

PENB Streamlines Board; Names R. N. Miller to Broiler Committee

CHICAGO — The Poultry and Egg National Board elected a new 30-member Board of Directors at its annual meeting here to replace the 93 outgoing members of the previous board. On the board is Raymond N. Miller, Lancaster.

A meeting of the new group will be called early in May to elect new officers. The present officers will work with the new board until such time as the new officers are installed.

The new, smaller board is the result of the following:

PNEB'S BOARD structure committee has been studying ways to strengthen the operation of the board of directors. The committee suggested revising bylaws to allow for a smaller board, and also outlined steps to strengthen the basis of representation.

The new board was selected in close adherence to requirements of the new PENB bylaws which state that the nominating committee shall consider the individual's "(1) geographic location; (2) segment of the poultry industry in which engaged; (3) ability or knowledge; (4) availability and willingness to serve as a director and attend meetings, and (5) active participation in business in the poultry or poultry products industry." It was also hoped that the smaller board will provide greater flexibility and convenience in future PENB planning.

All candidates nominated for

the new board represent producers and national and state poultry organizations. The nominating committee presented the names to the annual meeting, and the following board members were elected:

EGGS: L. N. Thompson, San Leandro, Calif.; Ralph Thomas, Sycamore, Ill.; James J. Warren, Jr., North Brookfield, Mass.; Russell Rathbone, Seattle, Wash.; Thomas Harrold, Winterville, Ga.; W. J. Moore, Bryan, Texas.

BROILERS: Victor Ryckebosch, Lancaster, Calif.; Noel Shaver, Crawfordsville, Ind.; C. Ed McCauley, Seaford, Del.; Raymond N. Miller, Lancaster, Pa.; Tom Folger, Dahlonga, Ga.; John Randolph, Hope, Ark.

TURKEYS: Howard Kauffman, Waterman, Ill.; Walter Schwedler, Portland, Ore.; Clement Thurnbeck, Forest Lake, Minn.; Waldo Hoffman, Newberry, S. C.; Morris Smith, Ellicott City, Md.; Robert McPherrin, Riverside, Cal.

ALLIED INDUSTRIES: Dr. John Salisbury, Charles City, Iowa; Harry A. Grant, Boston, Mass.; John Hargreaves, Federalburg, Md.; Paul Turner, Modesto, Cal.; Richard J. Karsasch, Chicago, Ill.; James North, Minneapolis, Minn.

AT LARGE: Don M. Turnbull, Kansas City, Mo.; M. C. Small, Mount Morris, Ill.; Harold M. Wil-

More Milk Used by Armed Forces

Figures released last week show that in 1957 the U.S. Armed Forces increased their consumption of milk by about 560 million pints under the special program to stimulate expanded use of milk for troop feeding.

Through this supplemental program, consumption of fluid milk by Army, Navy, Air Force, and Marine personnel is reported to have been twice what it would have been if normal purchases of fluid milk had been made in 1957 and issued to the Armed Forces.

Iiams, Chicago, Ill.; William T. Diamond, Chicago, Ill.; Alfred Van Wagenen, Trenton N. J.; Harold E. Ford, Decatur, Ga.

PUBLICITY AND promotion plans for 1958 were outlined to the meeting by Lloyd H. Geil, general manager. The three separate programs on behalf of eggs, broilers and turkeys were approved, along with necessary budgetary appropriations.

This year's promotional program will be administered under a new organizational set-up within the PENB general offices. Three separate activities will be conducted through an egg division, a broiler division and a turkey division. Independent promotions, coordinated with other programs such as NTF, NBC, and regional and state activities, will be carried on in behalf of each of the three commodity groups to assure that monies invested by each product group will be expended to stimulate demand only



Now Ferdinand may seem a friend
Until you once forget to check,
And give to him the chance he needs
To blow his breath right down
your neck.

Payment-in-Kind Export Programs Announced

The USDA announced last week a revised export program for feed grains which is intended to encourage movement from free-market supplies into export channels. Through a plan similar to the current payment-in-kind wheat export program, an export payment will be made in the form of feed grains from CCC stocks.

The new program will go into effect on May 5 for corn and on July 1 for barley, grain sorghums, oats, and rye. Also announced last week was the fact that a cotton export sales program similar to the current program will be in effect during the 1958-59 marketing year, and that it will be supplemented by a "payment-in-kind" program to encourage exports from commercial stocks.

for that particular poultry product.

A NEW FINANCIAL division has been established under the direction of a fund-raising specialist. This new division will be responsible for developing and implementing financial programs to enable the industry to invest more profitably in the PENB consumer-education program. According to Geil, "the financial division will be an additional factor in insuring our members' investment in a hard hitting consumer-promotion program for his product."

At the same session the meeting also heard reports from the finance, broiler, egg, turkey and technical research advisory committees, in addition to reports on promotional activities from the advisory committees of the Eastern, New England and Western branch offices.

Better Pullets - Lower Costs - Less Labor

Our New "EARLY BIRD ALL MASH DEVELOPER PELLETS" will give you well developed and slowly matured birds. Birds that will have the capacity to really handle feed when they come into production. MORE LARGE EGGS QUICKER.

The Program For Light Breeders

No. 5 Chick Starter — Full feed	0-6 Weeks
No. 32 All Mash Grower — full feed	6-10 Weeks
No. 41 All Mash Developer Pellets	10-18 Weeks

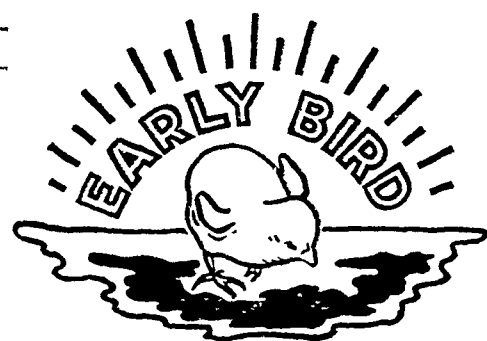
(14-15 lbs. daily per 100 pullets)

Then Put Birds on Laying Feeds

NOTE: 18-19 pounds total feed intake should bring birds into lay and provide all nutrients required for a real bird with better than average laying ability and livability. This program does not require the extra 25 per cent feed intake necessary on the extreme high fiber feeds. A hopper feeding on range once daily will save labor and give you a very uniform bird.

Protection and good immunization against the various types of coccidiosis is provided, of course.

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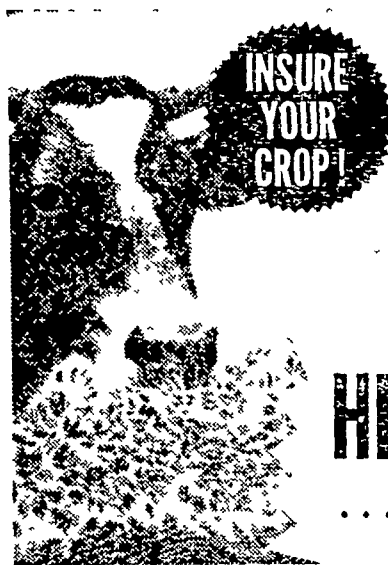
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