

RURAL TRACTORS:



Well done,
says M-F
executive

Mr. H. P. Weber,
Managing Director of
Massey-Ferguson Aus-
tralia Ltd. said yesterday
that Rural Tractors had
been one of Australia's
leading retail outlets
for agricultural tractors
since acquiring the Mas-
sey-Ferguson franchise
in 1948.

He congratulated the
principals, Mr. Tom Mit-
chell and Mr. Don Hud-
son, and their staff, on
their excellent services
to the farming commu-
nity, and expressed the
hope that their respec-
tive firms would long be
associated in the inter-
ests of farm mechanisa-
tion.

The Australian firm of
Massey-Ferguson is a
subsidiary of the Tor-
onto-based Massey-Fer-
guson Ltd., the world's
largest producer of trac-
tors, grain harvesters
and allied farm mach-
inery.

The company has 41
manufacturing plants
and markets its products
in 166 countries.

Massey and Harris
farm equipment was sold
in Australia before the
two Canadian firms
merged in 1891.

— a business with pull

RURAL Tractors of Main Street, Lilydale, are celebrating their 20th anniversary this month with a complete facelift. Show room space has been doubled and surrounded by a modern eye catching facade.

The whole has been topped with a chocolate colored brick tower featuring on two sides an automatic town clock valued at \$3,000.

From a very ordinary business frontage, the renovations have transformed Rural Tractors into one of the showplaces of the district—modern, attractive and stocked to handle the steadily increasing commercial pressure.



MR. DON HUDSON

Without counting the three quarter acre premises, stock alone is valued at \$140,000; \$65,000 of which is tied up in new tractors and farming equipment.

Twenty years ago Rural Tractors of Lilydale was a one man show. Tom Mitchell began with premises in Hutchinson Street with one tractor and three farm attachments valued at about \$1,800.

Today the staff numbers more than 30 and nine men operating six service vans work exclusively on outside field maintenance patrols.

Before the Second World War, Tom had the Lilydale agency for International trucks and farm equipment. In late September, 1948, he secured the Ferguson franchise.

HIRED TRACTORS

In 1951 he became the first farm machinery agent to provide agricultural equipment on a hire basis.

Tom had looked around him and seen men who had returned from the war struggling to establish themselves on the often virgin farmlands of the outlying districts.

Usually without much money and forced to plough the little they made back into their farms to consolidate their foothold, they couldn't afford to buy their equipment outright and welcomed the chance to hire it.

Tom incorporated a real estate agency in his operations in 1953 and later became even more involved in the town of his birth as a shire councillor—for nine years—and president of the Lilydale football and swimming clubs.

He retains his real estate connections through the firm of Mitchell and Batten who recently moved into new offices in Main Street.

He is also a director and ex-chairman of directors of David Mitchell Estates as well as a Justice of the Peace of long standing.

PARTNERSHIP

In 1957 Tom took his most valued employee into partnership and Don Hudson began to have a hand in guiding the destiny of the firm.

The partnership coincided with the acquisition of the Massey-Ferguson franchise. The two men have worked successfully together until the present day and the business has grown with the town.

Don came up the hard way. Joining Massey/Harris in 1939 he did a five year apprenticeship as a turner and fitter and later a course of tractor maintenance.

He joined Tom Mitchell in 1950 and worked his way from the work bench to the executive desk.

OPENED BRANCH

A branch at Alexandra was opened in 1964 to meet the demands of farmers in the Upper Goulburn district. The branch also carries the franchise for Valiant, Humber, Hillman and Dodge vehicles.

And now, on its 20th anniversary, Rural Tractors Trading Co. Pty. Ltd. is one of the largest farm machinery dealers in Victoria, selling more than 100 new tractors every year.



● (Top) The founder of Rural Tractors Mr. Tom Mitchell admires one of the latest model Massey-Ferguson tractors on display in the expanded showrooms.

● (Above) TV Personality Brian Naylor and his son examine the manual of a tractor they have just purchased. Looking on is a member of Rural Tractors staff.

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THEM ON THE BUILDING OF THEIR NEW
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BUILDER

MEMBER B.A.T.A.

Was pleased to have been selected to carry out the erection of Rural Tractors new showroom, and congratulates them on their 20 years of service.

THE FINISHED JOB IS MY BEST
RECOMMENDATION