



Below is the story you saw in *Progressive Farmer* describing the revolutionary fertilizer, Super Q. Super Q Corn Starter is made exclusively by Miller Chemical & Fertilizer Corp.

In this advertisement, farm editor John Strohm reports you can satisfy some of the farmers all the time—but, still, that one farmer in five is mighty hard to please!



Top farmers forced us to develop Super Q

BY JOHN STROHM

"Let's face it: Most fertilizer companies had just not kept up with the breakneck pace of today's top farmer—the one farmer in five. He was demanding something no one could give him: a fertilizer made for *him*. *His* crop. *His* area. *His* methods. *His* goals. He's the fellow who forced us to develop Super Q.®"

Dr. Ray Starostka, a quiet man with a burning desire to see farmers break through present yield barriers, was telling me the fascinating story behind Super Q...how a select group of manufacturers pooled their resources... how they hired the best brains to develop a plant food so superior it is *guaranteed* to make top farmers more profit... how it has outyielded all other fertilizers on corn, barley, potatoes, cotton and tobacco.

Top farmers wanted, needed, and could afford the best that scientific know-how could devise—of this, Ray was convinced. And so he accepted what he calls a "dream assignment" to head up a task force of scientists, technicians and engineers.

"We were told to forget cost-per-ton," he said. "Instead, concentrate on *value to the farmer*. Nothing like that had ever happened in the fertilizer business."

Out of months of painstaking work—hundreds of tests, extensive fieldwork in many communities—came Super Q, a fertilizer that made history last year. It gave thousands of farmers significantly higher yields and larger profits—this despite the drought!

The reasons for Super Q's success boil down to three "exclusives":

1. *Super Q uses the forms of nutrients that are best for the plant.* Not what's cheapest, fastest or easiest for the manufacturer.
2. *Super Q is custom-made.* There's a different formula for each crop, each area. It's sold only to the "one farmer in five" who's going after record yields.
3. *Super Q is as up-to-date as your calendar.* Super Q formulas

change quickly, change automatically every time new research, new engineering or changing moisture conditions dictate a revision.

Did you know that one 10-10-10 formulation can produce 25 bushels more corn per acre than another 10-10-10? It's so! Same numbers, true enough—but the nutrients are as different to the corn plant as hamburger and soybean cakes to you and me.

That's why numbers on your fertilizer bag tell you only half the story. You can see how many units of N, P and K you're buying, but not what form. Super Q uses only the best—for *your specific conditions*. (Example: Super Q for corn in Michigan is quite different from Super Q for corn in Ohio.)

I hear some bittersweet comments from manufacturers that Super Q is not easy to make. It frequently slows down plant production. It is more exacting to formulate. One plant had to install \$65,000 worth of new equipment.

So, Super Q *does* cost more per ton. But the higher priced fertilizer can be the cheapest, and vice versa. I have just compiled a national study of farm records (1965—Ford Profit Planner): Average managers with 85-bushel corn yields had production costs of 83¢ per bushel and profits of \$20 an acre. Top managers with 120-bushel yields, due in part to \$10 an acre more invested in fertilizer and lime, had total production costs of only 70¢ a bushel and \$37 an acre profit.

And no question that Super Q is the very best of all. When a top farmer buys Super Q, he can rest assured he is hiring the best brains of the agronomist, the weatherman, the soils expert, the chemist and the engineer. Best by just one yardstick: *profit*.

Next Month, Report No. 3:

"Don't Feel Bad If They Turn You Down"



**SUPER Q CORN STARTER MADE FOR THE ONE FARMER IN FIVE BY
MILLER CHEMICAL & FERTILIZER CORP.**

SUBSIDIARY OF ALCO CHEMICAL CORPORATION, BALTIMORE 15, MARYLAND

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