

RETIREMENT OF STANLEY SOUTAR OF RANSOMES

Mr. Stanley Soutar of Ransomes has retired after a career spanning over forty years. He is well-known throughout the lawn mower trade and we gladly print this tribute from one of Ransomes lawn mower Distributors.

AN APPRECIATION BY A RANSOMES LAWN MOWER DISTRIBUTOR WHO KNOWS HIM WELL

After over 40 years with Ransomes Sims & Jefferies Limited, Stanley Soutar retired on 30th April, 1963. I would like to pay tribute to the man who has probably amassed more knowledge of lawn mowing machinery than any other person in the trade today.

During his long and successful career with Ransomes, Mr. Soutar held both administrative and managerial posts. Born in Arbroath, he served an engineering apprenticeship in Glasgow and gained general experience with several engineering firms on Clydside before moving to Ipswich soon after the First World War.

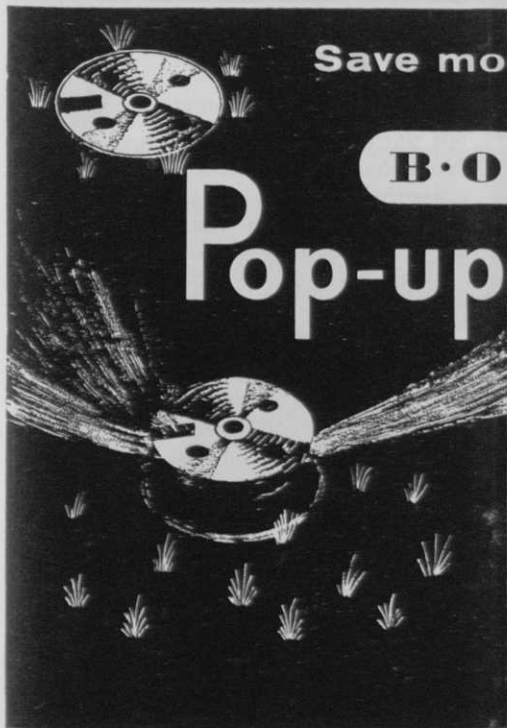
Most of us will remember Stanley Soutar for his hard work and foresight in imple-

menting and launching in 1954/5 the Ransomes Authorised Repair Agents' Scheme, a scheme, which has been so successful in ensuring the essential after-sales service of Ransomes grass cutting equipment.

With the increase in the use of lawn mowing machinery, the A.R.A. scheme has proved its effectiveness to the full. The conditions that Agents must have certain machinery, factory trained personnel and a large stock of spare parts has meant better service to the customer and user. This service has been the envy of many of Ransomes competitors and the greatest compliment to this idea has been paid by those who have tried to copy it. They are at a disadvantage unless they have a man of Stanley Soutar's ability to organise their efforts.

Finally, Stanley Soutar, the Technical Sales Representative (to give him the title he has held since 1956), has added another feather to his cap! He has set the pattern of service lectures for the personnel of Parks Departments who actually operate Ransomes mowers. The tips on maintenance and care of the machinery they use, simple explanations of manufacturing processes and just friendly help all contribute to the better running of machines, men and municipalities.

I feel sure that my readers will join me in wishing Stanley Soutar good health and a long and happy retirement.



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