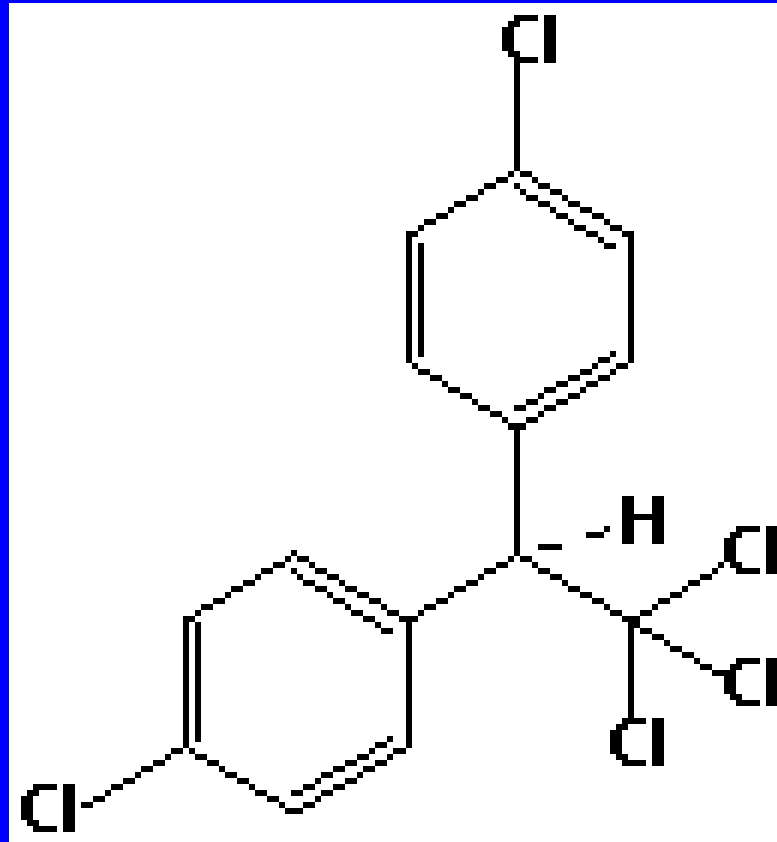


Malaria reduction: the past 50 years

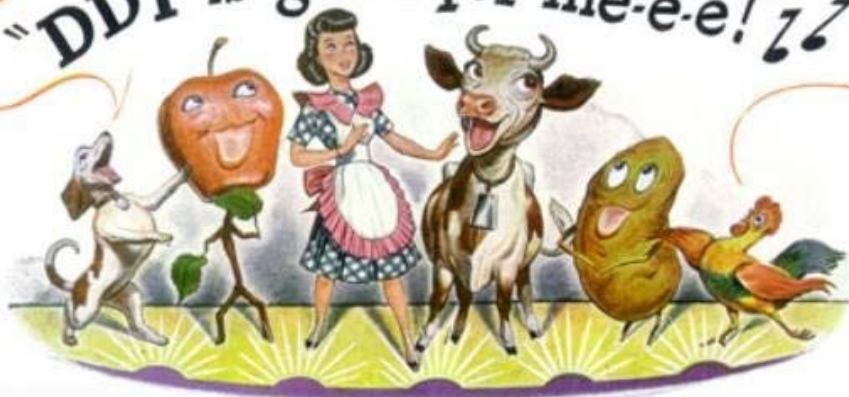
Source: *UC Atlas of Global Inequality*



DDT (Dichloro-diphenyl-trichloroethane)



"DDT is good for me-e-e!" z z



The great expectations held for DDT have been realized. During 1946, exhaustive scientific tests have shown that, when properly used, DDT kills a host of destructive insect pests, and is a benefactor of all humanity.

Pennsalt produces DDT and its products in all standard forms and is now

one of the country's largest producers of this amazing insecticide. Today, everyone can enjoy added comfort, health and safety through the insect-killing powers of Pennsalt DDT products . . . and DDT is only one of Pennsalt's many chemical products which benefit industry, farm and home.



GOOD FOR FRUITS—Bigger apples, juicier fruits that are free from insidiously worms . . . all benefits resulting from DDT dusts and sprays.



GOOD FOR STEERS—Beef grows meatier nowadays . . . for it's a scientific fact that—compared to untreated cattle—beef-steers gain up to 50 pounds extra when protected from horn flies and many other pests with DDT insecticides.



Knock FOR THE HOME—helps **Knock Out** to make healthier, more comfortable homes . . . protects your family from dangerous insect pests. Use **Knock-Out DDT Powders and Sprays** as directed . . . then watch the bugs "bite the dust".



Knock FOR DAIRIES—Up to 20% more milk . . . more butter . . . more cheese . . . tests prove greater milk production when dairy cows are protected from the annoyance of many insects with DDT insecticides like **Knock-Out Stock and Barn Spray**.

PENN SALT
CHEMICALS

87 Years' Service to Industry • Farm • Home



GOOD FOR ROW CROPS—25 more barrels of potatoes per acre . . . actual DDT tests have shown crop increases like this! DDT dusts and sprays help truck farmers pass these gains along to you.



Knock FOR INDUSTRY—Food processing plants, laundries, dry cleaning plants, hotels . . . dozens of industries gain effective bug control, more pleasant work conditions with Pennsalt DDT products.



The advertisement features a cartoon elephant character running towards the left. The elephant is wearing a white cap with 'DDT' on it, a red and white striped shirt, and dark pants. It is holding a large silver spray can labeled 'Néoicide DDT' in its trunk. A smaller can is also visible, and a spray of white mist is coming out of the nozzle. The background is a solid yellow color. In the top right corner, there is a small circular logo with the word 'Veiga' inside. At the bottom, the text 'Néoicide DDT' is written in large, bold, black letters, with 'la terreur des moustiques' in smaller red letters below it.

Néoicide DDT
la terreur des moustiques

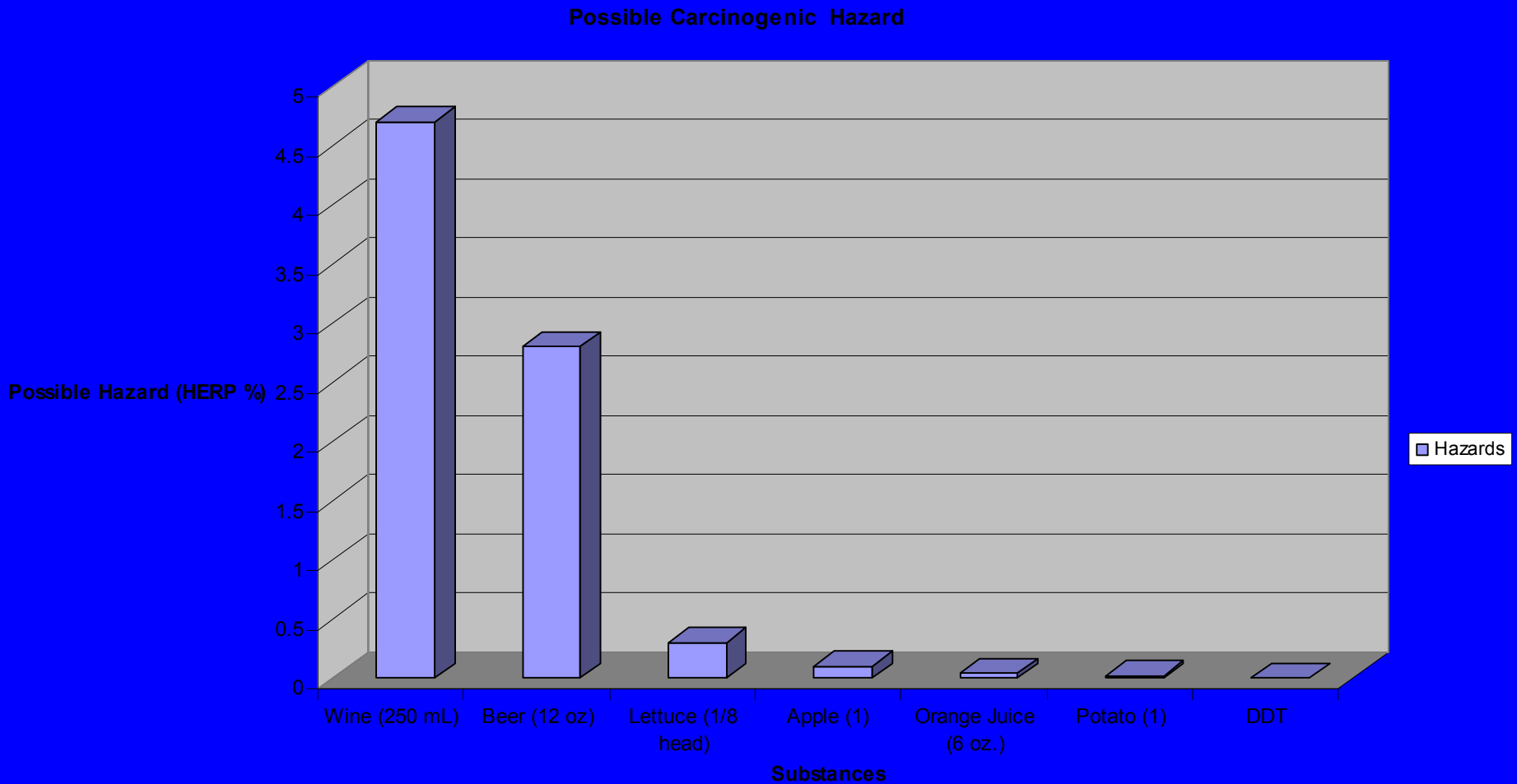
WHO Global Eradication Campaign



Villainous DDT?



Carcinogenic Hazards



Infant Mortality?



Copyright: WHO/Pierre Virot

Using DDT Today

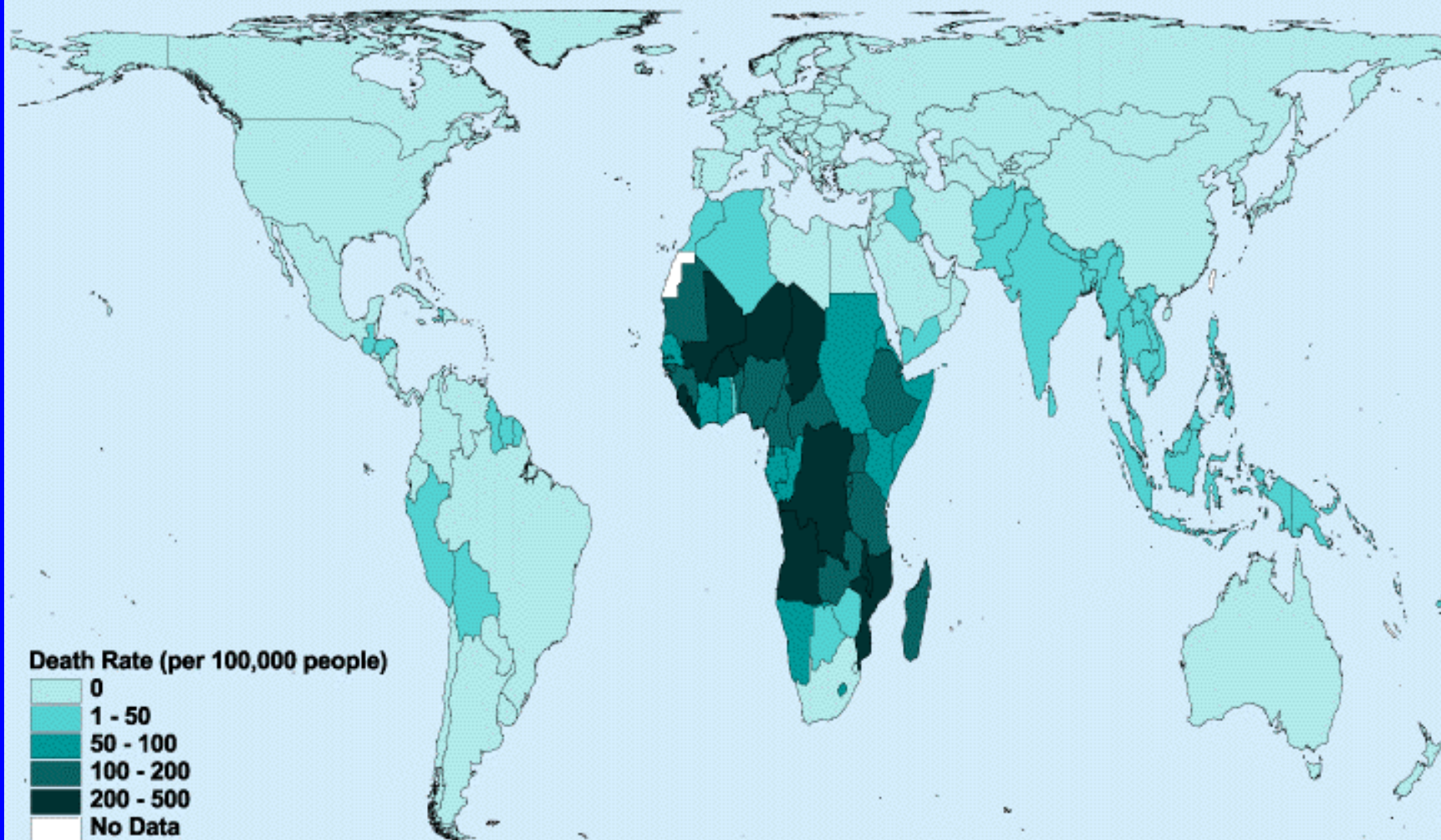


Photo courtesy of Dr. Donald Roberts

DDT for 1,000 acres of cotton protects a country



2000: Incidence of Death due to Malaria



UC Atlas of Global Inequality
<http://www2.ucsc.edu/atlas/>
Created 9 April 2003

Data Source: World Health Organization
www3.who.int/whosis

Today's malaria victims

Copyright: WHO/Pierre Viot





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