

Andover Tractor & Equip. Changes with Times

Andover Tractor & Equipment Inc., in the northwest corner of New Jersey is watching its environment change slowly from rural to suburban. That means a subtle in change in business for this 14 year old Ford tractor dealer.

Only 45 miles from New York City, Edward J. Smith, Andover manager, has been quite a few larger farms sold out as 5-10 acre farmettes. While business at Andover is generally up, the sales of large farm tractors is down significantly. The Ford 1000 series small diesel is the top seller among the suburbanite-farmer.

With the up-turn in the housing industry, Smith has been a big increase in industrial sales — particularly the Ford 555 tractor-loader-back hoe. "For the last few years our industrial customers have been getting along with what they had, putting off repairs and new equipment purchases," notes the Andover manager. That has changed and the construction industry is now buying replacement equipment.

This award winning dealership still support a major dairy-farming area, but the focus of that support is repairs and parts which Smith calls the most important thing that Andover does. "We have to give good service so that we get our customers to come back to us over and over again," Smith explains. That philosophy appears to be working as plans are in the works to expand the facilities

within the next two years.

Everything in the Ford line is available through Andover Tractor including new and used tractors and implements, industrial equipment, parts and service as well as the entire lawn and garden line.

The people who make up Andover Tractor & Equipment are: Smith; Lindsey W. Dwyer, parts and service; Etta Davis, office and the shop crew of Doug Scott, Gerald Walker and Owen Aukema. Some of these people will be at the Andover display at the Sussex County Farm and Horse Show, Aug. 5-12.



Ford 8N



MEET THE NEW FORD TW-5

If you're like many farmers, chances are you need a solid 100+ hp tillage tractor. Yet you don't need to pay for more power than you can use. That's precisely why Ford built the new TW-5. Check the features it may be the Ford for you.

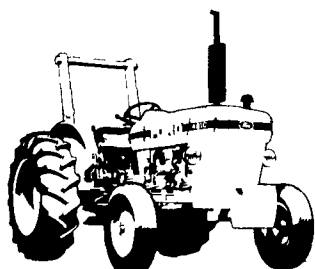
- FULL 3 YEAR WARRANTY PLUS MAINTENANCE FOR 3 YEARS. Virtually all you buy is the fuel and fluids for replenishment for the first three

years or 2 500 operating hours, assuming proper care and maintenance. See us for details.

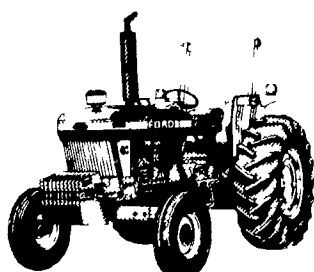
- 105 PTO horsepower*
- 16 speed Dual Power transmission
- Powerful precision hydraulics
- Built with Ford TW Series strength
- Front wheel drive and computerized Performance Monitor available
- Manufacturer's estimate

No one else covers so much for so long! Come in and see the new Ford TW-5.





Ford 4610SU Tractor



Ford 5610 Tractor

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Big turbocharged power and all-day comfort. That's the new Ford 7710! Flat-deck design provides plenty of room. Operating and performance features make for productive and comfortable work days in the field. Check the features, then come see for yourself!

- 268 cu in. turbocharged diesel engine — recent improvements deliver a 2-hp increase and better fuel economy than the 1980 model
 - 8 or 16-speed transmissions — including the remarkable new Ford synchromesh
 - Exclusive Ford Load Monitor hydraulics
 - Optional new front-wheel drive
 - 540/1000 rpm independent PTO — with new easy-feathering engagement
 - Up to four, closed-center remote valves
 - Up to 18.2 gpm hydraulic capacity
 - New operating ease — more precise and sensitive controls
 - Optional comfort cab
- *Manufacturer's estimate PTO horsepower

Come field test the new Ford 7710. It's one of ten new Series 10 World Tractors — 34 to 86 hp!



Andover Tractor & Equipment Inc.

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