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For Mr.

A. Sorenson

60-10

NOTE:

The Divisional Product Committee is in agreement with this report, with the exception of the recommendation of Harvester Red as an optional color. We request that this option be eliminated and tractors be introduced with the color combination of yellow and white as approved by Product Identification Committee.

Divisional Product Committee

R E S T R I C T E D

FARM EQUIPMENT DIVISION

TRACTOR COMMITTEE REPORT NO. 49

For Divisional Product Committee Information

September 29, 1960

Approval Dates

SUBJECT: International Cub Cadet Tractor and Implements

Messrs. M. O. Curvey
W. W. Henning
C. N. McIntire
R. W. Dibble
J. J. Repking

Product Committee

Approval Date

W. R. Dalenberg	10/24/60
L. M. Gildea	10/17/60
G. E. Reimers	10/20/60
R. H. Decker	10/24/60
H. K. Arp	10/24/60
A. J. Butler	

PROPOSAL:

Release a limited production of International Cub Cadet Tractors, to be produced on regular production equipment for placing in the hands of users for test prior to release for full production.

DECISION:

Release for limited production a trial lot of 25 International Cub Cadet tractors, equipped with electric starting attachments, to be placed in the hands of users for tests and to determine district, dealer and customer acceptance prior to the release for shipment of further production.

BACKGROUND:

Prior to going into full production of the International Cub Cadet tractor, mowers and front-mounted blades, it is proposed to release a limited production of 25 tractors, 25 mowers and 10 blades. Each of these 25 limited production tractors will be equipped with a device for recording the hours of operation.

Production release of the International Cub Cadet tractor is covered in management-approved report TCR-37. Production release of the rotary mower and dozer blade for application on this tractor is covered in reports TCR-50 and 51 respectively.

The tractors, together with the mowing and blade equipment, will be placed in the hands of users in areas where they will receive the most service in the shortest amount of time. Placement of the equipment will be as follows:

	<u>Tractors</u>	<u>Mowers</u>	<u>Blades</u>
Engineering (for production test)	2	2	1
Phoenix	3	3	1
Southern Region	20	20	8
Total,	<u>25</u>	<u>25</u>	<u>10</u>

In contacting the Southern Regional management, it has been determined that there will be a sufficient amount of mowing available in December and January, especially in the Jacksonville, Atlanta, New Orleans and Birmingham District territories. It is proposed that the tractors and equipment be shipped to the southern and Phoenix areas as quickly as this equipment can be made. It is estimated that shipments will start on December 5.

It is felt that a minimum of 50 hours of mowing and/or blade work should be obtained on each tractor. The Farm Equipment district offices involved will be asked to maintain a close follow-up on the tractors and equipment and they will be furnished with a weekly report form for mailing to the Engineering Center at the completion of each week of operation. The Phoenix tractors will be placed in the hands of users in that area and follow-up will be maintained by Mr. T. O. Bennett.

At the end of the trial period the tractors are to be sold by the District Offices at the best price obtainable.

The limited-production of 25 Cub-Cadet tractors as covered herein is in addition to units built to date which have been as follows:

INTERNATIONAL CUB-CADET TRACTORS BUILT TO DATE

- 3 - Experimental models built at Engineering Center for engineering tests as covered in Farm Tractor Committee Report No. 37.
- 10 - Prototype models built at Louisville Works between October 5 and 14. Of these ten, six will be placed with various prospective customers in Hinsdale and adjacent neighborhoods for the purpose of obtaining maximum operation in the hands of users. Questionnaires are to be filled out by each user giving their opinions and comments relative to the acceptability of the Cub Cadet in operations with various implements, such as the blade, rotary mower, reel-type mower, dump cart, lawn sweeper, etc., which are being made available to the users in order to have the benefit of customer reaction in these various applications.

The remaining four of these ten will be distributed, one each to Consumer Relations and the F. E. Service Section for photos and advertising materials and for service manual data respectively and two will be assigned to the Special Duty Development Committee. All four of these tractors are to be in the hands of Mr. S. L. Siegfried at the Engineering Center by November 10, so that they can be cleaned and brought into condition for introduction to the territory. The introduction date has tentatively been set for November 19.

In addition to the four Cub Cadet tractors required for the November 19th show, Sales advise they will require two blades, two rotary mowers, one trailer, one peg-tooth harrow and, if ready, one front-mounted reel-type mower. Special duty items, such as plows and other implements, are also to be available for the show. The attached Special Duty Development Committee Report No. 7M contains a list of items that have so far been approved as special-duty equipment for this application.

PRODUCTION:

After the limited production of 25 tractors are produced for field test as covered in the foregoing, production will continue at the works on a limited basis to test manufacturing equipment and procedures and to establish piecework prices. However, actual shipments to the territory will not start until after satisfactory completion of tests on the 25 tractors and implements in the hands of users. It is estimated that the tests will be completed in four to six weeks and that shipments will commence sometime in January 1961.

PRODUCT IDENTIFICATION:

Recommendation is made to the Product Identification Committee that wheels, seat, grille screen and hood be painted Harvester White; the shifter knob, steering wheel, foot rests and control buttons are to be black; balance of the tractor is to be painted Federal Yellow with Harvester Red as optional.

This recommendation is occasioned by the fact that when customers were contacted during tests, many stated they would want tractors painted with the Harvester basic red and white color combination whereas others indicated a preference for the yellow and white combination. In addition, industrial dealers will prefer the yellow and white color combination and agricultural dealers will undoubtedly prefer the red and white combination.

In meeting of October 13, tractors displaying both color combinations were viewed by the tractor product committee and divisional product committee members and it was the consensus that both color combinations should be made available to satisfy this reaction of the customers. Louisville Works advise they are prepared to provide both color combinations without additional cost.

Implements will be painted one solid color of Harvester-White so that they can be used with tractors of either color combination.

NOTE: In Tractor Committee Report No. 37, in which approval was given to the release of the International Cub Cadet, the statement was made that it would be desirable to have 100 of the tractors available by November 15 for introduction to the territory. This report cancels that phase of TCR-37.

A. J. Butler