

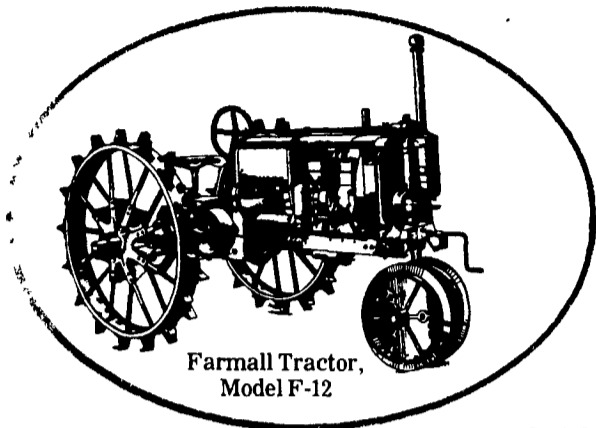


INTERNATIONAL HARVESTER

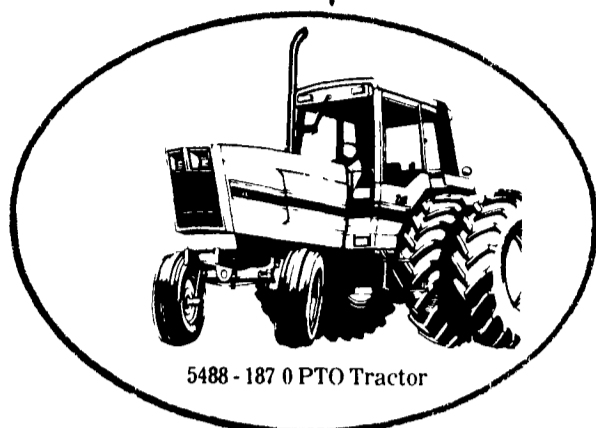


HISTORICALLY

PROUD 1831 - 1984

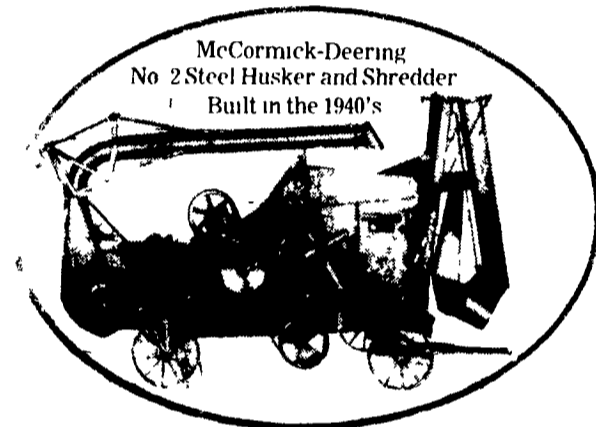


Farmall Tractor,
Model F-12

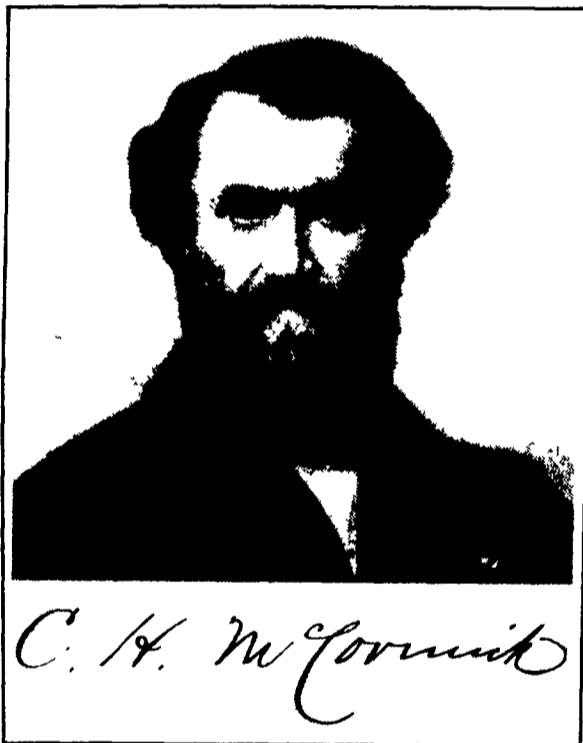


5488 - 187 0 PTO Tractor

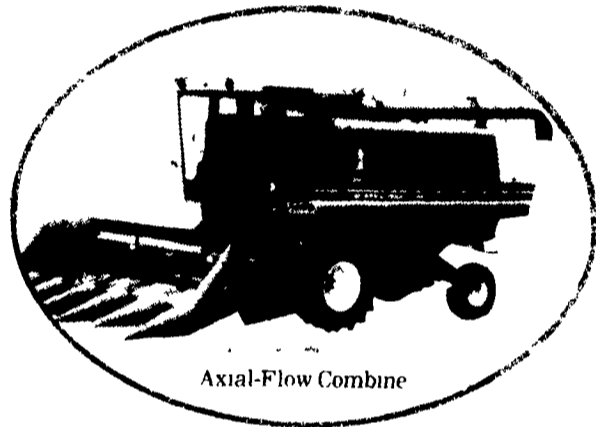
LINKS A STRONG HERITAGE TO A FRONTIER OF INNOVATION



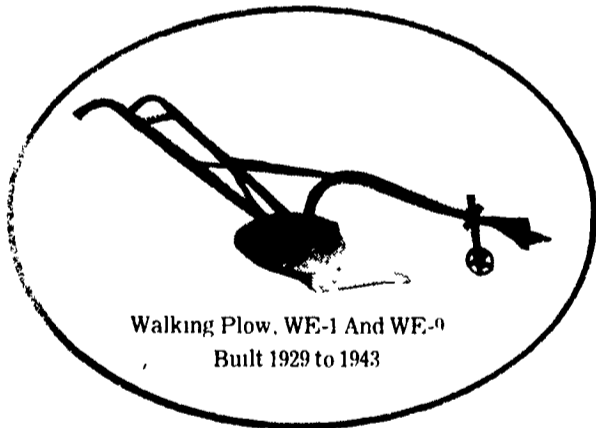
McCormick-Deering
No 2 Steel Husker and Shredder
Built in the 1940's



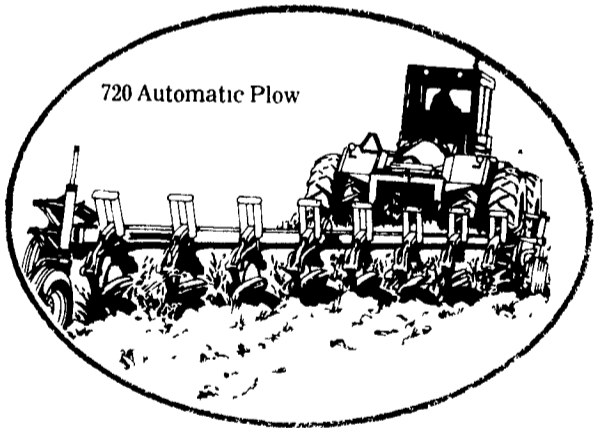
C. H. McCormick



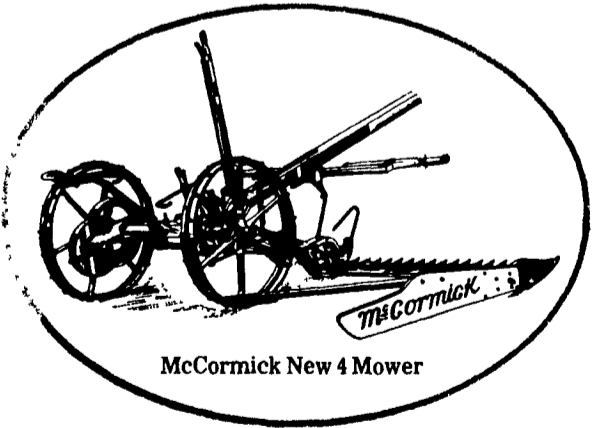
Axial-Flow Combine



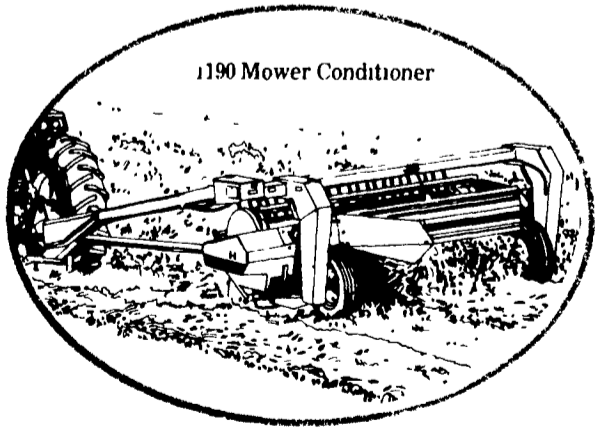
Walking Plow, WE-1 And WE-0
Built 1929 to 1943



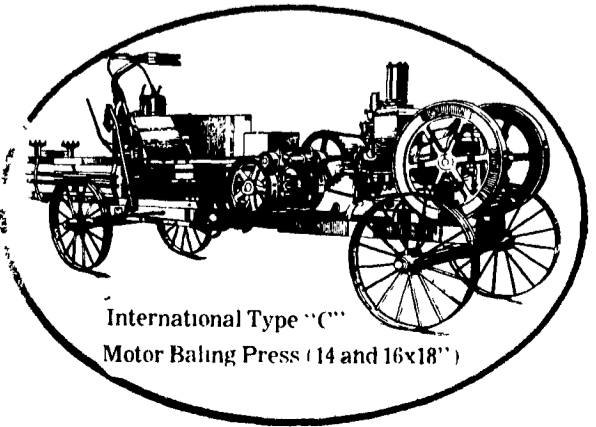
720 Automatic Plow



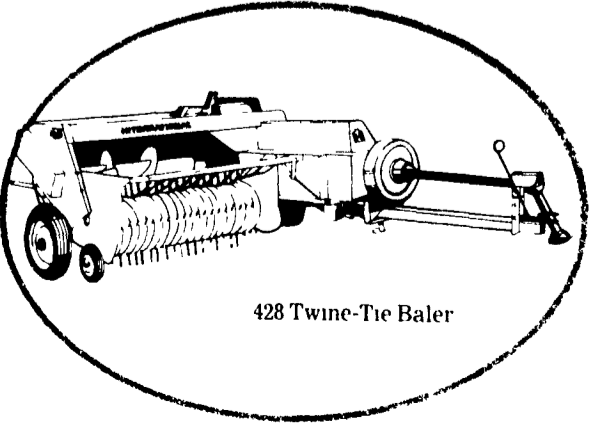
McCormick New 4 Mower



1190 Mower Conditioner



International Type "C"
Motor Baling Press (14 and 16x18")



428 Twine-Tie Baler

The history of American business reveals a no more colorful nor inspiring story than that of the growth and development of the International Harvester Company. Although in its present form it has been in existence only since 1902, the Company's history reaches back to 1831, when Cyrus Hall McCormick demonstrated his first reaper to a skeptical gathering at his father's farm near Steele's Tavern, Virginia. Few corporations of similar size and importance can lay claim to such a background of tradition and continuous operation.

The farm equipment industry, exemplified by the International Harvester Company, is a distinctively American enterprise. It is doubtful that its phenomenal growth and development over the past century could have been nurtured in any but the vigorous pioneering soil of the United States. The Company has grown with the nation and helped the nation grow. Certainly it could have reached its present stage only under the peculiarly American system of free enterprise. It is equally obvious that our present industrial civilization would have arrived much more slowly without the invention and perfection of farm machinery. This identification with history is possible only in business with a background of tradition and service in complete accord with that of the nation in which it was founded.

Many of the fundamental concepts initiated by Cyrus Hall McCormick - absolute honesty in all dealings, the building of a quality product at prices his customers could afford to pay, and a safeguarding of that product with service that protects the customer - are still the living roots of International Harvester policy. Today's International Harvester spirit is based on McCormick's fighting determination to progress in his field and build machines that would best serve the customer and the nation.