

# Even collies make commercials

**BY DEBBIE KOONTZ**  
**HOP BOTTOM** — If you were one of the many millions of people who watched the Eagles play Sunday night, then you, like at least one man of Hop Bottom, may have found more fascination in the commercials than in the outcome of the game.

And who is that one man? He is Walt Jagger of Susquehanna County who watched his herd of sheep and two Border collies help sell a Volkswagen during a 30-second spot immediately following Super Bowl '81.

Jagger, owner and breeder of 100 Dorset sheep and nine Border collies, helped prove that farm animals can serve yet another purpose — that of a productive and at the same time glamorized life in television and advertising. At least it's a glamorized job to the members of the animal world compared to their usual run-of-the-mill jobs.

But since animal Emmys are not yet a reality, Jagger's collies can only take pride in the knowledge that they herded the sheep to a successful commercial.

But what about that commercial? Well, it features a Scottish countryside (actually New Jersey) and a Scotsman who relates the bonuses and joys of the car as Jagger's sheep are herded by.

And back at home? Right after the cameras and the crew and the excitement were all gone, the dogs

settled back into their cozy life in Sheepy Hollow. This is the little farmstead built by Jagger before his retirement from the insurance business.

Jagger who breeds, trains and raises his own dogs, estimates it takes about a half a year to fully train a Border collie to do an average farmer's work. That includes taking them from one pasture to another, leading them through gates, cutting out one from the flock and keeping strays in line. Jagger teaches his collies about 20 different commands which cover virtually anything he wants done with the sheep.

"These dogs are real smart and learn fast. They make good farm dogs. They're very loyal too," he said. He further explained that today's collie is a descendant of the original Border collie of, (where else?) Scotland, that was crossed with wolf hounds so long ago. It is also a relative of the long-nosed Lassie-type dog.

These collies share the Sheepy Hollow barn with the sheep, some goats and some black and white cats.

The nine dogs produce a couple litters of puppies every year according to Jagger.

"I sell them to farmers who raise sheep and other farm animals, people who need a good herd dog, and to almost anyone who loves these dogs like I do."

Now you may feel you have an animal as smart and



Walt Jagger of Hop Bottom breeds and trains these Border collies to work with his sheep on this Sheepy Hollow farmstead that he built. It takes

Jagger about six months to fully train his collies to work with the sheep.

as productive as Jagger, but getting it on television may be a little harder than it seems.

"I sold some sheep to a man who was a friend of a man that worked at Screen Gems. That's how this all came about," Jagger laughed.

So if you can't get your animals in the limelight of the television world, at least look for Jagger's extraordinary animals hard at work around a Volkswagen during the next break in your favorite tv show.



Here one of the collies is herding the sheep, continually keeping an eye out for any strays.



The collies, used in a 30-second commercial for Volkswagen, had to herd 30 sheep over the hill to the car where a crew stood waiting.



It took almost two days of working in a hot August sun to get the sheep by the car in the manner Screen Gems wanted it done. Cap and Jessie, the two dogs seen in the commercial, held up pretty well according to Jagger.

## Farm equipment companies to merge

ST LOUIS PARK, Minn. — A. A. Kole, president of Chromalloy Farm and Industrial Equipment Group recently announced plans to merge four autonomous operation divisions within the group into a single operation.

The companies to be consolidated are Arps Corporation of New Holstein, Wis.; Hawk Bilt Company of Vinton, Ia.; Kewanee Machinery of Kewanee, Ill.; and Schwartz Manufacturing of Lester Prairie, Minn.

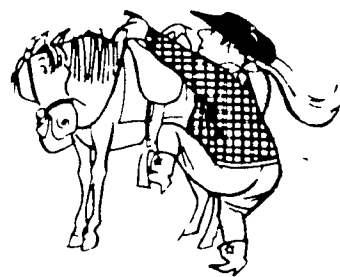
Gerald L. Gross, president of Kewanee Machinery, has been named president of the newly formed company which will be headquartered in Kewanee, Ill. Additional appointments will be announced as they are made.

The purpose of consolidation, according to Kole, is to offer distributors and dealers now handling one of the company's brands, an opportunity to broaden their sales by adding other Chromalloy farm lines.

"Since the total consolidation timetable extends beyond 1981, we plan to maintain the individual company's product brand name and models for the present," said Kole.

Consolidation of certain marketing and administration functions is already underway with the ultimate goal being broadening of products and distribution of Chromalloy Farm Equipment on a worldwide basis, he concluded.

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