

A NEW ADVENTURE

IN FARMING



THE ALLIS-CHALMERS MODEL "B" & MODEL "C" TRACTORS

1932, and developed by their engineers to its present high state of efficiency.

The tractor of today is a different, vastly more efficient machine than the tractor of even five years ago. It has been simplified. Comforts and conveniences, unheard of a few years ago, have been added. It is faster, safer, more flexible, more dynamic, better designed and better built. It is more economical to operate and maintain at maximum efficiency. But strangest of all . . . with all these improvements . . . *it costs less*. Instead of a luxury, it has become a common farm necessity.

In this booklet, we introduce two modern Allis-Chalmers tractors, which embody the latest engineering developments and progress in design . . . the Model "B" and the Model "C" . . . tractors which, with the matched implements especially designed for them, make the complete mechanization of your farm not only possible from every standpoint, but far less costly than animal power or old-fashioned mechanical power.

The story of the new adventure in farming, made possible by these superb tractors, is briefly and simply told in the pages that follow.



*Heavy work, well done, in fewer hours,
with ease and comfort.*



*Versatile power that opens up new roads
to economy and profit.*





Every hour you work a horse— YOU LOSE MONEY

IF YOU are now farming with animal power, and have as few as four head of good work stock, your investment in power is greater than the cost of a Model "B" or a Model "C" tractor!

In other words, four good horses or mules, sold at prevailing prices, would bring more than enough to pay the factory price of these latest and most modern of farm tractors, completely equipped with rubber tires, lights and starter . . . tractors that actually do the work of as many as SIX horses.

But that's not all . . . it costs more to work these four horses than it does to operate a Model "C," the more powerful of the two tractors!

Government figures place the average cost of working one horse at $15\frac{2}{5}$ cents an hour. So four horses or mules would run your operating cost up to $61\frac{3}{5}$ cents an hour.

But the maximum cost of operating a Model "C" tractor is only 34 cents an hour, including fuel, oil, depreciation, upkeep, interest, taxes and all other costs. Most farmers report costs considerably lower than this.

So the Model "C" actually costs $27\frac{3}{5}$ cents per hour LESS to operate than four horses or mules. On the basis of 600 hours of work per year, the savings amount to \$165.60 . . . enough to pay back the purchase price of the tractor in less than four years.

If these savings were the *only* benefits derived . . . if in all other respects animal power were *equal* to tractor power

(which it is not) . . . the advantage would still weigh heavily in favor of tractor power.

Any way you look at it, farming with horses or mules is a losing game. The truth of this may not always be apparent, because, through hard work and good management, many farms using animal power show a profit every year. Nevertheless, these farms are *not* earning the profits they *could* earn . . . and in that sense are losing money.

Every hour you work a horse . . . you lose money. But that's not all you lose.

You lose the advantages of greater speed, because these tractors work at twice the speed of horses, and therefore accomplish twice as much per day or per hour. Your land is prepared sooner; your crops are planted and cultivated at exactly the right time; you spend fewer hours in the field.

You lose the advantages of better work, because the tractor has the extra power you need to do the *best* work. You plow deeper, prepare a better seed bed, and give your crops a better chance to grow, mature and thrive; you are rewarded with better yields and crops of better quality.

You lose the advantages of greater comfort and convenience. With one of these tractors on your farm, you do your work with less physical exertion. You ride on a comfortable cushioned seat; your implements are raised and lowered with a minimum of effort; you can have a mechanical starter to start your engine, and lights for night work or for traveling on the road after dark, if you wish.



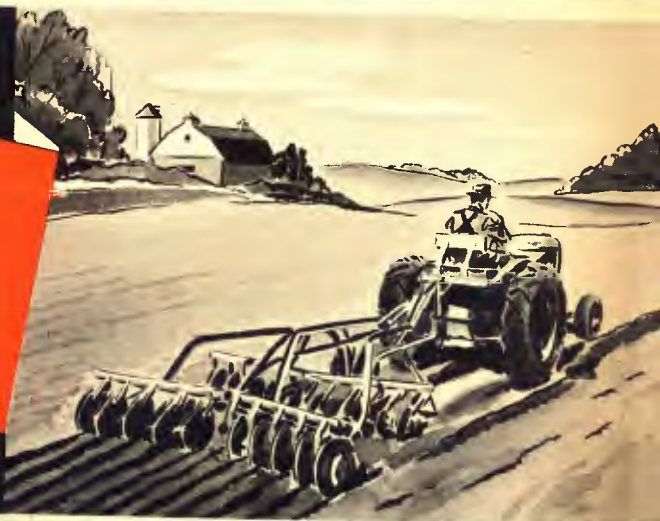
HORSES
cost more to
buy than a
TRACTOR



HORSES
cost more to
operate than a
TRACTOR



HORSES
tire you out
more than a
TRACTOR



HORSES
require more
care than a
TRACTOR



Tractor Power Multiplies Your Efforts

HOW MANY times have you said to yourself . . . "If I could be five men for the next few days, I'd get some work done."? It's an old story . . . your busy season arrives before you are ready for it . . . so many things to do all at once, you don't know which job to tackle first . . . things seem to move so slowly . . . you work hard, but you don't seem to make any progress. You have to spend too much time doing non-productive work . . . work that contributes nothing to your cash income.

Tractor power is the answer to that problem . . . because it enables you to multiply your efforts!

If you are an average horse farmer, you spend 54½ hours every year taking care of each horse . . . 218 hours for four horses, or the equivalent of almost twenty-two 10-hour days every year.

This includes such non-productive work as feeding, watering, bedding, currying, washing shoulders, doctoring, repairing harness, etc. Besides, you spend additional hours chasing, harnessing and unharnessing your work stock. You lose valuable time because of heat, cold, flies and dust, or because you are afraid of overworking your horses. Important work is often delayed because of the sickness, injury or death of work animals.

In other words, you spend nearly a month every year working for your horses . . . time that could be more profitably employed working for yourself . . . time that could be devoted to revenue-producing work.

For example, a Model "C" tractor (that does the work of SIX horses) requires no more than 25 hours of your time each year . . . only two and a half 10-hour days . . . for fueling and servicing. Easy, pleasant work that takes only a few minutes on days when the tractor is used. No attention at all is necessary when it is not in use.

PLOWING



**2 TO 4
ACRES**

**3 TO 8
ACRES**



DISCING

**10 TO 18
ACRES**

**12 TO 35
ACRES**



The tractor is tireless. In emergencies, it will work 24 hours a day. Its steel body is not affected by heat, flies, dust or disease. If damaged by accident, it can be instantly repaired . . . no long lay-off, as in the case of an injured animal. It needs no rest, is always ready to go when you are; never gets stubborn or runs away; has no feelings to hurt or consider; never gets you out of bed in the middle of the night. In addition to these things, you don't wear yourself out on a hard riding implement . . . you ride in comfort.

With a Model "B" or a Model "C" tractor, your capacity for work is multiplied many times . . . and your earning

capacity is correspondingly increased. In the field, you work at twice the speed of horses. Instead of plowing 2 to 4 acres per day, you plow 3 to 8 acres. Instead of discing 10 to 18 acres in a day, you disc 12 to 35 acres. Instead of planting 4 to 15 acres per day, you plant 8 to 25 acres. Instead of mowing 10 to 12 acres of hay a day, you mow 12 to 25 acres. Instead of cultivating 7 to 8 acres per day, you cultivate 8 to 30 acres per day. You do your hauling at 8 miles an hour instead of 2 to 3 miles an hour.

On every power farm operation, the tireless, dependable tractor multiplies your efforts, conserves your valuable time, and increases your profits.

PLANTING



**4 TO 15
ACRES**

**8 TO 25
ACRES**



MOWING

**10 TO 12
ACRES**

**12 TO 25
ACRES**



WHAT'S YOUR *WQ?

The accompanying table shows the number of acres that can be worked with various tools at different speeds in one 10-hour day. These figures are computed according to a rule among agricultural engineers to the effect that if you multiply the operating or cutting width of your implement (in feet) by the speed of travel (in miles per hour) you will obtain the approximate number of acres you can cover in one 10-hour day. It takes into account the time necessary for ordinary stops and turns at the headlands, and is applicable to horses or tractors.

If the units listed in the table do not include the working width of the implement you wish to consider, you can figure the result for yourself, by applying the simple rule given above.

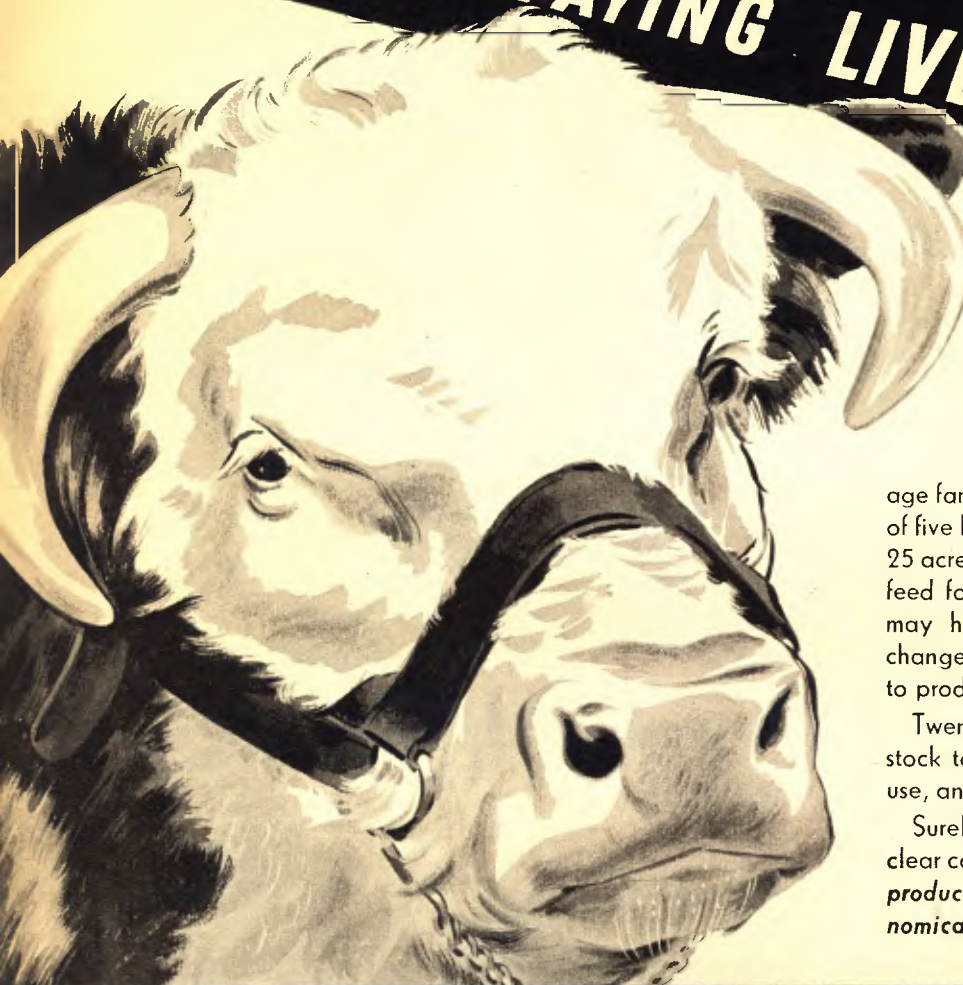
*WQ means Work Quotient.

COMPARATIVE WORK TABLE

(Acres per 10-Hour Day)

Speed in Miles per Hour	1-Bottom 16-inch Plow	2-24-inch Disc Plow 20" cut	8-ft. Single Action Disc	15-ft. Tandem Disc or Harrow	2-Section Drag Harrow 10-ft.	1-Row Beveling Plow or Cultivator 40-inch Rows	1-Row Planter or Cultivator 42-inch Rows	2-Row Planter or Cultivator 42-inch Rows	6-ft. Grain Drill or Field Cultivator	40-inch All-Crop Harvester
2	2.7	3.3	16	10	20	6.7	7	14	12	6.7
2 1/4	3	3.8	18	11.3	22.5	7.5	7.9	15.8	13.5	7.5
2 1/2	3.3	4.2	20	12.5	25	8.3	8.8	17.5	15	8.3
2 3/4	3.7	4.6	22	13.8	27.5	9.2	9.6	19.3	16.5	9.2
3	4	5	24	15	30	10	10.5	21	18	10
3 1/4	4.3	5.4	26	16.3	32.5	10.8	11.4	22.8	19.5	10.8
3 1/2	4.7	5.8	28	17.5	35	11.7	12.3	24.5	21	11.7
3 3/4	5	6.3	30	18.8	37.5	12.5	13.1	26.3	22.5	12.5
4	5.3	6.7	32	20	40	13.3	14	28	24	13.3
4 1/4	5.7	7.1	34	21.3	42.5	14.2	14.9	29.8	25.5	14.2
4 1/2	6	7.5	36	22.5	45	15	15.8	31.5	27	15
4 3/4	6.3	7.9	38	23.8	47.5	15.8	16.7	33.3	28.5	15.8
5	6.7	8.3	40	25	50	16.7	17.5	35	30	16.7

TRADE YOUR HORSES FOR PAYING LIVESTOCK



IT REQUIRES an average of five acres of land to grow enough feed to keep one horse in good working condition, for one year.

A Model "C" tractor, for example, will replace up to six work animals on the average farm. But let us suppose that it will take the place of five horses on *your* farm . . . enabling you to release 25 acres of land . . . land previously devoted to growing feed for your work animals alone. The fact that you may have been buying your horse-feed does not change the picture. It still takes as much land, or more, to produce enough to pay for the feed.

Twenty-five acres will support enough *paying* livestock to pay for all the tractor fuel you can possibly use, and return you a substantial cash profit besides.

Surely, in the face of these facts, there is only one clear course to follow . . . *trade your horses for profit-producing livestock, and power your farm with an economical Model "B" or Model "C" tractor!*

25 ACRES' WILL GROW ENOUGH FEED ANNUALLY TO PRODUCE . . .

8,750 lbs. of PORK
At Average Prices (\$6.88)
\$602.00



54,750 lbs. of MILK
At Average Prices (\$1.70)
\$930.75



400 lbs. of BEEF
At Average Prices (\$9.67)
\$522.18



3,060 dozen EGGS
At Average Prices (\$0.20)
\$612.00



6,675 lbs. of POULTRY
At Average Prices (\$0.19)
\$1268.25



2,475 lbs. of BUTTER
At Average Prices (\$0.26)
\$643.50



5,475 lbs. of CHEESE
At Average Prices (\$0.15)
\$821.25



5,125 lbs. of MUTTON
At Average Prices (\$8.52)
Plus 396.8 lbs. of WOOL
At Average Prices (\$0.33)
\$567.59



The above figures are based on authoritative surveys and average yields and prices over the last ten years in the Chicago market.

For Your Health's Sake . . . Farm with A TRACTOR

"TODAY, at 66 years of age, I operate my farm with less fatigue, and with greater ease and comfort, than I did when I was 35. Most of my life I farmed with horses . . . today I farm 'sitting down' on the comfortable, cushioned seat of my rubber-tired Allis-Chalmers tractor . . . and I'm doing a better job of farming, too."

In these simple words, one farmer has expressed what, to many, is the greatest single advantage of tractor farming . . . **health preservation.**

Farm folk, because of the wholesome outdoor life they lead, are the nation's sturdiest people. Nevertheless, it is a well-known fact that, because their work has always been more arduous, they "wear out" sooner, and many farmers are compelled to retire from active farming at a comparatively young age, just when they are beginning to reap the full benefits of years of hard work and experience.

The modern tractor is a boon to thousands of farmers who are reaching the age when they can no longer stand heavy physical exertion. It enables them to continue active farming long after the usual retirement age. It is no less a boon to younger farmers, because it protects their health, conserves their strength . . . keeps them young.

Health . . . for the entire family . . . with a modern tractor on the farm.



A Model "B" or a Model "C" tractor will forever banish the drudgery and long hours of horse farming from your daily life. You ride on a comfortable seat, up out of the dust, while your work is being accomplished more efficiently, more swiftly . . . without sweating or physical exertion. You "knock off" early, fresh and smiling, looking back on a good day's work . . . well done.

It makes a heap of difference to the farm woman, too. No hired help to prepare meals for; no strangers in the house; just the family to think of. More time for church and other activities . . . a more pleasant family life, because everybody has more time for those important phases of farm living.

For your health's sake . . . for a longer, more active, more enjoyable life . . . you owe it to yourself to farm with a modern, time-saving, labor saving Allis-Chalmers tractor.

THE MODEL 'B' TRACTOR



A SYMBOL OF BETTER LIVING



UP TO THIS POINT, you have been reading about the many advantages of farming with a modern tractor. Now we want to tell you some of the interesting facts about the tractors themselves. The next few pages will be devoted to the Model "B."

The Model "B" is not a new tractor. Thousands of these handy farm power plants are in daily use on farms of all types and sizes, in every section of the country. No tractor ever gave a better account of itself in actual farm service. It is "tops" in value . . . low in price . . . a combination made possible by mass production and because thousands of farmers buy them every month in the year.

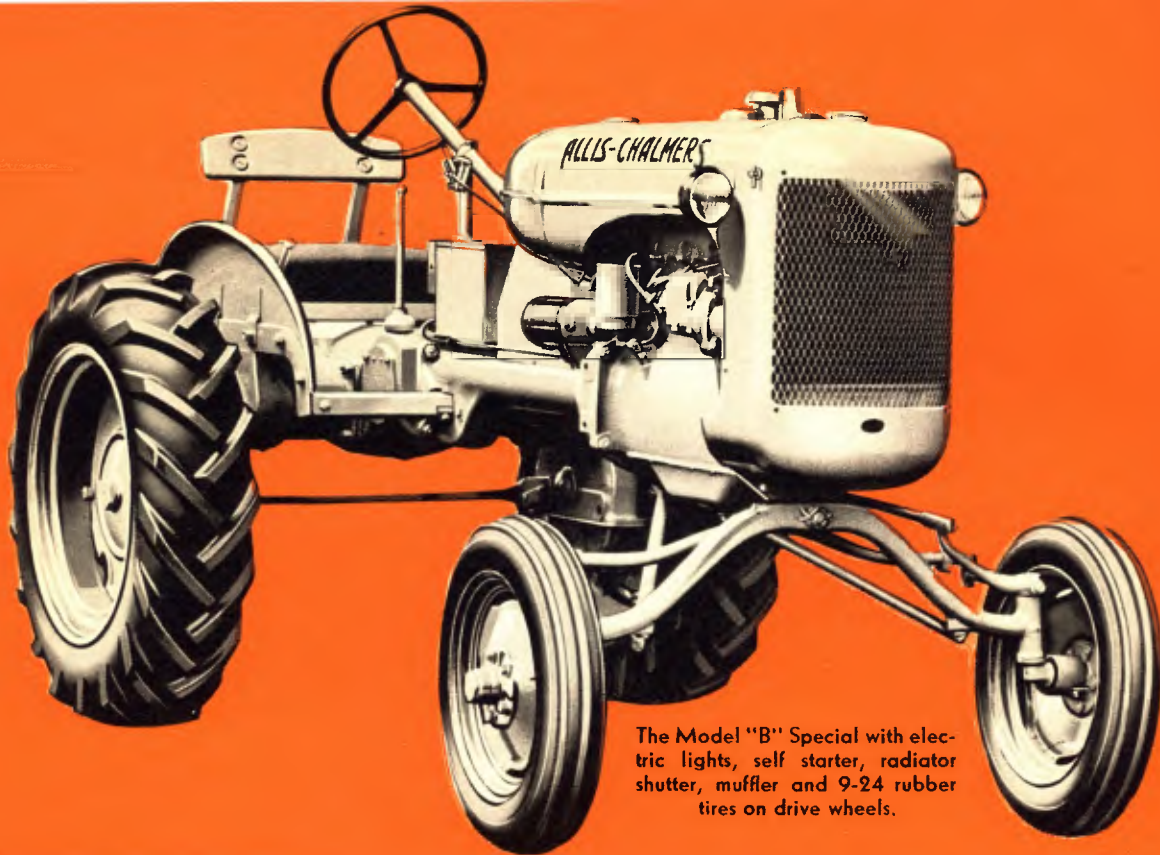
Primarily, the Model "B" is designed to meet the needs of family size farms of less than 100 acres. But it is equally popular, as an auxiliary tractor, on larger farms. It has proved a profitable investment on 5- and 10-acre truck and vegetable farms as well as on farms of 20, 40, 60, 80 or 100 acres. No matter what type of farm you operate . . . whether you grow one crop or a dozen; whether you are a

vegetable grower, nurseryman or fruit grower; a livestock, dairy or poultry farmer . . . this tractor will meet your requirements and do your work with greater ease and profit.

The Model "B" is powered to handle one 16-inch mold-board plow, a single-row bedder or lister, or two 22-inch disc plows in average soil conditions, at customary plowing depths. Sturdy, compact construction assures years of service at a minimum of upkeep expense. It has three forward speeds . . . two working speeds of $2\frac{1}{2}$ and 4 miles per hour . . . and a road speed of $7\frac{1}{2}$ miles per hour. Rubber tires are standard equipment. You ride on a wide, comfortable, cushioned seat with a back rest. You drive and steer with the same ease you do your automobile.

The Model "B" will profitably displace from two to five horses. It will do all the jobs that horses are used for, and many power jobs that horses cannot do, such as belt and power take-off work. It not only does the work of five horses, but does it faster, better and more economically. So easy is it to handle that your young boy can operate it and do as much work as a husky, full grown man. On many farms, the wives and daughters of owners often help out in busy periods by driving the Model "B" . . . and get a lot of enjoyment out of doing so. It is indeed an ideal all-purpose tractor for family operated farms.





The Model "B" Special with electric lights, self starter, radiator shutter, muffler and 9-24 rubber tires on drive wheels.

SPECIAL EQUIPMENT FOR SPECIAL NEEDS



The standard Model "B" tractor will handle all of the jobs on the average farm economically and efficiently. There are some conditions, however, where its efficiency is improved by the use of special equipment, and to meet these conditions the following special models have been made available.

For those desiring more complete equipment, there is the Model "B" Special. It is equipped with electric lights, self-starter, radiator shutter, muffler and oversize 9-24 rear tires.

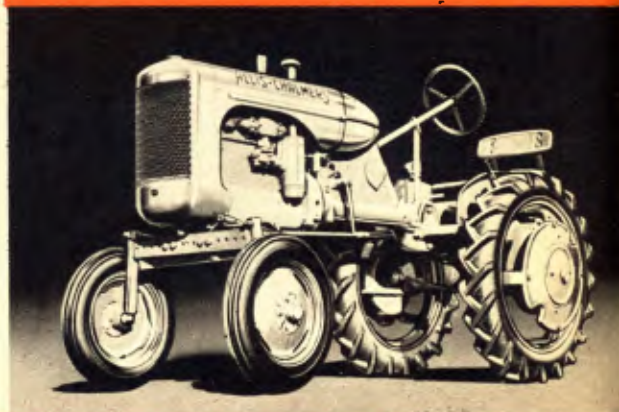
For growers of potatoes and other row crops of similar characteristics and row spacings, the "B" is available with an adjustable front axle and special rear wheels equipped with 7-28 tires. The rear wheels can be adjusted to 36-, 40-, 52- or 56-inch treads, while the adjustable front axle provides treads of 38, 42, 52 and 56 inches.

Because asparagus must be cultivated even after it has ferned out, a tractor used in asparagus cultivation must have plenty of clearance. The "B" Asparagus Special has 28-inch clearance under the rear axle housing and 29½ inches under the front axle at the crop row. The drive wheels are equipped with 8-38 rubber tires and are adjustable to treads of 41, 45, 48 and 52 inches.

These tractors are "tailor-made" for special crops, conditions and requirements. They make it possible for you to select the type of tractor and equipment best suited to your own needs.



THE MODEL "B" ASPARAGUS SPECIAL.



THE MODEL "B" POTATO SPECIAL