



CENTRAL NEWS[®]

Seasons Greetings

Thanks to everyone's hard work and dedication in 2012, Central is experiencing another year end sales gain. Considering the fact that our nation has just weathered one of its worst droughts on record, I guess you could say our whole organization beat the odds when it again set another all time national sales record.

When you are 101 years old and you just had your best year, you all deserve a "way to go and keep up the good work." Last week the BBB (Better Business Bureau) of Cleveland recognized its oldest continuous members at their special Centennial Celebration Banquet and Cen-Pe-Co made the top three. As a member since 1930, Central scored third behind the cities major news paper "The Plain Dealer" and the regions natural gas supplier "Dominion". That's right, after considering thousands of businesses in the Northeast Ohio and Cleveland area over the last 100 years; Cen-Pe-Co came in third behind only the newspaper and gas company thanks to all of your efforts both past and present.

The Quality of Cen-Pe-Co's products continue to shine. Our customers continue to be the worlds most successful motor sports team after combining to win their 161st end of year national and international tractor pull point's championship.

I would like to thank our sales force, distributors, office and plant personnel, drivers and customers for their successful hard work and dedication, and wish everyone a Merry Christmas and Happy New Year.

Paul T. Webster III

George II Notes

By Daryl Lehman

The cost value of using George II has been well established. Since George II breaks the surface tension of water, it allows herbicides, insecticides and fungicides to better penetrate the surface. This can produce a savings of up to 25% of the herbicide, insecticide, or fungicide cost.

Recent conversations with farmers have produced facts that may be helpful in selling George II. The statistics below are for corn planting and the cost per acre is given as a low to high estimate.

FACTS:

Investment

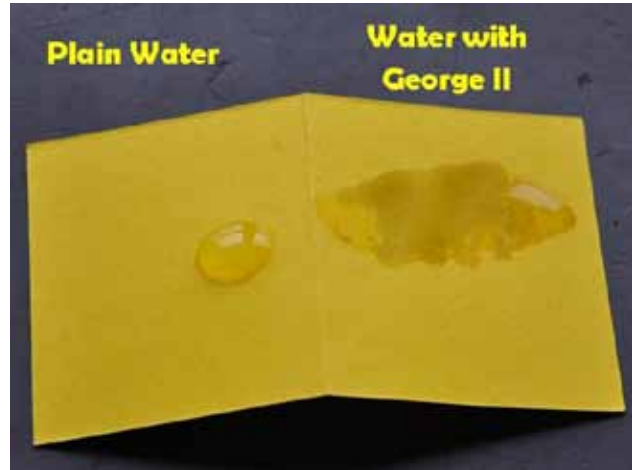
Seed, fertilizer, sprays, fuel, hauling, etc.
 Rent or taxes on owned ground
 Total cost

Cost per acre

\$300 - \$400
 \$150 - \$450
 \$450 - \$850

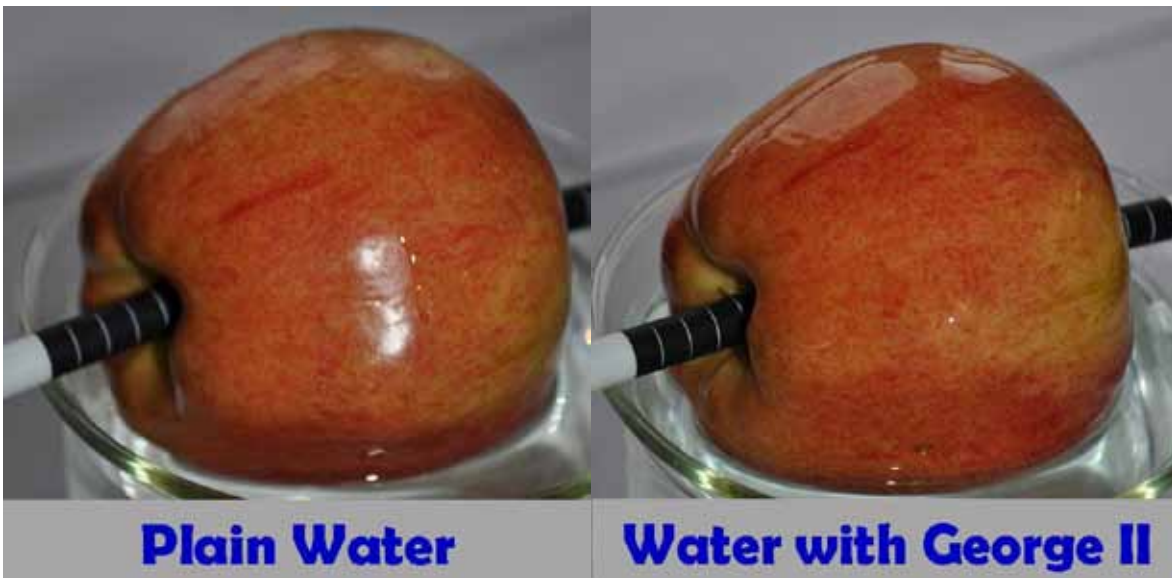
George II (1 gallon treats 6 acres)

\$2.90 - \$3.50



Business Card Demo

Put two drops of water on your business card. Touch them with a pen to show no effect. Dip the pen in George II and touch one of the drops. Shows both spreading and penetration.

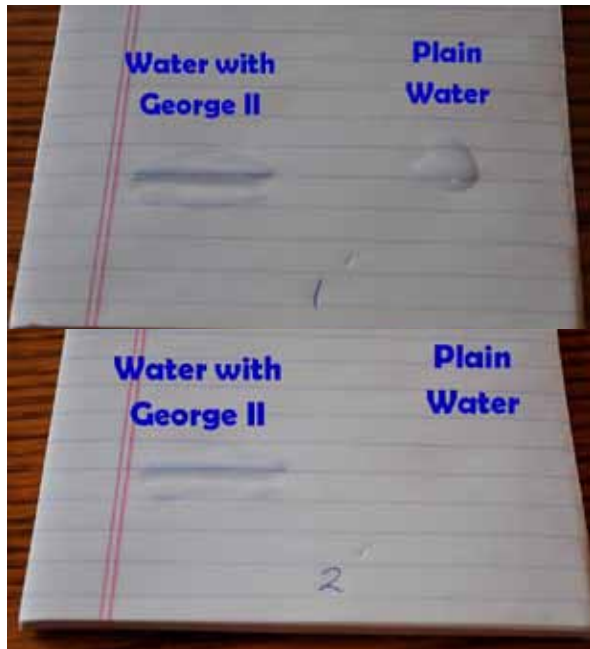


Apple Demo

Rotate an apple in water and then water treated with George II. Water beads up and runs off, but treated water covers the entire surface. Relate the waxy surface of the apple to the waxy surface of a leaf.

(Continued on page 5)

(Continued from page 2)



Notepad Demo

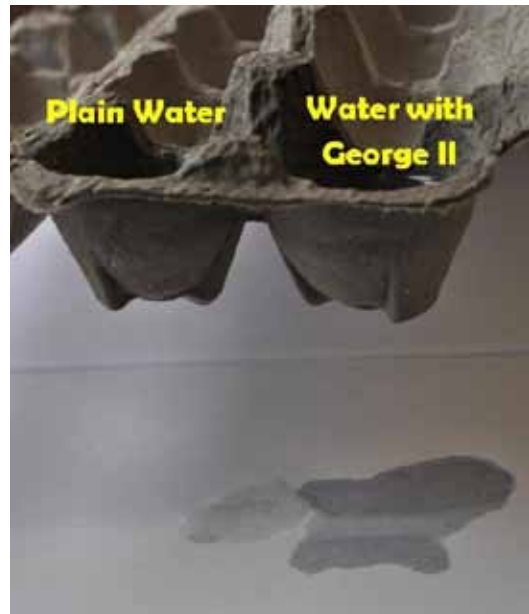
Put one drop of water on a notepad, and one drop of water treated with George II. Count the number of pages the drops penetrate. (The camera did not pick up page 5.) Shows superior penetration.

Corn is now between \$7 and \$8 per bushel. A yield of 200 bushels per acre is excellent, and not even possible on some ground. One hundred to 150 bushels per acre would be considered average.

Since George II enhances the performance of sprays, doesn't it make sense to invest just \$3.00 per acre, when the input cost of growing corn ranges between \$450 to \$850 to start with?

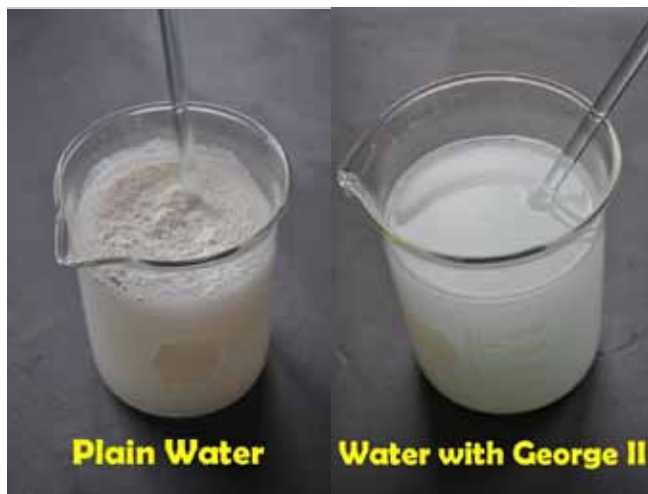
George II keeps sprayers and nozzles cleaner, so there is less nozzle plugging and less clean-up between chemical applications. It also produces a more uniform pressure and spray at the nozzle.

George II is also used in foot baths and can be used as a detergent when washing equipment.



Egg Carton Demo

Fill one cell with water and another with water treated with George II. Shows superior penetration.



Baby Powder Demo

Sprinkle baby powder into a container of water and stir. The light powder stays on the surface. Add George II and the powder starts falling into the liquid, and disperses easily with stirring. Relate to powdered tank or foot-bath mixes.

THE KEY: TALK ABOUT IT!! Put your George II squeeze bottle sample in your coat pocket, a Cen-Pe-Co screwdriver in your shirt pocket and a small piece of cardboard in your presentation book. Then do the demo with every ag customer.

Sausage Balls

Recipe courtesy Paula Deen

Christmas Cooking Anyone?



Prep Time:	15 min	Level:	
Inactive Prep Time:	--	Easy	
Cook Time:	20 min	Serves:	5 dozen sausage balls, about 1 cup dip



Ingredients

1 (1-pound) package ground sausage
3 cups baking mix (recommended: Bisquick)
4 cups grated sharp Cheddar
1/8 tablespoon pepper

Dip:

1 cup mayonnaise
1 tablespoon mustard

Directions

Preheat the oven to 375 degrees F. Spray a baking sheet with vegetable oil cooking spray. Combine all ingredients in a large glass bowl. Mix well with your fingers. The mixture will be very crumbly. Form into 1 inch balls, squeezing the mixture so it holds together, then rolling it between the palms of your hands to form balls. Place the balls on the baking sheet. Bake for 18 to 20 minutes or until golden brown. To prevent sticking, move the balls with a spatula halfway through cooking. To make the dip, combine the mayonnaise and mustard. Serve with sausage balls.



Cen-Pe-Co received the Better Business Bureau's award for being in business over 100 years. Central Petroleum Company has been accredited with the Better Business Bureau continually since 1930, only the third such company in the Greater Cleveland & Northeast Ohio region!

