

Ten Guernseys In Area Complete HIR Records

Ten area Guernseys have completed official production records in the Herd Improvement Registry division of the American Guernsey Cattle Club. All records were supervised by the Pennsylvania State University.



As part of your good poultry management, it is necessary that you buy the best chicks available.

Honegger Layers have proven the best in the nation during 1956 by having top pen (489 pens entered) all breeds, all contests. This winning pen averaged 305 eggs in 350 days with 100% livability.

Order your 1957 chicks from breeders of the identical blood lines as these 1956 champions. Keep accurate records and your net profits will soar as egg production, size and interior quality of Honegger layers are tops. Chalk white eggs, too.

Come see our breeders on the new Hawkins slat floors — you'll be glad you did.

P.S. Farm management experts predict a good egg year in 1957.

Windle's Hatchery
COCHRANVILLE, PA.
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They are: Escos Butter Boys Best Girl, a five-year-old, owned by H. E. & M. B. Cann West Chester, "Gurl," milked twice daily for 305 days, recorded 9,353 lbs. of milk and 507 lbs. of fat.

Apple Brook Predictions Lotus, a junior two-year-old, owned by Charles P. O'Connor, West Chester. "Lotus," milked twice daily for 305 days, recorded 9,188 lbs. of milk and 469 lbs. of fat.

Walnut Grove Wistar Clara, a junior four-year-old, owned by H. R. Ferguson, Kirkwood. "Clara," milked twice daily for 325 days, recorded 11,231 lbs. of milk and 568 lbs. of fat.

Brooklawns Lady Flo, a senior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily in 365 days, she produced 8,866 lbs. of milk and 509 lbs. of fat.

Lauxmont Spartans Psyche, a junior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily in 365 days, she produced 10,688 lbs. of milk and 550 lbs. of fat.

Quarry Valley Phils Beda, a senior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily in 365 days, she produced 11,383 lbs. of milk and 535 lbs. of fat.

Quarry Valley V Sandy, a junior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily for 305 days, she produced 9,223 lbs. of milk and 498 lbs. of fat.

Quarry Valley Phils Susan, a junior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily for 305 days, she produced 9,984 lbs. of milk and 486 lbs. of fat.

Prince-James Frances, a junior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily for 305 days, she produced 8,316 lbs. of milk and 458 lbs. of fat.

Lauxmont Maxim Bayeta, a junior two-year-old, owned by Guy A. Leader & Sons, Inc., York. Milked twice daily in 305 days, she produced 9,360 lbs. of milk and 453 lbs. of fat.

Utah Poultryman Elected Head Of PENB to Succeed Leslie Hubbard

Herbert Beyers, general manager of Norbest Turkey Growers Association, Salt Lake City, was elected president of the Poultry and Egg National Board at the conclusion of the annual PENB planning conference in Chicago, Feb. 1.

He succeeds Leslie S. Hubbard, Hubbard Farms, Inc., Lancaster, whose term expired and who will now serve as a member of the PENB executive committee. Hubbard received a bronze plaque from the membership of PENB "for faithful and unselfish devotion to the duties of President of the Poultry and Egg National Board and distinguished service on behalf of the nation's poultry industry."

Beyers is past president of Pacific Dairy and Poultry Assn., chairman of the National Turkey Federation's marketing committee, lifetime honorary member of the NTF executive committee, a member of the executive committee of the Institute of American Poultry Industries, and a member of the executive committee of the Institute's international trade development committee for poultry products. He is also immediate past first vice president of PENB.

H. H. Alp, director of commodity departments for the American Farm Bureau Federation, Chicago, was elected first vice president, and Ray Purnell, Purnell's Pride Poultry, Tupelo, Miss., second vice president. L. A. Wilhelm, Quaker Oats Company, Libertyville, Ill., was re-elected secretary, and Ralston Hannas, American Poultry Journal, Chicago, treasurer.

G. E. Coleman, Jr. Nichols Poultry Farms, Kingston, N. H., was elected to the executive committee, and J. D. Sykes, Ralston Purina Co., St. Louis, was re-elected to the committee.

Establishment of a Southern PENB office, to be located in or near Atlanta, was approved by the board of directors as one of its first major actions.

The meeting of the board of directors was notable for its frank discussions of industry relationships. Out of it grew a confidence that all major promotional and merchandising organizations of the poultry industry could better coordinate their activities for the general welfare of the entire industry.

The board accepted the broiler advisory committee report submitted by Chairman G. E. ("Jim") Coleman. The following recommendation was included in the report:

"The broiler advisory committee of the Poultry and Egg National Board strongly recommends that the newly-elected president of PENB and the newly-elected presidents of the National Broiler Council and National Turkey Federation sit down together with as many of respective organization members and other industry members as seems advisable and make plans for moving ahead together for the general welfare of the poultry industry." The board agreed that the egg industry should be represented at this meeting by a member of the PENB egg advisory committee.

The board approved an experimental advertisement in the March 23 issue of the Saturday Evening Post in the belief that it would increase consumption of eggs at the critical period of spring production and enhance the effectiveness of the PENB check-off drive.

An appeal to the poultry industry to assist food writers in clarifying the "conflicting stories" to which consumers are subjected was made by Willie Mae Rogers, director of the Institute, Good Housekeeping Magazine, in a featured address at the annual PENB banquet.

Miss Rogers expressed the hope that the medical profession will resolve its questions on certain

dietary issues and put an end to unnecessary diets. She quoted an eminent nutrition authority as stating that too much sensationalism has entered into this conflicting picture without sufficient research evidence to support accusations.

The need for resolving the issues for consumers is of extreme importance because shoppers themselves are probing for the correct answers, she said.

PENB check-off campaign plans by states and areas were the subject of an illuminating panel on which the following served:

Chairman, Henry D. Mangus, State Poultry Association of Indiana; Dr. J. C. Huttar, Cooperative GLF Exchange, Ithaca, N. Y.; Blanton Smith, Blanton Smith's Chicks, Nashville, Tenn.; F. H. Nyman, Nyman's Hatchery & Poultry Farm, Logan, Utah, and Doyle Free, poultry department, University of Nebraska. All stressed the importance of letting the producer know about PENB and its accomplishments.

A panel of three distinguished home economists agreed that a judicious mixture of advertising and publicity carried on by PENB would bring the greater impact at the consumer level. On this panel were Willie Mae Rogers, Good Housekeeping Magazine; Isabel Du Bois, Chicago Daily News, and Dorothy Thompson, (Mary Martenson), Chicago American.

SOIL BANK

The farmers who took more than 8 million acres of crop land out of production before July 30 of this year in the Government's soil-bank program will receive \$164,900,473 in payments from the Government. The department of Agriculture's goal for the 1956 soil-bank program was 8,500,000 to 15 million acres.

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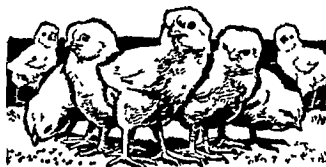
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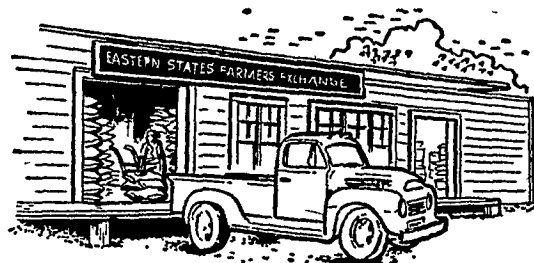
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All farmers are invited to this new service Center Tuesday, February 19, 7:00 P. M. to 8:00 P. M.



Eastern States Farmers' Exchange

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