

Here come the kids

DOEBLER'S INTRODUCES NEW SECOND GENERATION HYBRIDS

by Ted Doebler



I'm Ted Doebler, hoping you'll buy a bag or two of our new, second generation hybrids. Then let us know how they do for you.

That old adage — "If it's not broke, don't fix it" — doesn't apply to corn breeding.

Our job at Doebler's is to make the best better. And always has been.

This year, research director Bill Camerer and his crew have done themselves proud with six new hybrids for 1991.

Showing great promise are second generation hybrids of Doebler's high yielding 66XP, 75X and 86XA. See box.

Be sure to take a close look at 650A-3 way and 29XA, too. They are giving 650-3 way and 29X the battle of their lives.

And you have to be impressed with the sturdy 61X that outgunned 65X in our trials by 8.1 bushels.

First of the second generation

A couple of years ago, Bill Camerer and his crew took our popular 66XP, 75X and 86XA and added a few genetic wrinkles.

Result — exciting new second generation hybrids with strong showy plants, improved health and a boost in yields.

The good news is that all are for sale this year. The bad news? Seed supply is limited.

Of course, we're not about to retire 66XP, 75X or 86XA. They've already proved themselves in research and on the farm.

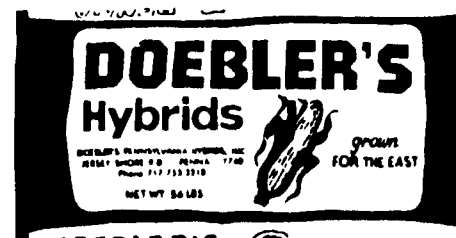
These new hybrids ready to go

DOEBLER 69XP, 105 days. Dark green leaves. Sturdy. Healthy. And it shows no respect for our top performing 66XP. In 28 research comparisons, 69XP was 3.6 bu. better, 6/10th wetter and 1/2% better standup. Ears fill early.

DOEBLER 61X, 100 days. If you like 65X, you'll love this newcomer. In Doebler trials, 61X was 8.1 bu. better, 0.1% wetter and showed 3% less broken stalks and 1% stronger roots. Shorter than 65X. Heavier stalks. Widely adaptable.

DOEBLER 650A-3 way, 100 days. We fine-tuned 650-3 and payoff is big — an extra 9.6 bushels, 2% better standup, 4" shorter and a scant 0.1% wetter. Big ears also promise high energy silage. A modified single with 3-way price.

DOEBLER 29XA, 81 days. "A" is for "advance." And 29XA shows how, topping 29X by 5.3 bu. with 1% better roots and stalks. Plants 4" taller and ears 1" higher. Pick or put up in silo. Big grain and silage yields for maturity.



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HYBRIDS FOR THE 90'S