

NEPPCO Show Will Feature New Egg, Broiler Strains

Pennsylvania's chief executive, Governor David L. Lawrence, will officially open the giant three-day exposition of the Northeastern Poultry Producers Council (Neppco) to be held in the Farm Show Building, October 6-7-8.

The ribbon-clipping ceremony will be held on the afternoon prior to the show's opening. On hand to assist

the governor will be Secretary of Agriculture William L. Henning, and other officials of the department.

Following the brief opening ceremony, the governor will tour the show with Ernest F. Smith, Jr., Kenton, Delaware, Neppco president, Richard I. Ammon, the organization's executive secretary, Lawrence Keggereis, Palmyra, Pa., president of the Pennsylvania State Poultry Federation and Edward Kirschman, president of the Penna. Egg Marketing Assn. Neppco's directors from the 14 northeastern states will also be present.

The three-day show is expected to draw more than 5,000 poultrymen from a 14-state area that extends from Maine to West Virginia and westward to Ohio.

If "seeing is believing," visitors at the exposition will have an unparalleled opportunity to sift fact from fancy on some of the finest egg and meat strains in the nation. These famous strains will be on display in two special live bird features when the giant show convenes.

Unveiled for the first time at any show or exposition will be a new Started Pullet Display. In a special area set aside for the purpose, leading hatcheries and breeders will exhibit their strains and breeds at the grown pullet stage—anywhere between 16 weeks of age and laying maturity.

This is of special significance to northeastern poultrymen in view of the ever-expanding volume of purchases of birds in this age bracket. Until recent years, nearly all flock replacements were purchased as chicks.

Back again this year for a repeat performance will be the Sample Flock Display, where breeders and hatcherymen put groups of mature birds on exhibit. Both egg and meat strains will be displayed.

Over 5,000 poultrymen from Maine to West Virginia will be on hand to assist the program with selection of a NE Star Poultry Farm, Northeast, a special Egg Show, and the "Poultry of the Northeast"

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