

Gleason & Baker serve northern Pa.

When Mansfield resident Wilbur Wood's home burned to the ground in 1978 he was quick to rebuild, but the problem of what to do with his mailbox remained. Mounted on a post that seemed scarcely up to the

task, Wood's mailbox was the familiar butt of many a joke peddled among his Tioga County neighbors.

Hearing of his plight, Gleason & Baker mounted Wood's mailbox on

Tioga County's first large 4WD tractor, a brand New International Harvester 4186, burying forever the sarcastic gossip.

Though a bit on the outlandish side, such an incident typifies the Gleason & Baker tradition of kinship with its northern Pennsylvania and New York customers.

The year was 1940 when Mr. Gleason and his partner Archie Baker began their I.H. Equipment business in a small garage in Elkland, PA. But with the post-war boom in farm equipment sales, came Gleason & Baker's new building, still in use today on the company's three-acre site bordering South Buffalo Street.

After 22 years of service to the farmers of the Cowanesque Valley, Mr. Baker and Mr. Gleason's widow, Myrtle Gleason, sold the firm to Baker's nephew, Wendall Baker, and Gleason's son-in-law, Clyde Mowry.

The two new partners shouldered sales and shop management responsibilities unassisted, until the company's growth made it apparent that more hands were needed on deck.

With the addition of former I.H. Zone Manager, Richard Jacobs, to

their sales force, the two partners began a gradual phase-out of their own duties, delegating an increasing amount of responsibility to Dick Jacobs. This strategy led to Jacob's acquisition of half the firm in late 1981, with the remaining

partner relinquishing his portion of the business to Jacobs in November of 1982.

Retaining the name of Gleason & Baker, Dick now runs the business with his wife Joyce handling the

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Because the firm had no adequate trailer back in 1979, Gleason & Baker's owner, Dick Jacobs, drove Tioga County's first I.H. 2+2 tractor to his customer's door.

Arena combines IH and GM in New Jersey

Founded as an International Harvester dealership in 1937, by Salvatore Arena and his son Angelo, Arena also handles Oldsmobiles and Pontiacs at its White Horse Pike location in Hammonton, New Jersey.

Salvatore's son, Joseph Arena, Sr., joined the firm in 1944, later acquiring sole ownership of Arena Olds-Pontiac in 1978.

A third generation of Arenas, represented by Joseph, Jr., came

with the dealership in 1977, and currently manages the automotive parts department, while his father oversees the agricultural line.

Other employees among Arena's staff of 11 include Parts Manager, Ben Bruno and Service Manager, Joseph Schulze.

Catering to Atlantic County, New Jersey's fruit and vegetable farmers, Arena handles both International's Agricultural and Outdoor Power Products lines.

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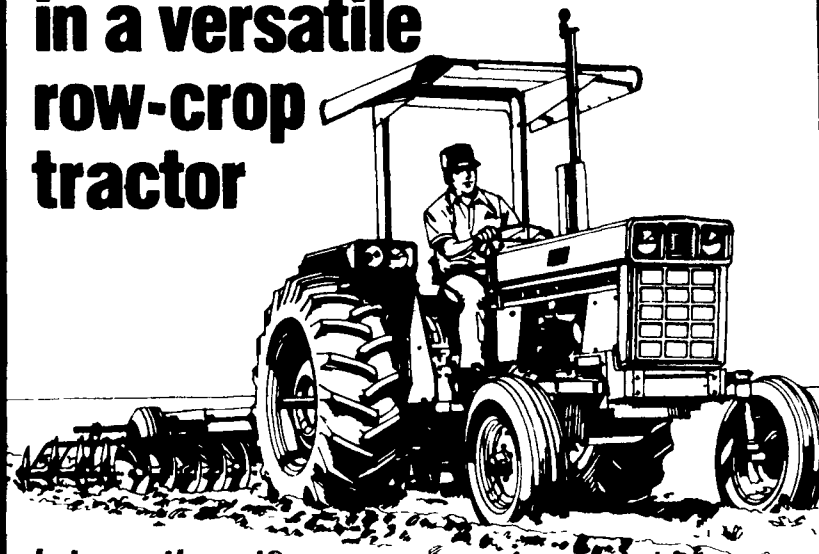
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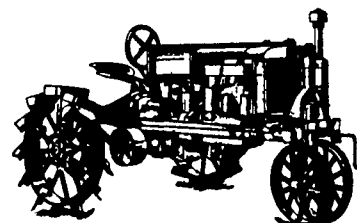
AGRICULTURAL EQUIPMENT

* Official Test

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Farmall Tractor (Built 1930 to 1932)