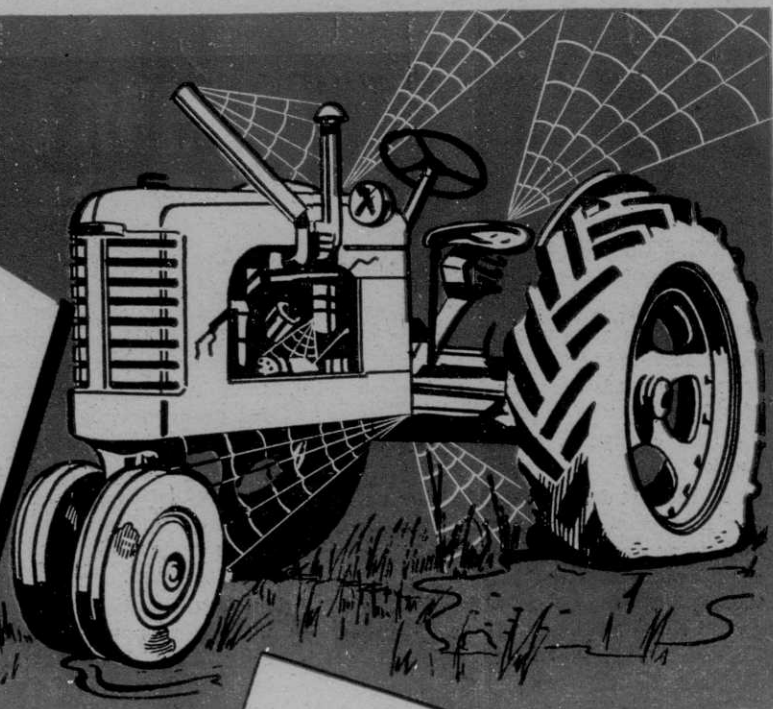


**THIS KIND OF
PROFIT SHARING
HURTS!**



Farm profits don't come easy. It takes a lot of hard work and careful planning to make a living from the good earth. And since it's such a big job to earn those profits, naturally you don't want to hand over a part of them to Rust, Breakdown and Needless Wear.

Nevertheless, every year equipment deterioration costs some farmers many hard earned dollars. Expensive repairs and time lost in the fields eat up profits . . . profits you can't afford to lose.

Proper machinery maintenance can help reduce this profit loss. Your Carter Farm Service Man can give you some mighty helpful information on how to protect your investment in farm equipment. And he'll supply you with products that are scientifically designed and proved by field-test to help prolong machine life. Start now to let your Carter Man help you get more efficiency from your farm machinery.

**Carter Products are delivered
promptly to your own storage.**



Division Office: Billings, Montana

Carter

The Carter

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CARTER HD MOTOR OIL
Cleans engines while it lubricates . . . stands up in heavy duty service for protection with low consumption economy in tractors and trucks.



CARTER FARM GUN GREASE — Keeps dust and dirt out of bearings, reduces friction wear. Withstands heat, heavy loading and shock loads, resists being "pounded out." Ideal for farm implements.



CARTER GASOLINE
Is clean burning, has high antiknock quality, gives steady power that is easy on the engine. For your tractor, here's hour after hour of dependable power.

CARTER help does not end with fine lubricants and powerful gasoline. Your Carter Farm Service Man can provide modern, long-wearing, sturdy TIRES for all farm machines . . . BATTERIES to really punch tractor and truck engines . . . Spark Plugs for fuel economy as well as better performance . . . Fan Belts, Oil Filters, Hose, Radiator Service, and a host of items you need for efficient machine care. Ask the Carter Man first!