



Caterpillar Marks 75h Anniversary

DEKALB, Ill. - A crystal ball my have been the only way to foresee all that would result when C.L. Best Tractor Co. and Holt Caterpillar Co. joined forces back in 1925, and few would have guessed that track technology would grow to serve so many industries.

As Caterpillar marks its 75th anniversary this year, the company is celebrating its development of track technology throughout the years and is particularly proud of its agricultural heritage.

"From the early days of steel tracks to current rubber-belted track technology, we have continued to improve and refine our equipment throughout the years," said Bob Strube, president, Caterpillar Agricultural Products Inc. "As Caterpillar Inc. celebrates its 75th anniversary, we're especially proud of our roots in agriculture and our leadership in bringing new technology to the farm today. We know our experience is recognized by farmers when it comes to track machines in agriculture."

As early as 1906, when the first Holt "Caterpillar" tractor with steel tracks was introduced, company engineers recognized the flotation benefits of the new technology.

By the time the two companies merged, they had collectively pioneered track tractors and the gasoline-powered tractor engine

"Non-adjacent fields and increasing miles of asphalt-paved roads caused a decline in the use of steel-track tractors over the course of time," Strube said, "Mobility between fields became a huge issue - farmers couldn't drive steel tracks down paved roads."

Caterpillar solved that problem with the introduction of the rubber-belted Challenger® 65 tractor in 1986. Farmers then had the benefits of tracks-flotation, traction and reduced soil compaction-plus the mobility needed to travel between fields over any type of road. Since then, the Challenger tractor line has expanded to range from the versatile 175-PTO-horsepower Challenger 35 to the powerful 410-gross-engine-horsepower Challenger 95E.

"From the beginning, Caterpillar has changed the way people think about farming. Our Challenger tractor line is the result of blending new technology with some of Holt and Best's original ideas that still make a

Company Names Distributor

EPHRATA (Lancaster Co.) - A M Machinery has announced the appointment of Hamilton Equipment, Inc., Ephrata, and Raphine, Va. as the wholesale distributor for the Stretch-O-Matic tubular bale wrappers

Stretch-O-Matic tubular bale wrappers will wrap round bales in sizes up to 5 feet 0 inches X 5 feet 6 inches. The Stretch-O-Matic is fast, reliable, and easy to use. Stretch-O-

lot of sense today," Strube said. "Their original agricultural tractors were based on a systems approach to solving problems and improving operational efficiency."

Strube lists diesel engines, front-end suspension and combined harvesting technology as examples of those enduring ideas. "Holt and Best also were well aware of the fundamentals of tracks-flotation and traction-and their importance in agricultural production," Strube said. "We continue to leverage those proven ideas with what Caterpillar has learned as a leader in other industries like construction, mining, forestry and power generation."

Caterpillar continues to invest in research as it sets the pace for others competing in the track technology field, Strube said, "We are constantly looking for ways to help farmers lower their per-acre costs and increase profits. Our customers keep us in business, and we intend to help keep them in business."

Caterpillar Inc. established an agricultural product group in 1990, with design and marketing responsibilities for the company's agricultural products. During the next five years, the Challenger tractor line was expanded to include both tillage and row-crop model track tractors. Caterpillar also developed the Versatile Flotation System (VFS) trailer, a rubber-track platform for grain carts, spray rigs and manure spreaders.

With the agricultural product group's continued growth, the company formed Caterpillar Agricultural Products Inc. as a wholly owned subsidiary in 1996. And in July 1997, Caterpillar entered into a joint venture with Germany-based Claas KGaA to manufacture and market Lexion® combines, which offer the highest production capacity of any combine in the world.

Today's product lineup includes seven Challenger tractor models and two models of the VFS trailer, all manufactured at the Caterpillar facility in DeKalb, Ill. Final assembly of the six Lexion combine models takes place in Omaha, Neb., where construction is under way on a new Caterpillar combine manufacturing facility. A variety of specialized material-handling products, including skid steer loaders, backhoe loaders, and telescopic handlers also serve the needs of the agricultural marketplace.

Matic provides high quality hay at a reasonable cost. After the ends are sealed, Stretch-O-Matic wraps only the circumference of the bales, saving 50 percent on silage film cost in relation to single bale wrappers.

Hamilton Equipment, Inc., a wholesale farm equipment distributor, has a network of more than 800 servicing dealers in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, and West Virginia.

Chore-Time Hog Production Systems Names Five To Sales Team



Bryan Shive



Pete Shannon



Bill Shields

MILFORD, Ind. - Five individuals have been named to the sales and marketing team for Chore-Time Hog Production Systems, according to George Zimmerman, vice president and general manager.

Chore-Time Hog Production Systems resulted from merging the hog equipment products manufactured by Chore-Time Brock (CTB, Inc.) with products offered by Staco, Inc. Staco was acquired by CTB in 1998.

Bryan Shive has been appointed sales and marketing manager and is responsible for overall marketing and sales in the U.S. and Canada. As a part of his responsibilities, Shive will also cover the company's western United States sales territory and British Columbia in Canada. He was recently marketing manager and engineering supervisor for Staco.

Peter Shannon is district sales manager for the eastern U.S. and Quebec, Canada. He was sales manager and production manager for Staco.

Bill Shields was named district sales manager for the company's south central U.S. territory. He was formerly salesman for Sibley



Mike Conroy

Industries, a subsidiary of CTB that manufactures heating equipment for hog and poultry production.

D. Michael Conroy will be the company's district sales manager for the north central U.S. as well as Manitoba, Alberta, and Saskatchewan in Canada. He previously was district sales manager for Chore-Time and specialized in the company's environ-



Brice Medlock

mental systems as well as electronic ventilation controls.

Brice Medlock has been appointed district sales manager for the company's Great Lakes region as well as in Ontario, Canada. He also will continue as a district sales manager in the Great Lakes area for Chore-Time's poultry production systems business unit.

Novartis Seeds Introduces Soybean Seed Delivery

GOLDEN VALLEY, Minn. - In response to customer demands for more convenient soybean delivery option, Novartis Seeds, Inc. - Field Crops is supplementing its existing seed delivery choices with an innovative program for bulk seed delivery through select dealers. Called TruBulk, the program allows farmers to pick up bulk soybean seed directly from participation local outlets.

"With the TruBulk system, farmers can pull in to the dealership, quickly fill their gravity wagon and be on their way to the field with no unnecessary steps to load and unload containers," said Mark Schmidt, soybean product manager for Novartis Seeds.

Novartis Seeds dealer Ken Olson played a key role in developing the TruBulk program at his dealership in Turton, S.D. As part of the program, Olson built four hopper bins with a combined storage capacity of 16,000 units of seed. He also installed a truck scale and conveyor system so farmers can load their trucks directly on the scale. Last year, Olson was one of 12 Novartis

Seeds dealers who tested the program.

"By going to the TruBulk system, I cut customer loading time in half as compared to our 2,500-pound poly bag convenience Paks," Olson said. "For my customers, who race to seed hundreds of acres each year within a narrow planting window, those precious minutes translate into more acres in the ground every day."

About 80 percent of Olson's soybean customers opted for the convenient bulk delivery system last year. Other Novartis Seeds dealers participating in the 1999 pilot program reported equally high levels of customer use. Based on this positive response, 60 additional Novartis Seeds dealers invested in facility upgrades to accommodate the TruBulk system for 2000.

Novartis' Schmidt is not surprised at the system's growing popularity.

"Before testing the TruBulk system, we surveyed farmers to gauge interest in bulk seed delivery," Schmidt said. "More than 60 percent reported they were somewhat likely or very likely to use bulk seed. We lis-

tened to our customers, and last year initiated the industry's first bulk seed delivery program. Customer response to that pilot program was overwhelming, and now we are working with our dealers to bring this time-saving delivery option to more and more customers."

Novartis Seeds dealers must implement strict procedures before they are certified to carry the TruBulk seed in order to ensure the bulk product retains the company's purity and quality requirements. Dealers must build or convert one or more cone-bottom bins to store and handle NK Brand soybean seed safely, reliably and conveniently. Also required are let-down-ladders and belt conveyors to minimize possible seed damage. Finally, dealers and their employees must complete Novartis Seeds' training on storage and handling bulk seed.

"Dealers who offer TruBulk seed become an extension of our production facilities," Schmidt explained. "As a result, customers can be assured that bulk seed stored by a local dealer is the same high quality they find in each individually packaged bag of NK brand seed."