

# LONG LEADER

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U.S.A. SPRING 1987

## Long Cold Winters In The Mountains

Burnsville, N.C. -- The mountains of North Carolina have long been noted for their abounding beauty. Their nature-painted leaves of autumn have been admired by many for years. After this colorful time of the year comes the next season. The mountains are also noted for their harsh winters. Deep snows and bone-chilling winds shearing around the mountainside are an all too familiar reminder that the leaves have long been gone. Cold nights with the temperature sometimes dropping to minus fifteen degrees below zero can test even the heartiest of men and machines.

Bobby Young of Burnsville, N.C. knows of the long cold mountain winters living on the side of Mt. Mitchell, he also knows of the severity the weather can have on machinery. He is co-owner of Young Tractor Company. He and his dad William, have been in the farm equipment business for over twenty-six years. In 1973 they became a Long equipment dealer. They have been selling Long products ever since.

Mountain folks have always had a great sense of pride in their farm machinery.

When the temperature gets down to below 15 degrees, that's the time when nobody has anything else to do, so they will go out and see if their tractor will start. Then they will go to the store and brag and ask their neighbor if his tractor started," laughs Bobby. According to Mr. Young, Long tractor owners win most of the bragging rights.

"The thermal starter really works good," he says. "Long tractors don't have any problems in cold weather." Bobby then talked about the reliability of Long products. "When you say Long tractors are reliable, it's just a cliché. It's well known how reliable they are. Everybody says that about the product. The only people round here bad mouthin' Long tractors are people who have never owned one."

Tractors around Burnsville are used mostly for farming and logging," notes Bobby. Loggers put winches on the rear of the tractor and haul the timber out of the woods. Then with a front end loader they put the logs on



**New Long 610 Tractor with Back Hoe and Front Loader**



**Bobby Young of Young Tractor.**

trucks." Consequently, Young Tractor & Equipment Company also sells a large number of Long Front End Loaders. "Long is one of the few manufacturers of Front-End Loaders that will stand behind it on a four wheel drive tractor. We put a lot of Long loaders on Long tractors," he says.

Serviceability is another reason Bobby and his father's equipment company still sells Long tractors after being a dealer for fourteen (14) years. "You don't need a lot of special tools to work on them. They are pretty simple to fix." He goes on to site how having the hood fold forward to allow easy access to the engine area and external lift adjustments are just a couple of reasons why repairs on Long tractors are usually fast, therefore minimizing "downtime".

One of the major concerns of any farm equipment dealer is his service parts inventory. Of one of Long's competitors, Bobby notes, "If you don't know

the tractors serial number, you can't leave with the right part. You might have three (3) different water pumps for the same model tractor." About Long he says, "Our part system is such that I can stock anything you need that will cover the 360 tractor right on up to the 610s as far as water pumps, starters, and alternators."

In this day and age of complex high technology, a simplified part system seems like turning the clock back to the good old days. Simplification, serviceability and reliability, maybe these are the reasons so many people keep coming back to buy Long equipment. Mountain folks always did have a lot of pride.

## Long Introduces New Backhoe

Production has started on the new Model 1198 Backhoe at Long Mfg. N.C., Inc. in Tarboro, N.C. When Long dealers begin receiving the first of these excavators they can rest assured of the 1198 capabilities.

Manufacturing backhoes is nothing new for Long. The first rolled off their assembly lines in 1966. This was the Model 1200 series, which stayed in production for two (2) years until it was replaced by the 1199. This model offered hydraulic stabilizers, a feature which is found on most backhoes today. Long engineers, always striving forward, introduced the 1199-A in 1974. This unit had an increased digging depth. Over the years however, the mainstay of Long excavators has been the 1199-B. Ever since its development in 1976, the 1199-B has been gaining increasing popularity. This model has been exported all over the world. It may be found on construction sites in Canada, Venezuela, Ecuador, and Egypt. By the end of 1986, over 13,000 Long Backhoes had been sold, making them one of the leaders in this field.

Thus enters Model 1198 on the market with over twenty (20) years of manufacturing experience to its benefit. By listening to farmers, contractors, and utility maintenance supervisors, Long engineers learned that a



smaller, more compact backhoe was needed for work in congested areas. Therefore, the 1198 is a slightly smaller version of the accomplished 1199-B. Having a shorter transport height of 7'3" makes the 1198 safer to relocate to new sites, as well as allows greater ease of operation in tight situations. Though it is smaller in design, the 1198 is nothing short on performance, having the same digging force (5,000 lbs.) as its larger predecessor.

If you really want to know how the 1198 will perform just ask Frank Price. He tested it. Frank has been with Long Mfg. N.C., Inc. for thirty years. The last seventeen (17) of those years have been spent testing equipment. Rotary Cutters, Backhoes, Tractors and Peanut Combines. Frank has tested them all. The saying around Long is "If Frank can't break it, then it can't be broken." Ask Mr. Price about this rumor and he'll reply, "Let's just say if there is a weak point in it, I'll find it." Of the new Backhoe Frank says, "It's just as good as the 1199-B. It will do anything the larger backhoe will do. It's ideal for small contractors and farmers."

Watch for the new 1198 Backhoes at Long dealers. Remember, twenty one years is a Long history.

## Anthony Alvarez Named President Long Finalizes Reorganization Plan



**Anthony C. Alvarez, President and C.E.O.**

Long Mfg. N.C., Inc. announces the reorganization and selection of new management following a change in ownership in late 1986. Mr. Tony Alvarez, has been

named President and CEO following the change in ownership to a group of investment firms including Mutual of New York and Universal Tractor (UTB) giving Long a

strong financial basis from which to operate through the 1980s and 1990s.

The reorganization of management results in the creation of four separate marketing divisions including Agricultural Products Division, Grain Handling and Storage Products Division, Wood Stove Products Division, and The Export Division.

The Agricultural Products Division is continuing to distribute and market the popular Long Tractor line while expanding and improving its position in the implement market. New for 1987 is a third addition to the line of Long Front Loaders, the model 1548 Quick Detach loader suitable for

use on most popular makes and models of farm tractors sold in the U.S. today. A second 3 point hitch backhoe is added to the Backhoe line. The Long line of Rotary Cutters is completely redesigned for 1987 and is available in 5 models from 36" to 72" in width. Long also continues to market a unique landscaping tool incorporating the features of a box scraper with a dirt hauling bucket.

The Agricultural Products Division is offering 4 models of hard hose Traveler Irrigation Systems.

The Grain Handling and Storage Products Division continues to market storage bins in all sizes from 15' to 90' in diameter

for on farm or commercial grain storage. Additionally 45° Hopper Bottom bins are available for commercial grain storage to 13,437 bushel capacity. Long's Grain Handling and Storage Products Division offers complete conveying systems and elevators to 135'.

The Wood Stove Products Division will offer a complete new line of stoves designed to meet clean air emissions with improved product designs and features.

The new Long Mfg. N.C., Inc. is dedicated to producing quality products and service for the Agricultural Industry including a commitment to improve engineering and customer service.