

Program Planned For NEPPCO October 7, 8, 9

The poultry industry of the Northeast may well be at the point of critical decision — both from the point of merchandising its products more effectively and adopting the production tools that will hold its place in the national picture.

An analysis of this 'crossroads' position provides the foundation for a three-day, all-star educational program at the exposition of the Northeastern Poultry Producers Council (NEPPCO) in Harrisburg, Pa., Oct. 7-8-9.

Key ingredients in the production side of the future will take the spotlight on the opening day. The started pullet business, one of the newer developments on the poultry scene, will be discussed by two of the leading figures in the field — A. Howard Fingar, Hudson, N. Y., and James C. Weisel, Rosemont, N. J. Milton R. Dunk, editor of Poultry Tribune magazine, will be moderator.

VENTILATION and heating will be under discussion later that afternoon. Featured speakers are Dr. Ernest N. Scarborough, University of Delaware engineer; Ralph Hall, Brimfield, Mass., and Walter Klammer, Jr., Mountain View, N. J. All three are expected to nail down some of the new theories that threaten to revolutionize poultry housing and installations.

Sales promotion and merchandising are the headline topics for Wednesday, Oct. 8, the convention's second day. Leading off is Jeff Coates, Akron, Pa., professional sales consultant and trainer of salesmen. Not only will he give the industry a professional view of production promotion, but he is expected to dig into such fields as the selection and training of salesmen, and the underlying philosophy of successful selling.

Coates will be followed by three trained advertising and merchandising men who will get down to brass tacks in analyzing current industry promotion, and setting the industry on the track toward sounder, more extensive programs in the future. Leading off the trio is Fred Lang, advertising executive of Vineland, N. J., who has a long history of sales promotion and advertising in the poultry field.

THURSDAY, the final day of the exposition, will find a hard hitting examination of the present and future prospects for the poultry industry in the Northeast. How it can get a firmer grip on present markets and go on to capture new ones will play a basic role in the discussions.

Dr. A. William Jasper, whose keen insight into the shifting tides of the poultry economy has made him one of the leading figures in the field, will lead off the discussion panel. Following up will be Dr. Kenneth Hood, currently assistant secretary of the American Farm Bureau Federation and an acknowledged authority in poultry economics. To be sure that theory and practice are teamed together for maximum effectiveness, a poultry businessman — James Mendelsohn, Belfast, Me. — has been scheduled as the wind-up speaker.

Turkey growers will have their own speaking program on Tuesday under the chairmanship of Russell Ryot, Calcium, N. Y. Pole shelters for turkeys will be discussed by George Wentz, Ambler, Pa., Presley Taylor, Gambrills, Md., and William Gozzi, Guilford, Conn. After the showing of a film on selling quarter turkeys, there will be a no-holds-barred debate on the National Turkey Marketing Act.

With **HARRY** Kaufman, Pennsylvania State University, monitoring the discussion, the "hot" topic will be sited by Peter Crafts, Grasmere, N. H., presi-

dent of the National Turkey Federation, and E. Y. Smith, Genoa, N. Y.

Poultry youngsters will have their own educational program on Tuesday, the opening day, beginning at 9:00 a.m. It will be a two-hour session, "Youth Wants to Know", and features several industry leaders in an open forum discussion on key problems.

All sessions will be held in the Small Arena of the Farm Show Building, where special arrangements are being made for improved seating and acoustics.

Avoid Farm Pond

Swimming Mishaps

Farm ponds are too much fun to risk the chance of an accident, says Assistant Chester County Agent Frank E. Bortz. He offers a few precautions to help avoid a tragic drowning, or less serious water accident.

When swimming is permitted, be certain youngsters have supervision. Keep non-swimmers out of the pond unless adult swimmers

are present and swim area is protected. Encourage everyone in the family to learn to swim.

A few pieces of equipment may prevent an accident. Keep a short piece of plank shaped like a surf board and painted white available to shove toward a swimmer in trouble. Inexpensive doughnut-shaped lifesavers attached to a rope can be tossed to a

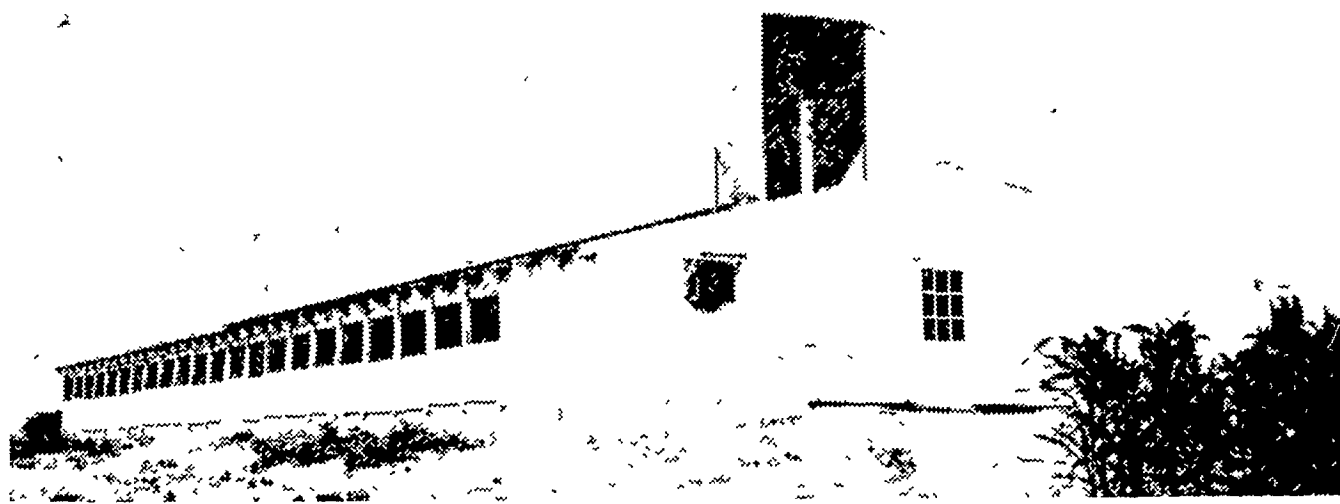
swimmer or a long pole may help reach someone in trouble. Keep several of these pieces of equipment handy to be used in emergency.

Minor accidents such as cuts and scratches, may happen when cans, broken glass or wire are left at the pond area. Make the pond an attractive and safe recreation spot. Then a few precautions will keep it that way.

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