



BUSINESS NEWS...

Sire Power lab announces advancements

TUNKHANNOCK — Sire Power recently announced the success with which their lab personnel met the challenge of increased distribution this past year. This past year the lab sent out 1.4 million units, 200,000 more units than last year's record.

Production this past year reached a peak of 1.7 million units. The lab handled a grand total of 3.1 million units in 84-85 or 12,400 units per day.

The additional production this past year required the addition of more storage space. This was remedied by the purchase of two lazy susan nitrogen tanks. Each tank holds approximately 78,000 units.

A machine that inserts five straws per goblet was also purchased. This will serve as a backup to their present machine.

A fluorometer was added to their lineup of machines that further enable them to better serve the farmer. This machine measures a quantity of fluorescent light. The fluorescent light binds to the DNA within the sperm head, and provides them with a check on the

number of sperm per straw.

The lab at Sire Power is also doing some extensive fertility research on their bulls. This research has as its base prior research dealing with the acrosome reaction of bull sperm. With the acrosome reaction information, they can predict the bull's fertility before the nonreturn rate information on 500 services is processed.

The lab marked the first anniversary of the x-ray program with tremendous success. This program has enabled their technicians to improve their efficiencies as well as that of those who breed their own cows.

After each insemination the x-ray is developed and examined. The point of deposit is readily identified and can be adjusted prior to the next insemination. This process is repeated with numerous tracts until satisfactory results are achieved.

Each of these new techniques and systems have been incorporated to existing efficient systems to better serve the farmer.

Sire Power lists building and marketing expansions

TUNKHANNOCK — Sire Power is presently in the process of expanding their existing sire barns. This expansion is deemed necessary to meet long term goals of maintaining a strong sire lineup.

The Valley View Complex has five completed sire barns, with the sixth one scheduled for completion in 1986. This will provide housing for 240 bulls at the Valley View Farm. This combined with the 180 bulls at the Tunkhannock facilities will enable Sire Power to house 420 bulls.

Sire Power was also involved in expansion on their marketing branch. U.S. Genes is the Sire Power representative in the Western United States. They will be the marketing arm for Sire Power across the U.S.

World Wide Sires, Inc. is the

marketing arm for buyers in Europe, Africa, Australia, New Zealand, the Middle East and Asian countries.

Allied Genes is a marketing agreement with NOBA, and KABSU which Sire Power entered into this past year. Allied Genes is committed to developing and supplying superior genetics throughout the United States and the world.

Sire Power International, Inc. is a wholly owned subsidiary of Sire Power which came into being during the past fiscal year. This subsidiary will handle non-member business, and is controlled by the same board of directors and management as Sire Power.

Through these recent expansion, Sire Power hopes to continue to serve its customers with great efficiency.

Pennfield chairman dies

LANCASTER — Ernest O. Horn Sr., 86, chairman of the board of Pennfield Corporation until his retirement last September, died on Wednesday, January 16th. He resided at 3411 Davidsburg Road, Dover.

Born in Hellam Township, he was a son of the late William and Flora E. Dellinger Horn. He is survived by his wife, Ethel M. Lauer Horn.

He was the co-founder and president of the former D.E. Horn and Co., a York feed manufacturer. In 1971, when that company merged with Miller & Bushong, Inc., of Rohrerstown, Pennsylvania, Pennfield Corporation was formed and Horn was named chairman of the board.

Surviving, in addition to his wife, are two sons, Ernest O. Horn Jr., and Donald E. Horn; eight grandchildren; five great-grandchildren; a half-brother; and a half-sister.



E.O. Horn Sr.

New Gehl forage box cuts unloading time

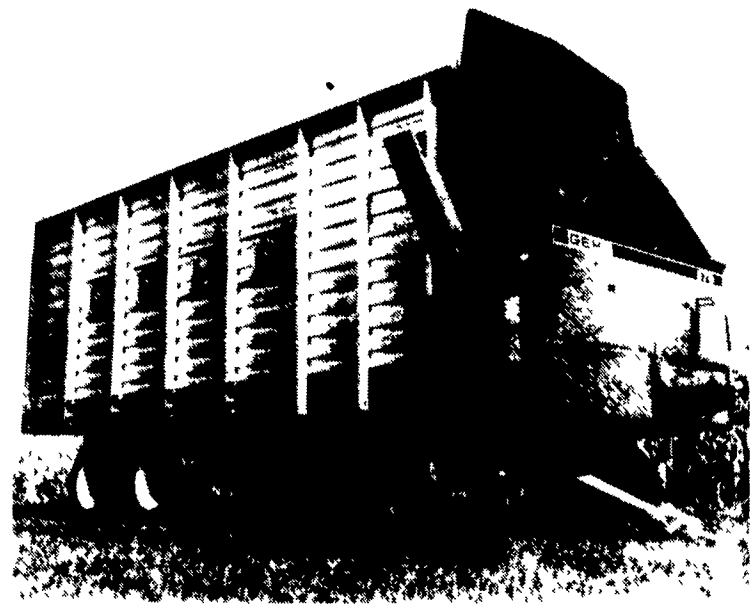
WEST BEND, WI — Gehl Company's new Model 970 self-unloading forage box features an Even-Flow third beater and a newly-designed cross conveyor. They combine to significantly reduce unloading time.

The third beater breaks up clumps of material for faster and smoother delivery into the forage blower, says Terry LeFever, Gehl Forage Machinery Product Manager. "And to match the capacity of the beaters, the wide 23½-inch cross conveyor, with No. 50 roller chain and heavy-duty slats, keeps material moving fast."

According to LeFever, "These new design features help a farmer get as much as 20 percent faster unloading speed. And the 970s are very economical—in fact, you won't find a forage box will all these features at a lower price anywhere."

The 970s feature a quick two-speed worm gear drive system, with N. 50 roller chains. Other standard features include a 667H clutch bed chain; a master safety clutch redesigned for easy reset; rear sprockets and take-up bracket located inside the box for easy access; and a metal main sill extension to provide extra support for the cross conveyor.

The sides, panels and endgate are made of corrosion-resistant steel. Upright stakes are made of all-new reinforced steel. The wood



The Model 970 self-unloading forage box from Gehl Company.

platform is treated for longer life.

LeFever points out that the steel used in construction of the 970s is superior to hot dipped galvanized, Galvalume[®] electrolytic galvanized and aluminized steels. Even when scratched, there is little chance to rust.

"To show how much confidence we have in the construction, Gehl is offering a ten-year warranty on

sides, endgate, stakes and platform," LeFever notes.

The 970 is available in five sizes, with capacities ranging from 397 cubic feet on the 14-foot model with 4-foot sides, up to 750 cubic feet on the 18-foot model with 6-foot sides.

For additional information on the new Model 970 forage box, contact Richard Burckardt, Gehl Company, West Bend, WI 53095, (414) 334-9461.

Deutz-Allis officially combines dealer net

MILWAUKEE — Resolution became reality this New Year's Day as the Deutz-Allis dealer organization gathered new strength. January 1, 1986 marked the official day that 385 Deutz-Fahr dealers joined ranks with 1,080 former Allis-Chalmers dealers, shaping a new network of 1,465 Deutz-Allis dealers.

"It was our firm commitment to bring the two organizations together by this date," said Roy Uelner, Deutz-Allis president. "Our goal was one company, one dealer organization, one sales and service team, and one product line to further solidify our position in the marketplace. We accomplished that by our target date."

Preparations for merging the two companies and corresponding dealer groups have been underway for the last several months. The two product lines have been fully integrated into one, highlighting many new products, including the Model 385 Planter, new compact and farm tractors, new R-Series rotary Gleaner combines, and for most dealers, a complete new line of haying equipment.

Consolidation of parts support has also been completed, providing dealers access to all parts through one distribution system. Seven

regional distribution centers are strategically located, and interconnected through central parts operations in Batavia, IL and Independence, MO. All customer service and order entry functions have been centralized in Batavia for greater convenience and efficiency. Whether a customer needs a part for older Deutz or A-C equipment, that part is now available through one modern distribution system.

Besides parts support, the integration of product lines also requires extensive service training for new and unfamiliar products. Service personnel at both company and dealer levels will attend service training schools in mid-January in eight cities throughout North America. This is an aggressive program that, when completed, will produce over 30,000 individual manhours of training received by participants. The entire service organization is in place and the warranty system has been centralized at the headquarters office in Milwaukee.

Dealers and their customers now also have one source for financial services. Deutz-Allis Credit Corporation is offering credit plans and financial merchandising programs to dealers of both origins, with appropriate ad-

ditional training scheduled for the near future.

As part of the development of organizational restructuring, Ray Dague, vice-president of marketing, has announced three new appointments. Ormand Scholl joins the Deutz-Allis Corporation as vice-president, market development. Mr. Scholl was executive vice-president and general manager of the Atlanta-based Deutz Corporation. Jim Peterson, formerly general sales manager for the Deutz Atlanta operation, has been named General Sales Manager-East for Deutz-Allis, headquartered in Columbus, Ohio. Ed Swingle becomes General Sales Manager-West, located in Kansas City, Missouri. Swingle moves from the position now to be held by Peterson.

"We are poised and ready for action," said Uelner. "We've made great strides in a short time frame, toward the orderly transformation of two great organizations into one that has the strength and determination to be a leader in today's equipment market. And the confidence we have is shared by the 77 new dealers now serving the North American market under the Deutz-Allis sign."

DEKALB releases two new hybrids

DEKALB, IL. — Two new early corn hybrids, DK415 and DK435, have been released by DEKALB-PFIZER GENETICS for farmer use in 1986.

"We're excited by the potential these new releases represent, both in meeting the needs of farmers for 90-95 day hybrids, and in strengthening our product line," states Kent Schulze, Senior Vice President for the company. "We offer these products only after through testing and evaluation of research and performance data."

The final tests were on-farm FACT plots in 1985. "Evaluation of 1985 performance results of the two hybrids verified our early enthusiasm," Schulze continues. "For this reason, we are introducing DK415 and KF435 in sufficient volume for widespread use by northern farmers in 1986."

The two hybrids represent an impressive addition to DEKALB-PFIZER's product line. Their characteristics are:

DK415. Formerly EXP544, this hybrid offers high yields, fast drydown, good defensive traits, and a prolific tendency when planted in lower populations. DK415 is a 91-day relative maturity hybrid (95 MN).

DK435. Formerly EXP542, this strong-emerging, high-yielding, stress-tolerant hybrid features excellent standability, Goss' wilt

resistance, and fast drydown. DK435 is a 93-day relative maturity hybrid (95 MN).

"When we release a corn hybrid, we expect it to be a top performer for a long time to come," Kent Schulze concludes. "Given the vast number and variety of tests in which our products like DK415 and DK435 have been evaluated, we are confident they will perform as expected."

Sencor tankmix approved

KANSAS CITY, MO — Soybean growers can now use a three-way tank mix of (R) SENCOR DF or SENCOR 4 herbicide with linuron and Dual (R) or Lasso (R).

Under this new registration, the SENCOR tank mix can only be applied as a preemergence broadcast with ground spray equipment according to specified soil types and dosage rates. For the optimum control of broadleaf

and grass weeds, the tank mix should be used on fine and medium textured soils with 0.5 to 3.0 percent organic matter, and sand soils with greater than 1.0 percent organic matter.

SENCOR is a product of Mobay Chemical Corporation, a diversified manufacturer of agricultural and industrial chemicals.