

**Why
are Gravelys
so hard to get?**

**Should I wait
any longer
for my
Gravelly?**

StevenChalmers.com

This message is addressed to those who have already shown their confidence in us and our product by placing orders. There are certain facts that we want to bring to your attention.

As we do this the first question shall be answered. We will show you why it is hard to get delivery on our product. *We believe that we can prove conclusively that it will be to your benefit to wait a little longer, if necessary, to get delivery.*

We have made nothing but GRAVELY Tractors and attachments since 1922. It was in 1938 that, after certain improvements, our present model L GRAVELY was perfected. From that day to this we have never completely caught up with our orders. This is despite the fact that every year since 1938 we have expanded our plant and increased our yearly shipments. Our plant has been

operating 24 hours a day since that time. True, our factory was not nearly as large in 1938 as it is now. Along with plant expansion we have also built up servicing outlets. All these expansions have been gradual, but consistent. Financially, this was necessary. From the business angle, it was equally sound.

To say that the machines shipped in 1938 met with complete approval seems to put it much too lightly. By 1939 it was evident from the reports received that we had really put out a tractor that the world had long awaited. Users took a delight in telling friends. Naturally, 1939 showed a very healthy increase in sales. In 1940 and 1941 the very same trend continued. All during that time we expanded. Our mistake then was that we didn't go far enough, for the more machines we put out the more boosters and salesmen we had.

The years from 1942 to 1945 were war years. We were fortunate in that we were able to continue right on during the war making nothing but our standard tractor and the most important agricultural attachments. Our ma-

chine was mostly purchased for use by the U.S. Armed Forces . . . in camps, airfields, etc. Also, a considerable number were purchased through our government for use under Lend Lease, and to be sent to foreign countries for use in growing vegetables where our armies were stationed. This meant two things:

1. We were able to retain our organization on our standard product and even to make some expansions because of the importance of our product for war purposes.
2. But it also meant that during this period we could supply only a limited number of units for our large market of domestic home owners. So, our dealers began accumulating an even greater backlog of orders.

Again, this was due to two main reasons:

1. The recognition of our product.
2. The need for our product becoming even greater. Ours is a labor saving tool, and labor was surely scarce.

It is, in a way, like rolling a wet snowball down a snowy hill. As it goes it gets

bigger and bigger and goes faster and faster. We knew during the war years that very definitely we needed much larger production. That was not possible during these years.

For the year 1946 we planned and successfully carried out a very large expansion of our plant capacity. But you remember what sort of a year 1946 was. All during the year we faced almost insurmountable production handicaps. We only built about one-half of the units we had planned. Many of the problems were overcome during 1947. At the end of that year our weekly production was almost four times that of 1945.

But we are still away behind on our orders. All during 1947 these have continued to pour in. We have received many more orders than we could possibly fill.

We well realize that our output is not nearly enough to fill the orders we have. At this time we are further increasing our plant capacity. *We will never be satisfied until we are able to produce all the units needed to fill*

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all orders promptly. We do feel that we have your support in doing this in a business-like manner, rather than attempting to go too far and too fast.

We have been in this business over 26 years. We hope to be for many more, and to continue to be the leader in the field. We should have a fair knowledge of the existing market and the need for small tractors. This knowledge makes us feel that some firms are going much too far in setting their sights on yearly volume. And the sad thing about it is that the ones with the products least worthy are often the ones going the farthest in inflated manufacturing schedules. To flood the market with inferior machines is bad. It is also bad for us or any manufacturer to have a plant capacity 15 times the normal market. To buy a machine from such a company is inviting trouble. The highways of yesteryear are strewn with companies that misjudged their market. Even parts for their products are not available. *You want to buy from a company that has a healthy condition in this respect.*

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Before you buy any tractor, ask these questions:

1. *Is it a proven product?*
2. *Is it designed and built right?*
3. *Is service available?*
4. *What is the price?*

Whether the machine you buy can meet these specifications is much more important to you than whether it is immediately available. Remember, you are buying a product that you rightfully expect to get years of service and satisfaction in using. The price you must pay these days is too high to justify the purchase of "something" that will be a very poor stop-gap.

Use these same specifications on the GRAVELY Tractor.

1. The Gravelly is a proven product!

It was in 1922 that we started to make tractors—over 26 years ago. We have never

made a thing other than small tractors and power attachments. Our position in the field, our sales, and the recognition of thousands of actual users prove that our product is the best for its purpose.

2. The Gravelly is designed and built right!

It is not conceit when we say that the design of the GRAVELY has contributed greatly to making people realize the important part a small tractor can play in solving upkeep problems around a country home. This design, plus high quality materials, skilled and experienced machining and assembly has meant that thousands of people with homes in the country have been able to make them places of contentment and beauty because they use the dependable GRAVELY. Our advertising and literature has for years been directed towards making people realize how enjoyable it is to live in the country, provided the proper equipment is used to do the work.

People don't make up their minds overnight to buy a product like the GRAVELY. That is why we continue to advertise our product even though it is oversold. We have the prospective future customer in mind.

As we have made more and more people aware of their needs, it is to be realized that there are attempts to copy. *But the big difference is in the product that is being offered.* Notice how many of these are almost identical in design. Generally a stock motor is set between two wheels, driven by a chain or belt. Often standard sub-assemblies are used. Just compare the GRAVELY. We make our own powerful 4-cycle motor, our own gear-driven transmission. In fact, we designed a complete unit, then equipped ourselves to make it well. Ask any experienced mechanic his opinion of a 4-cycle motor compared with a 2-cycle. Ask him whether a low speed motor (as used in the GRAVELY) isn't better for driving an agricultural tool than a high speed motor that possibly was originally designed to run a washing machine.

Our tractor and motor was designed by the same engineer to work as a complete unit.

3. The Gravelly service is always available!

A product like ours calls for national distribution and service. We have spent many years in developing such an organization. Most of our dealers now do nothing but sell and service our line. You will find them located in every State and almost every principal city. This is one reason that you may find that deliveries may vary in different sections. Unless a dealer meets our standards he is replaced. Some dealers are just more active than others. A new dealer could of course at first offer quicker delivery if he did not have a large backlog of orders.

But the point we want to make is that GRAVELY dealers are established throughout the country. They are well equipped to demonstrate and service our product. Even during the trying war period complete repair parts and service were available. This organi-

zation has the know-how and the tools to make each machine perform the way it was intended.

It takes years to build such an organization.

4. *What is price of The Gravelly?*

The price is something we can all understand. Just compare the price of the GRAVELY with any other small tractor on the market. We are willing for you even to discount the superior things our product offers, such as the 5-horsepower direct gear drive motor, the 2 forward and 2 reverse speeds, the auto type differential. Just take any small tractor of say 3-horsepower and you will often find that the price of the GRAVELY may be as much as \$100.00 less. Why? We specialize. Our organization is efficient and our costs are kept down. We have absorbed many price increases on materials and labor by increased volume. Also by the continued installation of the most modern machinery, and by building a com-

plete unit and making each part in our own modern plant.

The GRAVELY has only been increased 5% in price since 1938.

You may say at this point that: "I agree with all you say about your product. In my opinion it is the best. It is the most reasonably priced. It's just what I want. But to carry out my plans I must have a machine now." There's no denying that your need is immediate. Still, it will be a physical impossibility to get all the GRAVELYS that are needed in time for your work. That would be true if we had unlimited plant capacity. The parts in the GRAVELY are made of the best materials. Many of these are in the shortest of supply. You wouldn't want us to cheapen the construction of our product or change its design even to get immediate delivery. Surely you will agree that it is far better to try and find some method of doing your work now until delivery of a tractor can be made to you.

You will find our organization of dealers ready to work with you in every possible way. Most of them have arrangements where-by custom work can be done for you . . . either plowing or mowing . . . until they can get your machine to you.

The prospects for delivery

They have never looked brighter to us.

It is true that we offered this same encouragement in the past two years. Perhaps our optimism led us to go too far with our predictions. Yet few could have foreseen the obstacles we would have to face in the year of 1946. Nor could we have predicted that we would continue to be swamped with new orders throughout 1947.

1. Production is now the highest in our history.

But we are not stopping there. We are right now securing more plant and machinery, which will enable us to produce many more units in 1948.

2. Still further expansion is planned.

Unless you have had your order placed for some time, it is hard to get a GRAVELY now. This is true because our product is so good, the price so reasonable and the need so great that sales have increased much more rapidly than we have been able to increase production. Yet our production is right now at the highest ever. Conditions look encouraging for this to continue. Our factory is being expanded even further.

By all means wait for your Gravely.

By waiting for the GRAVELY you can be sure that you have taken the wisest and safest course.

Once you know what this machine will do for you, you'll never be satisfied with anything else.

Each dealer will tell you where you stand on his list of unfilled orders. How quickly yours will be next depends on a number of factors. The number of units we get to him and the number of orders that might be cancelled will determine how soon you can get *your* GRAVELY.



Gravelly

MOTOR PLOW & CULTIVATOR COMPANY

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