

# 50 Years that changed the earth.

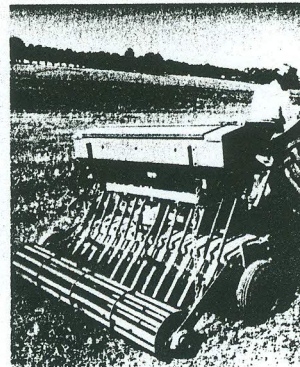
1973 marks the first half century of an invention that has caused an agricultural revolution. A revolution that saw its beginnings in Australia, with the development of the principle of Rotavation in the cultivation of the soil. Through these fifty years the Rotavator has in fact changed the earth in many countries, increasing productivity and yield wherever the principle has been employed.



One of a very few truly significant innovations in agricultural equipment in the past century, the Rotavator principle and its initial translation into mechanical reality was the work of A. C. "Cliff" Howard, assisted by his brother, Albert. Cliff's name survives him today in a company formed in 1923, HOWARD ROTAVATOR Pty. Ltd. of which Albert Howard is now the chairman.

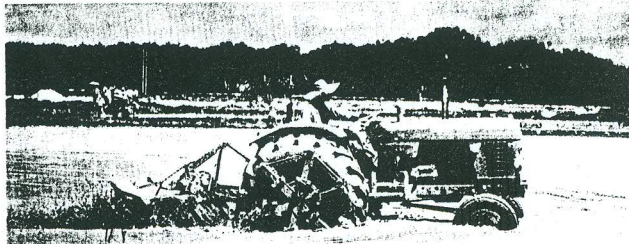
Cliff Howard was a farmer's son. It was in Moss Vale, N.S.W., that he first sought a "better way" to achieve those things he saw about him. His experiments with methods of cultivation began in the farm forge. They led to the unveiling of the first Howard Rotavator in 1922. In 1923, production began. By 1926, increasing production of Rotavators, for use with various tractors and for a variety of applications, made a move of facilities

imperative. Howard Rotavator relocated, at their present address: Northmead, N.S.W. Today, Howard's claim to "lead the market in everything they sell" is a proud one. The basis of this success dates to that development fifty years ago, of Rotavation. Through this principle, implements employ tractor power to the full, through a driven rotor within the Howard unit. The Howard Rotavator cuts, loosens, and lifts the soil whilst at the same time supplying forward thrust to the tractor. The result is optimum cultivation and the utilisation of the full tractor power, even in conditions where draught implements might bog and cease to function. This basic principle is applied to a series of applications in Howard equipment. The Australian company, Howard Rotavator, is today integrated with a world-wide group, with manufacturing or marketing organisations in South Africa, U.S.A., New Zealand, France, Germany, Italy, Spain, Ireland, Austria, Malaysia, Brazil, Greece and the U.K.



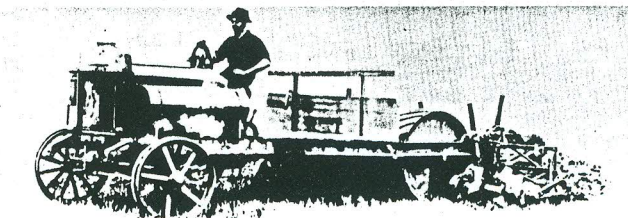
recognised by Australian Export Awards for the years 1966 and 1972.

In a world where the West on the one hand seeks economies in agriculture



The Australian company employs over 300 people, supplying a growing Australian and overseas market. The launch, to coincide with its 50th Anniversary, of a machine embodying the cultivation advantages of the Rotavator with an automatic seeding function is testimony to the continuing development thinking of Howard. This machine, the Howard Seedavator, upholds the promise of a continuing bright future for this Australian company, a company whose operations overseas have been

whilst the East has the urgent need for agricultural efficiency, the future of this Australian development, through Howard Rotavator, seems assured.



\* Howard's Registered Trade Name.

Boundary Road, Northmead, N.S.W. 2152.  
Tel. 630 1231.  
P.O. Box 52, Acacia Ridge, QLD. 4110.  
Tel. 93 1133.  
P.O. Box 236, Hermit Park, Townsville,  
QLD. 4810. Tel. 79 2094 and 79 7325.

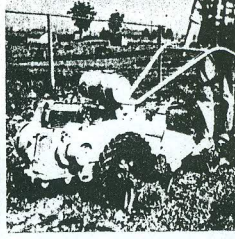
**BULLFINCH.** For Home Gardening and Commercial Weeding. 3 h.p. 10" (25m) to 18" (46m) self-propelled Rotavator. Large range of quick-fit attachments. Weeds up to 1/2 acre per hour.



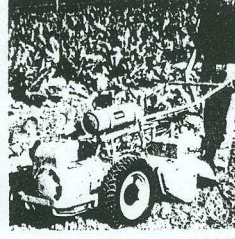
**350.** 5 h.p. self-propelled 16" (4m) to 23" (9.5m) Rotavator. Cultivates up to 1/4 acre per hour. For estate and commercial growers the 350 has a full range of attachments for complete cultivation.



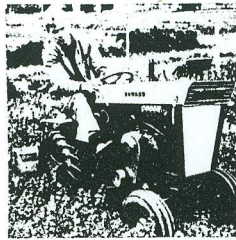
**TERRIER.** 7 h.p. power-packed, self-propelled Rotavator for Contractors and Commercial growers. Large range of attachments for landscaping turf maintenance and garden cultivation.



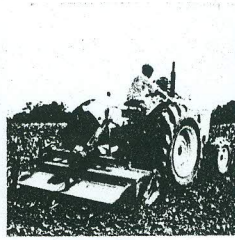
**GEM.** Widely used by Market Gardeners, Farmers and Contractors, the Gem is leader in its class of self-propelled cultivators. Full powered 12 h.p. heavy-duty hose with 3 forward gears and reverse.



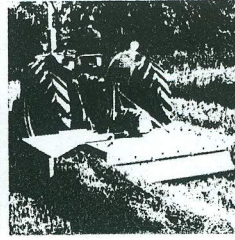
**2000.** For estate maintenance and general farming, the 12 h.p. 2000. Rugged yet compact, it has a wide range of matched equipment. Available with electric start petrol engine or a Yanmar diesel with 4 speeds forward, 2 reverse.



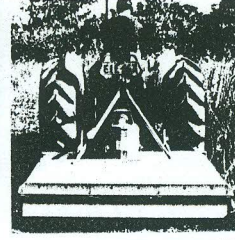
**ROTAVATORS.** Rotavation is effective and economical tillage. Rotavators work where draught implements can't. Cutting widths from 50" (1.27m) to 130" (3.3m). Selectalith gearbox allows till to be varied to suit your conditions.



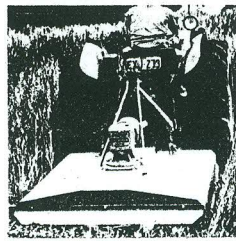
**ROTACUTTERS.** 60" (1.52m) and 72" (1.83m) cutting widths for high efficiency in all grass crops. Adjustable cutting height, wide windrow extension, swept-back blades to prevent crop damage—the perfect haymaker. 4-speed gearbox allows blade speed to be matched to crop requirements.



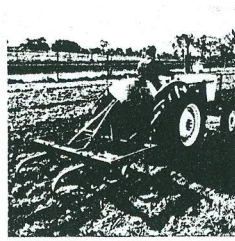
**ROTASLASHERS.** Heavy-duty machines for Australian conditions: 48" (1.2m), 60" (1.52m), 72" (1.83m) and 96" (2.43m) cutting widths. Full safety shielding and multiplate clutch. Double-blade beam with swing-back blades. 4-speed gearbox enables blade speed to be varied to suit conditions.



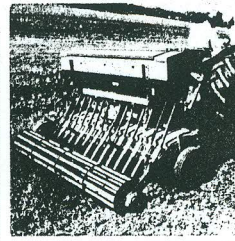
**54" PASTURE SLASHER.** A medium-duty slasher specially developed for pasture-logging light brush and bracken slashing with 54" (1.37m) cutting width. High performance at low outlay from this machine with traditional Howard ruggedness and efficiency. For use behind light to medium 3-point linkage tractors.



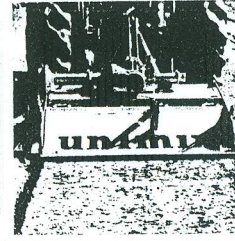
**CHISEL PLOUGH.** Designed for Australian conditions. A true chisel plough—not a heavy tiller. It fits all standard 3-point linkage tractors for a wide range of tillage requirements. Its basic width of 5' 6" (1.68m) can be extended to 7' 6" (2.28m) or 9' 6" (2.89m).



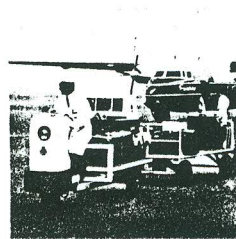
**SEEDAVATOR.** Cultivate and drill in one operation, more than halving ground preparation time. Rotavator cultivation, whilst sowing simultaneously, means seeds germinate in optimum soil conditions. 60" (1.5m) and 80" (2m) widths. Variable seed rates from 2 lb to 280 lb for most seed types (grass to peas).



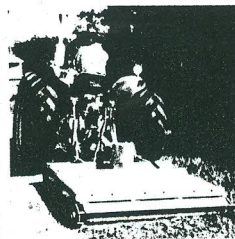
**UNIMIX.** Low-cost mix in place soil stabilisation. Strong, reliable and versatile, the Unimix gives uniform blending of road material with cement, lime, gravel and additives. For standard 3-pt. linkage tractors it is easily detached, freeing prime mover for other tasks.



**HAULER.** Versatile 7 h.p. single wheel tractor unit adapts readily to a multitude of applications as a powerful and manoeuvrable hauler. Supplied ready for adaptation to whatever purpose required. 1-ton load capacity. 3-speed gearbox up to 7 m.p.h.



**ROTAMOWA.** Robust unit for heavy-duty grass control, yet also for fine lawn cutting, e.g. on sports ovals. Fully safety-shielded rollers front and rear eliminate scalping. Easy cutting height adjustment, 60" (1.5m) width of cut.



**ROLLAMOWA.** Versatile machine for all grass cutting from fine lawns to verges. Full safety shielding, safe even in populated areas. Front and rear rollers eliminate scalping. Easily adjusted cutting height. Compact, able to work close in. Three 3-bladed cutting heads give a full 72" (1.8m) cut.



**WINEPRESS.** Winepressing at your fingertips. Programmatic console allows for fully automatic pressing programmes. Stainless steel cage. 5 models from 700 to 3,000 litres. Easy emptying and loading. Built-in safety features.

