

New Admission Charge For NEPPCO Show

This year, for the first time in its history, the Northeastern Poultry Producers Council has adopted a general admission charge for its annual exposition, a practice universally used by other trade shows across the country.

Those holding tickets, which are available from exhibitors, cooperatives and other trade

sources free of charge, will be charged a fee of \$1 at the door. Those without tickets will pay \$3.

"The institution of a modest admission fee has become a necessity for several reasons," according to Richard I. Ammon, executive director of the association. "Firstly, it will help us meet the rising costs of presenting a quality exposition. This is fundamental. It also helps us restrict the show to the interested poultry businessmen — those with whom exhibitors and other producers

want to meet and exchange ideas — rather than curious non-industry men."

Ammon points out that NEPPCO's charges are still below those of most other expositions, which have had admission charges for some years.

This year's exposition will be held in the Farm Show Building on October 4-5-6. Sharing the spotlight with three days of educational sessions will be special programs for turkey growers, ladies and youngsters as well as a commercial exhibition area, forecast as the largest in recent years.

State's Ice Cream

Production Dips

Ice cream production in the state dipped to 70.8 million pounds last year, 1 per cent less than in 1964, according to the Pennsylvania Crop Reporting Service.

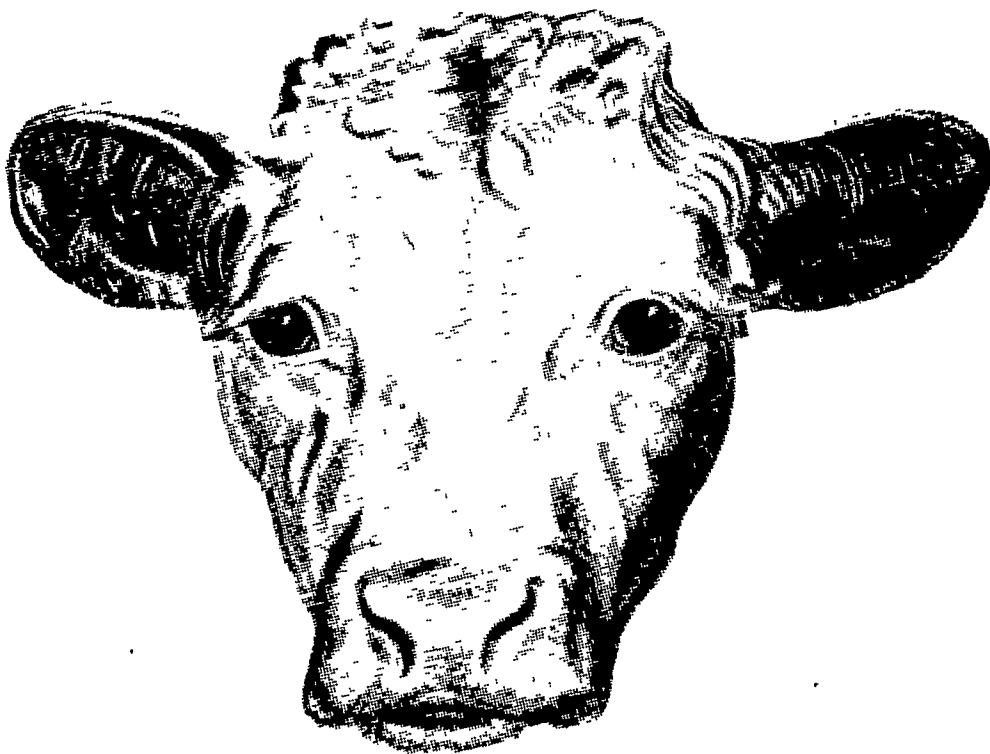
Production of ice milk, however, rose 1 per cent to a total of 10.7 million gallons. Milk sherbet production also was up, with the 1965 volume estimated at 3.4 million gallons, an increase of 6 per cent over the previous year.

Cheese production dipped slightly, from 21.1 million

pounds in 1964 to 20.5 million pounds last year. Creamed cottage cheese output was up 5 per cent, but Swiss cheese production declined 39 per cent. Butter production totaled 17 million pounds last year compared to 18.5 million pounds in 1964.



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