

# Customer Appreciation Day Held

MIDDLETOWN, Del. — A special day of customer appreciation was on Wednesday by Hooper Equipment Inc., with a large crowd on hand for seminars and an even-

ing of food and fun.

In the afternoon a "focus" meeting was held where a few key farmers sat with officials from Case IH, Racine, Wis. headquarters.

The officials brainstormed with the farmers on what the farmers would like to see different in the combines or what they would like to see in the future.

Jim Minnihan, product service manager for combines, conducted the focus session. Discussion included future trends such as planting corn in 22-inch rows with seeds further apart in the row so that the plants are scattered more evenly over the field. On farms in the Midwest, where this has been tried, production increased eight to 10 percent. But in the past, down corn at harvesting time had been a problem. But some thought that new varieties may have overcome this problem.

Minnihan likened the farmer's pickup truck to "your mobile farm office." He said farmers are not just farmers anymore. They are farm managers with phones and even computers in their farm truck. With large equipment, many farm operations have become a two- or three-man job. But the idea was presented that this is not all bad. With all the opportunity for a farm accident with the large machinery, it is good to have another person beside the operator in the back fields at harvest time so one person is not alone if an accident happens.

Later they had a customer service clinic for combines to help customers get top production from their machines.

Harold E. Bower, area sales manager, said the company looks for a good year for all farm equipment lines, especially the 2100 series combine, and they have a large number of the combines sold and back-ordered at the factory. This machine has been very well accepted.

"We see the farm economy as good at this time and hopefully it will continue through 1995," Bower said. "Last year was an exceptional year. Results just announced from the end of the year show sales up 14 percent for Case Corporation North America. We are looking for continued improvements. I don't know if it will be 14 percent. But we have shown profits over the last 12 quarters where each of these quarters have been better than the corresponding quarter in the previous year."

The Hooper's also have a location in Intercourse, Pa.



At Hooper's Customer Appreciation Day are, from left, Charles Hooper, president, Hooper Equipment; Harold Bower, Case IH area sales manager; Chuck Hooper, Hooper Equipment; and Jim Minnihan, Case IH product service manager for combines.

## F.O. March Milk \$14.38

ALEXANDRIA, Va. — Middle Atlantic Order Market Admin-

istrator Rex F. Lothrop recently announced a Class I milk price of \$14.38 per hundredweight for March 1995.

This price is down 3 cents from February and is \$1.06 below last March's Class I price.

Lothrop also announced a Class III milk price of \$11.40 per hundredweight for January 1995 and a Class III-A price of \$10.11 per hundredweight for the month. The Class III price was down 6 cents from the previous month, while the Class III-A price decreased 14 cents.

The March 1995 Class I price and the January 1995 Class III price are based on the January 1995 Minnesota-Wisconsin manufacturing milk price of \$11.35 per hundredweight at a 3.5 percent butterfat content.

The January 1995 butterfat price was 64.48 cents per pound, down 2.95 cents from December. The January skim milk price per hundredweight was \$9.48.



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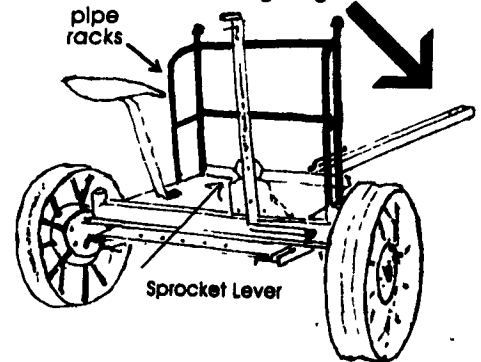
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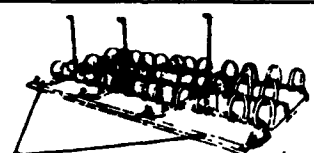
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