

In our balance of trade, the farmer carries a lot of weight.



One of the keys to getting America back on a sound economic path and to maintain a favorable balance of trade is to increase productivity. And when it comes to productivity, we can all take a lesson from the *American farmer*.

As one of this nation's great entrepreneurs, the farmer has combined the resources of land, labor and capital more efficiently than practically any other segment of our economy.

The fact that Americans spend less of their income for food than any other people in the world is a testimonial to this productivity.

In the world market, the farmer carries his weight, and then some. In fact, well over half of all grain traded internationally is grown on American farms.

The answer is exports.

If we expect the farmer to continue meeting the challenge of rising world demand for food, then we must offer a *fair return* for his investment, his risk and his hard work.

One important way of accomplishing this is to assure the American farmer access to world markets for his produce. This means increasing farm exports.

Aggressively promoting our agricultural products overseas will help maintain fair market prices and a more favorable balance of payments, while assuring the farmer a reasonable profit.

WHEAT		
JUL	SEPT	DEC
440.8	455.8	477.0
43.6	59.0	80.0
55.0	89.0	91.0
48.6	59.0	80.0
53.8	68.6	90.8

Each of us must help each other.

Mechanization has been a major factor in increasing the American farmer's productivity and his ability to help feed the world. And

Massey-Ferguson has played a major role in this mechanization. For 134 years, we have been helping the farmer help himself and others.

Massey is the free world's largest manufacturer of tractors, a major producer of combines and diesel engines, and a leading source of tillage and hay harvesting equipment.

We have a vested interest in the farmer — not only in his economic future, but also in his impact on our lives as individuals and as a nation.

Massey and its dealers are committed to the farmer's success. We back that commitment with our own resolve to continue offering the finest in agricultural equipment, parts and service.

Each of us helping each other — it's a Massey tradition, an American farming tradition.



**Now, more than ever,
Massey makes sense.**