

# DON'T KISS \$8,938 GOODBYE

That's how much you could lose  
just on resale value  
if you don't buy a John Deere

Looking for a big discount when you buy a tractor? Don't get stuck with an even bigger discount when you want to sell it.

**Always consider resale value** when you price a field tractor. Because the differences among brands may sometimes be bigger than ANY purchase incentive.

**Compare John Deere with our two leading competitors.** According to the Spring 1984 Official Guide of the National Farm and Power Equipment Dealers Association, the average 5-year-old John Deere 4440 sells for 106 percent of its 1979 list price. One leading competitor averages 87 percent of its 1979 list price. The other averages 73 percent.

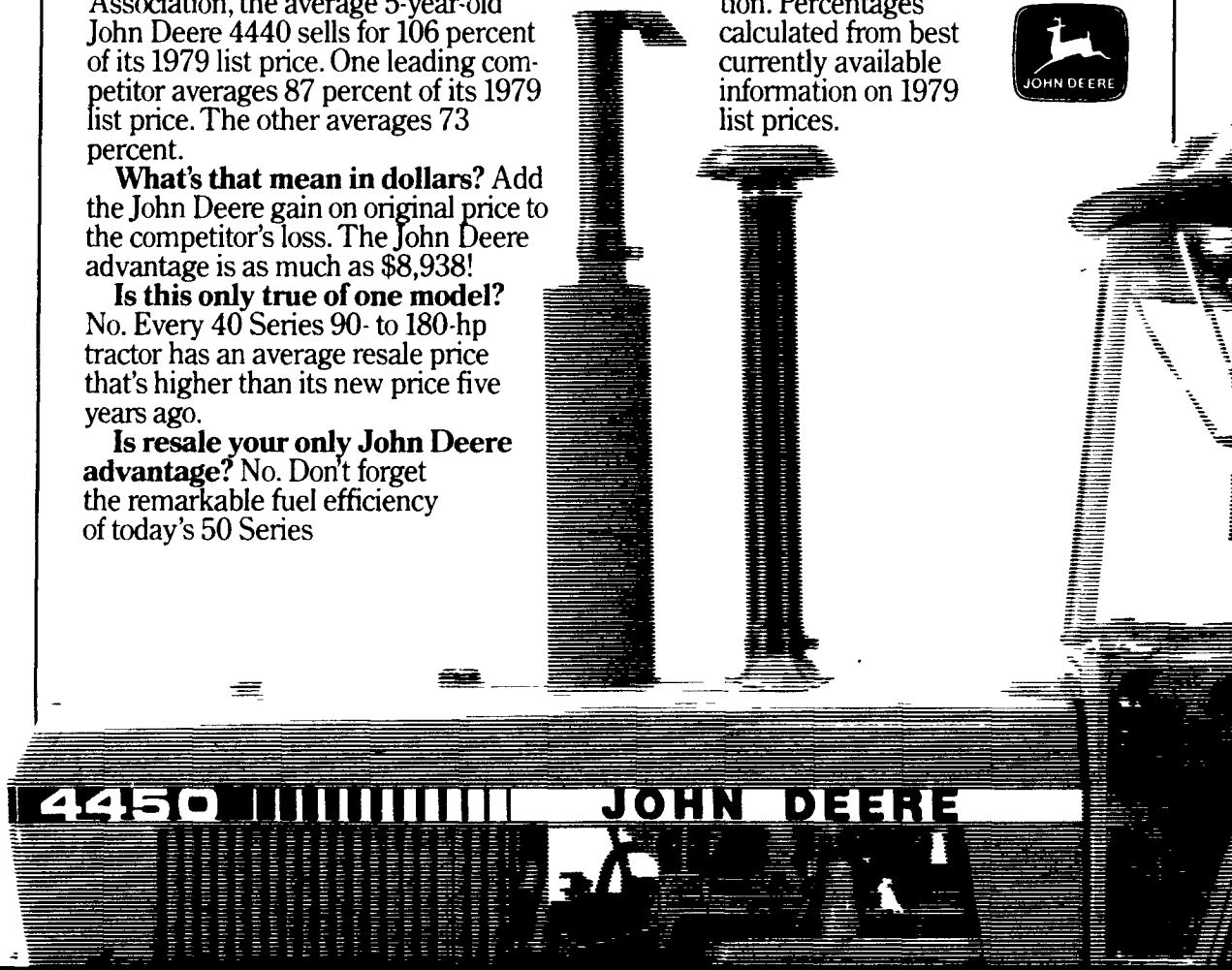
**What's that mean in dollars?** Add the John Deere gain on original price to the competitor's loss. The John Deere advantage is as much as \$8,938!

**Is this only true of one model?** No. Every 40 Series 90- to 180-hp tractor has an average resale price that's higher than its new price five years ago.

**Is resale your only John Deere advantage?** No. Don't forget the remarkable fuel efficiency of today's 50 Series

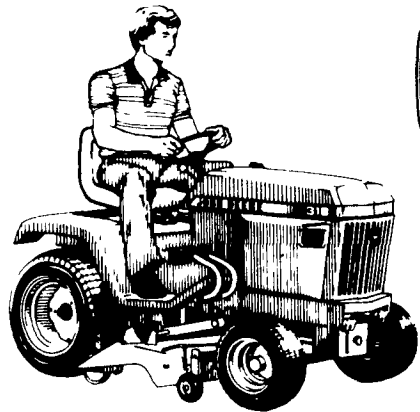
John Deere tractors. And don't forget our unmatched reputation for high quality and high reliability. See your John Deere dealer. He'll be happy to explain the big difference between a low-price tractor and a low-cost John Deere: 100-hp 4050, 120-hp 4250, 140-hp 4450, 165-hp 4650 or 190-hp 4850.

NOTE: Average resale prices taken from Spring 1984 Official Guide of The National Farm and Power Equipment Dealers Association. Percentages calculated from best currently available information on 1979 list prices.



## John Deere Lawn and Garden Tractors:

They've always been easy to use.  
Now they're easy to buy.



Buy a John Deere 200, 300 or 400 Series Lawn and Garden Tractor now and pay no interest until April 1, 1985.\*

John Deere Lawn and Garden Tractors have a reputation for reliability, durability and ease of operation that other brands simply can't match. And over the years, John Deere has developed time and labor-saving accessories and equipment, like loaders, tillers, mowers and thatchers... all designed to make your work go faster.

Now you can buy a new John Deere Lawn and Garden Tractor and pay no interest until April 1, 1985, when you finance through John Deere.

Stop by for a hands-on inspection of a John Deere 200, 300 or 400 Series Tractor today. And get all the details on interest-free financing until April 1, 1985.

\*Financing subject to approved credit. Amounts financed less than \$2,500 are not eligible for finance charge waiver under this program. However, they do qualify for 90 days same as cash if financed on John Deere Credit Card.

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## The Long Green Line™



Nothing runs  
like a Deere™

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