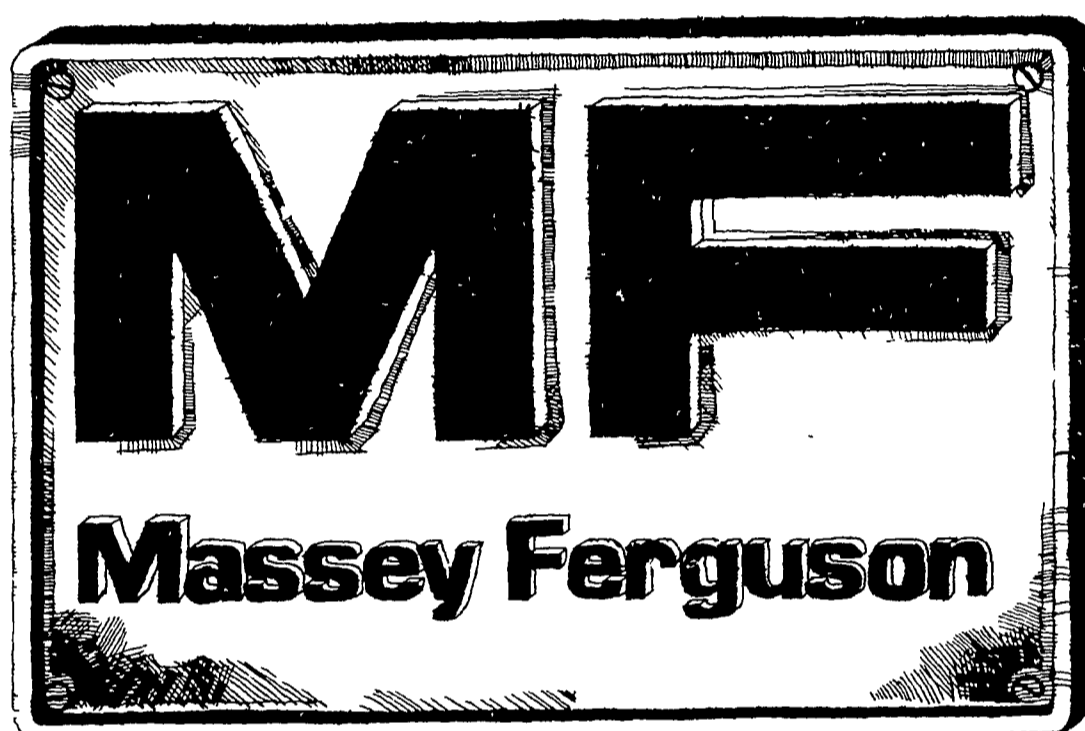


Around the world, in any language, this means "tractor."



Just ask anybody.

Talk to a widowed school teacher named Claribel Quvabe. She lives in Swaziland and uses a Massey tractor to help her bring in a critically important cash crop — sugar cane.

Ask Kuhn Ting Amnajsing of Parkchong, Thailand. He started 15 years ago with 16 acres, \$100 cash and a hoe. Now he owns two MF tractors and earns extra income by doing custom work for his neighbors.

Or ask Charles Cutshaw, who uses nine Massey tractors to do custom work and farm 1,250 acres in Scott County, Kentucky. That's a lot of Massey horsepower in horse country.

All over the world, in nearly 200 countries, you'll find many thousands of people who depend on Massey-Ferguson tractors for their living ... or even their survival.

That's not surprising, because Massey is the free world's largest manufacturer of tractors.

World-wide leadership doesn't just happen.

There are some very good reasons why Massey-Ferguson is a world-wide leader when it comes to tractors.

One factor is a succession of product innovations. Take the invention of the Ferguson 3-point hitch system. This hydraulic system integrated the tractor with its implement, and greatly improved performance in the field.

Much more recently, Massey added a new dimension to tractor performance with the electronic draft control on our big 4-wheel drive tractors. It electronically adjusts to changing soil conditions, and there isn't another system like it on any tractor produced in North America.

Certainly the Perkins diesel engine has also contributed to the acceptance of Massey tractors. These engines were well known for fuel efficiency long before fuel efficiency became important to American tractor buyers.

It all comes down to a combination of hard-working products and honest value that enables Massey-Ferguson to produce an average of approximately 140,000 tractors every year. And Massey products are manufactured or assembled in 83 factories in 30 countries around the world.

Twelve of those factories are in North America, including the ones turning out MF tractors for U.S. and Canadian farmers — the most productive farmers in the world.

Massey makes sense, right here at home.

World-wide success indicates more than just a good product.

It's evidence of a dedicated world-wide dealer network, supported by a global parts supply and service system second to none.

You can be sure the company that can back a tractor working in a jungle will stand behind the tractor in your own field.

See your Massey-Ferguson dealer. He's got the tractors you want, and they're ideal for your farming needs. When you buy MF, you'll know you've bought a leader.



**Now, more than ever,
Massey makes sense.**