

Demonstration at H. E. Jenkins Farm 2½ Miles North of Danville, Ind.

M. H.
HERE'S WHERE TO SEE IT—PROVE IT!
THURSDAY, AUGUST 4, 1938 at 1:30 P. M.

In Case of Rain Come to Hawley Garage,
West Main Street

Sec. 562, P.L. & R.
U. S. POSTAGE
PAID
Danville, Ind.
Permit No. 27

M. H.

Box Holder
Rural Route
Local

Dealer **THOMAS ROHN**, Danville Indiana

Within these pages is written
ANOTHER IMPORTANT
CHAPTER IN — — —

- The most modern tractor built—a tractor with features that will pay for itself in lower operating costs over a ten year period.
- A tractor that's as modern as it looks, backed by Massey-Harris' 36 years experience in tractor construction.
- Straight from the Racine, Wisconsin factory that has delivered the most outstanding improvements in all tractor history.
- More power for its weight and price than any other tractor—with new economy and longer life as well.



**Now is the Time
To Buy a New Tractor**

Match the "101" feature for feature against any other tractor in its price class. Consider the plus advantages of TWIN POWER, Self-Starter, Battery-Ignition System and Six Cylinder Economy, all available to you AT NO EXTRA COST—and you'll be convinced that your dollar will never buy more tractor.

We can't promise that the price of the "101" will remain at its present low figure in view of increasingly better conditions. The best advice to anyone in need of economical tractor power is BUY NOW—and take advantage of Massey-Harris Demonstration Week to see the value-champion "101" before you buy.

Thirty-six years ago, when the tractor industry was in swaddling clothes, Massey-Harris engineers started to get away from the idea that a farm tractor had to be a bulky, lumbering piece of machinery. Constantly they broke with tradition, making no compromises either with price or prejudice, but building from the ground up toward a definite goal.

Such fearless, but practical pioneering produced the first 4-cylinder tractor engine in 1902; in 1915 foresaw the need for a light 3-plow tractor; gave the tractor world 25 of its most outstanding improvements, including TWIN POWER which revolutionized conceptions of tractor utility in 1938. Today, Massey-Harris supplies economical tractor power to a world-wide trade.

Out of this rich background of experience and achievement comes a tractor that is really new... a tractor that introduces a new field of tractor performance and economy.

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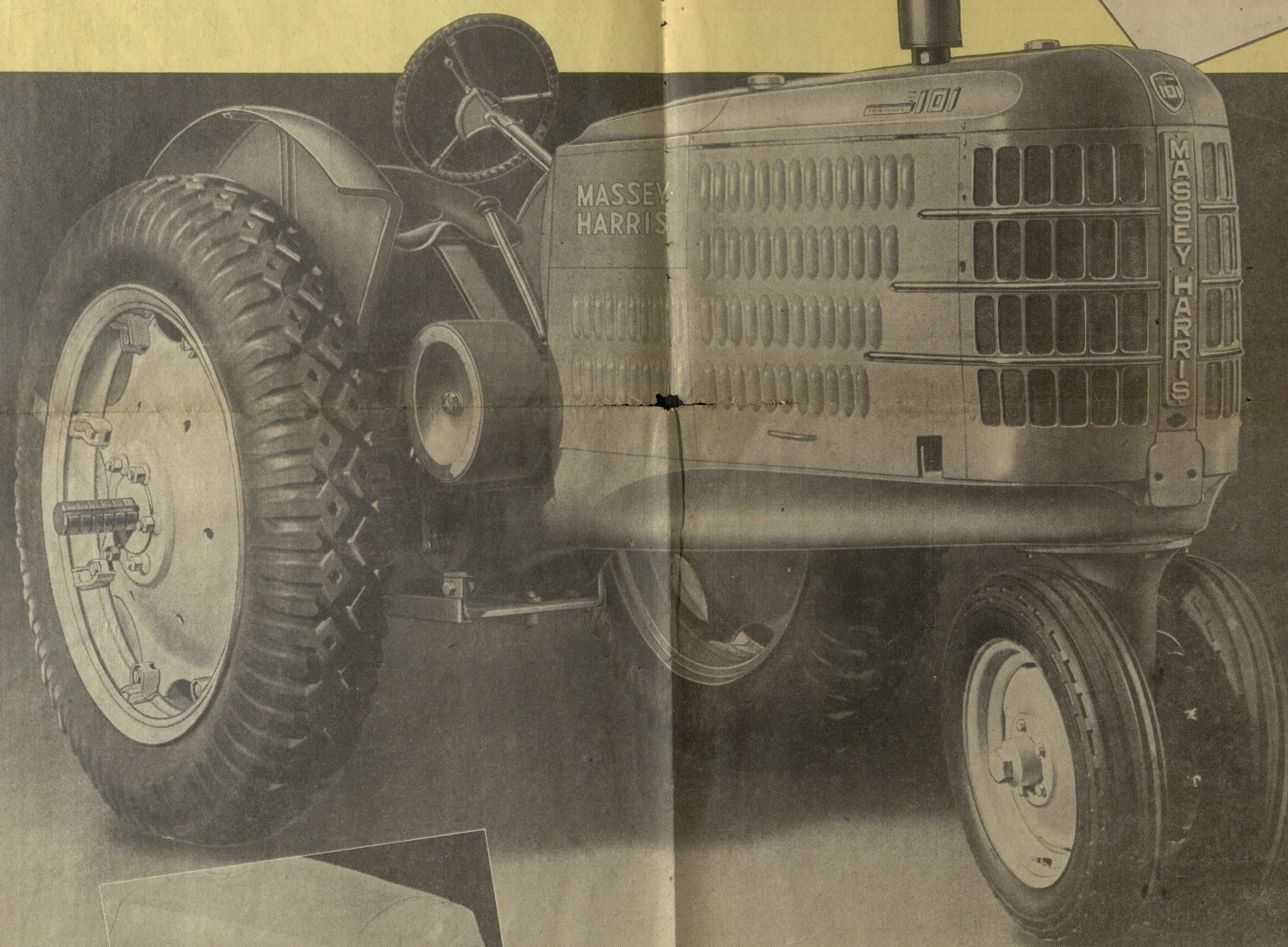
TO DRIVE IT IS TO WANT TO OWN IT!

Thousands who saw the "101" for the first time exclaimed, "It certainly is trim looking." Remember this, its looks are a promise, —and from the time you're up on the tractor seat, you'll want the "101" for your next tractor.

The trim, clean lines permit an unobstruc-

ted view of the work ahead without bending or straining. There's a roomy platform and comfortable seat; AND, there's an engine that runs as smoothly as a modern motor car. Driving the "101" is a new and restful sensation —free from motor roar and vibration.

THE NEW
MASSEY-
HARRIS
2 PLOW
"101"



Saves
up to 10% on Gasoline Bill

THE ONLY TRACTOR made by a full line Farm Equipment Company with **SELF-STARTER** as **STANDARD EQUIPMENT**

Stay up on the seat of the "101"—your "cranking days" are over. Just kick the handy starter pedal and you're ready to go. You've saved time, you've saved hard work—and you've saved money.

Money, you say? Few tractor operators realize how much it is costing them to be without a self-starter. About 10% of a tractor's operating time is spent in idling. Since it's hard work to crank a tractor, the average operator will let his engine idle

for minutes while he hitches or unhitches implements, cleans out the trash from the plow bottoms or just talks with his neighbor. These minutes while the engine idles mean wasted fuel—and that wasted fuel reaches the staggering total of up to 150 gallons per year.

A self-starter puts that money in the bank instead—and, remember, you don't pay a premium for this back-saving convenience on the "101"—it's standard equipment.

Check these features--then you'll know
why the "101" is
AMERICA'S No. 1 TRACTOR VALUE

1 CONTROLLED POWER

FASTER working speeds with REDUCED engine speeds. The 6-cylinder smoothness of the Twin Power "101", plus ready, abundant reserve power and an automatic spark, gives the operator complete, positive control of the tractor at all times and at any speed. There is ample power to work in the higher gear ratios with reduced engine speeds, and that lowers operating costs on any man's farm.

For example, in pulling a normal load such as a 2-bottom plow, the reserve power allows the operator to run in the third 4.5 m.p.h. gear throttling down to the desired speed. The saving is obvious when you consider that the engine is running at reduced throttle, yet the work is being done at the same rate of speed and ease as if the operator were working in second gear with wide open throttle.

2 6 Cylinder Smoothness backed by 12,000,000,000 miles of performance

Carrying out the mandate of the Company "GIVE US A BETTER 2-PLOW TRACTOR THAN HAS EVER BEEN BUILT", Massey-Harris Engineers searched the field for a superior motor. Their search took them to one of the greatest manufacturers in the industry, the Chrysler Corporation and from them, came a heavy duty industrial motor with 12,000,000,000 miles of performance to prove its long life and dependability.

That industry, with its huge resources and large research laboratories had worked remarkable changes in design and efficiency. While the Tractor Industry was telling the farmer how cheaply he could recondition his motor, the Auto Industry was making reconditioning a comparatively unknown factor during the normal ownership of the machine. We all remember our autos of 15 years ago, we'd tear them down, grind the valves and rebore the cylinders as often as every 10,000 miles... today we drive our autos 100,000 and 150,000 miles before a major reconditioning becomes a necessity.

Such performance is not impossible to the tractor field... and the "101" has proven it in thousands of hours of test operation.

3 SAVE 5 WAYS

- You've already seen how the self-starter saves 10% on fuel costs.
- Consider the saving in time and money as a result of **CONTROLLED POWER**—doing your work in less time at reduced engine speeds.
- Fuel costs hit a new low in this high compression engine designed to burn 68-70 octane gasoline with top economy. While Massey-Harris Engineers originated the patented "burn-all-three" fuel-saving vaporizer, they recognize that an engine, designed for one grade of fuel, can deliver power impossible to the "burn-all-three" type.
- YOU ALSO SAVE ON OIL**—The crankcase of the new "101" tractor engine holds only 5 quarts of oil, and tests show that the oil needs changing only once every 100 hours. Compare that to a distillate-burning motor that holds 2½ gallons of oil and has to be changed every 30 hours. At 80 cents a gallon, the saving in oil would be about \$51 a year.
- Consider the saving in time with full 2-plow power at your control and with the speedy 20 m.p.h. road speed facilitating trips to and from the field.

4 TWIN POWER

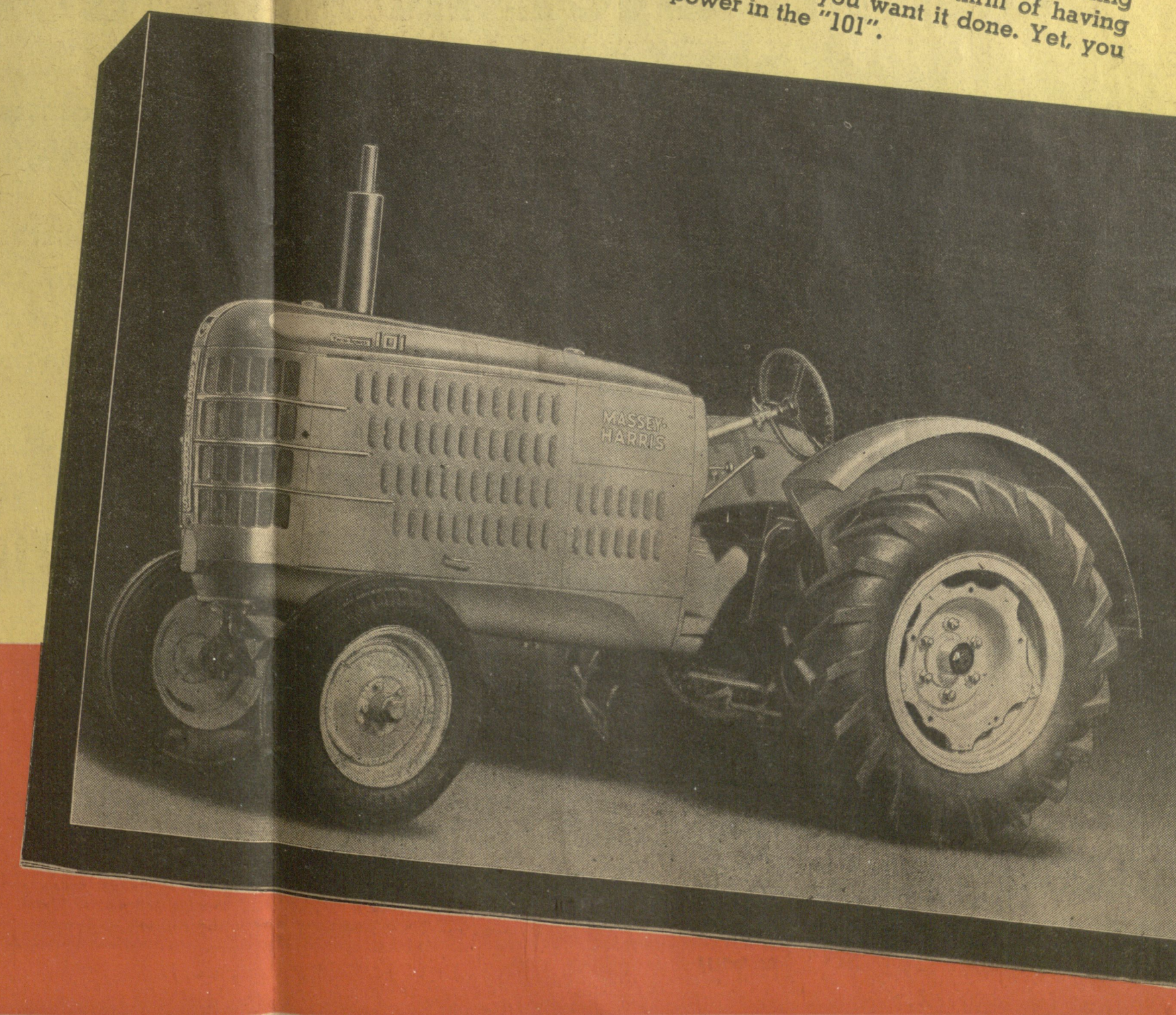
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5 FULL 2-PLOW POWER

Abundant reserve power permits faster working speeds. Don't compare the "101" to some of the so called 2-plow tractors capable of pulling 2 plows only under ideal conditions. Experience the thrill of having plenty of power to get the job done when you want it done. Yet you pay no premium for full 2-plow power in the "101".

DRIVE IT!

Every feature
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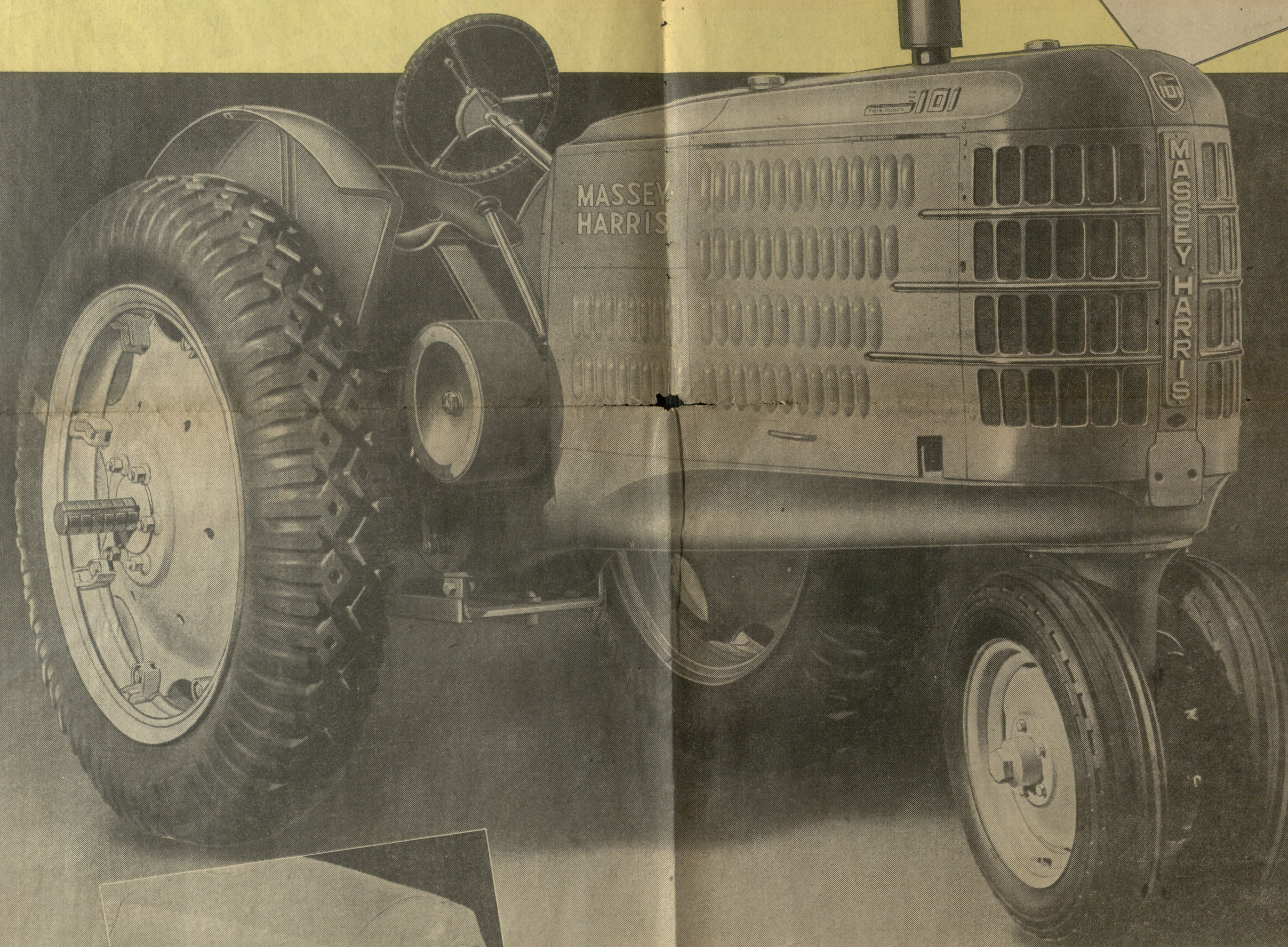
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NATION-WIDE DEMONSTRATIONS — SO *you* CAN DRIVE IT!

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BRING YOUR WIFE

When you come out to the demonstration, bring your wife. Women are keen judges of value — talk over the "101" between yourselves and determine the savings in time and money it can bring to your farm.



NEW "101" SHOWS MASSEY-HARRIS CONFIDENCE IN AMERICAN FARMER



Give the American Farmer a real value and he's quick to take advantage of it. With this firm belief Massey-Harris presents, to the American Farmer, the New TWIN POWER "101".

Thoroughly tested in service, driven continuously day in and day out thru dirt and grit, the test tractors showed so little wear that it was difficult to measure. But, notwithstanding this unusual record, Massey-Harris has provided —

THE MOST EXTENSIVE SERVICE SET-UP IN THE WORLD

Over 12,000 Service Stations.

With an engine built to run long periods at the higher R.P.M. common to motor trucks, long life and freedom from trouble may well be expected at the 1500-1800 R.P.M. of the "101" tractor motor. Should service be needed, however, Massey-Harris facilities are augmented by the 12,000 authorized Chrysler service stations throughout the country — making the most extensive service set-up of its kind in the world.

BUY NOW

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Over 12,000 Service Stations.

With an engine built to run long periods at the higher R.P.M. common to motor trucks, long life and freedom from trouble may well be expected at the 1500-1800 R.P.M. of the "101" tractor motor. Should service be needed, however, Massey-Harris facilities are augmented by the 12,000 authorized Chrysler service stations throughout the country — making the most extensive service set-up of its kind in the world.

BUY NOW

BUY NOW — "More tractor for your dollar" is no idle phrase. The "101" gives you as standard equipment features that will cost additional in any other tractor you buy. This is Massey-Harris' contribution to the nation-wide prosperity movement — a better tractor for less money.

COME — Time and Place on Front Page

Demonstration at H. E. Jenkins Farm 2½ Miles North of Danville, Ind.

M.H.
HERE'S WHERE TO SEE IT—PROVE IT!
THURSDAY, AUGUST 4, 1938 at 1:30 P. M.

In Case of Rain Come to Hawley Garage,
West Main Street

Sec. 562, P.L. & R.
U. S. POSTAGE
PAID
Danville, Ind.
Permit No. 27

M.H.

Box Holder
Rural Route
Local

Dealer **THOMAS ROHN**, Danville Indiana

Within these pages is written
**ANOTHER IMPORTANT
CHAPTER IN — — —**

- The most modern tractor built—a tractor with features that will pay for itself in lower operating costs over a ten year period.
- A tractor that's as modern as it looks, backed by Massey-Harris' 36 years experience in tractor construction.
- Straight from the Racine, Wisconsin factory that has delivered the most outstanding improvements in all tractor history.
- More power for its weight and price than any other tractor—with new economy and longer life as well.



Now is the Time To Buy a New Tractor

Match the "101" feature for feature against any other tractor in its price class. Consider the plus advantages of TWIN POWER, Self-Starter, Battery-Ignition System and Six Cylinder Economy, all available to you AT NO EXTRA COST—and you'll be convinced that your dollar will never buy more tractor.

We can't promise that the price of the "101" will remain at its present low figure in view of increasingly better conditions. The best advice to anyone in need of economical tractor power is BUY NOW—and take advantage of Massey-Harris Demonstration Week to see the value-champion "101" before you buy.

Thirty-six years ago, when the tractor industry was in swaddling clothes, Massey-Harris engineers started to get away from the idea that a farm tractor had to be a bulky, lumbering piece of machinery. Constantly they broke with tradition, making no compromises either with price or prejudice, but building from the ground up toward a definite goal.

Such fearless, but practical pioneering produced the first 4-cylinder tractor engine in 1902; in 1915 foresaw the need for a light 3-plow tractor; gave the tractor world 25 of its most outstanding improvements, including TWIN POWER which revolutionized conceptions of tractor utility in 1938. Today, Massey-Harris supplies economical tractor power to a world-wide trade.

Out of this rich background of experience and achievement comes a tractor that is really new . . . a tractor that introduces a new field of tractor performance and economy.

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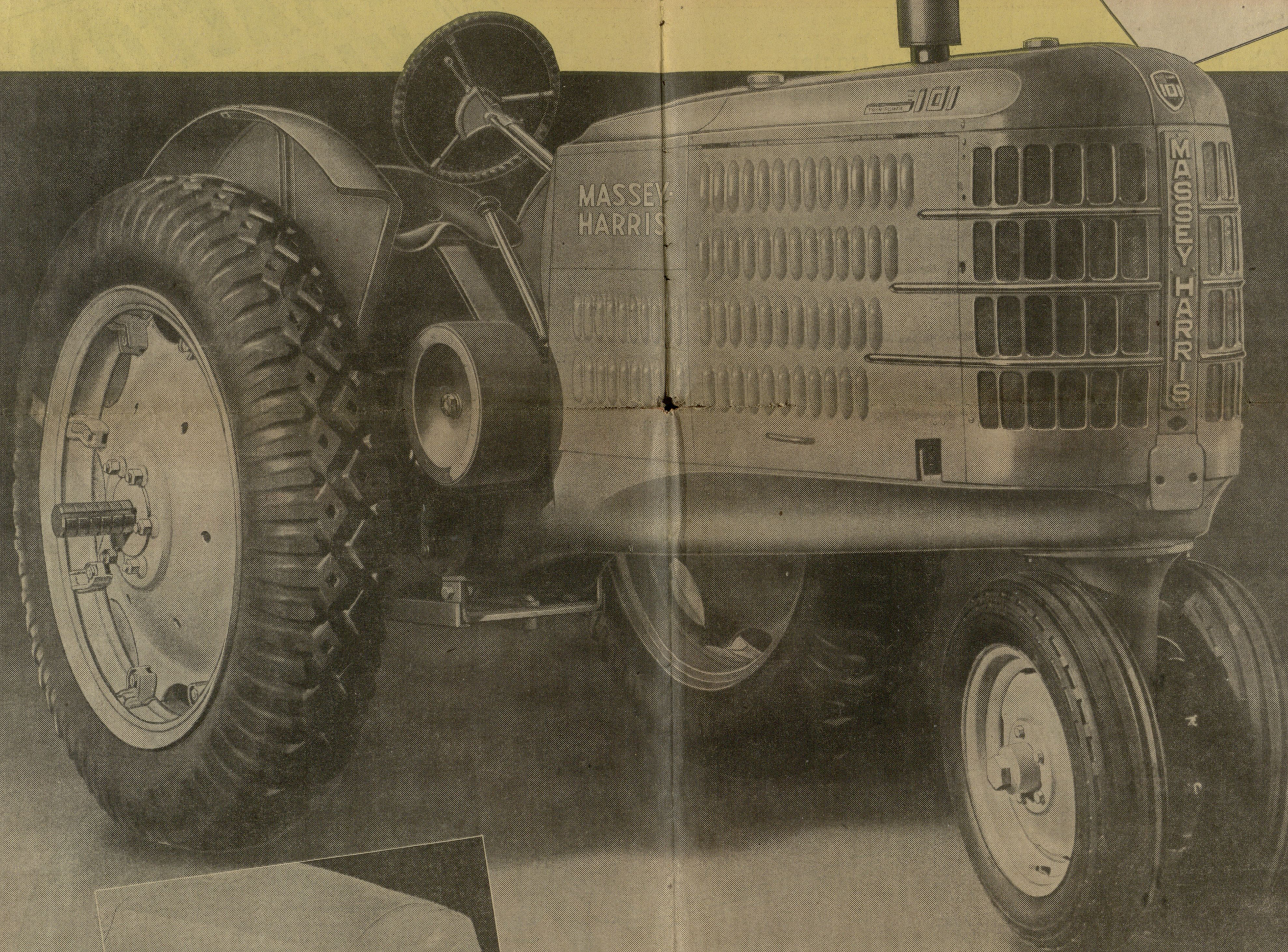
TO DRIVE IT IS TO WANT TO OWN IT!

Thousands who saw the "101" for the first time exclaimed, "It certainly is trim looking." Remember this, its looks are a promise, — and from the time you're up on the tractor seat, you'll want the "101" for your next tractor.

The trim, clean lines permit an unobstruc-

ted view of the work ahead without bending or straining. There's a roomy platform and comfortable seat. AND, there's an engine that runs as smoothly as a modern motor car. Driving the "101" is a new and restful sensation — free from motor roar and vibration.

THE NEW
MASSEY-
HARRIS
2 PLOW
"101"



**Saves
up to 10% on Gasoline Bill**

THE ONLY TRACTOR made by a full line Farm Equipment
Company with **SELF-STARTER**
as STANDARD EQUIPMENT

Slay up on the seat of the "101" — your "cranking days" are over. Just kick the handy starter pedal and you're ready to go. You've saved time, you've saved hard work — and you've saved money.

Money, you say? Few tractor operators realize how much it is costing them to be without a self-starter. About 10% of a tractor's operating time is spent in idling. Since it's hard work to crank a tractor, the average operator will let his engine idle

for minutes while he hitches or unhitches implements, cleans out the trash from the plow bottoms or just talks with his neighbor. These minutes while the engine idles mean wasted fuel — and that wasted fuel reaches the staggering total of up to 150 gallons per year.

A self-starter puts that money in the bank instead — and, remember, you don't pay a premium for this back-saving convenience on the "101" — it's standard equipment.

Check these features--then you'll know why the "101" is AMERICA'S No. 1 TRACTOR VALUE

1 CONTROLLED POWER

FASTER working speeds with **REDUCED** engine speeds. The 6-cylinder smoothness of the Twin Power "101", plus ready, abundant reserve power and an automatic spark, gives the operator complete, positive control of the tractor at all times and at any speed. There is ample power to work in the higher gear ratios with reduced engine speeds, and that lowers operating costs on any man's farm.

For example, in pulling a normal load such as a 2-bottom plow, the reserve power allows the operator to run in the third 4.5 m.p.h. gear throttling down to the desired speed. The saving is obvious when you consider that the engine is running at reduced throttle, yet the work is being done at the same rate of speed and ease as if the operator were working in second gear with wide open throttle.

2 6 Cylinder Smoothness backed by 12,000,000,000 miles of performance

Carrying out the mandate of the Company "GIVE US A BETTER 2-PLOW TRACTOR THAN HAS EVER BEEN BUILT", Massey-Harris Engineers searched the field for a superior motor. Their search took them to one of the greatest manufacturers in the industry, the Chrysler Corporation and from them, came a heavy duty industrial motor with 12,000,000,000 miles of performance to prove its long life and dependability.

That industry, with its huge resources and large research laboratories had worked remarkable changes in design and efficiency. While the Tractor Industry was telling the farmer how cheaply he could recondition his motor, the Auto Industry was making reconditioning a comparatively unknown factor during the normal ownership of the machine. We all remember our autos of 15 years ago, we'd tear them down, grind the valves and rebore the cylinders as often as every 10,000 miles... today we drive our autos 100,000 and 150,000 miles before a major reconditioning becomes a necessity. Such performance is not impossible to the tractor field... and the "101" has proven it in thousands of hours of test operation.

DRIVE IT!

Every feature
SAVES
your dollars!

3 SAVE 5 WAYS

A. You've already seen how the self-starter saves 10% on fuel costs.
B. Consider the saving in time and money as a result of **CONTROLLED POWER**—doing your work in less time at reduced engine speeds.

C. Fuel costs hit a new low in this high compression engine designed to burn 68-70 octane gasoline with top economy. While Massey-Harris Engineers originated the patented "burn-all-three" fuel-saving vaporizer, they recognize that an engine, designed for one grade of fuel, can deliver power impossible to the "burn-all-three" type.

D. **YOU ALSO SAVE ON OIL**—The crankcase of the new "101" tractor engine holds only 5 quarts of oil, and tests show that the oil needs changing only once every 100 hours. Compare that to a distillate-burning motor that holds 2½ gallons of oil and has to be changed every 30 hours. At 80 cents a gallon, the saving in oil would be about \$51 a year.

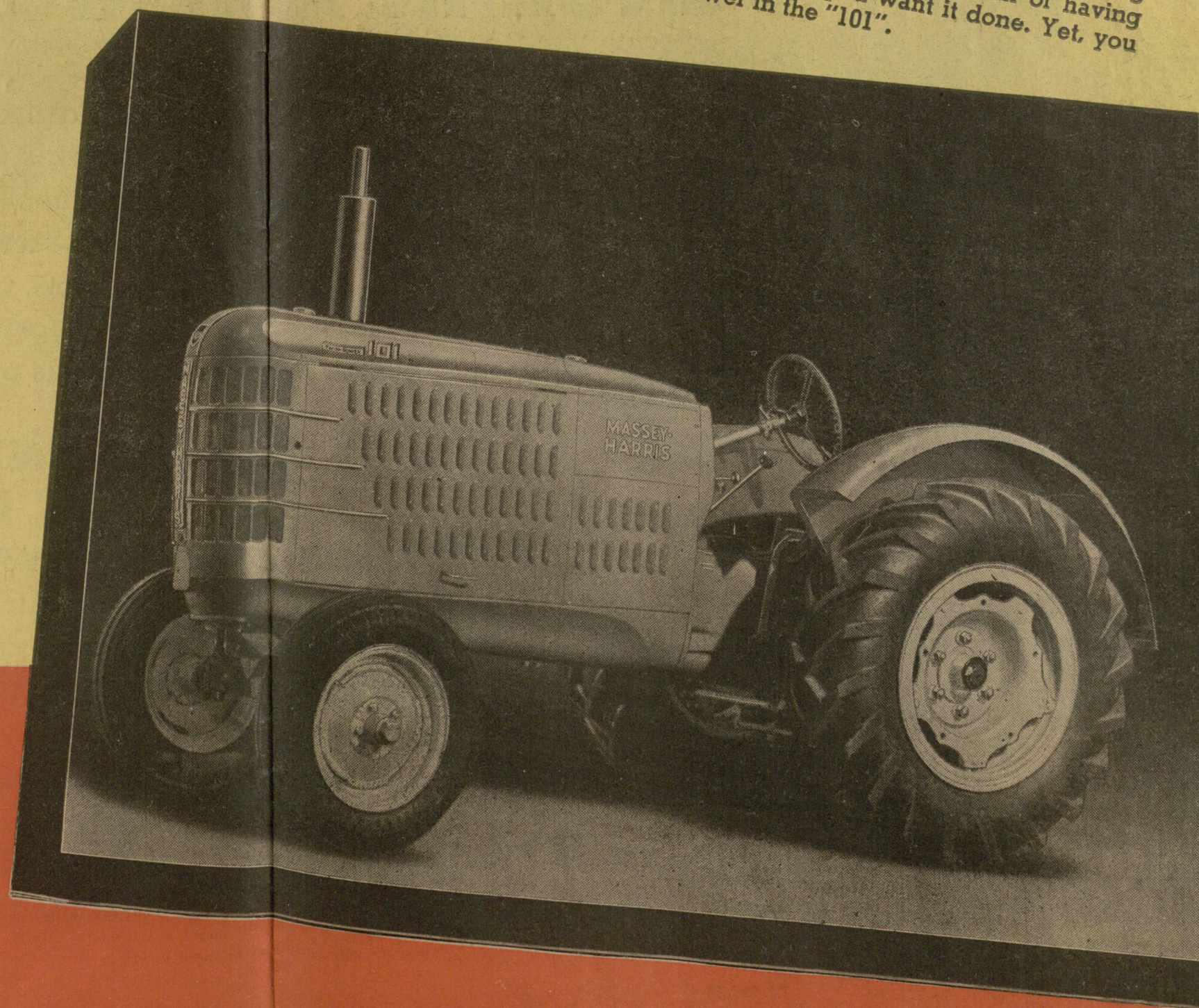
E. Consider the saving in time with full 2-plow power at your control and with the speedy 20 m.p.h. road speed facilitating trips to and from the field.

4 TWIN POWER

the sensational Massey-Harris feature that revolutionized tractor construction early this year brings increased power—more utility to the new "101". Delivers full 2-plow power on the drawbar, 3-plow power on the belt. **TWIN POWER** makes possible a light-footed, economical tractor for your drawbar work yet delivers ample power to handle the tough belt jobs—more power at no extra cost.

5 FULL 2-PLOW POWER

Abundant reserve power permits faster working speeds. Don't compare the "101" to some of the so called 2-plow tractors capable of pulling 2 plows only under ideal conditions. Experience the thrill of having plenty of power to get the job done when you want it done. Yet, you pay no premium for full 2-plow power in the "101".



NATION-WIDE DEMONSTRATIONS — SO *you* CAN DRIVE IT!

Only by driving the new TWIN POWER "101" down the furrow with a full 2-plow load behind you, can you fully appreciate its many advantages, its abundance of CONTROLLED power, its convenience, its satisfying performance. For, the "101" is unlike any other tractor on the market. Because driving the "101" will convince any one 'that there is something new in the tractor field', Massey-Harris did the natural thing in planning a nationwide demonstration program. You can both see and drive the new "101" in your own territory . . . and, take it from the men who have already driven the "101", you won't want to go back to the old tractor. But, drive the "101" yourself — your Massey-Harris dealer has arranged a demonstration day — and naturally, there's no obligation on your part.

BRING YOUR WIFE

When you come out to the demonstration, bring your wife. Women are keen judges of value — talk over the "101" between yourselves and determine the savings in time and money it can bring to your farm.



NEW "101" SHOWS MASSEY-HARRIS CONFIDENCE IN AMERICAN FARMER



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Give the American Farmer a real value and he's quick to take advantage of it. With this firm belief Massey-Harris presents, to the American Farmer, the New TWIN POWER "101".

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