

Poultry Industry Needs More Trained Personnel, Cover Says

Most Americans think of poultry and eggs as an economical, convenient and nutritious part of their everyday diet. Few, however, are acquainted with the industry supplying these products or the high level of technology and science so vital to its success, according to Dr. Morris N. Cover, chairman of the department of animal science and agricultural biochemistry at the University of Delaware.

What used to be called the "art of poultry keeping" is now the "science of poultry production," he says. "Chicken feed" no longer aptly de-

scribes the enormous economic importance of the poultry industry. The present and continued success of this industry depends upon the sciences of breeding, physiology, disease control, nutrition, products technology and management.

Poultry breeding really came into its own during and immediately after World War II. During this time enormous pressures for food and fiber plus keen competition spurred on the development of new crosses and strains of chickens. These chickens are capable of laying an egg a

day. Others can produce four pounds of meat in eight weeks on less than two pounds of feed for every pound of meat. Many of the geneticists responsible for this unprecedented progress are graduates of agricultural colleges. The job is not done; the demand for such highly trained people remains high, according to Cover.

Efficient modern poultry production demands a thorough understanding of the physiological requirements of healthy chickens. Without knowledge of the needs of the chicken for warmth, for a specific quality and quantity of air and the optimum rate of air exchange and light, agricultural engineers would be unable to design

houses capable of providing the best environmental conditions for chickens to grow, produce and reproduce. Avian physiology is a definite career possibility for anyone with an eager interest in biology and a desire to understand fundamental body processes, Cover believes.

The high death rate in poultry flocks of the past could not be tolerated under the highly competitive conditions of today. Even so, losses from a variety of poultry diseases reach millions of dollars every year. Research pathologists, diagnosticians and disease regulatory personnel are a vital team involved in reducing poultry

mortality. Chickens wandering around a farm yard, feeding in hit or miss fashion, could not measure up to modern poultry industry standards. Ingredients in the feed have made possible the complete confinement and full year around production of chickens. Basic and applied research in poultry nutrition have helped make chickens one of the most efficient converters of feed to eggs and meat in the domestic animal kingdom. Colleges and industrial firms around the nation and world are always seeking well-trained nutritionists to aid in the search for new knowledge and profitable application of present knowledge.

Today, homemakers place a premium on their time and are willing and able to pay for convenience foods to aid in meal preparation. This has helped widen the field of poultry products technology, which includes new preservation techniques, packaging, processing and new uses for poultry products of all kinds. The future in this field is very bright, Cover says.

"The finest product at the least possible cost" is the basis for evaluating equipment and production techniques in the poultry industry. Personnel trained in poultry management will find opportunities in private industry, agricultural colleges and government work, he concludes.

If you're the farmer who's reached a profit ceiling... you need Super Q.

Why limit yourself? If it's happened to you . . . if you aren't increasing yields and profits with conventional or even premium fertilizers, see us about Super Q now.

You've still got growing room with Super Q . . . especially if you've hit high returns using ordinary fertilizers. It's made to order for men like you—successful growers who now want even higher profits.

Don't waste another season . . . get the only fertilizer designed for this year's crop. Custom-made for this area . . . Super Q's exclusive, computer-analyzed formula supplies your crop exactly what it needs. In just the right amounts. It's actually tailored to fit local soil, crop and climate conditions—and as conditions in this area change, Super Q will change to fit them.

In short, Super Q is designed to do a specific job

in a complete fertility program . . . a program planned to produce the highest profit per acre. That's why it's guaranteed in writing to out-perform any other fertilizer in side by side comparisons.

Outgrown other fertilizers? Get the one formulated for you. Have a talk with us about Super Q soon. It's time well spent.

WOODY FUNK

Field Service Supervisor

Alliance of Independent Distributors
Lititz, Pennsylvania
Telephone: 626-6790

ORGANIC PLANT FOOD

Groftown Road
Lancaster, Pennsylvania
Telephone: 392-4963

P. L. ROHRER & BRO.

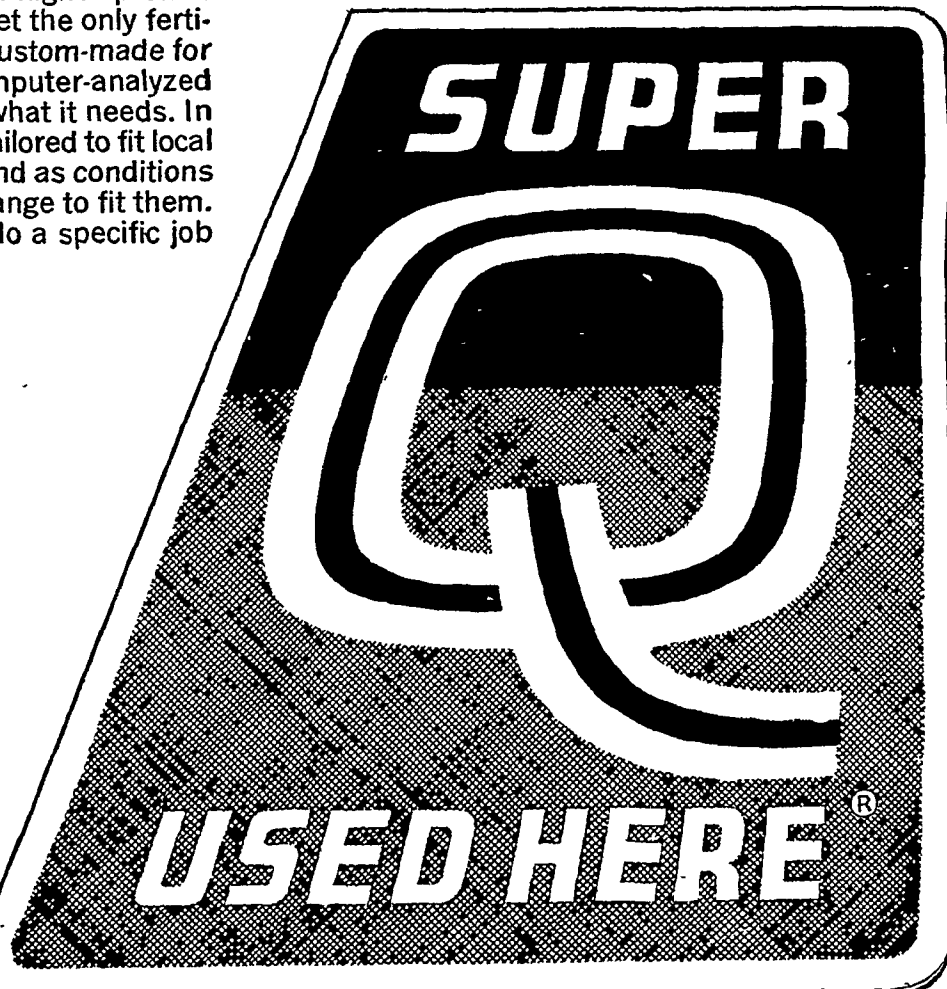
Smoketown, Pennsylvania
Telephone: 397-3539

J. MARK ESHLEMAN

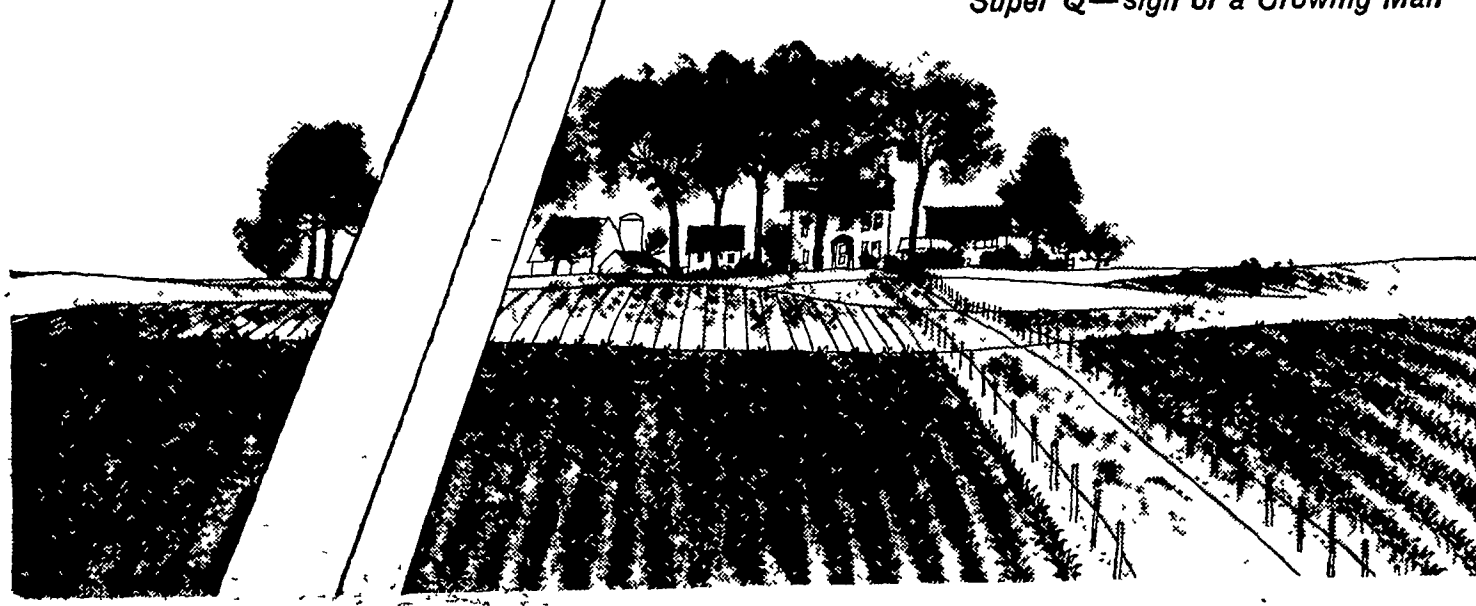
Route 2, Lititz, Pennsylvania
Telephone: 665-4921

LANCASTER BONE FERTILIZER CO.

301 South Park Avenue,
Quarryville, Pennsylvania
Telephone: 786-2547



Super Q—sign of a Growing Man



Merck To Offer Awards For 4-H Horse Projects

For the first time annual awards will be offered on a county, state and national basis to young 4-H Club members in official horse programs, according to the National 4-H Service Committee.

Awards will range from a new county medal which team (Continued on Page 9)



CHORE MASTER
does everything but
water
your garden!

- Prepares seed bed
- Cultivates, weeds
- Fertilizes, mulches

No digging, no spading, no raking or hoeing! CHORE-MASTER does it all with power.

Handy control center for forward, reverse, neutral and throttle, adjustable handles for comfortable position.

Double-sealed transmission, automotive type clutch, rugged housing.

Get FREE Dial-A-Garden Guide when you buy a CHOREMASTER.

L. H. Brubaker

350 Strasburg Pike - Lanc.
R. D. 3, Lititz, Pa.

Ph. Lanc. 397-5179
Strasburg 687-6002
Lititz 626-7766