

Put A Tractor Under A Holiday Tree

With so many possible destinations for the annual holiday shopping odyssey — the mall, the discount store, the toy store, etc. — one might not think of stopping by the local agricultural equipment dealership.

Considering that it would have to be a very large holiday tree to park a full-sized tractor or combine beneath it, the dealership scales things down a bit.

For the sandbox or showcase, toy and collectible replicas of agricultural equipment are becoming popular gift items for young and old alike.

"They're definitely not just for kids," said John Harper, Case Corporation, senior product manager, parts marketing. "There's a whole cottage industry built around these models, and some of the collectible ones are worth quite a bit of money."

That's why he recommends investing in the newer models now, before they become high-priced collectibles. "They're great gifts, and the value often goes beyond the price."

Case IH dealerships offer the real McCoy — manufacturer-approved scale models of current and bygone equipment.

"They're really popular gifts," Harper said. "People like to have models of equipment they own or use. And, for children, there's a natural attraction to toy farm equipment, just like toy cars or trains. We offer toy barns, animals, workers, equipment —

everything a child needs to create his or her own miniature farm."

Toy vs. Replica

While sometimes it's hard to keep toys out of adult hands and collectibles out of child hands, it's usually easy to spot which is which.

Collector models offer great detail. Toy models must conform with child safety laws, such as using rubber for any parts that stick out from the model to prevent injury.

Vintage models most popular

The most popular products among collectors are vintage farm tractors.

"A lot of people buy vintage tractor models because they remind them of tractors they grew up on," Harper said. "It's a bit of their childhood they can put on the mantle or the desk."

Released with the holiday season in mind, the Precision model of the Farmall M tractor should delight collectors of vintage tractor models.

"The Farmall M was one of the most popular tractors of its day," Harper said. "It's very well known in the agricultural industry."

The Precision series is known for its exquisite detail. From concept to sale takes about one year, Harper said, because the artists and sculptors use original engineering plans and restored original equipment to make their models and molds.

Children, on the other hand, are often more fascinated by newer farm equipment — especially toy models of equipment currently in use on farms. Right now, the Case IH Axial-Flow® combines and Magnum™ tractors are popular in both the toy and equipment industries.

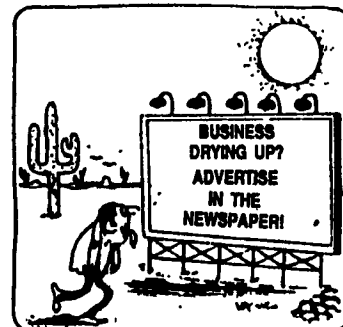
There are nearly 200 different models of Case IH and Case toys — farm equipment, construction equipment, cars, planes, farm animals and people.

Headquartered in Racine, Wis., Case is the second-largest maker of agricultural equipment in North America and the largest manufacturer and distributor of light- and medium-sized construction equipment in the world. Case products are sold in approximately 150 countries through a network of about 4,100 independent dealers and distributors.



Collectible toys and models of agricultural and construction equipment are popular holiday gift items for young and old.

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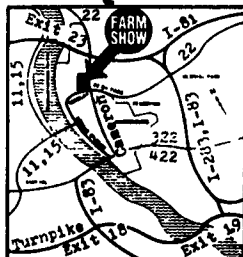
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10 AM to 6 PM - Sunday

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\$3.00 After 5 PM for Everyone (no discounts after 5 PM)
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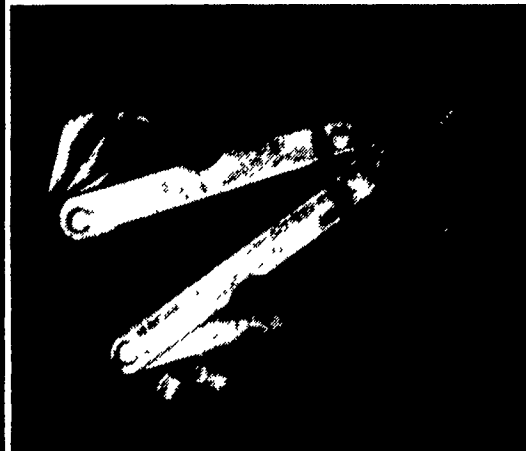
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