

THERE WAS A GREAT DEAL of contagious enthusiasm in the big tent when the new "Electrall" system made its bow. In the tiered stands where the news and magazine people sat, the exciting possibilities of the thing stirred imaginations.

On the speakers' platform, where a small procession of International Harvester and General Electric men appeared, the words were measured and cautious. But excitement seeped through.

In the center of the arena stood a shiny red Farmall tractor. Mounted on one side, and painted white for contrast, was a gener-

ator, remarkably small and compact. This was the heart of the Electrall system.

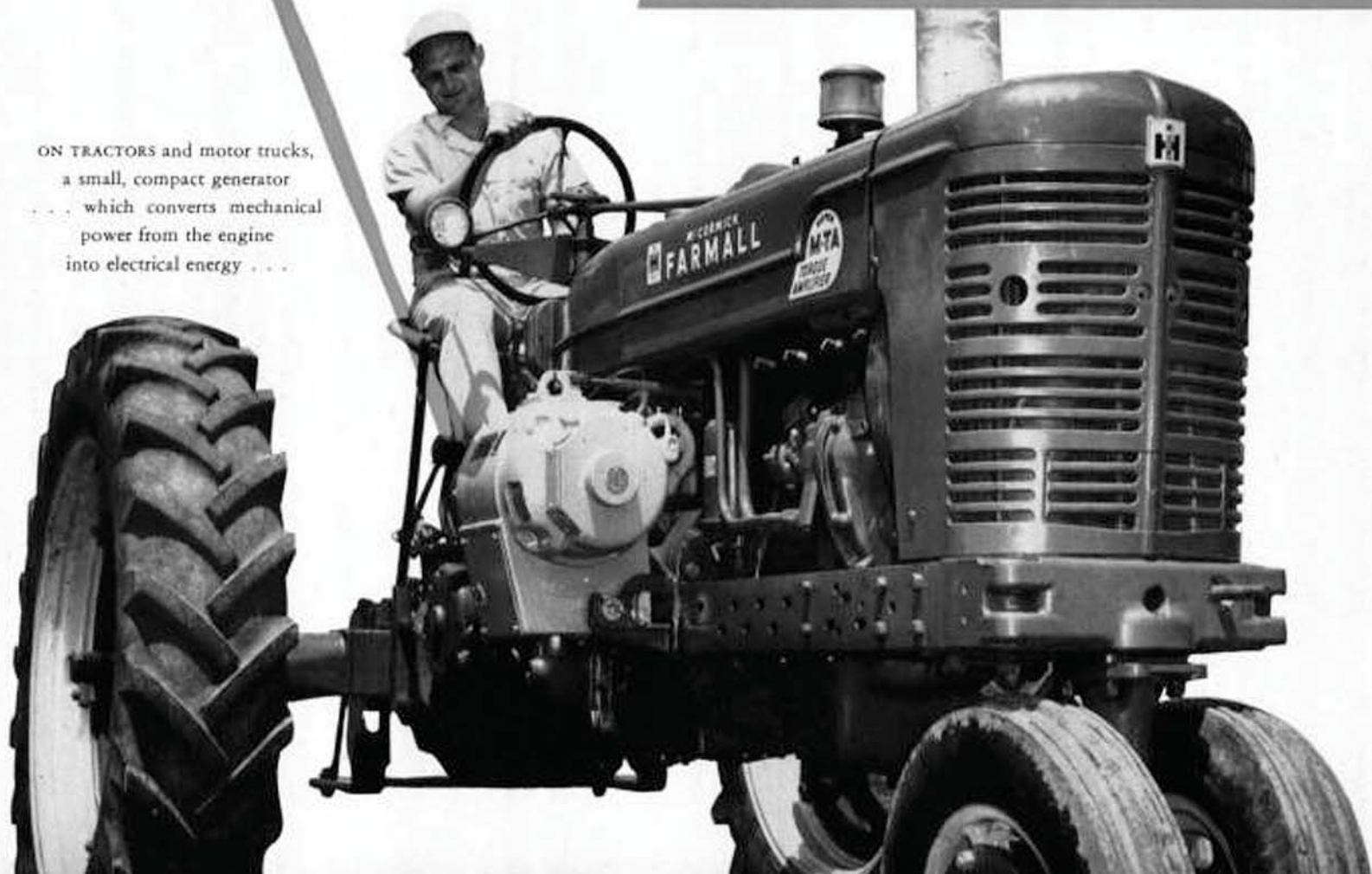
Still in an experimental stage, the unit was designed to make the farm tractor a mobile source of electric power as well as mechanical power for farming operations. It was also designed for motor trucks.

At Harvester's experimental farm near Hinsdale, Illinois, press representatives watched the tractor with Electrall operate a hay baler and a combine and watched it pump great streams of water. They watched it power a chain saw which cut a huge log in seconds. They watched an Electrall on a

In the fields — in the future . . . .

## THE ELECTRALL

ON TRACTORS and motor trucks,  
a small, compact generator  
. . . which converts mechanical  
power from the engine  
into electrical energy . . . .



motor truck run electric saws and branding irons, soldering irons and hedge trimmers, and electric drills.

They learned that the Electrall could, in an emergency, be a temporary source of power for all electrical needs on the farm. They listened to a report on its possibilities in the field of insect and weed control. They heard a farm scientist speculate on the effect of artificial lighting at night on the growth and maturing of field crops.

But primarily, they were told, they were previewing a new concept of tractor power—the steady and flexible power of electricity.

Working together, engineers of International Harvester and General Electric had devised an efficient system of converting mechanical power from the tractor engine—and the motor truck transmission—into electrical energy.

It was emphasized at Hinsdale that the Electrall system was not yet at the production stage. "But," said IH President John L. McCaffrey, "the research work with this development has been so interesting, and its potential importance to farmers is so great, that we thought it desirable to make a progress report on our work even though

the research is not yet finished."

Press representatives thought it worth while, too. Wrote Financial Columnist Robert P. Vanderpoel in the *Chicago Sun-Times*: "How many Electralls could a nation such as the United States use? No one would venture a guess. Yet here was just one development of many that gives the lie to the idea that we must suffer from overproduction, that unemployment is unavoidable because we cannot use all the products of our factories. Everywhere there are men of courage, vision and imagination proving the fallacy of this contention."



... to power cement mixers ...



... to operate hay balers ...



... to control plants and insects ...



... to run combines ...



... to saw wood.