93

KNOWN PLACEMENTS TO DATE OF YOUR NEWS RELEASE
DISTRIBUTED AND CLIPPED BY NORTH AMERICAN PRECIS SYNDICATE
201 EAST 42ND STREET, NEW YORK, NY 10017
(212)-867-9000

Thanks K

~~① Kevin~~

② Power

– XC ~~Loren~~, Gary
+ the numbers grow!
Diane
– file NAP

25733 DIANE HERNDEN
MONSANTO CO
800 NORTH LANDBERGH BLVD
ST. LOUIS MO 63167

TITLE: INGENIOUS IDEAS DEPT
NAPS REP: JIM BROSSEAU
SERVICE COORD: MICHAEL NEELMAN

LEAD WORDS: PARTS OF THE ILLINOI
SUMMARY: THE USE OF TIRES AS FUEL IS ESPECIALLY SIGNIFICANT FOR MONSANTO COMPANY. THE RUBBER AND PROCESS CHEMICAL DIVISION OF MONSANTO IS A MAJOR SUPPLIER TO THE TIRE INDUSTRY.

CLIPPINGS RECEIVED AND INPUT BY: 04/23/93 PAGE: 1

RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
1	NEW YORK, NY	NJ	SURBURBAN NEWS	MAHWAH	03/10/93	14,300	57,200
1	NEW YORK, NY	NJ	ALLENDALE SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	FRANKLIN LAKES SUBUR	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	GLEN RIDGE SUBURBAN	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	HO-HO-KUS SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	MAHWAH SUBURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	MIDLAND PARK SUBURAB	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	OAKLAND SUBURBAN LIF	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RAMSEY SUBURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RIDGEWOOD SUBURBAN L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	RINGWOOD SUBURBAN LI	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SADDLE RIVER SUBURBA	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 1	PARAMUS	03/10/93	40,694	162,776
1	NEW YORK, NY	NJ	SUBURBAN NEWS-ZONE 8	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	UPPER SADDLE RIVER L	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	WALDWYCK SUBURBAN LI	PARAMUS	03/10/93	8,800	35,200
1	NEW YORK, NY	NJ	SUBURBAN NEWS	WESTFIELD	09/30/92	108,709	434,836
1	NEW YORK, NY	NY	WYCKOFF SURBAN LIFE	PARAMUS	03/10/93	8,800	35,200
2	LOS ANGELES, CA	CA	NEWS OBSERVER	BAKERSFIELD	11/27/92	18,000	72,000
2	LOS ANGELES, CA	CA	MOBILE HOME NEWS	GARDEN GROVE	09/30/92	25,300	101,200
2	LOS ANGELES, CA	CA	DESERT MAILER	LANCASTER	10/13/92	124,200	496,800
2	LOS ANGELES, CA	CA	NORCO NEWS	NORCO	11/12/92	4,600	18,400
2	LOS ANGELES, CA	CA	Star-Free Press	Ventura	10/28/92	49,877	199,508
3	CHICAGO, IL	IL	CHATHAM SOUTHEAST CI	CHICAGO	12/06/92	30,624	122,496
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/03/92	32,631	130,524
3	CHICAGO, IL	IL	SOUTH END CITIZEN	CHICAGO	12/06/92	32,631	130,524
3	CHICAGO, IL	IL	AUCTIONEER CHANT	CISSNA PARK	10/01/92	57,500	230,000

----MORE----

DSW 134933

STLCOPCB4034892

RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/13/92	2,000	8,000
3	CHICAGO, IL	IL	WESTSIDE JOURNAL	ROCKFORD	10/14/92	2,000	8,000
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	CROWN POINT	10/25/92	2,700	10,800
3	CHICAGO, IL	IN	INDIANA CITY PRESS	EAST CHICAGO	10/09/92	1,070	4,280
3	CHICAGO, IL	IN	ADVERTISER	LOWELL	10/14/92	4,150	16,600
3	CHICAGO, IL	IN	SOUTHLAKE REGISTER	LOWELL	10/25/92	8,800	35,200
6	BOSTON, MA	MA	NASHOBA PUBLICATIONS	AYER	10/14/92	5,670	26,680
6	BOSTON, MA	MA	PUBLIC SPIRIT	AYER	10/14/92	15,640	62,560
6	BOSTON, MA	MA	TIMES FREE PRESS	AYER	10/14/92	8,300	35,200
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/02/92	17,923	71,692
6	BOSTON, MA	MA	DAILY NEWS-MERCURY	MALDEN	11/06/92	17,923	71,692
6	BOSTON, MA	MA	SOUTH SHORE NEWS	ROCKLAND	10/19/92	86,888	347,552
8	DETROIT, MI	MI	NE DETROITER HARPER	DETROIT	11/12/92	13,000	52,000
8	DETROIT, MI	MI	NE DETROITER HARPER	DETROIT	11/19/92	13,000	52,000
8	DETROIT, MI	MI	ST. CLAIR SHORES HER	DETROIT	11/12/92	4,831	19,324
10	HOUSTON, TX	TX	NEWSPAPER (BELLAIRE-	BELLAIRE	10/28/92	8,800	35,200
10	HOUSTON, TX	TX	NEWSPAPER (WEST UNIV	BELLAIRE	10/28/92	20,000	80,000
10	HOUSTON, TX	TX	THE NEWSPAPER	BELLARIE	10/28/92	8,800	35,200
11	CLEVELAND, OH	OH	COMMUNITY NEWS	NORTH CANTON	10/29/92	6,500	26,000
11	CLEVELAND, OH	OH	SUN	NORTH CANTON	10/14/92	13,800	55,200
12	ATLANTA, GA	GA	ATLANTA DAILY WORLD	ATLANTA	11/10/92	25,300	101,200
12	ATLANTA, GA	GA	AUC DIGEST	ATLANTA	11/02/92	15,000	60,000
17	PITTSBURGH, PA	PA	LATROBE BULLETIN	LATROBE	10/27/92	13,800	55,200
20	PHOENIX, AZ	AZ	WHITE MOUNTAIN PUBLI	SHOW LOW	10/24/92	21,850	87,400
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/21/92	8,800	35,200
21	SACRAMENTO, CA	CA	ADVERTISER	ESCALON	10/28/92	8,800	35,200
21	SACRAMENTO, CA	CA	RABBIT CREEK JOURNAL	CLIPPER MILLS	10/07/92	2,875	11,500
21	SACRAMENTO, CA	CA	OAKDALE ADVERTISER	OAKDALE	10/14/92	12,650	50,600
24	SAN DIEGO, CA	CA	SAN DIEGO COMMERCE	SAN DIEGO	11/13/92	5,060	20,240
27	PORTLAND, OR	OR	ADVERTISER	SALEM	11/13/92	8,800	35,200
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON	02/17/93	15,720	62,880
28	MILWAUKEE, WI	WI	BURLINGTON STANDARD	BURLINGTON	10/28/92	15,720	62,880
28	MILWAUKEE, WI	WI	DELAVAN ENTERPRISE	DELAVAN	02/17/93	5,175	20,700
28	MILWAUKEE, WI	WI	DELAVAN ENTERPRISE	DELAVAN	10/28/92	5,175	20,700
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAN	02/17/93	34,500	138,000
28	MILWAUKEE, WI	WI	LEISURE SECTION	DELAVAN	10/28/92	34,500	138,000
28	MILWAUKEE, WI	WI	PEACH SECTION	DELAVAN	02/17/93	34,500	138,000
28	MILWAUKEE, WI	WI	EAST TROY NEWS	EAST TROY	02/17/93	3,070	12,280
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	02/17/93	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	02/18/93	6,000	24,000
28	MILWAUKEE, WI	WI	ELKHORN INDEPENDENT	ELKHORN	10/29/92	6,000	24,000
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	02/17/93	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	02/18/93	8,050	32,200
28	MILWAUKEE, WI	WI	LAKE GENEVA REGIONAL	LAKE GENEVA	10/29/92	8,050	32,200
28	MILWAUKEE, WI	WI	NEW HOLSTEIN AREA SH	NEW HOLSTEIN	11/03/92	2,576	10,304
28	MILWAUKEE, WI	WI	TIMES	WALWORTH	02/17/93	3,842	15,368
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	02/17/93	10,120	40,480

STLCOPCB4034893

25733: MONSANTO CO
LEAD WORDS: PARTS OF THE ILLINOI

TITLE: INGENIOUS IDEAS DEPT

CLIPPINGS RECEIVED AND INPUT BY: 04/23/93

RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	02/18/93	10,120	40,480
28	MILWAUKEE, WI	WI	WHITEWATER REGISTER	WHITEWATER	10/29/92	10,120	40,480
28	MILWAUKEE, WI	WI	BAY TIMES	WILLIAMS BAY	02/17/93	10,000	40,000
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	09/23/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/14/92	18,763	75,052
29	KANSAS CITY, MO	MO	CONSTITUTION-TRIBUNE	CHILLICOTHE	10/21/92	18,763	75,052
30	CINCINNATI, OH	OH	COUNTY SHOPPER	HILLSBORO	11/02/92	24,000	96,000
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	10/29/92	6,000	24,000
31	CHARLOTTE, NC	NC	IREDELL COUNTY NEWS	STATESVILLE	11/05/92	5,750	23,000
33	RALEIGH-DURHAM, NC	NC	CAROLINIAN	RALEIGH	10/15/92	20,355	81,420
36	NEW ORLEANS, LA	LA	KENTWOOD NEWS	KENTWOOD	02/04/93	2,645	10,580
39	MEMPHIS, TN	MS	SOUTHERN ADVOCATE	ASHLAND	10/29/92	1,639	6,556
45	HARRISBURG, PA	PA	ECHO PILOT	GREENCASTLE	10/28/92	3,500	14,000
46	LOUISVILLE, KY	IN	WORTHINGTON TIMES	WORTHINGTON	11/05/92	1,446	5,784
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	09/24/92	11,500	46,000
54	WILKES BARRE, PA	PA	FLYER	TROUT RUN	10/08/92	11,500	46,000
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	10/01/92	6,900	27,600
56	JACKSONVILLE, FL	FL	GOLDEN YEARS NEWS	JACKSONVILLE	11/01/92	6,900	27,600
57	LITTLE ROCK, AR	AR	OUR NEIGHBORHOOD	LITTLE ROCK	10/07/92	4,600	18,400
58	TULSA, OK	OK	GROVE SUN	GROVE	10/11/92	6,244	24,976
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/04/92	46,290	185,160
59	FLINT, MI	MI	NORTHEASTERN SHOPPER	TOWAS CITY	10/11/92	46,290	185,160
64	KNOXVILLE, TN	TN	ADVANCE SENTINEL	JELLICO	12/02/92	1,352	5,408
66	DES MOINES, IA	IA	CARROLL TODAY	CARROLL	09/22/92	5,280	21,120
66	DES MOINES, IA	IA	DENISON BULLETIN AND	DENISON	09/22/92	5,667	22,668
67	GREEN BAY, WI	WI	TRI-COUNTY ADVERTISE	WAUPACA	10/20/92	19,550	78,200
68	SYRACUSE, NY	NY	CAYUGA COUNTY PENNYS	AUBURN	10/13/92	29,034	116,136
73	OMAHA, NE	IA	TODAY'S ACTION	SHENANDOAH	09/22/92	69,000	276,000
73	OMAHA, NE	NE	TRI-STATE WEEKLY TIM	NEBRASKA CITY	09/28/92	13,800	55,200
75	SPRINGFIELD, IL	IL	ANTIQUES & CRAFTS MO	ROCHESTER	01/01/93	11,500	46,000
76	PADUCAH, KY	IL	MARION DAILY REPUBLI	MARION	10/13/92	5,175	20,700
76	PADUCAH, KY	IL	MURPHYSBORO AMERICAN	MURPHYSBORO	11/09/92	12,765	51,060
78	DAVENPORT, IA	IL	BUSINESS NEWS	MACOMB	11/18/92	16,325	65,300
80	HUNTSVILLE, AL	AL	HUNTSVILLE TV STAR	HUNTSVILLE	10/17/92	8,800	35,200
82	COLUMBIA, SC	SC	ADVERTIZER-HERALD	BAMBERG	10/15/92	5,003	20,012
83	SPRINGFIELD, MO	MO	STAR	STEELVILLE	10/21/92	3,967	15,868
85	SOUTH BEND, IN	IN	FARM AND HOME NEWS	NAPPANEE	12/02/92	28,750	115,000
87	BRISTOL, VA	KY	HAZARD TIMES	HAZARD	10/02/92	2,498	9,992
88	JOHNSTOWN, PA	PA	SHOP RIGHT II	RIDGEWAY	10/26/92	17,280	69,120
88	JOHNSTOWN, PA	PA	SHOP-RIGHT	RIDGWAY	10/26/92	35,842	143,368
90	MADISON, WI	WI	SHARON REPORTER	SHARON	02/17/93	1,035	4,140
90	MADISON, WI	WI	SHARON REPORTER	SHARON	11/28/92	1,035	4,140
92	BURLINGTON, VT	VT	WVNT HOLIDAY TIMES	BURLINGTON	12/01/92	8,800	35,200
99	COLORADO SPRINGS, CO	CO	LAMAR TRI STATE TRAD	LAMAR	10/29/92	19,550	78,200
100	SIOUX FALLS, SD	SD	VALLEY SHOPPER	MILBANK	09/28/92	80,500	322,000
104	EL PASO, TX	TX	FLYER NEWS	EL PASO	11/11/92	8,800	35,200
105	GREENVILLE, NC	NC	ROTOVUE	JACKSONVILLE	11/12/92	8,800	35,200

----MORE----

DSW 134935

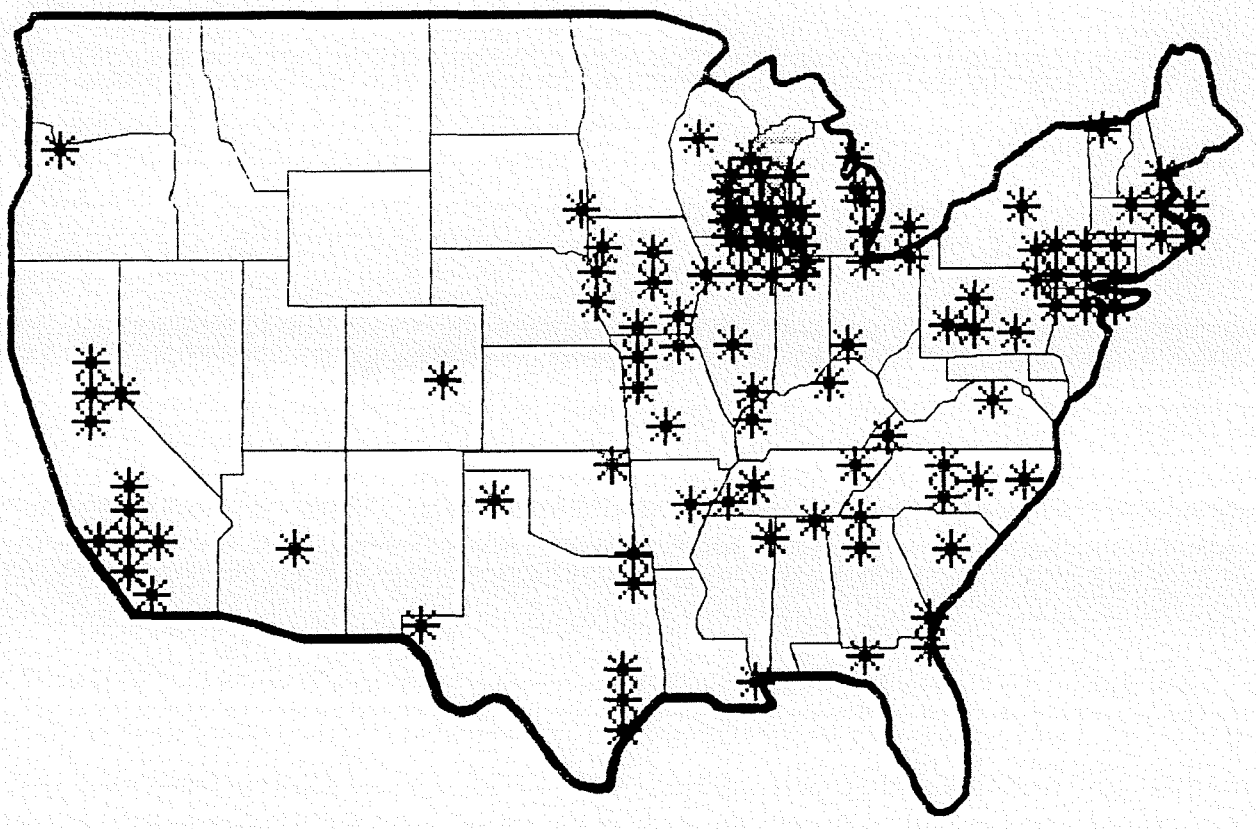
5733: MONSANTO CO
EAD WORDS: PARTS OF THE ILLINOI

TITLE: INGENIOUS IDEAS DEPT

LIPPINGS RECEIVED AND INPUT BY: 04/23/93

RANK	MARKET	STATE	NEWSPAPER	CITY	DATE	CIRCULATION	READERS
116	TALLAHASSEE, FL	GA	ATKINSON COUNTY CITI	PEARSON	10/15/92	2,300	5,200
118	AMARILLO, TX	OK	DAILY HERALD	GUYMON	10/13/92	4,376	17,504
124	TYLER, TX	TX	MERCHANDISER	CENTER	10/06/92	9,200	36,800
124	TYLER, TX	TX	GROVETON NEWS	GROVETON	12/10/92	2,271	9,084
127	LA CROSSE, WI	WI	ELMWOOD ARGUS	ELMWOOD	02/24/93	1,150	4,600
129	COLUMBUS, MS	MS	CHICKASAW TRADER	HOULKA	10/09/92	8,800	35,200
138	SIOUX CITY, IA	IA	ONAWA SENTINEL	ONAWA	09/24/92	2,760	11,040
142	BAKERSFIELD, CA	CA	LA BAY NEWS OBSERVER	BAKERSFIELD	11/27/92	20,700	82,800
181	JACKSON, TN	TN	LEXINGTON PROGRESS	LEXINGTON	10/21/92	9,545	38,180
195	CHARLOTTESVILLE,	VA	BULLETIN	CROZET	09/30/92	4,140	16,560
203	OTTUMWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/04/92	5,000	20,000
203	OTTUMWA, IA	MO	MARKETPLACE	KIRKSVILLE	10/11/92	5,000	20,000
	TOTALS:	133 CLIPS SO FAR				2,051,782	8,207,128

DSW 134936



This release has generated 532 newspaper articles in 31 different states, with a readership of 32,928,512 based on the fact that when releases offer a booklet, 75% of the WRITE-INS come from places from which there are no clippings in hand.

Based only on clippings listed above, this release has appeared in 27 of the top 50 markets, 45 of the top 100 markets, and 57 of the top 300 markets. There are 352 placements from the top 50 markets, 476 placements from the top 100 markets, and 532 from the top 300 markets. Listed above are clips sent to you and placements known to exist because when a story appears in one newspaper, it automatically appears in one or more others in that group.

The cost of buying this space would have been$238704.32.

* * *

Please note: In instances where the current circulation is not available, the computer uses the average circulation for all other clippings.

DSW 134937

STLCOPCB4034896