

Poultry, Egg National Board Plans

Huge Campaign for Egg Month

The most spectacular advertising, publicity and retail merchandising campaign ever conducted by the Poultry and Egg National Board on behalf of the nation's egg industry will be launched in March as the first step in a long-range promotion program to increase the per capita consumption of eggs in the United States.

With March designated as National Egg Month, the entire 31-day period will be utilized to the fullest to encourage more people to eat eggs or "Eat Extra Eggs" as the case may be, and to secure funds from egg producers in the 48 states through a voluntary check-off designated to finance the intensified, long-range eggs promotion plan.

The theme that "Eggs Belong in Everybody's Breakfast and Add Appeal to Any Meal" will be impressed upon millions of consumers by means of a full-page, color advertisement in the March

23 issue of the Saturday Evening Post, and by the companion advertising of major food companies whose products tie in quite naturally with eggs.

Retail stores across the nation, both chains and independents, will cooperate in influencing consumers to eat more eggs. So will poultry processors, egg carton manufacturers and other industry people in a key position to feature the "eggs belong" theme.

Hundreds of food advertisers have received a letter from PENB, urging them to tie in with this gigantic campaign to sell extra eggs. Accompanying the letter was a pre-print of the PENB "ad" in the Post and a merchandising piece describing the many publicity activities being conducted on behalf of eggs in March.

State PENB committees in the 48 states are going "All-out" to make both the egg check-off and the March Egg Month publicity campaigns succeed.

Outstanding magazines and newspaper news syndicates are cooperating in publicizing egg recipes in March. Among them are Parade magazine, American Weekly, Family Weekly, This Week, Everywoman's Magazine, Seventeen, King Features and General Features.

In addition such devices as 22 by 34 inch posters, three inch square window stickers, leaflets, postage meter plates, and drop-in slugs for newspapers are being made available.

Feed and water and their containers, contaminated by the pus are considered by veterinarians to be the means of spreading jowl abscesses in a herd of swine.

Broilers

(Continued from page 2)

10, withdrawn. 44. Wenger's (Dan Lehman), 2500 White Vantress, 10, withdrawn.

45. Aberdeen Mills, 2200 White Vantress, 9-6, Tilley's Poultry, 20 cents. 45A. Aberdeen Mills, 3400 White Vantress, 9-6, Roy E. Ream, 20 cents. 46. Aberdeen Mills, 6200 Red Vantress, 9-6, Walter C. Melinger, 19½ cents. 47. J. W. Eshelman-Red Rose, 150 White Vantress Cockerels, 14, John N. Thomas, 19¾ cents.

48. J. W. Eshelman-Red Rose, 350 White Vantress Pullets, 14, Carl B. Risser, 23¼ cents.

Poultry

PHILADELPHIA, Jan. 30 — unsettled. Demand fair for liberal supplies of most classes. Pullets were in good demand for light supplies. Large White Rock Pullets cleared readily at 32 cents, small sizes 26 cents, medium size Columbias 20-23 cents. Large White Rock Caponettes 25-27 cents, few lots higher without clearing. Mixed 23 cents, Vantress Whites large sizes 25 cents. No. 2 quality 20-22 cents. Few lots Roasters 15-21 cents without clearing. Caponeted Cross fryers 24 cents, White Rocks 22-23 cents, Silver Crosses 23 cents, Vantress Reds 22-24 cents. Turkeys: unsettled. Demand fair. Supplies more than adequate. Few lots heavy type young hens 26-30 cents, young toms 22-24 cents.

Total receipts Jan. 29 88,000 lbs. included Maryland 4,000 lbs., Delaware 10,000 lbs.

Wholesale selling prices No. 1 and fancy quality broilers or fryers heavy type 3-4 lb. 22-24 cents, roasters 15-21 cents. Pullets 4½ lb. and over 32 cents, 4-4½ lb 26 cents. Hens heavy type 15-22 cents, light type 10-17 cents. Old roosters 10-11 cents. Ducks, Muscovy 23-26 cents, Pekin 30-32 cents. Turkeys young hens 26-30 cents, young toms 22-24 cents.

PROCESSED POULTRY

PHILADELPHIA, Jan. 30 — Processed poultry, ready-to-cook (ice packed) young chickens — barely steady. Supplies were fully adequate for current fair demand.

Prices paid delivered warehouse, Philadelphia (cents per lb.)

Grade A & U. S. grade A, 2-3 lb 31½-33, mostly 32-32½.

Hens: ready-to-cook (ice packed) barely steady. Demand fair. Offerings were more than ample.

Prices paid delivered warehouse, Philadelphia (cents per lb.) Grade A & U. S. grade A 4-5½ lb. 33-34.

Receipts Jan. 29 included other than turkeys Maryland 71,000 lbs., Delaware 100,000 lbs., Virginia 18,000 lbs., North Carolina 22,000 lbs.

EGGS

PHILADELPHIA, Jan. 30 — Steady. Adequate supplies of all grades, were available for the good demand. Out-of-storage movement light in volume. Current local storage balance now less than last year at this time.

Wholesale selling prices: minimum 10 per cent AA quality, large 45-48 lb. white 40-42 cents, brown 38-40 cents, medium white 37-38 cents, brown 35-35½ cents. Extras, minimum 60 per cent A quality. Large 45-50 lb. White 36-38 cents, mixed 35-36 cents, medium white 33-34 cents, mixed color 32½-33 cents. Standards 32-33 cents, checks 27-29 cents.

Receipts Jan. 29 — 3,500 cases all by truck.

Alfalfa Will Outproduce Red Clover

Tests this year show that alfalfa will outproduce red clover by half a ton an acre.

This is significant because red clover has long been a favorite in a corn, oats, wheat rotation. However in most cases when fields are adapted to grow alfalfa, this crop is better than red clover, for alfalfa is fully capable of outyielding red clover in the first cutting year by as much as 60 per cent.

Farmers' Income Tax Guides Available from County Agent

Farmers' "Income Tax Guides" are now available for farmers at the County Agent's office and at district offices of the Bureau of Internal Revenue, according to B. Wayne Kelly, Extension Farm Management Specialist at Penn State.

This guide will aid most farmers in answering many of the questions on filing the 1956 income tax forms: how to file, deductible items, methods of figuring depreciation, etc.

Every farmer in the United States whose gross income was \$600 or more the for past year must file a return. The only exception is for the person over 65 years of age: his gross income

should be 1,200 or more

However, Kelly adds, a farmer entitled to benefits under the Social Security System, if his income is less than \$400, under certain circumstances, may elect to pay the self-employment tax and come under the Social Security System, if he files his return on the cash basis. The Farmers' Tax Guide will explain this in detail.

Those with incomes of less than \$400 may take one of the alternatives under the Social Security Act: file a Schedule 1040 F (or Schedule C) and form 1040, and pay the self employment tax, even though no tax is paid

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Leghorn Chicks
For Large White Eggs
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MOUNT JOY, PA.

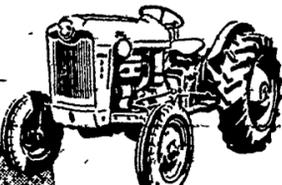
Baby Chick Bargains
1200 Started White Leghorn - Pullets 31¢
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FORD's Full 3-Plow Tractors

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THE 900 SERIES—Tricycle—Featuring Ford's new tricycle design, these full 3-plow tractors offer outstanding performance for row crop farming. Come in and see the new Ford Front Mounted equipment—2 and 4-row cultivators and planters, corn harvesters, corn pickers and farm loaders.

Be sure and see Ford's full 2-plow tractors, too . . . the 4-wheel 600 Series and the tricycle 700 Series.

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