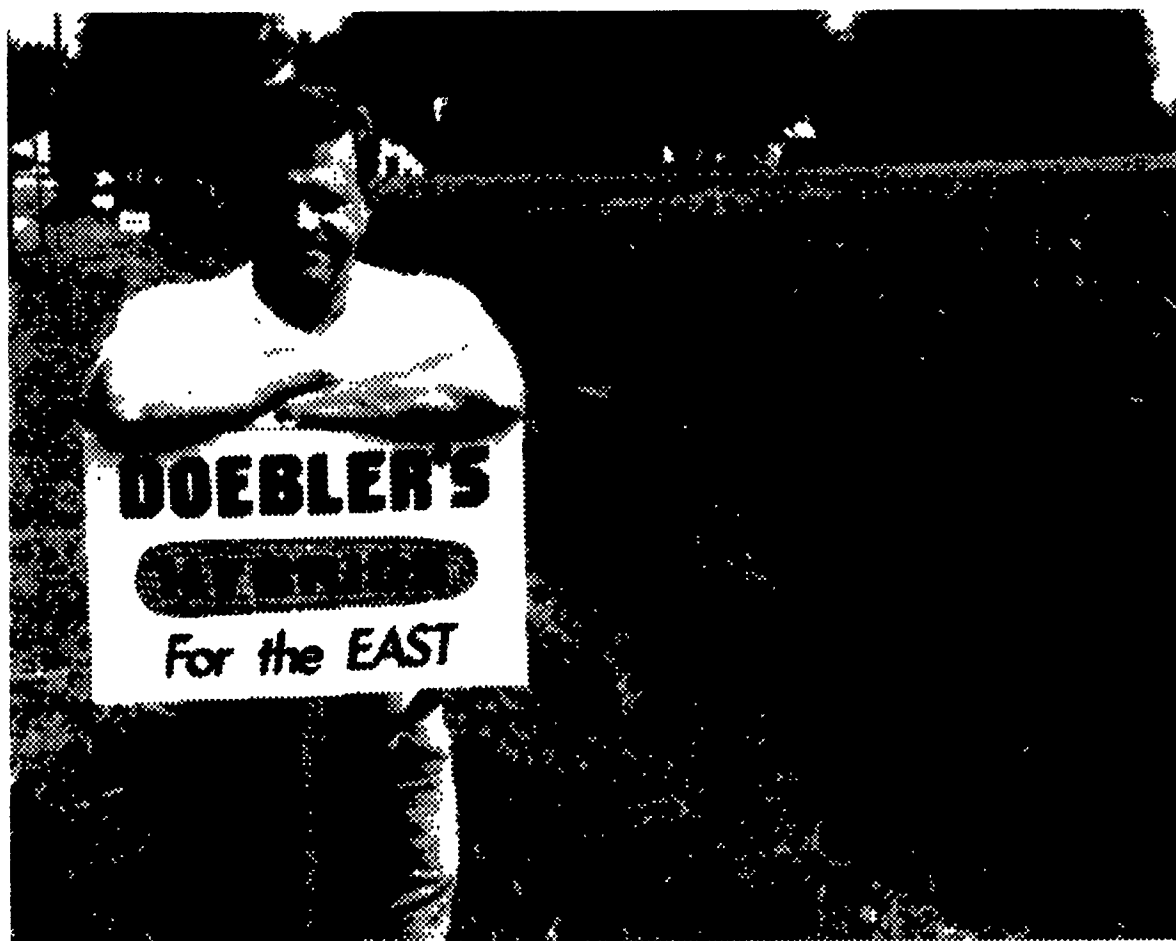


Doebler's hybrids at 1990 prices

NEW! NEW! WE GUARANTEE 80,000 KERNEL MINIMUM.

By Willard Jones



I'm Willard Jones, putting every Doebler hybrid in our fall sale. From our top selling 75X to brand new 27XP.

Our goal at Doebler's has always been to sell the best seed corn and alfalfa at fair prices.

And our Turn the Clock Back Sale this fall does just that, with every hybrid and alfalfa on sale.

But other good things are also happening at Doebler's these days.

1. Doebler's now guarantees a minimum of 80,000 kernels in every bag of single and three way crosses.

2. Doebler's also guarantees at least 56 pounds of seed corn in every bag.

If you're counting, that means you'll get more than 80,000 kernels in most grades. But you will absolutely never get less. Don't let a jealous seed corn salesman tell you different.

Pay cash on order, make 20% return

Ask your banker or accountant about Doebler's See D. It's an investment that works like this at our fall sale:

First save \$2 per bushel of seed corn on sale discount.

Next, save up to \$6 more per bag of seed corn and alfalfa by taking volume discount.

Now combine your seed corn and alfalfa orders and earn another 10% discount by paying cash this fall.

On a \$2000 order, cash discount earns you \$200 over six months. Or equivalent to 20% interest on a one-year CD.

Plant 100 acres, pay these prices

It takes 28 bushels of Doebler's medium flats to plant 100 acres. That's at 24,000 kernels per acre. Here's what you pay per bag:

Only \$62.37
for 15 super singles like new 73XP and 45XP after discounts. Plateless, \$61.02.

A low \$57.87
for nine commercial singles after all discounts, including 86XA-2. Plateless, \$56.52.

Still lower \$53.37
for 75XMOD2 after discounts. Outtonned 75XMOD in our silage trials. Plateless, \$52.02.

A bargain \$48.87
for all three ways after discounts. Like hot 650A. Plateless, \$45.72.

Save over \$16 on alfalfa.
Regular price is \$163.80. But you can do better. First, combine seed corn and alfalfa purchases to get best quantity discount. Next take 10% cash discount. On a 30 bag order, that drops alfalfa price to \$145.17.



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YOUR REGIONAL ADVANTAGE