



In today's economy, more and more growers count on inputs like Lasso to return more for their money.

productivity. And with Lasso, we proved that we can do that."

Around the country, thousands of corn growers like Tom have tested Lasso or pre-mixed Lasso & atrazine on their own farms. And seven out of ten have seen those products outyield Dual* or Bicep* herbicides. The extra yield advantage consistently averaged better than four bushels per acre—the same average that was seen in ten straight years of university tests.

It's the kind of average that can make a significant difference to any corn grower's bottom line.

A FORMULA FOR SUCCESS

With 600 acres in corn, Pat Delanty of Charter Oak, Iowa thinks any increase in yield is worth getting. Pat said: *"The bottom line is what I'm looking at. So any additional yield is important to me. I look at the extra bushels per acre that I got with Lasso and multiply them*

out over all the acres I farm. Even at the existing market price, it's significant."

What would a few extra bushels per acre mean to you? See for yourself by using this formula: yield advantage × price per bushel × number of acres = extra income.

If the price of corn is \$2.50, four extra bushels will give you \$10.00 extra per acre. \$1,000 extra income for every 100 acres you farm.

Certainly you can't afford to pass up any increase you can get. Not in the tight economy we face today.

Think about it now as you put your herbicide program together. You need to choose inputs that will return more for your money season after season—inputs like 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.
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**THE YIELD ADVANTAGE OF LASSO
AND PRE-MIXED LASSO & ATRAZINE.
A FEW MORE BUSHEL'S MEAN A
LOT MORE NOW.**