

# To Serve Poultry Businesses of Pennsylvania and North Jersey

## ANOTHER BABCOCK HATCHERY

### Opening October 23rd at Lititz, Pa.



Dear Poultrymen and women:

I would like to announce that Babcock Poultry Farm, Inc., of Ithaca is opening a Babcock Branch Hatchery at Lititz, Pennsylvania, in Lancaster County. The grand opening will be on October 23, 24, 25 and 26.

My son, Bruce, who was born and raised in the poultry business, just as I was, is the proprietor of this new hatchery. He is a graduate of Cornell, where he specialized in Poultry Husbandry and with fatherly pride I am pleased to say he had a fine scholastic record. Bruce is married and the father of twin boys.

This undertaking was Bruce's idea and it is up to him to make good—he's eager, a hard worker and dedicated to serving the poultry industry.

He is fortunate to have Ernie Blow as foreman in charge of production working with him. Ernie is one of our oldest employees from the point of service. He was foreman in charge of incubators here at Babcock Poultry Farm at Ithaca for 16 years. Ernie taught all of our present employees how to run incubators and I consider him a real professional. I also guarantee you that he will do an excellent job of sorting the chicks and when you get them they will be right.

Your Babcock field representatives are Russ Mease and Bob Decker who have both had long experience in poultry work and are at your beck and call. Their addresses and phone numbers are listed below.

I certainly hope that you will come to the opening as I would like to have the opportunity of visiting with you. I'll be on hand at the new hatchery from October 23 - 26 and I hope to see you.

Cordially yours,  
Monroe C. Babcock

#### LOCATION:

Babcock Hatchery is 6 miles north of Lancaster and a few rods to the east of Pennsylvania Route 501 coming into Lititz from the south.

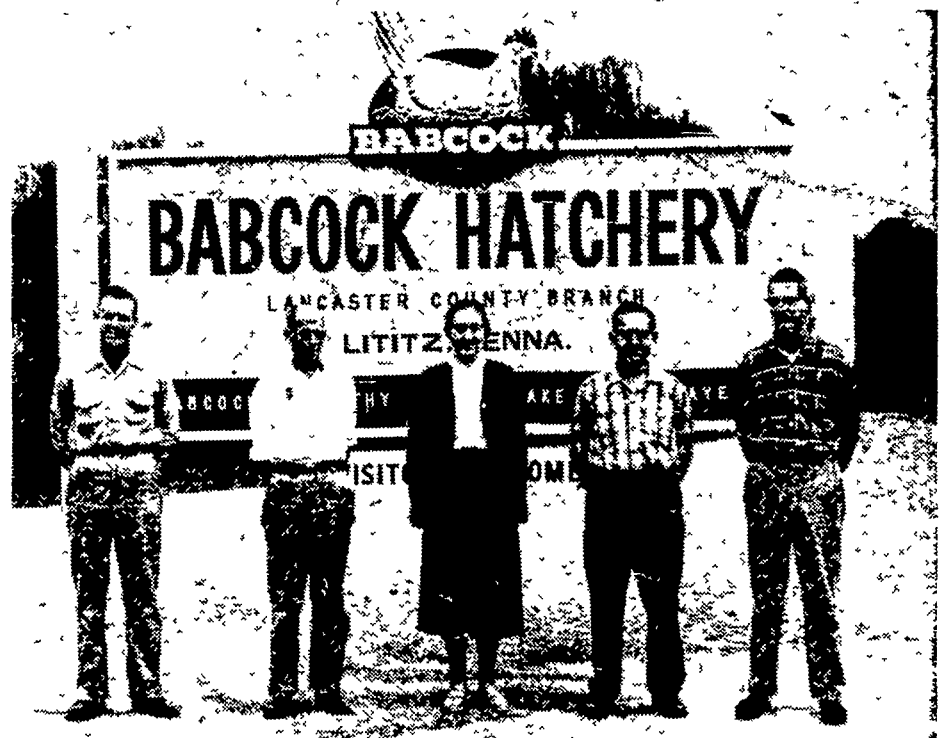
The same Babcock Bessies, top commercial egg layers, will be reproduced at the new Babcock Hatchery. The location of this hatchery will give you quicker and better service in the Pennsylvania and northern New Jersey area. It will also enable us to supply more poultrymen who want Babcock Bessies.

You are cordially invited to attend the Grand Opening and festival of **BABCOCK HATCHERY, Lancaster County Branch** on October 23 thru 26 starting at 2:30 P. M. until 8:30 P. M.

Refreshments will be served and Door Prizes awarded. Everyone, young or old, is invited whether you're in the poultry business or not.

#### Here's what Babcock Bessies offer:

- 1) Exceptional liveability as chicks and as layers
- 2) High rate of lay
- 3) Large early egg size Also nice uniform size eggs
- 4) Persistency Lay heavily for 12 to 15 months Also good second year layers
- 5) Good freedom from cannibalism if properly managed.
- 6) Easy birds to handle.
- 7) Good shells and interior egg quality.
- 8) Just the right size bird to give you good feed conversion and yet give you a big egg, without getting all tired out doing it.
- 9) A really fine cage layer.



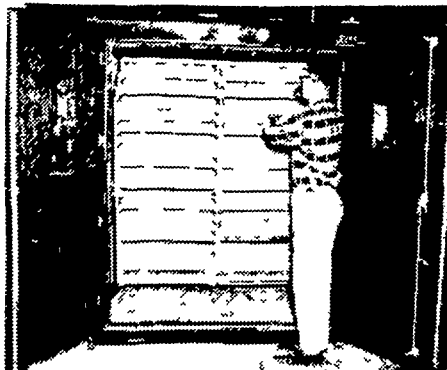
Here are the "charter employees" of Babcock's Lancaster County Branch Hatchery. Left to right: Glenn Morgan, incubation; Ernie Blow, in charge of incubation; Bertha Wenger, bookkeeper and stenographer; Russell Mease, field representative, southern Pennsylvania; Bruce Babcock, proprietor. (Bob Decker, also a field representative is absent from photo.)



Here is a photograph of the Babcock Hatchery office at Lititz, Pa. On the left is Bertha Wenger, bookkeeper and stenographer at Babcock Hatchery, on the right is Bruce Babcock, proprietor.



This photograph shows Glenn Morgan and Ernie Blow trayng hatching eggs at the Babcock Hatchery, Lititz, Pa.



Bruce Babcock examining old hen hatching eggs in one of his Robbins Incubators at his hatchery in Lititz, Pa. Bruce started trayng hatching eggs at 6 years of age and should know something about the hatchery business.



Rapid gentle delivery of your Babcock Bessies. This photograph shows Bruce Babcock and Russell Mease loading Babcock Bessies for a customer. Chicks are gently handled and kept at just the right temperature at all times. A quick delivery to your farm helps to give you nice uniform chicks.

● WRITE for FREE 48 Page Catalog.

**BABCOCK HATCHERY**  
LANCASTER COUNTY BRANCH

Route 3F, Lititz, Pa.

Phone MADison 6-5872

Russell Mease  
Route 4  
Manheim, Pa.  
Phone MO-5-4705

Bob Decker  
R. D. #1  
Milford, New Jersey  
Phone Milford 4-4909