



# Business News

## Consider This Alternative For Engine Breakdowns

NEW HOLLAND (Lancaster Co.) — There's never a good time for engine problems. But when facing a complete engine overhaul, many farmers don't consider the alternative — a replacement engine. Replacing old, worn-out tractor engines with brand new ones is becoming a more viable option for farmers.

"For many agricultural equipment owners, facing the probability of downtime during the busy season due to engine failure means pushing the panic button," said Harvey Gagnon, parts analyst, BSD Engines, Ford New Holland. "While being out of the field is bad enough, not knowing exactly what the problem might be, how much repairs will cost or when the machine will be rolling again often creates a stressful, frustrating situation.

"Farmers should consider several factors when faced with the question of whether to rebuild or go with a replacement engine," said Gagnon. "Besides cost, the amount of downtime, risk factor of mixing old parts with new ones, possibility of future breakdowns, and limited warranty must all weigh on the decision."

If a farmer starts to see his "old work horse" is consuming more oil than normal or blowing excessive smoke out the breather pipe, a compression check is recommended. This simple test will show if major repairs are needed.

Determining exactly what is causing low compression involves tearing everything down and examining all pieces for wear and tear. The repair effort then may in-



Gagnon also points out that manufacturers such as Ford New Holland generally have replacement engines available which can be shipped immediately to local equipment dealers. They can then install a factory-fresh engine in a lot less time than it takes to overhaul one. Manufacturers carry a variety of replacement engines. For example, Ford New Holland carries replacements for nearly every tractor model dating to 1965, Gagnon said. Not all manufacturers can match this service.

involve installing numerous new parts. If the block needs to be re-bored or the crankshaft needs re-grinding, the servicing dealer usually must find an outside labor source to complete this precise work. This extra step can keep the machine out of service even longer.

Rebuilding can also involve lengthy negotiations and may bring unanswered questions, such as how long will the job take, how good is the work and what is the

total cost? As time drags on, the relationship between customers and dealers may become increasingly strained.

"To avoid numerous pitfalls associated with an overhaul job, a farmer needs to consider the advantages of putting in a brand new replacement engine," said Gagnon. "In most cases, purchasing a new factory diesel is comparable to the total expense of a complete overhaul.

"Using one of our BSD (Basilidon Series Diesel) Engines as an example, when you include a figure representing downtime before the rebuilt engine is back in the field, the purchase cost of a BSD engine is usually only 5-10 percent above the cost of an overhaul," he said.

Durability and improved technology are other solid reasons for purchasing a replacement engine. All engines feature the latest design components, are hot tested, and run up to power before leaving the assembly line.

"Warranty is another budget parameter that can influence your decision. With our new Ford New Holland BSD Engine, there's a one-year warranty. However, an overhaul is usually limited to just 90 days."

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## Case Begins Trading

NEW YORK, N.Y. — Shares of Case Corporation began trading on the New York Stock Exchange recently under the symbol CSE at \$19 per share, marking the first time shares of the 150-year-old company have been publicly traded since it was wholly acquired by Tenneco Inc. (NYSE:TGT) in 1970.

"Case has earned its return to public company status," said Jean-Pierre Rosso, Case president and chief executive officer. "The management team has achieved a significant turnaround and has positioned Case for a bright future.

"We are proud to be among those companies listed on the New York Stock Exchange," Rosso said. "This listing provides investors the opportunity to share in Case's ongoing success."

Case is the largest company to list on the Exchange in an initial public offering to date, based on 1993 company revenues of approximately \$4 billion. Case has 70 million shares outstanding. Tenneco, which agreed to sell 17.5 million shares in an underwritten public offering, will retain

75 percent, or 52.5 million shares, of Case.



Case Corporation recently announced trading of its shares on the New York Stock Exchange under the symbol CSE. Case Corporation President Jean-Pierre Rosso, left, stands with New York Stock Exchange Chairman William H. Donaldson in the bucket of a Case loader/backhoe.



Mary Wagner



Product Sales Manager Bob Francis, left, presents the Sollenberger Silos Top-Three Dealer Award to Dennis and Bob Graham of Graham Dairy Supply, Greensburg.



Clair McMillen, McMillen Brothers, Loysville, right, was recognized as outstanding dealer by Bob Francis, product sales manager, Sollenberger Silos.



John Hoover, Hoover Equipment, Tyrone, right, was recognized as outstanding dealer by Sollenberger Silos, represented by Bob Francis, product sales manager.



Bob Francis, product sales manager, Sollenberger Silos, left, presents an award to Jay Shaffer, Somerset Barn Equipment.

## Sollenberger Recognizes Dealers

CHAMBERSBURG (Franklin Co.) — Sollenberger Silos Corp., headquartered here, recently honored several dealers for tower silo sales.

Somerset Barn Equipment, Somerset, was recognized for selling more than \$1 million of tower silos and for being in the top three dealers three out of the last four years.

Graham Dairy Supply, Greensburg, was honored as top-three dealer for being in the top three in silo sales for 1993.

McMillen Brothers, Loysville, was recognized for being in the top three in silo sales two out of the last four years and number one in tower silo sales in 1992.

Hoover Equipment, Tyrone, was recognized for being in the top three in silo sales two years out of four and the number one dealer in 1991.

Sollenberger Silos Corp. has been constructing poured concrete silos since 1908 and sells in about 12 states in the Mid-Atlantic region.

## White Oak Mills Has Dairy Specialist

ELIZABETHTOWN (Lancaster Co.) — White Oak Mills has announced the addition of Ron Gumpf, of Carlisle, to its dairy specialist team.

With more than five-and-a-half years of dairy and livestock feed sales experience and participation in numerous sales training programs and a ration balancing workshop, Gumpf completes ration balancing for White Oak Mills' dairy nutrition department in addition to serving Cumberland, Franklin, and surrounding counties as a dairy sales and service representative. He is promoting White Oak Mills' customized dairy nutritional programs.

Gumpf, a graduate of West Virginia University, received a bachelor's degree in animal and veterinary science. Most recently, he was employed with Manna Pro Corporation, for which he served as a territory sales manager in



Ron Gumpf

eastern Pennsylvania for four-and-a-half years.

## Farm Credit Promotes Wagner

LANCASTER (Lancaster Co.) — Mary Wagner has been promoted to the position of senior loan officer at Keystone Farm Credit. The announcement was made by Quarryville branch manager John Mylin.

Wagner grew up in Peach Bottom (Lancaster County) and was graduated from Solanco High School. She was active in various

4-H programs, where she served as an officer and junior leader. After high school she attended Shippensburg University.

Wagner has been employed with Farm Credit for 8½ years. She previously worked for Herr's Motor Express as an accounts receivable/billing supervisor and assisted her father (a DHIA supervisor) during farm visits.