

Metric in farm machinery inevitable, says Deere manager

HERSHEY — "The change to metric is inevitable," announced John A. Conrads, manager of Technical Service for Deere and Company of Moline, Illinois. Conrads was addressing a group of state agricultural marketing officials here at the Convention Center on Monday.

Speaking for Deere, Conrads described the conversion of farm machinery from the American standard measure to metric as an "evolutionary process," necessary in order for the United States to remain competitive in the international marketplace.

Deere introduced a complete moldboard plow line that is all metric three years ago, said Conrads. The only thing that isn't metric, he smiled, is the tail wheel.

Changing over to the metric measure has not cost Deere any

additional money, reported Conrads, who qualified his statement by pointing out the switch to metric was done at the same time the model was redesigned and retooled.

What about the cost to the farmer? According to Conrads, the only expense a farmer might have is about \$100 for a new set of tools. Chuckling, he added most farmers already have "metric" crescent wrenches.

Are there any cost savings as a result of metric measure in farm machinery? Conrads said "yes," citing a \$380,000 saving on combines realized by Deere when they converted to metric sheet metal in constructing the grain gobblers. Because of the metric sheet metal's thickness and size, Conrads reported there was less waste.

Along with plows and combines, Deere is incorporating metrics into its 955 cubic inch diesel V-8 engine, used in large tractors and earth-moving equipment.

Presently, Deere has what Conrads termed "dual capability" in 90 percent of its farm machinery and in 90 percent of its factories. Conrads explained dual capability means the ability to change from American standard measure to metric "by flipping a switch" — a machine is manufactured with both inch and metric dimensions.

When will Deere take the plunge and throw away its old thirteenth-sixteenths socket wrenches forever? "Only when it becomes reasonable, both in time and cost," answered Conrads.

Deere is not the only farm machinery company heading toward metrics, said Conrads, adding most of the major competition is making comparable changes. "All the international companies are hurting staying with the inch system," he said.

Conrads explained that although 75 percent of Deere's machinery sales are within the boundaries of North America, 25 percent are in the world market. These foreign sales, which demand metric machinery, represent \$1½ billion which would be lost if the change to metric wasn't made.

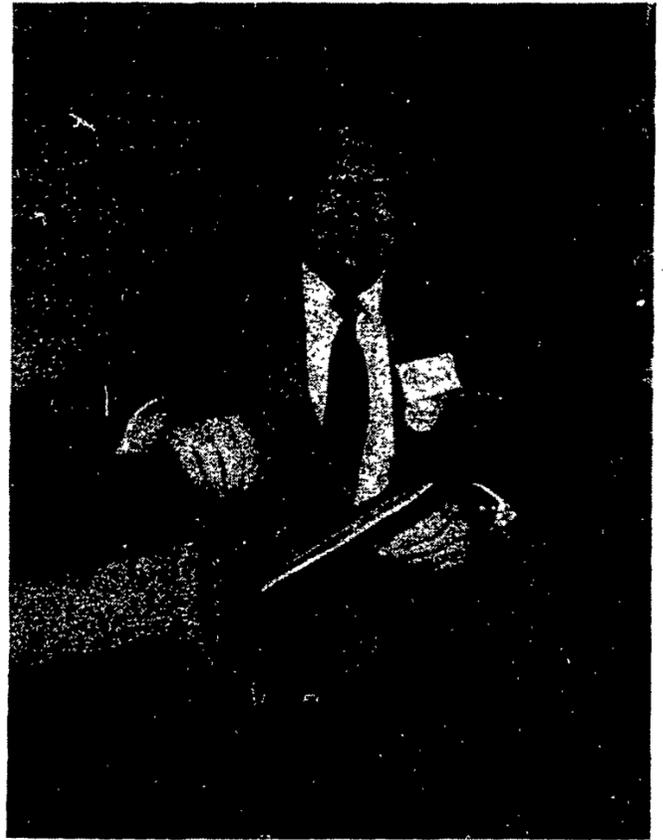
Conrads stressed the European Economic Community already has threatened to enforce old laws that stipulate no non-metric products can be imported into its member countries.

Speaking from experience, Conrads added U.S. companies

must learn to "do what the market wants." He referred to the \$150 million lost by Deere before the company learned to make the type

of tractor the European market wanted.

"Companies can't afford to wait," Conrads concluded.



Deere's John Conrads claims metrics is "inevitable" for farm machinery manufacturers if they want to remain competitive in the world marketplace. He was speaking to the National Agricultural Marketing Officials in Hershey on Monday.

Knight bull to Select Sires

PLAIN CITY, Oh. — Woodbine Ellas Incredible-ET, a young bull bred by George III, Paul, Cynthia & James Knight, Airville, has been chosen to enter Select Sires Program for Genetic Advancement (PGA) sire sampling system.

Based on his outstanding pedigree, this bull calf has been designated a Super Sampler and his semen is now available to all Holstein breeders. Incredible is one of very few Holstein bulls from throughout the United States to be selected as a Super Sampler in 1982.

Northcroft Ella Elevation is the world-famous dam of Incredible.

An "Elevation" daughter, she is scored Excellent (97-2E), and Excellent on mammary. Along with being named All-American and All Canadian Aged Cow in 1981, she has several records over 32,000 of milk and 1,100 of fat. Her best record was made at five years, nine months with 44,143 of milk, 1,696 of fat in 365 days. Ella has an index of +2,968 of milk and +112 of fat.

Incredible was bred to have a concentration of "Elevation" blood. His sire is an "Elevation" son, Marsfield Elevation Tony. Mars is the "Elevation" son that Select feels will compliment Ella most.

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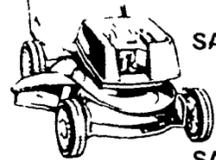
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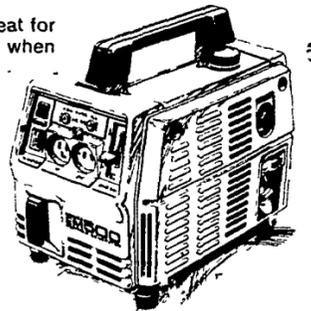
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