

# Farm Business News

## W&J Dairy Sales gets award



Top Achievement Award is presented Ray Kuhns, left foreground, Regional Sales Manager for Zero Manufacturing Co., to William Guhl, owner of W. & J. Dairy Sales, of R2 Oxford. The award is in recognition of a 1981 sales increase of more than 25 percent over the previous year. Participating in the awards presentation, in background from the left, are Larry Myers, Bob Guhl and Jeff Bell, of W. & J. Dairy Sales.

## Delphi introduces

### - new hog feeder line

DELPHI, Ind. — A new line of Farmcraft In-Line Feeders designed to give years of longer service has just been introduced by the Delphi Products Co. division of Underhill Industries, Inc., Road 421 north, Delphi, Ind.

These Farmcraft feeders have wear and corrosion-resistant feed compartments that are coated inside and outside with a fused-on tough glass coating (similar to the glass coating in an A O Smith Harvestore) over a 14-gauge steel base. This porcelainized surface is as smooth as a dish, inhibiting the formation of bacteria and promoting animal health. This glass is a hard shield against deterioration and wear. The hoppers are built heavier than normal, of 16-gauge heavily-galvanized steel.

The feeders are shipped with the porcelainized bases completely assembled, and the hoppers are knocked down, easily assembled with common tools.

There are nine sizes of single-side Farmcraft feeders, with three to 12 feed compartments total, with feed capacities of from 13 to 50 bushels.

The double-side feeders can be installed in a fence line out-of-doors or in a pen partition inside a confinement building, in order to serve two pens. Also, they can be set in the center of large pens.

The feed hoppers contain an infinite-adjustment feed control. Internal feed agitation prevents feed from bridging. Tops to make feeders waterproof are optional. So are trough lids.



Farmcraft feeders feature a fused-on glass coating to reduce wear and corrosion.



John and Barry Kreider, dairying agribusiness father and son, are shown against the backdrop of the Show-Ease Stall Co. sign on the family business located along

Willow Road, east of Lancaster. Started 20 years ago on the barn floor, Show-Ease is now well recognized in dairying circles.

## Dairyman's better idea launches a business

BY DICK ANGLESTEIN  
LANCASTER — Quite often, it's the little things in life that have a way of shaping the bigger ones.

Such it was with John E. Kreider, Lancaster County dairyman.

Member of a pioneering dairy family that is now in its seventh generation on Trout Spring Farm, Willow Road, east of Lancaster, John always had a desire to improve the care of his cows.

"Quality not quantity" is the basic tenet of his dairying philosophy.

Twenty years ago when this desire for improved care was at its zenith, he happened to receive a load of oats all the way from New York State.

The chance coincidence of the two — the desire and a load of oats — led the Kreider family into a business, Show-Ease Stall Co., which is now known wherever dairymen still emphasize the need to tie a cow in order to give that individual daily attention.

"It was back in 1962," Kreider recalled.

"We were getting ready to double the size of the herd, going from 22 to 45 head.

"I've always been a tie-stall dairyman. The only thing available then was either the yoke or comfort stall.

"One was good for the farmer and the other good for the cow. I wanted something that was good for both.

"At just about that time I got a load of oats from Irvin Weaver, of Blue Gill Farm, near Bath, N.Y.

"Irvin and I had gone to Lancaster Mennonite High School together, but this was the only time I had ever bought a load of oats from him.

"He brought the oats down and I explained my problem concerning the expansion.

"He told me not to do anything until I came up to his area to see what some of the farmers were using.

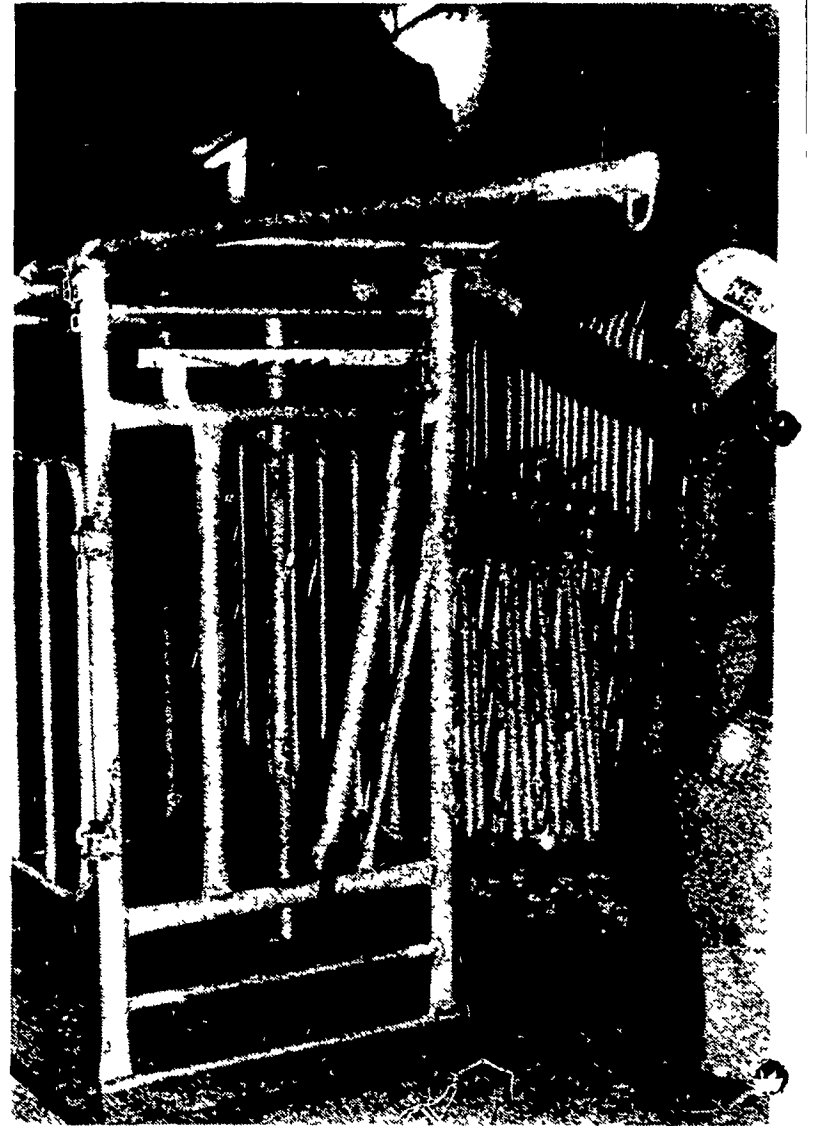
"We went up and contacted the county agent. He took us to a few farms, but it just wasn't what we were after.

"Then, we went 70 more miles and as soon as I saw that farm I knew it was what we wanted."

Kreider came back to Lancaster and used the stall idea in his new barn addition.

"The first time we saw that type of stall, we could see that it really showed off the cow," he said.

"In fact, some of the New York farmers called it a show stall.



Finishing touches are put on a work chute by Mahlon Shenk for a customer of Show-Ease who does custom clipping and grooming.

"And, it provided an easy way of taking care of the cow."

And there was born the Show-Ease Stall, whose idea and acceptance has spread extensively from Lancaster County beginnings.

Wherever cows are tied, a good many of the stall piping fixtures contain the Show-Ease stamp. And if they don't, it's a pretty good bet they're close copies.

Many agribusiness firms, large and small, consider it quite a publicity coup to get their product on the cover of a national farm magazine.

Well, Show-Ease has had two full-color covers in Hoard's Dairyman during the past couple of years. The photos were taken by the magazine primarily to show the cows, but in each it's quick to determine in whose stalls they are so easily shown off.

Since one of the barn photos is in West Rutland, Vt. and the other in Pierceton, Ind., the spread of the better way found by a Lancaster County dairyman is simple to trace.

"The neighbors actually got us started in the business," Kreider said.

"They came, looked over our installation and liked it.

"From there on, they sold themselves. Now, every major manufacturer has copied it in one way or another."

The business started on the barn floor. That's where the first stalls were made.

Then, it was an oversize farm shop.

And, four years ago, the company moved into a new 60 by 120-foot building at 573 Willow Road, just adjacent to the farm.

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