

## Purina Sponsors Pork Leadership Conference

ST. LOUIS, Mo. — More than 30 youths from 28 states will receive a comprehensive overview of the pork industry, including information on pork promotion and research this summer.

The young people will attend the 8th annual Pork Leadership Institute on July 11-16 in Des Moines and Washington, D.C. This five-day conference is sponsored by Purina Mills and the National Pork Producers Council, in association with the National Pork Board.

"This unique learning experience symbolizes our commitment to help prepare young people for leadership positions in agribusiness," said Glenn Shields, swine business group director for Purina Mills. "These men and women

will return home with a better understanding of the issues facing the industry."

Topics for study and discussion at this year's Institute include the environment, foreign trade, The Pork Quality Assurance Program™, and Taste What's Next™ advertising promotion campaign. The conference will include trips to Iowa State University, a nearby pork producer and to Capitol Hill in Washington.

The 34 young people in this year's program were selected by the pork producer associations in their home states. Since the Pork Leadership Institute program began, 228 young people have participated in the conferences, and promoted the industry to thousands more.

## Monster Truck On Display At Dealership

COLUMBIA (Lancaster Co.) — The legendary Ford "Bigfoot®," the five-time world champion of monster truck racing, roars into Chapman Ford in Columbia, for a three-day display and ground pounding car crush.

Known around the world as "The Original Monster Truck®," this is the newest edition of Bigfoot, celebrating the release of the all-new 1997 Ford F-150 pickup trucks. The truck will be on display June 27-29 at Chapman Ford on Columbia Ave.

The new '97 Ford Bigfoot is one of 16 racing, exhibition, and display vehicles that have carried the Bigfoot name over more than 20 years. This includes six computer-designed winners of tubular chassis race trucks, winners of monster truck racing championships in 1990, and winners of four straight championships from 1991-1995.

Bigfoot and the entire monster truck phenomenon were started by Bob and Marilyn Chandler, in St. Louis, Mo., in the mid-'70s. Chandler, a construction contractor, owned a Ford F-250 4x4 pick-

up truck. Chandler used his tough Ford truck on the job and for off-road family fun on the weekends. But he found many ways to break even the toughest of trucks.

He discovered there was no place in the Midwest to get four wheel drive parts and service. Recognizing a potential market, Chandler and his wife, Marilyn, left the construction business to start Midwest Four Wheel Drive. They still used their Ford 4x4 as a work truck, and partly as a promotional tool for the new business. They tried out new parts on the truck, and kept making it bigger and better, always a step (or two) ahead of everyone else. Soon the truck itself became an attraction. In 1979, it made its first paid appearance at a Denver car show. Truck pulls in arenas and stadiums soon followed.

Then, in 1981, Chandler tried something that forever changed the monster truck concept. He decided, just for fun, to see if he could drive Bigfoot over a couple of junk cars. A few months later, he duplicated the stunt in a stadium show. The rest is history.

## Record Earnings

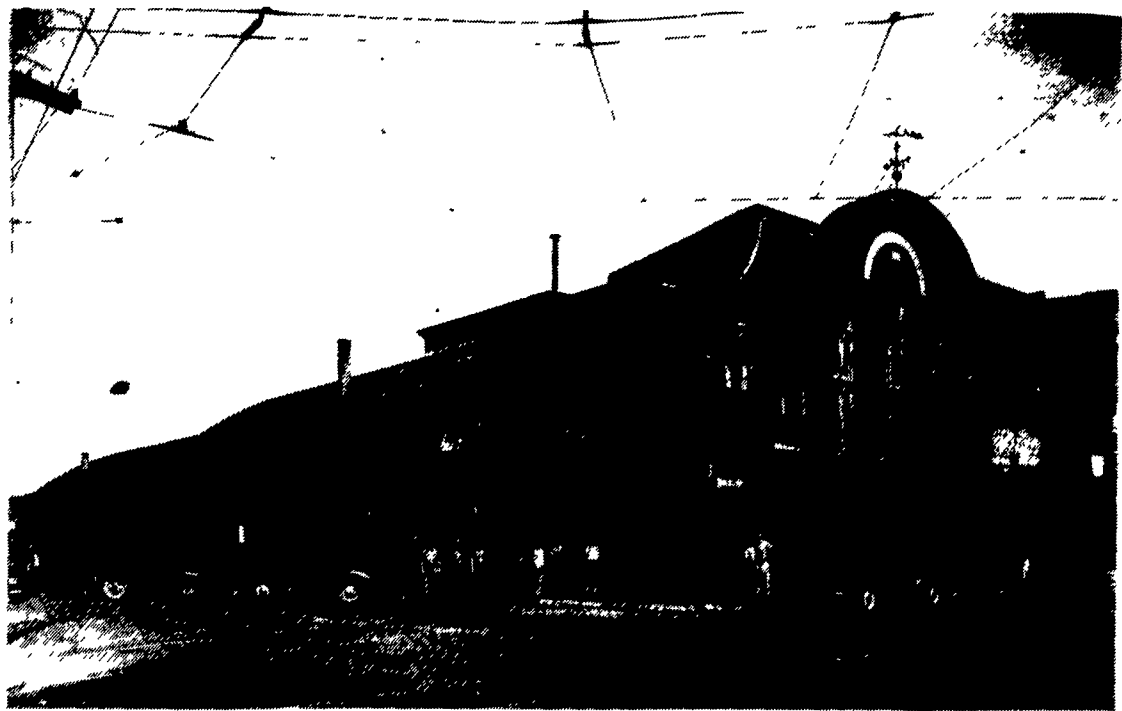
LEWISBURG (Union Co.) — Northeastern Farm Credit, ACA, reported a net income of \$949,000 for the quarter, an increase of \$416,000 or 78 percent compared to an income of \$533,000 for the quarter ended the same period in 1995.

The improved earnings over the same period last year are primarily the result of the favorable impact to the association by the consolidation of the Farm Credit Bank of Columbia and the Farm Credit Bank of Baltimore on April 1, 1995, to create AgFirst Farm Credit Bank.

Total loan volume on March 31, 1996, was \$198.4 million, a 2.8 percent decrease from year end. Robert T. Reich, chief executive officer and president, Northeast-

ern Farm Credit, ACA, said, "Loan volume through the first quarter was slightly below expectations. Farmers continued to be cautious about extending their debt positions due in part to the uncertainties witnessed in milk and feed prices, and the new farm bill. However, we foresee that programs contained in the farm bill should result in increased loan demand as private sector financing replaces funds previously provided through commodity credit nonrecourse loans and deficiency payment advances.

"Competition continues to be keen," said Reich. "Our patronage program and competitive rates, however, make the association the lender of choice for agricultural credit in northeastern Pa.



Here's the way the dealership looked in the 1920s when it was located on the second floor above the Lancaster Northern Market.

## Dealer Facility Welcomes Community At Grand Opening

LANCASTER (Lancaster Co.) — Not for sales, but to allow the community to walk through the new building. That's why Landis Bros. Inc., has scheduled a "We Welcome You" grand opening celebration tomorrow, Sunday, June 23, from 2 to 6 p.m. at their new location seven miles west of Lancaster along Route 283 at the Mt. Joy-Manheim exit.

"We have serviced the Lancaster County community since 1920," Herb Noll, general manager said. "We just wanted to give everyone the opportunity to see the new facility. We think maybe people will like to take a Sunday afternoon drive after church and stop in to see us. We want to have refreshments and have a good time visiting with our friends."

The special celebration is one year to the day from the time of groundbreaking for the new 28,250 sq. ft. building. Located on a nine-acre site, the new building combines open space visibility in its first floor retail area, with a smooth work flow in the spacious service areas. The building has been planned to provide optimal customer service with good working conditions for the employees.

Landis Bros., Inc., is unique in that they have limited themselves to one major brand, John Deere. But they are diversified in that they serve farmers, building contractors, homeowners for lawn and garden equipment, and commercial groundskeepers.

In addition, a major part of their



The service department at Landis Bros., Inc., is ready to welcome visitors at the "We Welcome You" grand opening celebration. From left, Herb Noll, general manager; Jerry Snavely; Parke Sollenberger, service manager, seated, and Carole Horn.

business comes from repair service. They service not only what they sell but also farm, construction and grounds equipment from other users as well. No seasonal employees are hired because spe-

cial shop promotions, along with the need to repair farm machinery in summer and snow removal equipment in winter, has made repair service necessary all year.

Cranes have been placed in the work areas so that they have plenty of headroom to work on used equipment and to assemble new machinery.

"Farmers seem to have a very good attitude and are pleased to have us out here in the country," Noll said. "They are driving tractors in to be worked on, and this gives us a lot of service business."

"We have had an excellent spring selling season, especially on hay tools. John Deere targeted these products to gain additional market share so we were able to write a lot of business on mower-conditioners and hay balers. The medium-size tractor market for farm and grounds care is also very strong."

"We have always tried to welcome everyone," Noll said. "We want to give the personal touch. That's why we called it the 'We Welcome You' grand opening celebration. Our employees will be here to host the visitors, and this will fit right into our business phi-



In the parts department is Scott Brady, parts manager with customer Steve Figard. Jere Patches, right, searches the computer to check inventory.