

We deliver peace of mind with every GENESIS™ tractor

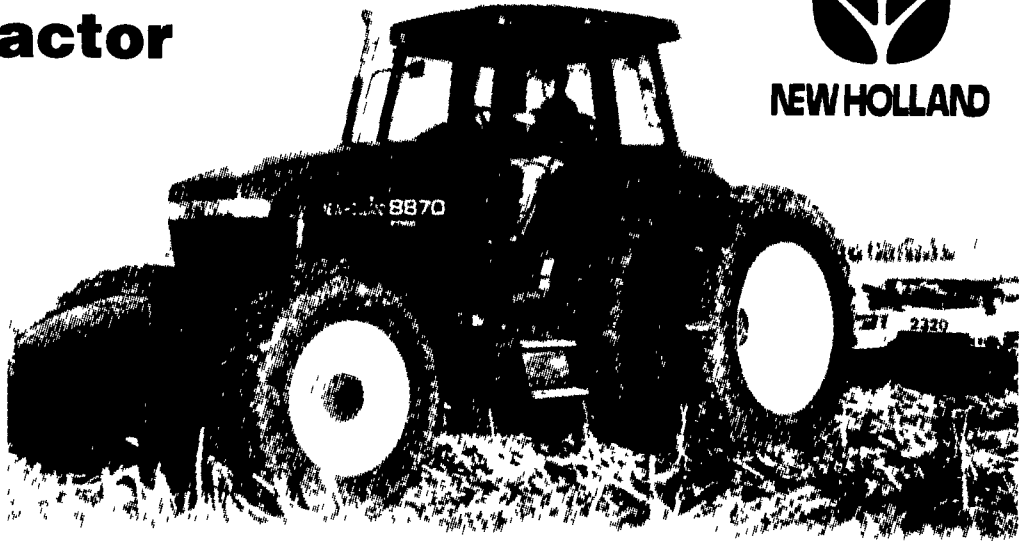


NEW HOLLAND

Buying or leasing a GENESIS™ tractor from New Holland is virtually risk-free.

- GUARANTEED trade-in value with no-risk leases
- The best warranty – 3 years, 3,000 hours, no deductible
- The best performance – the best lugging ability, the best fuel economy, the smoothest powershift and more!
- The best dealer service and support

Stop in for a test drive. We deliver peace of mind with every GENESIS™ tractor.



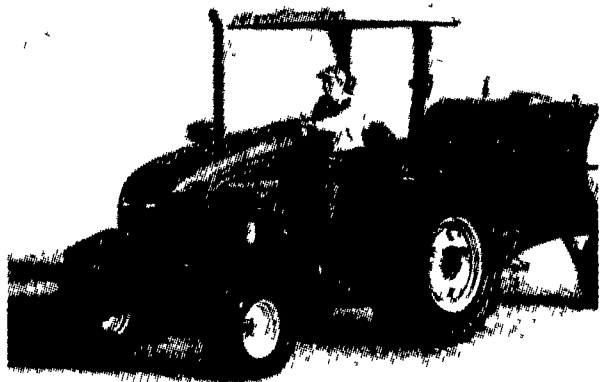
Excellent in the field - and on the farm

New Holland 70- to 90-PTO-hp tractors feature a 16x16 Pulse Command™ transmission with push-button power shifting within each of four speed groups. Speeds are evenly spaced 18% apart, with nine speeds in the usual two- to seven-mph working range. Plenty of gear overlap makes range shifting unnecessary most of the time.

The shuttle lets you pull out from a dead stop or change direction without clutching. An optional, electro-hydraulically engaged creeper is also available.



NEW HOLLAND

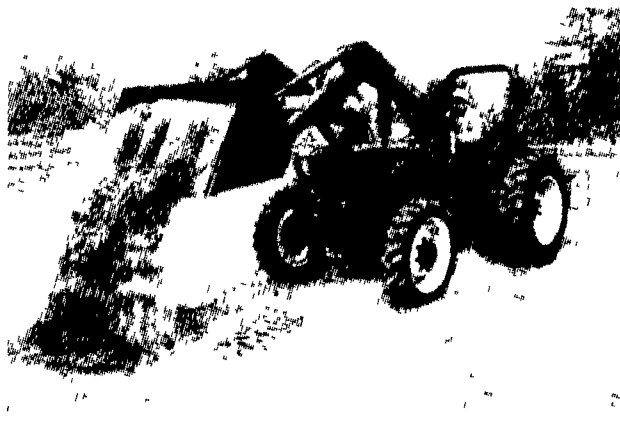


Shuttle back and forth with ease

The left-hand, column-mounted shuttle control on New Holland 40 to 62 PTO hp tractors with 8x8 and 16x8 transmissions provides convenient shifting of the best, fully-synchronized shuttle in this horsepower class. Shuttling is controlled with the left hand, leaving your right hand free to operate the loader.



NEW HOLLAND



Great looks. Aggressive power.

New Holland 35 Series tractors really "work big" in the field or on the job.

- Engines have good lugging ability with 1000 useful rpm's between maximum torque and maximum power
- 14.5 gpm hydraulic flow assures fast implement response
- 3-point lift system, activated by touch control, is best-in class
- Electro-hydraulic differential lock provides maximum traction when needed



NEW HOLLAND



0.0% APR

Make tracks to your New Holland dealer!

There'll never be a better time to buy New Holland ag tractors up to 100 PTO horsepower!

Between May 1 and May 26, 1998...

Take delivery of a New Holland tractor and get

• 0.0% APR* for 12 months on new in-stock New Holland agricultural tractors up to 100 PTO horsepower, excluding Boomer™, TN and TS Models.

You have lots of ways to save. But only if you see your New Holland dealer for full details. Remember, these special offers only last until **May 26!**



NEW HOLLAND

NEW HOLLAND
Credit Company

* Financing available to qualified buyers through New Holland Credit Company, LLC. Customer will be required to provide a down payment which will vary depending on the list price of the unit. Based on a retail contract date of May 15, 1998 with Suggested List Price on a Model 5635 2WD less cab tractor of \$30,554.00. Buyer provides a \$6,110.76 down payment and finances the balance of \$24,443.24 at *0.0% APR. There will be 12 equal monthly payments of \$2,036.94, payments beginning June 15, 1998. The total amount paid is \$30,554.00 which includes finance charges of \$0.00.

PENNSYLVANIA

Abbottstown, PA
MESSICK EQUIPMENT
RD 1, Box 255A

Elizabethtown, PA
MESSICK FARM EQUIPMENT, INC.

Boswell, PA
MAPLE MOUNTAIN EQUIPMENT

MARYLAND

Frederick, MD
CERESVILLE FORD NEW HOLLAND INC.

NEW JERSEY

Bridgeton, NJ
LESLIE G. FOGG, INC.

Marion Center, PA
ALLEGHENY FARM SERVICE

Halifax, PA
SWEIGARD BROTHERS

Oley, PA
C.J. WONSIDLER BROS.

Hagerstown, MD
ANTIETAM FORD TRACTOR, INC.

Washington, NJ
SMITH TRACTOR & EQUIPMENT, INC.

Carlisle, PA
R & W EQUIPMENT CO.

New Holland, PA
ABC GROFF, INC.

Pitman, PA
SCHREFFLER EQUIPMENT

Rising Sun, MD
AG INDUSTRIAL EQUIP. CO. INC.

Woodstown, NJ
FARM RITE, INC.

Chambersburg, PA
FORRESTER FARM EQUIPMENT LTD.

Honey Grove, PA
Loysville, PA
NORMAN D. CLARK & SON, INC.

Tamaqua, PA
CHARLES S. SNYDER, INC.

Dushore, PA
FITZPATRICK & LAMBERT, INC.

Lancaster, PA
LANCASTER FORD TRACTOR, INC.

West Grove, PA
S.G. LEWIS & SON, INC.

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