

Trained operators answer calls from farmers with the assistance of Tom Mertz (standing), originator of Mertz and Loyd.

YOU'LL LIKE THIS FIRST-OF-ITS-KIND BUYING SERVICE

Find Used Equipment By Phone — Free!

Write this phone number in your telephone book, or carry it in your billfold — 800-255-2750 (Kansas residents call 800-432-2707).

It's a toll-free number and will put you in touch with a first-of-its-kind buying service called Mertz and Loyd Farm Implement Referral.

"Farmers and ranchers throughout the entire United States are already using our buying service," says Tom Mertz, who, along with James Loyd, operates the buying referral headquartered in Manhattan, Kan. Here's how it works:

You call the toll-free number to get help in locating equipment, machinery, pickups, trucks and a wide variety of other items. For example, suppose you're in the market for a certain model used tractor equipped with dual hydraulics, 4 wheel drive and other specific features you want. You call the toll-free number and a trained operator will quickly search the "Sellers" file and tell you where a tractor meeting your exact description is being offered for sale.

Individuals with new or used machinery and equipment to sell pay a small fee for having it listed with Mertz and Loyd. Most "for sale" listings are from dealers, but farmers — including you — with used equipment to sell are also welcome to use this service to help find buyers.

In addition to machinery and equipment, farmers and ranchers from all corners of the U.S. are calling Mertz and Loyd for help in locating pickups, trucks, hay, grain, and all classes of livestock — even pasture land for rent.

"I got the idea for this referral service a while back when I was shopping for a tractor," explains Mertz, who farms near Manhattan and holds

a B.S. degree in Agricultural Economics from Kansas State University. "It became quite clear that there wasn't a convenient means by which I could find out what make and model tractors dealers have sitting on their lots. I spent hours trying to find a tractor to meet my specifications," says Mertz, who teamed up with Jim Loyd, an experienced computer programmer, to develop the referral service idea. "We ran it by a few farmers and got a lot of enthusiastic response," he told FARM SHOW.

There is no cost for the service if you are buying. You simply call the toll-free number. If you're selling, the cost for listing new or used machinery, equipment, livestock, or a service is \$5.00 per item per month. The rate is discounted if you list 10 or more items, and if items are listed continuously for an extended period of time.

The referral service does not deal in machinery replacement parts. "Most full-line implement dealers don't like to compete with each other on new equipment. Consequently, we get mostly used equipment listings from them," Mertz explains. "Occasionally, however, we get listings for new equipment — such as one-man stacking systems that full-line dealers are overstocked on and willing to move at substantial discounts. With these exceptions, most new equipment listings generally involve short-line manufacturers. We have had a few dealers who have listed popular, hard to get combines, such as the new IH axial flow and the New Holland TR-70. We also list individuals or companies specializing in a service, such as grain bin erectors," explains Mertz.

He adds that "farmers shopping

for new or used equipment really appreciate the convenience of calling toll-free, and having instant access and complete descriptions on hundreds of items," explains Mertz. "Operators taking the call have a complete description of each listing in front of them, which helps eliminate farmers making unnecessary calls to dealers. When the farmer calls in, the operator gives him the name of one or more dealers or sellers offering the particular make and model piece of machinery or equipment he wants to buy. The farmer then gets in touch with the selling party. Sometimes, our operators will spend up to a half hour or more helping a farmer who calls in," explains Mertz. "We can usually eliminate most of the "for sale" listings simply because the farmer calling in isn't willing to drive more than several hundred miles from his farm to buy a particular piece of equipment. Other items don't interest the farmer because they have accessories he isn't interested in," says Mertz. He adds that "not all farmers call the same item by the same name. Consequently, our operators visit with each farmer to determine specifically what he is looking for."

Mertz points out that he's currently developing directories of livestock dealers throughout the United States. "We aim to provide every livestock buyer instant access to commercial and purebred dealers simply by calling our toll-free number. Cattlemen with commercial or purebred stock for sale will be invited to list their animals with us," explains Mertz.

For more details, call the toll-free number listed in the first paragraph of this story.

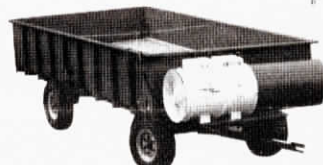
Drying Wagon For Smaller Farms

"It's great for the smaller farm operator," says William Kanitz, president of RB Industries, Alma, Mich., manufacturer of the "new and different" grain-drying wagon.

"The smaller operator can work from field to storage without leg augers, hoppers, tanks or pits," Kanitz points out. His wagon's drying unit operates on electricity, LP or natural gas. A thermo-humidistat regulates the heater to bring grain automatically to the desired moisture level.

"The dryer wagon holds up to 288 cu. ft. and will operate at grain depths from 2 to 26 in. Construction is of 14 ga. steel and supported by 8 in. I-beams. It features channel lock flooring with raised, slot-type perforations that prevent grain from blocking air flow. The wagon comes with three unloading doors, or an optional full-swing tailgate.

"In addition to our standard model, we can also build special



Units built special order for 5th wheel trailers and truck bodies also available.

order units for larger or smaller wagons, fifth wheel models and stationary units," explains Kanitz. "With higher sides, it can dry bulk crops like ear corn, peanuts, sunflowers, oats and bromegrass seed. Some operators have even dried bagged products, such as bags of breeder seed in foundation plots."

Components for the grain-drying wagon are sold separately. To get an idea of the price, the wagon box itself, minus the running gear, sells for \$3,800. Meets "specs" for government financing of grain dryers.

For more details, contact: FARM SHOW Followup, William Kanitz, RB Industries, 5619 West Van Buren Road, Alma, Mich. 48801 (ph 517 463-6290).