



White Oak acquires Grubb Supply

BY GLENN KNIGHT
ELIZABETHTOWN —
"Ultimately, if the farmer succeeds, so do we," is the simple philosophy of White Oak Mill.

Brothers John and Mark Wagner note that with the grace of God and a staff of good employees, their business has out-grown its facilities in only eight years. To meet the needs of their customers, White Oak has taken over the century-old Grubb Supply Company in nearby Elizabethtown.

White Oak offers its own brand of feed to its customers, 90 percent of which are hog farmers. Grubb has been selling its Garden Spot Dairy Feed to most of its customers.

The White Oak operation will move to the Grubb location and do business as White Oak. They will continue to sell their own brands of feed — both White Oak and Garden Spot. No employees will be lost in the 12-mile move, in fact they plan to hire two more dairy specialists — one more for Lancaster County and one for Franklin, Cumberland and Dauphin Counties.

White Oak currently services Lancaster, York and Adams Counties while Grubb has been mainly in Lancaster County. The new company will have seven delivery trucks and 30 employees.

According to John Wagner, "The move will give us better manufacturing facilities, increased storage and access to both rail and highway transportation. Elizabethtown is closer to the center of our marketing area." Adding to the convenience of the new facility will be toll-free telephone lines for customers.

Even with the expansion, the Wagners believe that they are still small enough to offer personal service to their hog and dairy customers. Mark notes that farmers can still call up and talk with the owners if they need to.

"We make a high quality feed and market it directly to the farmer saving them the middle-man's charges," notes John. White Oak had been affiliated with a national brand of feed but about four years ago they became dis-satisfied with the lack of control they had over the product. They gave up the franchise, developed their own formula and started selling the White Oak brand. Apparently it has worked — gross sales have increased from a half million tons in the first year to 10 million only eight years later. "We simply outgrew our former grist mill at White Oak," said John.

In addition to expanding into the dairy market, the move to the E-town plant will allow the bigger company to offer grain exchange, storage and even grain purchasing to their customers. The larger retail facility will also offer things



John and Mark Wagner get some help from the Grubbs, Paul Sr., and Paul Jr., in identifying the new White Oak Feeds store. White Oak took over the former Grubb Supply in Elizabethtown on Aug. 1. The new company will continue both the White Oak brand of feeds for hogs and the Garden Spot Dairy Feed brand.

like shavings for bedding, small animal foods and medications.

They will even be able to merge high technology with White Oak's office management computer and Grubb's forage analysis computer both available.

Paul Grubb Jr., will continue with White Oak as the assistant controller, Paul Grubb Sr., who

has been in the business since 1927 and recently stepped down as owner, will stay on as a dedicated employee.

How do you stay competitive in the highly volatile feed business? "We are listening to and meeting the needs of the agricultural community," is John Wagner's method.

Krause honors C.B. Hooper

HUTCHINSON, Kan. — C.B. Hooper & Sons, Inc., Main Street, Intercourse, was recognized for their outstanding sales performance at a gathering of more than 800 farm equipment dealers and their wives in Hutchinson, Kansas.

Charles Hooper, owner of C.B. Hooper & Sons, was present at "EXPO 84" to accept the award. The expo was held by Krause Plow Corporation, a manufacturer of farm tillage equipment, to demonstrate its new and improved product lines to its nationwide dealer network.

According to Floyd Barkman,

Krause advertising and product promotion manager, "In view of the current farm economy, this achievement has been outstanding. C.B. Hooper is a very progressive farm equipment dealer, and one that we're proud to be associated with."

During the Expo the dealers watched 15 units demonstrated in the field, including the newest Krause product, a line of grain drills. The dealers also toured the modern Krause plant and attended an evening banquet which featured Dr. John Marten, staff economist for Farm Journal Magazine, as keynote speaker.



This new RP Series of round balers from Vicon features a wide open feed inlet and a fixed dimension open bale chamber to make starting and finishing perfect round bales easier than ever before.

Vicon reports round balers

CHESAPEAKE, Va. — Vicon Farm Machinery, Inc., Chesapeake, Va., introduces two new fixed chamber round balers designed to make starting and finishing smooth, even-shaped round bales easier than ever before.

The Series RP 1210 and RP 1510 round balers produce four-foot and five-foot bales, respectively, with a high density, weatherproof outer shell and a less dense inner-core that cures slowly and naturally.

The new Vicon RP round balers feature a full-floating pick-up that cleanly lifts the crop into a wide open feed inlet. The crop is then evenly distributed into the full width of the bale chamber where it tumbles, loosely compacting the bale from the outside inward. This eliminates weaving on the window

and assures the operator of an even, tightly wrapped bale core every time. All types of hay, corn stover or any other crop residue can be handled with Vicon's new round balers.

The new Vicon RP round balers are manufactured at Vicon, Inc., Cambridge, Ontario Canada and are currently available at Vicon dealers throughout the United States.

Vicon Farm Machinery, Inc., Chesapeake, VA, is one of the North American daughter companies of Vicon B.V. Vicon markets a wide range of square and round balers, disc mower/conditioners, disc mowers, rakes, tedders, tedder/rake combinations, seeder/spreaders, sprayers and tillage tools.



Charles Hooper, center, of C.B. Hooper & Sons, Inc., Intercourse, receives award from representatives of Krause Plow Corporation, Daryl Peifer, left, and Gayle B. Bri.