

Case official wins engineering award

CHICAGO, Ill. - John E. Langdon, J I Case Company, today received the Farm and Industrial Equipment Institute (FIEI) engineering merit award for 1975 at the American Society of Agricultural Engineers (ASAE) winter meeting.

This award is presented annually to recognize and honor outstanding individual leadership in farm equipment engineering.

Mr. Langdon was cited by the awards judges for his leadership as chairman of the FIEI Agricultural Equipment Braking Committee which developed ASAE standard S365T, "Brake Test Procedures and Brake Performance Criteria for Agricultural Equipment." Adopted by ASAE in December 1973, this is the first standard to set forth criteria for testing and evaluating the adequacy of brakes on agricultural equipment that may be operated on a highway.

Twenty-Five Years of Service

The award winner has devoted his business career to improving farm equipment. Mr. Langdon was raised on a farm near Hornersville, Missouri. Following graduation in 1950 from the University of Missouri with a B.S. degree in Agricultural Engineering, he joined the J I Case Company, where he has progressed from engineering trainee to his present position as chief engineer, vehicle and reliability test. Mr. Langdon is responsible for J I Case's stress

laboratory, test center, proving grounds and the reliability and evaluating laboratory.

Langdon is active in many industry and technical society affairs. In addition to serving as chairman of the FIEI Agricultural Equipment Braking Committee, he is a member of the American Society of Agricultural Engineers, Society of Automotive Engineers (SAE) and the Society for Experimental Stress Analysis (SESA). He is a member of various committees of all three groups.

John E. Langdon and his wife Marilyn reside in Racine, Wisconsin, with their daughters Theresa Jane, age 15, and Mary Jean, age 8.

The Farm and Industrial Equipment Institute, founded in 1893, is among the oldest manufacturers' trade organizations in operation. FIEI is a focal point for a variety of industrywide activities.

What's New ...

PILL GLASS
A glass, made of almost unbreakable Lexan, is on the market for adults and children who are afraid of swallowing pills. Just place the pill on the ledge, fill with water or enticing beverage and let PILLTAKERS E-Z SWALLOW raceway lift the pill on a wave of liquid and wash it unnoticed down the throat. Sold and guaranteed by SEL Inc., Box 206, Essex, CT 06426.

Egg research planned

WASHINGTON, D.C. - Egg producers, voting in a referendum, have approved a nationwide egg research and promotion order, the U.S. Department of Agriculture (USDA) announced today.

The program was approved by 73 percent of the 2,160 producers voting (more than the two-thirds required) and by 86 percent of the production represented in the balloting, based on production for June-August 1975. The mail referendum was conducted Nov. 3-28 by USDA's Agricultural Marketing Service (AMS).

Organizations certified to make nominations (press release USDA 3539-75) for the 18-member Egg Board have until Jan. 16 to submit names of egg producers of their representatives. Nominations should be sent to H. C. Kennett, Director, Poultry Division, AMS, USDA, Washington, D.C. 20250.

The order, authorized by the Egg Research and Consumer Information Act of 1974 and based on evidence presented at a public hearing held in May, is scheduled for publication in the Dec. 22 Federal Register. The program will be financed by an assessment of up to 5 cents for each 30 dozen eggs marketed and will be operated by the Egg Board.

Some bloomin' suggestions

You can enjoy the poinsettia you received for Christmas beyond the holidays if you follow these tips from the New Jersey Cooperative Extension Service at Cook College, Rutgers University.

Keep you poinsettia in a sunny warm window but make sure it's not drafty. If there's danger of chilling at night, take the plant out of the window before you go to bed.

Try to maintain soil moisture at moderate and uniform levels. The soil should be neither soggy wet nor bone dry. When the top of the soil is dry, water it.

After the plant stops blooming and the leaves begin to fall, gradually stop watering it. The leaves will soon turn yellow and drop.

Store the dried-off plant in a cool, dark basement at 50 to 60 degrees until April or May and then water it lightly. Give it just enough

water to keep the roots and stems from drying out.

In May, cut the stems back 3 to 5 inches, repot the plant and put it in a warm, sunny place in your yard. Remember to keep it watered and fertilized during the summer.

Before cool weather sets in next fall, bring the plant inside again and put it in a

south window where it will get a lot of light. If the plant is to flower it must be kept in darkness from 5 p.m. to 8 a.m. from the first of October to Thanksgiving time.

It takes a lot of special care but many home gardeners like the challenge of trying to flower their 1975 poinsettia for Christmas 1976.

What's New

New Squash Variety Introduced by Ferry-Morse

MOUNTAIN VIEW, CA. - A vigorous F-1 hybrid zucchini squash has been introduced out-yielded the Hyzini variety and has also shown slightly earlier yields than the Hyzini - maturing in approximately 54 - 56 days - in the firm's recent field trials.

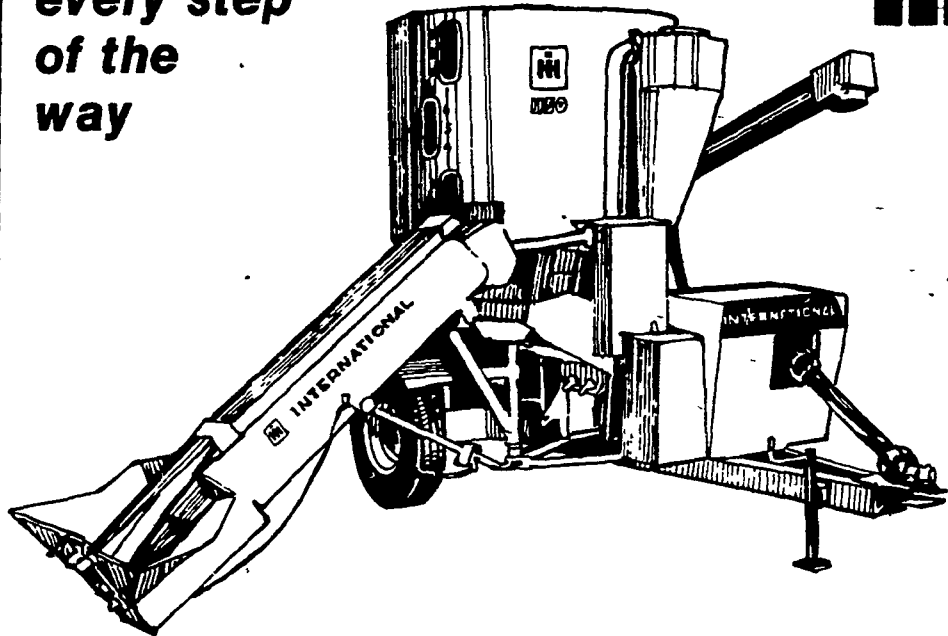
The cylindrical, shiny,

dark, glossy green fruit, which has good length, is easy to see and to harvest on the upright, moderately open bush habit plant.

For more information on the new GREENZINI variety, contact the Vegetable Seed Sales Department, Ferry-Morse Seed Company, P.O. Box 100, Mountain View, California 94042.

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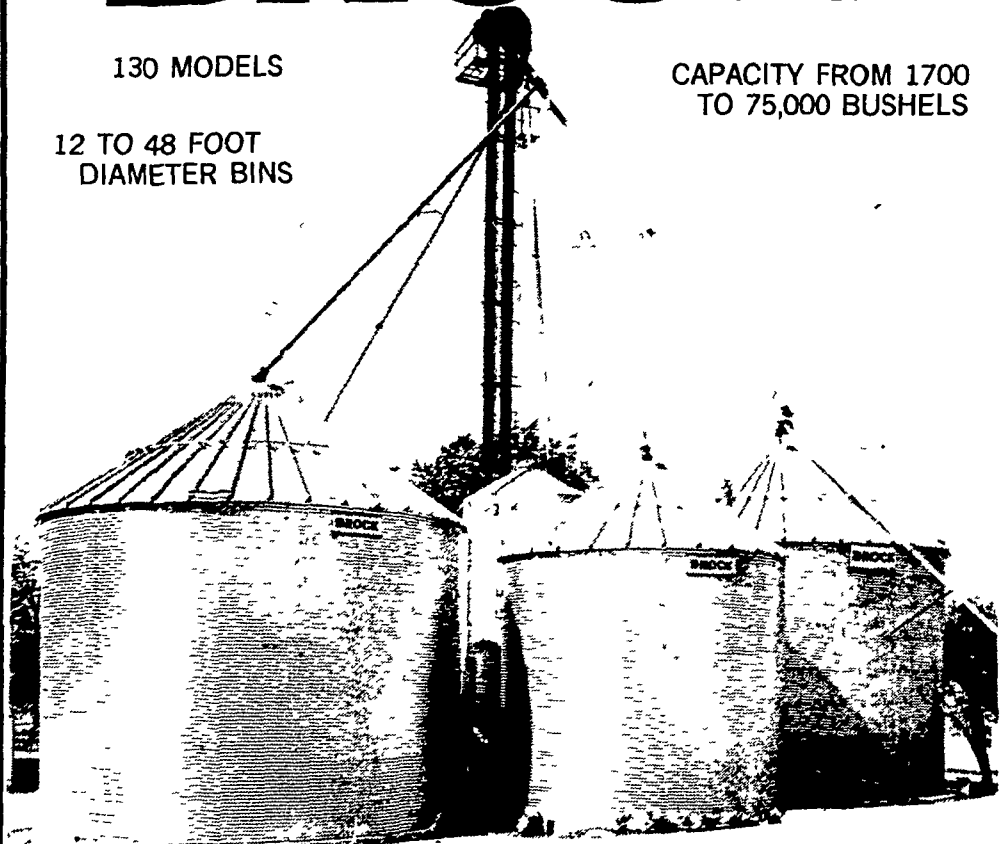
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