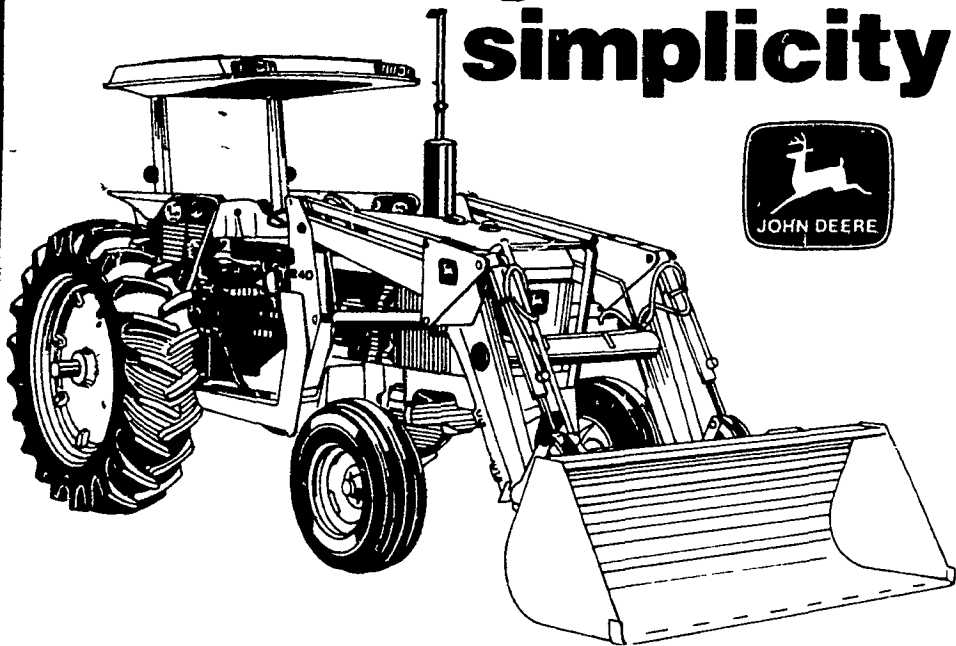


Command this new 240 Loader with single-lever simplicity




Raise, lower, dump, roll back — you do it all with one lever on the new self-leveling 240 Loader from John Deere. No more lever juggling required. It's simple, and allows faster cycling. Designed exclusively for 4-cylinder tractors, this loader offers self-leveling. You'll like that feature when moving pallets or raising buckets full of sloppy manure or loose materials. New Quik-Tatch™ mount/demount and attachment change let you make these switches faster than ever before, using NO TOOLS. Forty degrees of rollback allows hauling the largest possible loads. See the self-leveling 240 Loader today.

PERFORMANCE PROFILE



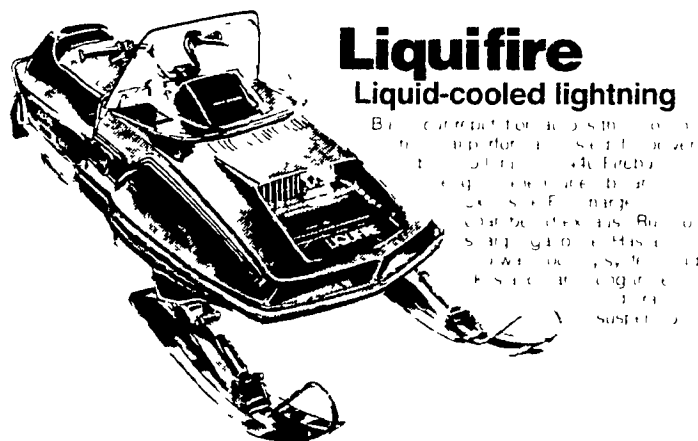
Not too big for small jobs . . . not too small for big ones . . . priced to be the practical alternative: the 60-hp 2440

You'll find you can fit 60 hp into a lot of jobs very economically when you see the performance of the John Deere 2440 Tractor. Field-proven engine and drive train combine with John Deere features like Load-and-Depth Control and a closed-center hydraulic system to provide you maximum 60-hp performance in the field or feedlot. An electronic instrument panel and adjustable seat round out the impressive performance features of the 2440.

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See the World on Fire

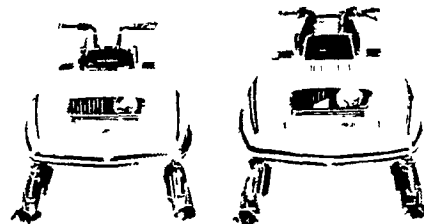
WITH A 1981 JOHN DEERE SNOWMOBILE. SEE LIQUIFIRE • SPORTFIRE • TRAILFIRE • SPITFIRE TODAY



Liquifire

Liquid-cooled lightning

Be a champion in the snow with the new John Deere Liquifire snowmobile. It's the most powerful snowmobile ever built. With a 40-hp engine, it can handle the toughest snow conditions. And it's so easy to use, you'll be a champion in no time.



Trailfire, Sportfire

The trail blazers

Trailfire and Sportfire are the most powerful snowmobiles ever built. With a 40-hp engine, they can handle the toughest snow conditions. And they're so easy to use, you'll be a champion in no time.

Spitfire

The little spark with a lot of fire

Spitfire is the most powerful snowmobile ever built. With a 40-hp engine, it can handle the toughest snow conditions. And it's so easy to use, you'll be a champion in no time.

