## 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 hannock regional diagnostic laboratory of the Bureau of consumption in the region, but stave off the threat of los-Animal Industry. ing their markets to the South and Midwest.

These were two of the salient points scored by egg NH 4.H Clubbers marketing experts who addressed the business man. Set August Picnic agement conference of northeastern poultry and egg marketing cooperatives, held nity Club met July 6th, with of science degree in patholhere under the sponsorship club President Carl Weaver, of the Division of Coopera- presiding. tives of the Northeastern Poultry Producers Council try-outs for various county (NEPPCO).

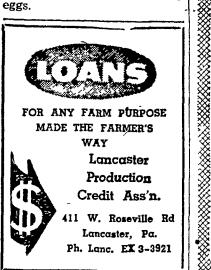
ards of quality and packaging has been a primary force in lagging consumer egg use, cooperative officials were farm. told by Charles Ackerman, editor of "Modern Grocer."

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 con ference.

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



RENT PORSCHE

New Holland 4-H Commu-

Discussion centered on 4-H judging teams to com-The industry's failure to pete at Penn State during 4- nostic

> The meeting closed with a poultry diseases. vote to have a picnic in the

August 3.

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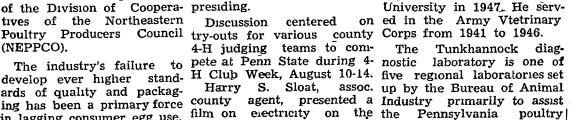
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years. He received his train-

ing in veterinary medicine at

Alabama Polytechnic Insti-

tule, and obtained a master

ogy from Michigan State

Oxford Vet Named To State

Pathological Research Division

HARRISBURG-Pennsylvania Secretary of Agriculture

industry in the diagnosis of Dr. Weaver will provide New Holland Park, at 8 p.m., an additional service by working with practicing vet-

Phone HA 6-9301

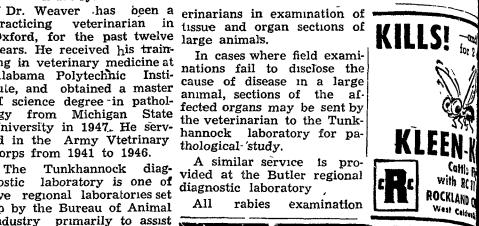
practicing veterinarian in tissue and organ sections of Oxford, for the past twelve large animals. In cases where field examinations fail to disclose the

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 tory of the Bureau mal Industry at s near Harrisburg Certain complication William L. Henning announced the appointment of Dr. ological procedure

George L. H. Weaver as animal pathologist for the Tunk- in the  $Cent_{1al}$ when requested by laboratories



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