

## Bolens 38 Riding Mower

An illustrated history of the garden tractors that make small farms and vast gardens grow--the Cub Cadets, John Deeres, Simplicitys, Fords, Ariens, Wheel Horses, Kabotas, etc.

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

1960- Dec. issue is the Buyers guide.

Garden TractorsDeere, Cub Cadet, Wheel Horse, and All the Rest, 1930s to Current Advertising expenditure data across ten media: consumer magazines, Sunday magazines, newspapers, outdoor, network television, spot television, syndicated television, cable television, network radio, and national spot radio. Lists brands alphabetically and shows total ten media expenditures, media used, parent company and PIB classification for each brand. Also included in this report are industry class totals and rankings of the top 100 companies of the ten media.

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Jan. 2003- : "7 directories in 1: section 1: alphabetical section; section 2: business section; section 3: telephone number section; section 4: street guide; section 5: map section; section 6: movers & shakers; section 7: demographic summary."

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