

Elvis Tractor News

The last time we reported on Chapter #23's involvement with researching and telling the story of how Elvis Presley came to own an International 300 Utility model tractor was in our newsletter in early spring of 2010.

At that time, we had been contacted by a representative of Elvis Presley Enterprises who had seen our original story about how J.H. Taylor, member #202, had sold Elvis the tractor when he worked for IHC in sales in the Memphis area in the 1950's.

They hoped to find the tractor stored somewhere in a Graceland warehouse and have it restored. Unfortunately, when they went looking for it, they found an IH model 424 instead.

Now, thanks to eagle-eyed Chapter #23 director, Randy Bodine, we have learned that Elvis Presley Enterprises authorized a commemorative International 300U toy tractor that was released by tractor toy manufacturer, ERTL, in late 2010.

Randy happened to be in a CASE/IH dealership in Georgia this spring and, to his surprise, he noticed the specially boxed version of the 300U. Upon closer inspection, he realized that ERTL had used the same photo of Elvis sitting on the tractor that we had found and used in Jim Taylor's original story and that Jim's involvement gets a prominent mention on the packaging. Randy was so surprised and enthusiastic about this discovery that he bought all the toy 300U's that the dealer had on hand.

Randy should be given credit for bringing Jim Taylor's story to our attention in the first place. He knew about it for several years, since he and Jim are both residents of Auburn, AL and they both have an interest in International Harvester and its products.



Randy Bodine (left) visited J.H. Taylor at his home in Auburn this past spring and presented him with one of the 300U toys.



J.H. Taylor and his wife, Virginia, of Auburn were pleasantly surprised to discover that the tractor Jim once sold to Elvis Presley had been recognized with a special toy model.

If you haven't seen the original story about J.H. Taylor's career with International Harvester and how he came to sell a tractor to Elvis Presley, it is still available at www.alabamaihc.org under "members' stories."

If you would like to purchase one of the Elvis toy tractors, they are available through CASE/IH dealers or at Outbacktoystore.com for \$39 plus shipping.

Elvis Presley
International 300U

ZFN14790
1:16 IH 300U Elvis Presley Tractor
Pack: 4
Available September 2010

- Elvis Presley signature pad printed on the top of the hood
- Three point hitch raises and lowers
- Steerable front wheels
- Die-cast front and rear wheels
- Wide front axle
- Special packaging

This is a page from the ERTL summer 2010 catalog announcing the introduction of the special Elvis Presley International 300U.