

Egg Cartons To Be Tested For Consumer Preference At NEPPCO

The egg carton designs from among hundreds manufactured in the Northeast which appeal most to housewives will be a starring attraction at the upcoming show of the Northeastern Poultry Producers Council (NEPPCO).

A panel of suburban homemakers from the Philadelphia area has been selected and will meet to award 20 blue ribbons to the most eye-catching egg cartons during the week prior to the show. The winners of this consumer-preference contest will be displayed prominently at the NEPPCO Exposition on October 4-5-6 at the Farm Show Building in Harrisburg.

The contest may help solve the problems which have baffled carton designers for years as to the relative merits of eye-catching designs versus packages with transparent lids

and the appeal of specific colors in carton design.

Just prior to the Exposition, the panel will be called together and asked to vote for those cartons they would prefer, assuming all the eggs in all the cartons were of the same quality. The results of voting will not be made public until the first day of the Exposition, October 4.

A total of twenty blue ribbons will be presented to the manufacturers of the twenty egg cartons receiving the greatest number of votes. The carton receiving the most votes will be awarded the "Best of Show—Gold Award" These awards are expected to attract widespread interest.

All cartons entered in the show will be displayed in a special area of the exhibit hall during the Exposition.

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Local Holstein Cow Classified "2E"

An outstanding registered Holstein aged cow in the herd of Robert H. Kauffman, Elizabethtown R1, was recently awarded an "E" designation for body type conformation, according to the Holstein-Friesian Association of America.

On the basis of her previous classification of "Excellent," Oliverdale Inspiration Terry received a 2E rating. She is owned jointly by Kauffman and J. Robert Hess, Strasburg R1.

According to the Holstein Association, this new phase of its breed improvement program provides additional recognition for "Excellent" cows that are reclassified "Excellent" beyond the age of maturity. Only about one percent of the 75,000 registered Holsteins classified each year attain the "Excellent" status, the Association said.

Lancaster Farming, Saturday, September 10, 1966—13

Lebanon County Girl Named Pa. Poultry Queen

A pretty, freckle-faced nineteen-year-old Lebanon County farm girl, Donna Jean Heagy, was named State Poultry Queen for 1966 recently at the Pennsylvania Poultry Festival held in conjunction with "Dutch Days" at Hershey.

Miss Heagy is the daughter of hatching egg producer J. Harold Heagy and the late Mrs. Heagy. She is 5'4", has red hair, and her eyes are hazel. Miss Heagy, of Lebanon R4, graduated from Annville-Cleona High School and is a junior at Elizabethtown College. She wants to become an elementary school teacher following graduation.

Runnerup in this annual pageant was Mary Ann Rus-

kavich, Sunbury R1. She is the daughter of Mr. and Mrs. Peter Ruskavich, and the family is in the pullet growing business. Miss Ruskavich is preparing for a career in nursing at the Pennsylvania School of Nursing in Philadelphia.

Crowning of the new queen by last year's popular Poultry Queen, Ruth Konhaus of Mechanicsburg, highlighted an active week for the Poultry Federation. During the festival, 12,750 chicken halves were barbecued. Over 20,000 rolls, 400 loaves of bread, 500 pounds of butter, 550 pounds of turkey white meat, one ton of turkey barbecue, 400 quarts of eggnog, 360 dozen eggs, over 30,000 beverages, and more than 1,000 gallons of chicken corn soup were required to feed the crowds brought out by the generally fair and cool weather.

Chairmen for this annual (Continued on Page 16)



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