

David Brown Brochures

Stuart Gibbard's guide to David Brown sales literature continues with a review of brochures issued by some of the overseas distributors and agents.

When it comes to rarities, some of the really scarce items are the overseas brochures from the export territories. It was not unusual for overseas agents or distributors to issue their own literature, particularly if they were offering machines tailored to their own specific needs or market. Few David Brown tractors were exported prior to the era of 'Cropmaster Farming' when Meltham-built machinery began to find its way across Europe, Scandinavia and the Middle East during the late 1940s.

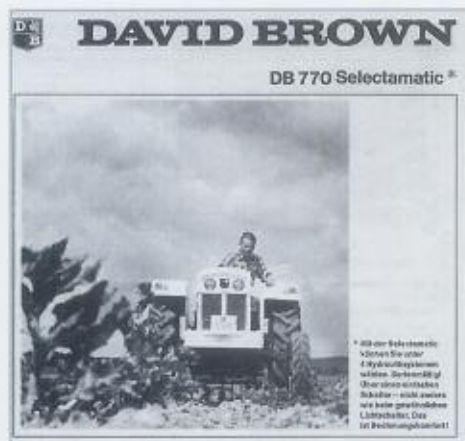
Retail outlets and distributorships were also established in the early years of DB exports in South America, the USA, Canada and South Africa. David Brown's first overseas tractor company was set up in the Republic of Ireland in April 1948. From these beginnings grew a legendary overseas trade that eventually saw the company granted the Queen's Award to Industry for Export Achievement no less than four times (1966, 1968, 1971 and 1978).

We've selected a range of European DB brochures from the Cropmaster days through to the Tenneco/Case takeover of 1972 and after. None will be that easy to find in the UK and some are collectors' gems.

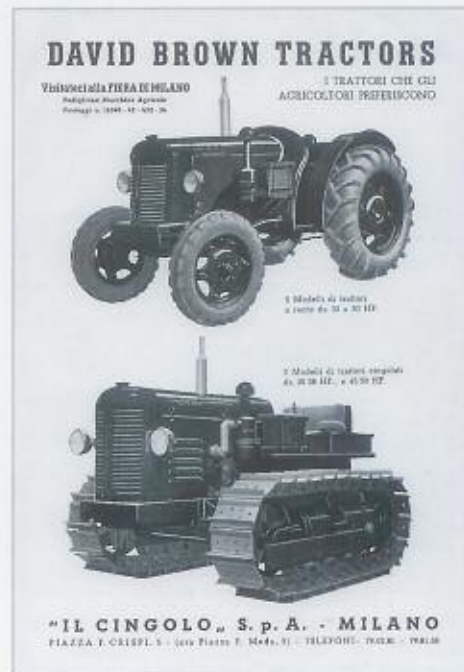
Our guide, where possible, gives the publication number and date of the actual brochure shown. There are variations on different print runs and issues, so the same brochure may have several different dates. The page numbers show the actual number of printed sides; for example, a single sheet leaflet will be recorded as 2 pages. Our rarity guide works on a scale of 1 to 6, with 1 being common and 6 being very rare.



Cropmaster (Swedish)
Publication number: N/A
Date: circa 1948
Number of pages: 4
Rarity: 6



770 (Germany)
Publication number: N/A
Date: circa 1971
Number of pages: 6
Rarity: 3



Range (Italy)
Publication number: N/A
Date: 1954
Number of pages: 2
Rarity: 5



Range (Germany)
Publication number: N/A
Date: circa 1978
Number of pages: fold-out
Rarity: 4