

BUSINESS NEWS...

Massey Increases Tractor Market Share Worldwide

DES MOINES, Iowa — Massey-Ferguson continued to increase its lead in world tractor markets last year, posting a market share of 17.4 percent despite a drop in the total world market for tractors of 3.5 percent.

M-F's share improved to 11.7 percent in Europe, to 10.3 percent in North America and 27 percent in Latin America, and it also successfully entered the Chinese market with three contracts totaling \$4.7 (U.S.) million.

In Latin Latin, Africa, the Far East and the Middle East, which together comprise Massey-Ferguson's World Export Operations sector, the company holds nearly 28 percent of the tractor market.

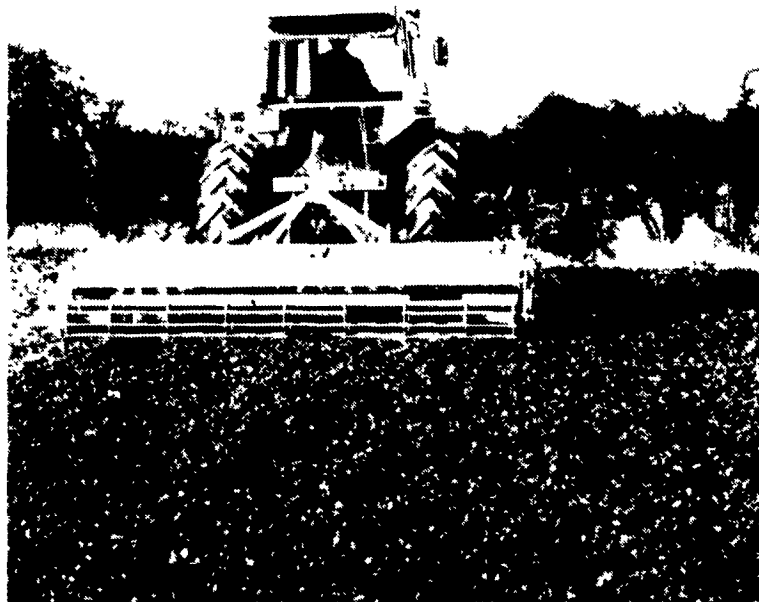
Massey-Ferguson tractors are built in manufacturing plants in U.K., France and Italy. The report reveals that between them they earned a trading profit last year of \$46.9 (U.S.) million.

Hart-Carter Introduces Twin Rotor Cultivator

MENDOTA, Ill. — Hart-Carter Company's twin rotor, ground driven (no PTO) Dyna-Drive is designed primarily as a minimum tillage surface cultivator to prepare a smooth, level, erosion-protected seedbed for uniform germination. The unit is effective under conditions where moisture, trash or heavy stubble might stop a disc or field cultivator. Its self-cleaning tines resist plugging and will incorporate trash uniformly. Dyna-Drive has also proved its effectiveness in breaking up large, dry, heavy clods where discs or culti-mulchers fail.

The speed differential between its two rotors gives Dyna-Drive a unique action in the soil. The front rotor operates at one-half ground speed giving the tines a forward, scooping action that lifts and breaks the soil into clods. The rear tines revolve three times faster than the front allowing the rear tines to shatter the clods. A trailing crumbler/roller firms the surface to protect the loose soil below.

Models are available from 7 to 16 feet working width, with depth adjustments from 1½ to 5½ inches. Horsepower requirements are well within acceptable levels, and



Hart-Carter's Dyna-Drive utilizes twin rotors to break up corn stalks, sod, vegetables and other surface trash.

because of its ability to do its job, often in only one pass, savings in both time and fuel are significant. Prices and literature are

available at Hart-Carter dealers or from Hart-Carter Company, 1501 1st Ave., Mendota, IL 61342, Phone 815/539-9371.

Ford To Demonstrate Tractors In Maryland

WOODSBORO, Md. — Ford Tractor Operations will be sending their "Power Caravan" to New Holland, Inc., Maryland stores next month.

The "Power Caravan" consists of seven semi loads of the latest in farm tractor technology. The one-day event features the new line of

Ford tractors. The new tractors will be operated by Ford's "all world" demonstration team, that has been traveling in the United States since April of this year.

The Caravan gives farmers and other agricultural leaders the opportunity to see various machines that are being used in

other countries around the world. The members of the demonstration team will be available to answer questions.

The Caravan is set to be held Friday, Sept. 5, along Maryland Route 194, one-half mile south of the Woodsboro Livestock Sales., Woodsboro, Md.

Vinson Receives ABS Award

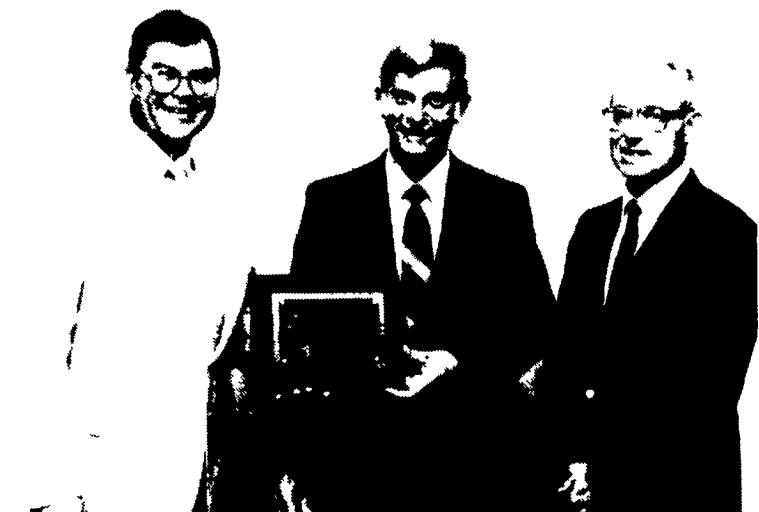
DEFOREST, Wisc. — William E. Vinson of Virginia Tech University, Blacksburg, Virginia, was named recipient of the J. L. Lush Award at the recent American Dairy Science Association's (ASDA) annual meeting in Davis, California.

The award, in the form of a plaque and \$1,500, is sponsored by Americans Breeders Service and is made annually in recognition of the exceptional contributions made by Dr. Lush to the science of animal breeding. Dr. Robert E. Walton, President of ABS, made the presentation.

Dr. Vinson, the fifth person to receive this award, is a native of Greensboro, North Carolina, and obtained his B.S. and M.S. degrees from North Carolina State University. After receiving his Ph.D. from Iowa State University in Animal Breeding in 1971, he joined the department of Dairy Science at Virginia Polytechnic Institute and State University.

Dr. Vinson's research program at this institution concentrates on dairy sire and cow evaluations emphasizing selection for

economic merit. It has gained him a national and international reputation as lecturer and speaker.



R.E. Walton (left) of ABS presents the J.L. Lush Award to W.E. Vinson as L.D. Van Vleck looks on.

Asgrow Celebrates 130 Years of Seed Production

KALAMAZOO, Mich. — This year, 1986, marks the 130th anniversary of the founding of the seed business that eventually became the Asgrow Seed Company.

"Asgrow is a subsidiary of The Upjohn Company, which has its centennial celebration this year," stated Gerald A. Welch, president of the Asgrow Seed Group.

The company's history dates to 1856 when Everett B. Clark, a Connecticut farmer, saved a crop of cabbage that had gone to seed. He sold the seed that winter and decided that the seed business might be better than farming.

He also began to sell sweet corn, and the sale of this crop became the foundation of a prosperous business, the Everett B. Clark Seed Company. His company was the first to introduce hybrid sweet corn in 1924.

In 1883, Clark and a group of about 12 other seed firms formed the American Seed Trade

Association, whose membership today numbers more than 600. Of the current membership, Asgrow is one of the five charter members.

By the 1920's, Clark's son Arthur was in charge and decided to join forces with two other seed companies that had achieved positions of importance as suppliers of vegetable seed - the John H. Allan Company of Sheboygan, Wisconsin, and N.B. Keeney and Sons of Leroy, New York. The new combination became Associated Seed Growers, Inc., with Arthur B. Clark as president. That was 1927.

"The trade name Asgrow evolved out of this new name, but it didn't become Asgrow Seed Company until 1958," Welch explained.

Although the companies which joined to form Asgrow had been carrying on plant breeding for over 70 years, the new firm officially established a breeding and research department in 1928. That tradition continues today through a network of research stations strategically located throughout the world.

In 1945, the Asgrow Export Corporation was formed to handle the expanding worldwide distribution and marketing of seeds. This business later became

known as the Asgrow International Corporation. Today, with seven subsidiary companies, Asgrow is engaged in worldwide production, distribution and sales of seed. Agronomic and vegetable seeds are marketed in more than 90 countries throughout the world.

In 1968, Asgrow joined the Agricultural Division of The Upjohn Company. "Today, Asgrow has a research and development staff, worldwide research and production facilities, a recognized leadership role in the vegetable seed business and a rapidly expanding agronomic seed business," Welch stated.

Asgrow's commitment to improve the hybrid corn product line led to the 1983 acquisition of the O's Gold Seed Company — a corn, sorghum, alfalfa and forages company headquartered at Parkersburg, Iowa. Along with the seed products produced by O's Gold came personnel and additional facilities and research locations.

"Asgrow is an important element of Upjohn's Agricultural Division," Welch concluded. "We're looking forward to a bright future and that 150th anniversary."

New Livestock Fountain From Ritchie



New from Ritchie is the Commander, a compact and economical single-drink livestock fountain. The unit is constructed of galvanized steel coated with the Ritchie CD-50 finish, and uses Ritchie valves, floats and heating equipment. The COMMANDER is 17"x20"x16" high, comes with overhead plumbing connections, easily accessible electricals, and uses 161 watts of electricity, including the supply line heater.

For more information contact: Ritchie Industries, Inc., Box 730, Conrad, Iowa 50621. Call 800-247-0025 or Iowa 800-542-0001.

Farm Toy Collectors To Hold Auction

NEW HOLLAND — An auction of antique and old farm-related toys will be held in the New Holland Fire Company's banquet hall on Saturday, Aug. 30, beginning at 11 a.m.

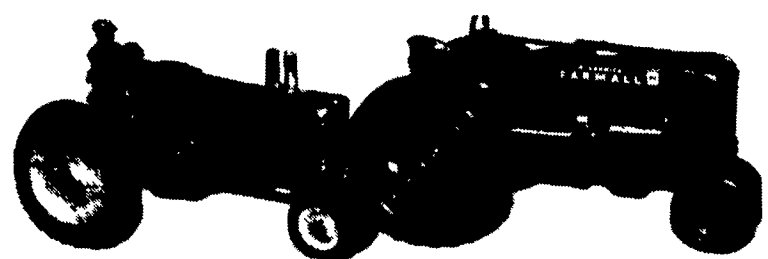
More than 400 items have been consigned, including a number of New Holland toys being entered by a collector from the Midwest.

Dave Nolt of Paradise, the sale's coordinator and toy club president, expects some rare versions of toy

tractors manufactured during the 1950s and 60s to bring more than \$100, with average prices ranging between \$50 and \$80.

Some of the toys with familiar names will include John Deere, Oliver, Massey, Farmall-IH, Minneapolis-Moline, New Idea, Case and A-C, along with a few trucks.

Food will be served, and Dale Stoltzfus of Gap will handle auctioneering duties.



Farm-related toys, such as these two tractors made in the early 1950's, will cross the auction block during a toy auction to be held in New Holland.