

# Large Crowd Attends Dealerhip Meeting

LANCASTER (Lancaster Co.)—With three showings of the John Deere promotional film during the day Monday, more than

450 farm customers of Landis Bros., Inc., farm machinery dealership, visited the open house held at the Farm and Home Center.

Jerry Thomas, territory manager, greeted the crowd and made award presentations to the dealership for sales and service excellence. With sales focusing on hay equipment, Thomas presented a desk pen set award to Herbert Noll, dealership manager, because the dealership was only one of two in the territory (Southeast Pennsylvania and New Jersey) that "achieved the largest market increase in hay tool sales."

The second award was the Super Service Award that was presented to the dealership because the workers are "committed to team work and to the customer."

Noll said that sales were important, but the service and the parts departments were equally important. "We do have a group of committed people," Noll said.

"It takes a lot of effort to win a Super Service Award," Thomas said. "You don't get the opportunity to buy John Deere equipment from the average store front operation. We sell our products through a servicing organization that has parts and service facilities with people trained to service the product we sell."

The dealership was also offering the opportunity to farmers to register the serial numbers of their equipment in the dealership's computers so service could be more personal and phone calls could be handled more quickly for the customer.



Herbert Noll, Landis Bros., Inc., manager, left, accepts the Hay Machine Sales Award from Jerry Thomas, territory manager.

## Penn State Sets Open House

UNIVERSITY PARK (Centre Co.) — Agricultural and Biological Engineering Department at Penn State University will be participating in the 1993 Engineering Open House on Saturday, February 20.

The department will be open from 10 a.m. to 3 p.m. to conduct tours of the various activities in the department and to discuss career opportunities in agricultural engineering.

Exhibits describing activities in the Agricultural and Biological Engineering Department will include: juice extraction from fruits, automated produce inspection station, timber bridge model, hydroponic lettuce production, rainfall simulation, physical properties of

foods, and agricultural machinery systems.

Visit Room 124 of the Agricultural Engineering Building to obtain information and attend tours between 10 a.m. and 3 p.m. Buses to Agricultural Engineering will leave from the parking lot behind Mechanical Engineering Building at 10, 10:30, 11, 11:30 a.m. and 1, 1:30, and 2 p.m. Door prizes will be given. All visitors will be treated to free cider and University Creamery ice cream.

For more information, contact Dennis E. Buffington, professor and head, Agricultural and Biological Engineering Department, 250 Agricultural Engineering Building, University Park, PA 16802, (814) 865-7792.



Jerry Thomas, territory manager, presents Super Service Award to Landis Bros., Inc., department managers. From left, Thomas; Phil Wimer, parts; Jerry Snaveley, lawn and garden; and Charlie Miller, ag equipment.

# OPEN HOUSE - FEBRUARY 10, 11 & 12



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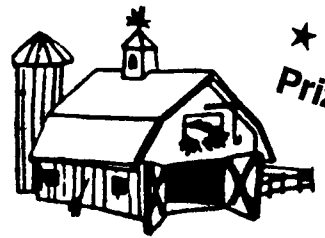


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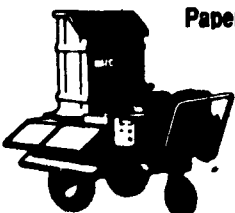


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