

**Today's
farm economy
demands a tight rein
on costs per acre.**

**But not
when it reduces
your return
on investment.**

In 1986 the expected return an average corn grower will receive from his investment is estimated to be less than \$40.00 per acre above total cash expenses.*

Not a very bright economic forecast. Nevertheless, despite this prediction, many farmers are finding ways to prosper by improving their net return on every dollar invested.

The efficiency of any investment can often be difficult to measure. Yet, one of the most important investments directly related to achieving higher corn yields *can* be easily evaluated. Your herbicide investment.

A FORMULA FOR SUCCESS.

Agricultural professionals recognize the basic yield benefits of controlling weeds. But they also know