

W.J. Lambert & Sons Ltd.

W.J. Lambert & Sons Ltd. was established in October 1939 by William James and Grace Gertrude Lambert in the Sunderland area. They moved to Woodville in 1943 and re-established the dealership in Beaverton on Mara Rd. and Main Street in 1947. In 1958, son Wm. John Lambert purchased the business and took up operation in the old Fina Station (now Osborne Plaza). In the fall of 1966 John built a new building and relocated to the present location on the 6th Concession, east of Highway 12. The business was incorporated in 1970. In 1992 John transferred ownership of the business to his son James N. Lambert.

In the early years while William James was in the dead stock business. When a farmer had a horse die, William would pick up the dead animal. This presented “the perfect opportunity” to sell a new tractor and so the farm equipment business began. Typical equipment inventory would include Massey Harris tractors, freezers, turnip pulpers, grain grinders, cream separators, scufflers, walking and riding plows, dump rakes, mowers, binders, etc. William was the salesman and truck driver. Grace was the book-keeper and ran the parts department and also did small engine repair. Sons Charles and John were mechanics and setup men.

As a young boy during the war years, John recall the day he (age 9) and his brother Charles (age 10) accompanied their father William to the Massey plant on King Street in Toronto. While waiting for their father to complete his business affairs in the office.... they waited in the service shop. They asked the Massey Harris employee who had been sitting looking perplexed (for quite some time) at the pile of iron on the shop floor....”What he was doing?” His reply was, “I am supposed to put this machine together and I don’t even know what it is!” John and Charles informed him that it was a One Way Disc and if he held the heavy parts in place where they told him to, they would put the hardware on and bolt it together for him. The employee was most happy when in a couple of hours, they had the disc assembled... a job that would have taken him about two days to figure out and assemble on his own.

John recalls in April 1958 (when he took over the dealership from his father William) the first new Massey Ferguson tractor he sold. In those days it was important to do anything required to make a deal work. In this particular case he had to take 100 pigs in on trade to make the sale.

In 1984 W.J. Lambert & Sons Ltd. had the honour of presenting a local area farmer with a new MF240 tractor to the winner of the worldwide contest seeking the oldest working tractor. He was the proud owner and operator of a Massey Harris #2 circa 1918.

In 1991 James N. Lambert (Jamie) took over the family business and continues to this day running the business. Over the years Lamberts has enjoyed many family members involvement in the family run business. Including George Johnston, Robert Mitchell, Jim Mitchell Sr. , Royce Lambert, Gerald Akister, Sandy Windebank, John’s children Lori, Charles, Lucy, Julie, Jamie & Wyattand grand children Adrian, Cody and Devin Windebank and Erin &Shannan Lambert.

Currently W.J. Lambert & Sons Ltd. employs Jamie Lambert, Lucy Windebank, Cody Windebank, Bill Graham, Josh Wilson, Kevin Cowen, Larry Umphrey, Phil Ribeiro and Carolyn Peeters.