

Here's a Challenge Only **FERGUSON** **Dares to Make!**

As the Ferguson Dealer in this community, we will publicly match the new and far more powerful Ferguson "30" against any other tractor. We dare to do this because the new Ferguson "30" is bigger in power, in performance, in economy! At a "Showdown" demonstration we will prove that the Ferguson "30" with Ferguson System Implements, meets more of the needs of more of the farmers... more of the time... than any other tractor... outperforming them all of the following jobs:

Moldboard Plowing

Disc Plowing

Harrowing, Tandem Disc

Harrowing, Spike Tooth

Harrowing, Spring Tooth

Rotary Hoing

Row Crop Cultivating

Field Tilling

Subsoiling

Side Delivery Raking

Loading & Spreading

Wood Lot Sawing

There you are, farmers! The stage is set for a "Showdown." We know we have the best tractor in the world and we're ready to prove it to you.

We are not just claiming what the Ferguson "30" can do. We'll let this demonstration do the talking for us.

If you are thinking of buying a new tractor, look at all of them. Listen to what other dealers tell you their tractors can do. Ask these dealers if they are willing to

prove these claims at a "Showdown" demonstration on your own farm. Then get in touch with us.

Match these jobs a Ferguson Tractor can do with Ferguson System Implements against similar jobs any other tractor claims to do... and you'll see we can do those jobs better with our new Ferguson "30." And we'll ask you to be the judge of how much better we do them.

GENERAL UTILITY COMPANY, Inc.
 WEST HARNETT STREET
 Dunn, North Carolina