

Now, more and more farmers are investigating and comparing practices on their own ground to evaluate first-hand their economic potentials. Which is why thousands of corn growers are conducting side-by-side test plot experiments comparing herbicides.

A TEST THAT GIVES YOU ANSWERS.

In side-by-side yield tests throughout the country, corn growers have seen Lasso® herbicide outperform the competition seven out of ten times. In fact, the results of on-farm tests, as well as university tests, confirm the average yield advantage of Lasso over Dual* herbicide to be in excess of four bushels of corn per acre. And the same yield advantage holds true for pre-mixed Lasso & atrazine over Bicep* herbicide.

A FORMULA FOR SUCCESS.

After conducting these tests on their own ground, growers are making their management decision in favor of Lasso out of economic necessity: an extra four bushels an acre adds about



In actual side-by-side tests Lasso outperforms the competition seven out of ten times.

\$10 an acre** to their bottom line, without adding to their operating expenses.

So, when you figure the pluses and minuses of your next herbicide decision, there is one very important plus to keep in mind: In today's farm economy one investment returns more for your money season after season — Lasso or pre-mixed Lasso & atrazine. The herbicides that give you less stress. And more yield.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS
*Dual and Bicep are trademarks of Ciba-Geigy Corporation
**based on an average corn price of \$2.50 per bushel
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THE YIELD ADVANTAGE OF LASSO AND PRE-MIXED LASSO & ATRAZINE. A FEW MORE BUSHEL MEAN A LOT MORE NOW.