

RED E TRACTOR COMPANY

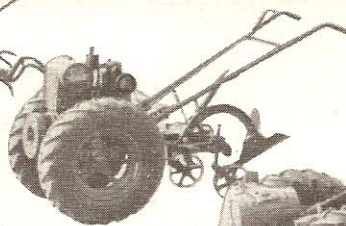
RICHFIELD, WISCONSIN



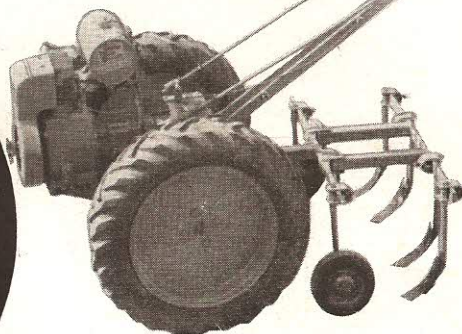
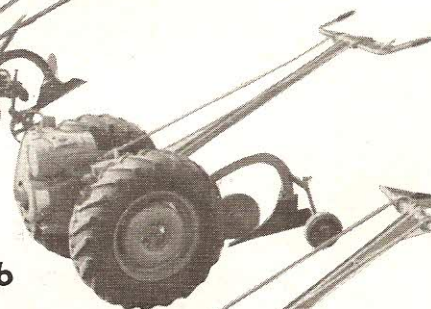
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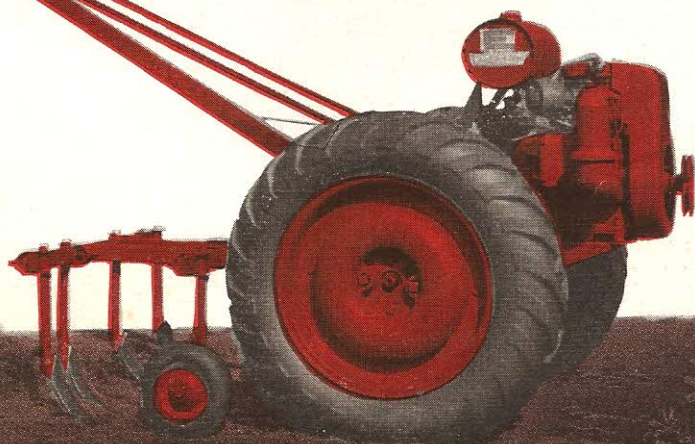


1947

the NEW
1949

Red
E **TRACTOR**

RED E's
going into their
27TH YEAR



This is Your Symbol of Quality



Wherever you see the big Red E you are assured of good merchandise. When you buy direct from the Red E Tractor Company, you will be getting more for your money than you could hope to get from most tractor manufacturers. When you buy a Red E, you are buying a guaranteed product, a product that has been tried, experimented with, and continuously manufactured for years and years. You will be buying from a reliable company, a company whose main line of manufacturing is small tractors and tractor equipment. Many companies make many items, no one of which is outstanding. Red E handles and sells only quality merchandise.

Buy a Red E and try it for 10 days. You'll prove to yourself its many advantages.

You will save yourself time and money if you own and use a Red E. A selection of models is available. We know you will be satisfied even if you buy on our Easy Payment Plan. Just remember — better tractors have built our business bigger.

**NEW 1949 MODEL
11B 4 H.P.
RED E**



**NEW 1949 MODEL
10B 3 H.P.
RED E**



RED E 4



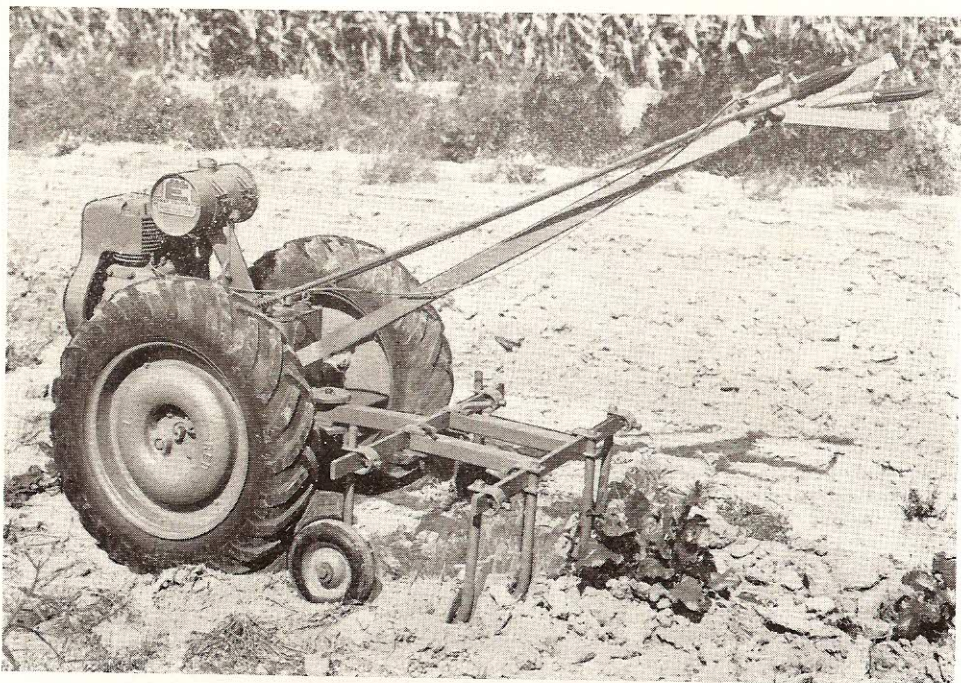
1949 12B
5 H.P.
"SPECIAL"

RED E 5

Plows



Discs



11B 4 H.P. Red E and 4-Tooth Cultivator

A big 1949 model 11B 4 H.P. Red E comes completely equipped with 5:50 x 16 bar tread traction implement tires, a new 1949 model 5-tooth swivel shank cultivator, remote governor control, rubber tire swivel gauge wheels, rubber handle grips, and a pair of 100 pound wheel weights. The rubber tire wheels are adjustable from approximately 18 inches to 30 inches. You will find the 11B sturdy, easy to handle, economical to operate, and trustworthy. Your 11B will have a positive clutch in each axle. This feature enables you to have the advantage of power turning.

Your 11B, 10B, or 12B Red E can be moved without the engine being started because it is free wheeling. Your Red E can be turned easily because of dual clutches. You will be satisfied with Red E performance. A Red E will not only save you money, but will make you extra cash.

With a Red E, you have lots of trouble-free power at your finger tips. All tires come with water fill valves in case you wish to fill tires with calcium chloride solution. All Red E engines and transmissions are run in at the factory. Every tractor is run and properly adjusted before crating. Your Red E will be all ready to go to work when you uncrate it.

The Red E has no cheap belts, no noisy chains. Red E's are all direct drive. Red E's are all guaranteed.

Your 10B will be a joy to own if you have lighter work to do. Powered with a 3 H.P. Wisconsin engine, it comes with a 4-tooth cultivator, big 5:00 x 16 tires and cultivator carriage. Your 12B 5 H.P. Special comes with 7:50 x 16 tires, wheel weights, and cultivator and is powered with a heavy duty 5 H.P. engine.

Two ^{Red} **E** Clutches

The ground being turned over here by the 11B 4 H.P. Red E and the 105 8" plow is a very heavy timber loam. Having not been plowed for several years, it was full of quack grass and wild sweet clover. The very heavy growth of weeds had to be cut before the plowing was started. The whole lot, a little over one acre, was plowed in about two days. The gasoline consumption was very low. Of course, the transmission used no oil, and the engine only used about $\frac{1}{8}$ of a pint in the two days.



11B 4 H.P. and 105 8" Plow

"Dear Sir: My Red E tractor does the work of one horse and does very good work. I would not do without one. It plows good. It discs good. It will do everything I need to do around the place. It would take a 1200 pound horse to do the work of my Red E. The family can use it.

"I hope the Red E Company has much and prosperous success in the tractor business."

Signed: E. R. Brooks, Lewisett, Virginia.

6-26-47

"Gentlemen: I am surely glad I bought a Red E tractor. I am 74 years old, but I still plow, disc, and cultivate with the help of my Red E.

"The Red E makes it easy for me."

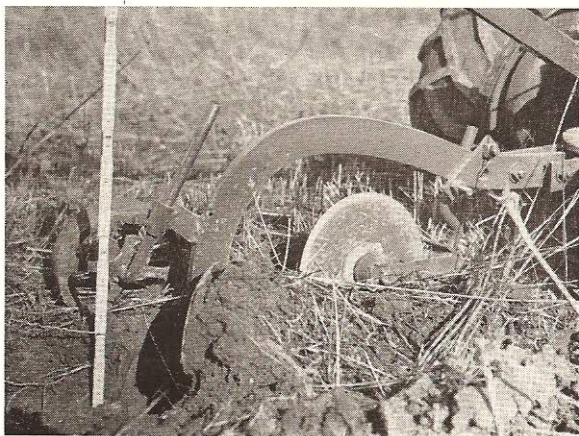
Signed: A. W. Weise, R. No. 1, Box 57, Little Suamico, Wisconsin.

EASY TO OPERATE

RED E 7

Power **Red E** Turning

Better, deeper, easier plowing. That is what the 8" breaking plow number 105 is designed for. The 105 plow, of course, was designed to be used on the 11B 4 H.P. tractor; but if your soil is mellow and has been worked several times, the plow can be used on the 10B 3 H.P. with satisfaction. The special long, arched beam and scientifically designed, rolled mould-board make the plow a most satisfactory and necessary piece of equipment. Use it to plow flower beds, small and large gardens or fields. You'll marvel at the ease and speed that you can do your fall or spring plowing when you own a number 11B tractor and 105 plow—the perfect working combination.



105 8" Plow and 10" Coulter



105 8" Plow

A customer from Sarona, Wisconsin, writes:

"Dear Sirs: I wish to thank you for the way you helped me out when I was unable to meet the payments when due, and also for taking care of the two little things on the tractor. I sure liked the quick service at these two times. "I am very well satisfied with my tractor. I really like it better right along. The features that appeal to me most are: 1. Its ruggedness or strength. 2. Its simplicity and completely enclosed mechanism. No extra parts or gadgets that are not really necessary for perfect performance. 3. That the parts that do wear most can be obtained so readily from the factory. "I use my tractor almost entirely for cultivating garden crops (about 12 acres). I plant rows 20 inches apart. I cultivate two rows at a time. I quite often go less than 1 mile an hour when cultivating very close.

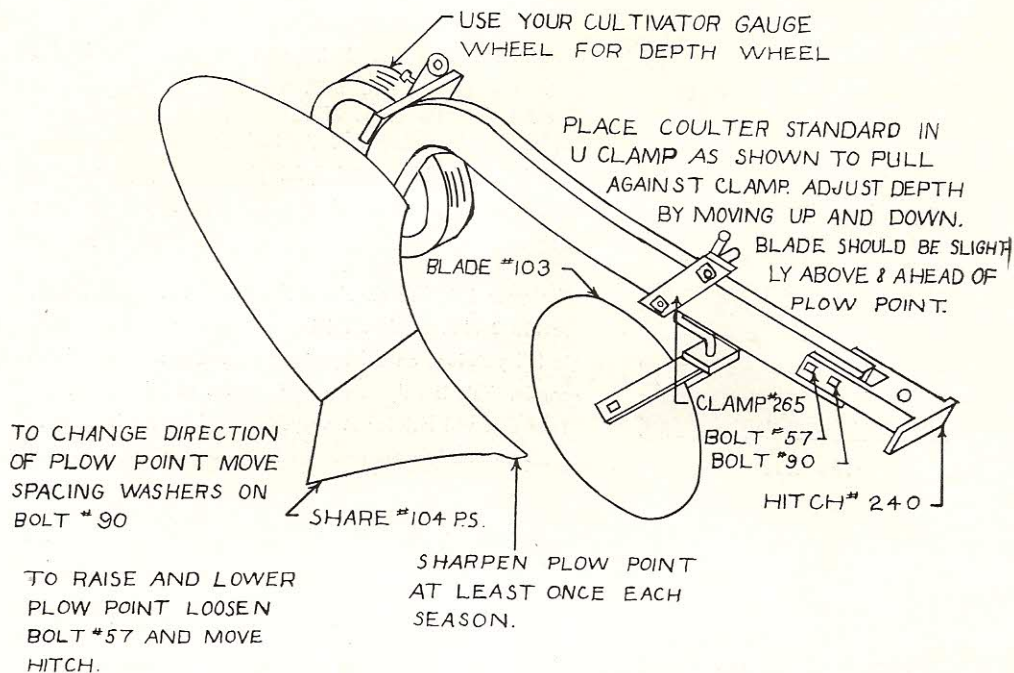
"I do hope you will continue putting out as good a tractor as mine."

VERY LOW FUEL COST

Plows



Easily



104 8" Plow and 10" Coulter

Your Red E tractor will plow, disc, harrow, cultivate, pull a trailer as well as dozens of other jobs. On June 3, 1948, Mr. G. C. Russell of Perote, Alabama, wrote:

"I wish you were here and could see the job the little tractor is doing. My garden is just as clean as a ribbon and I have done very little hoeing. I can go over the garden in 30 minutes and do more work and better work than I could do in a day with a hoe. I am sure proud of my outfit and it hasn't given me a minute's trouble, but I take care of it. I only put the best oil I can find in the engine and gear case and keep my air cleaner clean and it works faithfully for me. My garden is this old tough red clay and stoney.

"I can run in there and go over my vegetables right when it needs it. I'm telling you the truth, Mr. Dohmann, I wouldn't take two or even three times what I paid for my tractor. I have seen some other garden tractors here in this country, but I sure wouldn't trade with them. What I like about my Red E is it is so well balanced. I like the clutch system. I don't think it can be beat.

"My Red E is made to do the work and will do fine work for me. I haven't got my sickle bar yet, but I will in a short while. Hope you will keep on making as good a machine as mine."

"Yours respectfully,"

QUALITY BEFORE QUANTITY

RED E 9

A Money **Red E** Saver



106 Disc

More discs are sold than any other single piece of equipment. The disc has 8 large, sharp, concave, blades that can be adjusted both vertically and horizontally. Besides that, the angle of each disc section is changed by merely loosening and tightening 2 set screws. The 106 is a valuable and helpful piece of equipment. Be sure you order yours at the same time you do your tractor.

Use your 106 disc on either the 11B 4 H.P., 12B 5 H.P. or 10B 3 H.P. tractor. At the left, you see it being used to hill potatoes on a large farm near Oconomowoc, Wisconsin. This is only one of the dozens of jobs it will do. Your disc will last for many years too because it turns in machine fitted maple bearings that are alemite zerk fitted.

We hope you will read each letter and each description in this little catalog. We have tried to make the catalog to give you complete information concerning each model of Red E as well as each piece of equipment.

If you have other questions, be sure to write us. Read the complete catalog first and chances are you'll find all the answers.



113 4 H.P. Red E and Std. Cultivator

This picture of Mr. Thad. Van Gilder is a shining example of the many jobs that can be done with the Red E. You can see that Mr. Van Gilder has a large truck garden. He has a large variety of plants. He lives on an average soil. Mr. Van Gilder's Red E has saved him time and money. It has saved him backaches. It has made it possible for him to do more in less time at a less cost than he could by any other method.

DOES MANY JOBS WELL

RED E 10

Hundreds **Red E** of Uses

Your 106 8-blade disc can be used with either the 10B, 11B, or 12B tractors. The 106 disc has proved more valuable for more jobs than any other piece of equipment. Your 106 disc is adjustable both horizontally and vertically. Each steel blade is dished just right to cut deep and turn the soil. Use the 106 for working your ground after plowing. Use your 106 to cultivate between rows or to straddle rows. Use the 106 to level the soil and keep it mellow.

The 106 is zerk fitted for easy lubrication, has maple bearings, an all steel frame, and comes complete with hitch. Will attach to your cultivator carriage by means of two handle pins and can be attached quicker than it takes to read this paragraph.

Your 106 will do an unbelievable job of cutting out quack or other harmful roots. You will use your disc every day or two. Like the Red E tractors, your 106 attachment is made to give you many years of economical service.



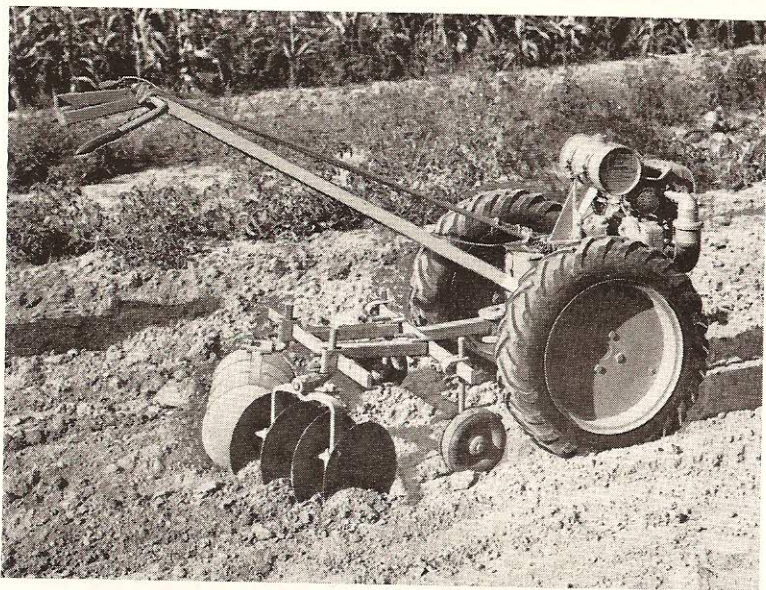
This picture of the 106D disc on a No. 11B 4 H.P. Red E tells more than a thousand words. See how those sharp dished blades slice down into the heavy gray timber loam soil. All Red E equipment is made to do the right job.



1947 Model 11B and No. 106 Disc

RED E SAVES TIME WORK MONEY

No Belts ^{Red} E No Chains



10B Red E and No. 106 Disc Attachment

Route No. 2 Batavia, Ohio

"Red E Tractor Co.

"Richfield, Wisc.

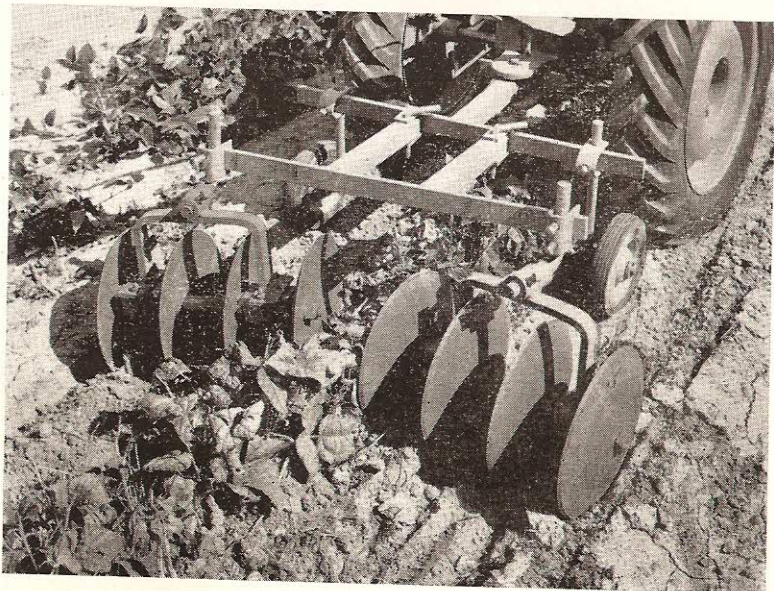
August 28, 1948

"Dear Sir: I received my Red E 11B tractor and equipment on August 9 and the tractor has taken everyone's eye because of its performance and ruggedness in plowing and cultivating.

"Most garden tractors other than the Red E have to be given a lot of consideration in pulling a breaking plow, but I pulled my 8" plow through weedy and hard ground without thinking of stopping because of the easiness the Red E plowed the tough sod. Other garden tractors that I know of would never make it in such ground. . . .

"Yours very truly,"

Signed: William Zurmehly



11B Red E and No. 106 Disc Attachment

Rubber Mounted



11B 4 H.P. and 106 Disc

We receive many letters every year praising the Red E and its ability to do the many things expected of it. We like to pass a few of those letters on to you so that you too can read of the merits of the Red E not written as advertising copy but as actual testimonials from actual users.

Box 147
Mokelumne Hill, Calif.
Sept. 6, 1948

"Red E Tractor Co.
Richfield, Wis.

"Gentlemen: Before I bought my Red E 11B, I sent for literature on tractors from all over the U.S. Everyone had some weak link between the power unit and the traction.

"Yours was the only tractor I had confidence in, and nearly all the others were higher in price.

"My confidence in your tractor has proved right. In operation, I am very well pleased with my 11B, and I find that all you said has proved true.

"The tractor and equipment made the long trip in perfect shape, and including freight charges from Richfield, it was still cheaper than any other tractor of its size and quality in the country."

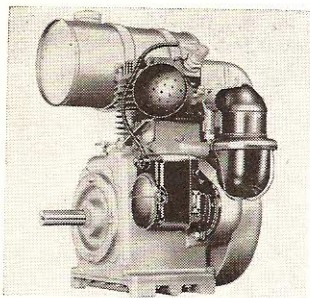
"Very truly yours,"
Signed: E. M. Richardson

EVERY CUSTOMER IS SATISFIED

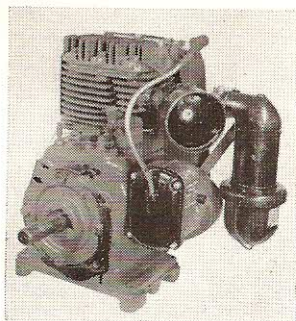
Seeders



Harrows



10B Engine



11B Engine

Above are the POWER PLANTS for the No. 10B (left) and No. 11B (right). These engines are both "SPECIAL BUILT" and adapted to the Red E tractor. Both are manufactured by the WISCONSIN MOTOR CORPORATION, the WORLD'S LARGEST PRODUCER of HEAVY DUTY AIR COOLED ENGINES. You are assured of plenty of trouble-free and faithful performance from these GUARANTEED ENGINES. They have IMPULSE COUPLING magnetos for easy sure starting. They are HEAVY DUTY.

A Gladden Products Corporation model No. 50 5 H.P. engine is usually used on the 12B Red E.



119 18-Tooth Harrow

To smooth down your land before planting, there is nothing that will do a better job than a spike tooth harrow. The 119 spike tooth harrow with 18 teeth has a handy adjustment lever for changing the angle of the teeth in just a few seconds. The harrow is a clod buster when set with the teeth straight up and down. You will find your harrow handy for covering potatoes. In many sections of the country, corn, when it is 1 or 2 inches high, is harrowed. This kills one crop of weeds in a hurry because several sections can be pulled with horses or a big tractor. You may be able to use your 119 harrow and Red E to do a like job on your truck farm or garden.

Use the 119 as a drag, to drag down weeds, grass, stocks and wild growth. It is a good idea to harrow or flatten all plant growth down before you start plowing. The plants will plow under better and help to put humus in your soil.

Customer **Red E** Satisfaction



10B 3 H.P. Red E and No. 124 Seeder Attachment

You can plant 36 different kinds of seed from lettuce to beans and corn with the Equa Space Red E seeder. The rigid hitch makes seeding simple. A child can drive the tractor and seeder. When you change from one seed to another, all you have to do is change one (1) plate. When you wish to change the distance between hills, all there is to do is loosen 2 set screws, change sprockets, and re-tighten the screws.

The No. 111 seeder comes complete with hitch, marker and marker rope, complete set of discs, and instructions for planting each kind of seed. Can be used on 10B, 11B, or 12B model tractors. You can plant one package or bushels of seed with this handy lightweight piece of inexpensive equipment. Order your No. 111 seeder when you order your tractor.

Mr. W. F. Herbert of 338 So. St. Paul, Wichita, Kansas, wrote us on August 24, 1948. The following is part of his letter:

"Dear Mr. Dohmann: I have had my Red E 11B now for 3 months, and it has more than proven to my satisfaction that it has all the qualifications of being the best garden tractor on the market, and has more than enough power to do any job I have used it on. It plows 8 inches deep as easily as it pushes my 36 inch cutter bar. Compared to other garden tractors and equipment, Red E is made of much better material than any other two-wheel tractor on the market. Of all the two-wheel tractors I looked at, and sent for catalogs on, I can say I made the best investment possible in a Red E tractor."

"Your Red E booster,"
Signed: W. F. Herbert

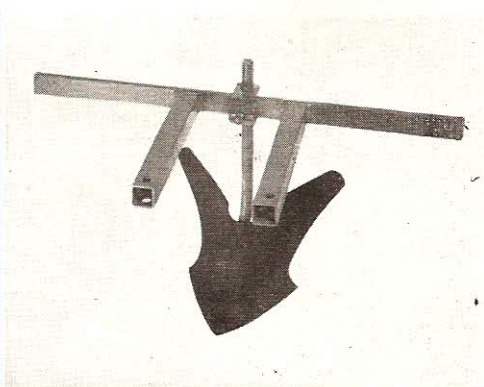
NO BELTS—NO CHAINS

Only One



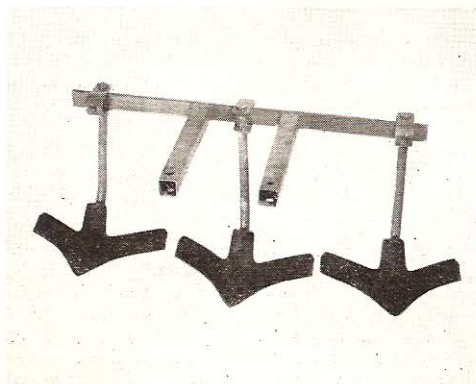
Red E

The new 1949 cultivator carriage on your tractor, enables you to use the wonderful weed killing, time saving attachments listed on these two pages. The No. 497 12-inch furrower attachment comes complete with hitch. You can attach it to your cultivator carriage in two or three seconds by means of the two handle pins. Furrows for potatoes can be made deep, uniform, and quickly with this No. 497 attachment.



No. 497 12" Furrower Attachment

The sweep attachment can be put on your cultivator carriage in two or three seconds also. You have a choice of No. 496 8" sweep attachment, No. 494 10" sweeps, or No. 492 15" sweeps or the ones pictured below. Weeds or quack grass can be cut easily and quickly with any model of Red E either by going between rows or straddling the rows.



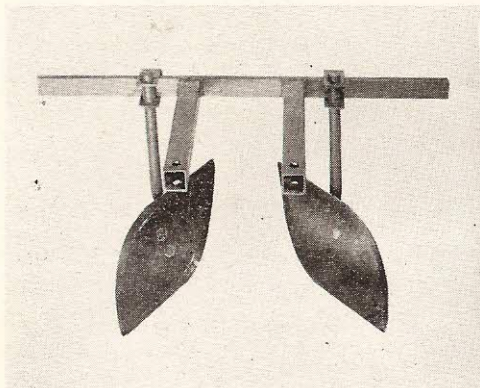
No. 493 12" Sweep Attachment



Positive



Clutches



No. 475 7" Hiller Attachment

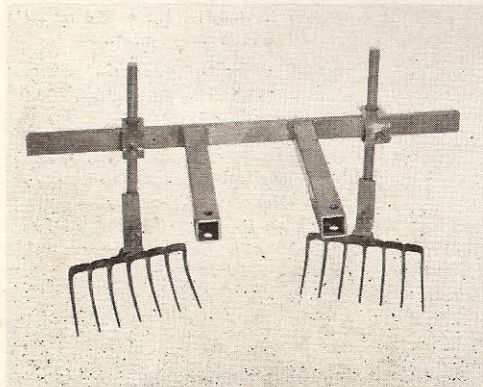


Just a two or three second job to remove your tractor cultivator or plow and put on the new No. 475 7" hiller attachment. Hillers are used for many jobs. They hill the dirt up to the plants, especially fine for potatoes. Use this attachment on any 1949 model of Red E.

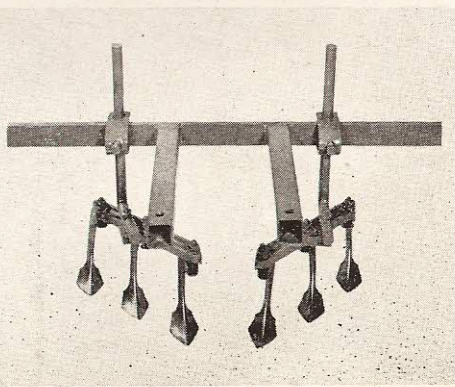
If you saw our 1947 or 1948 catalog, you will immediately see the big change in our 1949 cultivator carriage and cultivator hitch.

The new 1949 tractor cultivator allows you to use all the fine new attachments on these two pages and you don't have to go to a lot of bother loosening screws, removing clamps, or changing standards. When you order your furrower attachment, sweep attachment, hillers, rakes or duck feet, you get the complete unit. Each unit or attachment mounts on your cultivator carriage by 2 handy handle pins and it doesn't take but two or three seconds to mount each.

Below you'll find pictured the No. 477 seven-tooth rake attachment. A three-tooth unit (No. 479 on your price list) and a five-tooth attachment (No. 478 on your price list) are also available. Also, the No. 476 duck foot attachment, wonderful for small plants in crusty soil, can be used on any model Red E. These attachments are all inexpensive. You will have use for several of them.

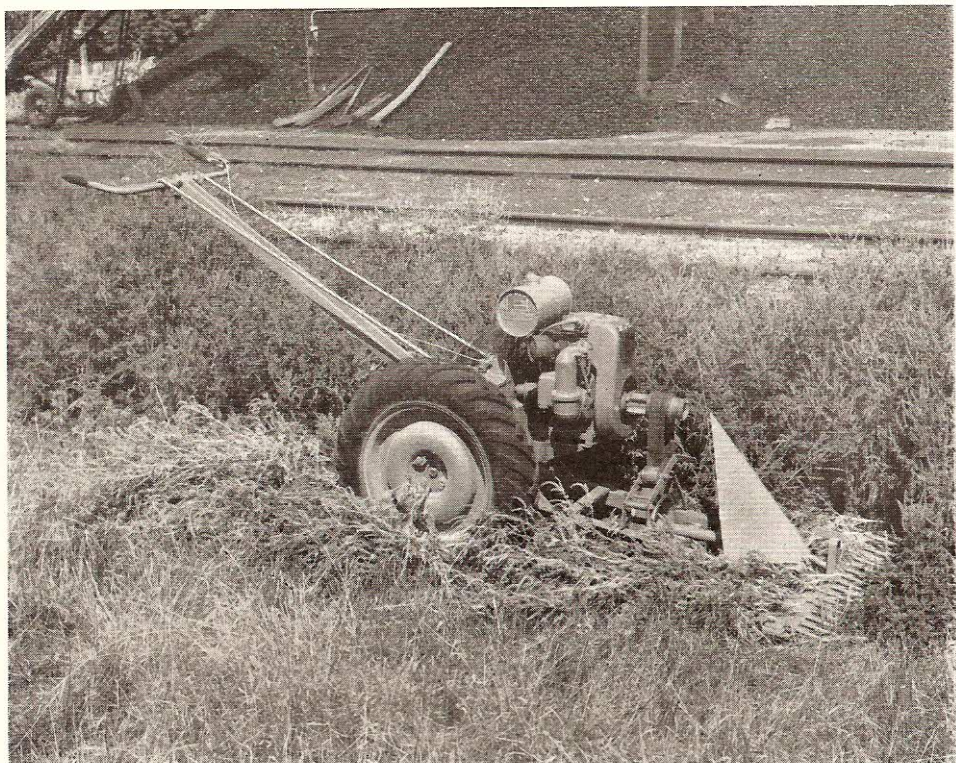


No. 477 Rake Attachment



No. 476 Duck Foot Attachment

Greater **Red E** Profits



11B 4 H.P. Red E and No. 126 36" Sickle Bar



11B Red E and No. 126 Sickle Bar

The new improved No. 126 1949 cutter bar is without exception the finest we have ever built. It is sturdy. It runs smoothly. It cuts fast. It is easy to operate. It can be mounted on any 10, 10B, 11, 11B or 12B model of Red E in a few minutes.

The 126 cutter bar cuts a 36" swath, has 2" forged steel guards, and standard 2" smooth sections. The cutter bar unit itself is of heat treated steel throughout. The cutter bar frame is of heavy angle construction with a shaft housing of cold rolled tubing. All parts are zerk fitted for easy, sure, quick lubrication. The drive mechanism is fitted with rubber canvas belt and idler pulley clutch.

You can mow your lawn, cut weeds in fields, orchards, or fence rows. Your 126 cutter bar will more than pay for itself in one season.

Snow **Red E** Plows



124 Snow Plow

The No. 124 48" snow plow blade is of rolled steel plate, fitted with adjustable skids to raise or lower blade. The snow plow frame is made of heavy angle and mounts on the 10B, 11B, or 12B Red E by means of one bolt and two studs.

You can change the angle of the blade to push the snow to the right or to the left or straight ahead. You can adjust the blade after you have started to plow because all you have to do is remove and replace handy handle pins.

The No. 124 can be used for very light earth moving, but must not be confused with a bull dozer. The photo below is of a No. 11B pushing dirt.



11B Red E and No. 124 Snow Plow

Direct



Drive

Niagara Falls, N. Y.
Feb. 19, 1948

"Red E Tractor Co.

Gentlemen:

"Received your letter and book on tractors today and am very much pleased with the construction of your tractor. Could the 5 H.P. be shipped as soon as others?

"Last year I bought a tractor from the people and I am fully disgusted with it and its slipping belt. I paid a good price for it and the equipment, and had to push it with only a six tooth cultivator attachment. Some people who visited me were interested in buying one, but when they saw it, they were not satisfied either.

"I think you really have the only tractor for the garden. The big wheels, no belts or chains, and clutches for each wheel, make it far better than anything else advertised. I have a heavy black soil here and need the power. If you can give me the following information soon, I will put the up for sale at a loss, but I do need a tractor bad as I have five acres . . . "

"Yours truly,"

Signed: Arthur W. Brown

Yes, the 12B Red E 5 H.P. is a Special. The 12B has a big powerful 5 H.P. Gladden engine. The engine is air cooled, is 4 cycle, and is a mountain of power. The 12B comes with 7:50 x 16 bar tread rubber tires on drop center rims, wheel weights, and 5 tooth cultivator.



12B 5 H.P. Red E and No. 105 Plow

The 12B comes with 100 pound wheel weights and a 5 shovel swivel shank cultivator. The 12B is excellent for professional landscape gardeners, or for people who plan on doing a lot of custom plowing.

Of course, if you feel your soil is much heavier than average, if you know you'll need a lot of weight and extra power, and you expect a tractor that will handle a little harder than the 10B or 11B, then the 12B is the tractor for you. Remember, the 11B is our most popular model because it fits the majority of the jobs best.

The same equipment is used on the 12B as is used on the 10B or 11B with the exception of the lawn mower which can be used on the 10B and 11B only.

Hundreds **Red E** of Uses



11B 4 H.P. Red E and No. 22 Attachment

The lawn mower, like the sickle bar, has had a regular place in the Red E tractor business for many years. You can now get a 24-inch ball bearing, direct drive lawn mower No. 22 to use with your 10B or 11B Red E. The mower attaches to your tractor in a few minutes. It operates very easily. It cuts 24 inches at a time — 4 foot per round. See the price list for prices on the lawn mower No. 22 and other equipment too.

Muirkirk, Ontario, Canada

8-18-47

"Dear Sir: . . . There is only one thing wrong with me — I should have bought two more Red E's as I have two girls that like to run the one I have. I'm buying another next spring that I may call my own . . . By the way, the disc you sent is certainly a swell piece of farm or garden equipment. I've shown them to several and the words are, 'Don't they beat the Dutch', the plow the same; so I am looking for a few orders myself next spring. So if there is any one wanting to know about what the Red E tractor will do, I will soon tell them to buy one and they'll make no mistake. Thanking you again for your prompt service, I remain yours truly,"

(Signed) Charles Varney



1947 11B Red E

CULTIVATES FASTER

RED E 21

Your **Red E** Comments



10B 3 H.P. Red E Providing Economical Power for Concrete Mixer

Time and again we have letters from customers in every corner of the world. All say that they find the Red E to be a rugged, easy-to-handle tractor. They comment on how economical the Red E is on fuel. Like Mr. R. P. Barker of R. 3, Cedartown, Ga., for example, who writes: "I find the 11B to be a rugged machine with a surplus of power. I can operate up to 6 hours on one gallon of gas." Folks, doesn't this mean anything to you? Don't you see what a marvelous, almost luxurious, up-to-date hired man you're getting when you buy a Red E. Look at the picture above. Just take a pencil and figure for yourself approximately how much money this man is saving by using his Red E and his own concrete mixer instead of hiring a contractor to do his concrete work. Mr. Phillips of Menomonee Falls, Wisconsin, sent us the fine picture above. He has been a Red E booster for years. He is just one of many thousands. Why don't you get on the Red E band wagon now? Order your Red E today.

EASY TO OPERATE

Are **Red E** Appreciated



11B 4 H.P. and Std. Cultivator

See this big powerful 11B 4 H.P. Red E cultivating this man's truck garden. The Red E isn't a plaything, yet it is so simple and easy to handle that a child can operate it. The lower picture is of a very young lad who takes care of a large garden on his parent's property. His father bought an 11B, but Billy runs it all the time instead of the father. He plows, discs, harrows, and cultivates. You should see this tractor too. Billy keeps it clean and bright. The rich red Red E with its blue steel cultivator shovels and black bar tread rubber tires is something to be proud of. You, too, can own one so easily.

Red E has no belts to burn, stretch, or break. Red E has no chains to wear out and make a noise. Red E has 2 clutches. Red E has power turning. Red E is economical to operate. Red E will boost your profits. Red E will do the work of several men in less time and with less effort. Red E's are job rated. Red E's have a remote governor control. Red E's are available now. Red E's are guaranteed. Red E Tractor Company wants you for a Red E user.

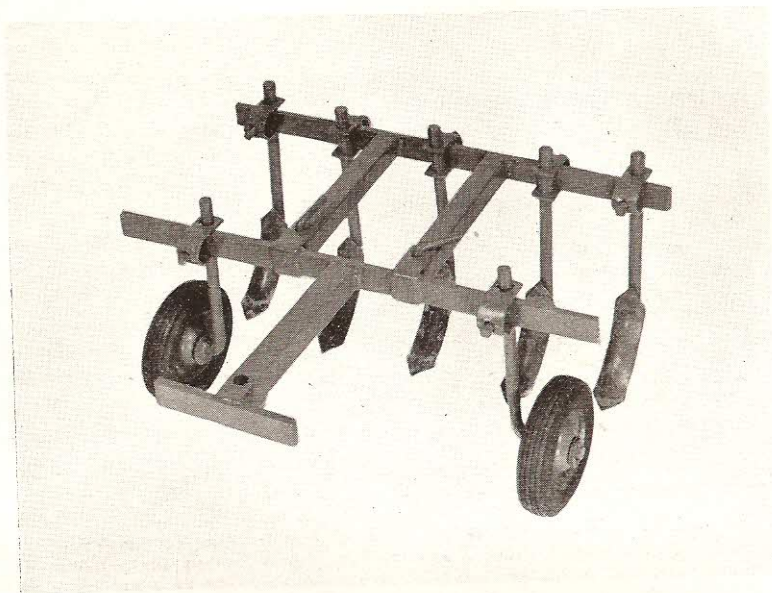


11B 4 H.P. Standard Cultivator

CULTIVATES ANYTHING

RED E 23

Quality Tools



Standard 11B or 12B Cultivator

The 10B Red E comes with a 4-tooth swivel shank cultivator and cultivator carriage with rubber tire gauge wheels. Pictured above is the 11B 5-tooth cultivator complete with carriage and gauge wheels. The 12B also comes completely equipped with a 5-tooth cultivator with a slightly different carriage hitch than pictured.

In any case, whether you buy a 10B, 11B, or 12B, you get the cultivator right with it at no extra charge. You do not even have to list it on your order.

Wheel weights come on the 11B and 12B at no extra charge and will be shipped right along with your tractor order without your having to list them.

"... for cultivating corn, this tractor is the best I ever had. Saves me plenty of work. Does more than a horse. Very truly yours, (Signed) Joseph Rubino, R. 2, Box 157, Alizuippa, Penna."

"Gentlemen: I admit your new models of tractors with rubber tires and 2 clutches and power turning all look swell, but there is so much good wear in my old Red E yet, that I cannot afford to trade it in yet for a new one. I have lived on this farm many years, and in that time I have bought several thousand dollars worth of machinery. Nothing I have bought has given me the dollar for dollar service that you built into the Red E I purchased some years ago. When I need another tractor, I shall get a Red E. Yours very truly, (signed) Howard Loomis, R. 3, Box 419, South Haven, Michigan."

USES LITTLE GAS

No Belts No Chains

Perote, Ala.
7-11-47

"Dear Mr. Dohmann:

"I received my Red E tractor last February and have used it a whole lot, but from February up to the present time I have used about 7 gallons of gas and two quarts of oil. It sure is easy on gas and oil. My garden is 111 feet long by about 90 feet wide and I can break it up on about 1/2 gallon of gas or at a cost of about 12 or 13 cents, and can cultivate it all in 15 or 20 minutes. I couldn't afford to keep a mule at that price and when it's not working, it's not eating, and eats very little when it works.

"It's very easy to handle. I like the clutch system you have and it sure has a good engine on it. I like the enclosed gears running in oil, no belts or chains to be breaking. Everybody that has seen our garden says it's the cleanest garden they ever saw. I am sure pleased with my outfit, only wish I had waited a little longer and got the 4 H.P. Our land is red clay and tough, and I had Bermuda grass in it. To start with, I used the 8" plow and it did a good job of plowing, but I think in this soil it is a little too much on the 3 H.P. so I rigged up a 5" plow and it sure goes to town with it and does a good job. I won't take twice what I paid for it and have to do without it altogether. There is another make of tractor sold here, but I wouldn't trade mine for a dozen of this other one. Mine has the power and all that goes with it . . . Wishing you success, I am, Sincerely yours,
(Signed) G. C. Russell."

Sept. 22, 1948

"Dear Sirs:

"After being introduced to the Red E by one of your customers, Mr. Dick Richards in Easton, Pa., whom I was visiting this summer, I decided that the Red E would be the one I could handle easily.

"It is the only garden tractor I have found yet that a one-armed person can successfully operate. And after trying all the various attachments, I found that I could operate it as well as a person with two hands.

"People here go for a tractor of the Red E type. Since a lot of our land is sandy, the belt driven type which is sold around here, does not stand up well. None have individual wheel clutching.

"Sincerely yours,"

Signed: Glenn N. Johnson
2nd & Park
Larned, Kansas

Just another of the odd jobs you and your Red E can do. We get many orders from people for an extra set of rubber tire wheels so that they can make a trailer or wagon to use with their Red E. You too will find many odd jobs of sawing, mixing concrete, or hauling.



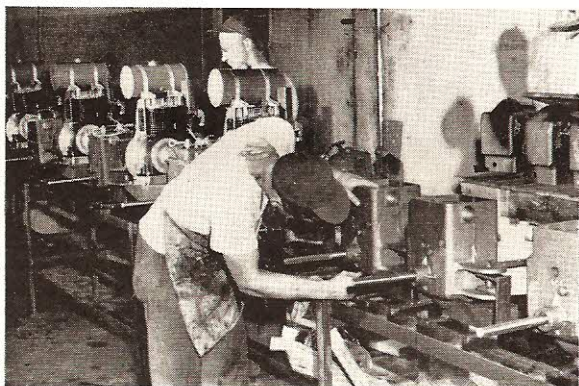
Red E and Home Made Trailer

EASY ON YOUR BANK ACCOUNT

Buy



Direct



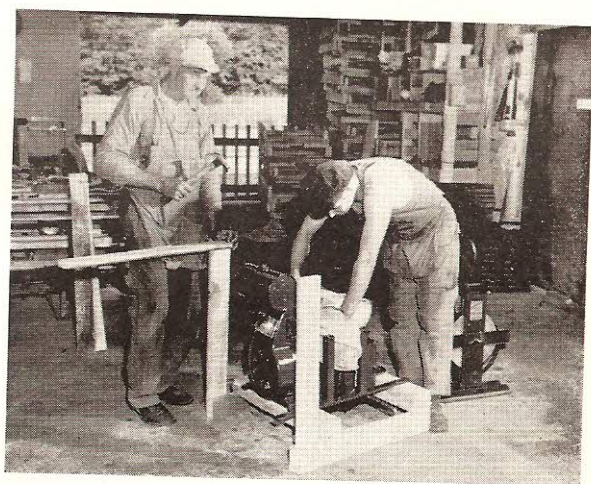
Two more examples of the personal interest given your Red E. Above you see tractor units at the end of the assembly line. They are filled with gas and oil here and then sent to the testing room. Every Red E is run and tested thoroughly before it is ever painted.

Below you see the housing and engine unit getting the first coat, which is a sealer or undercoat. Then the traditional bright red enamel is applied. Your Red E will be glossy and clean and bright when you get it. You will profit by keeping it that way. Consult your instruction book often on care and maintenance.



**ALL ALONG THE LINE
YOUR RED E RECEIVES PERSONAL ATTENTION**

Factory ^{Red}**E** Discounts



We at Red E try to give each of our customers just as much personal attention as possible. That is difficult to do when you are making something for and selling to someone you've never seen and maybe never will. Nevertheless, we do have your interest at heart. In crating your tractor for instance, our men try to make an economical container, and yet they make sure that your machinery is fully protected. Your tractor is solid in the crate. The crate is as light as possible to save you freight, yet durable enough that it can be rolled, trucked, jolted, and pushed and yet not break. Your crate is bound with steel strapping to give more strength.

Crating is something you do not have to pay extra for. Red E Tractor Company buys lumber by the carload and maintains a regular carpenter shop in an effort to get your merchandise to you in a perfect condition. You can trust us. We want you to be satisfied.

When you get your Red E, try it for 10 days and you'll prove to yourself the many things listed and written about in this catalog. After you have your Red E broken in and you become used to using it, you like thousands of others, will acclaim it the finest tractor on the market.

A HOME BUILDER — RED E

THE RED E CUTTER BAR LEADS THE FIELD WITH ITS SMOOTH CUTTING ACTION. IT WILL CUT WEEDS, BRUSH, BRIAR PATCHES, AND FENCE ROWS AS WELL AS LARGE LAWNS.

THE RED E CULTIVATOR IS TOPS FOR STRADDLE ROW OR BETWEEN ROW WORK.

THE RED E PLOW CUTS RIGHT DOWN UNDER THE DIRT AND SOD AND LAYS THE GROUND OVER.

THE RED E DISC MAKES THE SEED BED AS SMOOTH AND MELLOW AS IF YOU HAD WORKED EVERY INCH WITH A HAND RAKE.

THE RED E HARROW LEVELS YOUR SEED BED QUICKLY AND EASILY AS A FLASH.

THE RED E WILL PULL A WAGON, A SMALL HAY RAKE, A CART.

THE RED E WILL PROVIDE POWER FOR MIXER, HULLER, SAW, SHELLER, SORTER, AND MANY OTHER ODD JOBS.

ALL RED E ATTACHMENTS ARE SIMPLE AND EASY TO ATTACH. NO BOLTS TO REMOVE OR TIGHTEN. ATTACH ALL EQUIPMENT IN A JIFFY.

It is easy to order a Red E. Just fill out the order blank sent you with this catalog. Send order along with check or money order. 10% is required on C.O.D. shipments. Advise the name of your bank if you wish shipment made C.O.D.

Mr. W. A. Owens cultivates between his corn rows with his 11B Red E 4 H.P. Mrs. Owens also uses the Red E. It operates so easily that women and young people can do a man's job with it.

7-14-47

"Dear Sir: . . . It has been raining here for 3 weeks and is too wet to plow now. I received my Red E 11B 4 H.P. tractor on May 21 . . . 3 days later we plowed 1½ acres and I think my Red E is 100 per cent all tractor.

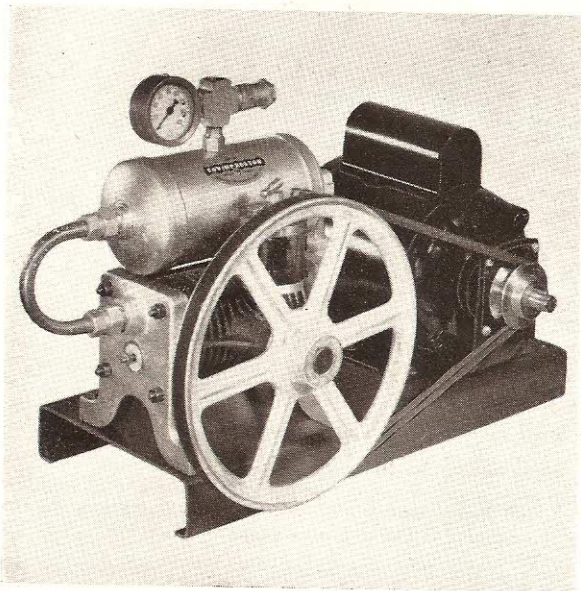
"Please send me a price list of equipment."

Signed: F. N. Grassmyer, R. No. 1, Box 90C, Altoona, Pa.



11B 4 H.P. Cultivator

Weed ^{Red}E Killer



The No. 128 Red E Covinpressor, has a twin piston. This handy compressor will fit right onto any 10B—11B or 12B Red E.

You will find the Red E Covinpressor especially valuable for grease gun, spray painting and blowing up tires. Easily mounted or removed. Can be left right on the tractor all the time because it mounts right on top of the gear housing.

Compressor comes complete with belt, pulley and full instructions.

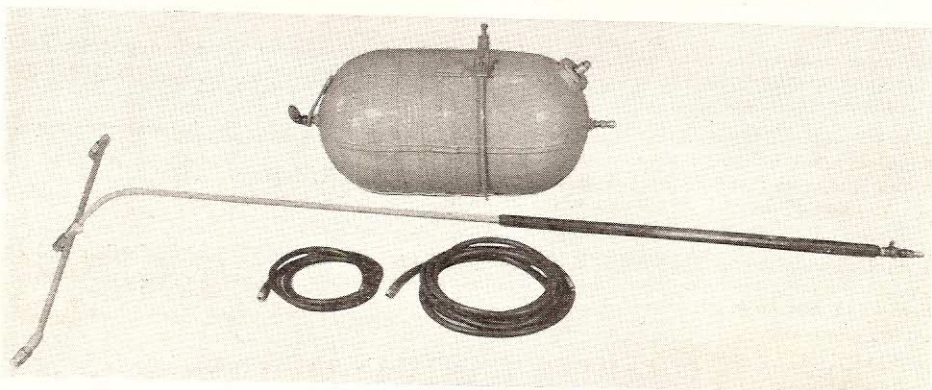
This double piston compressor will maintain pressures through a complete range of 0 to 160 pounds. This compact compressor needs very little maintenance. It is handsome, light weight, will supply more all purpose air than other compressors of greater size and greater cost.

Use your compressor to spray paint, insecticides, disinfectants, rust preventives, weed killers, inflate tires, operate power greasing equipment and dozens of other jobs. You obtain even pressure constantly.

The No. 165 Red E Spray outfit is especially designed to be used with the Red E Covinpressor Compressor. Your Spray outfit will come complete with relief valve, check valve, shut off cock, long 65' boom, with rubber covered handle, 3 nozzles (interchangeable tips), and a 32-inch arm. Also 25 feet of heavy hose.

You can spray $1\frac{1}{2}$ acres with 2-4D or similar material with one filling. The stainless steel tank holds approximately $7\frac{1}{2}$ gallons. You can easily reach fence rows, shrubs, fruit trees and vegetable gardens. Tank holds enough air to fill 4 6:00 x 16 tires, or spray a half dozen ordinary size fruit trees.

You will save more than the cost of this outfit the 1st year. Fewer weeds, less insects, and cleaner barns, stables, etc., will be money in your pocket. See Price List for list prices.



Business Success



The Red E was one of the first power tractors ever built and put on the market in quantities.

The latest, newest, 1949 models have power turning, positive clutches—one for each wheel, a quick change cultivator hitch and carriage, and large 16" wheels with outside diameter of approximately 26 inches on the 10B and 11B and 28 inches on the 12B. Most 2 wheel tractors on the market today have only 12" wheels. Bear this in mind if you compare prices.

Most 2 wheel tractors are belt driven or chain driven. Bear this in mind also when you compare the Red E with others.

Even with these extraordinary features, the Red E is still less money proportionally than any other power tractor on the market today. The continued success of the Red E tractor is borne out by the fact that it is now in its 27th successful year.

An order blank will be found in this catalog. Fill it out completely and correctly and mail it today direct to the factory. Do not accept substitutes.

It has been said that "Better tractors have built our business bigger." Red E tractors are built to satisfy. The Red E Tractor Company aims to please. When you buy a Red E, you are buying a tractor, the first model of which came out about the time of World War I. It was designed and manufactured at that time by a very small firm, but even they had the foresight to produce a machine that was completely enclosed. At that time the transmission and engine were both in the same housing.

Much experimenting has been done over the years to produce a power tractor to meet the needs of the truck gardener, farmer, and suburbanite. There have been several important changes over the last quarter century.

The Red E was the first to have a plow and hitch combined with a lift. The lift was necessary on the older tractors because they were not balanced.

The Red E was the first to have a double disc—also using the lift feature.

Red E was one of the first and is one of the very few direct drive, worm gear, worm drive machines. Red E's have positive plate clutches.

The continued success of the Red E is definite proof that it meets with the satisfaction and approval of the practical truck grower as well as the city suburbanite who farms a few lots. The Red E is now in its 27th successful year.

OVER A QUARTER CENTURY OF PROGRESS

Only One Red E

GUARANTEE

RED E Garden tractors are guaranteed to be free from defects in material and workmanship under normal use and service. Our obligation is limited to making good at our factory any part or parts thereof, which shall, within 1 year after delivery to original purchaser, be returned to us with transportation prepaid, and which our examination shall disclose to our satisfaction to have been defective.

ADDITIONAL GUARANTEE ON CLUTCH AND DRIVING MECHANISM

We further guarantee to every original purchaser, for a period of three years, the clutch and worm drive—against any defects whatsoever, and agree to replace the parts of the above mechanism free of charge within three years' time, if parts are sent prepaid to our factory.

SPECIFICATIONS FOR RED E TRACTORS

ENGINE: Heavy duty, air cooled, one vertical cylinder, 4 cycle. Each of the four operations of suction, compression, expansion and exhaust required one power stroke for each two revolutions of the crankshaft. Wisconsin engines are used whenever and where possible. This is the same type of heavy duty engine that you see on haying machines, harvesters, pumps, generators, etc.

CARBURETOR: Balanced to give correct fuel to air ratios for all speeds and loads.

IGNITION: High tension magneto, impulse coupling for easy starting and automatic retarding of the timing of spark for starting, eliminating danger of kickback.

COOLING SYSTEM: Accomplished by the circulating of air over the cylinder and head by use of a combination fan flywheel encased in a sheet metal shroud. Air is divided and directed by ducts and baffle plates to insure uniform cooling of all parts.

OILING SYSTEM OF ENGINE: Constant level splash type. A plunger pump maintains proper oil level in a trough under connecting rod.

OILING SYSTEM OF TRANSMISSION: Constant level maintained by replenishing oil through oil plug opening. All gears, bearings and bushings run in a bath of oil.

CLUTCH: Positive, hardened pins and hardened steel plates. Operates in oil bath.

TRANSMISSION: Heavy hardened steel worm. Bronze worm gear. Semi-steel spur gear. Double seal ball bearings and oilite bronze bushings. All running parts in oil bath.

AXLE: Nickel steel, splined, runs in bronze bushings.

DUST AND SAND PROTECTION: Steel cover plate, fitted with Armstrong gasket keeps dust and dirt out of oil filled housing.

GOVERNOR: Centrifugal, flyball type. Varies throttle opening to suit load imposed on engine.

AIR CLEANER: Oil bath or filter type. If serviced frequently will help make engine last many years.

FUEL: Any good quality gasoline with octane of at least 70. Tank capacity—1 gallon.

GASOLINE STRAINER: Glass strainer bowl at bottom of tank. Remove and clean as often as necessary.

CONTROL: Clutch for each wheel. Two clutch levers for power turning. All running parts in oil bath.

SPEED OF TRACTOR: 80 feet to 250 feet per minute. Controlled by remote governor control on operating handle.

DIMENSIONS: Overall wheel width 18" to 30" on 10B. 18" to 31" on 11B. Height 36". Overall length 82". Overall width on 12B—20 to 35". Height 39". Overall length 82".

TRACTION: Bar tread rubber tires; self cleaning, no slip.

ADJUSTMENTS: Width of wheels is adjustable by sliding wheel hubs in and out on axles. Handle height adjustable by removing hex. head cap screws at rear of AP-3 housing and moving handles up or down.

POWER PULLEY: A 3" flat belt pulley by 2½" wide available for front of engine.

GAS AND OIL CONSUMPTION: Will run three to six hours on one gallon of gasoline. Check oil in engine and transmission every 8 hours. Drain and replace oil in engine and transmission every 50 hours. Transmission holds 2 quarts, or fill to mark on stick. See name plate on engine and transmission for oil specifications.

WEIGHT: Shipping weight No. 10B approximately 380 pounds. Net weight of No. 10B tractor and cultivator approximately 350 pounds. Shipping weight No. 11B approximately 465 pounds. Net weight No. 11B tractor and cultivator approximately 435 pounds. Shipping weight 12B approximately 500 pounds. Net weight 12B approximately 470 pounds.

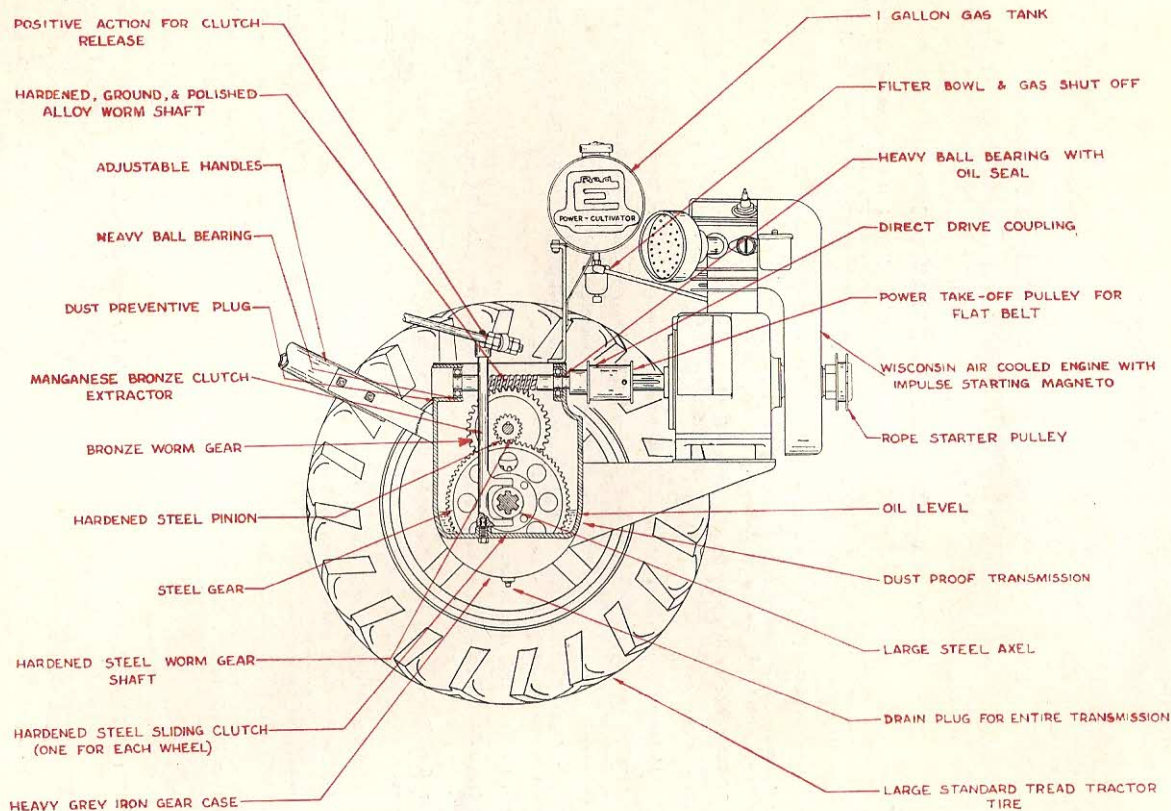
Care for your tractor as you do your car. It will pay you.

RED E TRACTOR COMPANY

RICHFIELD, WISCONSIN

NO BELTS

NO CHAINS



PRECISION PARTS

ASSEMBLED BY EXPERIENCED MECHANICS

PRICE LIST

NOV. 1, 1948

RED E TRACTOR AND EQUIPMENT

UNIT NO.		APPROX. SHIP. WT	PRICE
10B	3 H.P. Tractor—includes 5 tooth cultivator complete, and 5.00 x 16 tires	300	\$338.50
11B	4 H.P. Tractor—includes 6 tooth cultivator complete, 5.50 x 16 tires, and pair of wheel weights	400	384.25
12B	Special 5 H.P. Tractor— 6 tooth cultivator complete, 7.50 x 16 tires, and pair of wheel weights	450	439.00
135	Wheel weights for any model	100	19.80
136	Cultivator for any model—5 tooth complete	64	16.10
	Cultivator for any model—6 tooth complete	66	17.50
105	8" Plow complete with hitch and 10" rolling coulter	60	26.10
106	8 Blade disc, two section complete with hitch	60	24.80
111	Single row seeder and hitch complete	35	32.00
113	Three row seeder and hitch complete	125	96.60
119	18 Tooth spike tooth harrow for any model tractor	66	20.40
124	Straight blade snow plow, 48" adjustable	100	22.75
126	36" Front cutter bar—with hitch, pulley and belt	95	83.70
22	Lawn Mower—reel driven, 24" complete with hitch	95	83.80
145	Guide handle and clamp	11	2.85
273	Power take off pulley—mounts on front of engine, complete	5	7.65
479	Tooth rakes—3 teeth and standards and hitch	16	11.20
478	Tooth rakes—5 teeth and standards complete and hitch	18	12.60
477	Tooth rakes—7 teeth and standards complete and hitch	19	13.45
460	7" Turning shovels—per pair	7	1.40
476	Duck foot cultivator assembly, with standards and holders and hitch complete	21	14.85
553	11" One side sweeps—per pair	5	1.60
475	7" Hillers and hitch complete	17	10.90
497	12" Furrower, complete with hitch	14	8.85
496	8" Improved sweeps, set of 3 and hitch complete	12	9.30
494	10" Improved sweeps, each set of 3	13	9.95
495	12" Improved sweeps, each set of three and hitch complete	13	10.45
492	15" Improved sweeps, set of 2 and hitch complete	14	11.60
574	Dirt guards for cultivator shovels	5	5.25

RED E TRACTOR CO.

RICHFIELD, WISCONSIN

U. S. A.

Date_____

being full amount of purchase price, balance of which I agree to pay at sight draft or C.O.D.

SEE PRICE LIST FOR HITCH OR MODEL NUMBERS AND PRICES

HAVE YOU FILLED OUT THE ABOVE COMPLETELY AND CORRECTLY?

CONFIDENTIAL

RED E TRACTOR AND EQUIPMENT CASH DISCOUNT SCHEDULE

November 1, 1948

If you will agree to demonstrate your RED E Tractor to prospective customers that I may send to you, I will give you a factory discount of 20 % off. This will apply to your RED E and any equipment that you purchase at the same time you order your tractor.

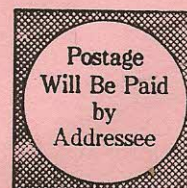
Model	Description	List Each	Your Disc.	Net Cash Each
RED E No. 10B, 3 H.P., Std., Equip., 5 tooth cult., 5.00x16 rubber tires		338.50	67.70	270.80
RED E No. 11B, 4 H.P., Std., Equip., 6 tooth cult., 5.50x16 rubber tires, wheel weights		384.25	76.85	307.40
RED E No. 12B, 5 H.P., Std., Equip., 6 tooth cult., 7.50x16 rubber tires, wheel weights		439.00	87.80	351.20

DEDUCT 20 % FROM LIST PRICES OF EQUIPMENT THAT YOU ORDER WITH TRACTOR.
PRICES AND DISCOUNTS SUBJECT TO CHANGE WITHOUT NOTICE.
ABOVE PRICES GUARANTEED FOR 30 DAYS ONLY.

RED E TRACTOR CO.

Richfield, Wis.

FROM _____



BUSINESS REPLY ENVELOPE
FIRST CLASS PERMIT No. 2, Sec. 510 P.L.&R., Richfield, Wis.

RED E TRACTOR CO.
RICHFIELD, WISCONSIN

