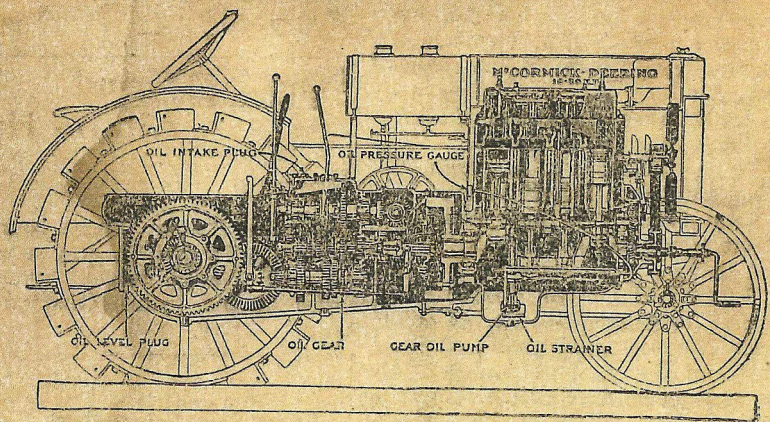




Where Profitable Farming Starts

A new year of farming is ahead. How profitable can you make it? The question hinges largely on power and equipment. The methods of 1860 would soon force a family into poverty today. The methods of 1913, too, fall far short of the changed needs of today.

Costs must be reduced, and only modern power and power farming equipment can do the trick. Now, in advance of your rush of important spring work, take time to think over your equipment needs carefully. If you are struggling with ungainly, inefficient teams, decide to replace them with a sturdy McCormick-Deering Tractor. And plan your machine purchases to match your power.

At this time we call your attention particularly to McCormick-Deering grain drills, tillage tools, and field cultivators. These tools are built in sizes to suit your fields and power. Think how cheaply you can till and drill with these big-scale tools back of your tractor. There's your real chance at farming profit.

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