



A WING PART OF ROOT'S 1976 LINE of products being photographed for a new brochure are (left) John C. Way, Export Marketing Manager for the lawn and gardening of STIGA, Tranas, Sweden, and (right) Jack W. Robinson, President and General of Root Manufacturing Company. At far right is Michael Morgan of Carthage, who is photography work for the brochure.

Root Prepares For '76 Production Season

At the start of their production season close at hand, the staff at Root Manufacturing Company are in the process of preparing a 1976 promotional brochure, scheduled to come out in mid-October, for national and international distribution. The brochure is being prepared through the combined efforts of Jack Robinson, president and general manager; Don Johnson, sales manager; John Robinson, controller; and Michael Morgan, a commercial photographer from Carthage.

This season the firm, which manufactures lawn and garden equipment, has expanded its line to include riding mowers and walk-behind mowers.

Primarily, Root's line of products consists of riding

tractors, riding mowers, garden tillers, walk behind mowers, brush saws, and power cultivators.

In addition to having an expanded line of products this season, the company's sales territory has also been increased, according to Robinson. Root's sales territory now includes 36 states, England, Sweden and other foreign countries. Products are sold both through sales representatives and directly to dealers.

As with most companies in the lawn and garden industry, Root's sales are seasonal; normal deliveries are made from October through June. Production workers are utilized during the summer for inventory accumulation, maintenance, and repair work.

Hess notes that they are now operating at a reduced level but full production will get underway in the next two to three weeks, which will result in much greater employment.

Most of the preparation for the production season takes place during the two months immediately prior to the start of the season. During August new product models are developed and September is the month for building prototypes and doing promotional work, including work on brochures.

Since his association with the company in May of 1973, Jack Robinson has been credited by people in the industry for the company's large increase in number of units built and expansion to include a complete line of lawn mowers and others.

... of the Pittsburg Armory.

The Support Company and Battalion 147th Infantry will hold open house for all area seniors to inform them how a high school senior can join and serve with the National Guard, earn a salary by attending Guard drills one weekend a month and still complete high school.

The program, which includes talks and a tour, starts at 10:00 a.m. Included in the program outline are: a welcome by Captain John Connelly, orientation, tour of the armory, lunch with the unit, films, question and answer period, and closing comments by Captain Connelly.

Fuller Is Appointed CCJC Drum Major

David Fuller, a 1974 graduate of the Riverton High School, has been appointed drum major for the Red Raven Band of Coffeyville Community Junior College.

Jeff Wilson, William Qualls, Eric Minor and James Shallenburger, all 1975 graduates of the Riverton High School band, are also members of the band.

Foundation Nets \$718.98 In Drive

Mrs. Esther Boyd, chairperson for the Baxter Springs chapter of the Arthritis Foundation, has reported that to date \$718.98 has been collected.

Cannons To Sing

Larry and Sharon Cannon will be singing in the youth services at First Assembly of God, 13th and Park, Sunday, October 5, at 7 p.m.

The public is invited to...