

# 50 Years that changed the earth.

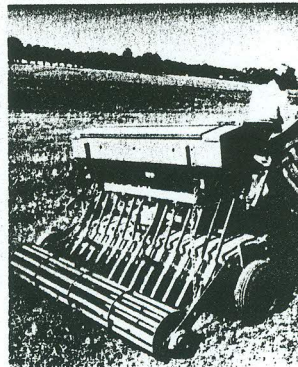
1973 marks the first half century of an invention that has caused an agricultural revolution. A revolution that saw its beginnings in Australia, with the development of the principle of Rotavation in the cultivation of the soil. Through these fifty years the Rotavator has in fact changed the earth in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

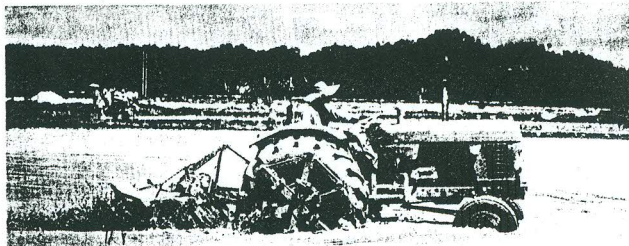
Cliff Howard was a farmer's son. It was in Moss Vale, N.S.W., that he first sought a "better way" to achieve those things he saw about him. His experiments with methods of cultivation began in the farm forge. They led to the unveiling of the first Howard Rotavator in 1922. In 1923, production began. 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.



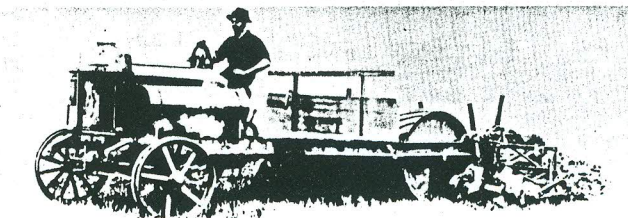
recognised by Australian Export Awards for the years 1966 and 1972.

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.

