In 1902, J. P. Morgan brokered a merger among five of the largest harvester companies: The McCormick, Deering and Milwaukee Harvester companies, Piano Mfg. Co., and Warder, Bushnell & Glessner (Champion harvesters). They merged to form the mighty International Harvester Company.

For many years after the merger, IHC sold two parallel lines of equipment, one named McCormick and one named Deering, each slightly different from the other, but wearing the IHC logo. This was deemed necessary since each line had its loyal customers, and there was usually both a McCormick and a Deering dealer in every farm community.

The U.S. government filed an antitrust action against IHC in 1912, and the suit dragged on until a consent decree was signed in 1918. One of the terms of the agreement called for IHC to have only one dealer in each town, meaning the dual McCormick and Deering lines of equipment could no longer be maintained. Indeed, the expense of designing, building, and supporting both lines of equipment had been a serious drag on the company. For row crops. It soon became the favorite row-crop tractor of America, outselling all other competitors, even John Deere.

Late in 1931 the first variation on the Farmall International Harvester was brought out, the McCormick-Deering Farmall F-30, which was much like the original Farmall but larger, heavier, and more powerful. The original Farmall became known by the name Regular, which may never have been an official name for branding, but it was common among farmers.

The F-30 proved to be a rugged, maneuverable tractor and did well for both IHC and the farmer. It was built and sold in respectable numbers until 1939, with perhaps a few trickling out of the factory in 1940. The tractor slipped out of production when the Farmall tractor line was completely redesigned and the styled Letter Series was introduced.