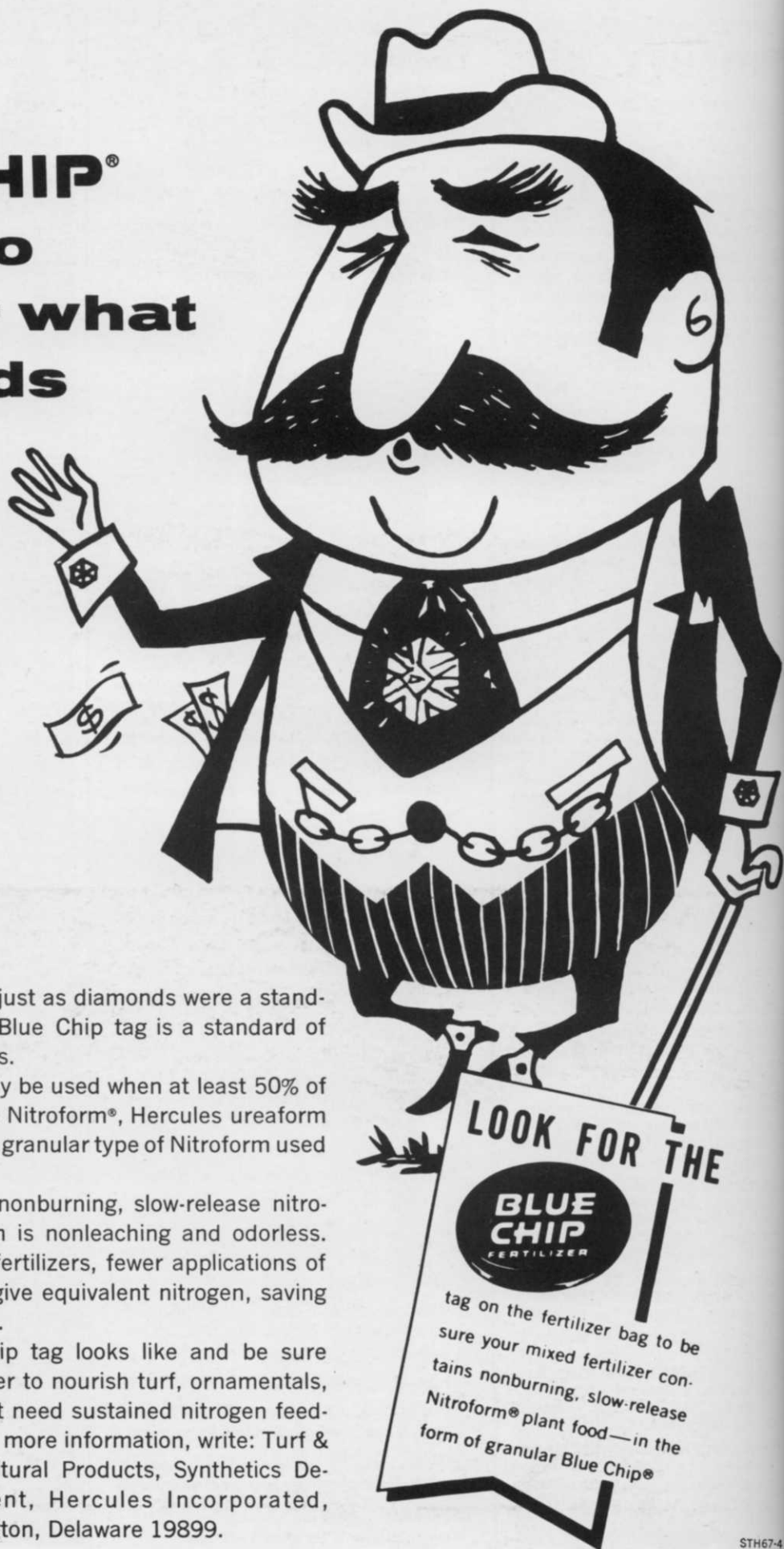


**You say
BLUE CHIP®
means to
fertilizer what
diamonds
meant
to me?**



That's right, Diamond Jim, just as diamonds were a standard of quality to you, the Blue Chip tag is a standard of nitrogen quality in fertilizers.

The Blue Chip tag can only be used when at least 50% of the total nitrogen content is Nitroform®, Hercules ureaform plant food. Blue Chip® is the granular type of Nitroform used in fertilizer mixes.

Nitroform contains 38% nonburning, slow-release nitrogen. Long-lasting Nitroform is nonleaching and odorless. Compared to quick-acting fertilizers, fewer applications of Nitroform are required to give equivalent nitrogen, saving storage and handling costs.

Know what the Blue Chip tag looks like and be sure Nitroform is in your fertilizer to nourish turf, ornamentals, trees, and other plants that need sustained nitrogen feeding. For more information, write: Turf & Horticultural Products, Synthetics Department, Hercules Incorporated, Wilmington, Delaware 19899.



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