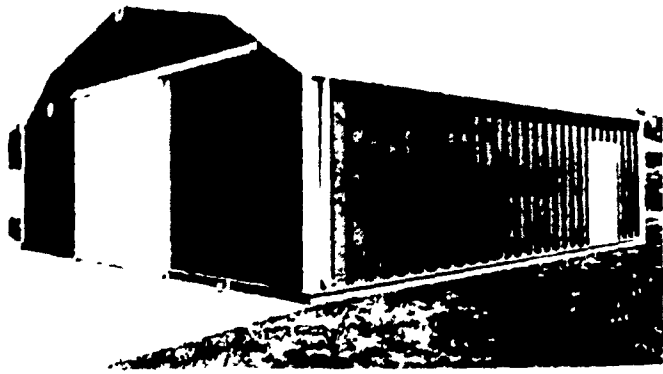


What's New . . .

Utility building
EPHARATA - A compact new utility building design, featuring a gambrel roof configuration has been introduced by Wickes Building, a division of The

wide sliding end door and 6'8" high, solid-core aluminum-clad walk-in door. Wickes Building Sales and Construction Center, Highway 222 North, Ephrata, Pennsylvania 17522.



Wickes Corporation. Named the 'Town & Country', the new structure combines beauty, efficiency and economy in an all-purpose storage building that will enhance any homesite - suburban, ranch, farmstead or vacation property.

According to Stan Kline, Wickes Buildings manager for this area, the pre-engineered gambrel roof design also offers many of the practical advantages of conventional clear span construction, including plenty of unobstructed space for vehicles, workshop or equipment storage.

Basic building size is 30' wide x 40' long, with longer building sizes available through addition of modular units. Standard features include heat-reflective aluminum roof and choice of white or color aluminum siding with contrasting trim. Building is also standardly equipped with 9'2" high, 10'

Bicentennial Ag Book
FORT ATKINSON, WIS. - The Growing of America . . . 200 Years Of U.S. Agriculture has been published by Johnson Hill Press, Inc., Fort Atkinson, Wisconsin, in cooperation with NASCO, also of this city.

The attractive, 144 page hard-bound volume, with over 200 photographs and illustrations, follows the development of agricultural practices, government farm policies, organizations, equipment, livestock, poultry, and crops from Colonial Times to the present.

Highlights in The Growing Of America include frustrations and successes with early farm equipment; government recognition of the importance of agriculture following the Civil War; the settling of the West; the organization of farm groups including

cooperatives; the Dust Bowl and realization of the need for soil conservation; and the contributions of America's rural residents during both World Wars.

The authors summarized the goals, purpose and scope of this book when they stated: "As our country approaches its Bicentennial, no industry deserves more recognition for its role in the development of the U. S. than agriculture. Farmers led the American Revolution, fought its battles, supplied its food, and went on to new frontiers. New challenges continue to be met boldly by American farmers, and on the eve of their country's Bicentennial, they can feel pride in agriculture's contribution to the quality of life in the United States."

Copies of The Growing Of America will be available from participating local Future Farmers of America (FFA) Chapters at high schools across the country, and from NASCO, 901 Jamesville Avenue, Fort Atkinson, Wisconsin 53538.

NASCO began 35 years ago with a direct mail offering of equipment and audio visual materials to agricultural schools. Today the firm supplies products for agriculture and education throughout the free world.

Johnson Hill Press, Inc., specializes in the editing, design, production and mailing of printed communications and produces a wide range of agricultural publications.

Ciba-Geigy Changes Aatrex 4L Jug Design

Ciba-Geigy Corp. says it will replace its one and five-gallon plastic jugs for AATREX 4L liquid herbicide with a two-and-a-half gallon plastic container for the 1976 sales year.

The new jug reportedly is easy to carry and pour. Growers can empty the two-and-a-half gallons smoothly and completely into spray-rig tanks in about 13 seconds. Contents of the jug can be

measured accurately with a built-in, calibrated sight gauge. The label and an instruction booklet are attached to the side.

Three years of research including a season of test marketing have gone into development of the new container, according to company researchers.

SORGHUM SEED

OLIVIA, MN. - "Trojan brand hybrid sorghum is now available for sale for 1976 planting." That's the word from Murray Robinson, Director of Marketing, Pfizer Genetics, Inc., headquartered here.

The addition of sorghum to the lineup of products available from Pfizer Genetics is the first of several expected product additions in the area of seed genetics, Hybrid sorghum, as well as hybrid seed corn, will be sold by Pfizer Genetics, Inc. under the Trojan brand name.

(Pfizer Genetics, Inc. is a new company formed as the result of the merger of Trojan Seed Company, Olivia, Mn; and Clemens Seed Company, Beaman, Iowa. Soybean and oat seed will be sold under the Clemens brand name.)

Trojan brand hybrid sorghum is currently being contract-produced for Pfizer Genetics, Inc. The product will be available for sale through the established Trojan brand seed corn dealer network. As expected, the major marketing effort for the new hybrid sorghum lineup will be concentrated in grain sorghum areas primarily in the western and southern Cornbelt.

Explains Robinson, "We have been looking at the addition of this seed line for quite some time, and for the past several months have been working hard at the planning and developmental stages in preparation for entry into the hybrid sorghum market. We have an excellent initial lineup of sorghum hybrids."

Currently available for booking are five grain sorghum hybrids, one forage sorghum hybrid, and one sorghum-sudangrass hybrid - all carrying the Trojan brand name.



Sugar Beet Industry Got Off to Sour Start

Napoleon wasn't the only casualty of Waterloo. When he met his match that June day in 1815, Bonaparte saw shattered not only his dreams of empire, but an infant beet sugar industry, although sugar beets were very likely not the most pressing thoughts on his mind as he whiled away the exile years on Elba.

Sugar was a scarce commodity in Napoleonic France, and it was with special glee that the emperor visited Benjamin Delessert's small factory in the hamlet of Passy in March of 1811. Delessert had developed a practical process for producing sugar from beets, and when Napoleon saw the results of his countryman's work, he ripped the Cross of Honor from his imperial chest and pinned it on the startled Delessert. A week later, Napoleon signed a decree that allowed one million government francs to be spent on sugar beet research, and by 1813, there were 334 small beet sugar factories in France.

It's perhaps fitting that Napoleon should have figured so prominently in the history of the sugar beet. In both Europe and America, the sugar beet industry has time and again found itself facing a seeming Waterloo.

It seems quite possible that the first to use beet sugar in America were West Coast Indians who used species of wild sugar beet that grows in central California. In 1775, Pedro Pages, a Spanish captain who explored parts of that state wrote, "The tribes of the Sierra made also quantities of molasses, candy, and sugar, that is not unworthy of the fame of these people, and it is extracted from certain species of vegetables."

The first recorded effort at establishing an American sugar beet industry began in 1830. James Ronaldson, the first president of the Franklin Institute, organized a group of his Philadelphia friends into the Beet Sugar Society of

Philadelphia. In 1836, the society sent one of its members, John Pedder, to Europe to make a thorough study of the industry in France.

Pedder sent back 600 pounds of beet seed which was planted. Unfortunately, it was planted too late in the season to develop a crop, and the principal accomplishment of the Society was publication of Pedder's glowing report on the possibilities for a beet sugar industry in this country.

In 1838, Edward Church and David Lee Child produced some 1300 pounds of beet sugar in their Northampton, Mass., plant. Economic difficulties closed this plant in 1841, but it did produce the first beet sugar in America.

Many miles to the west, at White Pigeon, Mich., a group of farmers and townsmen organized a beet sugar company. They built a factory in 1838, but even with a \$5000 loan from the state of Michigan, the venture failed.

These early failures, and many subsequent ones, were doomed from the start by a lack of technical knowledge and skill. The extraction of sugar is a rather complicated process which even then hinged on chemical extraction. Modern day beet sugar plants cost a minimum of \$30 million to build.

The Mormons in Utah were the next to attempt the manufacture of beet sugar. They bought a plant in France in 1852 for \$12,500. They took it to Utah by boat, barge and ox team, and produced only an inedible syrup for all their labors.

In fact, between 1838 and 1879, 14 sugar factories were erected on American soil - in Maine, Massachusetts, Delaware, Michigan, Illinois, Wisconsin, Utah and California. All failed.

In 1879, E.H. Dyer took over a bankrupt sugar plant in Alvarado, Calif., and turned it into the country's first successful beet sugar enterprise.

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 Best adapted to combine harvest, very healthy hybrid but fast drying. Excellent standability compared to other hybrids in its maturity class. Top yielder.

V2402 - 102 Day Maturity
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