

Smörgåsbord



Harold Johnson
Publisher and
Editorial
Director

**Great Gift Idea
For Christmas**

We've discovered that there's an unselfish trait among FARM SHOW readers. They like to share good things with others.

That's why we're inviting you and other subscribers to give FARM SHOW for Christmas. Many readers who gave FARM SHOW for Christmas last year wrote to tell us that they've never given a gift which generated so much response from appreciative recipients.

Use the handy order envelope inserted elsewhere in this issue to order your Christmas gift subscriptions.

Here's a recap of our special Christmas gift offer (expires Jan. 1, 1988).

When you give more than one gift subscription, the price drops.

United States: Your first gift sub is \$11.95. Each additional gift sub is only \$6.95. It figures out to \$18.90 for two gift subs, \$25.85 for three, \$32.80 for four, etc.

Canada: Your first gift sub is \$14.95 (Canadian dollars). Each additional gift sub is \$8.95. It figures out to \$23.90 for two gift subs, \$32.85 for three, \$41.80 for four, etc.

If you like, you can give the "First Gift" to yourself as a one-year extension of your own FARM SHOW subscription, entitling you to give reduced rate gift subscriptions to friends, relatives or neighbors.

With each gift sub we'll send a card, notifying each recipient of your thoughtfulness. The card and first issue will be processed in time to arrive shortly before Christmas -- if you order now!

Merry Christmas and please order today so we can give your special Christmas gift orders the prompt attention they deserve. Contact: FARM SHOW, Box 1029, Lakeville, Minn. 55044 (ph 612 469-5572).

**One-Of-A Kind "4020"
Sells For Record Price**

What's a one-of-a-kind used 4020 Deere tractor, one of the most popular ever built, worth nowadays?

If you guessed under \$17,000, guess again. That's the record price paid at a farm auction held within a stone's throw of our FARM SHOW office here in Lakeville, Minn. The bidding opened at \$8,000 and was all over in 9 seconds. Only two bidders were in the running and they ran up the bid \$1,000 at a crack.

Submitting the top bid of \$17,000, believed to be an all-time record for used 4020's, was Roy Fehler, an area farmer who reportedly bought it as a working tractor to take to the field.

He bought a dandy in mint condition, and with only 2,294 actual operating hours. It carries serial number 213946 and boasts original paint, side console, differential lock, dual hydraulics, wide front end, 3 pt., front weights and roll guard with canopy.

When the bidding was all over, no one was more surprised than Auctioneer Earl Schlegel, of nearby Farmington. "I'd hoped the tractor might bring \$12,500. Most people I talked to before the sale thought it might fetch \$7,000 to \$8,000,"

Schlegel told FARM SHOW. The tractor, which sold for right at \$8,000 when purchased new 20 years ago, was owned by a widow and hadn't been out of the shed for the past 8 years.

According to Deere officials, the previously known high-price paid for a 4020 is \$11,000.

Six years ago, FARM SHOW conducted a survey in which we asked readers to nominate "The Best Farm Tractor Ever Built." Deere's 4020 was far and away the top choice, followed by International's Farmall M and the Allis Chalmers "WD".

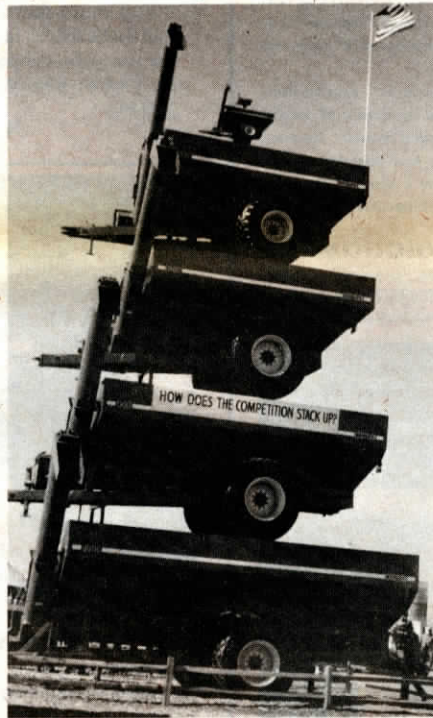
The popular 4020 was manufactured from 1963 to 1972 before being replaced by the "30" series. Right at 105,000 gas, diesel and LP 2-wheel drive models were built, according to Deere officials.

Can You Top This?

You begin to wonder what innovative new idea Jon Kinzenbaw, president of Kinze Mfg., Williamsburg, Iowa, will come up with next. Every year, he manages to roll a "hot, new and different" idea to lure farmer-visitors to his display at the annual Farm Progress Show.

Jon had a couple of surprises for the more than 200,000 visitors who attended the 1987 show, held several weeks ago near Des Moines, Iowa. One was his "first of its kind" grain wagon equipped with rubber "cat tracks" — the same kind Caterpillar uses on their recently-introduced Cat Challenger 65 tractor. (See page 36 this issue).

Jon's other "show stopper" was the spectacular 45-ft. tall display of his company's complete line of auger grain wagons stacked one on top the other and decked out with a



big banner that boasted: "How Does The Competition Stack Up?"

Anchoring "Kinze's Mountain" was the company's largest wagon, model 1240 (model numbers designate approximate bushel capacity). Next up were models 840, 640 and 440, then a scale model of the 640 that holds about 25 bu., and at the very top, a toy model that holds about one peck.

Putting it all together was more of an engineering challenge than meets the eye. There were no guy wires, yet the display was capable of withstanding strong winds without swaying. Individual wagons, though they appeared to sit on the rim of the box below, actually rested on strong steel supports built on the inside of each wagon, except the very top ones.

Skeptics who thought sure the display would topple over without guy wires weren't aware of hidden stabilizers — two 8 by 8 in. steel H-beams, 30 ft. long and buried 3 ft. under-ground, one in front and one in back. Vertical steel legs welded to these beams, and inconspicuously bolted to the frame of the bottom anchor wagon, held the display "solid as a rock" despite wind gusts of 60 to 70 mph.

**Sizing Up The Seed
Corn Industry**

Dramatic changes are reshaping the seed corn industry. Here's the fast-changing "share of market" picture, as seen by George Jacques, president of George's Seed Outlets, Prescott, Wis.

SHARE OF TOTAL SEED CORN MARKET

1977		1987	
Pioneer	28.0%	Pioneer	37.0%
Dekalb Trojan	20.0 5.0	Dekalb- Pfizer	8.0
Cargill	3.0	Cargill	5.0
PAG	2.0		
Paymaster	1.5		
North. King	5.0	The New NK	5.0
Pride	1.5		
Stauffer	1.5		
Funks G	7.0	Funks G	3.5
Golden Harv.	2.3	Golden Harv.	2.7
Major Co's	76.8%	Major Co's	61.2%
Small Co's	23.2%	Small Co's	38.8%

"In the past 10 years, Pioneer has increased its market share from 28 to 37% and now appears to be "holding steady" at the 37% level. The big change is that the next 10 largest-selling brands that held 49% of the market in 1977 have now consolidated to 5 brands and now hold only 24% of the market. In the same 10 years, the small companies have grown from 23% market share to 39%."

George was involved in a family seed business for nearly 40 years until 1985 when he severed ties with the organization that now owns Jacques Seed Co. to start George's Seed Outlets. His goal: "To lower seed corn prices 20% by getting rid of all the free giveaway programs and incentives that have grown like noxious weeds in the seed industry."

George says he's on target. "In 1987, when the nation's corn acreage dropped 14% overall, our new company posted an 80% sales gain."

Here's his compilation of "Who Owns Who" in the seed corn industry:

"WHO OWNS WHO"

Company	Owner	Location
Dekalb-Pfizer	70% Dekalb Ag 30% Pfizer	U.S.
Jacques, SigCo, Taylor Evans, McCurdy, Agri Gene, Gro Agri	Lubrizon Corp.	U.S.
Cargill, PAG, Paymaster	Cargill Inc.	U.S.
Americana	Kent Feeds	U.S.
Asgrow, O's Gold	Upjohn Co.	U.S.
Keltjen, Lynks	United Agriseeds	U.S.
McAllister	Biotechnia Int'l	U.S.
Pioneer	Pioneer Hybrids	U.S.
George's	George Jacques	U.S.
Funks	Ciba-Geigy Ltd.	Switzerland
Northrup King, Pride, Stauffer	Sandoz Ltd.	Switzerland
Garst	Imperial Chem.	England
Supercroft	British Petroleum	England
Sokota, Agri Pro	Royal DutchShell	Holland
Wilson	Lafarge Coppee	France
Coker	KWS	Germany
Helena	Marabena	Japan
Dahlgren	Sanoff-Elf Aqu.	France
Interstate	Sulker Unie Coop	Holland
King Agro	Sanoff-Elf Aqu.	France
Seed Tech	Kay Corporation	Canada