

Farm Business News

Turner joins Beachley-Hardy

SHIREMANSTOWN — Jan Turner, 2636 West Fourth St., Williamsport, has joined Beachley-Hardy Seed Co. as a sales representative, according to Hugh MacWilliam, general manager. Turner will be working in Northeast Pennsylvania and Southwest New York State.

Prior to joining Beachley-Hardy, he was associated with Agway Inc., in Pennsylvania.

He is a graduate of Tri-Valley High School, Grahamsville, N.Y. He earned his B.S. in Ag Business from Murray State University, Lexington, Ky.



Jan Turner

IH sells Steiger interest to Deutz

CHICAGO II. — International Harvester has announced that it has agreed to sell for cash its 30 percent equity interest in Steiger Tractor, Inc. to Deutz Corporation, a U.S. unit of Klockner-Humboldt-Deutz AG, Cologne, West Germany. IH did not disclose the amount it will receive for its one million shares of the Fargo tractor firm.

Donald D. Lennox, IH president and chief operating officer, said elimination of IH's equity interest in Steiger does not alter the marketing agreement between the two firms which became effective last April. Under that agreement, Steiger now markets its own large four-wheel drive farm tractors through certain IH dealers in North America and compensates IH for sales made through those dealers.

IH acquired the Steiger shares in 1974. The original agreement provided, in part, for Steiger to manufacture large four wheel drive tractors to IH specifications and which were marketed by IH under the International trademark. The provision remained in effect until it was modified this past April.

Lennox said the decision to sell IH's equity interest in Steiger is another in a series of actions the company is taking to dispose of underutilized assets and redirect these additional resources to its core business, trucks and agricultural equipment.

Deutz markets a line of small and medium size two-wheel drive farm tractors through dealers for the Eastern half of the United States.

CHARLES, CITY, Ia. — White Farm Equipment Company has announced several new pieces of farm machinery, including a pair of two four-wheel drive tractors, a two-wheel drive tractor, a unique conservation tillage tool and a field cultivator.

"These introductions represent part of White Farm's continuing program to supply innovative equipment to the farm market," says Robert J. Dineen, president and chief executive officer.

"Prior to today, we have introduced eight new pieces of farm machinery within the last six months. Even though the picture of the farm economy is not the brightest, we feel it is important to continue to bring out equipment designed to help the farmer improve his efficiency and productivity."

Included in the new announcements were two new four-wheel drive tractors. The new 4-270 Field Boss, rated at 270 hp, (manufacturer's estimated engine hp) is now the largest tractor manufactured by the company. It features the new 4x4 powershift transmission developed by White Farm to provide easy, on-the-go shifting through four ranges in each gear. With this new transmission, the 4-270 has a total of 16 forward and 4 reverse speeds, with 8 field speeds between 2 and 7 mph.

The other new four-wheel drive, the 4-225 Field Boss, a 225-hp tractor, (manufacturer's estimated engine hp), is designed as a high horsepower tractor with row crop capabilities. With White Farm's Over/Under transmission and full instrumentation, it offers improved operator convenience plus the extra traction of a four-wheel drive, while retaining high crop clearance and tread adjustability.

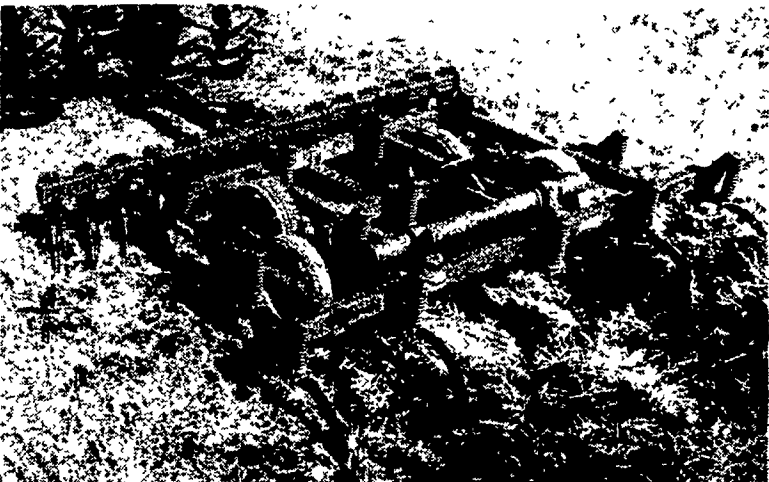
The new two-wheel drive, the 2-88 Field Boss tractor, was developed to provide additional operator comfort and convenience than the tractor it replaces. The 2-88, an 88-hp tractor (manufacturer's estimated PTO hp), would work well as either a farmer's main field tractor or as a chore tractor around the farmstead.

In addition to the tractors, White

White announces new tractors, tillage tools



This 225-horsepower model is one of two new four-wheel drive tractors introduced by White Farm Equipment Company. The other is a 270-hp. model.



Among new tillage tools announced by White is this chisel plow featuring hydraulic depth control.

Farm Equipment Company previewed two new tillage tools. The 435 conservation chisel plow is designed for the farmer concerned with soil erosion, offering him the ability to control the amount of crop residue the tool will incorporate. A hydraulically controlled tool bar allows for easy depth control, and the concave, spherical blades are mounted individually on spring cushion-arms

to easily cut and partially incorporate trash into the soil.

The new 220 series of field cultivators, from 10 to 47 feet, is suited for use with higher horsepower tractors, and can stand up to higher field speeds. The cultivators are stronger and heavier than most cultivators, and can withstand the stress of modern farming operations.

Sire Power plans open house Sept. 11

TUNKHANNOCK — The 1982 NEBA-Sire Power Open House will be held next Saturday, Sept. 11, from 10:30 a.m. to 3 p.m. at the Sire Power Headquarters in Tunkhannock.

The activities will begin at 10:30 a.m. and include tours of the barn, offices, and laboratory facilities. There will also be demonstrations of semen collections, processing procedures, and an opportunity to see the co-op in action.

Outstanding young sire proofs, new personnel, and a newly constructed office facility will highlight this year's activities.

The new office building will be completed and ready for its first preview to the membership and visitors on Open House day. Started in April, the office building consists of 13,000 square feet with 19 offices.

The master of ceremonies will be Margin Stout, NEBA Sales and Service Director. In addition, General Manager DuWayne Kutz will review the past year's business and give management comments.

A deep pit ox roast will be served

at noon by the Tunkhannock Triton Hose Company.

Family reservation tickets are available from NEBA Technician for Sire Power Direct Herd Salesmen at \$2.00 per immediate family.

Prizes will be awarded, including a drawing for a Holstein calf to 4-H or FFA members enrolled in the Dairy Project.

Millionth gallon of ice cream



Linda Seibert of Allentown, lucky winner of the Lehigh Valley Farms' million-gallon contest is personally served by the company's ice cream sales manager, Vernon Hydorn. Looking on is her son, Scott. Mrs. Seibert had pur-

chased the secretly-marked package, the millionth one processed since the new ice cream was introduced last year. Her prize was a year's supply of ice cream.



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