

WHEN DO YOU GET THE MOST FOR YOUR MONEY?

When you go to buy farm machinery, you are probably interested in getting the most for your money.

What are the main factors you consider in determining which grade of equipment is the most economical to buy?

It will pay any farmer to apply these tests:
FIRST TEST. Think back over your experience in buying goods and, from your memory, dig up the poorest purchase you ever made.

Was it a high-grade article at a fair price, or was it some imagined bargain, bought because it was sold at a low price?

How about that cheap suit which became shabby after a short period of wear, or that cheap pocket knife which never kept a good edge; or that cheap plow which never worked right?

Did you get the most for your money when you made that purchase?

SECOND TEST. List all the machines on your farm that are in good working order.

How long have they been used?
 Place fair values on these implements at, say, approximately what they would bring at a farm sale. Subtract the present values from the original prices, and then divide by the number of years of service. That gives you the price per year of use.

Which makes the better showing in price per year of use — the high-grade or the low-grade machinery? And which has earned the most for you since you bought it?

THIRD TEST. Check up the upkeep cost of high-grade implements as against cheap ones. Remember, the ultimate cost is the purchase price, plus the upkeep cost, spread over the life of the machine. Cheap machines are not very cheap to keep in good running order.

FOURTH TEST. Go to any farm sale and jot down the prices received.

Which brings out the most spirited bidding, the cheaply-made equipment or the equipment made by a well-established firm, which has a reputation for quality — the equipment which farmers of the community KNOW is good?

Ask the auctioneers of your community about their views on high-grade and cheap farm equipment, from the public-sale angle.

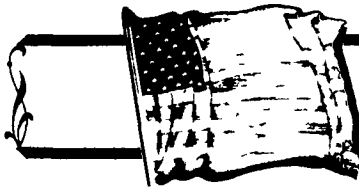
FIFTH TEST. Make inquiries as to the quality of work. See if you can find much pride of ownership in cheap goods. Ascertain the real satisfaction users have had from high-grade implements as compared to cheap tools.

SIXTH TEST. What is your experience in repair service on high-grade implements made and backed by a strong, successful firm, in contrast with what you have seen of repair service by manufacturers who feature low-priced goods? Would you care to buy an "orphan" implement or one that is likely to be "orphanized" within the next few years, due to the financial weakness of its manufacturer? What does PROMPT and PERMANENT repair service mean to you?

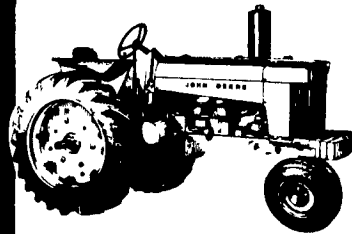
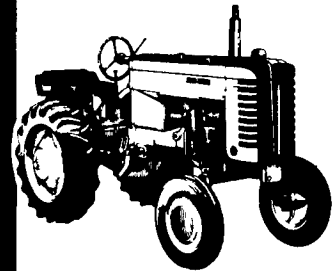
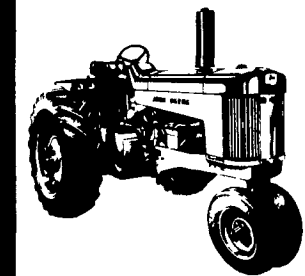
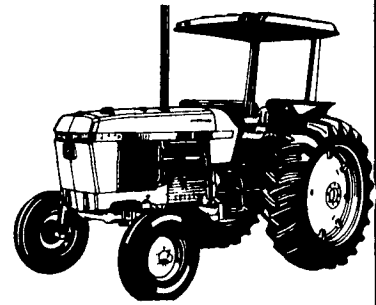
The John Deere organization takes pride in being a builder of quality farm equipment. We are not interested in making our goods poorer, but in making the kind that serves the farmer best. We do not skimp on weight, quality of materials, finish or workmanship. Measured by efficiency, long life, low upkeep expense, and all-around satisfaction to the users, John Deere farm equipment costs the least — gives you the most for your money.

JOHN DEERE, MOLINE, ILLINOIS

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