

MASTER FILE
DO NOT REMOVE

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WAR..

and Peace

"CATERPILLAR"

PATENT
SE
1918

..WAR ★ ★ PEACE..

At dawn, on September 1, 1939, the Schleswig-Holstein, a German training ship, fired at a Polish underground munition dump at Westerplatte Fort on the Baltic Sea.

World War II had started!

The blaze spread rapidly. Two days later, Britain and France declared war on Germany. The Scandinavian countries, the lowlands and France fell to the Nazis. In June 1941, Russia became the Nazis' undeclared enemy.

The fire burned hotter and fiercer. In the meantime, America had become the Arsenal of Democracy. The United States had undertaken to supply Britain and her Allies with guns, planes, tanks, ships, munitions. Production, moderate at first, and competing with civilian goods in the early days, skyrocketed with the en-

try of the United States into the war.

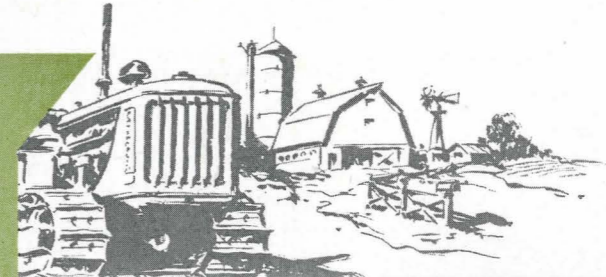
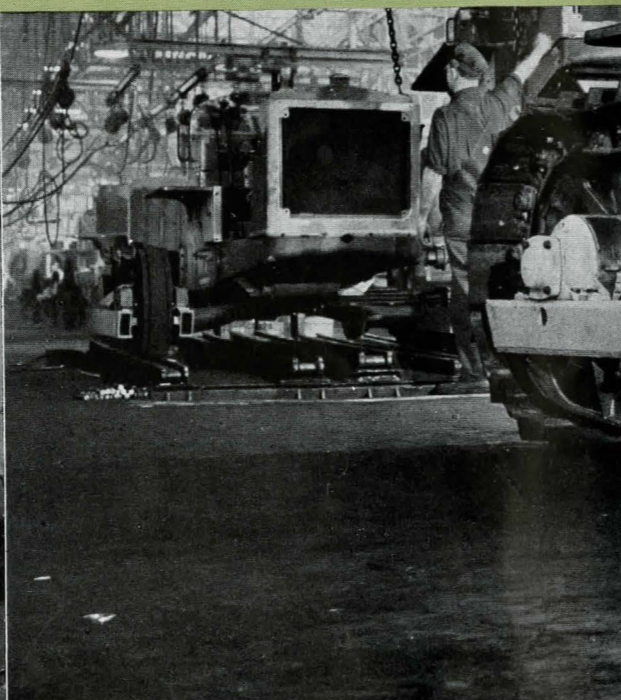
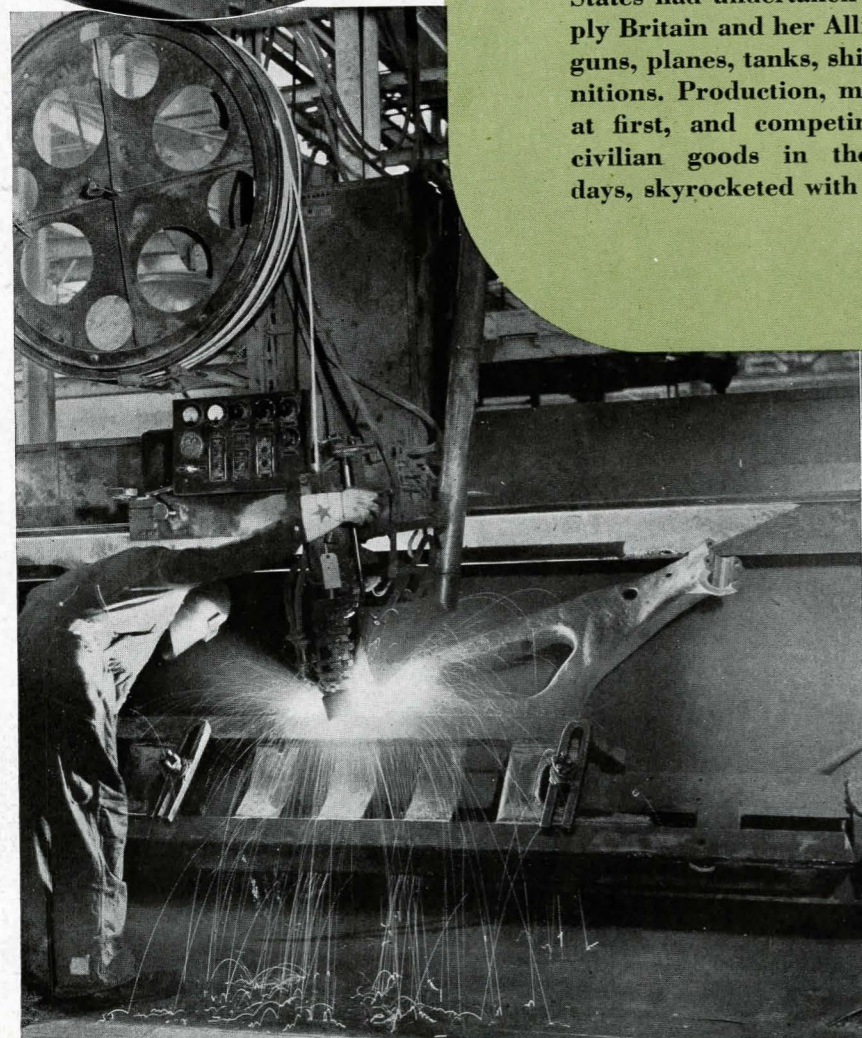
It became increasingly necessary to turn the productive power of our Nation from the Products of Peace to the Tools of War. With many industries, this was a hard, costly, even slow transformation. Not so with Caterpillar Tractor Co. Her Products of Peace were Tools of War—instantly!

Tractors which hauled heavy scrapers in peace-time could turn to hauling guns with never a change. Bulldozers which spread material on a bridge fill were just as apt at levelling bombed air fields. Motor Graders which could build highways, could also build military roads, and electric sets could provide power for the Army or Navy as easily as they could for creameries or service stations.

So here were tools ready at a moment's notice—with no delay to rebuild factories. These were the tools which were *needed first* at the front and were *ready first*.

There's a war on and we know it—most of the tractors and other products built by Caterpillar Tractor Co. go to fight that war!

But the time will come when the war is over and won—then we'll want these tools to rebuild our own Nation and to help rebuild the rest of the world. Then the same "Caterpillar" equipment will be ready for us again—there will be no long wait for retooling of factories—for these Tools of War will then be Tools of Peace again.

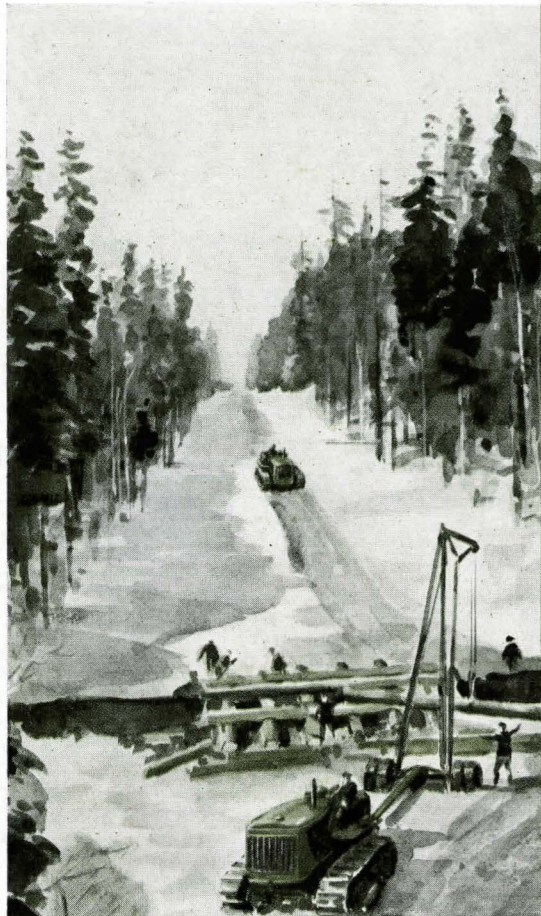


WE NEED THESE PRODUCTS FOR **WAR!**

This is equipment that built "the road that couldn't be built." A 1450-mile road over swamp, through forest and canyon, over mountain passes and across roaring streams—that's the Alcan Highway. It was built with "tractors and guts"—"Caterpillar" Diesel tractors and U. S. Engineers' and Contractor's guts.

Almost insurmountable difficulties all the way made it the toughest kind of an assignment for men and machines—but it was a military road and we had to have it.

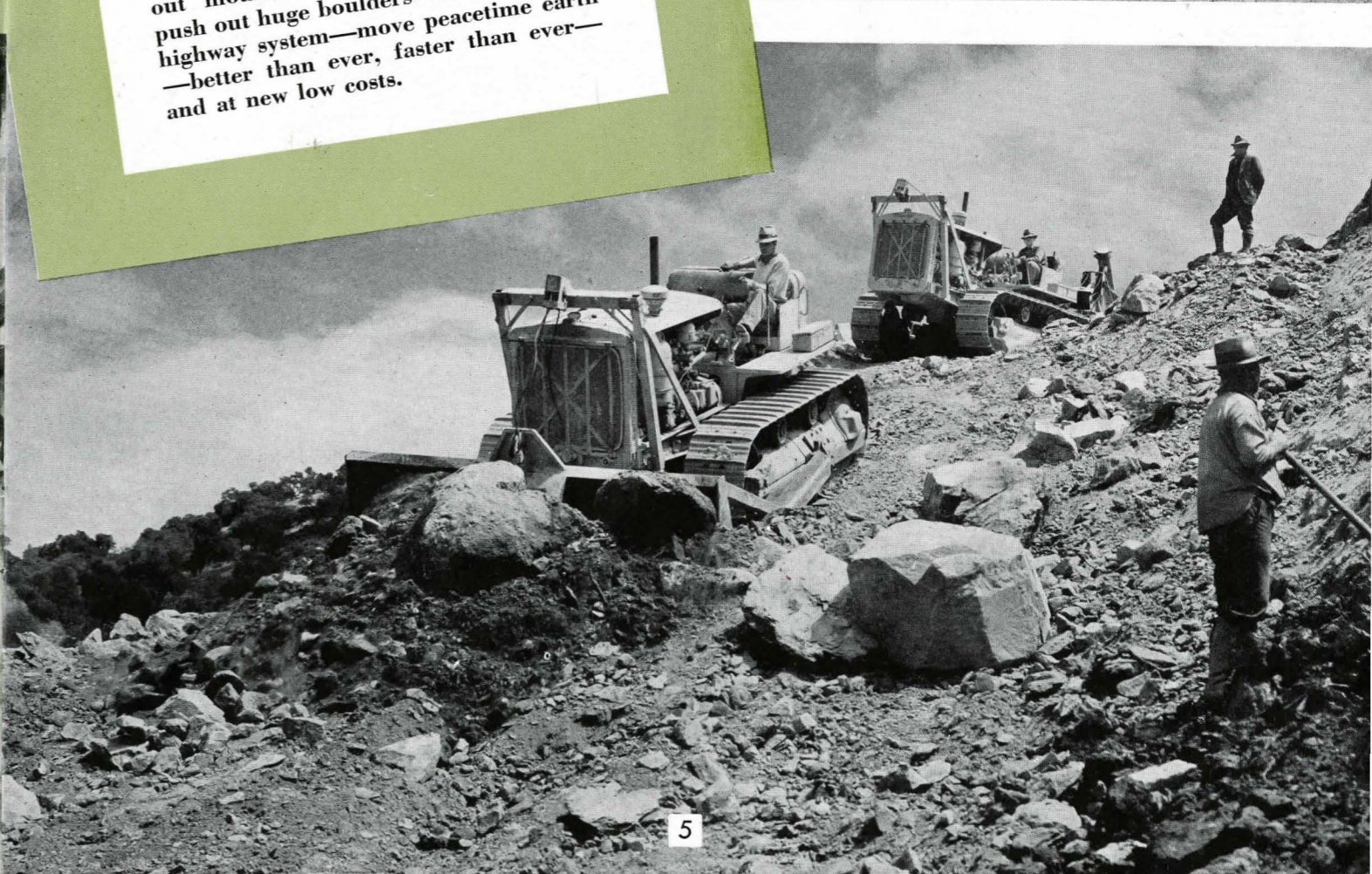
It is one of the roads over which our men and supplies now move to strike at the enemy and to strike him hard! Scores and hundreds more of these same machines will build other military roads—will build them well—will build them fast. It is one of their war-time tasks and they'll go into it with both fists swinging!



WE NEED 'EM FOR *Peace*

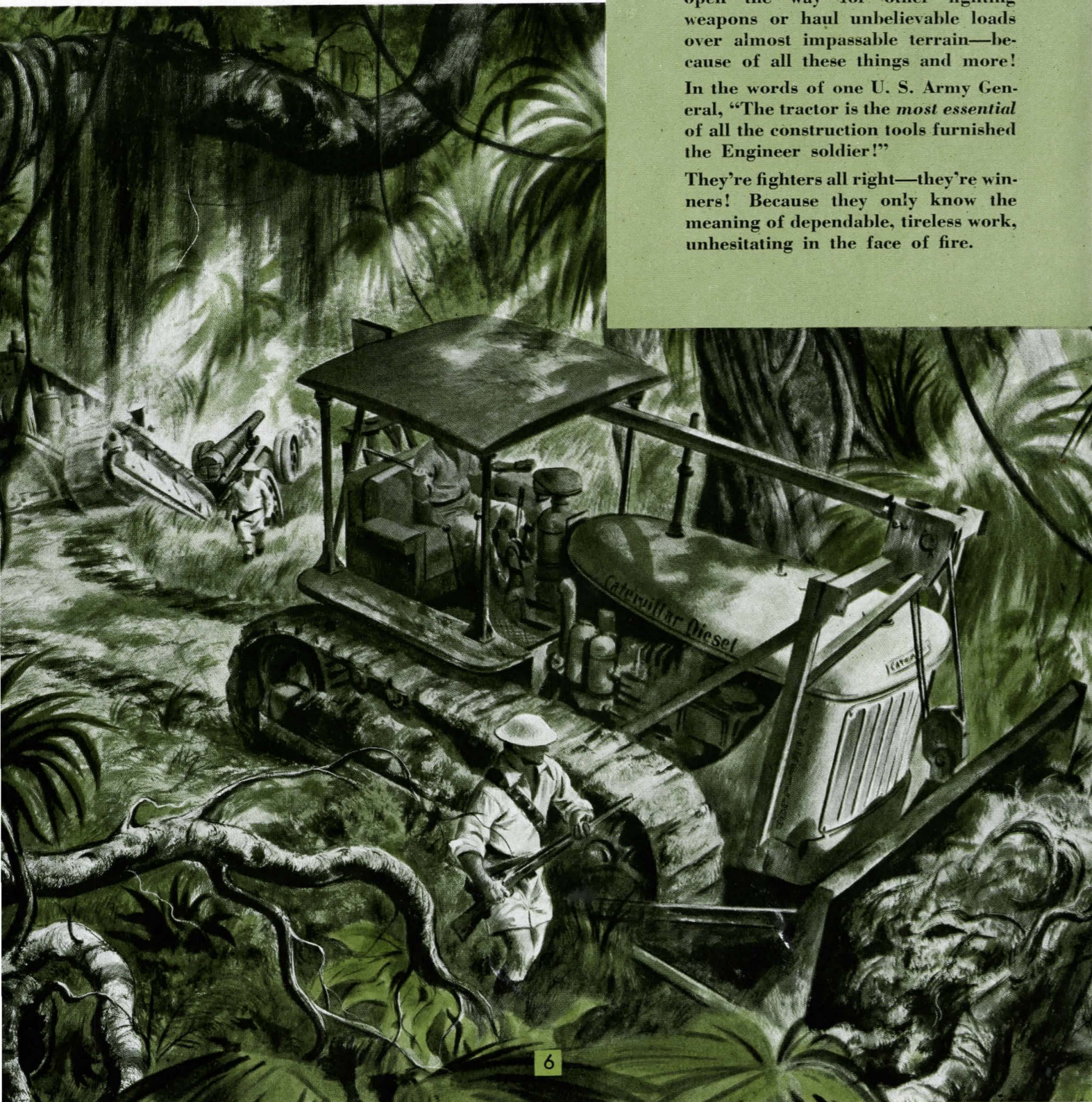
These are peace-time highway jobs and the equipment is the same that jumped into the breach when war called—had built so many miles of road, moved so many millions of yards of earth that tough jobs were nothing new.

And when the war job is over "Caterpillar" equipment will be ready again to pick up where it left off—to carve out mountainsides, level off hilltops, push out huge boulders—rebuild an old highway system—move peacetime earth—better than ever, faster than ever—and at new low costs.



WINNER ON THE

Battle Front..



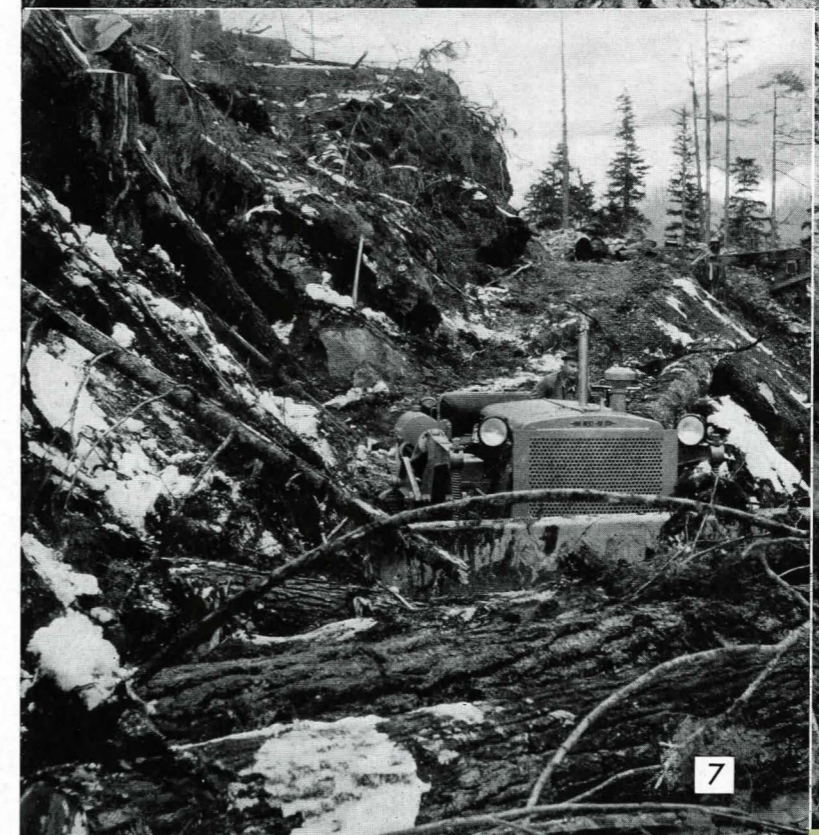
These sturdy machines are first in line with the fighting U. S. Engineers! Why? Because they are dependable front line fighters—because they never falter when the going gets tough—because they are powerful giants that push aside obstacles to open the way for other fighting weapons or haul unbelievable loads over almost impassable terrain—because of all these things and more!

In the words of one U. S. Army General, "The tractor is the *most essential* of all the construction tools furnished the Engineer soldier!"

They're fighters all right—they're winners! Because they only know the meaning of dependable, tireless work, unhesitating in the face of fire.

WINNER ON THE

Home Front..



With this husky equipment, the job is the same whether it's smashing through jungle trails and hauling howitzers or carving out mountain grades and hauling tree lengths of fine pine.

Pioneering a mountain road or arch-logging a load like this to the mill is hard, grinding work. It takes untiring "Caterpillar" Diesel power—it takes lugging ability, stamina, traction—to do such jobs.

So, after the war—as before the war—power users will want equipment which has proved itself—machines which have demonstrated their ability to perform at top efficiency under even the worst conditions, and that's the kind of equipment they know they'll get in "Caterpillar" products.

Dependability

SAVED AN ARMY'S LIFE!

Trapped by the Himalaya Mountains, cut off by treachery, superiority in the air and in numbers by a Jap army that had struck without warning, British and Indian Colonials had been driven up what the Japs were sure was a one-way trail. All that remained was for the attackers to move into the hills and annihilate these defenders of Burma.

But the British and Colonials had not been caught unawares—they had anticipated such a possibility and had put a fleet of "Caterpillar" Diesel Tractors, bulldozers and scrapers to work building a trail through the mountains.

It was finished just five days before it was needed and over it 170,000 soldiers moved to safety. It was finished on time because it was built with equipment that could be *depended on* in an emergency.

In the words of the British General in charge, "Without that road . . . we would not have brought the army out of Burma successfully." That is a story of "Caterpillar" equipment at war!



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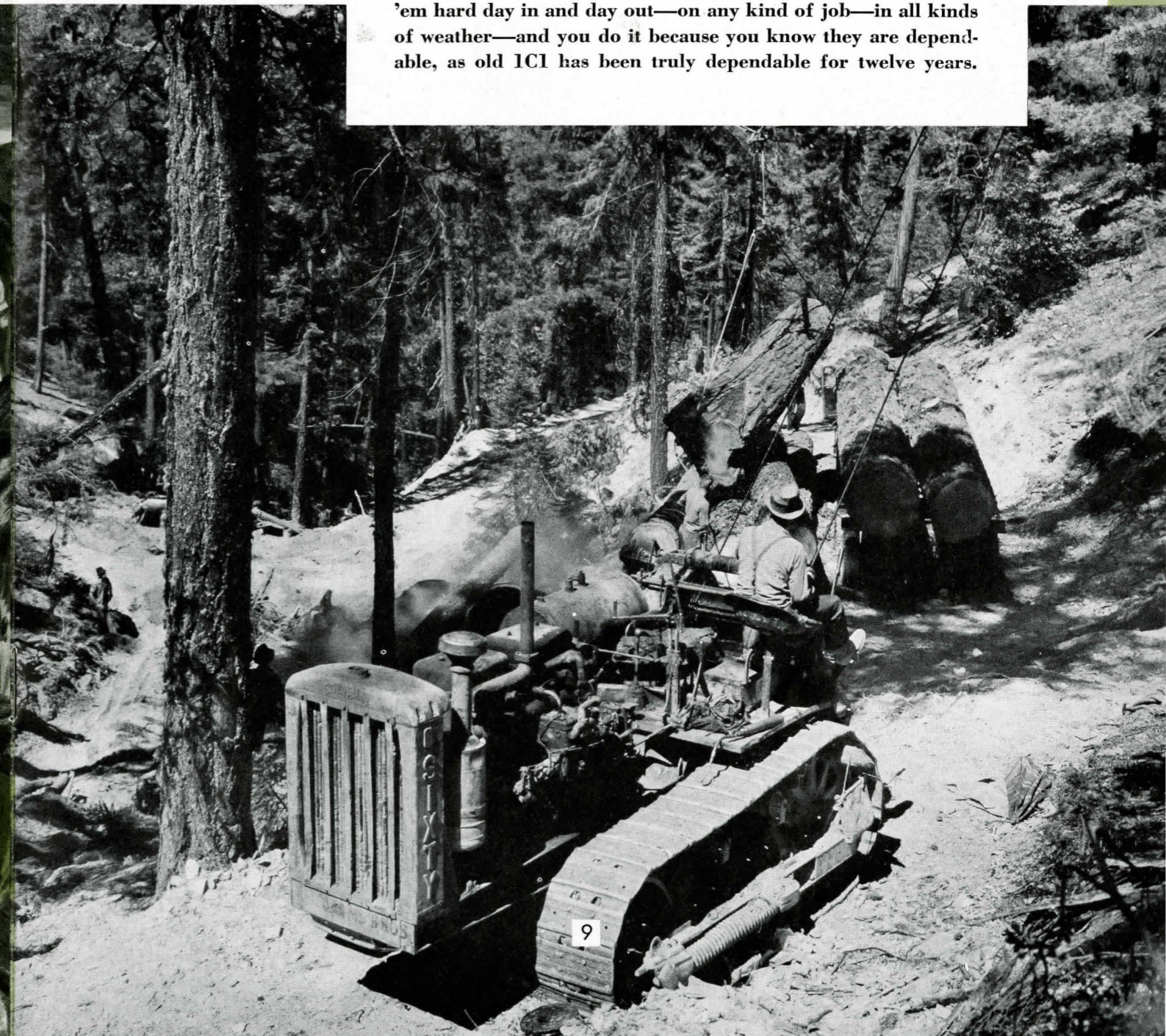
A Long Life

OF DEPEND- ABILITY

About twelve years ago—in September 1931, to be exact—the first "Caterpillar" Diesel was sold and delivered. It is serial-numbered 1C1—but it might better be called "Old Dependability." It was built before hour meters were standard equipment on "Caterpillar" Diesels. But it has worked many thousands of gruelling hours—first for an earthmoving contractor and later for a logger.

It's battle-scarred from peace-time work, yet it still carries on—loading timber with a double-drum winch on a big logging operation in California.

That's the way these "Caterpillar" machines do—you work 'em hard day in and day out—on any kind of job—in all kinds of weather—and you do it because you know they are dependable, as old 1C1 has been truly dependable for twelve years.



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POSTED *at Outposts*

Every day we prove that American planes, pilots and airports are the best in the world. For it wouldn't do to have the best of one and not the best of the others. Good planes and pilots are vital—but good ports with smooth runways are equally important.

Out on the fighting fronts, runways may have to be built in a hurry. And if they're out on the fighting fronts they're sure to have to be maintained in a hurry—after a bombing, for example.

So, men whose lives depend on unfailing equipment—on machines which will do the smooth, clean job—like to know that "Caterpillar" track-type Tractors and Road Machinery are on the job, unfaltering in an emergency.



ON THE *Home Grounds*

Not only have dependability and good work made "Caterpillar" products the choice of earthmovers, but getting a lot of work done and getting it done at low cost have been important factors.

Look at this powerful "Caterpillar" Motor Grader! Look at those smooth, accurate bank slopes. Note the wide reach of the blade, filled to its huge capacity. See how the powerful Diesel engine provides weight for traction. All these things add up to economy, versatility, capacity, *dependability!*

With the return to peace-time pursuits, even lower production costs and higher production output will be looked-for features—features you will find in "Caterpillar" Diesel Tractors, Engines and Road Machinery—for a continuing program in research guarantees "Caterpillar" leadership.



Light

**TO GUARD
THE SKYWAYS..**

*There's a formula for fighting
enemy night raiders . . . Here it is!*

With the first warning of their coming, interceptor planes roar aloft to their rendezvous. Anti-aircraft gunners keep the enemy high until the long pencils of the searchlight beams catch and follow him. Then they hold their fire while the fighter planes close in.

Much depends on those beams of light, so the source of their power must be unflinching—completely dependable. That's why hundreds and hundreds of "Caterpillar" Diesel Electric Sets, mounted on mobile trailers and completely self-contained, power these searchlight batteries.

No matter what happens to other power sources, these independent units stand ready to deliver uniform electric power for lights, radio and other emergency services as long as there's a need.



Light

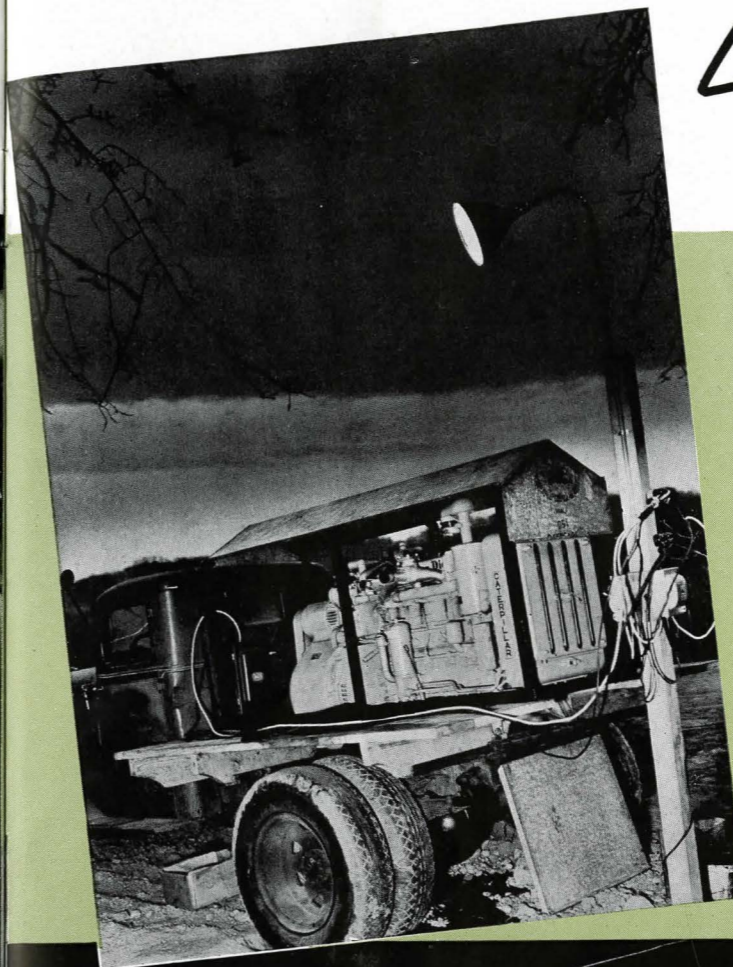
TO BUILD THE HIGHWAYS

There's a formula for building highways, too!

In America, that formula would include a contract with a deadline, a contractor with the know-how, and equipment that he knows will make his contract secure. He wants machines that will deliver maximum yardages, do the job well, and do it continuously, with a minimum of time out for repairs. He wants to turn night into day, to make every minute count.

Self-regulating Diesel Electric Sets like this one make lighting a construction job so simple that 'round the clock operation is no problem. The set can be mounted on a truck or trailer and may be used for lights or power. It requires no panelboard or voltage regulator—needs almost no attention and costs but a few cents a day for fuel and oil.

This is the way to "make hay"—whether the sun shines or not!



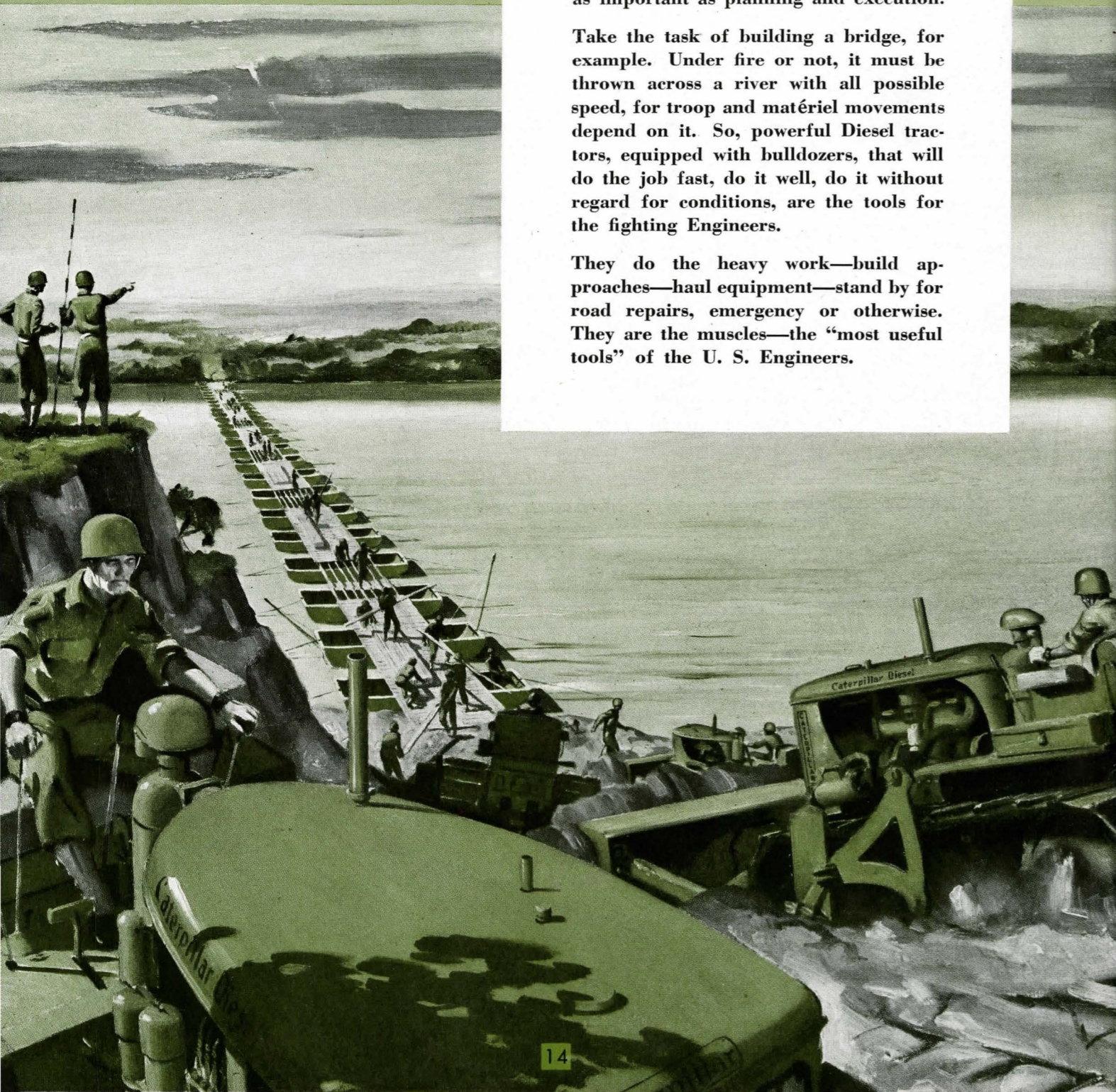
Bridgeheads

TO BERLIN..

This war of movement makes a lot of work for Uncle Sam's Engineers. Without the heavy machinery they now use, some of the military roads, landing fields, bridge approaches and scores of other jobs would be mighty near impossible. For *speed* of accomplishment is almost as important as planning and execution.

Take the task of building a bridge, for example. Under fire or not, it must be thrown across a river with all possible speed, for troop and matériel movements depend on it. So, powerful Diesel tractors, equipped with bulldozers, that will do the job fast, do it well, do it without regard for conditions, are the tools for the fighting Engineers.

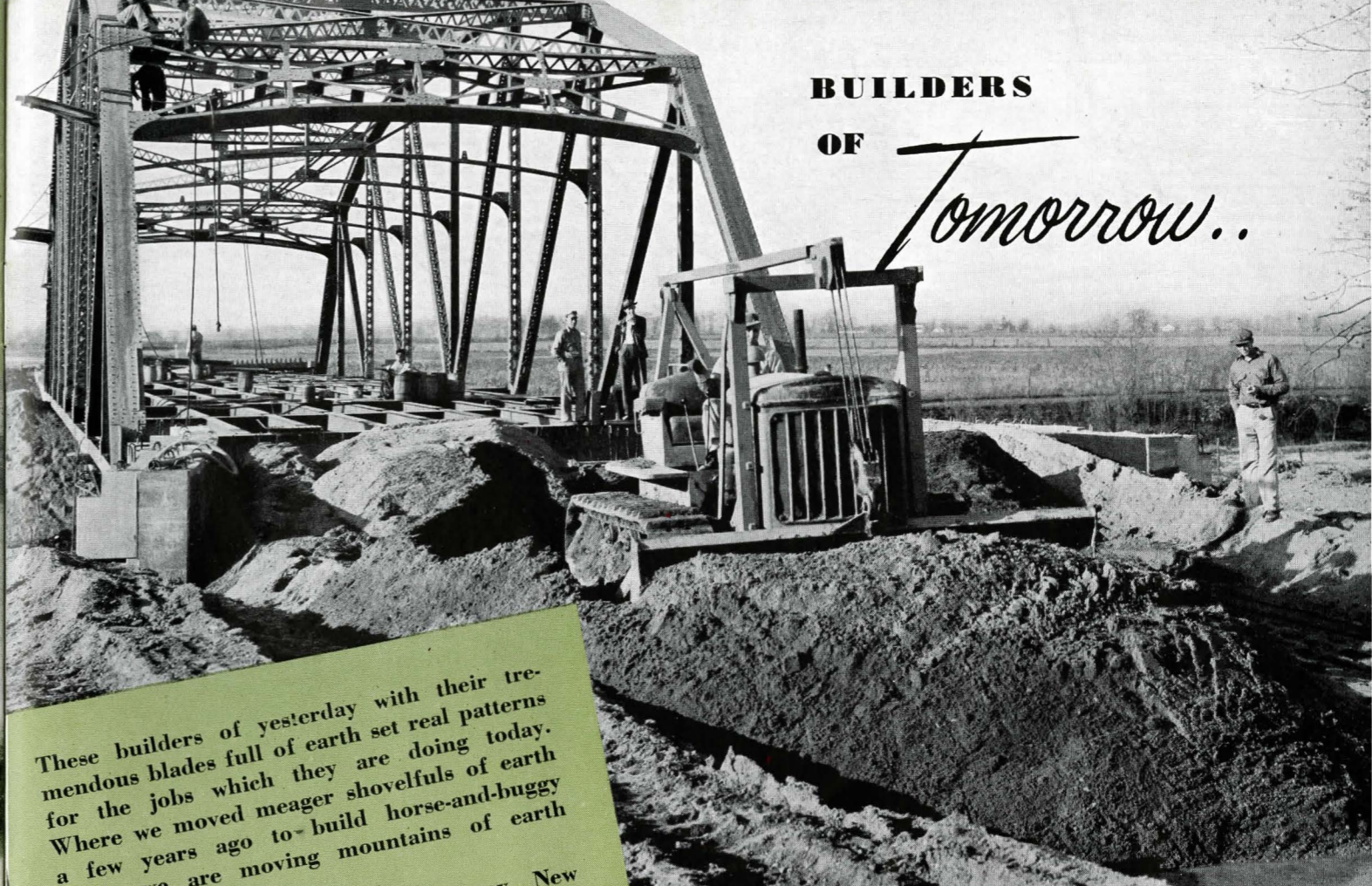
They do the heavy work—build approaches—haul equipment—stand by for road repairs, emergency or otherwise. They are the muscles—the “most useful tools” of the U. S. Engineers.



BUILDERS

OF

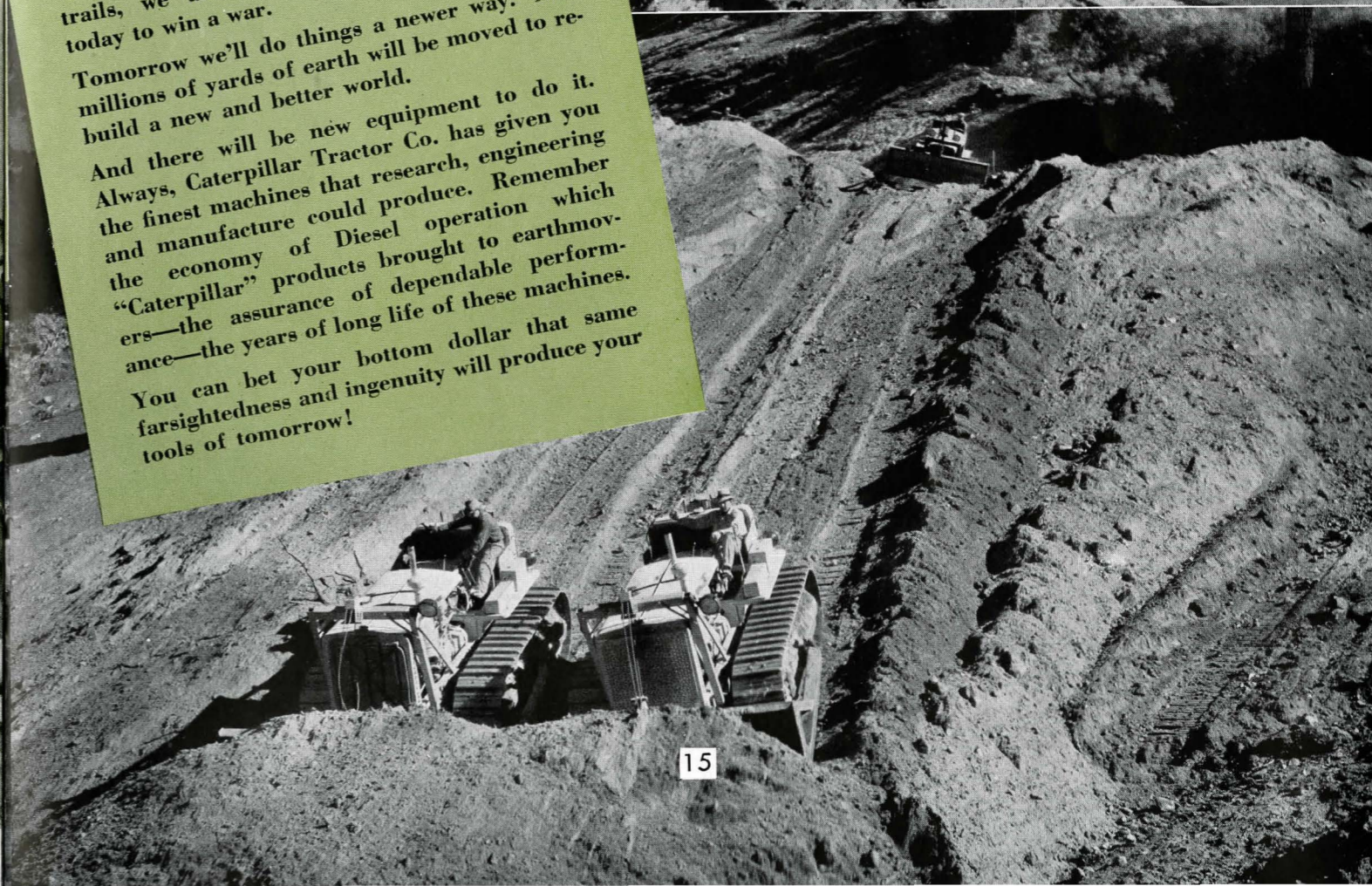
Tomorrow..



These builders of yesterday with their tremendous blades full of earth set real patterns for the jobs which they are doing today. Where we moved meager shovelfuls of earth a few years ago to build horse-and-buggy trails, we are moving mountains of earth today to win a war.

Tomorrow we'll do things a newer way. New millions of yards of earth will be moved to build a new and better world.

And there will be new equipment to do it. Always, Caterpillar Tractor Co. has given you the finest machines that research, engineering and manufacture could produce. Remember "Caterpillar" products brought to earthmovers—the assurance of dependable performance—the years of long life of these machines. You can bet your bottom dollar that same farsightedness and ingenuity will produce your tools of tomorrow!



First

INTEREST

Your distributor knows that only a mighty high priority can get new machines for you—for the Armed Services have first call on them. So he is interested in helping you keep your present equipment at top-notch efficiency. Here's why. He knows that some day it will be possible to fill those orders of yours and when that day comes he wants you to remember "Caterpillar" dealer service and "Caterpillar" product performance.

He knows that in this emergency you are going to find out what such performance means—what we mean when we talk about long life. So he's going to do all he can to keep you sold on these machines.

What does he do for you?

He keeps a well-equipped shop, filled with factory-trained servicemen—experts who are taught to get your machine skillfully repaired and back in service as quickly as possible. He maintains a parts stock as complete as conditions will permit. There may be times when he can't get a *new* part for your job—then, he exercises his ingenuity and judgment to rebuild your old part or a used part, possibly building it up by welding or "metallizing."

In any case, he'll keep 'em rolling—until the war is over and you can "retire the old-timers to pasture."

CATERPILLAR TRACTOR CO.
PEORIA, ILLINOIS

