

Dealer Sees Latest Products

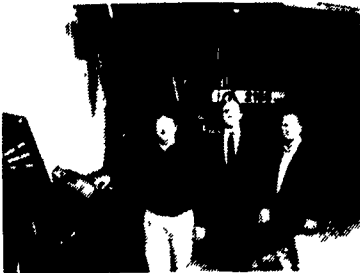
ST. LOUIS, Mo. — C.B. Hooper of C. B. Hooper & Son in Intercourse, Pa., and Middletown, Del., was here for an in-depth look at the latest in Case IH agricultural equipment.

Among other products, Hooper saw the next generation of Case IH Axial-Flow[®] combines.

The first Axial-Flow combines, introduced nearly 20 years ago, redefined a good harvest, providing better quality grain and more of it from an exceptionally dependable machine.

Hooper explained that the new 2144, 2166, and 2188 combines feature an all-new cab, as well as upgraded electronics, hydraulics and power train. "I'm looking forward to getting these out in the field with my customers," he said.

At the dealer meeting, Hooper received an update on Case, including its business and product-development plans.



C. B. Hooper of C. B. Hooper in Intercourse, Pa., and Middletown, Del., (pictured here with Dick Bomberger and Tom Yohe) attended Case IH dealer business meetings in St. Louis, and was among the first to see the new 2100 Series Axial-Flow combines, which feature an all-new cab, as well as upgraded electronics, hydraulics, and power train.

Hoffman Seeds Releases Hybrids

LANDISVILLE, (Lancaster Co.) — Hoffman Seeds, Inc. has introduced five new Funk's G[®] brand hybrids for the 1995 planting season.

These hybrids have been produced from research efforts conducted by Ciba Seeds and Hoffman. Each new hybrid is supported by extensive field trials to verify its performance.

4193 averaged 147 bushels/acre at 23.7 percent moisture in 1993 Cornell University trials. A 90-day hybrid, it is recommended for

silage or high-moisture corn and performs best as a full-season hybrid in Group 0 environments. 4193 is tolerant to rust, southern corn leaf blight, Stewart's wilt, and ear smut.

A 90-day hybrid, 4144 responds well to high management practices and is recommended for early planting. It performs well as an early hybrid in Group 2 environments and can be planted in heavier soils (muck/peat) at populations from 22,000 to 26,000 plants/acre. 4144 has good early vigor and

Monsanto Introduces New Container

ST. LOUIS, Mo. — Monsanto Company introduces a revolutionary new 2-1/2 gallon herbicide container that eliminates the foil seal and also features an innovative no-glug, no-drip design.

According to packaging engineers, the new, patented container is designed to reduce user exposure to herbicides and make herbicide handling easier and faster.

"We spent a lot of time finding out what our customers wanted," said Scott Voelker, senior packaging engineer for Monsanto. "Then we worked to design a container that would exceed their expectations. We focused on future EPA (Environment-

tal Protection Agency) regulations, as well as current customer needs.

"The first thing we did to reduce exposure was eliminate the foil seal," said Voelker. "We replaced the foil seal with a resealable cap that not only reduces exposure during the opening process, but also eliminates spillage and leakage when the container is resealed after use."

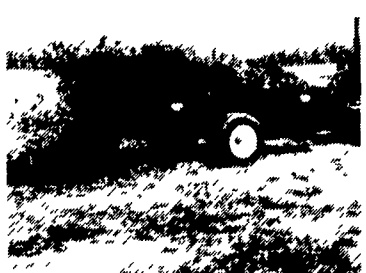
Voelker said the no-glug pouring effect is achieved with a large airflow[™] handle designed with a special split inner opening. "This lets air flow back into the container at the same rate the liquid empties to create a smooth, fast-pouring action," he said.

Warranty On Spreader Floors

BIRD-IN-HAND (Lancaster Co.) — Millcreek Manufacturing is offering a 20-year warranty on the new floors used in its line of compact manure spreaders. The longer lasting floors add increased economy by significantly extending the life of the spreaders.

High density polyethylene derived from recycled milk containers is formed into planks similar in appearance to tongue-and-groove wood. Millcreek uses the boards to form the floors inside the spreaders, where corrosion, rust, and rot are most likely to occur.

The larger Millcreek spreaders are designed to fit through 5' doors. The smallest Model fits



Millcreek offers a 20-year warranty on the floors of its Compact Manure Spreaders.

Pfizer To Acquire Animal Health Business

NEW YORK, N.Y. — Pfizer Inc., agreed to acquire SmithKline Beecham Animal Health (SBAH) for \$1.45 billion, Pfizer announced.

The acquisition will offer Pfizer additional opportunities to capitalize on its current product line and innovative research and development capability.

In 1993, Pfizer and SmithKline Beecham had combined animal health net sales of approximately \$1.2 billion.

"Pfizer is a global leader in health care," said William C. Steere, Jr., chairman and chief executive officer of Pfizer, "and this acquisition further builds on our strengths by adding SmithKline Beecham's excellence in animal vaccines and companion-animal products, and its significant animal health presence in countries that complement and expand Pfizer's current geographic reach."

"We are confident that this acquisition will help make our animal health business an increasingly important contributor to Pfizer," he said.

Pfizer markets many important livestock products, including two products recently introduced. The antiparasitic Dectomax, first launched in 1993 in Brazil (the world's second largest cattle producer), and is now available in Argentina, South Africa and, since September 1994, in the United Kingdom and Ireland. Dectomax

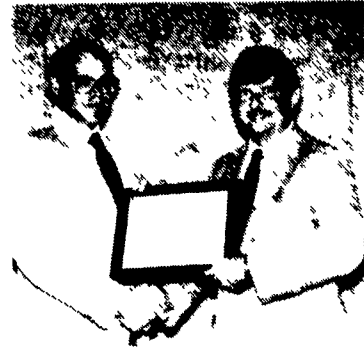
sales are growing rapidly in response to consumer enthusiasm in the \$1 billion annual global antiparasitic category.

The antibacterial Advocin, for treating livestock respiratory disease, is available in Japan and elsewhere in Asia, Latin America and Africa. In 1995, Pfizer plans 49 new-market launches of Dectomax, Advocin and Aviax, a new product for the prevention of coccidiosis, the

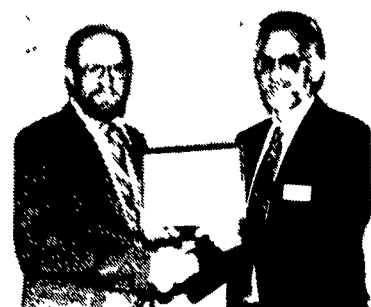
most commercially significant disease threatening chickens.

SBAH is a world leader in animal vaccines and companion-animal health-product sales.

Pfizer's animal health products treat mainly livestock and poultry diseases. The SBAH portfolio offers leading products, including virginiamycin, for both livestock and companion animals.



Seedway District Sales/Service Manager Brent Miller, right, is pictured with Eric Sheib of F.M. Brown's Sons.



David Whitely, district sales/service manager, right, is pictured with Clifton Miller.

Seedway Recognizes Dealers

YORK (York Co.) — Seedway recently recognized F.M. Brown's Sons and Clifton Miller for service to local customers of the company during Seedway's 10th anniversary dealer meeting held in Hershey.

Seedway dealers from Pennsylvania, Ohio, Maryland, New Jersey and Virginia attended the event, which included product demonstrations and training sessions.

Dekalb Releases High-Yielding Alfalfa Variety

DEKALB, Ill. — A new alfalfa variety breaks through the current genetic barriers to offer alfalfa growers more of the features they want, including higher tonnage.

Dekalb Genetics Corp. has released DK127, a new fall dormancy 3, multileaf alfalfa variety with multiple pest resistance, including high resistance to aphanomyces root rot and excellent tolerance to cool season leaf diseases.

Rating 24 out of 25 on the Wisconsin disease resistance index, DK127 will perform under a wide range of conditions. In addition to high resistance to aphanomyces root rot, it shows high resistance to anthracnose, bacterial wilt, fusari-

um wilt, phytophthora root rot, pea aphid, and spotted alfalfa aphid. DK127 also has resistance to verticillium wilt, stem nematode, downy mildew, and lepto leaf spot and tolerance to common leaf spot. It also features exceptional winterhardiness and fast recovery after cutting. "The release of DK127 reflects Dekalb's selection priorities," said Dr. Mark Lawson, director of alfalfa research operations. "Our main selection categories include characteristics such as high-tonnage, disease resistance, feed quality and improved winterhardiness. A particular emphasis right now is aphanomyces resistance and improved winterhardiness for its dormancy rating."

Old Guard Gets New Recognition As Insurer

LANCASTER (Lancaster Co.) — A national personal-finance magazine has discovered something that farmers and rural homeowners in the Mid Atlantic region have known about for a century—Old Guard Mutual Insurance Company.

Old Guard, based in Lancaster, is cited in the November issue of SmartMoney Magazine as a rural insurance specialist that offers attractive rates to rural property owners.

Smart Money, a publication of Dow Jones & Co., which also publishes the Wall Street Journal, mentions Old Guard as part of an in-depth article for homeowners seeking to lower their insurance costs.

The article notes that rural residents often pay higher premiums for farm and home insurance than city dwellers because firefighters must travel farther to reach them. But the author of the article, Liz Comte Reisman, indicates that rural residents often can hold down premiums if they "work with a local insurance agent to price-shop among small mutual insurers, such as Old Guard Mutual, that specialize in insuring dairy farms and rural homes."

It mentions further that Old Guard offers a 20 percent discount if the local fire department has a tanker that can carry water to the fire scene.