

MAY 18 TO MAY 28

SAVE 10%–40% OFF OUR REGULAR PRICES!



HOOBER

5/7/99
Dear Valued Customer,

Hooper, Inc. is planning a special event. Every person involved in production agriculture has experienced the negative effects of low commodity and/or livestock prices in the last year. We are no different. Difficult times, however, also produce significant opportunities.

In order to reduce our inventory of Used Equipment, we have decided to offer a special "CHOPPING BLOCK" sale. During this "CHOPPING BLOCK" sale you have an incredible opportunity to upgrade your equipment at incredible savings. **Starting prices will be cut every day of the sale, allowing for potential savings to you of up to 20% by the last day of the sale.** In order to make this "CHOPPING BLOCK SALE" even more attractive, we are including several dozen items of new equipment.

We have made available our entire inventory of used equipment - over 400 individual items. All equipment will be located at the store where it was traded. Every item has been photographed so you can preview any sale items at the Hooper, Inc. location nearest to you. Or you can access the Hooper, Inc. internet website at www.hooper.com/used/used.frame.html to view pictures off all our used inventory from the comfort of your home.

We appreciate your business. We hope that you can use this special opportunity to acquire some machinery items you need at special savings.

Thank you,

Charlie
Charles B. Hooper, Jr.,
President

**Outstanding
Financing
Opportunities
Available!**

PRICES ARE REDUCED EVERY DAY!

- **BID & WAIT... IF THE PRICE DROPS TO YOUR BID PRICE YOU GET THE PIECE, BUT IF SOMEONE BIDS HIGHER, YOU'RE OUT OF LUCK**
- **OR GET THE PIECE YOU WANT NOW BY PAYING THE CURRENT "CHOPPING BLOCK" PRICE!**

HERE'S HOW YOU CAN SAVE AS MUCH AS \$25,000 ON USED INVENTORY

Starting Monday May 18 and for 10 business days, (the price of every piece of used inventory is reduced 1% or 2%). If you wait until the end of the sale, (May 28) you'll be able to save at least 10% and as much as 20% on every tractor, every combine every planter or drill and every other piece in our extensive inventory. But beware, we are inviting more people to our store than ever before. Some customers won't wait till the end of the sale, and will buy what they need before prices are reduced the full 10–20%. If you wait till the final day of the sale, you might need to find a substitute for the piece that was bought before you bought it.

STEP 1: HOOBER REDUCES PRICES

The start (pre-sale price) is reduced from the original asking price on many used items. We then separated every piece of equipment into 2 categories. The first category will be reduced 20% (2% a day) and the rest has been reduced 10% (1% a day). Each business day from Tuesday, May 18 through Friday, May 28. Act early for assurance or wait for maximum savings!

STEP 2: EVERY SALE ITEM TAGGED

Wander the lot to find your bargain.

STEP 3: YOU SAVE THOUSANDS ON HOOBER'S MASSIVE INVENTORY

Every farmer gets Hooper service at sacrificed prices!!! Some farmers are sure to get what they need by buying before the last days of the sale. Other farmers will wait for the last day of the sale. Some of those who waited, will be rewarded by receiving the maximum savings, others will arrive at the Hooper lot to find the bargain they wanted was sold earlier...

**SAMPLE
TAG**

MAY 18 \$2000
MAY 19 \$1900
MAY 20 \$1800
MAY 21 \$1700
MAY 22 \$1600
MAY 23 \$1500
MAY 24 \$1400
MAY 25 \$1300
MAY 26 \$1200
MAY 27 \$1100
MAY 28 \$1000
TOTAL SAVINGS \$11,360!
28% TOTAL!

FARM MACHINERY RUNS BETTER WITH HOOBER'S ADVANCED



Authorized UPS Station

All New & Used Products Backed
By Hooper Parts & Service

VISIT OUR WEBSITE: www.hooper.com



THREE L