



*Versatile Farm Equipment Company aggressively seeks international sales with such 4WD tractors as this innovative 240 h.p. Versatile 856. It offers unexcelled visibility for row crop cultivation, and although the climate-controlled cab has no corner posts, it is designed not to crush even under the entire weight of the tractor.*

## Profile 1

# Versatile Farm Equipment Company

“Product differentiation is the key to our success. If we had a conventional product — no matter how good — we would not be here today,” says Paul M. Soubry, president, Versatile Farm Equipment Company, Winnipeg, Manitoba.

In reviewing the depressed state of the world farm equipment industry, Paul Soubry emphasized the vital importance to his company of their “nichemanship” approach in building an international reputation through the production and sale of four-wheel-drive (4WD) agricultural tractors.

Founded in 1947 by two Toronto entrepreneur-inventors, Versatile Farm Equipment Company became, in 1966, the first company in the world to commercialize the integral 4WD agricultural tractor. Demand in western Canada for these powerful but simply-designed units proved strong, and with duty-free entry to (and from) the United States,