

THE INFORMATION AGE

Knowledge Is Power

Society is undergoing a profound shift — from the industrial to the information age — perhaps even more significant than the agrarian-industrial shift that originated some 250 years ago.

The underlying technology is awesome. Microchips, quantum physics, and fiber optics extend the reach of the human brain.

Everything is computer driven: machines, transportation, medicine, finances, and now agriculture. Just yesterday a few farmers bought home computers, primarily for record keeping. Now the entire realm of soil characterization, planting, fertilizing, irrigating, and marketing is entering the computer age.

Information beyond our wildest dreams will be available to every one of us. Will we be prepared to handle it? Too much information, misunderstood, or poorly interpreted could spell trouble.

For over 60 years PPI has been in the information business...discovering, sorting and screening facts, finding new ways to convey these facts to the scientist, the teacher, the industry, and the farmer.

In information dissemination, it is necessary to be sure about it, to be unbiased about it, and above all to be truthful about it.

Honest, reliable information is essential in today's farming. Wrong information is devastating.

J. Fielding Reed

**BETTER
CROPS**
WITH PLANT FOOD

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PERIODICALS
POSTAGE