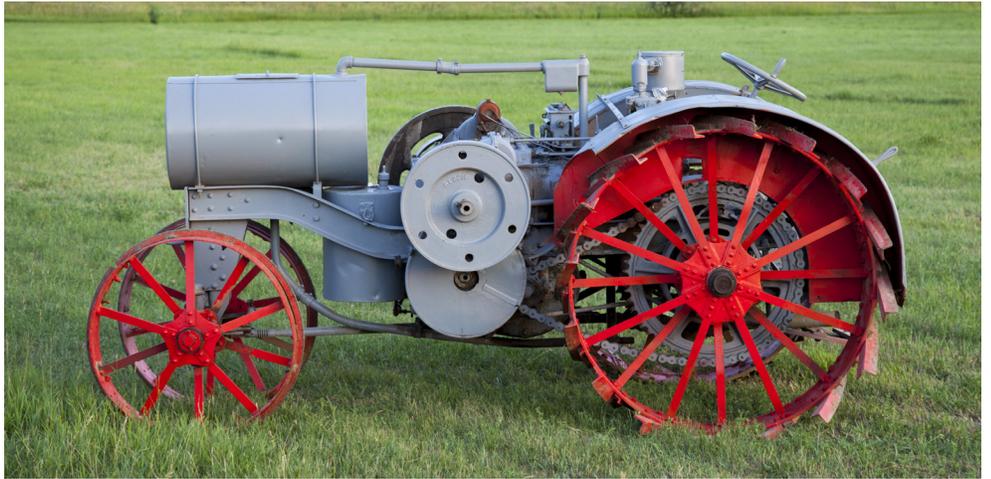


IHC

Titan 10-20

Chicago, IL 1915-22



By 1915, International Harvester Company (IHC) was the world's leading tractor manufacturer with several very successful designs, including the Mogul 12-25 and 8-16, which captured about a third of all U.S. tractor sales.

Introduced in late 1915, the Titan 10-20 built on the experiences and success of earlier IHC tractors. The Titan 10-20 was one of IHC's first small tractors, suitable for the average American Farm.

The Titan was popular with farmers in part because it was designed to "do good serviceable work using common coal oil as fuel at all loads." In 1918, the Titan 10-20 could be purchased for around \$700.



The IHC Titan 10-20 was manufactured at the IHC plant in Milwaukee, Wisconsin. With only eight tractors built in the first year, Titan production did not really get going until 1916. In 1915, the threat of war in Europe was creating huge new markets for food and fiber. Production peaked in 1920 with manufacture of 21,503 Titans. The Titan 10-20 alone kept the Milwaukee plant going steadily from 1917 to 1921. At the peak of production, the Milwaukee plant turned out a new Titan 10-20 about every four-and-a-half minutes. In all, between 1916 and 1922, around 80,000 Titans were built.

When Henry Ford brought out the mass-production Fordson tractor and undercut the prices of every other make, the Titan 10-20 became one of International's main weapons in the "tractor wars." By making major price reductions and throwing in free plows, International was able to remain reasonably competitive with the Fordson until the company had time to develop more modern tractors.

The Titan tractor was a strong competitor to the Fordson despite its higher cost. The tractor was noted for its dependability, simplicity, and good reserve power. Farmall tractors began their appearance for new-crop-type tractors to replace sales by wide front-wheel tractors. The term "Farmall" was first used by IHC in experimental record of November of 1919. By 1923, the final preparations were made for production of the Farmall tractor, which put an end to the Titan. As a result of the tractor wars, Ford eventually withdrew from

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