



Taurus tires are said to save fuel, and to offer a 20% traction boost.

MADE IN HUNGARY

New Radial Tractor Tires Introduced

"We think it's the biggest new development in farm tires in years," says G. M. Carroll, Jr., of Taurus International, Inc., national distributor for Taurus tractor tires, a just introduced radial made in Hungary.

The tires are billed as 5 to 20% energy savers with 20% more traction and have quickly been picked up by dealers across North America. A 98-year-old Hungarian company, Taurus has sold truck tires in the U.S. for 7 years.

Carroll says Taurus tractor radials are different from other radials on the farm market in that they are made with a special roll-formed process. "Rather than lay the tires out and then form them into a tire as other companies do, our tires are formed in their final, rolled form. This makes them stronger, with more stability and longer life," Carroll points out.

Compared to regular bias ply tires, radials are said to cause less soil compaction with more flotation, give

a smoother and more comfortable ride for longer vehicle life, as well as provide better traction and fuel economy.

"There's less slip and the average increase in drawbar horsepower is about 9%. Tread life averages 20 to 40% longer. Bias tread life is normally 4,000 to 5,000 hrs., versus 6,000 to 7,000 hrs. for our radials," Carroll told FARM SHOW.

Taurus tires are available for most tractor makes and models ranging from garden tractors to the largest 4-wheel drives. "Our prices are close to those of a good bias ply and under the price of most competing radials," says Carroll.

For more information, contact: FARM SHOW Followup, C. M. Carroll, Taurus International Inc., 1550 Route 23, Wayne, N.J. 07470 (ph 201 696-9614).



Farmers got a chance to "test and compare" competing makes, models of tractors at "showdown" field demonstration.

MASSEY "FIELD DAYS" LET FARMERS TEST, COMPARE COMPETING MAKES, MODELS

Slick New Way To Go Tractor Shopping

How do you know if you're driving the best tractor in its class? Trying out a dozen different makes and models takes time and, even if you do it, you often end up comparing "apples to oranges" rather than comparable size models.

Massey Ferguson is making it easy to do "comparative shopping". The company is sponsoring a first-of-its-kind series of field days that gives farmers an opportunity to drive competing makes and models of tractors.

During 1981, each Massey-Ferguson region throughout the U.S. and Canada will hold one or more of these "showdown" tractor driving field demonstrations.

One of the first was held in Ontario earlier this summer. Enthusiastic dealers and farmers labelled it a "smashing success". Dealers from the province brought in key customers for eight days. About 50 customers each day got a chance to drive 23 different competitive tractors and compare their performance. The tractors were in four power classes — under 30 hp., 40 hp., 60 hp., and 80 hp.

"We tested every tractor on the dynamometer and adjusted the weight before the demonstration so they would all be equal," explains Wayne Cowley, training manager for Massey-Ferguson. "The 40 hp. tractors were hitched to 9 ft. disk harrows, the 60's to 4-bottom moldboard

plows, and the 80's to 16½ ft. cultivators."

During a 7-hr. day at the demonstration site, a potential customer did actual field work with each tractor and got a chance to see how the hydraulics worked, and to test the tractor's steering ability, ease of handling, hitching, and torque.

Don't you risk losing a customer when you let him drive a competitor's tractor?

"It's possible," says Crawley, "but we don't worry about it because we have confidence in the performance of Massey-Ferguson tractors. Some of our salesmen wrote up orders for customers on the way home from the demonstration. To my knowledge, Massey is the first and only tractor manufacturer running a dare-to-compare-program of this kind."

Massey plans to expand the program to some of its other equipment. The Western sales region, for example is conducting the field tests with competing brands of combines this year, and several Massey dealers are using the field tests to demonstrate competing makes and models of hay making equipment.

For more information, see your local Massey dealer or contact: FARM SHOW Followup, Howard Tussing, Training Manager, Massey-Ferguson Training Center, Bell Avenue, Des Moines, Iowa 50321 (ph 515 247-2011).