

Pesticides and You

News from the National Coalition Against the Misuse of Pesticides (NCAMP)

One in a Series of NCAMP "How-To's"

Naming the 'Cides that Poison & Kill

NCAMP staff have pondered the images conjured by pesticide trade-names, and we thought our readers and members might enjoy our insights into the psychology of pesticide nomenclature. Here are a few of our favorite categories:

•••••War and The Military

The Battlefield: Command, Bonzi, Ally, Dragnet, Triumph, Conquest, Swat, Sharpshooter, and Blockade.

Weaponry: Bullet, Ammo, Rifle, Javelin, Torpedo, Cannon, Whip, Crossfire, Arsenal, Tomahawk, and Machete.

•••••The Macho Male

Cowboys and Indians: Roundup, Rodeo, Bronco, Lasso, Lariat, Posse, Stockade, Stirrup, and Stampede.

Phallic Images and Brawn: Probe, Ramrod, Sceptor, Spike, Bicep, and Flex.
Man as Master: Emperor, Brood, Hardhitter, Superman, Baron, Honcho, Landmaster.

•••••Murder and Mayhem

Megadeath: Doom, Eradicane, Multicide, Pyrocide, Ultracide, Nialate, Raticate, Magnazide.

Man as Murderer: Killmaster, Demon, Avenge, and Revenge.

Murder Methods: Ravage, Pursuit, Prowl, Pounce, Attack, Wallop, Mowdown, Torch, Stomp, Wypout, Knoxout, Naled, and Erase.

•••••Violent Nature

Weather: Cyclone, Tornado, Storm, Taifun, and Lanslide

Animal: Cougar, Talon, and Rhino.

•••••Sports

Football: Tackle, Touchdown, Goal, Rugby, and Assist.

Sailing: Frigate, Tiller, Topcide, Corsair, Tattoo, and Broadside.

•••••Space and Science

Physics, Space and the Final Frontier: Orbit, Galaxy, Saturn, Laser, Torque, Sonar, Science, and Beam.

Don't despair, a "kinder, gentler" pesticide product image created by New-Age marketing execs is coming. .

•••••California/EST

The Lotus Position: Harmony, Asana, Unite, Pantheon, Tribute, Prelude, Finesse, and Accord.

Stockbrokers and Mini-Estate Owners: Reward, Advantage, Yield, Manage, Option, and...Logic?