



# ALKON NEWS



## BULK CURING EDITION

Alkon: Pioneering manufacturer of tobacco bulk curing equipment; Continued leadership through proven engineering improvements.

Vol. I

January, February, March, 1961

No. 1

### ALKON INDUSTRIES MANUFACTURES HASSLER SYSTEMS

Alkon Industries, Inc., is engaged in the manufacture and sale of all types of steel buildings, including the "Hassler" curing systems for the bulk curing of Flue-cured tobacco. With more experimental tests, the curing systems may be adapted to cure other crops such as: peanuts, sweet potatoes, peppers, and perhaps grain. However, the Hassler system is manufactured for the primary purpose of curing Flue-cured tobacco. For the time being, any other uses of the system will be at the risk of the user.

Alkon Industries, Inc., is proud of its pioneering development work carried on with North Carolina State College over the past several years, in developing a fire-resistant building for the "Hassler" system.

### Air-Handling Unit By American Air Filter Company, Inc.

The dependability of the Hassler curing system for successfully curing tobacco is the air-handling unit designed and built according to Alkon's specifications by the Herman Nelson Division of American Air Filter Company, one of the world's largest manufacturers of air-moving and heating equipment. Several engineers have devoted full time to perfecting the system. Every part of the Hassler system has been made for a reason and engineered to do a specific job. That is why Alkon Industries can state that the Hassler curing system will cure Flue-cured tobacco with uniformity and good quality when properly operated.

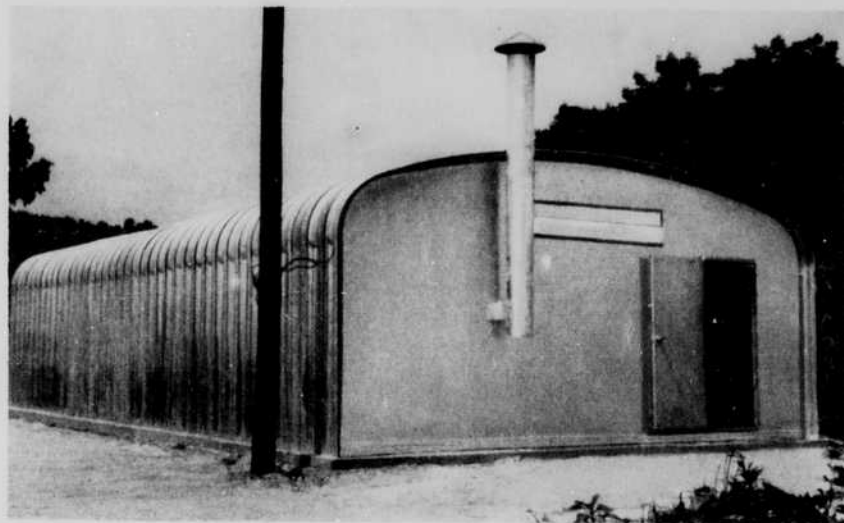
### YOUNG FARMERS LIKE MECHANICAL FARMING BETTER

Look about you and see the age of the person who operates the curing process on your farm. How many young farmers under the age of 30 years can you name? Aren't most of the men over 50 years of age? The Hassler curing system is another step toward mechanizing the farming operation. Young farmers are interested in mechanics, and an easier way of doing things. The day of ample, laborious hand labor is passing from the American farm. This system will help keep smart farm boys on the farm.

### Official Specifications

Name: Hassler curing system  
Purpose: Provides a system (patent pending) for bulk curing Flue-cured tobacco.  
Method: Hot air from oil fired air handling unit is supplied to curing chambers within the system through floor ducts; is distributed evenly and forced up through tightly racked leaves. Temperatures, humidity, and air movement, are mechanically or automatically controlled.  
Size: Curing chamber approximately 18' x 18½' x 8½'; overall outside size approximately 19' x 24' x 8½'.  
Amount: Handles corresponding amount of conventional 20' x 20' barn.  
Cures: Tests show average of 3 cures every 15 days.  
Life: Concrete and steel—many years.  
Upkeep: Only known upkeep would be for periodic cleaning and possible adjustment of burner in oil fired air handling unit.  
Racks: 84 to each system.

### THE SHAPE OF THINGS TO COME ... WITH PROVEN PERFORMANCE



(Rear view of system)

The Hassler Curing System has been proven successful by farm tests.

### Flue-cured Tobacco Valuable, Perishable

The Hassler curing system has been developed to properly handle and cure Flue-cured tobacco. It is too valuable a cash crop to damage or lose. Thousands upon thousands of dollars have gone into the development of this system. It works. The Company extends a word of caution about farmers trying to improvise, or make any changes. The system will be installed by trained erecting crews and ready to receive the tobacco. Everything about the system has been carefully engineered for a reason . . . the size of the air duct with the location of its openings, the amount of air moved through the tobacco, the size of the motor, the location of the partitions in the system, the size of the return air duct, the controls on the air-handling unit . . . all have a definite purpose and function.

Until such time as any change from this system has been proven, it is suggested that no "home-made" improvements be made. If the system is tampered with in any way, it is done at the user's risk.

If competition comes on the scene, two things should be borne in mind. (1) The manufacturer of Hassler system has a patent pending. (2) The distinguished John Ruskin made this statement: "There's hardly anything in the world that someone can not make a little worse and sell a little cheaper—and the people who consider price alone are this man's lawful prey."

### LADIES WILL APPRECIATE ADVANTAGES

Customs, at harvest time, vary in different areas. In those areas where the farm wife prepares the noon-day meal for all workers, it sometimes means feeding 25 to 30 people a day. This not only is a lot of work but also just about cleans out the home freezer. (When full the freezer has around \$400 worth of food in it.) Compare this with the number of workers required when the Hassler curing system is used . . . two workers at the system, or at most four, or if the tobacco is placed in the racks in the field, then no workers are required at the system.

Another important feature of the Hassler curing system is the important period between yellowing and color-setting. With this system, the man responsible for what happens in the system can relax and let the tobacco fully yellow (an extra half-day or full day) before setting the color. Yes, sir, the man will not have any reason to be so nervous and anxious. He should be a lot easier to get along with.

### Systems Available For 1961 Crop; Charter Certificate

There will be approximately 250 to 300 systems available for the 1961 crop. It is hoped that one or two farmers in each county throughout the Flue-cured Belt will buy one or more systems. This will give the Company an opportunity to completely service each system and make sure that everything works satisfactorily, and will prove conclusively that the Hassler curing system is the building of tomorrow . . . today. Every farmer who buys a Hassler curing system this year will be recognized as a Charter Member in the movement to modernize the handling of Flue-cured tobacco at curing time. He will receive a Certificate showing his leadership in the pioneering stages, and can display it to his friends, neighbors, children and grand children.

## Major Break-through In Mechanically Curing Flue-cured Tobacco

Ten years ago, Dr. Francis J. Hassler, head of the agricultural engineering department, North Carolina State College, Raleigh, N. C., became interested in the farmer's problems of curing tobacco. In the near future hundreds of Flue-cured tobacco farmers will be curing tobacco an entirely new way in a new-type system that will bear his name. Dr. Hassler has helped bring about what is possibly the most important technological advance in Flue-cured tobacco production in 100 years.

### HASSLER SYSTEM PRICED AT \$4,485 F.O.B. RALEIGH, N. C.

Across the Flue-cured belt from Virginia to Florida, the one and only objection to the new Hassler curing system that has made itself known is the price of the system.

So . . . let's talk about price. This system is made of concrete and steel, fire-resistant and will last many years. Some farmers say they can build one cheaper. They are thinking of building it with wood. Alkon experimented with wood, and found that under the extreme conditions of moisture, temperature and air flow, which must operate under a static head, the building would not stand up for a satisfactory length of time.

The building, racks, partitions, and air-handling equipment weigh around 9,000 pounds. It is the "insides" that make up the major costs.

The price of \$4,485 includes complete erection on the farm ready for receiving tobacco—plus freight from Raleigh, N. C., and applicable state sales and use tax. (Dealers have details on tax and freight rates.) All the farmer has to provide is level ground and have electric service panel extended to the location of the system.

The price of the system is no more than a large tractor, and about half the cost of self-propelled cotton picker. The basic problem is that prices for what the farmer sells are too low. The Hassler system lends itself to lowering production costs, and enabling the farmer to keep a few more dollars for himself.

The first bulk curing test occurred at Oxford, N. C., in 1955. This was expanded into a pilot operation in 1958 and 1959, and the first farm test was conducted in 1960. It was farm tested by the Stone Brothers of Robeson County, N. C. Farmer interest in the new development was extremely high . . . the farm having been visited by upward of 5,000 persons.

Chief feature of the new system is that it eliminates the need for stringing tobacco on sticks, three or four leaves at a time. The tobacco is handled initially by the armful and later in racks holding approximately 130 pounds of uncured leaves. Two men can stand on the ground and load and unload the two tiers of racks.

The Hassler curing system is equipped with an air-handling unit burning fuel oil, fan, air ducts, and thermostat. The size of the curing chamber is approximately 18 feet by 18½ feet and 8½ feet high. The overall outside dimension is approximately 19 by 24 feet. Hot air brought in through floor ducts is forced up through the tightly packed leaves. Controlled temperature, humidity, and air movement produces a uniform cure. It is a highly controlled operation, almost automatic, with human judgment minimized. (An operators manual provided with each system gives complete details.)

### Alkon Establishes Raleigh Office

Sales headquarters for the Hassler curing system is 410 Oberlin Road, Raleigh, N. C., P. O. Box 10712. Phone number 828-7441. Visitors welcome at all times.

### COMPARATIVE COSTS\*

BULK		1800 lbs. cured		CONVENTIONAL	
18 hrs. @ \$ .90	\$16.20	Stringing or Racking	108.6 hrs. @ \$ .65	\$ 70.59	
none		Loading	19.5 hrs. @ .90	17.55	
3.1 hrs. @ .90	2.79	Watching	18.2 hrs. @ .90	16.38	
4.1 hrs. @ .90	3.69	Unloading	8.6 hrs. @ .90	7.74	
none		Unstringing	9.4 hrs. @ .65	6.11	
25.2 hrs. (Labor)	\$22.68	Totals	164.3 hrs. (Labor)	\$118.37	
No. 2 fuel oil,		Fuel			
150 gals. @ 13¢	19.50	Kerosene,			
1800 lbs. @ 63¢	\$1,134.00	230 gals. @ 16¢		36.80	
		Tobacco Price	1800 lbs. @ 60¢	\$1,080.00	

### SAVINGS: Bulk Cured over Conventional Cured

Labor — \$ 95.69  
Fuel — 17.30  
Tobacco Yield — 54.00

Total \$166.99 per cure  
6 Curings — \$1,002.00 per season

\*Cost of labor varies in different sections of the Belt, but the comparisons will be in relative proportion. Substitute your own figures and see how it will work out for you. On your farm, you may have seven or possibly eight curings.