Engineering Possibilities of the Tractor

A few Practical Suggestions from the President of the Society of Automobile Engineers

By C. E. KETTERING; in "Chilton Tractor Journal"

TO one should think that the tractor business is not a real engineering problem. It is engineering problem of the most intense nature, and some of us will find that it is just about as exciting to build a good tractor engine as it is to build a good aircraft engine, because in the former we must consider something that we have never had to before, and that is the full load operation of the engine, in the hands of a man who does not know much about it. For the first time we encounter what is known as psychology in engineering, and we will find that the psychology of the operator has as much to do with it as any other factor.

We can build a tractor and send it out, and if a man tries to operate it and does not get good results, we can say that he has not sense enough to operate a tractor, but just remember that that is the type of fellow that is going to be the customer, and we must satisfy the customer. It has fallen to my lot to have had to do with a problem similar to the tractor problem; that is with a small farm lighting system. That has been about fifty per cent a mechanical and fifty per cent a psychological problem, and we have had to pay more attention to the psychological than to the mechanical end.

We sen't out those machines and a man spilt chaff or oats or hay into the gasoline tank and choked b's mixing valve, and, of course, the engine would not run. A man can "limp" down to town on three cylinders of an automobile and go to a garage and get it fixed, but he cannot do that with a tractor nor can he do that with a lighting outfit.

Tractors Must be Fool-Proof The boys used to come back and say, "The fellow put dirt in his gasoline can. No wonder it didn't work." That did not make a bit of difference. The fellow was dissatisfied with his engine. So we said, "Those engines have got to work, even if they are half full of clover seed or oats." It is only lack of appreciation on the part of an engineering department to want to blame the difficulty on the fellow who uses it, when with a little bit of the engineer's own constructive brains the engine could be made so that no matter whether the gasoline was full of wood or chips or anything else, it would burn whatever fuel was put in without choking up the carburetor.

We did that and have had no trouble since. But before, we would spend seventeen dollars to take a little bit of cigarette to-bacco out of a carburetor. We used a proper number of strainers, and put them in a way so the owner could clean them himself.

I was born and raised on a farm, and I am trying to operate a couple of farms now with farm tractors. I find that this tractor problem has not been scratched yet. We have some good machines, but they have not been fitted



ONE GLORIOUS EXPERIENCE RECALLED

Officer (to wounded man to whom he has given a pull at his flask): "I wonder you can swallow it neat."

Jock: "Dod, sir, it was grand! It just gaed doon ma thrapple like carpet tacks."

Harvest Expectations Harvest Realizations

Very often the crop does not come up to éarlier expectations, which not only causes the farmer and his family, who have worked so assiduously, considerable disappointment, but, as a consequence the planning of months and years goes for naught. Just so through life. Every man with responsibilities hopes to leaves his dependents in an independent position, but as a result of unforescen events, is frequently unable to do so, regardless of his good intentions.



This is why the progressive farmer carries adequate
Life Insurance. He knows that if anything happens, it
will provide funds to complete his unfinished work. On
the other hand, if he lives until the maturity of the
policy, the systematic accumulations will provide a competence for his declining years.

The Manufacturers Life Insurance Company

Head Office - TORONTO, Canada

S.—Fill out the attached coupon to-day, and mail it to the above address. It places you under no obligation.

I would like to save \$.....yearly through the medium of Life Insurance.

I amyears of age, and am (married). Kindly forward purticulars of plan of policy you recommend.

Name Address

MACLEOD SUPPLIES

ARE SOLD DIRECT TO YOU AND SO COST YOU LESS—THEY ARE PROVING THEIR VALUE EVERY DAY ON THOUSANDS OF WESTERN FARMS

ENDLESS RUBER THRESHER BELTS
YOU MAY WIRE YOUR ORDER AND HAVE YOUR
BELT SHIPPED C.O.D. PROMPT SHIPMENT. EVERY
BELT QUARANTEEL

Our Beltings are the product of old, reliable manufacture, those who have won an enviable reputation as makers of thoroughly high-grade, reliable goods. We permit an cheapening in the process of manufacture. Each grade is exactly as represented, and our prices, quality considered, are remarkably low. The price of canvas belts is so high we are not handling them this year. Rubber belts are better value.

12.00

150ft. 8-in. 5-ply

\$121.00

umber Length Width Ply Price Number Length Width Ply Price T10074 100 ft. 7 in. 4 \$60.00 CT12065 120 ft. 8 in. 5 97.18 1712075 120 ft. 7 in. 5 90.00 CT12075 120 ft. 7 in. 5 108.00 CT12075 120 ft. 7 in. 5 108.00 CT12075 150 ft. 7 in. 5 108.00 CT12075 150 ft. 7 in. 5 108.00 CT12075 150 ft. 8 in. 5 11.00 CT12005 100 ft. 8 in. 5 11.00 CT12005 100 ft. 8 in. 6 185.00 100 ft.

Rubber Belting in Cut Lengths

 RAWHIDE CUT LACE

In widths of 1/2 % and 1/4n. No. 6H300. Price, per lb. any size - - \$1.85 No. 6H301. Price, per lb. assorted sizes - - \$1.95

PLOW SHARES that Fit and Last

Order to-day from this advertisement, giving numbers on back of your old shares and the make of the plow.

12-in. 13-14-in. 15-16-in.

\$3.25 \$3.65 \$3.95

Cut Out This Coupon and Mail Today

So that you may share in the Special Values THRESHERS' SUPPLIES, OILS AND GREASES, ENGINES AND POWER EQUIPMENT, GRINDING OUTFITS, PUMPING OUTFITS, WASHING OUTFITS, HARNESS AND HARD-WARE, PLOW SHARES AND IMPLEMENT REPAIRS, WAGONS, BOB-SLEDS, BLACK, SMITH'S SUPPLIES, ROOFING, EAVE-TROUGH, PUMPS, BOOTS AND SHOES, ETC.

Name Post Office

MACLEOD'S WINNIPED

149-151 NOTRE DAME EAST