

If you're optimistic about farming in 1975 - you're right!

Part of the story you've heard before:

The world needs more food than it can produce, population keeps on growing and the people of the world insist on eating better every year. Now add these developments: First, the "cheap protein" plan for feeding the poor people of the world doesn't look as promising as it once did. Second, the idea of opening up whole new areas of the world to farming doesn't look so hot, either. Third—and most important—we've been on this course now for many years and time is running out.

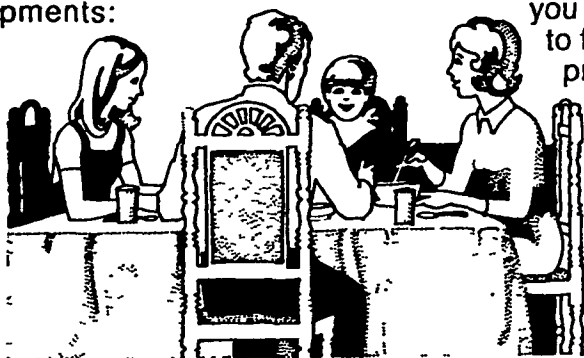
Main Point:

One real ray of hope is *you* and your ability to produce food. Regardless of weather and the rest of the economy, the people of North America and the rest

of the world want what you produce—and all indications are that in the final analysis, they're going to be willing to pay for it.

It's true . . .

you are going to continue to face rising costs of production, increased taxes and higher land costs. However, you have the opportunity to become more efficient and there'll never be a better time to do it than right now.



Consider this:

A Harvestore feed processing system lets you make maximum use of forages as livestock feed, allowing you to sell high priced grain if you wish. And you can forget about the cost of drying the grain you feed and the availability of fuel to

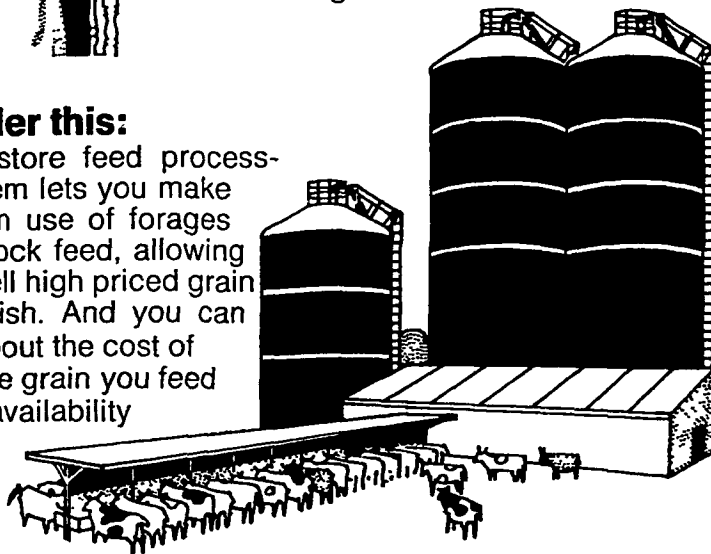
operate the dryer because you can store high moisture grain. Even if drought or early frost cost you your entire grain yield, you can salvage about 40% of the feed value of the plant by processing the stalks and husks through your Harvestore system.

Finally,

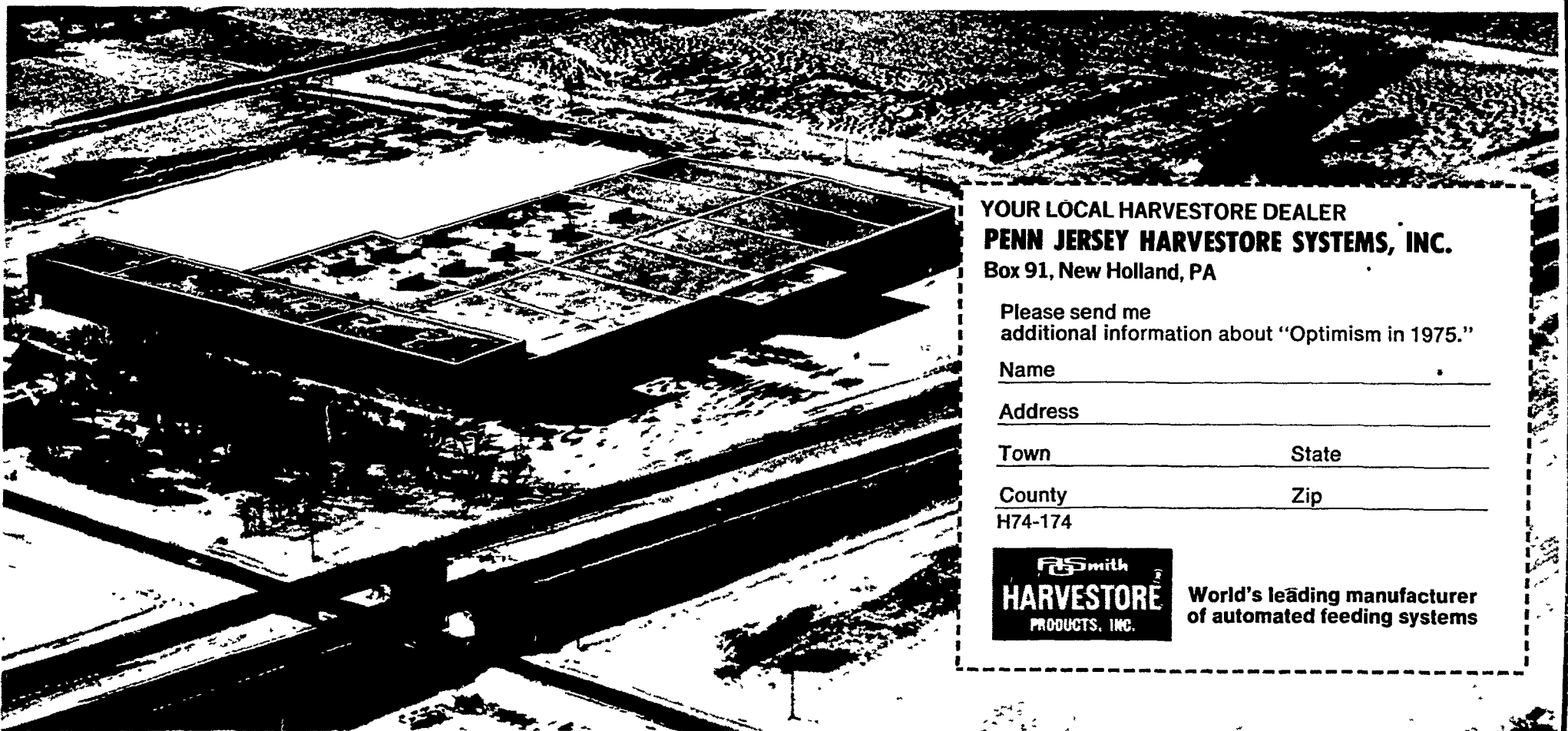
we should add this: We're not asking you to do anything we don't expect to do for ourselves. For instance, we have just completed a multimillion dollar expansion program that doubles our capacity for building Harvestores and we've asked our dealers to grow along with us so that they can continue to be in a position to give you the products and services you need when you need them.

Now is the time

to gear up and move out before costs go up any more. We're ready when you are.



The new DeKalb, Illinois plant is just under 10 acres under one roof. This will double the company's ability to produce Harvestore structures.



YOUR LOCAL HARVESTORE DEALER
PENN JERSEY HARVESTORE SYSTEMS, INC.
 Box 91, New Holland, PA

Please send me additional information about "Optimism in 1975."

Name

Address

Town State

County Zip

H74-174



World's leading manufacturer of automated feeding systems