

Looking back on "Looking Ahead"

The tradition of "Looking Ahead" is nearly as long as that of R.N. Johnson's itself. Nearly every year the company looks back on what it has achieved and shares its vision for the future and new product opportunities with its customers.

In the 45th anniversary issue the Claremont and Small Machines divisions had been open for about a decade. This issue was devoted

ing, from powerful tractors to snow plows for a wide selection of attachments for all uses" to small machine's "largest selection of used and reconditioned power equipment in the tri-state area."


In 1992 the company was in its 63rd year. The focus of that "Looking Ahead" focused on the fact that "R.N. Johnson's main product is service; customer service" and featured photos of the staff working diligently to prove that "the best service in the world is no better than it should be."

In 1996 "The Year of the Deere" had arrived! This issue of "Looking Ahead" was full of offers and promotions for loyal and valued customers. The "zero downtime warranty" and sweepstakes were both a big hit that year. This issue also featured a run-down of the great deals offered by the company's used equipment inventory.

The 1999, 70th anniversary issue of "Looking Ahead" focused on each department individually,

Looking Ahead
R.N. JOHNSON INC.

YEAR OF THE DEERE
SUMMER ISSUE



INSIDE:
USED EQUIPMENT
SUPER SALE ~ OIL & FILTERS
DEERE SEASON LAWN & GARDEN
EXCLUSIVE ZERO DOWNTIME WARRANTY
SWEEPSTAKES

Looking Ahead
Home of the Latest in Labor Saving Power Equipment For
Farms, Woods and Home/Industrial, Commercial and Industrial Use
Claremont, N. H. Walpole, N. H. Waltham, N. H.

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R. N. JOHNSON SERVES THE TRI-STATE AREA FOR MORE THAN 45 YEARS






The 1974 issue of "Looking Ahead."

The "Year of the Deere" issue of "Looking Ahead" offered loyal customers several excellent deals.

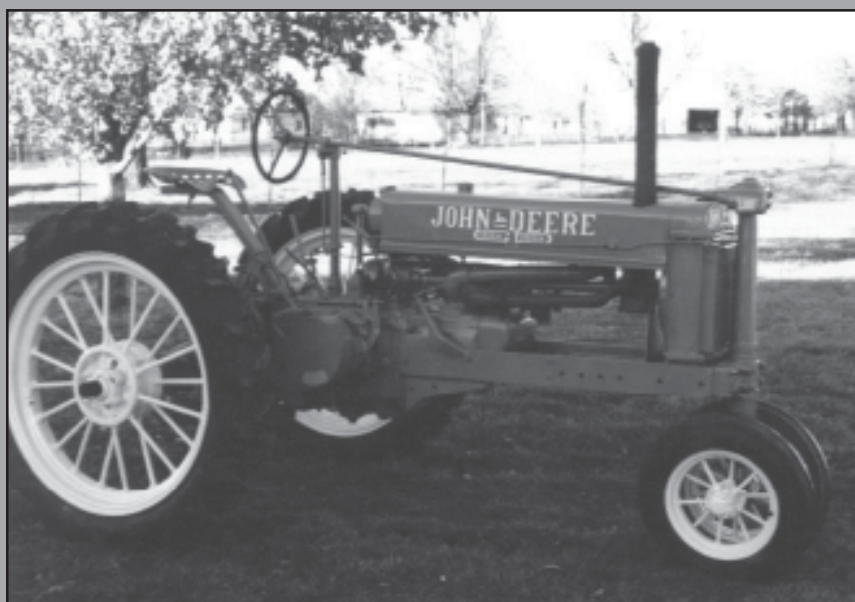
to each of the three branches and detailed what each could offer its customers from large machine's "newest equipment for modern farm-

ally, detailing the many ways in which the departments successfully serve the customers.

John Deere "B" a bargain for Ballam: "Looking Ahead" 1949

"Every year Walpole's Lou Ballam looms up at the fair with some of his registered Jersey herd and they have consistently been prize winners. But it is about another prize winner of his that we want to tell you.

For the John Deere Tractor of the Year, we nominate Lou Ballam's "B." For 13 years this tractor has borne a burden as shouldn't happen to any tractor. (We asked if the tractor really needed those wheel weights and he said "only for reinforcement.") It has done it uncomplainingly and asked for a minimum of keep. In fact, up to this year the maintenance has cost an average of only \$15.40 a year, Lou says.



John Deere Model "B" tractor like the one nominate for "Tractor of the Year" in the 1949 issue of "Looking Ahead."

"I sort of felt I owed it a layoff so for the first time I treated it to an overhaul this spring." The tractor has just come out of our shop wearing a new coat of paint and not only looks like, but is as good as new.

Purchased from Jack by Louie in 1936 the

John Deere "B" was the first "B" tractor sold by R.N. Johnson's. Lou says, "everybody has driven it from a four year old up—it's a wonder it's still alive. Except for starting I've always used kerosene for fuel—the cheaper the grade

the better—it's liked it. I can't see but what it's as good as it ever was and I always figured it couldn't be beat. Some day I might get a new John Deere but no one else will ever own this one. And for service Jack has never let me want for equipment in good working order."

Excerpts:

1949: "Francis Plumb of Springfield tells us that he has done more haying from the tractor seat this year than ever before, and likes it that way. Francis is a convert to grassland farming, and is putting up a lot of grass silage this season. He is pretty enthusiastic about his new John Deere field chopper which is giving him excellent results. Said Francis, "From our production with the field chopper we were able to fill a 12' x 30' silo in eleven hours. It's a good machine and I expect it to get in a lot of hay for me."

"Merle Kelton of Cambridgeport reports that the Brillion Sure-Stand Seeder he bought from us last spring does the best job of seeding down he's ever seen."

"Charles Cutler of Springfield is very well satisfied with the New Holland Baler we delivered to him. He said, "We went right to work with it just as it came, and except for minor adjustments which I have made myself it had needed no servicing. We get four bales per minute. I've crowded it to do better than that, but I find a good steady pace does more in the long run. Of course, everything depends on the stand of hay and the size and lay of the piece."

1974: The other day an interesting comment was overheard. A middle-aged man mentioned to a friend, "I had no idea R.N. Johnson's was this big."

1999: "Our staff will listen to what you need, what you want, and what you can afford. There is not a high-pressure commissioned salesman in the place. R.N. Johnson's sales people have one goal... to create satisfied customers. Our business is built on satisfied customers. We believe customers deserve choices, to be treated courteously, with respect, and to feel as though they are doing business with friends. After 63 years, we know what it takes to make and keep friends."