



BUSINESS NEWS...

Pride Seed Honors Shipman



Pride Seed Company recently honored Steven R. Shipman (center) of Mill Hall for outstanding seed sales in eastern Pennsylvania. Shipman was named Pride Master Territory Sales Manager at the company's National Sales Conference in Minneapolis on June 15. Shipman is employed by Whitney-Dickinson Seeds, Inc., of Buffalo, NY, Pride Seed's distributor in the eastern United States. Pictured with Shipman are Whitney-Dickinson General Manager, Drew Kinder, (left) and Pride Seed General Manager, Jim Hurst.

New Products Check Reproductive Status In Cows

MADISON, Wisc. — American Diagnostic Sales, Inc., of Westport, CT, today announced the introduction of three new products to its line of reproductive management tools.

"We expect these three products, Heifercheck, Calfcheck Confirm, and Equicheck, to change the way the farmer handles his herd's reproductive management," said Dr. Donald J. Silvert, vice president of ADSI. "In May of this year we launched our first product, Calfcheck, which is a milk progesterone test. Calfcheck is used for heat detection and pregnancy diagnosis at 21 days. There's been a tremendous interest in this product, which has encouraged us to introduce these new products."

The three products introduced today by ADSI are based on the same technology as the Calfcheck kit. Heifercheck is a blood-based progesterone test for non-lactating

cows. Calfcheck Confirm is a milk-based late pregnancy test which confirms the presence of a live fetus after four months gestation. Equicheck is a blood based progesterone test for mares.

In simple terms, the tests analyze one drop of milk, blood, or serum for the presence of a hormone. The presence or absence of the hormone indicates the reproductive status of the animal.

The kits include everything a farmer needs to test his cows right in the dairy barn or stable. No special training or equipment is needed, and results are obtained in less than 10 minutes with the progesterone tests; under one hour for Calfcheck Confirm.

For more information about American Diagnostic Sales, Inc. and its line of reproductive management tools, contact American Diagnostic Sales, P.O. Box 5117, Westport CT 06881.

Kit Permits Upgrading Of Grinder/Mixer

FORT ATKINSON, Wisc. — With the introduction of an Indicator Upgrade Kit, Butler Scale Systems makes it possible for customers with old or inoperative scale systems on grinder-mixers, platform scales or feed mixers to install a new Butler indicator without replacing existing functioning load cells. In addition to being economical and easy to install, a Butler OMP indicator assures precision weighing.

The Butler Indicator Upgrade Kit features an adapter which can be plugged into an existing junc-

tion-box or weighbar and then into a Butler indicator. A choice of kits is available: one for adapting a Butler OMP-10 or OMP-20 to systems with Eaton LVDT compression load cells; and one for adapting a Butler OMP-5, OMP-10, OMP-15 or OMP-20 to a Weigh-Tronix ¼ bridge weighbar.

For more information about a Butler Indicator Upgrade Kit, contact your local Butler dealer or write to Butler Scale Systems, 801 Janesville Avenue, Fort Atkinson, WI 53538. Telephone: (414) 563-5521.

Firestone Offers New Farm Tire

AKRON, Ohio. — The Firestone Tire & Rubber Company is introducing the Champion Guide Grip Four-Rib farm tire, designed to reduce tread squirm and provide longer tread life.

Larry Jensen, Firestone's marketing manager for farm tires, said the new tires offer performance and durability advantages over the three-rib construction.

He said the farm tire is specifically built for the front position of row crop tractors and will replace the company's Champion Guide Grip Heavy Duty and Guide Grip III lines in comparable sizes.

The new Four-Rib tire features a larger groove radius, standard rib heights and a flatter tread contour for improved flotation

Tenneco To Acquire Steiger Tractor

HOUSTON, TX. Tenneco Inc. and Steiger Tractor, Inc. recently reached agreement whereby Tenneco will acquire all of Steiger's approximately 4.4 million shares.

Tenneco and Steiger said Tenneco is offering \$3.50 for each share of stock, or about \$15.4 million, and will honor all outstanding obligations of Steiger and its wholly owned subsidiaries.

Tenneco Chairman and Chief Executive Officer James L. Ketelsen and Irvin E. Aal, Steiger president, said the offer has been endorsed by both companies' boards of directors and Steiger's major shareholders.

Steiger, which filed for protection June 17 under Chapter 11 of the U.S. Bankruptcy Code, manufactures large four-wheel-drive agricultural tractors and tillage equipment. It is headquartered in Fargo, N.D.

Tenneco said it plans to consolidate Steiger's agricultural equipment operations with JI Case Co., Tenneco's wholly owned subsidiary headquartered in Racine, Wisconsin, which manufactures and sells agricultural and construction equipment.

"Steiger's reputation for building durable, high quality products makes them outstanding additions to the Case IH agricultural tractor line," Ketelsen said. "At the same time, the acquisition adds to the Case IH customer and dealer base while assuring continued production, sales, and parts availability and support for current Steiger owners."

The Tenneco offer resulted from a worldwide search for a purchaser conducted by Dean Witter Reynolds Inc., Steiger's investment banker, explained Steiger's Aal.

"We concluded that this business combination with Case IH best serves the long-term interests of Steiger, its shareholders, employees, dealers, customers and the communities where Steiger and its outlets operate," Aal said.

Case IH plans to maintain Steiger's manufacturing and engineering operations at Fargo, though certain administrative functions there will be eliminated or transferred.

Consolidation of operations, Ketelsen said, will result in significant cost reductions that could not be realized by the two

separate companies.

"Not only is it important that as many Steiger employees as possible remain employed, but it is essential that the many owners of Steiger equipment continue to have parts and service support," Andrews said. "The farmer today has enough to worry about without having his equipment rendered useless because he's unable to get parts."

Steiger had a 1985 net loss of \$8.1 million on sales of \$80.3 million. For the first nine months ended June 16, 1986, Steiger incurred a net loss of \$13.5 million compared with a net loss of \$5.1 million for the same period a year ago. Sales for the current nine months were \$54.6 million versus \$66.3 million in 1985.

Steiger employs about 370 in North America. Case IH employs about 15,000 in North America and 28,500 worldwide.

Headquartered in Houston, Tenneco Inc. is a diversified company with major business interests in oil, natural gas pipelines, agricultural and construction equipment, shipbuilding, automotive parts, chemicals, packaging, agriculture and land management.

Wenger's Video Tape Service Aids Customers

MYERSTOWN — Wengers Inc., of Myerstown is offering a unique video tape service which permits customers to see farm and construction machinery being offered for sale in operation, in full color and sound, on their home TV screens.

Customers interested in a particular machine or machines can request a video tape of their choices in operation and then view the tape through a VHS Video Cassette Recorder (VCR) connected to their home TV.

Wengers is charging \$25 per machine to cover the cost of the tape cassette, filming and mailing to a customer. The \$25 will be deducted from the cost of the machine if purchased. Ten dollars of the \$25 will be refunded if the tape is returned and the machine is not purchased.

"We have decided to offer this service for two reasons," explains Lloyd Wenger, president and sales manager of Wengers, Inc.

"First, many of our customers must drive hundreds of miles to come to Myerstown from throughout our multi-state service area up and down the east coast. This video tape service will save them both time and money and still be able to see the machine in operation just as if they drove the many miles to our dealership.

"Also, VCR's have now become so common place in homes that it is practical to offer the service. VCR's are not only in use in city areas but particularly popular in rural areas where terrain or distance makes TV reception difficult."

The Wenger customer video tapes will be compatible with any VHS video cassette recorder - the most widespread now in use.

The video tape service can apply to any farm tractor or implement or construction machine being offered for sale by Wengers.

For example, a customer can request a tape of a particular farm tractor or piece of construction equipment. The following characteristics of the machine can be viewed by customers on their home TV set:

- General appearance: paint and other exterior characteristics, cab interior, tire tread, and undercarriage.
- Engine operation: sound, exhaust emission.
- Operational features: 3 pt., PTO, bucket lift and dump.
- A narrated description of the machine will accompany the visual portrayal.

Customers interested in ob-



Lloyd Wenger films video tape of tractor. The tape can then be viewed by potential customers on home television.

taining a video tape should contact the Sales Department, Wengers Inc., 251 S. Race St., Myerstown, Pa. 17067. Tel.: (717)-866-2135.

Upon completion of a request for a tape, the machine can be filmed and the tape mailed to a customer

within a few hours, Lloyd Wenger explains.

"It is another example of our use of the latest technology to better serve customers throughout an area that is growing steadily," he adds.

Lehigh Valley Farmers Launch Membership Campaign

LANSDALE — A novel approach to advertising is used by Lehigh Valley Farmers in this issue of *Lancaster Farming* to step up their efforts to recruit new members for the dairy cooperative.

Instead of one full page, Lehigh has purchased 10 ads on succeeding pages in one issue to stress the involvement of its board of directors in membership activities.

The ads have identical headlines and messages, but each features a different director throughout Lehigh's milkshed. Pictured on his own farm, each director looks to the reader, as he says, "I'd like to talk to you about joining Lehigh Valley Farmers." Each ad includes the phone number of the director.

After this multiple exposure, the campaign will

continue for a year, with a single ad every month, each one with a different director.

President Alpheus L. Ruth, who is featured in the first ad, says, "Of course, any director would be delighted to talk to any producer about joining us, but the idea of localizing the ad may have some merit. It's always more comfortable to talk to a neighbor."

In addition to President Ruth, the directors featured in the ads are Vice President Roy Hetrick, of Bernville; Secretary Norman W. Sollenberger, Fayetteville; Treasurer Robert R. Gehman, Coopersburg; Clyde W. Martin, East Earl; Robert Nearhoof, Sr., Tyrone; Lawrence Spadine, Nicholson; H. Carlyle Russell, Rome; Jason Hertzler, Milton; C. Rodman Meyers, Thurmont, Md.