

# Farm Business News

## Brown named manager

CARLISLE — Marvin V. Brown Jr., former manager of the International Harvester farm equipment dealership at Ephrata, has been named General Manager of C & W Equipment, the IH dealership in Carlisle.

Brown had been employed in the Agricultural Division of International Harvester for 20 years after graduating from Dickinson College, Carlisle. His career with IH began in the Harrisburg District in 1954.

Brown and Fred Seibert, who will be working fulltime in sales, promise an aggressive parts, service and sales operation, designed to efficiently serve today's modern mechanized farmer.



M. V. Brown Jr.



Bob Bucher, Commonwealth's vice president-manager, Agriculture Department, receives the first Distinguished Service Award from PEMA's Galen Buckwalter, right. With Bucher are Commonwealth's Herbert Kauffman, executive vice president; Rodney Miller, president, Lancaster region; and Pam Klahr, marketing representative.

## PEMA honors Commonwealth's 'eggstravagant' effort

LANCASTER — The Consumer Education and Research Committee of the Pennsylvania Egg Marketing Association has recognized the efforts of the Commonwealth National Bank in promoting, assisting and supporting the egg industry in 1981.

Their first Distinguished Service

Award was presented to representatives of Commonwealth at PEMA's monthly meeting, held last Friday evening at the Sheraton Conestoga.

"The Committee recognizes that many persons and organizations have supported the egg industry

during the past year. However, this award is designed to honor an allied organization for outstanding contribution," stated PEMA president Galen Buckwalter.

To qualify as an 'outstanding' egg promoter was as easy as stirring an omelet — that is unless its being fried in a 4½-foot pan. But that's just what Commonwealth National did to give May's Egg Month its biggest kickoff.

Along with the incredible omelette that was fried before the eyes of hundreds of spectators throughout southeastern Pennsylvania, the bank purchased 10,000 cookbooks featuring egg recipes, 2,000 egg spatulas and 2,000 egg separators that were handed out to customers.

And besides cooperating in the City of Lancaster's Egg Month promotion, Commonwealth put on its own campaign and cooked up more than 700 dozen eggs in the effort. This month-long promotion involved Commonwealth's 45 area branches, concentrating, however, on the York, Carlisle, Harrisburg, and Lancaster areas.

Commonwealth's advertising department went to work and coordinated the month's media coverage. The bank purchased full page ads and live radio coverage for the 'incredible, edible egg.'

In making the presentation last Friday, Buckwalter stated, "Tonight we applaud Commonwealth National Bank for their interest and contribution to our industry."

Richard R. Hill Jr., research agronomist and research leader, U.S. Dept. of Agriculture, Agricultural Research Service, U.S. Regional Pasture Research Laboratory. His research deals with quantitative genetics and breeding methodology for autotetraploid alfalfa and other forage species. He has also conducted research on breeding for improved disease resistance and forage quality in alfalfa. He has served as associate editor and technical editor for Crop Science.

Gary W. Petersen, professor of soil genesis and morphology and co-director of the Office for Remote Sensing of Earth Resources. His major research efforts have been in the application of remote sensing to soil mapping, evaluation of soils for on-site waste disposal and the use of computer technology to improve soil interpretations. He was an editor of the Planning the Uses and Management of Land monograph.

Petersen was also elected a Fellow of the Soil Science Society of America.

## 2 at Penn State get ASA posts

ATLANTA, GA — Two Penn State age research scientists were elected Fellows of the American Society of Agronomy at the society's annual banquet.

The Society membership now totals 843.

Elected from Penn State were:

## ABS beef directory available

DE FOREST, WI. — To help cattlemen plan their 1982 breeding program, American Breeders Service has just released their new 40-page, full-color beef sire directory.

This year's directory offers a complete source of new genetics with over 70 bulls from 17 different breeds.

The directory is designed so cattlemen can easily select herd sires that meet their own breeding objectives for such important traits as calving ease, weaning and yearling growth, maternal traits and show-winning conformation.

Some of ABS' featured bulls include: C & B Western, a top Simmental trait leader for weaning weight, yearling weight

and retail cuts per day of age; Band 174, one of the highest rated Angus growth bulls available with an Expected Progeny Difference of +28.2 lbs. weaning and +66.5 lbs. yearling; Double Time, another Simmental that offers a rare combination of calving ease plus tremendous growth; Mr. Jeff, a 3/4 black Chianina and sire of superior club calves; and Chief, the top performing bull in the Red Angus sire evaluation program.

If you're interested in breeding either all or part of your herd artificially, you can obtain a free copy of ABS' 1982 Sire Directory from your local ABS representative. Or contact American Breeders Service, Box 459, DeForest, WI 53532.

## Case tractors feature new steering

RACINE, WI. — J.I. Case 90 Series 4WD tractors now have two micro-electronic control systems for better steering for better steering maneuverability, three-point-hitch draft control and depth sensing.

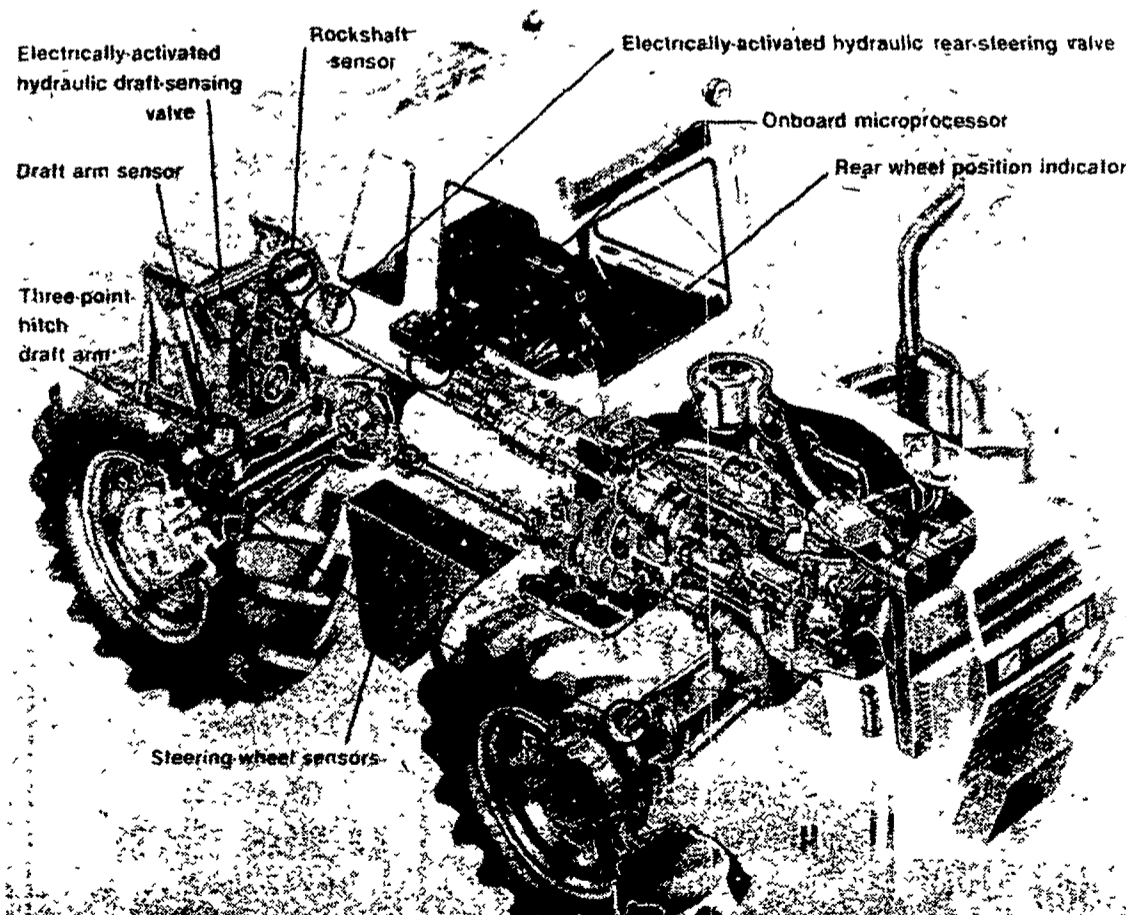
The draft control system

automatically adjusts itself several times per second to compensate for fluctuations in mounted draft loads caused by irregularities in soil and terrain.

Response time for the Case microelectronic draft sensing system is about three times faster than existing systems and was

developed to meet the higher operating speed of 4WD tractors.

The 90 Series tractors also feature Case's unique Four-Wheel Selective Steering. The four steering modes include two-wheel front steering, four-wheel coordinated steering, rear-wheel steering and crab steering.



Cutaway view of the Case 4690 four-wheel-drive tractor highlights the major components in the microelectronic steering and draft control systems. The draft control system

automatically adjusts itself several times per second to compensate for fluctuations in mounted draft loads.

## Eberly coordinating Weaver's Manbeck account

NEW HOLLAND — Clair S. Eberly, R2, East Earl, has been promoted to the position of grow-out supervisor, at Victor F. Weaver, Inc., New Holland.

He joined Weaver in 1963 as an assistant production supervisor. Since then he has held numerous positions including that of production supervisor, operations supervisor-Denver Wood Products, flock serviceman, and more recently broiler flock supervisor.

Active in community organizations, he is a member of the Industrial Management Club of Lancaster, the Lancaster Poultry Association, and the Garden Spot Young Farmer's Association.

In his new position as grow-out supervisor, he will be responsible for coordinating the flock services and grow-out programs for Broiler

Growers associated with the Manbeck Poultry Company account.



Clair Eberly