

# Hooper Equipment,

## service-oriented success in Delmarva

Hooper Equipment Inc. of Middletown, Delaware was formed on November 1, 1982 when Hooper Equipment Inc., Sudlersville, Maryland purchased White Bros. Supply Company, of Middletown, Delaware. Although the new Middletown, Delaware, business is only a little over one year old, it is rich in the combined experience and knowledge of two farm machinery firms.

For more than forty years White Bros Supply Co. had been selling International Harvester farm machinery in Northern Delaware. With the 1982 consolidation, all but one of White's employees — some with over thirty years experience servicing and selling I.H. machinery — went to work for the new company.

Nor could Hooper Equipment Inc., of Maryland be considered a fledgling company. In the mid-seventies, Charlie Hooper, of C.B.

Hooper & Son, Inc., Intercourse, PA, saw an emerging opportunity to market large four-wheel-drive tractors and heavy-duty tillage equipment on the Delmarva peninsula. With an eye toward meeting the needs of Delmarva's high-speed, labor-intensive farming, Charlie formed Hooper Equipment, Inc., in 1976, to sell and service Steiger four-wheel-drive tractors, putting Daryl Peifer in charge of managing the new firm.

The Hooper organization in Sudlersville grew and prospered through the seventies and into the eighties, because the management adopted the same service-oriented philosophy that Charlie Hooper and his father, Bud Hooper, found to be the foundation of their Pennsylvania operation.

"When the customer has a problem, make it your problem," was the Hooper watchword, and from the day he moved into the

house across the road from where he would supervise the construction of the Hooper Equipment, Inc., store, Daryl Peifer worked around the clock "to keep his customers going."

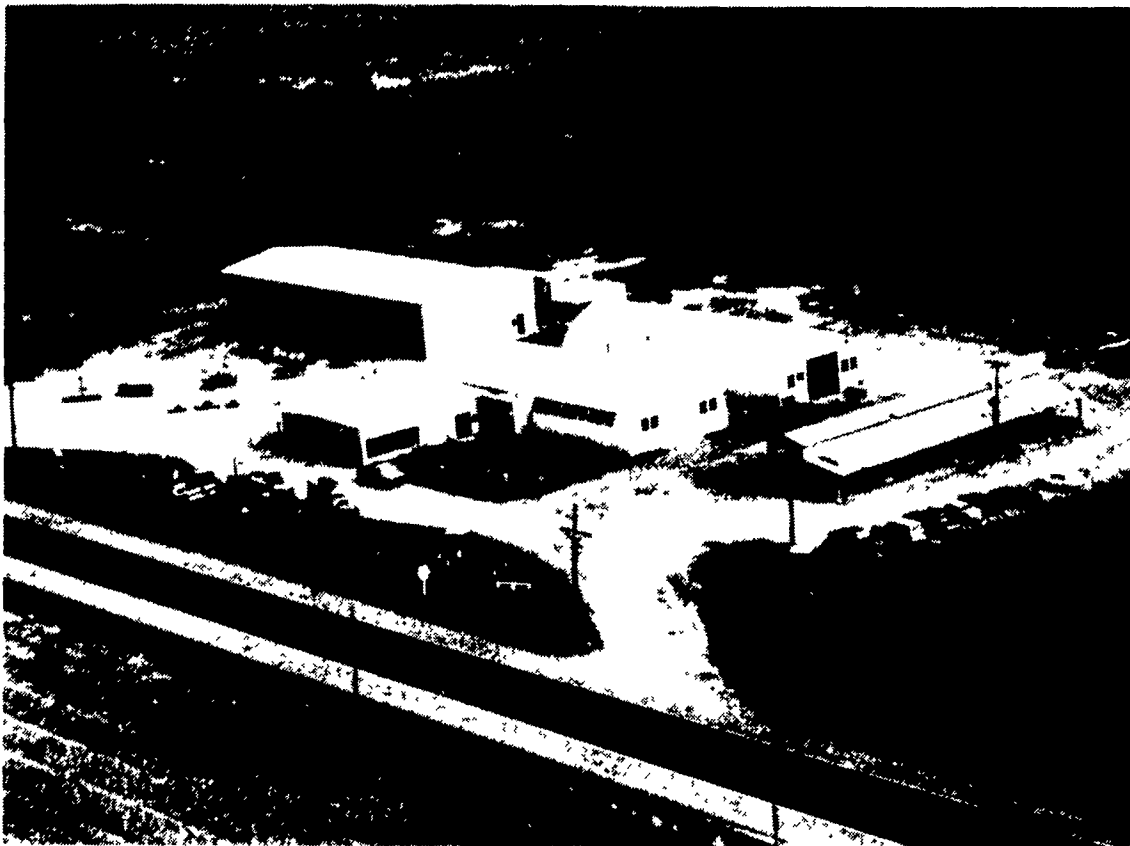
When the opportunity came last year to add the I.H. franchise and

move to Middletown, Delaware, Hooper Equipment, Inc. had grown to twelve dedicated people trained to solve farmers' problems.

Now that the Hooper people from Sudlersville, MD, have combined with the White Bros. personnel,

they form an organization with which Bud Hooper is proud to be associated.

All Hooper's employees know that uncompromising service at a fair price is the keystone to Hooper Equipment, Inc.'s success in the farm machinery industry.



Adding International Harvester to their line last year, Hooper Equipment, Inc., of Middletown, Delaware, provides the best in sales and service to Delmarva peninsula farmers.



**INTERNATIONAL HARVESTER**

**ALL WEEK -**  
February 13th  
thru February 18th

Monday thru Friday: 7 AM - 5 PM  
Saturday: 7 AM - Noon

# HOOBER EQUIPMENT, INC. OPEN HOUSE WEEK

**PARTS  
SPECIALS  
ALL WEEK**

**WATCH PAPER  
FOR  
COMPLETE DETAILS**



Farmall Tractor  
(Built 1930 to 1932)

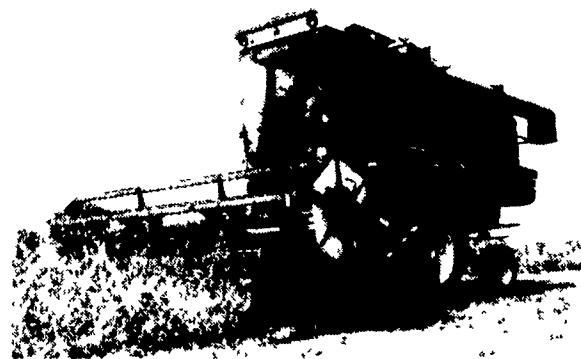
## SPECIAL PROGRAM

- DOOR PRIZES
- FREE LUNCH AT NOON
- PLANNED PROGRAM

**Tuesday, February 14th**

**FARM SHOW**

In  
Middletown,  
Delaware



**AXIAL—FLOW SIMPLICITY**

**HOOBER SELLS ONLY FIELD PROVEN PRODUCTS  
AND EVERYTHING WE SELL IS BACKED  
BY EXCELLENT PARTS AND SERVICE PEOPLE**

**HOOBER EQUIPMENT, INC.**

Middletown,  
Delaware  
**(302) 378-9555**