

A.O. Smith calls for more computer education

MILWAUKEE, Wisc. — The growing use of business computers by farmers places heavy responsibility for education on financial lenders and computer systems developers, Roger H. Zorn, general manager of A.O. Smith's Farm Management Products Division, told farm lenders at a fall conference in Chicago.

As professional farmers become more aware that computers — properly selected and used — can help their balance sheets," Zorn said, "lenders and software developers must work together to present farmers with unique hardware/software systems that are more than record-keeping toys."

When used for its intended purpose," Zorn said, "a business computer on the farm today is a long-range strategic management tool that allows farmers to be more professional in their approach to financial planning, equipment monitoring, production unit development and decision making."

On the other hand, Zorn said, a farm-oriented computer program or system that is not skillfully developed for long-range use, with the capability of continual updating to incorporate new technology, can be more damaging than having no computer at all.

"Few farmers have the time or interest in recording information on so-called farm software if they will not allow them to use the data to make intelligent management decisions," Zorn said. "Nor will lenders derive the full benefit from client data if they are unable to use the information easily to make lending decisions."

Zorn recommended that lenders

use five specific criteria when recommending farm business computer systems to clients:

1. The system must allow the farmer and lender to record information that will aid them both to manage the farm operation economically.

2. The hardware manufacturer should have a lengthy history of dependability.

3. The software developer should have a history of working with the farming community and understanding the farmer's short- and long-range needs for record-keeping and record-retrieval.

4. The software developer should give evidence that it is constantly updating its programs to help users take advantage of new technology.

5. The software developer must be able to present farmers with easy-to-use programs that will not be a burden on his time.

Lenders and systems developers must coach farmers to understand that today's technology is tomorrow's history," Zorn said. "Computers are dynamic instruments that continually change for the better....Therefore, smart farmers align themselves with manufacturers that will remain available to them through the years as consultants and providers of new technology."

"Farmers look to their lenders for advice in matters related to recordkeeping and finance," Zorn said. "If lenders steer their clients to computer systems that are too complex, offer incomplete software, or fail to satisfy joint lender/client needs for recording history and projecting future possibilities, both the lender and farmer will suffer."

The Farm Management

Products division of A.O. Smith Corporation is one of the nation's leading suppliers of computer systems for farmers. The division has drawn on over 30 years of A.O. Smith experience in agriculture and data processing to develop the Agri-Key series of software programs. These programs help

livestock farmers manage their enterprise in an efficient and profitable manner. The division provides IBM hardware, installation, training and an 800 toll-free telephone number to all customers.

A.O. Smith, with its subsidiaries and affiliates, is a diversified

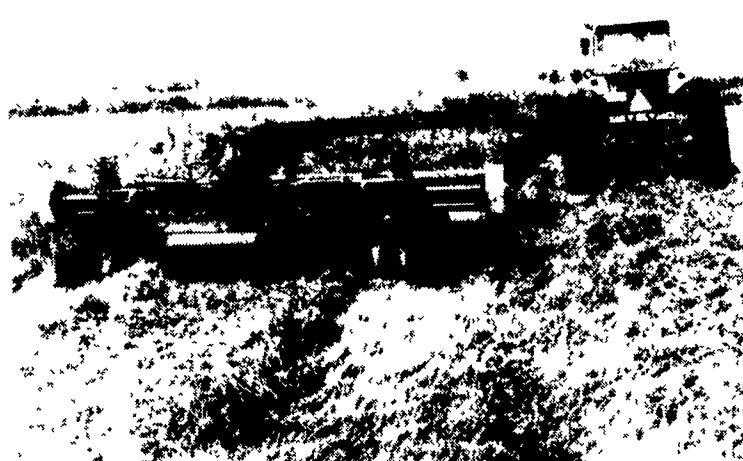
manufacturer. Its product lines include electric motors, agricultural feed storage and handling systems, auto and truck structural components, water heating equipment, fiber glass reinforced plastic piping systems, computer services and software, and agricultural financing.

Haybine MC announced

NEW HOLLAND — A new pivot-tongue Haybine mower-conditioner from Sperry New Holland cuts a 16-foot swath and conditions with 8'6" rubber rolls. The crop can be left in wide swath for fast curing or a controlled width windrow for baling or chopping without raking.

An optional kit and easily removed conditioning rolls allow the new Model 116 to windrow crops such as grass seed that do not require conditioning. Other features include counter-stroking twin sickles to reduce cutterbar vibration, and cutterbar angle adjustment from six to 12 degrees below horizontal. An optional transporter results in an 11' wide towing width.

A 14'3" header is also available. A 60 HP tractor is required.



The new Model 116 Haybine mower-conditioner from Sperry New Holland cuts on either side of the tractor and leaves the crop in a wide swath or controlled width windrow.

2 bulls to ABS

DE FOREST, Wisc. — Two Holstein bulls, Burket-Falls Polled Ed-Red-ET, bred by David Burket, Burket Falls Farm, of East Freedom; and Glendas Pen-Col Great-ET, bred by Pen-Col Farms, Millville, have been selected by American Breeders Service to enter their Progeny Testing Program.

They have been moved to that company's facilities at DeForest, Wisc., where they will join approximately 200 other bulls being tested this year.

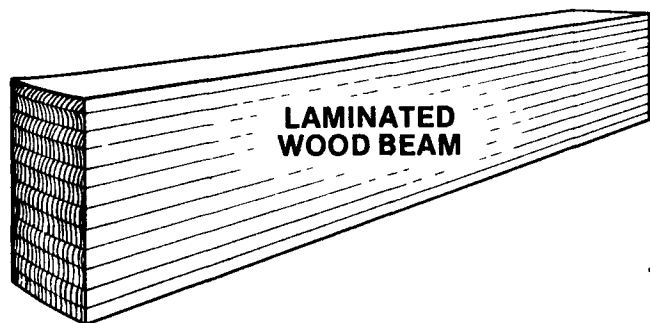
Burket-Falls Polled Ed-Red-ET is sired by Coldsprings Elevation Fagin, +\$55, +426M and +16BF. Burket-Falls Mini Mae-Red-ET, His dam, has production records to

17,306 lbs. of milk. She is classified VG-87 and is sired by Burket-Falls Houdini.

Glendas Pen-Col Great-ET is sired by Browncroft Jetson, +\$164, +1,643M and +34BF. Whittington Glendell 53, His dam, has production records to 25,390 lbs. of milk. She is classified VG-87 and is sired by Glendell Arlinda Chief.



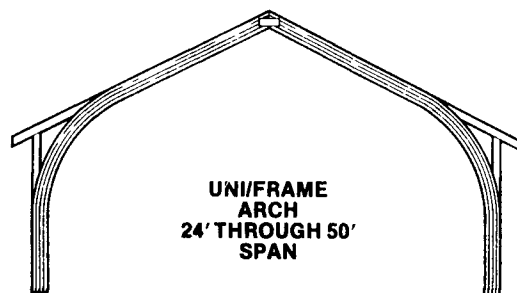
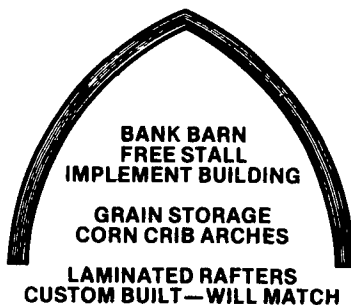
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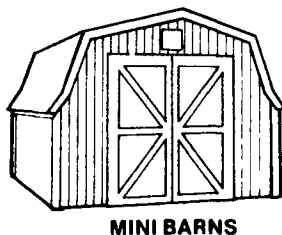
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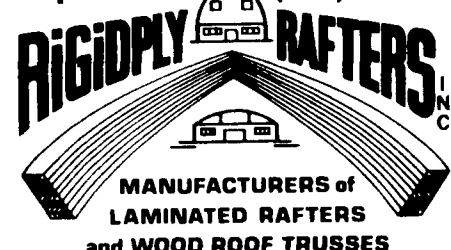
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