



Our Old Bookcase, July 20, 2017, New Idea one-row Row Crop Corn Head, 1967

Photo caption: The 1967 photograph of New Idea Company's Uni System Equipment was located at the Coldwater Mall, in front of Brodbeck's Supermarket, in 1967. Note the extremely rare, one-row Row Crop Corn Head on the east side of the display!

OUR OLD BOOK CASE

By Joyce L. Alig, President, Mercer County Historical Society

Who bought the only one-row Row Crop Corn Head which New Idea Company produced in 1967?

This past winter, the New Idea Historic Preservation [NIHP] Committee of the Mercer County Historical Society has been putting together the latest history book in the New Idea Series, "*New Idea Company's Uni System, 1963-1999, Coldwater, Ohio.*" The Committee Members were sorting through boxes of photographs which the New Idea Company donated to the Mercer County Historical Society, when New Idea Company closed its doors at Coldwater in December 1999.

The May 1967, "*Avco New Idea Farm Equipment Dealer News,*" carried the news release, "*Two new Corn Heads have been added to the Uni Forage Harvest line – a one row head, for corn planted in 26 inch and wider rows, and a three-row head, which handles corn in 26 to 32-inch rows.*"

Two photographs caught the attention of the NIHP Members. The 1967 photograph shown above showed a large number of New Idea Uni-System products exhibited in front of Brodbeck's at the Coldwater Mall. The other photograph illustrated the Avco New Idea Logo on the Power Unit with the one-row Row Crop Corn Head, in the field. Those were the only two photographs which the NIHP Committee Members found of the one-row Row Crop Corn Head.

When asked about this one-row Row Crop Corn Head for the Uni Forage Harvester, former New Idea Regional Sales Manager Joe Kuhn responded: "*Research of the archives show the **764 one-row Row Crop Corn Head for the Uni Forage Harvester** was pictured in the literature for the Uni-System line for 1967, printed February 1967. It is also listed in the Machine Price List for 1967, with a retail price of \$950.00. The Uni-System literature for 1968 printed in January 1968 no longer listed the 764 Corn Head.*" It is likely the 764 one-row Row Crop Corn Head was never produced in a production line.

If anyone has this 764 one-row Row Crop Corn Head, purchased in 1967, would that person consider putting this rare, one-of-a-kind Row Crop Corn Head on exhibit at the New Idea Farm Equipment and Antique Tractor Exhibit, hosted by the New Idea Historic Preservation Committee at the Coldwater Community Picnic, at the north side of the Coldwater Park, on Saturday and Sunday, Augusts 5-6? If so, contact me at the address below. The short history of this 764 one-row Row Crop Corn Head is included in the latest New Idea book, "***New Idea Company's Uni System, 1963-1999, Coldwater, Ohio.***"

The third book in the New Idea Company History Series, "***New Idea Company's Uni System, 1963-1999, Coldwater, Ohio,***" will be ready to be picked up at the New Idea Exhibit at the Coldwater Picnic at the Park, August 5-6. In case you want to continue your NI Collection, and have not reserved your own copy of this book, contact me at the address below, or contact one of our New Idea H.P. Committee Members: Alvin Alig, Richard Bashore, Ken Coffman, Vance Engle, Ron or Tom Fischer, Lavern Heuing, Jim Jutte, Joe Karafit, Joe Kuhn, Orville Kunk, Leo Lefeld, Linus Lefeld, Frank Mohlman, Don Muhlenkamp, Phil Naumann, Leroy Peters, Gary Rismiller, Pete Schaefer, Bob Stelzer, Jim Weiler, and Ollie Wendel.

Remember to thank the Members of this New Idea Historic Preservation Committee of the Mercer County Historical Society, for working to preserve New Idea Company's history, since 2000. We saved the New Idea manuals and photographs, etc., from being thrown in the dumpster, when New Idea Company closed in December 1999. We receive a lot of compliments for our dedication to this project.

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