

At Long Last —

The Earthmaster C & CH

With the fabulous A. P. Giannini as their progenitor (through ownership by Transamerica Corp.) the first of Aerco Corp.'s Model C and CH Earthmaster tractors have begun rolling off the company's Burbank, Calif., assembly lines to mark a historic milestone in California history. They're the first general purpose farm tractors to be produced in that state since the days of the Bean TrackPull and the first general purpose wheel tractors ever to be produced there. With a nearly complete line of equipment to accompany them they represent another segment of heavy industry that the West Coast has invaded since the war and a crowning achievement in Aerco's rapid rise in the ranks of farm equipment manufacturers.

It may portend the advent of another Goliath in the trade, another full line manufacturer both nationally and internationally.

According to the manufacturer, the advanced design of the new Earthmaster is the result of careful engineering, testing and refinement aimed at producing a tractor which takes complete advantage of wartime developments in ma-

terials and construction techniques and incorporates the features demanded by advanced farming methods.

The Earthmaster tractor makes tractor ownership financially productive on farms as small as 10 acres without sacrificing 100 acre performance, the company states. A member of the low priced tractor field, the Earthmaster is a complete tractor in every respect and features a newly developed 2-way hydraulic control system trade-named "Duomatic," which assures positive raising, lowering and depth control of implements. Outstanding power vs weight ratio is reported to have been obtained. The tractor weighs 1,450 lbs. and is equipped with a 14½ hp 4-cylinder L-head Continental engine providing power for 1 or 2 plows. A full line of mounted implements was developed with the tractor and include: 1-way moldboard plow; 2-way moldboard plow; cultivators, western design, for vegetables and other row crops; 6 ft. or 7 ft. mower, center mounted; rear tool bar attachment for rear mounted spring tooth harrows, middlesbuster; stiff shank and coil spring shank cultivators; rear scraper and front bulldozer attachments;

planters and other mounted implements.

All the implements employ built-up steel construction, eliminating the use of castings wherever possible. The tractor itself carries the steel construction idea throughout. The main frame is entirely built-up steel construction, front axle is built-up steel and welded type, rear axle housings and drop axle housings are also built-up steel type. The transmission provides three speeds forward and one reverse and the governor is so designed that three settings of engine speed are provided by throttle 1800, 2000 and 2200 rpm. This allows nine forward speeds. For the Model C they are:

	1st	2nd	3rd	Re-verse
1800 rpm.	2.25	3.25	5.2	2.7
2000 rpm.	2.5	3.6	5.75	3.
2200 rpm.	2.8	3.95	6.35	3.3

For Model CH:

1800 rpm.	2.5	3.65	5.8	3.
2000 rpm.	2.75	4.	6.5	3.35
2200 rpm.	3.25	4.5	7.25	3.75

Particular attention was given in the development of the tractor to clearance and wheel adjustments to meet all row



crop conditions throughout the world, the company states. The Model C has 20 in. clearance and the CH 24½ in., with standard wheel base of 66 in. Provision is made so that either model can be set at a lower position by lowering front axle on spindles and changing position of rear axle drop housings on rear axle housings, which also changes the wheel base. This is a feature that allows farmers to use the same tractor for level land, hill or orchard work.

Steering is a Ross worm and cam type which provides easy operation and quick dodge for row crop cultivation. Comfort for the operator is provided by special patented shock-proof spring seat with roomy steel corrugated platform so the operator can drive the tractor from seated or standing position.

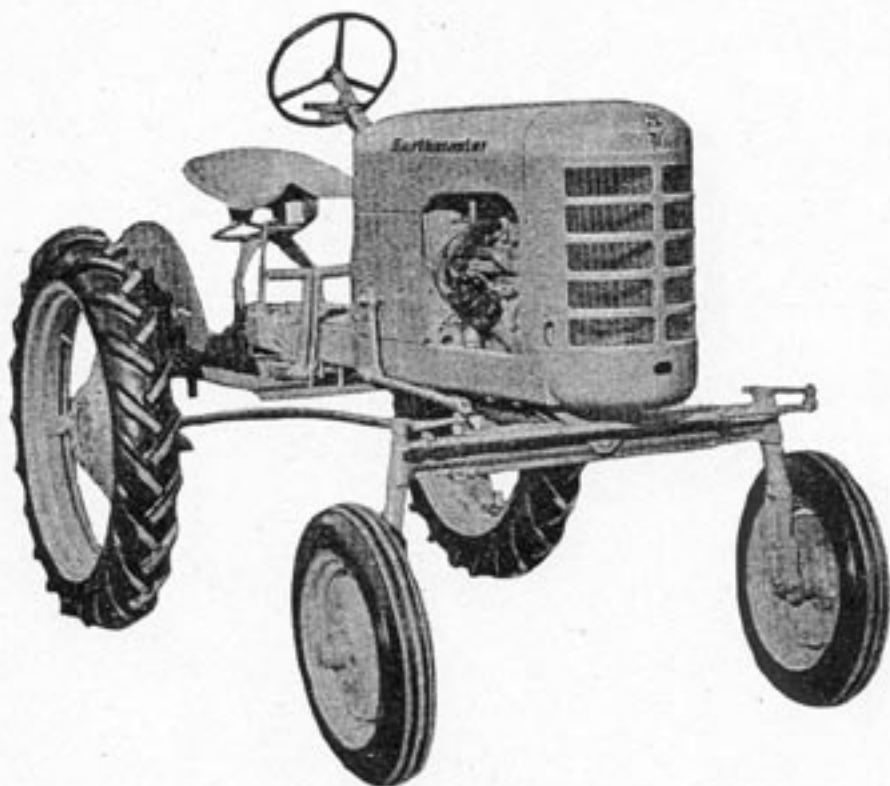
Wheel adjustments of 36, 40, 44, 48, 52, 56, 60 and 64 inches can be obtained. An adjustable front axle is standard equipment.

The manufacturer believes that these new Earthmasters will allow the small and medium farmer a power unit they can afford to own and put them in a better competitive position on production costs with large mechanized farm operators. All the improved features built into these tractors are said to be the result of farmers and dealers suggestions from all sections of the country.

Credit for the development of the Earthmaster goes to both sales and engineering departments, J. J. Gardner, general sales manager; Harry Lehman, works manager and Robert Hartsock,

(Continued on Page 82)

Another real farm tractor—the Earthmaster—small in size and price but potentially big in performance has come out of the West. One was flown to the Wisconsin State Fair where it vied in interest with auto racing. It is produced by a company backed by the biggest bank in the world—the Bank of America—headed by Amadeo Peter Giannini.



Top: The new Aerco Earthmaster Models C and CH provide three speeds forward and one reverse. Model C has a 20" clearance and the CH 24½". Tread widths are adjustable from 36" to 64".

Bottom: Both one-way and two-way moldboard plows are among the line of mounted implements available for the new Aerco tractor.

Opposite page: (Left) The cultivator attachment shown here was designed for vegetable and other row crops. (Right) The 6 or 7 ft. mower attachment for the new Earthmaster is center mounted.





JUMBO GRIPS GIVE YOUR CUSTOMERS MORE FOR THEIR CHAIN DOLLARS!

When you sell Cleveland Jumbo Grip Farm Tractor Chains, you give every customer more for his chain dollar.

Extra life and added service satisfaction are built into every Jumbo. They wear... and wear...

Jumbo Link design gives giant gripping power and maximum traction. Tractors with Jumbos work easily on many days when others must stand idle.

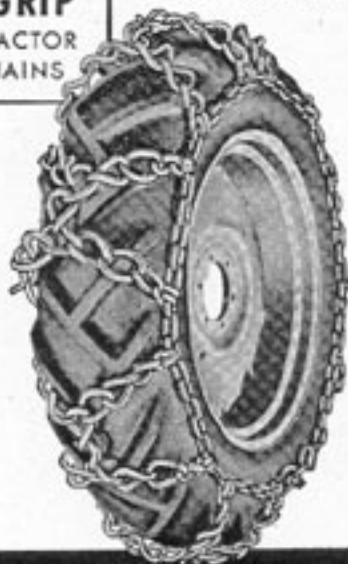
One man can easily put Jumbos on—or take them off... no adjusters or tighteners necessary.

Jumbo Grips are self-cleaning. Mud won't cling to them.

Security in Every Link

JUMBO GRIP TRACTOR CHAINS

Ask your jobber
for complete data.
Or write us direct.



CLEVELAND CHAIN

THE CLEVELAND CHAIN & MFG. CO.
Cleveland 5, Ohio

Associate Companies: David Rowland & Son, Cleveland 3, Ohio • The Bridgeport Chain & Mfg. Co., Bridgeport 3, Conn. • Seattle Chain & Mfg. Co., Seattle 8, Wash. • Round California Chain Corp., Los Angeles 4, Calif. • Round California Chain Corp., Los Angeles 4, Calif. • Woodhouse Chain Works, Trenton 7, N. J.

Since 1869



As We See It

(Continued from Page 49)

not sufficient sheet capacity in the mills to roll the tonnage that producers of automobiles, farm equipment and other durable goods require.

So the auto fellows are planning to substitute sheet aluminum for sheet steel on the theory that the higher cost of aluminum will not be nearly so onerous as the high cost of shutting down assembly lines and whole plants. That expense, when avoidable, is intolerable. They may have figured also that a carload of aluminum sheets from the mill will not cost as much as small lots of sheet steel purchased on an emergency basis from the warehouses or the gray market operators and either flown or trucked to the implement plant so that next day's operations could be carried on. Shipping heavy stuff by chartered planes is not the cheapest way of moving the tonnage.

In this market, the farmer might conceivably pay cheerfully a higher price for a combine, a corn picker or any other field machine whose sheet parts were constructed of aluminum instead of steel. For one thing, the aluminum would never rust nor require repainting, and it would not be even theoretically inflationary to post a higher list price for a machine constructed largely of aluminum if the old list on the steel machine was retained.

The Earthmaster C & CH

(Continued from Page 51)

chief engineer, all with a life-time experience in farm equipment with one of the major farm implement companies, coordinated their departments to build a tractor to sales specifications. From the sales department came an ideal to shoot at. There followed planning and research, compromise and change to produce a tractor as close to the ideal as modern technology and the realities of costs and materials make possible.

Entry of the new Earthmaster into a field of traditional is no result of short term thinking. Aerco Corp., 10777 Van Owen St., Burbank, Calif., subsidiary of Transamerica Corp., has tremendous financial backing. Thorough consideration of the farm market potential underlies the development. Increasing acceptance for the Earthmaster implement line and 2-wheel tractor have provided further evidence to influence the decision to pull the stops and go ahead full steam, the manufacturer states.

A large promotional program is planned to acquaint the farm world with the features of the Earthmaster through extensive advertising in national, regional and sectional publications.

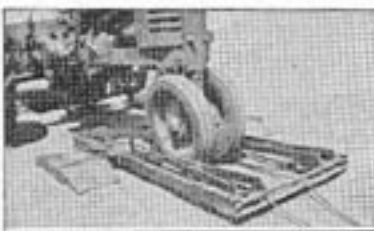
WESTGO

Scissor Action Mechanical

DUMP HOIST

For Wagons and 4-Wheel Trailers
regardless of type of wheels

The Wagon Hoist that
The Farmers Are Buying



No gears, chains or cylinders—nothing to wear or get out of order.

Truck or tractor pulls wagon or trailer over Hoist, is hitched to Hoist cable, moves about 12 ft. and wagon goes up without moving rear wheels.

Uses flat on ground. Easy to move. Use anywhere.

A host of enthusiastic users in U. S. and Canada. One in your community will sell many more.

Retail f.o.b. factory **\$116**
only

Weight about 360 lbs.

Write for name of your
nearest distributor

WEST FARGO MFG. CO.

Mfrs. of Westgo Farm Implements
WEST FARGO, N. D.