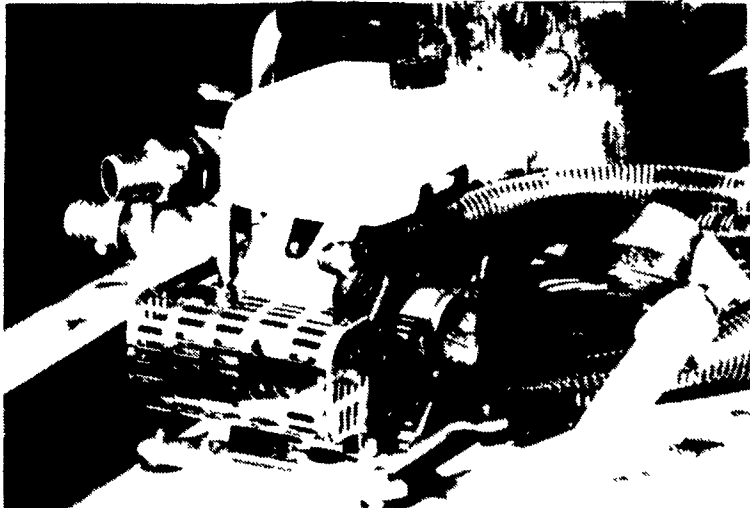




BUSINESS NEWS...



Northern Lights introduces a new, self-priming portable pump, "Super Pump."

Portable 'Super Pump' available

SEATTLE, Wa. — Northern Lights has introduced a new self-priming portable pump. Named the EP-41, it is really more deserving of the name "Super-Pump."

A little bigger than a breadbox, it weighs only 18½ lbs. The rubber-gripped handle and balanced carrying point make it easy to take to any job or emergency site. The "Super-Pump" has a removable gas tank and an easy pull recoil starter.

It is truly versatile. Boat owners use it to pump bilges and wash down the decks. Home owners pump pools and drain flooded

basements. With a discharge capacity of 80 gallons per minute, even farmers consider it a handy irrigation tool. Its 136 foot reach makes it a reliable choice for fire protection.

The compact pump is engineered to combine heavy-duty features with lightweight materials. Its cast aluminum engine block is heavily gusseted for strength and has an integral cylinder liner of hardened steel. Smooth operation, even in muddy water, is assured by the pump's open-type impeller.

From Alaska Diesel Electric, P.O. Box 70543, Seattle, WA 98107.

New Idea starts on road back

COLDWATER, Oh. — New Idea Farm Equipment Corporation, a wholly owned subsidiary of Allied Products Corporation, announced the appointment of Bernard L. Nielsen as vice president and general manager.

Nielsen said, "We will continue with the manufacture and sale of existing product lines and maintain an aggressive attitude toward new products. The future prospect for profitability will be significantly influenced by New Idea's ability to respond to new product requirements and the opportunities that may exist for supply of products to other farm equipment companies. New Idea must continue its all out effort to return to a profitable status. This can only be achieved through its most important resources which are the people and the existing dealer organization. I am confident that with continued hard work and commitment, New Idea will make a profitable contribution to Allied Products Corporation."

In the original announcement regarding the sale, Richard A. Drexler, president of Allied, stated, "While the farm equipment industry in general has suffered along with the American farmer in recent years, Allied's farm equipment business has remained profitable. We therefore believe a farm equipment business can achieve good profitability even when it is geared to present depressed industry sales levels and that both the farmer and the farm equipment industry have an excellent longer term future."

Company operations through May of this year employed the services of over 700 people. Due to the continued depressed status of the farm equipment industry,

employment had dropped to less than 400 people in early June. The outlook for the future is somewhat difficult to project due to the status of the industry. At present, however, the company has been calling back some plant workers as production is required.

New Idea Farm Equipment Corporation has agreed to recognize the United Steelworkers of America as the representatives of its production, maintenance and plant clerical employees. Negotiations with the Steelworkers on a new contract are scheduled to begin in late August. During the interim period the Company has indicated its intention to hire needed employees from the pre-existing Avco layoff recall roster based on seniority, skill and ability. Letters to that effect were sent out on Friday, July 20 to all active and laid off employees to

Chevron cites new herbicide

SAN FRANCISCO, Cal. — Chevron Chemical Company has announced that it has placed into its development program a postemergence grass herbicide called Selectone.

The company hopes to have the Chevron-discovered compound registered and on the market within four years, said R.D. Wessel, Manager of Development projects. Entering the compound in a full-scale development program represents a major resource commitment to the new herbicide on the part of the company, Wessel said.

Selectone, which is the trademarked name for experimental compound number RE-36290, has shown excellent pre- and postemergence control of grassy

Silage mixer feeders reported

DES MOINES, Ia. — Massey-Ferguson has introduced three new silage mixer feeders for more efficient livestock feeding for open feedlot and dairy farmers, as well as hog and sheep producers. They are the MF 546, MF 544 and MF 542 Silage Mixer Feeders.

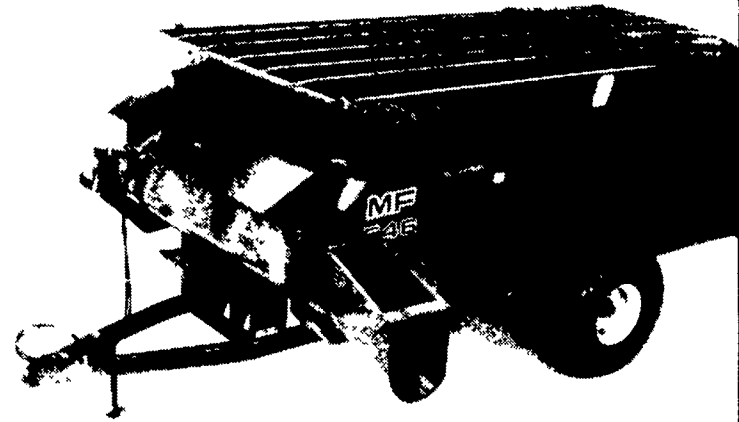
The MF 546 is available with a mixing box capacity of 250 bushels (310 cu. ft.), the MF 544 with a capacity of 175 bushels (218 cu. ft.) and the MF 542 with a capacity of 155 bushels (193 cu. ft.).

Their low box profile and compact design make them easy to load in bunkers and maneuver in tight areas, under grain chutes and around feedlots.

All three units rapidly and thoroughly mix and blend various ingredients, corn silage, oatlage, haylage, grain and supplements. A chain driven endless apron inside the box provides a unique tumbling action for a uniform ration.

A rear baffle and top shield reduce load on the chain during over-full conditions, and a top chain cleaner prevents feed from travelling behind the baffle.

A 12-inch diameter power unloading auger allows quick, even bunk filling. An optional hydraulic door opener with automatic clutch is available on the MF 544 and MF 546. This feature automatically engages the discharge auger when the door is open and disengages the



The MF 546 is one of three new silage mixer feeders introduced recently by Massey-Ferguson. Mixing box capacity of the MF 546 is 250 bushels (310 cu. ft.) A rear baffle and top shield reduce load on the chain during over-full conditions, and a top chain cleaner prevents feed from travelling behind the baffle. A 12-inch diameter power unloading auger allows quick, even bunk filling.

auger when the door is closed. An optional axle riser raises the box four inches for increased discharge height.

An electronic digital scale system is another option available on all models. This system provides total cost-control of ration

by measuring ingredients accurately. It will also weigh rations out to the bunks for accurate feeding and record keeping. Two scale pivot brackets allow scale placement to suit individual farming operations.

Commission to study agriculture export policy

WASHINGTON, D.C. — A proposal to create a national commission on farm trade and exports was endorsed here today as a step toward "preserving and expanding" international markets for U.S. agricultural products.

Alex McGregor, vice president of The McGregor Company, a fertilizer retail business in Colfax, Wash., speaking on behalf of The

Fertilizer Institute, told a joint House committee hearing that "four years of declining farm exports and steady ebbing of America's share of the farmers and those who supply them."

With two-thirds of U.S. wheat and much of the nation's corn and other crops now raised for export, he said, stronger, more effective methods must be found to expand U.S. farm shipments overseas.

McGregor, a member of the Institute's agricultural policy committee, appeared in support of a House joint resolution calling for establishment of a National Commission on Agricultural Trade and Export Policy. He said such a commission would provide

evaluation and analysis of the current "patchwork quilt" of federal farm export programs, and would offer an opportunity to build a foundation for more productive, better-coordinated programs that will "better serve the farmer and the nation."

The proposed national study commission would be composed of 35 members — 20 to be chosen from the private sector, 12 from the Congress, and three from the executive branch. The secretary of agriculture would provide some resources, and private donations would be sought to fund an independent staff.

Pertl gets Sire Power post

TUNKHANNOCK — Roger C. Pertl, Butler, is named to a new position as District Sales Manager for Sire Power, Inc. He will be serving the Western Pennsylvania area, according to Michael Creek Sire Power's National Sales Manager.

Pertl will be managing established areas and opening up new territory for Sire Power in Western Pennsylvania. His duties will include direct herd semen sales, delivery of semen, supplies, and nitrogen direct to the farm, teaching A.I. training schools, supervising A.I. technicians, and promotion of the GOLD Sire Development Program.

He brings to his new position a strong background in agriculture. He is a May, 1983 graduate of Penn State University with a Degree in Dairy Production. Roger also carried many related subjects and other courses supporting his employment interests. While attending school, he was a member of the Penn State Dairy Science Club, member of the Penn State Dairy Judging Team, and secretary of Delta Theta Sigma, a social and professional agriculture fraternity. He was on the dean's list three times.

Prior to his appointment, he worked during the summer of 1983 as Administrative Officer and Intern for the PA Department of Agriculture in the Department of



Roger C. Pertl

Agricultural Exports. He compiled an Agriculture Export Directory for Pennsylvania and visited farms and companies as a representative from the PA Department of Agricultural Export. He acted as liaison between foreign buyers and domestic sellers. During the summer, 1982, he was a salesperson for Northrup King Seed Company managing consumer products for three states in the Eastern Division.

He was born and raised on a 300 acre dairy farm in Erie County.