



"I wanted a Good Deal"

Found it! Caring for the grounds around the house that Jack built is no longer as tedious as making the mortgage payments. Not since Jack dealt himself a Simplicity Broadmoor 707. For little more than the price of a single-purpose riding mower, he has a real tractor going for him — with Simplicity's job-mated attachments giving him all-season utility . . . from lawn-mowing to snow-throwing (and even "vacuum-cleaning" leaves and clippings). Quality values include soft-action clutch and all-gear transmission (2 speeds forward, 1 reverse) . . . Floating Traction tires that won't mar tender turf . . . the benefit of doing business with one of the Dealers of Simplicity, all men you can depend on for the Good Deal that's right for you.



"I wanted a Good Dealer"

Found him! The size and the look of J. B.'s country place tell you he's a success. A self-made guy, and very shrewd, J. B. seldom makes the same mistake twice. Like buying on price alone . . . or being burned by a "no-service" retailer. That's why a Simplicity Good Dealer keyed his purchase of a new Landlord 2012 riding tractor. He wanted (and found) a garden machinery specialist whose recommendations and service he could trust. What else? A Good Deal, of course! Simplicity's most powerful, most versatile rider. All-new engine, with synchronized balancer, delivers the horses with uncanny smoothness. Three power take-offs and quick-hitching, job-mated attachments underscore Landlord's promise to handle over 25 jobs with ease.

For your Good Deal, See your Good Dealer. Choose your "Simplicity way of life" from the long labor-saving line of Simplicity riding tractors and mowers, rotary tillers, snow throwers and job-mated attachments.

Simplicity

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