

## Grooming for Showing



James Esbenshade, R1 Strasburg, here grooms his Hereford, Oscar for the Southeast District 4-H Club baby beef roundup at Lancaster. This is the fourth steer Jim has fed out, one that came to Lancaster County from the Morlunda Ranch in Colorado. Ration included corn, oats, bran, Beacon pellets and cottonseed. Jim's steer placed fifth among Hereford light heavyweights. Jim is the son of Mr and Mrs J Arthur Esbenshade. — (Lancaster Farming photo).



PP&L SCHOLARSHIP GRANTEES: (Front) Edward L. Schwar, Jr., Lancaster; Martin G. Henninger, Jr., Elizabethville; Donald A. Harter, R. D. #1, Slatington; Richard L. Hook, R. D. #2, Lewisburg, and Roger L. Odell, Seelyville. In the second row are Robert E. Wagner, R. D. #2, Williamsport, Edward E. Schopf, Mountville; Edgar H. Rits, R. D. #2, Sinking Spring; David W. Price, R. D. #1, Hughesville; Veris W. Corderman, R. D. #2, Watsontown and Donald A. Campbell, Columbia. Missing when the photo was taken was Ned R. Sitler, Jr., East Prospect.

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Lancaster Farming, Friday, November 18, 1955—9



## OUR Business Code



AS A Farm Equipment Retailer, we recognize our obligation to serve the public. We are aware of our continuing responsibility to farmer customers and our duty to promote the improvement of Agriculture.

We believe:

- I Farm Equipment must solve a human need;
- II It must release the farm family from drudgery,
- III It must lower farm operating costs and increase farm production.
- IV. It must give farm people more time for leisure and opportunity to raise to a still higher plane the standard of living on American farms.

To accomplish these objectives we will endeavor to observe the following standards of practice in our relations with customers, competitors, suppliers and others.

To operate an adequate place of business with suitable display rooms and well-equipped service shop.

To maintain stocks of new equipment and replacement parts properly to serve the surrounding trade area.

To employ competent well informed salesmen, efficient parts men, skilled dependable service shop mechanics and accurate accountants.

To promote the most approved methods of soil conservation farming and ascertain the equipment desired, and best suited to the needs of our farming community.

To understand and to explain the functions of all equipment sold, in order that such equipment may serve each owner most economically and effectively.

To furnish all such services to customers on a price basis that will assure prompt continuous service during the normal life of the equipment and afford reasonable compensation for the services rendered.

To avoid all unfair acts and practices in relations with competitors to seek trade only upon the merit of the merchandise sold or the services performed; to adhere strictly to sound and honorable business methods.

To encourage the development and advancement of employees so they may better serve all farmer customers and the community, and thus contribute their share to the building of a higher type of citizenship.

To cooperate with other business men and fellow citizens in promoting community welfare, to foster and promote all state and national organizations interested in agricultural programs whose objectives are to improve farming methods and to maintain farm equipment merchandising on a sound basis.

To make this program a worthwhile contribution to the welfare of humanity and thus develop among all farm equipment retailers a justifiable pride in their industry as well as the essential service it renders to Agriculture.

If your local dealer observes the standards suggested in this Business Code, he deserves your support and needs your patronage. Some ways that you can help him to serve you better are as follows: 1. Have your machinery checked and overhauled during winter months so that the dealer can keep his trained servicemen for the spring and summer months when you need them most. 2. Place orders or give an indication of your need for repair parts, supplies and machinery as long ahead as possible. 3. Pay open accounts when due or make satisfactory arrangements for credit terms as dealers must pay repairs, labor, rent, etc. with cash, not promises. 4. Read instruction books and follow suggested maintenance and safety precautions. 5. When you need new machinery and supplies support the nearest dealer who provides adequate service for the kind of machinery you use.

GOOD MACHINERY MAKES A GOOD FARMER BETTER  
YOU NEED YOUR LOCAL FARM EQUIPMENT DEALER  
HE NEEDS YOU—SUPPORT HIM

Sponsored by The Lancaster County  
Retail Farm Equipment Dealers