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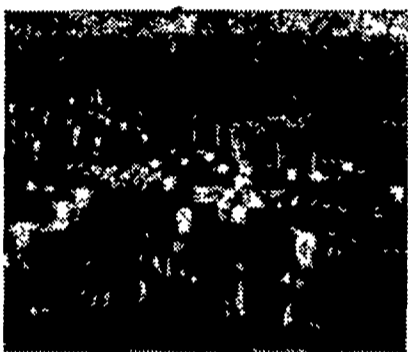
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## New Position, Personnel Changes Announced At Eshelman Feeds

John B. Eshelman, vice-president of John W. Eshelman & Sons, manufacturers of Red Rose Feeds, Lancaster, announced several personnel changes, effective October 1, 1973.

John E. H. Lafferty, advertising manager for the company, has been appointed to the newly created post of director of marketing. Lafferty received his B.S. degree from the University of Delaware in 1938 and was Agricultural Extension Editor there until joining the Eshelman firm in 1949. His new responsibilities will include creating, planning, budgeting, and coordinating marketing programs in the 22 state area served by the company's six manufacturing plants.

Gerald E. Bowman will replace Lafferty as advertising manager. He has been with the company since 1937, having started when he was 19 years old as an advertising production clerk. He has had extensive experience



Lorin S. Weigard



John E. H. Lafferty



Philip J. Hassinger



Gerald E. Bowman

## Local Man Promoted To Project Engineer

Edwin C. Mohler, Landis Blvd., Willow Street, has been promoted to the newly created position of Project Engineer in the Engineering Division of Victor F. Weaver, Inc., New Holland.

Mohler joined the Weaver organization in 1967 as a methods engineer in the standards and methods department. In 1970, he was named senior standards and methods engineer, a position he held until his current promotion.

In his new position he will be responsible for conducting and coordinating developmental activities associated with project engineering studies and equipment selections.

with graphics, printing procedures, layouts, compositions, displays, dealer aids, and sales promotion campaigns.

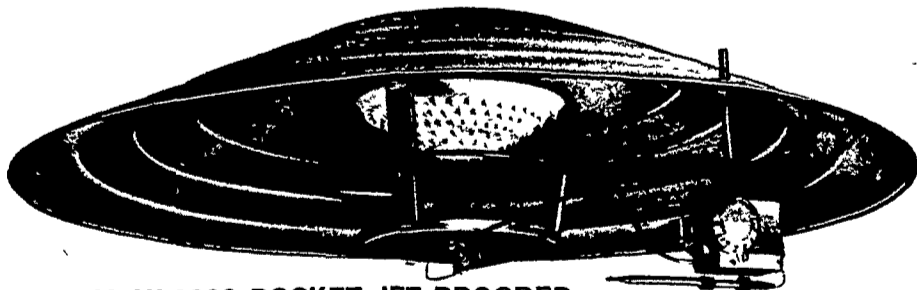
Philip J. Hassinger has been promoted to Lancaster Plant sales manager, replacing James F. Geary who served in that capacity since 1962. Geary is retiring December 1, after 12 years of service with the company in various sales management positions and 37 years in the feed industry.

Hassinger has been with Eshelman 24 years, first as a resaleman in Pennsylvania, then as a District sales manager in Maryland, and since 1964 as credit manager and assistant

Lancaster Plant sales manager. He attended Pennsylvania State University, graduating in 1949 with a B. S. in poultry husbandry. He is married, has three children, and resides in Lancaster.

Lorin S. Weigard, who has served the company seven years as a Special Sales Representative in Eastern Pennsylvania, New Jersey, Long Island, Maryland and Delaware, has been named credit manager and assistant Lancaster Plant sales manager. He graduated from Pennsylvania State University in 1949 with a B.S. in agricultural education. He is married, has two children, and lives in Lancaster.

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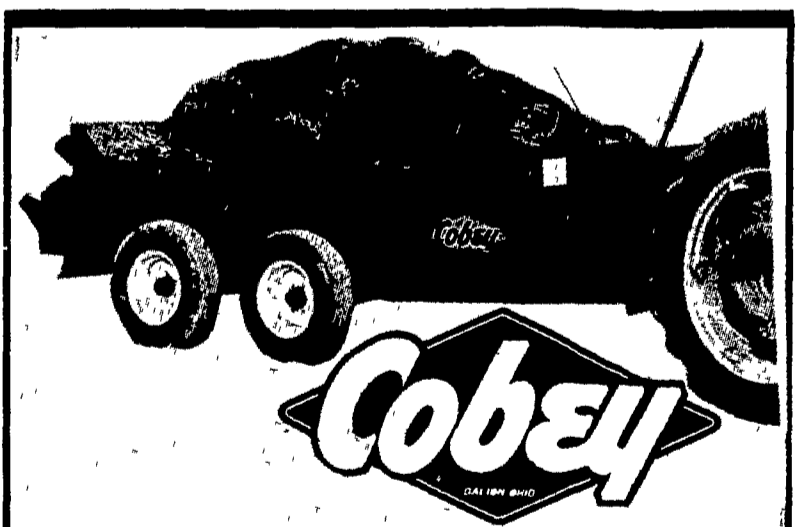
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