

Know This Bridge?

THIS OLD COVERED bridge was built in 1881 by Elias McMellen at a cost of \$1,167. It is 60 feet long, 14 feet wide and nine feet high. A full identification will be found on page 15.

PENB announces Major Poultry Industry Promotions for 1958

CHICAGO — Beginning with March Egg Month, 10 intensive publicity campaigns on eggs and poultry meat stand out in the coordinated 1958 schedule of poultry industry promotions recently announced by the Poultry and Egg National Board.

With the top 10 included, the full year's product promotion schedule lists 41 separate activities for which PENB will handle the consumer publicity.

Thirteen are egg promotions. Another 13 are on chickens and seven on turkeys. One features eggs and turkeys at the same time. Another stresses broilers and turkeys. Still another is on ducks, capons and geese. Two feature all poultry products, and three are poultry barbecue clinics.

The schedule was coordinated by PENB in consultation with the following national and regional industry organizations which actively promote poultry products in cooperation with PENB, National Turkey Federation, National Broiler Council, Institute of American Poultry Industries, Delmarva Poultry Industry, Inc., and Northeastern Poultry Producers Council.

The 10 major campaigns, in sequence, and the organizations spearheading them are:

1. March Egg Month — PENB.
2. Turkey for Easter — NTF, PENB.
3. Poultry Industry Booster Day (in New York in May for food publicists and food firm exhibitors) — PENB.
4. Let's Have a Chick-N-Que, May 28—July 7 — NBC, PENB.
5. National Chicken Cooking Contest, in June — DPI, PENB.
6. Broiler Chicken for Father's Day, June 15 — IAPI, PENB, NBC, DPI.
7. Midsummer Turkey Time, July 24 through Aug. 3 — NTF, PENB.
8. Fall Poultry Festival, Sept. 25 through Oct. 11 — PENB, IAPI.
9. Fall Broiler Campaign — NBC, PENB.
10. Turkey for the Holidays — NTF, PENB.

The full calendar of poultry industry promotions follows:

1958 Poultry Industry Promotions Calendar

JANUARY: Indoor Broiler Barbecues — PENB. Eggs Tie-in with National Potato Chip Week.

FEBRUARY: Turkey for Valentine's Day (ways to a man heart) — PENB.

Old-Fashioned Chicken Favorites — PENB.

Eggs Tie-in with Good Breakfast Program of Bakers of America — PENB.

MARCH: Egg Month — PENB. Chicken and Rice — PENB. Barbecue Clinic — NEPPCO, PENB.

APRIL: Turkey for Easter, April 6 — NTF, PENB. Eggs for Easter — PENB. Chicken in the Diet — PENB. Barbecue Clinic — NEPPCO, PENB.

MAY: Eggs Tie-in with National Tavein Month — PENB. Turkey for Mother's Day — NTF, PENB.

Poultry Industry Booster Day (date to be set) — PENB, others. Let's Have a Chick-N-Que, May 28—July 7 — NBC, PENB, others.

Broiler Fiesta Time — PENB.

Barbecue Clinic — NEPPCO, PENB.

Barbecue Clinic — NEPPCO, PENB.

JUNE: Let's Have a Chick-N-Que, all month — NBC, PENB, others.

Broiler Fryer Chicken for Father's Day — IAPI, NBC, DPI, PENB.

National Chicken Cooking Contest — Delmarva Poultry Industry, Inc., PENB.

Turkeys and Eggs for Weddings and Anniversaries — PENB.

Eggs Tie-in with June Dairy Month — PENB.

Community Egg Breakfasts (outdoors) — PENB.

JULY: Let's Have a Chick-N-Que, through July 7 — NBC, PENB, others.

New ways to prepare Chicken Outdoors — PENB.

Start of 4 months' Push on Smaller Eggs — PENB.

Midsummer Turkey Time, last week in July, first week in August — NTF, PENB.

AUGUST: Midsummer Turkey Time, last week in July, first week in August — NTF, PENB.

Eggs Tie-in with National Sandwich Month of Wheat Flour Institute — PENB.

Hot Weather Meals with Chicken — PENB.

SEPTEMBER: Chickens (NBC) and Turkeys (NTF) for Labor Day, the 1st — PENB.

Fall Poultry Festival, Sept. 25 through Oct. 11 — IAPI, PENB.

Eggs for School Children — PENB.

OCTOBER: Fall Poultry Festival, through Oct. 11 — IAPI, PENB.

Eggs for Halloween, October 31 — PENB.

Fall Broiler Campaign — NBC, PENB.

NOVEMBER: Fall Broiler Campaign, continued — NBC, PENB.

Chicken for Children — PENB.

Hearty Breakfasts with Eggs — PENB.

Turkey for the President — NTF, PENB.

Turkey for Thanksgiving — NTF, PENB.

DECEMBER: Easy Pre-Holiday Meals with Broilers — PENB.

Turkey for Christmas — NTF, PENB.

Ducks, Capons and Geese for New Year's — PENB.

Eggs for Holiday Cooking — PENB.

German Yule Program Theme Of Society 8

"Christmas in Germany" was the theme of the program presented by Mrs. Harvey Hartemstine at the meeting of Society 8 Saturday at the home of Mrs. Henry Musser, R1 Mount Joy. The members responded to roll call by telling what they would

like most for Christmas. High on the list were such things as peace on earth, good music, good fellowship, health, happiness and a white Christmas.

New officers were installed by Mrs. Abram Weidman, first vice president of the county organization. Mrs. Abner Risser was installed as treasurer, Miss Ada Kraybill as corresponding secretary and Mrs. Clyde Sumpman as recording secretary.

REAL SUPPORT



You can depend on this Support. Big Eggs are worth big premiums most of the year. Mediums and Small are usually a "break-even" or loss. It costs as much in floor space, labor, feed and marketing for low-grade eggs as for these Big Premium eggs.

to a big egg Leghorn and get more for your labor. That means a genuine Mount Hope bird—the original Big Egg producer, based on 35 years' breeding for this big-money factor. Get up to 90% "above Mediums". Buy from a nearby Franchised Hatchery and be sure.

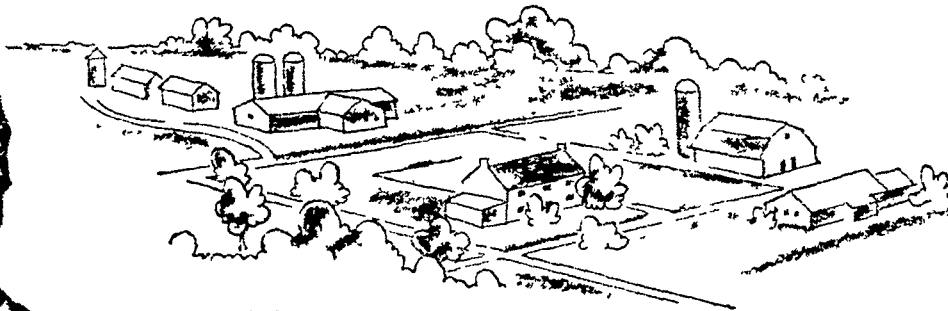
This makes sense... Switch



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Mark C. Hershey
R. D. 5, LEBANON, PA.

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Beacon Advisor

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UNIFORMLY BETTER BECAUSE THEY'RE BEACON TROLLED