

EASTERN EDITION

# INTERNATIONAL HARVESTER FARM EQUIPMENT SALES ACTION

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## The Hoobers of Lancaster County



C. B. "Bud" Hooper visits with Ivan Yost (left), state president of Young Farmers of America, 1969 chairman of Young Farmers Institute, current county plowing champ, placed 3rd in state in '68. Owner of new 856, Yost farms 400 acres, milks 50 Holsteins.



Charlie Hooper adjusts diesel fuel rotor prior to vo-ag demonstration. Charlie works closely with such groups, participates in service training programs at seven area high schools.

Accounting responsibilities are headed up by Chuck Flick aided by Arletta Arment and Vivian Matland. The latter (not shown here) also serves as the firm's receptionist.



Parts Manager is Charles Eschleman (right), whose 22 years with Hooper probably makes him "senior" member, with exception of Bud himself. ABOVE: Roy Weaver is an 8-yr. veteran engine specialist.



## A Business Built on Mutual Respect and Confidence

By Larry Herr, Harrisburg

C. B. "Bud" Hooper and his son Charlie head up one of Pennsylvania's top dealerships, always in Harrisburg district's "Top Ten."

"Why not?" you might ask "Look where they are . . . Lancaster County, one of the most productive agricultural counties in the U.S. Anyone could sell the line in that lush land"

And right there is where the "bear stomped the buckwheat," as they say in Intercourse, Pa., the home of C. B. Hooper & Son.

You see, at least 50 percent of Hooper's customers can't plow with a farm tractor. It isn't they don't know how, or can't learn. It's because their religious be-

liefs tell them "no self propelled farm power, no rubber on wheels, only steel"

For these are the Amish people, famed everywhere as splendid farmers, modern in many agricultural techniques, often a step or two ahead of their neighboring farmers. And while one might own a Farmall, it may be used only as stationary power. Horses or mules must pull the plow, disk or planter.

Hooper has dealt with the Amish for many years, has worked with them, helped them adapt certain modern equipment to conform to their rules. As a result, there is a mutual feeling of trust and confidence

here. That is why they buy balers, disks, plows and cultivators — all on steel, none self-powered — from Bud Hooper

The other half of Hooper's market? Not greatly unlike the Amish, except they can farm with full power and run on rubber-tired wheels

Pennsylvania Dutch, descendants of vast colonies of Germans who settled when the land was known as Penns Woods.

Scotch-Irish, whose hardy forebears moved to the area's western borders before the French and Indian Wars.

And down through the years, there has not been too much change. Those who didn't move

ever-westward, stayed on to farm, generation after generation.

Lancaster County farms are small by today's standards, with acreages from 75 on up to some of 200 or more, here and there. The land is priceless, almost 100% tillable, producing cigar tobacco, corn, hay, feed crops and wheat, but mostly "milk," for dairying is the No. 1 source of farm income, and the county's Holstein herds are famous throughout the dairy world

Bud Hooper took on the IH dealership at Intercourse in November of '41. He'll tell you, "I had \$620 of parts and a six-month note, but we made it."

Today, the firm sells in excess of 50 new and used tractors annually with the 656 and 544 leading the way. Balers move well, as do pull-type corn pickers. Cub Cadet sales will run as high as 35 a year

For years, Bud participated strongly in Penn State's Vo-Ag education program. Charlie has taken over his father's responsibilities here, and conducts courses regularly.

Hooper attributes his firm's success to the service it gives. And that is true. Just ask anyone in and around Intercourse, Pa., whether on rubber or on steel, or maybe even chasing the bear out of the buckwheat.