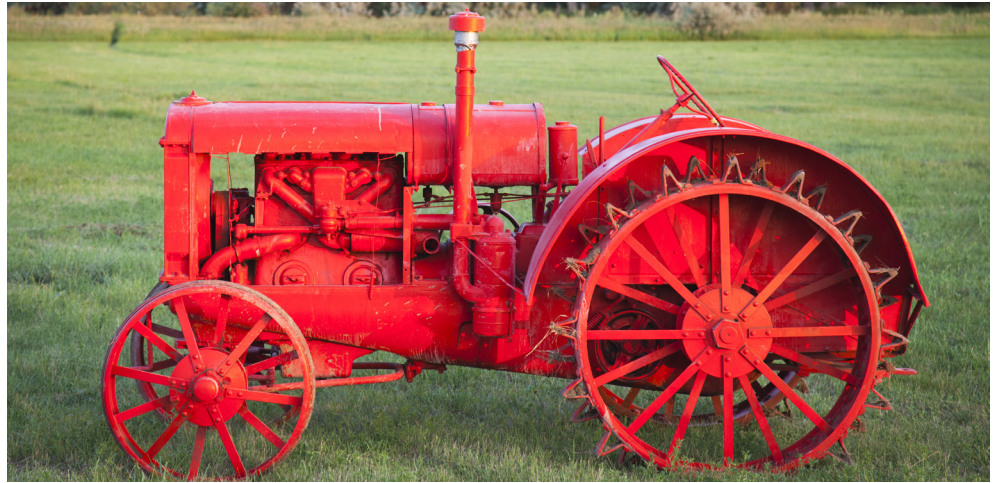


McCormick Deering 15-30

Milwaukee, WI 1928



In 1847, the McCormick brothers, Cyrus and Leander, started the McCormick Harvesting Machine Company and began selling the McCormick reaper. McCormick's father had worked many years designing a horse-drawn reaper, and in 1830, when Cyrus turned 21, his father gave him the ownership rights to the reaper. Cyrus developed a refined version of the reaper, and McCormick patented it in 1834.

In 1902, the company passed on to Cyrus Sr.'s son, Cyrus McCormick, Jr. McCormick Harvesting Machine Company, Deering Harvester Company, Plano and Warder, Bushnell and Glessner, and Milwaukee merged together to create the International Harvester Company.

In the first year of production, only 199 tractors were made. By 1926, production was increased to over 20,000 a year.

The International Harvester Company first introduced the McCormick-Deering 15-30 in 1921. At the time, there was a national depression that significantly reduced the demand for all tractors. The 15-30 was made with a one-piece heavy frame construction, often called a

"bathtub." Individual parts were bolted to the frame and could be removed or installed with relative ease. All parts were enclosed with a hood and side curtains over the engine.

In the first year of production, only 199 tractors were made. By 1926, production increased to over 20,000 a year. By 1928, production was up to 35,525 units, an amazing record for the factory. Production slowed in the early 1930s and ended in 1934. It is estimated that about 160,000 15-30s were manufactured from 1921 to 1934. In 1927, the 15-30 cost about \$1,250. Refinements in 1929 increased the power output to 22-drawbar and 36-brake horsepower.

In early 1923, The McCormick Deering 15-30 was International Harvester's only tractor model as the 2-plow International 8-16, 3-plow Titan 10-20, and 4-plow International 15-30 chain drive was discontinued. This tractor was referred to throughout its production run as a 15-30 by IHC. The name 15-30 had become famous with farmers across the nation. This was a tractor, along with the famous John Deere 'D,' which made the transition from horsepower to horsepower complete. The 15-30 and the D were evenly matched, as the D's rated horsepower was 15-27. The D was a two-cylinder, horizontal-engine machine, but the 15-30 was a four-cylinder vertical.

The late 15-30, or 22-36 style, was one of the workhorses of this country's farm production during World War II.

Production of new farm machines came almost to a standstill while the factories were engaged in war production. Many farmers couldn't afford to trade for newer equipment during the depression, and couldn't get it during the war, so they had to make do with the old tractor.



The Powerful New McCormick-Deering 15-30 Tractor

THE POWER in the new 15-30 McCormick-Deering is the symbol of profit farming on a comfortable, efficient scale. With this powerful perfected tractor special opportunities lie ahead for you. Its owner is equipped to rise above the old cramped style of farming—no take fall advantage of man-power, acreage, crop, and season—no cut in the bone the production costs that eat profits away—and to build for future expansion.

This is a McCormick-Deering tractor. So you may be positive that its liberal power is matched by new improvements and refinements all along the line. The 4-cylinder power plant, clutch, transmission and differential assemblies built into a rigid, piece main frame, give great tractor strength. All important wearing parts run in a bath of oil. Ball and roller bearings at 34 points add to easy running and long life. Other details are given below.

Considering ample power, flexibility, long life, economy, price, service, and easy operation with the equipment which is as important as the tractor itself—here is the tractor of tractors. Ask the dealer about the new 15-30 McCormick-Deering. Other McCormick-Deering Tractors—the 10-20 and the all-purpose Farmall. Catalogs on request.

INTERNATIONAL HARVESTER COMPANY
OF AMERICA

500 So. Michigan Ave. Chicago, Ill.

A Fine 15-30 Features: McCormick-Deering High-Speed Vertical Engine, 4-Cylinder Power Plant, Clutch, Transmission and Differential Assemblies Built into a Rigid, Piece Main Frame, Give Great Tractor Strength. All Important Wearing Parts Run in a Bath of Oil. Ball and Roller Bearings at 34 Points Add to Easy Running and Long Life. Other Details are Given Below.

This picture shows W. A. Anderson, of Appleton, Wis., driving his new McCormick-Deering tractor. Anderson raises wheat and corn and is turning 170 acres of land with the new crew (himself and two men) which he bought for less than three times as much as he paid for the old 15-30. The 15-30 has a 15-hp motor and modern power landing equipment. The special heavy mounted on the back, permitting tight work in such seasons. He says he has had a better time in what previous years he could get a better. They handle the 170 acres round and have more leisure time than on the smaller average. The one before shows some of Mr. Anderson's equipment giving straight soil.



McCormick Deering Ad. Circa 1929