

# When times you don't sell Neither do

You know how it goes on the farm. The right combination of circumstances can put you on top of the heap, or land you in a heap of trouble.

Let's face it. A number of circumstances haven't been too favorable for the farmer lately — or for the companies supplying the farmer with products.

Massey-Ferguson is no excep-

tion. But then, a company with a 134-year heritage should know how to make it through tough times. We do.

### **Massey is weathering the storm with a show of strength.**

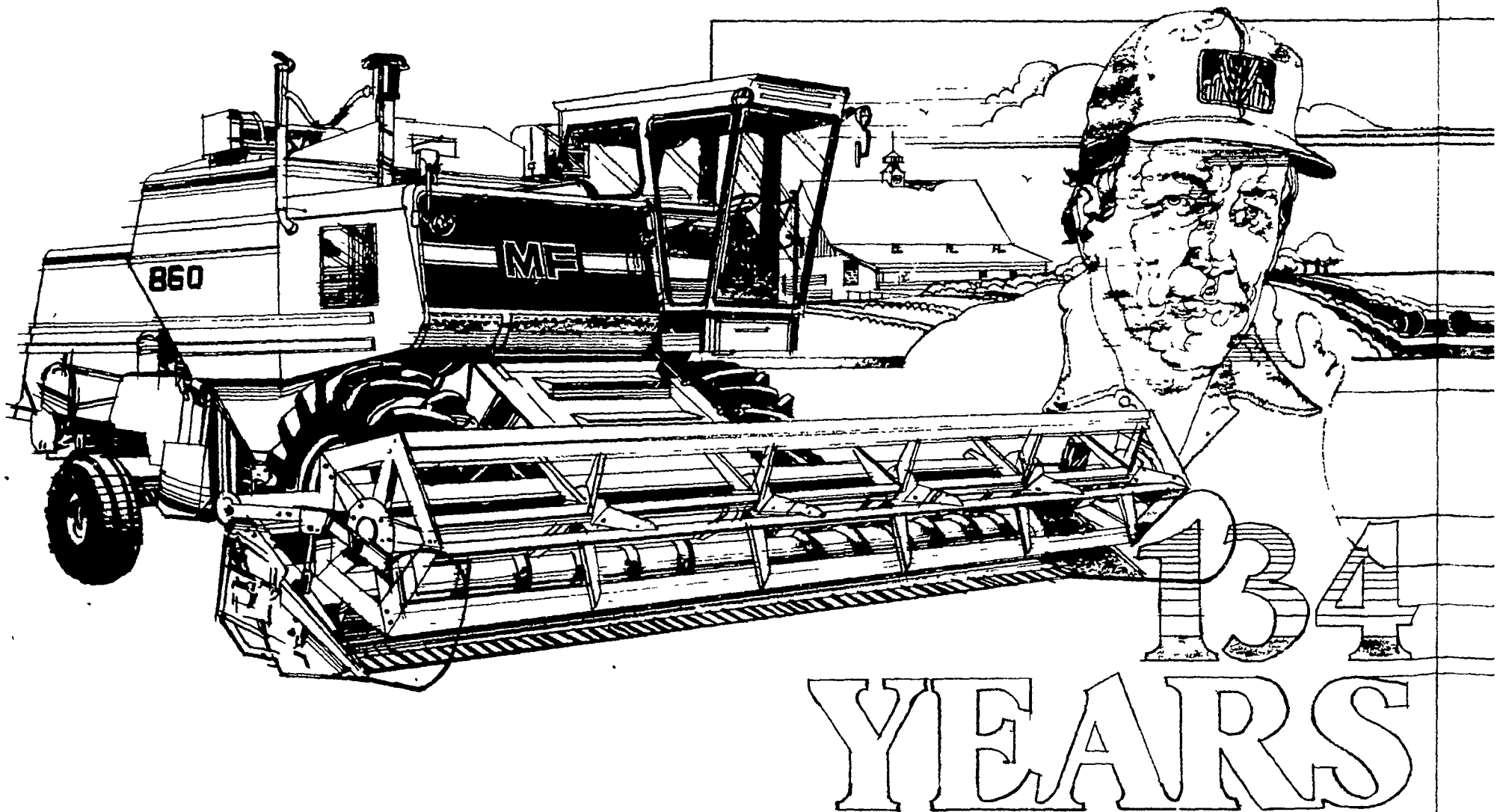
Right now, we're looking at the best MF product line in our history. Quality control has

been strengthened with new manufacturing equipment and higher standards. We have the unwavering support of a large, well-established dealer network.

Further testimony to Massey's strength is a comprehensive re-financing package we're putting together, working with various lenders and the governments of Canada and Ontario. When it's fully in place, we will face the

future with even greater vigor. Meanwhile, we are concentrating on what we do best — making very good agricultural and industrial machines and diesel engines. And you can be sure we will focus greater effort on the largest market in the world — North America.

**It feels good to be bouncing back strong.**



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