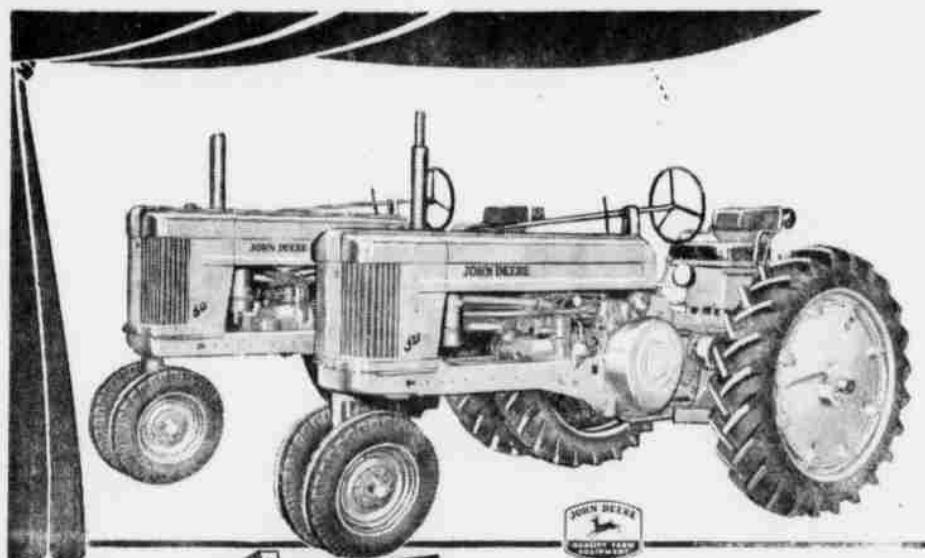


Mr. Farmer: We Know You Know... **WHAT TIME IT IS** **BUT ARE YOU READY?** **WE'RE READY WITH** **JOHN DEERE... THE TRADEMARK OF** **Quality Farm Equipment**



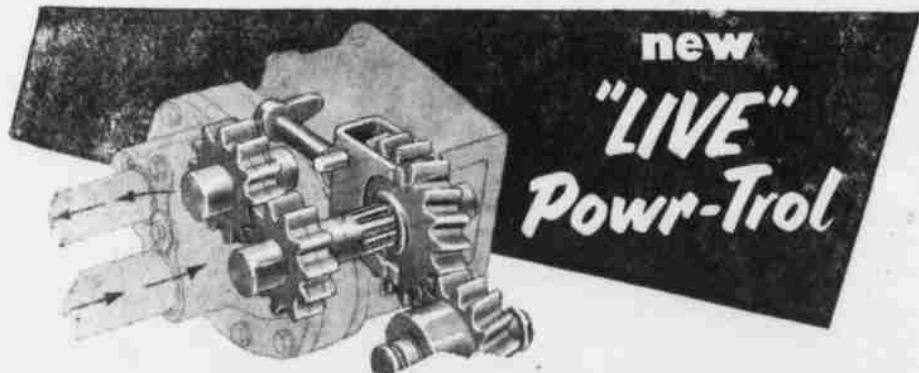
WE'VE really got something to shout about!

Never before have any 2- and 3-furrow tractors packed so many features, offered so much more value, or been so downright easy to handle as these great new John Deere "50's" and "60's."

New Duplex Carburetion engines provide more "get-up-and-go" . . . smoother, quieter performance. Independent "live" power shaft and "live" hydraulic system save up to 40% of the shifting and clutching formerly required. Rear wheels are respaced in a jiffy. Steering is easier than ever. All these and many other new features step up performance to a point where operating these tractors is an entirely new experience.

And so—if a few buttons pop—pardon it, please. It's all because these husky, all-new tractors have every feature you and other farmers like you have been wanting. Come in and let us show you.

Another Great Feature of the JOHN DEERE "50" and "60" Tractors . . .



HERE'S ever-ready hydraulic power that's completely independent of both the transmission clutch and power shaft . . . smooth, positive power that provides the easiest, fastest implement control you've ever known.

On the go or standing still—whenever the engine is running—you have work-saving hydraulic power right at your finger tips. When operating a manure loader or other equipment requiring constant hydraulic pressure, "live" Powr-Trol saves

you up to 40 per cent of the time and effort formerly required in clutching and shifting gears. The compact, precision-made pump that powers this "live" hydraulic system is direct engine-driven at high speed with greater efficiency. As a result, lifting capacities are increased as much as 114 per cent over previous models.

"Live" Powr-Trol is the "lift of a lifetime"—stop in and get acquainted with this unmatched hydraulic system.

OTHER OUTSTANDING FEATURES:

Duplex Carburetion • "Live" Power Shaft • Quick-Change Wheel Tread • Effortless Steering • Ultra-Modern Engineering • Greater Convenience • Unexcelled View • Unequaled Two-Cylinder Strength and Simplicity.

ASK US FOR A FREE DEMONSTRATION

DRIVE THE *New* "40" Series

JOHN DEERE
General-Purpose
TRACTORS



- New* power.
- New* 3-point hitch.
- New* load control.
- New* line-up of Quik-Tatch working equipment . . . and many others.

Want to drive one of the new John Deere "40" Series General-Purpose Tractors?

The opportunity is yours with absolutely no obligation. Just drop in at the store or phone us and we'll arrange for your test drive.

We feel mighty proud of this new tractor that is attracting so much favorable attention in the community, and we want everyone in our store area to have a chance to "get the feel of the wheel." So get in touch with us soon . . . make a date for your free demonstration.

ALSO — — — We can arrange for you to borrow money to pay cash for your Fertilizer and John Deere Farm Equipment.

Be Sure To See The New "Quick - Change" Rear Wheel Tread, The KBL Disk Harrow and Roll - O - Matic Front Wheels, too.



See Your JOHN DEERE Dealer for Quality Farm Equipment

Johnson Cotton Co.
 RAEFORD, N. C.