

Hess Mills opens in Unionville

UNIONVILLE — As of January 1, Hess Mills in Paradise, Lancaster County, has a sibling mill in Unionville, along Route 82 South in Chester County. This "new" mill actually has been in business for some time under another name: Good's Mill.

Good's Mill started out in the 1920's as a small feed mill in Embreeville. Later, as ownership changed hands, Good's Mill moved to Unionville and became a store/warehouse operation.

Time and change have their ways with all things, and Good's Mill at Unionville was no exception. The needs of Chester County were growing and diversifying rapidly; Good's Mill was challenged to meet those needs. To do just that, the merger with Hess Mills was arranged.

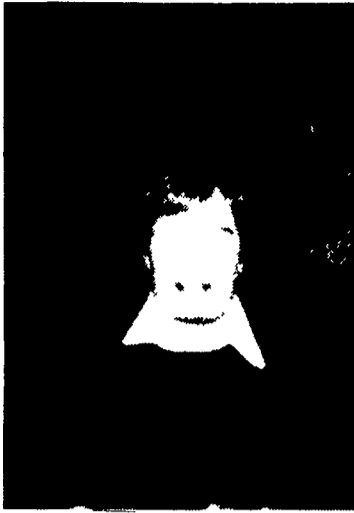
Now, Hess Mills, which has been serving the needs of Lancaster and Chester Counties for decades, has a physical presence in Chester County. Because of Hess Mills' additional location, the changes for Chester Countians, especially in Unionville, are many and for the better.

First, Hess Mills in Unionville is a full-service mill carrying a full line of all pet and animal feeds. Second, Hess Mills is a feed dealer for Ralston-Purina Company. So, Hess Mills whole product line is backed by Purina products' proven quality and guarantee of satisfaction. Chester Countians also can now choose from an excellent variety of domestic feed products ranging from swine and other farm animal products to horse and pet feeds. Third, the

same services Lancaster and Chester Countians have come to expect and trust in Hess Mills for years are now available closer to home in Chester County. These services include: daily feed deliveries, access to expert dairy, poultry and swine consultants, and regular hours that ensure dependability of service.

The hours at Hess Mills in Unionville are Monday through Friday 8 a.m. to 5 p.m. and Saturday 8 a.m. to noon. And finally, because of Hess Mills' volume buying practices (and bulk servicing), the finished feed product can be marketed at a reasonable, very competitive cost to the consumer. Hess Mills cuts out the "middle man" by manufacturing/processing feed and distributing it directly to the consumer. Thus, the savings Hess Mills realizes are passed on to Hess Mills' customers.

The personnel at Hess Mills in Unionville are instrumental in meeting customer needs. Jody Murtagh, former owner/operator of Good's Mill, now serves as Hess Mills' farm consultant in Unionville. He has two full-time assistants: his son, Joe, and John Hess III. These men, while helping to better feed Chester Countians' horses and other pets, are also helping to keep farming operations in Chester County profitable. They do this by educating farmers about better feeding techniques and animal management methods. Supporting and maintaining the rural flair of Chester County is what Hess Mills in Unionville is all about.



John Hess III



Jody Murtagh



Joe Murtagh



Serving on the John Blue Company dealer group is Lawrence R. Clauss Jr., of Erb and Henry Equipment, Inc., New Berlinville.

Clauss gets John Blue post

NEW BERLINVILLE — Lawrence R. Clauss, Jr., Vice President of Erb & Henry Equip., Inc., New Berlinville, has been invited by John Blue Company to serve as a member of their newly formed dealer group.

The group, known as the "Blue Board", is comprised of seven dealer members whose purpose will be to closely examine all John Blue products, manufacturing

procedures and service systems to make sure they meet or exceed the quality levels asked for by the consumer.

Upon passing the "Blue Board" examination, a circular shaped, "Blue Jay" Seal will be affixed to the product to show the consumer that it has been carefully tested and found to meet the highest quality standards possible in both construction and performance levels.

Research partnership formed

Philadelphia — Rohm and Haas Seeds Inc. and Coker's Pedigreed Seed Company announced today their intent to form a research partnership in soft red winter (SRW) wheat, soybean and oat breeding.

The research partnership will be headquartered in Hartsville, S.C., the site of Coker's main office. This arrangement will combine Coker's established varietal product lines, research and its 70 years of breeding experience with Rohm and Haas Seeds' established SRW

wheat hybrids and its breeding and production technology.

As part of this transaction, Coker and Rohm and Haas Seeds will contribute product lines and other assets to the partnership. Rohm and Haas Seeds, under a license agreement, will acquire the production and marketing rights for the partnership hybrid and varieties. Rohm and Haas Seeds will also continue the "Two Great Names" production and marketing program set up by Coker.

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