



The Line Shaft

The Official Newsletter of the

NORTH JERSEY ANTIQUE ENGINE & MACHINE CLUB

April 2017



*President: Blace Flatt
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*Vice Pres: Andrew Mackey
862/432-1552*

*Treasurer: Paul Bouscaren
201/602-0273*

*Secretary: Mary Muys
973/534-6781*

Our Web Address: njaemc.org

Founded on October 15th, 1979 by: Arthur Goble, Fred W. Westbrook, John Snook, Roy Bischoff & Lewis Quince

The March 9th meeting was held at the administration building with 30 members attending.

Blace thanked everyone of attending and turned the meeting over to AnneMarie, who started the meeting off with the Treasurers report. Annemarie proceed to review paid bills or those on the verge of being paid and...reimbursed members for expenses.

Prior to the much delayed vote for Treasurer, Mary Boutillete introduced herself and gave a short overview of her qualifications as a nominee for the Treasurer position. Paul Bouscaren had previously talked to the membership at the January meeting. The election was held by secret ballot and Paul was elected our new Treasurer...congratulations Paul and thank you Mary.

Clayton Squire inquired as to the club's status of his trailer, the question being whether it should stay at the shed or if he should take it home. For everyone's info, it is the GUN, HELMET, BOOT float/trailer with sand-bags that we utilized at the 2016 Memorial Day Parade, Military Transport Swap Meet/Show and 4th of July Parade. The members felt it should be part of our presentations for 2017 and it will remain on-loan to the club.



Dave Betts alerted everyone that the Bethlehem Pennsylvania trip to the **National Museum of Industrial Transport** was postponed until early 2018.

We will hopefully be having both an April & May Plow Day event this year. Chuck Klim gave a short run thru...the April 15th event will be at "one of" Castimore's fields...Call or email Chuck for details!

Due to inclement weather, the club did not participate in the **Newton St. Patrick's Day Parade**.

Note our NEW address below!

2017 Membership Dues are Due!
If you haven't paid your dues by April 15th, this will be the last newsletter you will receive!

If you have a question about dues payment call or email Mary Muys:
973/534-6781 or marym165@hotmail.com

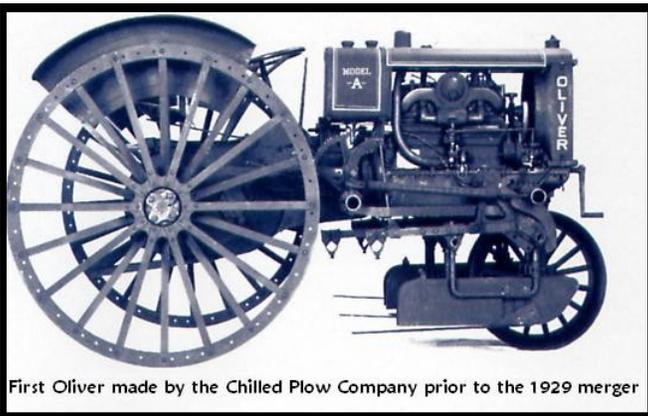
67 Branchville Lawson Rd., Newton NJ 07860

The Oliver Corporation

As with most major equipment manufacturers, the **Oliver Farm Equipment Company** was formed thru the merger of four mid-west companies in 1929. The four companies were: the **Oliver Chilled Plow Works** of South Bend, Indiana; the **Hart-Parr Tractor Company** of Charles City, Iowa; the **Nichols and Shepard Company** of Battle Creek, Michigan; and the **American Seeding Machine Company** of Richmond, Indiana. All were niche players, who had either watched their products fall into obsolescence and/or as a stand-alone company had neither the money nor the will to expand in the farm equipment supply industry.



Oliver, founded in 1853, was by far the “largest of the four” having built its business around a unique (and patented) casting and “rapid chill” hardening process for cast iron plows. These

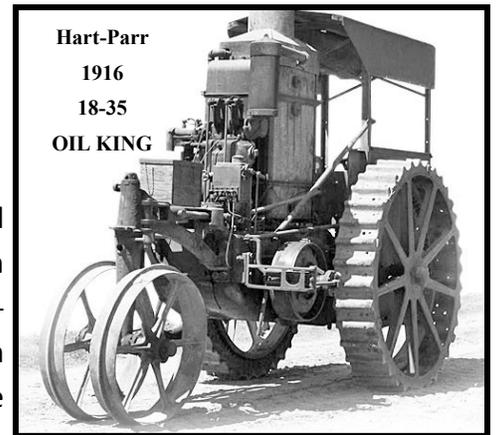


First Oliver made by the Chilled Plow Company prior to the 1929 merger

plows had far better wear-ability than other plows of the time. By the late 1880s they were exporting their plows to South America, Africa, France and Australia and the phrase “*Plowmakers for the World*” became their trademark. And...by the early part of the 20th Century they were producing a wide variety of farm tillage equipment, including their first farm tractor. They also produced “all” the plows for the Fordson tractor and this became a “large” part of their business. Unfortunately in the late 1920s the American farming industry

slipped into a minor recession, Henry Ford lost interest in the farming business...pulling out of the US market and Oliver’s only hope to remain competitive was to become a full-line manufacturer. With neither the money nor expertise for this, the answer was...for Oliver to merge with other equipment manufacturers.

Hart-Parr brought the manufacture and engineering know-how of gasoline/Kerosene internal combustion engines and advanced tractor and power-unit design to the merger. Interestingly, some of their engines were “OIL” cooled vs. water cooled, were of the overhead valve/overhead cam design, included a rudimentary water injection system, built in both horizontal and vertical cylinder alignments and...Hart-Parr was the most engineering creative member of the group...maybe of the industry. Of note: in 1906 they became the first company to coin the word TRACTOR (a loose combination of the words TRACTION & POWER) vs. Traction Engine.



Nichols and Shepard built several lines of highly successful threshing machines, corn pickers and combines and had begun to dabble in the tractor business.

American Seeding was itself formed out of a 1903 merger of several companies producing corn planting drills, broadcast seeders, cultivators and other tractor mounted implements. Under American Seeding these companies had maintained their individual names and identities, but , lost this with the Oliver merger.

By the 1930s , the Oliver Farm Equipment Company had become a “full-line manufacturer” of farm related equipment.

During WWII Oliver used their manufacturing expertise to build war materials and at one time 37% of their output was aimed toward the war effort, often building components vs. complete units...i.e. aircraft bodies, tank transmissions and assorted parts, 106 recoilless rifle mounts, 76mm guns, 155mm howitzer parts...and notably the MG-1 crawler as a vendor for *CLETRAC*. The M-crawler was manufactured for the US Army Air Force as a rough terrain high speed aircraft TUG and is considered by many to be the original “rubber track crawler”!



In 1944 The company name was changed to: *The Oliver Corporation!*

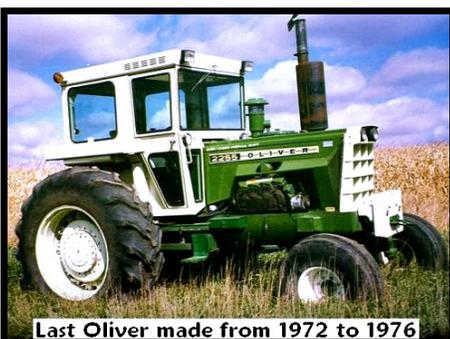
The company went public and under control of stockholders...to its detriment!

Also in 1944, with their close war-time relationship and wanting to extend their product line with crawler equipment, **Oliver Corporation** took a controlling interest and eventually purchased the **Cleveland Tractor Company** (CLETRAC). They would continue with CLETRAC’s extensive military business and to produce the military M-tractors and Civilian crawlers under the CLETRAC trade name. Unfortunately Oliver’s NEW “corporate, engineering and marketing vision” was very narrow and somewhat misguided compared with its former private ownership. Post war the military business came to a crashing stop and the export, forestry and construction distribution network, on which CLETRAC had built their business, was dropped in lieu of Oliver’s farm (and rubber tire) based USA dealers. Oliver also acquired Be-Ge Manufacturing and added a line of towed scrapers and land levelers to their offerings, products aimed at the construction market, but again sold thru Farm oriented dealers. Post war crawler production Was based on now old fashion barely upgraded CLETRAC product from the 1930s and 40s, plus a 1950s upgrade to OC (OLIVER-CLETRAC) branded gasoline a diesel powered crawlers. These OC products would include the former CLETRAC HG (now branded the OC-3 at 3,600 lbs.) and a “new” (5) model line (OC-4 at 4,389 lbs. thru the OC-18 at 32,500 lbs.) aimed at the forestry and construction market. Unfortunately, these machines were poorly marketed and never really caught on.

As their adventure in the forestry, construction markets floundered, their farm equipment would see some of its best years. Thru the late 1940s and 1950s they would produce state-of-the-art and extremely popular gasoline and diesel tractors...in fact, they were one of the leaders in the introduction of diesel engines to the farm community. The products were excellent and sales were good, but poor management, misguided vision and stockholders greed “bled” the company dry. Plants were closed and profitable segments of the company were sold to create false profits, while production slowed.



In 1960 the **Oliver Corporation** was on-the-ropes and sold to **White Motor Corporation**, the truck manufacturer. White, who was struggling financially itself, would scrape together enough money to acquire **Cockshutt** of Canada and **Minneapolis-Moline** and formed the *White Farm Equipment Division*, continuing to sell both rubber tire and crawler tractors, combines, corn planters, tillage equipment and lawn equipment under “each” brand name. In 1965 crawler production had become an overwhelming monetary burden to the company and was canceled. The multi-brand concept ended in 1976, when existing brands took on the *White Field Boss* name...**Oliver as a brand was GONE**. In 1979 White filed for Chapter 11 and sold off the **White Farm Equipment line**...which, after multiple owners and bumping thru the 1980’s recession, would eventually wind up with **AGCO**.



Last Oliver made from 1972 to 1976

NJAE&MC - Upcoming Events

Next meeting

April 13th, 2017 at the SHED, 7PM

April Plow Day

Event Co-coordinator: Chuck Klim 973/903-3583 klimconstruction@gmail.com

April 15th 2017, Castimore's Farm

Military Transport Association Spring Swap Meet & Military Vehicle Show

Event Co-coordinator: to be announced

April 22 and 23, 2017

May Plow Day

Event Co-coordinator: Chuck Klim 973/903-3583 klimconstruction@gmail.com

May 2017, actual date not confirmed, Systema's Farm

Branchville Memorial Day Parade

Event Co-coordinator: Kevin Adams 973/819-9330 kagams3047@aol.com

May 29, 2017

Lafayette Day

Event Co-coordinator: to be announced

June 10, 2017

New Jersey State Fair

Event Co-coordinator: to be announced

MARKETPLACE

1952 Ford 8N Tractor

Call: John Stickle - 862/397-3782

Price Negotiable

A donation would be appreciated for all items SOLD!

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