



April 24, 2008

## Updated: Tractor Supply Co. opens in Tallahassee

By Will Brown  
DEMOCRAT STAFF WRITER

Tractor Supply Co., the national equipment and hardware chain, will have a grand opening Saturday for its Tallahassee store at 5743 W. Tennessee St.

Festivities, which begin at 8 a.m., will include a petting zoo, an antique tractor display, information provided by a Leon County agricultural representative, a fund-raiser for the Leon County 4-H Club, hourly giveaways and specially priced merchandise.

Ashley Charlton, spokeswoman for the company, said grand openings are held on Saturdays because the company believes more people will come out and attend the event, and thus find out about the store's products.

"Some markets don't know too much about Tractor Supply Co., and others are very familiar with us," Charlton said. "Either way we want to make our customers aware of what we can offer and let them know that we're in town and are ready to serve people and give them what they need."

The business dates back to 1938, when Charles E. Schmidt Sr. of Chicago started a mail-order tractor parts business. He opened a retail store in Minot, N.D., the following year and eventually the business became one of the largest retail chains in the nation serving farmers, ranchers, growers and rural landowners.

Marty Roberts, manager at the Leon County Farm Bureau, said this opening will be significant, even for those who do not consider themselves farmers.

"The property owner that tends to his own property would have a need for those supplies regardless of a need to be in the agricultural (field,)" Roberts said. Acreage requires the demand for services that typically this company would offer."

He added the 2,500 members in the county will also benefit by a resource to purchase equipment and other needs without having much downtime.

With more than 470 locations in 43 states, the Tennessee-based company is witnessing growth in net revenue and locations.

First-quarter earnings reported Wednesday showed 2.9-percent growth in net sales compared to the same period last year. Also, the closing price for the company's stock (TSCO) was up 95 cents to \$37.49 from Tuesday trading.