

What happened to the tractor companies?

From the 1920s until 1960, there were eight dominant tractor companies in North America and a few others worth mentioning.

International Harvester Corporation



IH was founded in 1902 with the merger off the two largest threshing companies, McCormick and Deering. The merger included several other farm equipment companies.

IH was generally number one in tractor sales until overtaken by Deere around 1960.

The grand old company collapsed financially in 1984.

The assets were purchased by Tenneco and restructured with Case to be Case IH.

Restructured again in 2000 when Tenneco bought New Holland to form Case New Holland, (CNH).

For anti-monopoly reasons, McCormick assets were divested and sold to FIAT/Landini.

CNH resurrected the “Farmall” brand in 2005,

Landini re-vitalized the “McCormick” tractor brand in 2001.



Deere & Company

John Deere is a brand name.

Founded around 1850 as a plow manufacturer.

Deere bought the Waterloo tractor assets in 1918.

That was Deere’s start in the tractor business.

In 1956, Deere bought the Lanz tractor company of Germany.

In 1960, Deere introduced its new line of tractors that moved it past IH into the number one position in tractor sales.

Deere has been number one ever since.



Allis-Chalmers

The Allis-Chalmers Company was formed in 1901 with the combination of two companies.

In 1931, the company acquired the Advance-Rumely tractor company.

In 1953 Allis bought the Buda diesel engine company.

In 1955 Allis bought the Gleaner combine company.

In 1965 Allis acquired the Simplicity lawn mower company.

Allis was number three or four in tractor sales from the 1930s through the 1960s.

In 1985, the Allis Chalmers farm equipment business was sold to Deutz, a German company.

It then became Deutz-Allis.

The Persian orange color was discarded and a line of green tractors made by White Farm Equipment took the place of Allis’ tractor line.

In 1990, management bought the farm line and created AGCO.

AGCO bought the White company in 1991. AGCO also owned Oliver, MM and Cockshutt.

Persian Orange Allis tractors came back until the brand was phased out in 2010.

Briggs and Stratton began selling lawn tractors under the Allis Chalmers brand in 2008. Other than the brand name the lawn mowers have no relationship to Allis-Chalmers tractors.

Ford



Henry Ford pioneered farm tractors with the Fordson, introduced in 1917.

The Fordson tractors were sold in the US from 1917 until 1928.

In 1986 Ford bought New Holland.

In 1988 Ford acquired Versatile.

In 1991 Ford sold its agriculture machinery business to FIAT. FIAT controlled Case IH. It was combined with Case IH to become CNH (Case New Holland) in 2000. After that the Ford name was replaced with New Holland and the tractors were painted Ford blue.



Case

Founded by J. I. Case in 1842.

Case had a full line of tractors and farm machinery by 1920.

In 1937 Case was third in sales behind IH and Deere.

Tenneco bought Case in 1967.

In 1972 Case bought David Brown, a large and established UK agriculture equipment company.

Case bought IHC in 1985.

Case bought Steiger in 1986.

Case IH bought New Holland in 1999 and became Case Hew Holland, (CNH).



Minneapolis Moline

The company was formed in 1929 by the merger of three companies including the Twin City Tractors Company and Moline Plow. Moline Plow had purchased the Universal Tractor Company in 1915.

In 1951 Minneapolis-Moline acquired the Avery farm equipment company. In 1963 MM was purchased by the White Motor Company which also owned Oliver. The MM brand was dropped in 1974. ARCO purchased White in 1991.





Oliver

The Oliver Company was formed in 1929 by the merger of four companies including Oliver Plow Company and Hart-Parr.

In 1944 Oliver purchased the Cleveland Tractor Company, (Cletrac).

In 1960, Oliver was purchased by the White Motor Corporation.

In 1991 White was purchased by AGCO, formerly Deutz-Allis.

Massey Harris, Massey Ferguson



Massey Harris, a Canadian company was formed in 1891 by a merger.

In the 1920s, M-H purchased the Wallis tractor company.

In 1955, the company merged with the Ferguson company of the UK to form Massey Ferguson.

This is the same Ferguson that was aligned with Ford to produce the Ford Ferguson tractors from 1939 into the 1940s and also produced Ferguson tractors in the early 1950s.

In 1959 M-F bought the Perkins Diesel engine company of England.

M-F also bought Landini in 1959.

AGCO bought M-F in 1989.

Massey Ferguson is now the most widely sold brand of farm machinery in the world. There are more Massey Ferguson tractors in the world than any other brand.



Cockshutt

A Canadian company founded in 1882.

Cockshutt began selling and then manufacturing tractors in 1929.

White acquired Cockshutt in 1962.

White had purchased Oliver in 1960 and bought Minneapolis Moline in 1963.

By the mid-1970s White abandoned the Cockshutt, Oliver and M-M names and branded its tractors "White".

