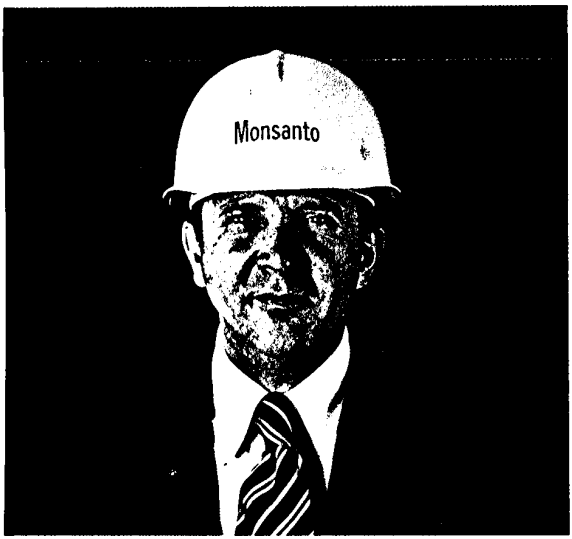
The "White Hat." He makes fire-resistant fluids easier to buy.



Taking your order is the least important thing the White Hat can do for you.

The Monsanto technical representative wears a white hat because he wants to spend time in your plant.

A man of many talents.

The White Hat can perform a thorough survey of your entire facility, determining which of our Pydraul® or Santosafe® fluids best suits each particular system.

He will be glad to put coded tags on each of your machines to make sure it gets the prescribed fluid—the wrong fluid can mean costly downtime. If fluid leakage is a problem, he can set up the "red tag" maintenance program to help you maximize employee awareness of costly hydraulic leaks.

When you give him an order, the White Hat monitors every shipment to make sure you receive exactly what you ordered when you ordered it. And from time to time, he'll send you information bulletins containing news of the latest developments in the field.

If a problem develops, he'll get in touch with our secret weapon.

The Big Lab.

In St. Louis, Monsanto has the world's largest laboratory and testing facility for fire safety hydraulic fluids.

Among the most up-to-date equipment is the Green Monster, a huge pump test stand for carrying out a variety of different tests under almost any condition. Using equipment like the Green Monster, we can simulate operating conditions, rapidly pinpoint the problem and come up with the answers.

The Guide.

Monsanto offers the widest range of fire safety hydraulic fluids.

The Guide is our new 36-page booklet that contains all the facts and figures you need to buy hydraulic fluids intelligently. In it, you'll find physical properties charts, applications information, viscosity/temperature charts, pump test results, changeover and conversion data, seals and packing information, recommended filters and hoses, and reclamation data.

Your White Hat will be glad to deliver a copy in person or you can mail the coupon.



Monsanto Company
Department B1NB
800 N. Lindbergh Blvd.
St. Louis, Mo. 63166

Please send me a copy of your 36-page "guide to fire-resistant hydraulic fluids."

Name_____

Company_____

Address_____

City and State_____ Zip_____

Monsanto

We never rest on our fluids.

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Meet The Hot P/M Forming Answermen

At Hoeganaes "Hot P/M Forming" is a corporate commitment, not just a laboratory program.

Men in marketing, sales, r&d, production, engineering are working together to develop ANCORSTEEL® alloy powders especially for this process . . . and techniques to convert these powders to parts with forged properties. Our new 8000-square-foot laboratory with a 500-ton press, furnace and the most up-to-date testing equipment is some of the "hardware" part of this commitment.

So, whether you're already involved in Hot P/M Forming, or investigating it, Hoeganaes is ready to help . . . with quality powders developed specifically for the process . . . with information to successfully apply these powders to your requirements.

Call us when you're ready. If we don't have answers to all your questions on Hot P/M Forming, we'll get them. We're committed to that.

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