The Toughest Dealer

Tough, demanding dealers are looking at White Farm Equipment Company because there is not a better looking line of tractors than White Farm's Field Boss.[®]

More than a bold look. White Farm's attractive styling is only the beginning. Behind the good looks is equipment that's engineered to keep you ahead of your competition. Just look at the Seed Boss[®] planter — unsurpassed in accuracy. Or look at any of our full line of tractors and tillage equipment.

White Farm knows the farm business. You'll be working with a company that has over 160 years of experience invested in building our wellengineered line. White Farm designs and delivers equipment that saves you prep time, reduces call backs, and most importantly, keeps customers satisfied. That's enough to please a demanding dealer like yourself

> Grow and prosper with White Farm. It has never been more difficult to run a profitable dealership. And White Farm knows that it's long-lasting products that insure success, not big-ticket discounts. Solid dealers that can measure up to our standards should join our team. For information, call the general sales manager in Oak Brook, IL, at (312) 887-0110. You'll be pleased with what he has to say.



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