e 1,786 reasons ness with us.



Iwear one hat.

when you need parts, you need parts—no if's, and's, or but's One word from you is all it takes to set the wheels in motion.

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Chances are, your MF dealer has what you need in stock But if not, it's important to know the computerized MF North American Parts Operation is one of the largest, fastest respond-

ing parts systems in the world Your Massey dealer's E-COM Emergency Ordering System puts him in direct contact with the Central Parts Operation computer So, he can determine availability and shipping status instantly for critically needed items

How do we keep the "well-oiled machine" well oiled?

We get a lot of help from Massey-Ferguson dealers

The Massey Dealer Council meets regularly with Massey management to trade ideas, discuss operations, and express needs and concerns of their

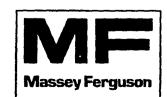
customers—peoplejustlikeyou.

Dedication and involvement it's all part of being a Massey-Ferguson dealer. And those are the best reasons yet to count on your nearest MF dealer for the finest Massey service, parts and financing available

You can count on him for good, sound advice when you need it, too. And he can meet practically all of your farm machinery needs — not just tractors or combines

Now, you've probably got a lot of good reasons of your own for doing business with us.

Great. We appreciate your business and hope you'll keep it coming. And if you need more good reasons, they're as near as the man in the Massey-Ferguson hat See him real soon



Now, more than ever, Massey makes sense.