

JUST as the 1928 Allis-Chalmers tractor is the outstanding success of the year, so the 1928 Allis-Chalmers advertising campaign is one of the most complete and effective plans ever put into effect.



The new low price of \$1295 cash, for the 20-35 H. P. tractor, is sensational in itself. This is a full \$200 reduction from the 1927 price.



We not only have a wonderful price for the tractor, delivered fully equipped, and in which every part is designed to develop and use this power, but we have an advertising plan that gives maximum assurance of reaching almost every farmer in the wheat and corn belt.



Nearly 2½ million farmers will be reached each month by the Allis-Chalmers advertising in farm publications. The advertisements are reproduced in the following pages. On each advertisement you will find listed the names of the publications and their circulations.



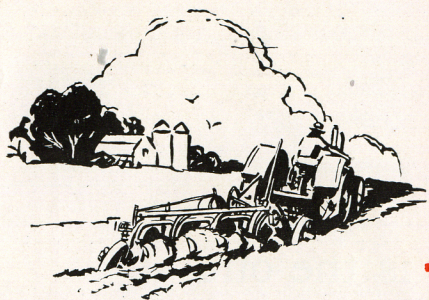
Six well designed newspaper advertisements are available for Allis-Chalmers dealers. These are shown in the following pages. *Mats* or *electros* of the complete advertisements may be had at no cost to you. Your newspaper publisher will tell you whether he uses *mats* or *electros*. ***Ask him—then order the ones you want.***



In addition to the publication advertising, a series of letters are being used to follow up inquiries from farmers and help Allis-Chalmers dealers close sales. These illustrated letters supplement the publication advertising in that they bring out the many superior points in the construction of the A-C 20-35.



A-C dealers made unusually large profits in 1927 — far better profits than the average tractor dealers. With the new low price and the fine construction of the 1928 model, ***plus the complete advertising plan behind the tractor***, A-C dealers should reap an even richer harvest in 1928.

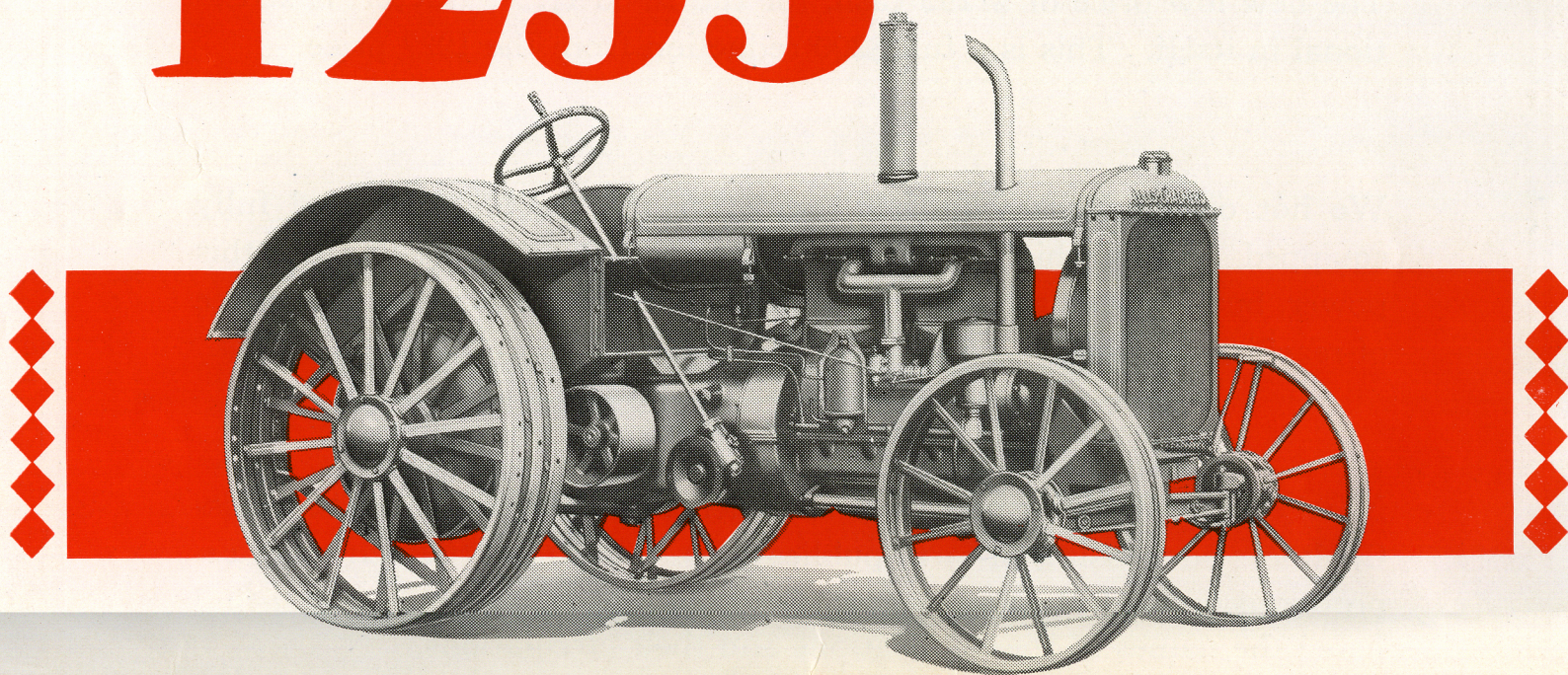


Here it is!

THE WORLD'S GREATEST TRACTOR BUY

\$1295

◆ **CASH** ◆
F.O.B. MILWAUKEE



Never Before Such Power at This Price!

NOW you can buy the 1928 Model ALLIS-CHALMERS 20-35 H. P. at the sensational low price of \$1295.00 cash! Never before has such power been offered in a fully equipped farm tractor at such low cost — a full \$200 less than the 1927 price. Increased volume has made possible this substantial saving and given you *new refinements* and *new features* that make for longer life and lower operating costs. For 100 hours the ALLIS-CHALMERS 20-35 will run safely

without oil change. The Pur-O-Lator completely cleans the oil and lengthens its life. Here is just one feature that, in itself, saves a sizeable sum during the year.

The Pur-O-Lator, the air cleaner, the fuel strainer and the spark arrester muffler are *standard* equipment on the A-C. Your A-C comes to you complete, with nothing extra to buy. In no other tractor, at anywhere near this price, do you get such *complete equipment* — such *power* — such *features* that *double the life of the tractor*.

The A-C Will Do These Jobs Without Overloading

The A-C will do more work than tractors rated at the same power. *Without overstraining the engine, transmission or the differential*, the A-C 20-35 will pull a 32-inch separator with all attachments — will pull a 16-ft. combine — will handle a four-bottom mold-board plow. It will do these things *without overloading* the tractor and shortening its life.

Every part is designed and built to stand such

loads. This is of vital importance to you. An engine may develop a certain power, but *if all parts of the tractor are not built to transmit that power without overloading, then you cannot use the power economically*. In the A-C you have a full 20-35 H. P., with every part able to *safely* carry an overload. It's *guaranteed* by a company that has specialized in power machinery manufacture since 1846.

At the sensational cash price of \$1295, with its complete equipment, the A-C 20-35 *costs less per horse power than any tractor on the market*. You can buy an A-C 20-35 on convenient terms. Its *extra power* will more than pay for itself in reduced production costs, speedier work and longer life with fewer repairs.

Mail the coupon — get all the details of the 1928 A-C 20-35 — *the sensation of the tractor industry*.

Dealers: Write for details of the A-C franchise.
Your territory may be open.

ALLIS-CHALMERS MFG. CO., (Tractor Division)

Allis-Chalmers

20-35 TRACTORS

This advertisement is appearing in the following publications in two colors:

Publication	Circulation
Capper's Farmer — December	828,865
American Thresherman — December	50,227
Kansas Farmer — December 3	121,754

This advertisement is appearing in the following publications in one color:

Publication	Circulation
Kansas City Star Weekly — December 7	513,087
Dakota Farmer — January 15	80,530
Montana Farmer — January 15	22,145
Prairie Farmer — December 3	198,681
Iowa Homestead — January 5	158,662
Nebraska Farmer — December 3	104,569
Oklahoma Farmer-Stockman — December 1	177,419

ALLIS-CHALMERS MFG. CO., Tractor Division
500-62nd Avenue, Milwaukee, Wis.

Send me complete details about the A-C 20-35 Tractor.

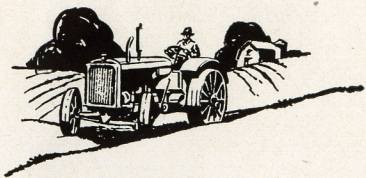
- ☐ I am interested in convenient payments.
☐ I am interested in cash deal.

Name.....

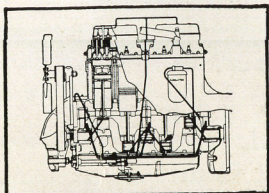
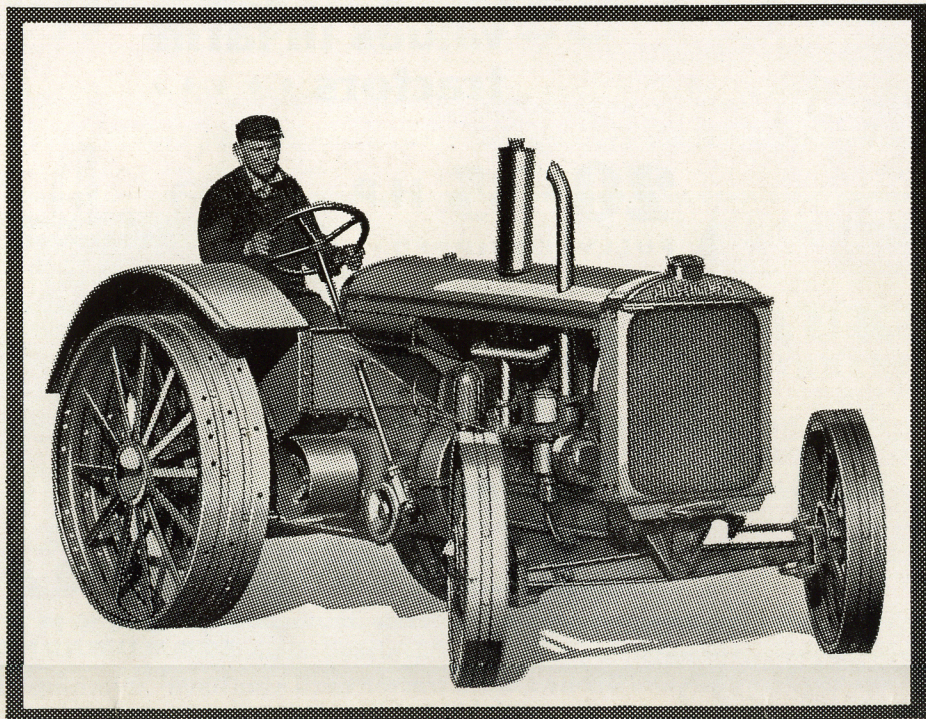
P. O.

R. F. D. State.....

The 1928 Allis-Chalmers Smashes Tractor Tradition

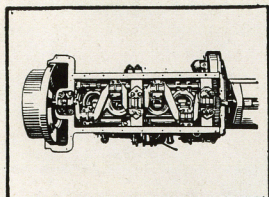


✦
20-35 H.P.
at
\$1295
CASH F.O.B. MILWAUKEE
CONVENIENT TERMS CAN BE ARRANGED



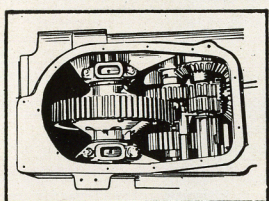
Pressure Lubrication

Oil is forced to main bearings, connecting rod bearings, timing gears, piston pins and rocker arms. Regardless of how the A-C is tipped, these parts are correctly lubricated.



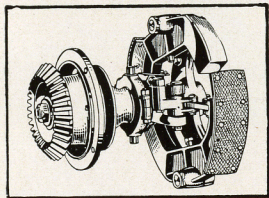
Over-Size Main Bearings

The heavy chrome Vanadium steel crankshaft is carried by three main bearings having a total length of 12 1/4 inches — a bearing area of 96.16 sq. inches.



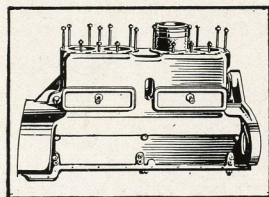
Sliding Gear Transmission

Two speeds forward and one reverse. Gears are forged steel with machine-cut teeth, heat treated and hardened. Roller bearings for main transmission. All gears run in oil.



Expanding Type Clutch

This clutch is without equal for tractor operation. A slight touch on the shifting lever engages, or disengages it. Easy to adjust or reline.



Removable Cylinder Sleeves

Cylinder sleeves are nickel iron, twice as hard as ordinary iron. Worn sleeves are easily replaced with new ones, making a renewed motor at low cost.

POWER to handle a four-bottom mold-board plow — to pull a 32-in. separator with all attachments — to pull a 16-foot combine — Such power now is yours at the record-breaking low price of \$1295!

The ALLIS-CHALMERS has smashed tractor tradition by giving you, at this price, a 20-35 H.P. tractor designed and built from wheel to pulley to develop and use this power.

Note carefully the five important A-C features here shown. Such sturdy construction means long life *without*

over-loading and over-straining the crankshaft, the transmission gears, the driving gears and other parts of the A-C.

Remember, too, that the A-C 20-35 is delivered *complete with nothing extra to buy*. The gas strainer, oil filter, air cleaner and spark arrester muffler are *standard equipment* on the A-C at this new low price. For 100 hours the A-C 20-35 will run safely without oil change. This one feature, alone, saves a substantial sum during the year. Convenient terms, or cash, as you wish. Get the facts now. Use the coupon for convenience.

(Dealer's Name and Address)

Allis-Chalmers

20-35 TRACTORS

DEALER'S NAME AND ADDRESS

Send me complete details about the A-C 20-35 Tractor.

Name.....

Address.....

City.....State.....

Newspaper Advertisement No. 103

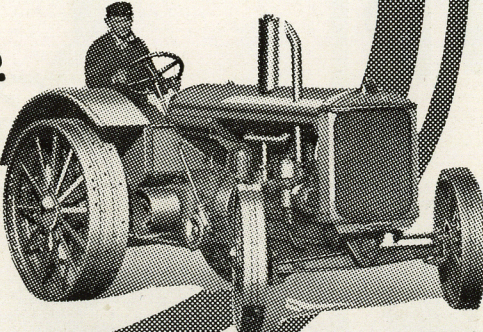
4 col. x 12 inches

Please note that this advertisement features five points of the A-C 20-35. It should be a very productive advertisement for our dealers and can be used two or three times during the season. Please note that throughout the newspaper series the price and the power are played up strongly, just as we have done in our farm paper campaign.

This price
has set new
standards of
values in farm
tractors ♦ ♦ ♦ ♦

20-35 H.P.
FULLY EQUIPPED

*Costs less
 per horse-
 power than
 any other
 tractor...*



\$1295

CASH [CONVENIENT TERMS]
F.O.B. MILWAUKEE [CAN BE ARRANGED]

DON'T buy a farm tractor until you have seen the new ALLIS-CHALMERS 20-35 at \$1295. Now you can have power to pull *four* 14-inch plows — to operate a 32-inch separator with all attachments — to pull a 16-foot combine—a 10-foot one way disc plow — or a 4-row lister.

Nothing extra to buy on your A-C. It comes complete with air cleaner, gas strainer, oil Pur-O-Lator and spark-arrester muffler. Runs 100 hours *safely* without changing oil. See it work! See how well it is made! Compare it in price, performance and construction with all others.

(DEALER'S NAME)

Allis-Chalmers

20-35 TRACTORS

(DEALER'S NAME AND ADDRESS)			
Send me complete details about the A-C 20-35 Tractor.			
Name.....	Address		State.....
City.....			

Newspaper Advertisement No. 104

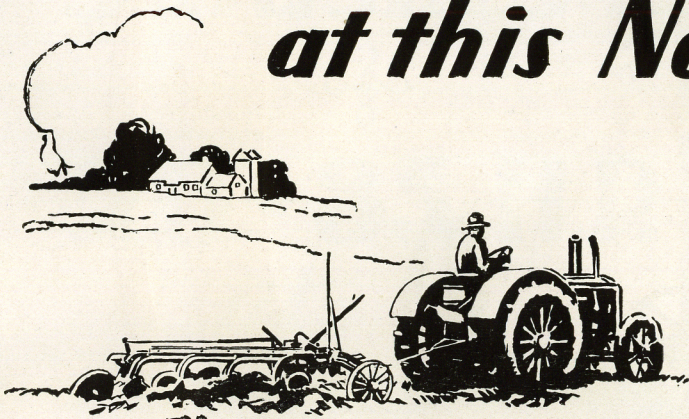
3 col. x 8 inches

You can well afford to run this advertisement three or four times during the season. Due to the make-up of this particular advertisement, you should ask your newspaper to give you top of page location, preferably a right-hand page. Be sure to specify such location when you place your advertising.

Allis-Chalmers

20-35 TRACTORS

**Standardized Production
Gives You This Perfect Tractor
at this New Low Price ♦♦♦♦**



\$ 1295

CASH F.O.B. MILWAUKEE
CONVENIENT TERMS CAN BE ARRANGED

WHY IS IT, YOU MAY ASK, that ALLIS-CHALMERS can sell a 20-35 H. P. tractor, completely equipped with air cleaner, gas strainer, oil Pur-O-Lator and spark arrester muffler, at only \$1295.

The answer is a simple one. ALLIS-CHALMERS make thousands of the 20-35 size. Concentrating production on this one size, costs are reduced to the absolute minimum. Consequently, you get the best of stand-

ardized production at a substantial saving. You get, for example, a motor in which oil is *forced* to main bearings, connecting rod bearings, timing gears, rocker arms and piston pins. Lubrication is *positive*; friction is defeated.

You get a heavy chrome Vanadium steel crankshaft carried by three main bearings having a total bearing length of 12¼ inches.

You get sliding gear transmission, two speeds

forward and one reverse, with all gears machine cut, heat treated and hardened. Removable cylinder sleeves are also provided — an expanding shoe type clutch — and other of the most advanced automotive features.

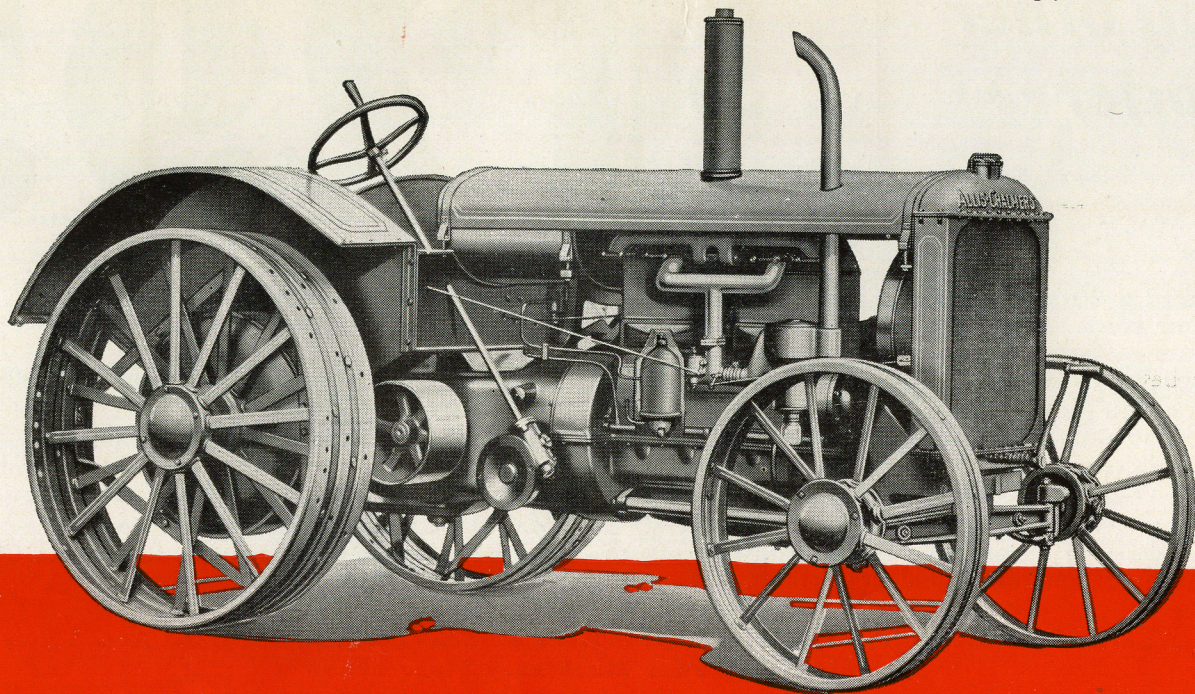
Compare the A-C 20-35 with all others. You will find it superior in its design and construction and the *lowest priced* per horse-power.

Cash or convenient terms. Mail the coupon now.

ALLIS-CHALMERS MANUFACTURING COMPANY, (Tractor Division) 501-62nd Ave., Milwaukee, Wis.

Specialists in Power Machinery Since 1846

District Offices: Wichita, Kan. Liberal, Kan. Kansas City, Mo. Sioux Falls, S. D. Fargo, N. D.



ALLIS-CHALMERS MFG. CO., Tractor Division
501-62nd Avenue, Milwaukee, Wisconsin

Send me complete details about the A-C 20-35 Tractor.

Name.....
P. O.....
R. F. D..... State.....

This advertisement is appearing in the following publications in two colors:

Publication	Circulation
American Thresherman — March	50,227
Kansas Farmer — March 3	121,754

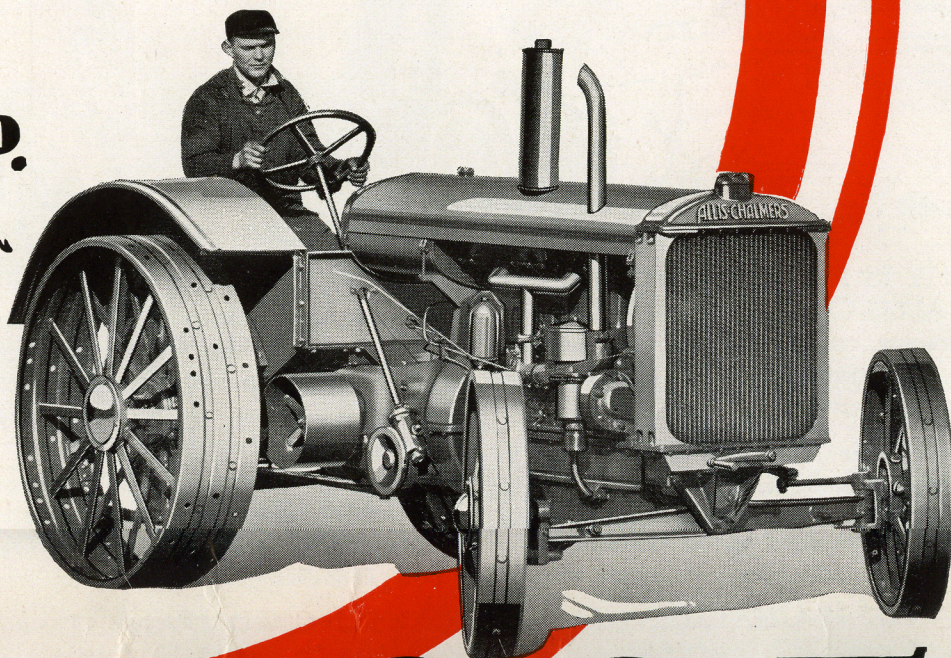
This advertisement is appearing in the following publications in one color:

Publication	Circulation
Kansas City Star Weekly — March 7	513,087
Dakota Farmer — April 1	80,530
Nebraska Farmer — March 3	104,569

This price has set new standards of values in farm tractors ♦ ♦ ♦ ♦ ♦

20-35 H.P.
FULLY EQUIPPED

*Costs less
per horse-
power than
any other
tractor...*



\$1295

CASH
F.O.B. MILWAUKEE [CONVENIENT TERMS]
[CAN BE ARRANGED]

NOW you can afford a 20-35 H.P. tractor that will speed your work and cut your costs. ALLIS-CHALMERS has created new standards of value in farm tractors and given you more for your money than ever before.

Power to pull a four-bottom plow — to operate a 32-inch separator with all attachments — to pull a 16-foot combine — for \$1295. Nothing extra to buy on your A-C 20-35. It comes completely equipped with oil Pur-O-Lator, gas strainer, air cleaner and spark arrester muffler.

Every advanced feature of fine automotive design, too — pressure lubrication, heavy chrome Vanadium steel crankshaft, big main

bearings, sliding gear transmission, expanding type clutch and removable cylinder sleeves.

You will fully appreciate how remarkably ALLIS-CHALMERS has actually created new standards of value only after you have studied every detail of its construction.

Mail the coupon for complete information. Convenient terms can be arranged—you can pay for your A-C as its extra power speeds your work and cuts your costs.

ALLIS-CHALMERS MANUFACTURING COMPANY, (Tractor Division) 501-62nd Ave., Milwaukee, Wis.
Specialists in Power Machinery Since 1846

District Offices: Wichita, Kan.

Liberal, Kan.

Kansas City, Mo.

Sioux Falls, S. D.

Fargo, N. D.

Allis-Chalmers

20-35 TRACTORS

ALLIS-CHALMERS MFG. CO., Tractor Division, 501 62nd Avenue, Milwaukee, Wis.
Send me complete details about the A-C 20-35 Tractor.

Name R. F. D.
P. O. State

This advertisement is appearing in the following publications in two colors:

Publication	Circulation
American Thresherman — April	50,227
Kansas Farmer — March 31	121,754

This advertisement is appearing in the following publications in one color:

Publication	Circulation
Dakota Farmer — July	80,530
Nebraska Farmer — June 2	104,569

Allis-Chalmers

20-35 TRACTORS

Pulls a Four-Bottom Plow

YOU can pull four 14-inch plows with the A-C 20-35—operate a 32-inch separator with all attachments — pull a 16-foot combine—a 10 foot one-way disc plow — or a 4-row lister.

That's power for you — to cut your costs and speed production.

The low price of \$1295 includes air cleaner, gas strainer, oil Pur-O-Lator and spark arrester muffler. Nothing extra to buy — your A-C is complete.

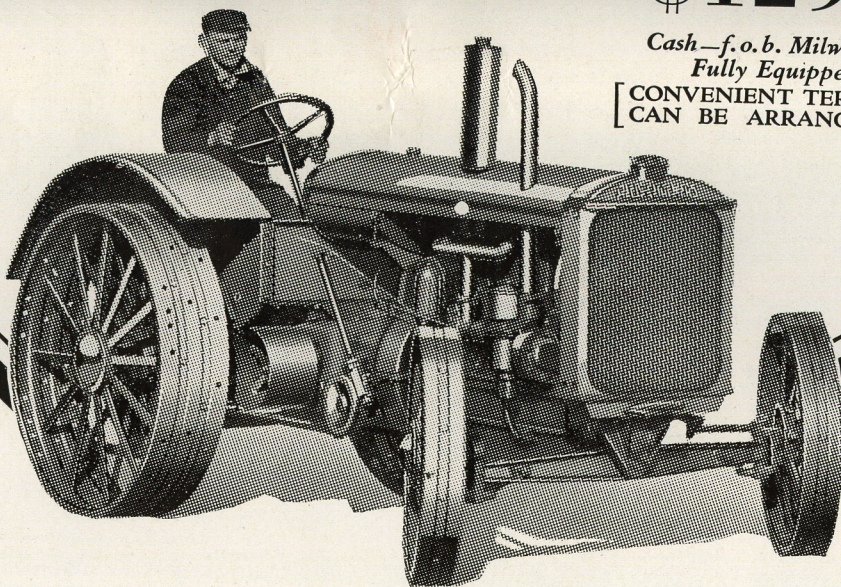
Come and see the A-C. Let us show you its superior features in design and construction.

(DEALER'S NAME)

\$1295

*Cash—f.o.b. Milwaukee
Fully Equipped*

[CONVENIENT TERMS
CAN BE ARRANGED]



Newspaper Advertisement No. 105

3 col. x 8 inches

This advertisement should be run during the plowing season, as it features the ability of the A-C 20-35 to pull a four-bottom plow. We suggest this same advertisement can well be repeated three or four times. There is value in repetition. Be sure to ask the newspaper to set your signature in a type that matches that used in the body of the advertisement.

Pulls A 16-Foot Combine

When harvest time comes the extra power of the A-C 20-35 cuts production costs and increases your profits.

It pulls a 16-foot combine — operates a 32-inch separator with all attach-

ments. And when you plow, your A-C pulls a *four-bottom* 14-inch plow — a 10-foot one-way disc plow — or a 4 row lister.

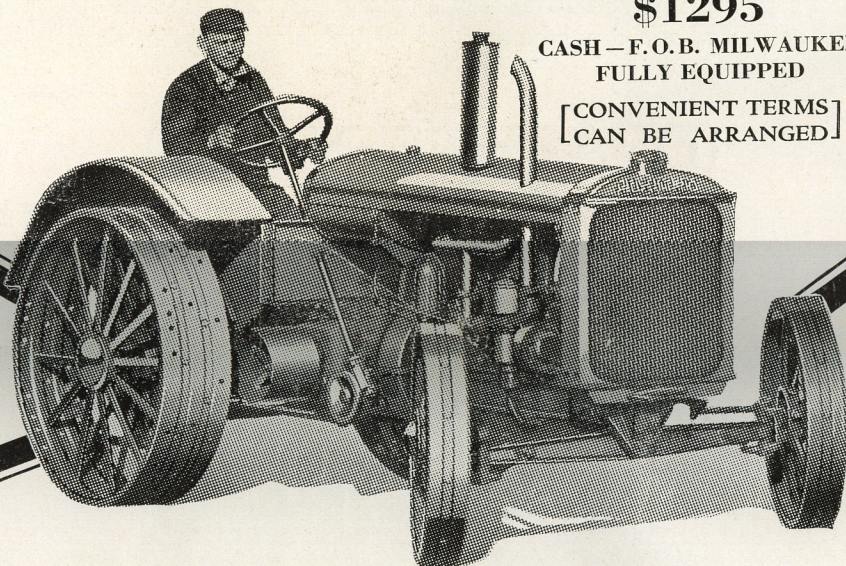
Don't buy a tractor 'till you've seen the A-C. It's the best buy of the year.

Allis-Chalmers
20-35 TRACTORS

\$1295

CASH — F.O.B. MILWAUKEE
FULLY EQUIPPED

[CONVENIENT TERMS]
[CAN BE ARRANGED]



Let Us Show You The A-C 20-35!
(DEALER'S NAME)

Newspaper Advertisement No. 106

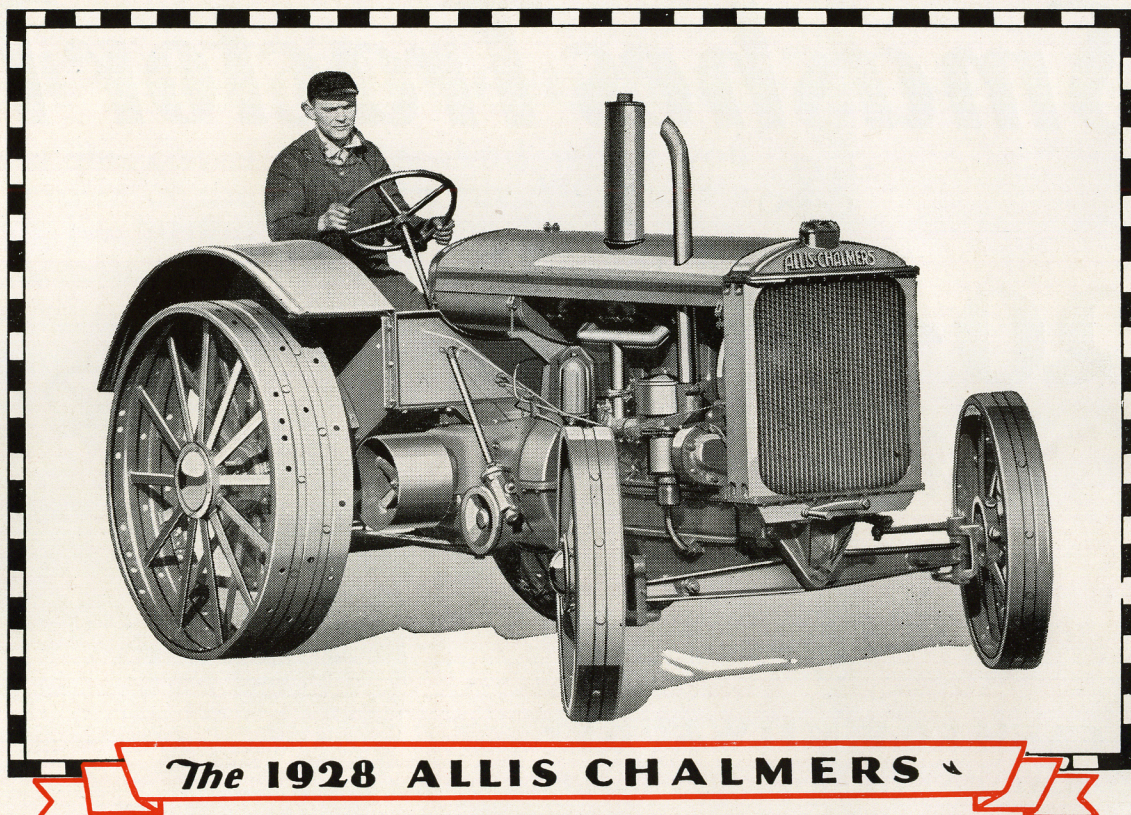
3 col. x 8 inches

During harvesting time this advertisement should be used, as it features the ability of the A-C to pull a sixteen-foot combine.

Never before Such Power - *at this Price*

Full
20 - 35 H.P.
only
\$1295
CASH
F.O.B. MILWAUKEE

Convenient Terms Can Be Arranged



The 1928 ALLIS CHALMERS

PULLS - A 16 FOOT COMBINE
OPERATES - A 32 IN. SEPARATOR
PULLS - A FOUR BOTTOM PLOW

NEVER before have you been able to buy a genuine 20-35 H. P. tractor at such a low price! — a tractor designed and built throughout, *in every part*, to develop and use this power without over-straining!

Power that easily pulls a 16-foot combine, operates a 32-inch separator,

pulls a four-bottom plow! — Such power you have in the A-C to speed your work and cut your costs.

In its design and construction the A-C has many features that assure long life at low cost. The air cleaner, fuel strainer, and oil Pur-O-Lator prevent grit and dirt from entering the engine. For 100 hours the

A-C will run *safely* without changing oil.

Pressure lubrication, heavy chrome Vanadium crankshaft, big over-size bearings, sliding gear transmission, removable cylinder sleeves and expanding shoe type clutch — these are additional A-C features that make this tractor the greatest value ever offered.

NOW YOU CAN HAVE REAL POWER

Now you can have a full 20-35 H. P. tractor for so little more that the difference is negligible. You can plow faster and deeper —

pull through where the going is hard without the slightest falter. The reserve power in your A-C 20-35 will more than pay for

itself in the *extra work* you can do in *less time* than formerly required. Cash or convenient terms, as you wish. Mail the coupon.

ALLIS-CHALMERS MFG. CO., (Tractor Division)

Specialists in Power Machinery Since 1846

501-62nd Avenue, Milwaukee, Wis.

District Offices:

Wichita, Kan.

Liberal, Kan.

Kansas City, Mo.

Sioux Falls, S. D.

Fargo, N. D.

Allis-Chalmers

20-35 TRACTORS

ALLIS-CHALMERS MFG. CO., Tractor Division

501-62nd Avenue, Milwaukee, Wisconsin

Send me complete details about the A-C 20-35 Tractor.

Name.....

P. O.

R. F. D. State.....

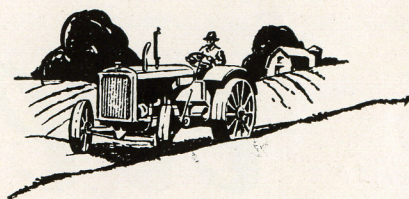
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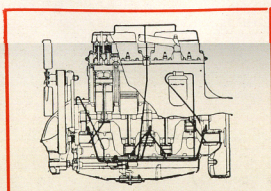
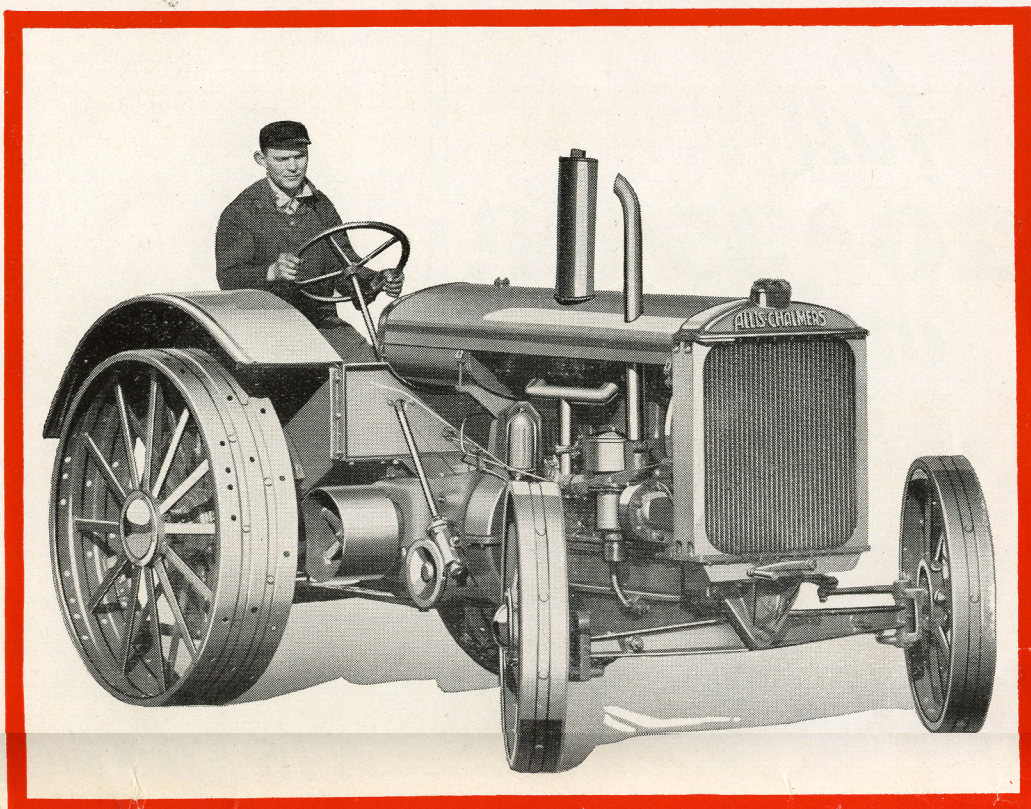
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The 1928 Allis-Chalmers Smashes Tractor Tradition

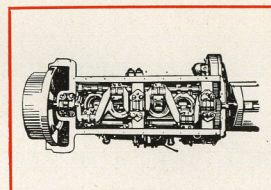


✦
20~35 H.P.
at
\$1295
CASH F.O.B. MILWAUKEE
CONVENIENT TERMS CAN BE ARRANGED



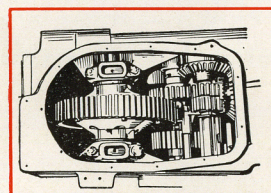
Pressure Lubrication

Oil is forced to main bearings, connecting rod bearings, timing gears, piston pins and rocker arms. Regardless of how the A-C is tipped, these parts are correctly lubricated.



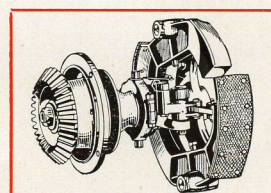
Over-Size Main Bearings

The heavy chrome Vanadium steel crankshaft is carried by three main bearings having a total length of 12 1/4 inches — a bearing area of 96.16 sq. inches.



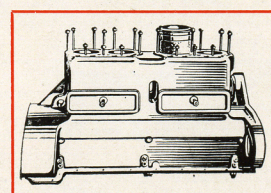
Sliding Gear Transmission

Two speeds forward and one reverse. Gears are forged steel with machine-cut teeth, heat treated and hardened. Roller bearings for main transmission. All gears run in oil.



Expanding Type Clutch

This clutch is without equal for tractor operation. A slight touch on the shifting lever engages, or disengages it. Easy to adjust or reline.



Removable Cylinder Sleeves

Cylinder sleeves are nickel iron, twice as hard as ordinary iron. Worn sleeves are easily replaced with new ones, making a renewed motor at low cost.

POWER to handle a four-bottom mold-board plow — to pull a 32-in. separator with all attachments — to pull a 16-foot combine — Such power now is yours at the record-breaking low price of \$1295!

The ALLIS-CHALMERS has smashed tractor tradition by giving you, at this price, a 20-35 H. P. tractor designed and built from wheel to pulley to develop and use this power.

Note carefully the five important A-C features here shown. Such sturdy construction means long life without over-loading and over-straining the crank-shaft, the transmission gears, the driving gears and other parts of the A-C.

Remember, too, that the A-C 20-35 is delivered complete with nothing extra to buy. The gas strainer, oil filter, air cleaner and spark arrester muffler are standard equipment on the A-C at this new low price. For 100 hours the A-C 20-35 will run safely without oil change. This one feature, alone, saves a substantial sum during the year.

The extra power of the A-C 20-35 cuts production costs and speeds up your work. Why not have it, at this low price?

Convenient terms, or cash, as you wish. Get the facts now. Use the coupon for convenience.

ALLIS-CHALMERS MANUFACTURING COMPANY, (Tractor Division)
501-62nd Avenue Specialists in Power Machinery Since 1846 Milwaukee, Wis.

DISTRICT OFFICES:
Wichita, Kan. Liberal, Kan. Kansas City, Mo. Sioux Falls, S. D. Fargo, N. D.

Allis-Chalmers

20-35 TRACTORS

ALLIS-CHALMERS MFG. CO., Tractor Division
501-62nd Avenue, Milwaukee, Wisconsin

Send me complete details about the A-C 20-35 Tractor.

Name.....

P. O.

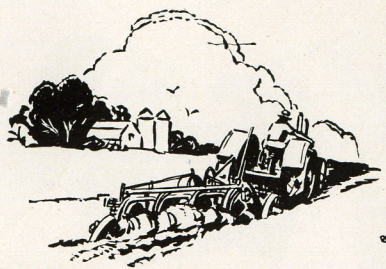
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Prairie Farmer — January 7	198,681
Nebraska Farmer — January 7	104,569



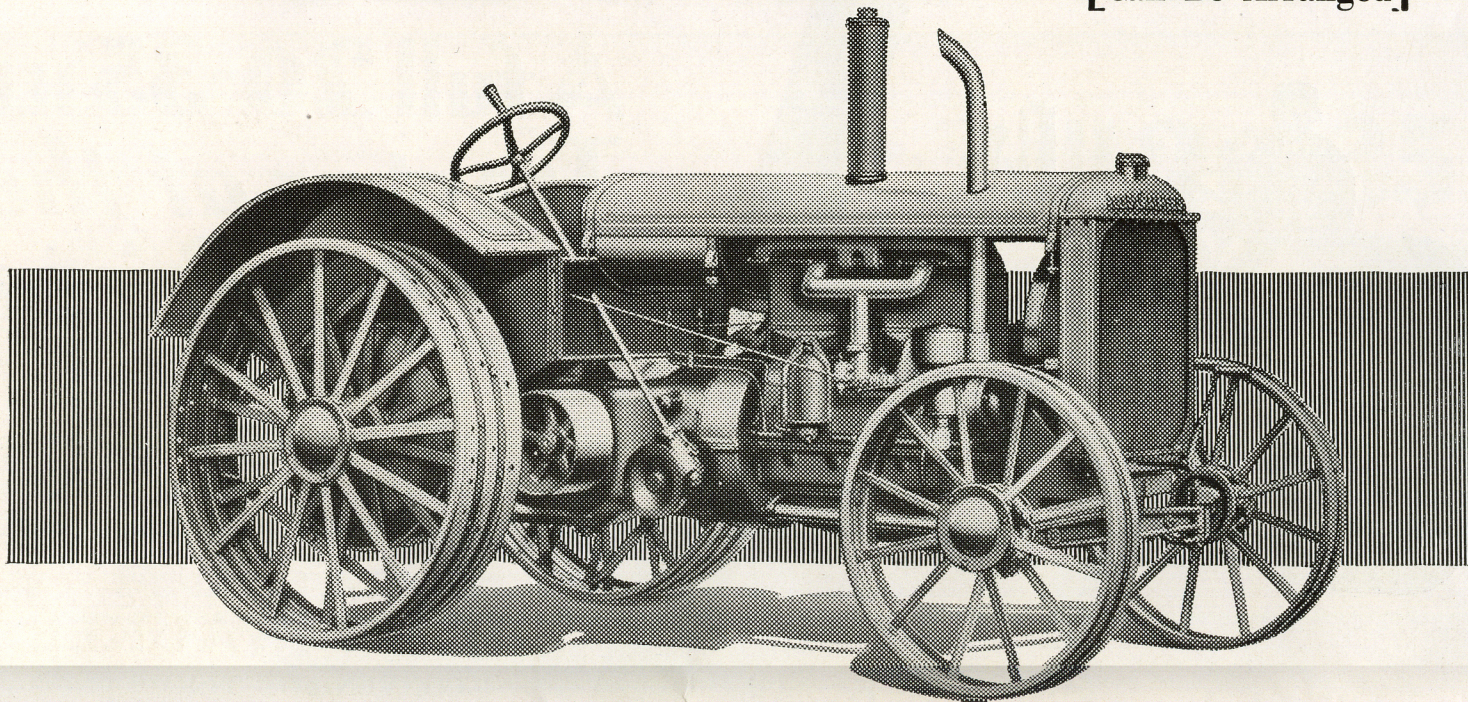
Here it is!

THE WORLD'S GREATEST TRACTOR BUY

\$1295

◆ **CASH** ◆
F.O.B. MILWAUKEE

[Convenient Terms]
[Can Be Arranged]



Never Before Such Power at This Price!

NOW you can buy the 1928 Model ALLIS-CHALMERS 20-35 H. P. at the sensational low price of \$1295 cash! Never before has such power been offered in a fully equipped farm tractor at such low cost.

For 100 hours the ALLIS-CHALMERS 20-35 will run safely without oil change. The Pur-O-Lator completely cleans the oil and lengthens its life. Here is just one

feature that, in itself, saves a sizeable sum during the year.

The Pur-O-Lator, air cleaner, fuel strainer and spark arrester muffler are *standard* equipment on the A-C. It comes to you complete, with nothing extra to buy. In no other tractor, at anywhere near this price, do you get such *complete equipment* — such *power* — such *features that double the life of the tractor and cut production costs.*

The A-C Will Do These Jobs Without Overloading

Without overstraining the engine, transmission or the differential, the A-C 20-35 will pull a 32-inch separator with all attachments — will pull a 16-ft. combine — will handle a four-bottom mold-board plow. It will do these things without overloading

the tractor and shortening its life.

Every part is designed and built to stand such loads. This is of vital importance to you. An engine may develop a certain power, but *if all parts of the tractor are not built to transmit that power without overloading, then you cannot*

use the power economically. The A-C is *guaranteed* by a company that has specialized in power machinery manufacture since 1846. You can buy an A-C 20-35 on convenient terms. Mail the coupon — get all the details of the 1928 A-C 20-35 — *the sensation of the tractor industry.*

(Dealer's Name and Address)

Allis-Chalmers

20-35 TRACTORS

(Dealer's Name and Address)

Send me complete details about the A-C 20-35 Tractor.

- ☐ I am interested in convenient payments.
☐ I am interested in cash deal.

Name.....

Address.....

City.....State.....

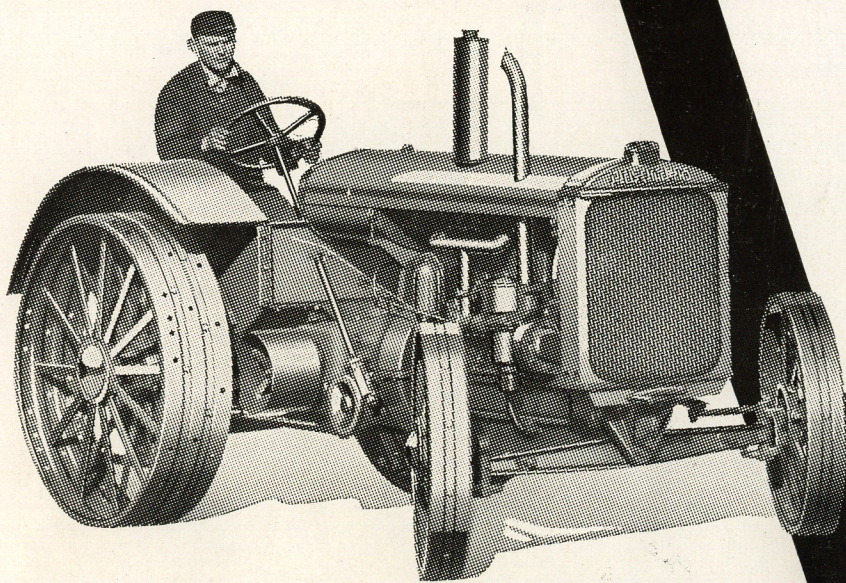
Newspaper Advertisement No. 101

4 col. x 12 inches

This is designed primarily as the first advertisement of the series, inasmuch as it is somewhat of an announcement of the new low price of the A-C 20-35. This advertisement is the first one used in our 1928 farm paper advertising and has been very productive. We recommend it highly for use by dealers in their local newspapers. Note that there is space left for your signature at the bottom of the advertisement; also in the coupon, so that the inquiries will come direct to you.

MORE POWER

for LESS MONEY



A full 20-35 H.P.
Tractor at the
New Low Price of

\$1295

CASH
F.O.B. MILWAUKEE

And Allis-Chalmers Gives You Double- Life Features at No Extra Cost

THE finest tractor that money can buy is yours in the A-C 20-35 at this record low price of \$1295. Now you can have *real* power to speed your work and cut your costs.

Low cost operation is assured, too. For your A-C is equipped with fuel strainer, air cleaner, and oil Pur-O-Lator. These features that add years to the life of your A-C are included at the new low price of \$1295.

In no other tractor do you get such fine design, sturdy construction, long-life features and promise of low cost operation. Let us send you *all* the facts. *Mail the Coupon Now!*

[[CONVENIENT TERMS
CAN BE ARRANGED]]

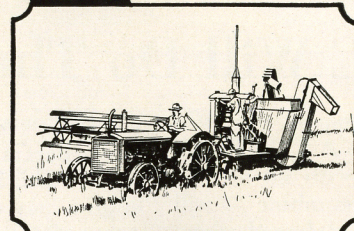
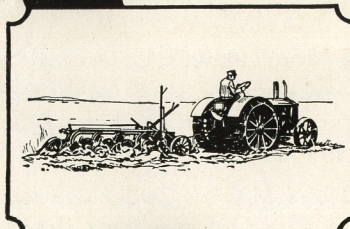
See Why the A-C is the World's Best Buy

It pays to have *plenty* of power. Your A-C 20-35 will pull a four bottom plow or a 16-foot combine. Also, it will operate a 32-inch separator with all attachments.

Can you buy such power
any where else at \$1295?

You can't! Only ALLIS-CHALMERS offers such value. Gladly will we have you compare the A-C 20-35 in design and construction, as well as power.

*Send for complete
details now.*



Dealer's Name and Address

Allis-Chalmers

20-35 TRACTORS

DEALER'S NAME AND ADDRESS

Send me complete details about the A-C 20-35 Tractor.

Name.....

Address.....

City.....State.....

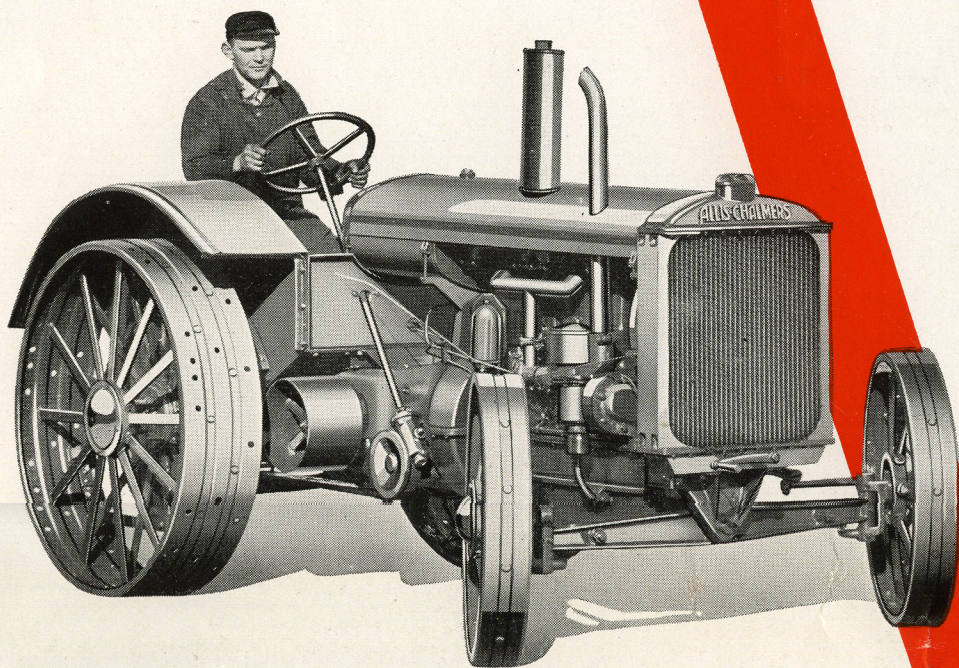
Newspaper Advertisement No. 102

4 col. x 12 inches

This advertisement can be run at any time, either in the spring or in the fall. Here, as in all of the newspaper advertisements, generous space is left for your signature at the bottom of the advertisement, also in the coupon. This makes a good follow-up advertisement for No. 101.

MORE **P**OWER

for LESS MONEY



**A full 20-35 H.P.
Tractor at the
New Low Price of**

\$1295

**CASH
F.O.B. MILWAUKEE**

CONVENIENT TERMS
CAN BE ARRANGED

**And Allis-Chalmers Gives You
Double-Life Features at
No Extra Cost**

THE finest tractor that money can buy is yours in the A-C 20-35 at this record low price of \$1295. Now you can have *real* power to speed your work and cut your costs.

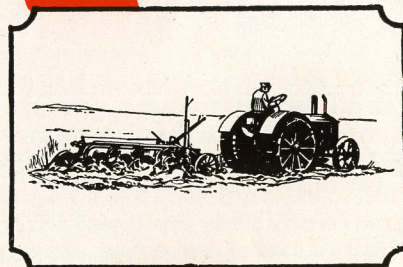
Low cost operation is assured, too. For your A-C is equipped with fuel strainer, air cleaner, and oil Pur-O-Lator. These features that add years to the life of your A-C are included at the new low price of \$1295.

In no other tractor do you get such fine design, sturdy construction, long-life features and promise of low cost operation. Let us send you *all* the facts.

Mail the Coupon Now!

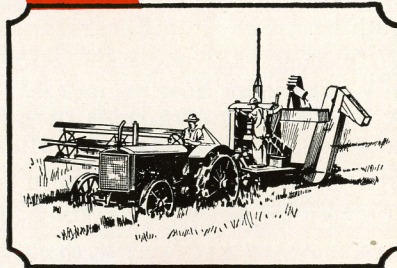
ALLIS-CHALMERS MFG. CO., (Tractor Division) 501 62nd Ave., Milwaukee, Wis.
Specialists in Power Machinery Since 1846

District Offices: Wichita, Kan. Liberal, Kan. Kansas City, Mo. Sioux Falls, S. D. Fargo, N. D.



**See Why the A-C
is the World's
Best Buy**

It pays to have *plenty of power*. Your A-C 20-35 will pull a four bottom plow or a 16-foot combine. Also, it will operate a 32-inch separator with all attachments.



Can you buy such power any where else at \$1295? *You can't!* Only ALLIS-CHALMERS offers such value. Gladly will we have you compare the A-C 20-35 in design and construction, as well as power. Send for complete details *now*.

Allis-Chalmers

20-35 TRACTORS

ALLIS-CHALMERS MFG. CO., Tractor Division
501-62nd Avenue, Milwaukee, Wis.

Send me complete details about the A-C 20-35 Tractor.

Name _____
P. O. _____
R. F. D. _____ State _____

This advertisement is appearing in the following publications in two colors:

Publication	Circulation
American Thresherman — May	50,227
Kansas Farmer — April 7	121,754

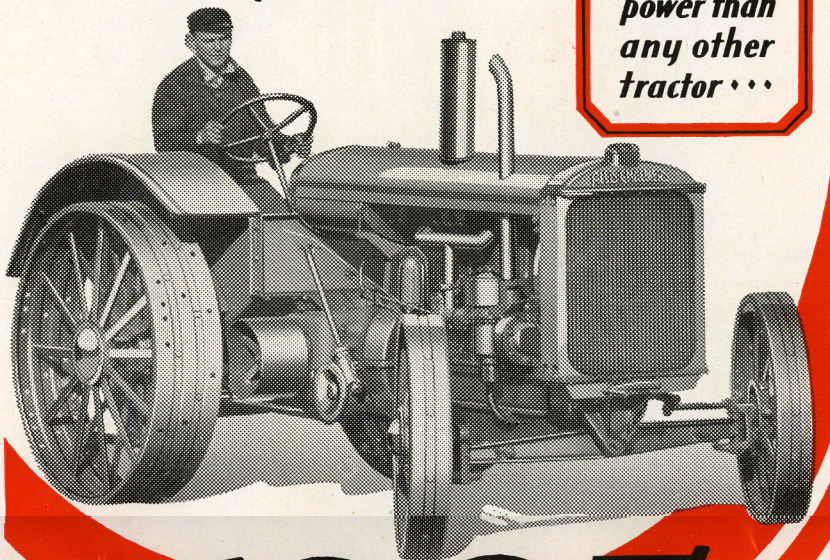
This advertisement is appearing in the following publications in one color:

Publication	Circulation
Dakota Farmer — August 1	80,530
Nebraska Farmer — July 7	104,569

This price
has set new
standards of
values in farm
tractors ♦ ♦ ♦ ♦

20-35 H.P.
FULLY EQUIPPED ..

*Costs less
per horse-
power than
any other
tractor ...*



\$1295

CASH
F.O.B. MILWAUKEE [CONVENIENT TERMS
CAN BE ARRANGED]

NOW you can afford a 20-35 H. P. tractor that will speed your work and cut your costs. Now you can have power to pull a four-bottom plow — to operate a 32-inch separator with all attachments — to pull a 16-foot combine — for only \$1295.

Your A-C 20-35 comes completely equipped with oil Pur-O-Lator, gas strainer, air cleaner and spark arrester muffler.

Every advanced feature of fine automotive design, too — pressure lubrication, heavy chrome Vanadium steel crankshaft, big main bearings, sliding gear transmission, expanding type clutch, and removable cylinder sleeves.

You will fully appreciate how remarkably ALLIS-CHALMERS has actually created new standards of value only after you have studied every detail of its construction.

Mail the coupon for complete information. You can pay for your A-C as its extra power speeds your work and cuts your costs.

ALLIS-CHALMERS MANUFACTURING COMPANY, (Tractor Division)
500-62nd Avenue Specialists in Power Machinery Since 1846 Milwaukee, Wis.
District Offices: Wichita, Kan. Liberal, Kan. Kansas City, Mo. Sioux Falls, S. D. Fargo, N. D.

Allis-Chalmers
20-35 TRACTORS

ALLIS-CHALMERS MFG. CO., (Tractor Division)
500-62nd Ave., Milwaukee, Wis.

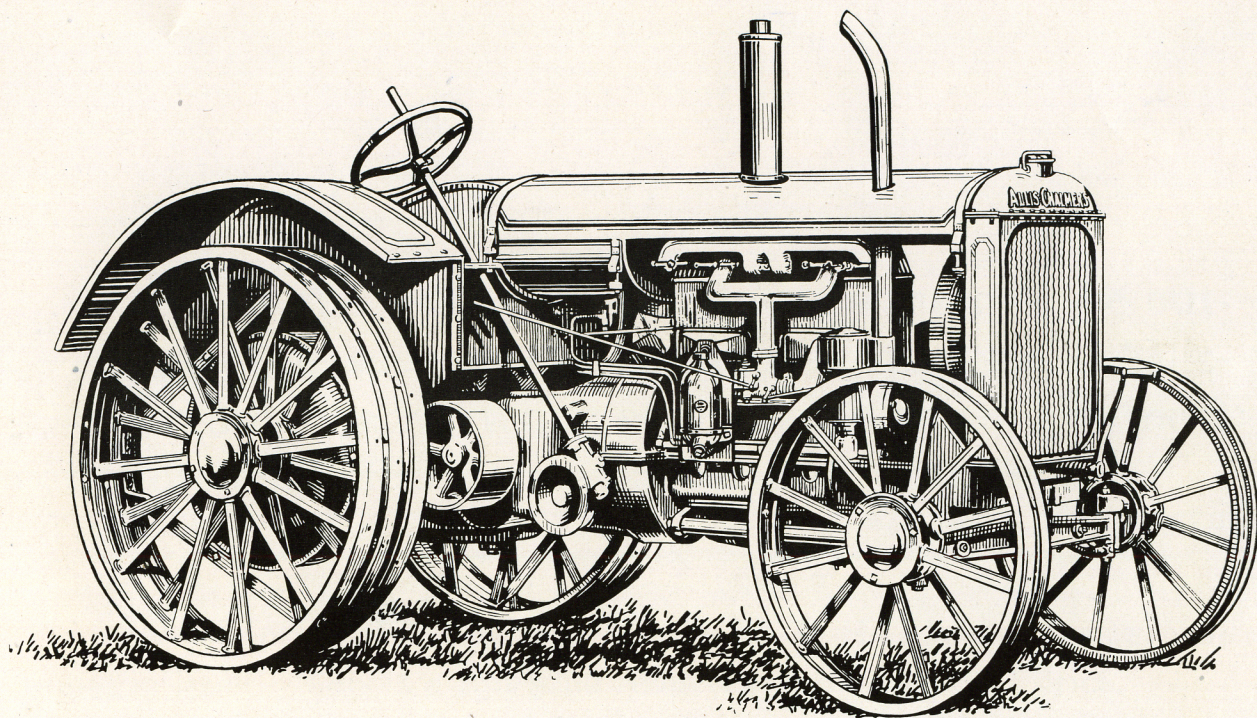
Send me complete details about the A-C 20-35 Tractor.

Name..... R. F. D.

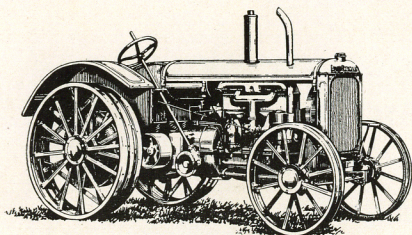
P. O. State.....

This advertisement is appearing
in the following publication in
two colors:

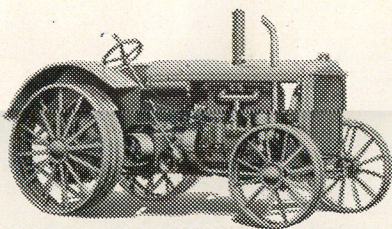
Publication Circulation
Capper's Farmer — February ... 828,865



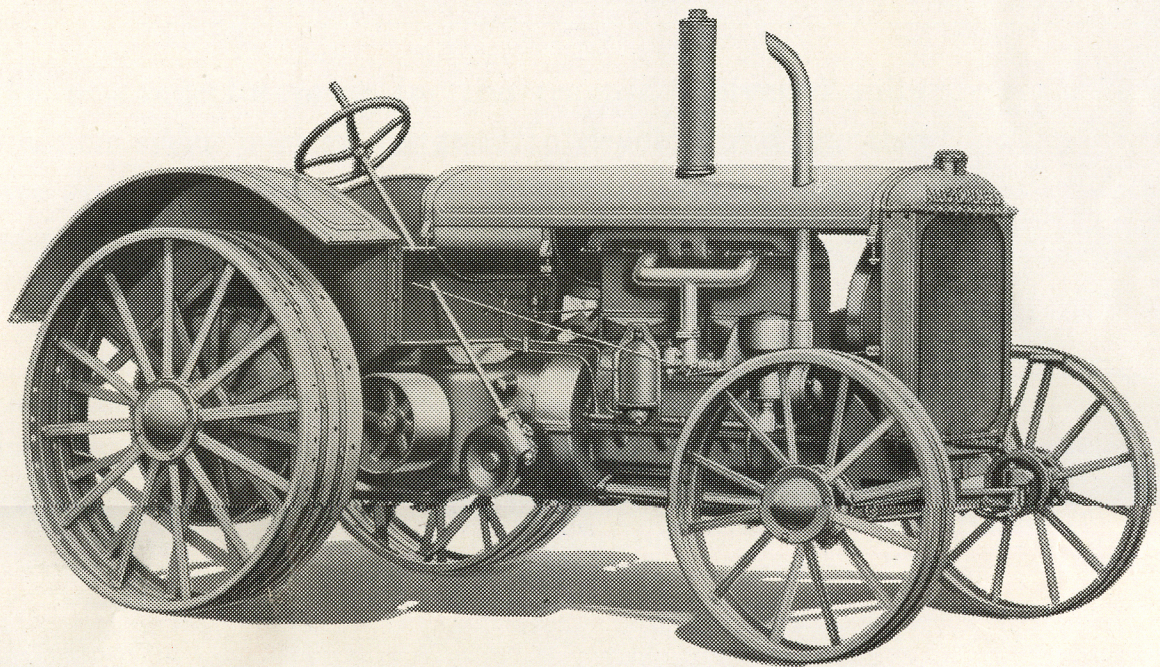
No. 201 — 3 column



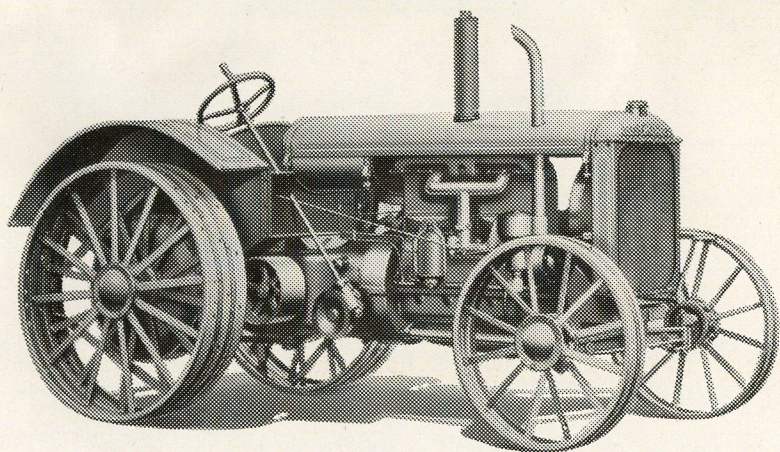
No. 203 — 1 column



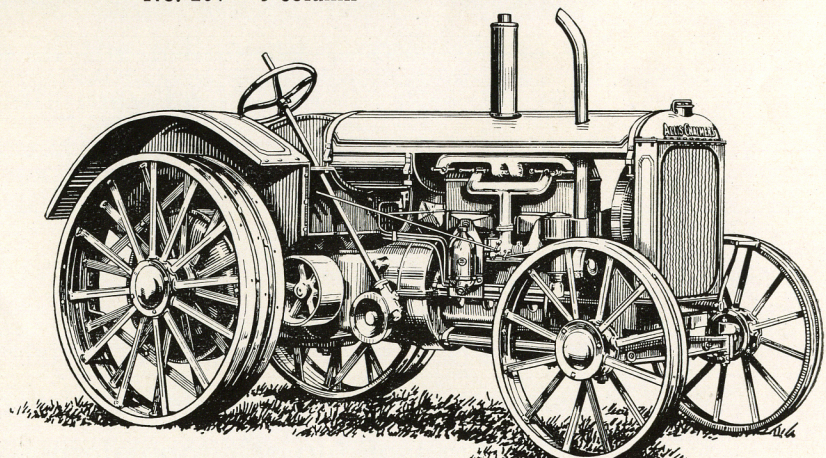
No. 206 — 1 column



No. 204 — 3 column



No. 205 — 2 column



No. 202 — 2 column

Allis-Chalmers

20-35 TRACTORS

No. 207 — 3 column

Allis-Chalmers

20-35 TRACTORS

No. 208 — 2 column

Allis-Chalmers

20-35 TRACTORS

No. 209 — 1 column

For Your Announcements, Letterheads, Folders, Dodgers,
or Your Own Advertisements