

A REVOLUTION IN THE PRODUCTION COSTS OF
AGRICULTURAL PRODUCTS HAS BEGUN IT
WILL HAVE A FAR-REACHING EFFECT UPON THE
ECONOMIC AND INDUSTRIAL LIFE OF THE WORLD

Herein is the story . . .

LET US BEGIN AT THE BEGINNING...THE FARM

Our purpose in developing the entirely new system of land cultivation which is embodied in the new Ford Tractor with Ferguson System was to give effect to four principles which we take to be fundamental.

1. To so cut the cost of farm products that farming can be made prosperous *without increasing the cost to the consumer.*
2. To make farming attractive to youth and largely solve the unemployment problem by stopping the drift from the land.
3. To assist all other industries through a prosperous agriculture, and to *stimulate greater industrial use of farm products by cutting costs, thus increasing the total farm market.*
4. To lay the foundation for a greater National Security.

To achieve these four great objects, we should *not* aim at producing *more* foodstuffs. *We should aim at a lower cost of production of all farm products.*

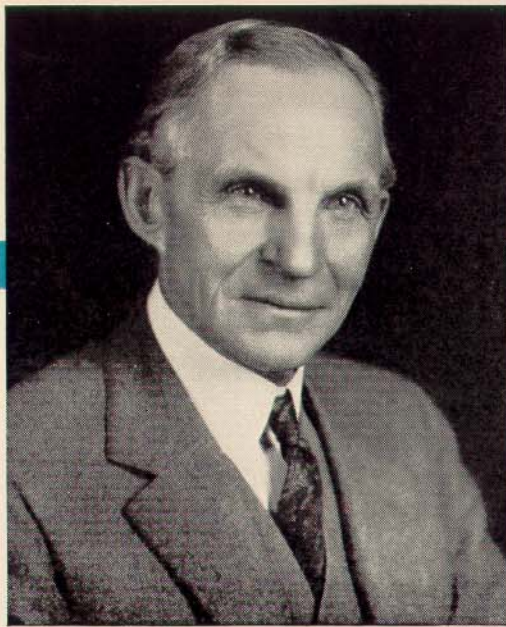
The one basic cost of all costs is that of farm production. It is the prime item in the cost of living of all the people. In the final analysis it determines the cost of all our commodities, services, and comforts.

The present high cost of farm production rests on

the fact that, in the main, the nation's farms are still being operated with animal power, as they were generations ago.

That the most basic industry of all has not heretofore been able to adopt the principles of mechanization which have made other industries prosperous, is a challenge to everyone, whether he thinks in terms of the single farm or the whole agricultural community, whether he be economist, humanist, or statesman.

Harry Ferguson



I have long held the conviction that something should be done about farming. In too many cases, farming has not only ceased to be profitable; it has also ceased to be interesting.

The land itself has not collapsed or shrunk either in expanse or productivity. But means have not been at hand whereby the family unit, on which the well-being of the land must depend, could produce at a profit and at the same time have the leisure to enjoy the fruits of their labor.

When Mr. Ferguson approached the problem of mechanization in terms of fundamental principles, and solved it in terms of the average farm family, our purposes became as one. We both believe farming can be made profitable, without increasing the cost of farm products to the consumer.

That is why we introduced the new Ford Tractor with Ferguson System just a few brief months ago.

Henry Ford



Mr. Ford and Mr. Ferguson renew their pledge to bring about a new order in agriculture.





Our purpose in developing the entirely new system of mechanization which is embodied in the new Ford tractor, was to make available at low cost the means to accomplish the four imperatives to a prosperous agriculture.

These four principles are set forth at the right. That they have been brought within the reach of every American Farmer so cheaply, and so quickly after the perfection of the system, is a tribute to the manufacturing genius of Mr. Ford, and to his great belief in the land.

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1 The lightweight Ford Tractor with Ferguson System has two 14-inch plow capacity in average conditions. Owners report economical fuel consumption of one gallon per hour. Farms of any size, from 28 acres upwards, can be modernized and put on a profitable basis.

2 Unit implements are raised and lowered and depth regulated by a finger tip touch on the control lever. The simplicity of the Ferguson hydraulic system replaces the heavy work that has made farm work a drudgery.



3 Evidence that all of the land can be tilled, even in tight corners, easier, better, and quicker than with horse and hand operated tools. Ferguson unit tools quickly prove themselves in small garden plots, orchards, vineyards, and irregularly shaped fields.

4 When plowing up hills, the action of the Ferguson System pulls down the front wheels of the tractor and makes it possible for the steepest land to be worked. The income from additional land thus put under cultivation will sometimes pay for the cost of the new tractor and implements.



5 Quality plowing in hard ground. The Ferguson System makes it possible for the light Ferguson implement to penetrate the ground without the use of weight.



6 When a solid obstruction is encountered, the front wheels of the tractor pull downward and the weight on the rear wheels of the tractor is relieved. This illustration shows how the rear wheels spin, thus saving both tractor and implement from damage.



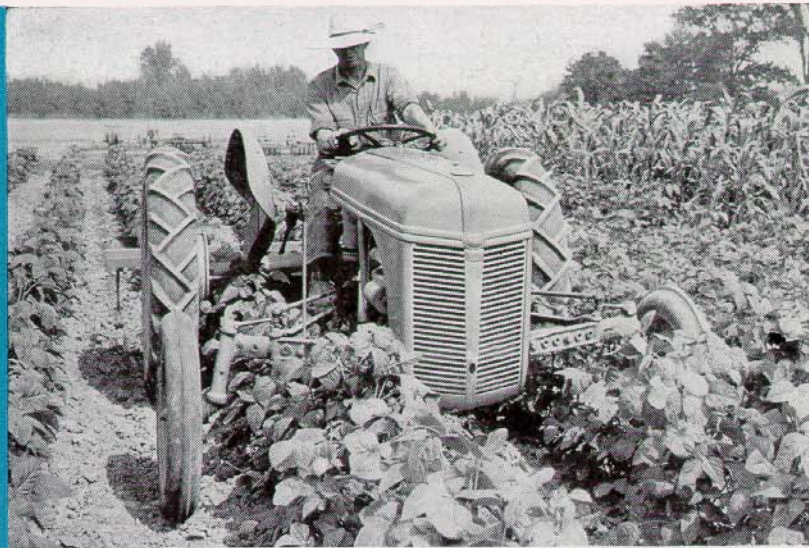
7 For the first time, a row-crop cultivator can be worked successfully on the rear of a tractor. Ferguson System of linkage makes this possible.



8 The last cultivation of the corn crop. The tractor and implements have ample clearance for all conditions.



9 Cultivating tomatoes — one of the many cultivating jobs which can be done with the universally adaptable Ford Tractor with Ferguson System.



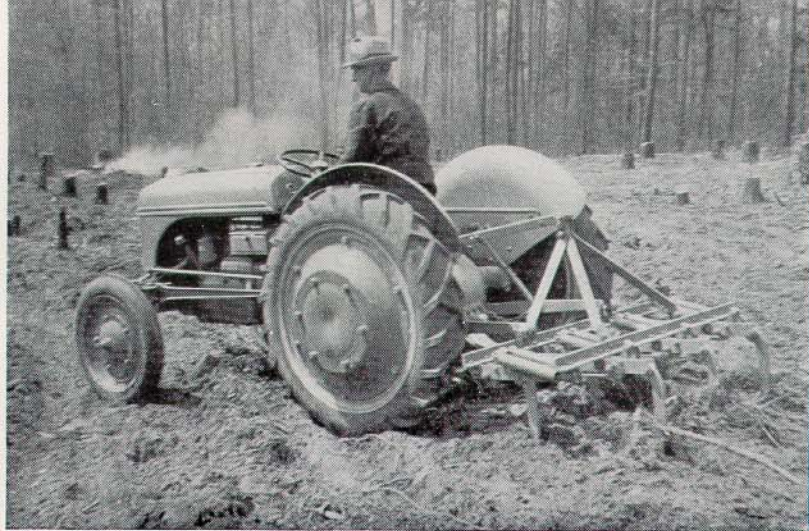
10 Cultivating snap beans. Wheel tracks are quickly adjustable from 48 to 52, 56, 60, 64, 68, 72, and 76 inches. Cultivator tines are also adjustable to suit.



11 Young boy cultivating gladioli. Ferguson unit implements can be attached or detached with ease in about one minute and without the use of any tools.



12 Cultivating cotton. The Ford Tractor with Ferguson System is adaptable to all row-crop cultivation, and to every job on the farm.



13 For preparing a seedbed amongst tree stumps, the general purpose cultivator is ideal — no time is lost in obstructions, and all of the land can be cultivated.



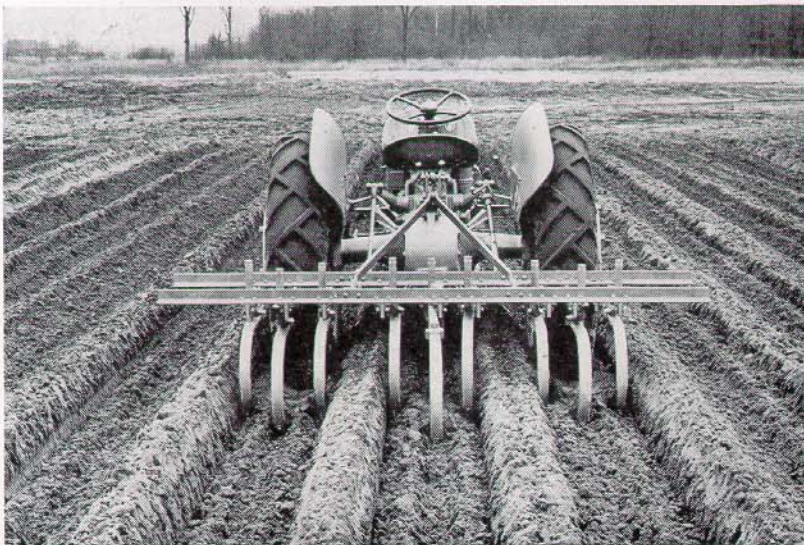
14 The Ferguson middlebuster is constructed of the highest grade alloy steels and is indestructible in the worst conditions. There are adjustments from 36 inches to 42 inches to cover all requirements.



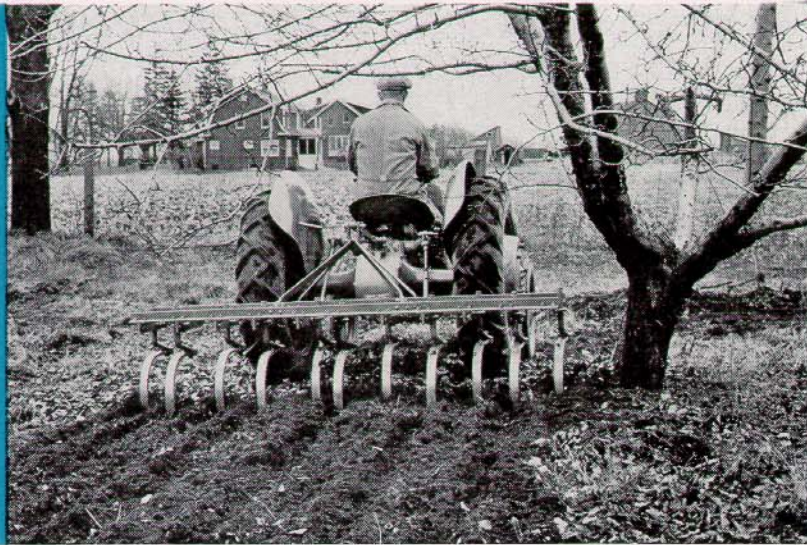
15 Contour middlebusting. The implement is outstandingly good for this kind of work because of its unique connection with the tractor. Suitable planter attachments are available.



16 Making potato ridges. Ridges can be made from 24 inches to 30 inches. The whole of the operation for potatoes or any row crop can be done in any land condition, in any size field, at a fraction of horse tillage cost.



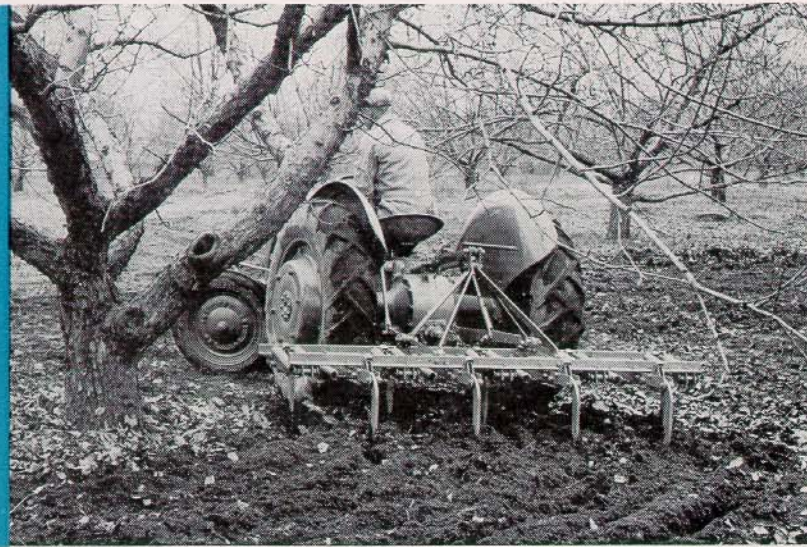
17 Spring tooth row-crop cultivator specially designed for land full of obstructions. This cultivator is adaptable to all row crops and is shown adjusted to cultivate potato ridges.



18 The same cultivator, but with more tines for orchard and similar work, including light field cultivating.

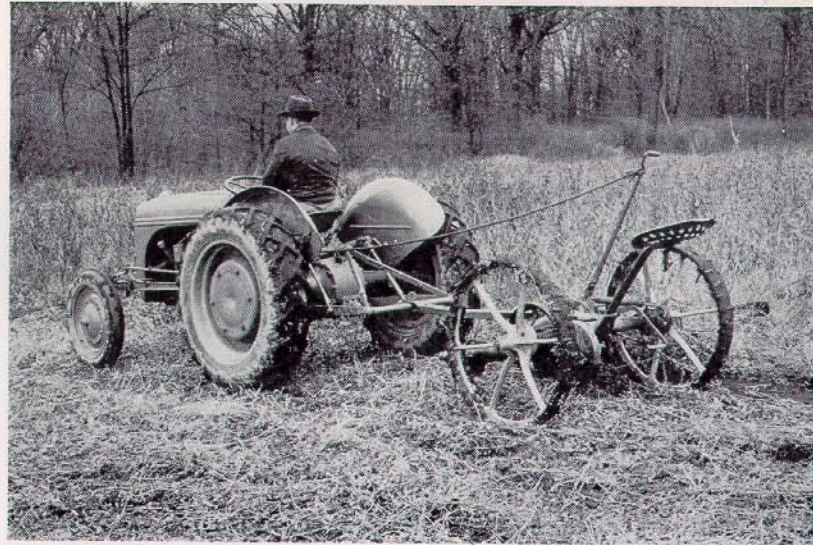


19 Aerating and preparing stubble land with a unique new implement — the Ferguson General Cultivator. This implement is equipped with a new type of spring tine which will cultivate the hardest land, but at the same time will ride over an obstruction, such as tree roots, *without* stopping the tractor or damaging the implement.



20 The same cultivator adjusted for orchard work, or any kind of field cultivation.

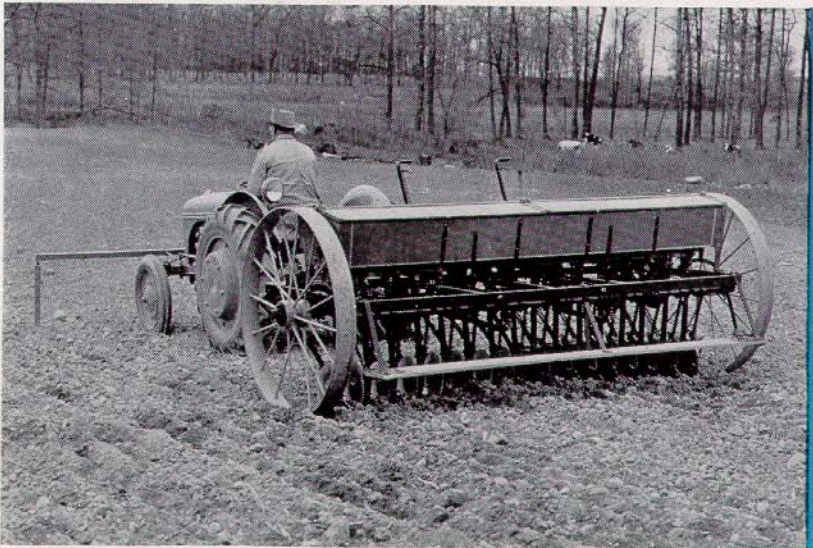
THE FOLLOWING PICTURES DEMONSTRATE HOW THE BALANCE OF THE FARMER'S HORSE-DRAWN IMPLEMENTS CAN BE USED WITH THE TRACTOR



21 The farmer need not buy a special tractor mower. The illustration shows an ordinary horse-drawn mower connected to the tractor.



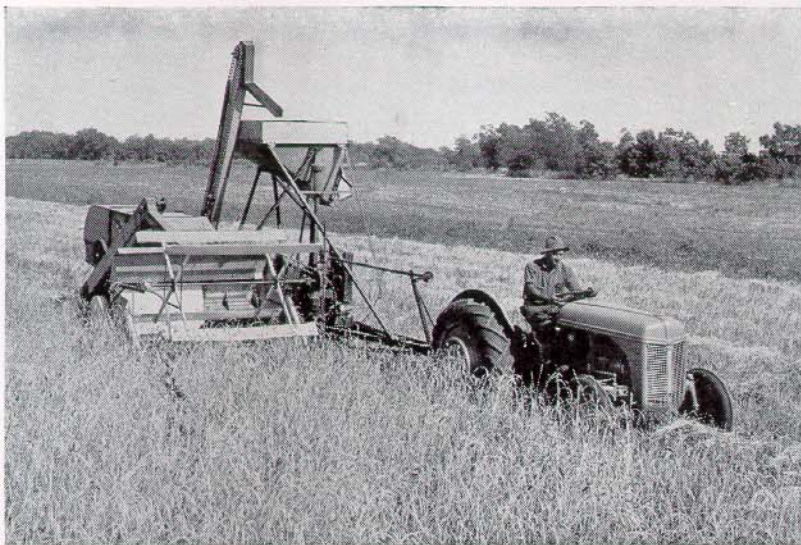
22 The tractor can be used for pulling the farmer's ordinary horse-drawn disc harrow. Or, as illustrated, it pulls easily the ordinary type of tractor disc harrow.



23 Pulling a standard type seed drill.



24 Ample belt power for all farm conditions. Illustration shows Ford Tractor driving 22 by 36-inch separator.



25 Pulling a six-foot combine.



26 Pulling an ordinary manure spreader.



27 Tractor equipped with industrial type mower.



28 Loading hay. The ordinary horse-drawn wagon can be attached to the tractor.