

Cooper Named White-New Idea Vice President

COLDWATER, OH. — Rodney D. Cooper has been named vice president of sales for White-New Idea Farm Equipment Co. Cooper will be responsible for the White-New Idea sales organization that consists of 60 territory managers reporting to one of the four regional sales offices located in the United States and Canada. White and New Idea product lines plus Ag ONE products are sold through the over 1500 dealers in the North American dealer network.

Cooper previously held several sales and sales management positions including territory manager, sales promotion supervisor, regional sales manager and regional manager for both Western and Eastern U.S. In 1987, Rod was named director of parts for White-

New Idea.

As director, Cooper assisted in developing the new branded line of parts and supplies by White-New Idea called Ag ONE.

Rod is a 1970 graduate of Ohio University with a Bachelor of Science degree.

The White-New Idea Farm Equipment Division of Allied Products Corporation is a major manufacturer and distributor of three major product lines with over 1500 dealers in North America. The White Farm Equipment line includes tractors, planters, tillage equipment and compact tractors and implements. The New Idea Farm Equipment line includes spreaders, planters, hay tools and self-propelled harvesting equipment. The Ag ONE line includes parts and supplies available to the White and New Idea dealers.



Members of the Antique Engine, Tractor, and Toy Club recently held their annual banquet. Among those attending the dinner were, from left, front row: Mel Riehl, president; Sterling Zimmerman, board chairman; Ludwig Rauscher, vice president. Back row: Board members Franklin Pfeiffer; Dalton Semmel; Glenn George; Kermit Kistler; and Norman Flicker; and David Semmel, secretary-treasurer.

Antique Toy Club Holds Banquet

KEMPTON (Berks) — Members of the Antique Engine, Tractor, and Toy Club met recently at the Kempton Fire Hall for their annual banquet. Approximately 270 of the club's 336 members attended the banquet.

The president gave a brief report of the past year's activities and mentioned the dates for next year's main show. A highlight of the night was an auction of several large collector toys, such as farm tractors and combines. Entertainment was provided by humorist Gilbert McKiveenn, a retired

Kutztown University professor.

The festivities closed with a slide presentation of pictures taken at the club's various activities during the year.

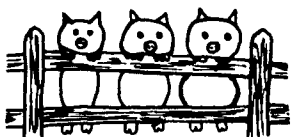
Anyone wishing more information on the club should write The Antique Engine, Tractor, and Toy Club Inc., PO Box 385, RD 1, Pine Street, Slatington, PA 18080.

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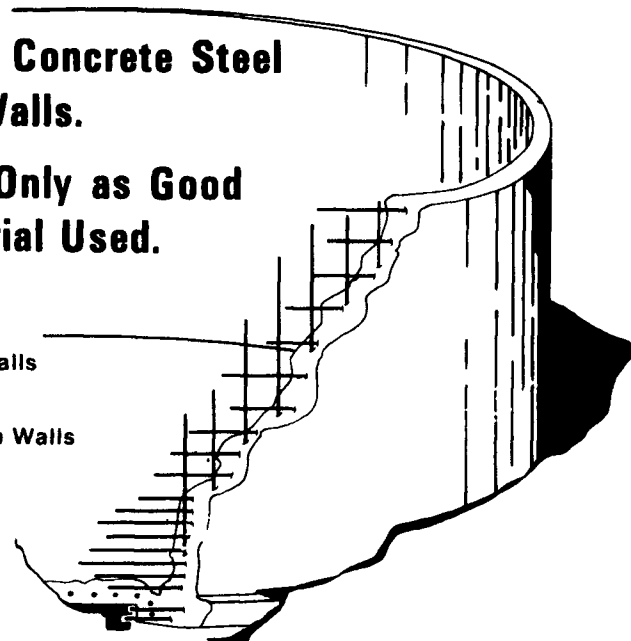
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