

The World's Largest Exclusive Tractor Manufacturers (Dated 1934) (*This was a dealer message reprinted from a document that Bill Bechthold has in his office safe*):

A tractor is no better than the company that builds it. Before any prospect purchases a tractor he should know something about the organization behind the machine.

The Cleveland Tractor Company has manufactured crawler tractors exclusively for eighteen years. There is probably no other company in the world better experienced to build the best in track-type tractors. Behind it is eighteen years of experience in doing one thing, eighteen years of undivided interest, attention and energy concentrated on a single problem – exclusively building crawler tractors, thus it is only natural that the Cleveland Tractor Company should lead. They have one goal, a single ambition and a single aim: namely, to build the best tractor that can be built. Proof that The Cleveland Tractor Company is achieving results is shown in the many essential features that are found exclusively in Cletrac and the large number of patents which they have granted in the various countries around the world.

Cletracs are manufactured in one of the most modern tractor manufacturing plant in the world, located on 100 acres of land owned by the company. The Cletrac was designed, and The Cleveland Tractor Company was organized in 1916, by one of America's foremost internal combustion engineers, and associated with The Cleveland Tractor Company are some of the most successful financial leaders in this country.

When you sell a Cletrac, you are selling the results of the experiences, resources, and the ability of the world's largest exclusive crawler tractor manufacturer.

LEADERSHIP

The best proof we have of the enviable position and leadership enjoyed by The Cleveland Tractor Company, is the large number of construction features our competitors are embodying in their latest model tractors. Many of those features they ridiculed and condemned when they did not have them. These are proven Cletrac features from 3 to 18 years old. Which would you rather buy – the old proven article, or the new unimproved duplicate?

THE FACTORY

100 acres in factory grounds
336,280 square feet under root.
2750 feet railroad tracks in factory grounds
340 feet of moving tractor assembly line
Total, 6923 feet or 1.18 miles of material conveying equipment in factory.
44,000 different machinery and assembling operations being carried on in factory
Average 20,000 parts in process of manufacture each month
30,000 replacement tools maintained in tool storage
5,200,000 pounds of dies, jigs, and fixtures in factory
Average 60 men in tool room maintaining dies, jigs, fixtures, and tools
Triple inspection on finished products and 100% inspection on all major parts
Cost Accounting Department keeps costs on excess of 30,000 parts and assemblies per month
Report of actual and allowed time, pieces completed under each operation are reported for each man in the factory with his efficiency by ten o'clock the next morning
18,000 parts carried in service stock
97% of repair parts shipped on date requested
90,100 engineering drawings in vault
25 acres in experimental test field