

Massey 300-Series Tractors Tailored To Customers' Needs

DES MOINES, Iowa — A new range of tractors, which gives a choice of more than 10,000 variants to meet the operational requirements of farmers in any country worldwide, has been launched by Massey-Ferguson.

The new 300-Series range is the culmination of a \$3.3 million investment at M-F's Coventry, England, tractor plant in new factory equipment, plus another \$2.1 million in new computer software, which revolutionizes the

way the new tractors can be specified and ordered by customers.

Previously, because of the vast number of variants in the types of tractor wanted by farmers in different parts of the world, the plant has built largely standard machines to suit the majority requirements of individual markets, with a limited choice of optional equipment.

Now, farmers everywhere will be able to "build-up" the exact specification of the tractor they want by choosing from a whole series of product features and options that will be available for all markets worldwide.

Commitment To Customers

John Ruth, president, Massey-Ferguson Inc., said: "This is a far-reaching change, reflecting one of the most important steps in our marketing commitment to customer satisfaction. We are carefully geared to deliver precisely what our customers demand by concentrating on providing what they want, and not on what we think they are likely to want.

First evidence of the new system for customers will be Massey-Ferguson's tractor literature. New-style brochures will present

the machines in terms of all the individual features that can be put together to make up the customer's choice of specification. The literature will be the same for all markets worldwide, apart from over-printing in different languages.

Another \$4 million has been spent on the engineering development of the new 300 Series range, which extends the Coventry-built range to six-cylinder machines for the first time, and includes a total of seven basic models, ranging from 38 to 85 PTO horsepower. They replace the previous M-F 200 Series range, with the exception of the smallest model, the 38 PTO horsepower M-F 240, which remains in production.

In come new turbo-charged engines on two of the new models, and all have new styling, improved hydraulics, new transmissions, new steering and new front axles. In addition, all have new features for significantly improving ease of servicing and maintenance.

One of the outstanding engineering achievements of the range is the degree of component interchangeability. Over 1,500 of the 4,000 components the factory uses to build the tractors are common to all models. Of the

remainder, over 700 are common to the four and six-cylinder models, and another 450 are common to the three and four-cylinder models.

This streamlining of components — coupled with the heavy factory investment in flexible manufacturing facilities and computerized systems for planning and monitoring production — has paved the way for the new Product Features Specifications System, the name which Massey-Ferguson gives to the system that enables customers to make their own choice of features to "tailor" their tractor to the precise specification wanted for their own individual farming operations.

Specification Choices

The specifications they can choose from include: two or four-wheel drive; five transmissions with 6, 8 or 12 speeds; single or two-speed power take-off; hydraulic pumps and oil flows; comprehensive range of wheels and tires; hydraulic linkage and assistor cylinder options; trailer braking; and different drawbars and hitches.

Massey-Ferguson is the western world's largest producer of tractors, with a 17.4 percent market share in 1985.



Evolving from the popular M-F 200 Series, the new M-F 300 Series tractors offer two new turbocharged engines, new synchromesh transmissions and hydraulics, and new steering and front axles. Pictured is M-F 399 with 85 PTO h.p.



BUSINESS NEWS..

New Rye Grass Developed

Van der Have of Oregon Inc. has announced the development of a new Tetraploid Perennial Rye Grass called CITADEL, a mid- to late-season grass.

CITADEL Tetraploid Rye Grass is available exclusively through Servos Seed Corp., Chadds Ford, Pa., its Eastern U.S. Distributor.

CITADEL Tetraploid Perennial Rye Grass represents a new concept in forage grasses. It offers superior forage quality when compared to other forage grasses such as Orchard Grass and Smooth Grass and the potential for equaling or improving legume hay or haylage yields and quality when incorporated into legume/grass fields.

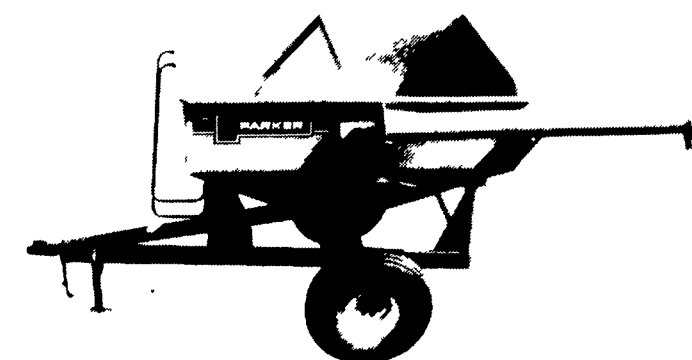
In addition, CITADEL Tetraploid Perennial Rye Grass maintains a better grass/legume balance. It does not dominate the stand like orchard grass and will not suffer stand losses due to modern day harvest schedule. Its

presence in hay fields provides superior weed and soil erosion control. CITADEL produces an excellent green manure crop.

CITADEL Rye Grasses are higher in crude protein, digestible dry matter, nonstructural carbohydrates and palatability than other commonly used forage grasses. In addition it is substantially different from ordinary rye grasses. It has twice as many chromosomes, has a higher soluble carbohydrate content, larger root system, is more palatable and digestible and possesses a potential for greater intake, digestibility, crude protein and total dry matter yield.

CITADEL Tetraploid Perennial Rye Grass is a medium to late variety. It begins to flower about the time alfalfa comes into early bloom, thereby allowing both species to be harvested when digestibility is near its maximum.

Parker's New Grain Buggy



New from Parker Industries Silver Lake, Ind., is this smaller version of the Parker high speed auger unloading grain buggy. Capacity is 150 bushels, or up to 200 bushels with optional sideboards.

Firm Predicts Possible Seed Shortages

LANDISVILLE — Drought conditions that spread over areas of the northeast and mid-Atlantic states during the past summer, coupled with the pending USDA long-range conservation program, may have an effect on availability of some farm seeds for the coming year, according to one of the northeast's major seed companies.

In a letter to field sales representatives, Hoffman Seed Company of Landisville, warns that clover, some grasses and soybean seed crops were adversely affected by the drought and poor harvest weather. The company said this has affected seed quality in many areas and resulted in lower-than-normal yields.

Hoffman Seed, operates more than 50 feet plots throughout the northeast for developing seeds suited to local growing conditions. The company is the northeast distributor for Funk G hybrid corn and its own proprietary line of seeds.

Ivan D. Kaufman, sales manager for the firm, which specializes in seeds for the northeast and mid-Atlantic region, said farmers would be wise to make purchases as early as possible.

"In addition to the drought-caused shortage of some seeds,

there are other factors that may put some pressure on seed supplies when spring planting rolls around," Kaufman said.

Pesticide Law Affects Alfalfa

An example is the recent passage of a proposition in California, where farmers feel they can now be held liable for any pollution that occurs as the result of use of pesticides. About 90 percent of the nation's proprietary alfalfa seed is grown in California and Kaufman said there is increasing talk in the trade that some growers there will abandon alfalfa seed production.

"A large number of pesticides are required to control insects that attack alfalfa I've heard that some California growers feel they'll be better off switching to other crops, rather than risk facing penalties that could result from the use of pesticides," Kaufman said.

Kaufman said the large surplus of alfalfa seed that existed when farmers entered the 1986 planting season "has pretty well dwindled," to the point where there is a "just adequate" supply for the 1987 crop year.

"At this time we simply don't know what effect the long-range conservation program by the USDA will have on forage seeds. It

could cause a good deal of land to be sown into permanent cover. If that happens there will be strong demand for a short supply of such seeds," he predicts.

Too Wet, Too Dry, For Soybeans

Soybeans in many areas were affected either by drought conditions or excessive rain at harvest, and germination tests at a number of locations are not encouraging, according to Hoffman spokesman Fred Lepley.

"Tests at several Illinois locations have shown germination much lower than expected. One major supplier has lost over half his seed crop because he couldn't get combines into the field. That seems to indicate that the quality and availability of soybean seed will be down for 1987," Lepley said.

"We've been keeping a close watch on what's happening to seed crops because of the weather situation we've gone through this year," he noted.

"Then when pollution proposition passed in California, the long-range conservation plans began to be discussed, and the set-aside program was announced, it all added up to letting farmers know what they might face in 1987," Lepley said.

Seedway Offers New High-Yield Alfalfa

YORK — Donald P. Wertman, executive vice-president, Seedway, Inc., announces the introduction of Eastland Brand "Haymaster VW" alfalfa.

Haymaster VW performs exceptionally well for forage producers who intensively manage their stands to achieve maximum yields in the four-and five-cut system. Haymaster VW is an ideal choice for this use because it breaks dormancy early in the spring and continues growing late into the fall. This gives producers maximum yield potential under good cropping management.

Forage quality is excellent. Fine stems and leafy plant type help to insure palatability when fed as hay or haylage. Cash crop growers can demand premium prices because of the crop's high quality appearance when cutting is accomplished regularly at the late bud to early bloom stage.

Haymaster VW, as its name implies, is resistant to verticillium wilt. It is also resistant to anthracnose, phytophthora, bacterial

and fusarium wilts. It can be used in nearly any northeastern alfalfa growing environment from Maryland to Vermont because of its broad disease resistance. Winter hardiness will be enhanced as a result of these resistances.

Haymaster VW seed will be pre-inoculated for convenience to the grower and should be in ample supply for 1987 establishment.

For more information, contact the company at York, 717-764-9814.

Harris Savings Announces Promotions

B. K. Catherman, chairman of the board and CEO of Harris Savings Association, has announced the following corporate promotions:

Bonnie J. Nolt of Lancaster, a graduate of Wesley College and York College of Pennsylvania has been elevated to the position of branch manager of Harris' Main Office in downtown Harrisburg.

Nolt began her Harris career as a teller and previously served as manager of Harris' Lancaster Office.

Sue J. Miller of Harrisburg has been promoted to the title of training coordinator at Harris' new Training Center, headquartered on the west shore of

Harrisburg. She previously served as branch manager of Harris' Summerdale Plaza Office and is a graduate of Indiana University in Bloomington, Ind. Her duties include research, structuring and conducting training sessions for Harris employees.

Margaret Baranowski of Highspire is Harris' new branch manager of the West Shore Plaza Office. She is a graduate of Central Dauphin East High School, Harrisburg Area Community College with an associate degree in savings and loan, and the Institute of Financial Education. She is presently working toward a paralegal degree as well.