

Hold Market With Quality NEPPCO Tells NE Co-ops

BOILING SPRINGS, Pa.—If northeastern egg producers play their cards right, they can not only step up egg consumption in the region, but stave off the threat of losing their markets to the South and Midwest.

These were two of the salient points scored by egg marketing experts who addressed the business management conference of northeastern poultry and egg marketing cooperatives, held here under the sponsorship of the Division of Cooperatives of the Northeastern Poultry Producers Council (NEPPCO).

The industry's failure to develop ever higher standards of quality and packaging has been a primary force in lagging consumer egg use, cooperative officials were told by Charles Ackerman, editor of "Modern Grocer."

He went on to warn that shortcomings in servicing stores with a high quality, uniform package, and with merchandising education and aids has hurt egg sales.

Private store labels are on the way out in the egg field, he declared. These must be replaced by the industry's own branded and advertised eggs.

The threat of southern competition in eastern city markets has been grossly exaggerated, Dr. John C. Huttar, Cooperative GLF Exchange poultry expert, told the conference.

However, he conceded that eastern poultrymen and their marketing cooperatives must cut costs and boost quality if consumers are to continue to pay the traditional two to six-cent premium for nearby eggs.

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NH 4-H Clubbers Set August Picnic

New Holland 4-H Community Club met July 6th, with club President Carl Weaver, presiding.

Discussion centered on try-outs for various county 4-H judging teams to compete at Penn State during 4-H Club Week, August 10-14.

Harry S. Sloat, assoc. county agent, presented a film on electricity on the farm.

The meeting closed with a vote to have a picnic in the New Holland Park, at 8 p.m., August 3.

Oxford Vet Named To State Pathological Research Division

HARRISBURG—Pennsylvania Secretary of Agriculture William L. Henning announced the appointment of Dr. George L. H. Weaver as animal pathologist for the Tunkhannock regional diagnostic laboratory of the Bureau of Animal Industry.

Dr. Weaver has been a practicing veterinarian in Oxford, for the past twelve years. He received his training in veterinary medicine at Alabama Polytechnic Institute, and obtained a master of science degree in pathology from Michigan State University in 1947. He served in the Army Veterinary Corps from 1941 to 1946.

The Tunkhannock diagnostic laboratory is one of five regional laboratories set up by the Bureau of Animal Industry primarily to assist the Pennsylvania poultry industry in the diagnosis of poultry diseases.

Dr. Weaver will provide an additional service by working with practicing veterinarians in examination of tissue and organ sections of large animals.

In cases where field examinations fail to disclose the cause of disease in a large animal, sections of the affected organs may be sent by the veterinarian to the Tunkhannock laboratory for pathological study.

A similar service is provided at the Butler regional diagnostic laboratory.

All rabies examination

work will continue done in the Central Laboratory of the Bureau of Animal Industry at State College near Harrisburg. Certain complicated pathological procedures in the Central Laboratory when requested by laboratories

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