

Smörgåsbord



Harold Johnson
Editor

Who owns John Deere green? Arguing that "John Deere green" is unique and that farmers identify the color with the company, Deere and Co. filed suit in 1979 against Farmhand Inc., Hopkins, Minn., asking that the company be ordered to switch to another color on its line of loaders designed to fit Deere tractors. U.S. District Judge Donald O'Brien has ruled against Deere, saying that Deere had failed to show that customers confuse Farmhand loaders with Deere products. Judge O'Brien said that to grant Deere's request for an injunction would lead to arguments over shades of green.

Farmhand offers an entire line of loaders designed specifically for different makes of tractors, and all are painted to match tractor colors. "Most farmers don't want to mount a red loader on a green tractor, or vice versa," a Farmhand spokesman told FARM SHOW, adding that "our Farmhand logo is displayed prominently on our loaders. We felt the Deere suit was frivolous because it indicated they don't think a farmer is capable of determining who he is buying from."

Judge O'Brien apparently agreed, noting that "the purchase of a loader is not an impulse decision... farmers should have the opportunity to match color of their loaders to the paint on their tractors without buying Deere's equipment."

Soon after Deere filed suit in 1979, Farmhand countered with a suit charging Deere with trying to monopolize the farm implement market. However, Judge O'Brien refused to order antitrust damages against Deere and ordered both sides to pay their own legal expenses.

Psst! Want to buy a big car? If you really would prefer to drive a big car — say a Cadillac, Lincoln, Buick or Olds — show the following Andy Crow "facts and figures", excerpted from the Water Well Journal, to your spouse or banker and start looking:

Let's assume that you, like me, have three young kids, and the whole family is ready to get another car. Let's further assume you have \$2,500 in cash.

After looking at a couple compacts, you fail to become excited. Deep down in your heart, what you really want is a big, shiny Cadillac.

My friend, perhaps I can be of assistance. Here in Oregon, our winters are relatively mild and we never use salt on the roads. As a result, it is easy to find an older car in remarkably good condition. Combine that with what fuel prices have done to the prices of older, luxury sedans and that Cadillac might just become a good buy!

In last Sunday's paper, a Sedan Deville was advertised for \$2,700 with all power accessories, leather interior and new tires. (There were several similar ads for other used Cadillacs.) Assuming the owner or dealer would take our \$2,500 cash for the car, let's do a little comparison shopping.

I recently looked at two new cars. The first was a Chevrolet Cavalier Cadet Wagon. It was equipped with what appeared to be a fairly standard config-

uration. The sticker price was \$7,500 and the EPA estimated fuel consumption was 23 mpg.

The second was a Volkswagen Diesel Rabbit. Again, with what appeared to be standard equipment, the price was approximately \$9,500 and the EPA estimated fuel economy was 44 mpg.

We will start with the Chevrolet Cadet, making a \$2,500 down payment and financing the balance over four years at 14.5%. I will further assume we will drive the car 50,000 miles during that time.

Chevrolet Cavalier Cadet — purchase price \$7,500

Down payment	2,500
Payments:	
(\$5,000 @ 14.5% for 4 years)	
\$137.94 per month	6,621
Cost of fuel for 50,000 miles	
(23 mpg @ \$1.12 per gal.)	2,435
Cost of car, plus interest & fuel	\$11,556

Volkswagen Diesel Rabbit — purchase price \$9,500

Down payment	2,500
Payments:	
(\$7,000 @ 14.5% for 4 years)	
\$193.12 per month	9,270
Cost of fuel for 50,000 miles	
(44 mpg @ \$1 per gal.)	1,137
Cost of car, plus interest & fuel	\$12,907

1974 Cadillac Sedan Seville — purchase price \$2,500

Down payment	2,500
Payments	0
Cost of fuel for 50,000 miles	
(14 mpg @ \$1.12 per gal.)	4,000
Cost of car, plus interest & fuel	\$6,500

If you wish to assume that you will operate each of the three cars for 100,000 miles the totals would be:

Chevrolet Cavalier	\$13,991
Volkswagen Rabbit	\$14,044
Cadillac	\$10,500

Since it seems unreasonable to assume a used car will go 100,000 miles, you would have to buy two of the used Cadillacs. However, even then your costs would about equal those for the new cars.

At this point, I have not even taken into account the increased insurance and depreciation that are part and parcel of a new car purchase. Both of these would add substantially to the actual cost.

I have, however, assumed that maintenance costs would be about equal and have left them out.

These numbers serve only to illustrate the mechanics of the car purchases and should not be the only way we examine the problem.

There is, in my mind, a considerable amount of difference in the luxury available in the older, heavier car.

Besides being larger inside, most of these "heavy" cars of a few years ago will have a great number of desirable options.

Next, the extra weight of these older cars provides a superior ride and, in my opinion, better safety in an accident involving another automobile. Failure to use seat belts or hitting a tractor-trailer rig would, of course, offset this advantage.

Another advantage of these cars is their ability to pull trailers. I have a number of friends who have been forced to buy pickup trucks to pull their travel or horse trailers simply because their new cars had neither the weight nor horsepower needed to do the job safely or comfortably.

My wife and I wanted a car that not only provided considerable room for the family, but was capable of pulling either a travel or horse trailer for considerable distances. Further, it needed to do this in comfort.

After recovering from sticker shock from the new cars, it took very little looking to find a nine-passenger Buick Estate Wagon which filled all our needs. It was equipped with a 455 V-8 and virtually every possible power option. The car was in beautiful shape both mechanically and physically and the price we paid was ridiculously low.

Granted, it uses fuel like it has some sort of dis-

ease and it does not fit my teenage daughter's idea of a "class" car, but it will take many years for us to spend in fuel what the new, small car would have cost.

Unless you must drive a new car, the combination of hard economic times plus the mass fear brought on by high fuel prices plus the extraordinarily high prices of new cars presents you with an unusual opportunity to own an expensive luxury automobile — inexpensively.

Where can I get a directory of major farm shows throughout the U.S. and Canada? Many readers ask us that question and we've got the answer. Century Communications puts out a directory and it's a dandy. What's more, a limited number of copies are available on a "first come, first serve" basis.

The just-published directory, inserted into the July, 1982 issue of Century's Agri-Marketing magazine, gives a rundown on some 200 different farm and agriculture trade shows, expositions and fairs. For each, it lists the date, location and contact address, and the number of exhibitors and visitors at "last year's" show.

If you'd like a copy, send your check for \$5.00 to: FARM SHOW Followup, c/o Century Communications, Suite G, 5520 Touhy Ave., Skokie, Ill. 60077 (ph 312 676-4060). Make your check payable to Century Communications.

Here, excerpted from the directory, are some of the major farm shows to be held yet this year (from Sept. 1) and in 1983:

Ag Expo Jan. 11-13, Spokane, Wa.; **American Pork Congress**, Mar. 9-11, Indianapolis, Ind.; **California Farm Equipment Show**, Feb. 8-10, Tulare; **Canada Western Agribition**, Nov. 27-Dec. 3, Regina; **Canada Farm Show**, Jan. 25-28, Toronto; **Empire Farm Days**, Aug. 9-11, Cornell Univ., Ithaca, N.Y.; **Farm Progress Show**, Sept. 28-30, Wolcott, Ind.; **Farm Store Trade Show**, July 27-29, Indianapolis, Ind.

Husker Harvest Days, Sept. 14-16, Grand Island, Neb.; **International Plowing Matches and Farm Machinery Show**, Sept. 28-Oct. 2, Lucan, Ont.; **National Custom Applicators Expo**, Sept. 15-16, Stockton, Iowa; **National Farm Machinery Show**, Feb. 16-19, Louisville, Ky.; **National Western Machinery and Stock Show**, Jan. 14-23, Denver, Colo.; **Northern Farm Show**, Jan. 12-22, Minneapolis, Minn.; **Northwest Agricultural Show**, Jan. 25-27, Portland, Ore.; **Ohio State Farm Science Review**, Sept. 21-23, Columbus; **Oklahoma Farm Show**, April 15-17, Oklahoma City; **Pennsylvania Farm Show**, Jan. 9-14, Harrisburg; **St. Louis Farm Show**, Dec. 15-16, St. Louis, Mo.; **Southern Farm Show**, Feb. 2-4, Raleigh, N.C.; **Stockton Ag Expo**, Jan. 18-20, Stockton, Cal.; **Southwest Farm Show**, Mar. 4-6, Ft. Worth, Texas; **Sunbelt Ag Expo**, Oct. 12-14, Moultrie, Ga.; **3-I Show**, April 21-24, Garden City, Kan.; **Triumph of Agriculture**, Mar. 14-16, Omaha, Neb.; **Western Farm Show**, Feb. 27-Mar. 2, Kansas City, Mo.; **Western Canada Farm Progress Show**, June 22-25, Regina, Sask.; **Western Fair Farm Show**, Mar. 1-4, London, Ont.; **Wisconsin Farm Progress Days**, Oct. 12-14, Portage County, Wis.; **World Dairy Expo**, Sept. 29-Oct. 3, Madison, Wis.

If you're planning a trip abroad in the months ahead, you may want to take in a farm show or two along the way. Here's the schedule of some of the bigger, better shows:

Australian National Field Days, Nov. 15-18, Orange, NSW; **Elmia Agricultural Show**, June 1984, Jonkoping, Sweden; **International Ag Fair**, March 13-21, Verona, Italy; **International EIMA Exhibition**, Nov. 11-15, Bologna, Italy; **International Ag Machinery Fair**, April 9-17 in Zaragoza, Spain; **New Zealand Ag Fielddays**, June 16-18, Mystery Creek Hamilton; **Pochvoobrabotka, Russia**, Oct. 15-24; **Royal Highland Show**, June 20-23 (tentative), Edinburgh, Scotland; **Royal International Ag Show**, July 4-7, Warwickshire, England; **Royal Smithfield Show**, Dec. 6-10, London; **Salon International**, Mar. 6-13, Paris, France.