

Across the Editor's Desk

Self Discipline?

The following comment on the present high supply-low income situation in the broiler industry appeared in the November issue of *Broiler Industry*.

Officers of National Broiler Council are making a mid-November visit to chain store headquarters, east and west, to see what can be done to "reverse the trend" in recent consumer demand for chicken

We respect the gesture, but it is an exercise in utter futility. As this is written, chickens are selling at 21 cents a pound delivered to city warehouses, while pork loins are being offered at 38 cents a pound and there is a 'ham wa' on in Chicago at 37 cents. The broiler industry was marketing six per cent more broilers this third quarter than last, but forgets that the third quarter of 1969 was exceptional — hams, for example, were 65 cents. Loins were higher and so was turkey.

We're in deep, deep trouble this fall, but it's our fault, not the retailers'. Their customers are tired of chicken at any price. We keep talking about "market orientation." We still don't know what it means!

Perhaps the new National Broiler Marketing Ass'n can do what we, as individuals, and our trade associations have not been able to do — really discover what the market will take at a profit, then whip supply into line. A big job? You bet! Panic visits to retailers won't help us. Only supply discipline will. How many more bloody noses will it take to drive this fact home?

Why Boom and Bust?

The NEPPCO News made the following comment in its November 30 issue on the poultry industry:

Remember 1967 when, for the first time, the prices of broilers, turkeys and eggs all hit disastrously low levels concurrently?

Now the experts report it's about to happen again in 1971.

Does that mean the "boom 'n bust" cycles for our three principal products are now synchronized?

Today decision making for all three products rests with a relatively few people, some of whom make decisions affecting a substantial volume of production of all three products.

Why, then, can't we better adjust supply to demand?

Poultry Hybrid Research

The following is part of an article taken from the November 15 issue of *The Philadelphia Inquirer Magazine* on research underway at the Agriculture Research Center in Beltsville, Md., to develop fast-growing poultry hybrids.

Research cytogeneticist Dr. Patricia Sarvella is cross-breeding many different species of domestic and wild birds, attempting to improve poultry and perhaps create new markets for "Fasen" (or "Pheasens"), which are hybrid offspring of a pheasant-chicken cross; also the "Fai" or "Phail", a cross of a quail and pheasant, not to mention the "Quirk," which will result from crossing quail and turkey.

One or more of these combinations (including possible matings with ducks, geese,

chickens, etc.) may eventually help achieve fertility as the birds mature. From small populations which she is developing, Dr. Sarvella hopes to produce breeding stock. It will then be necessary to select ideal mates and breed them to domestic birds, like chickens, turkeys and ducks. If this does not work, due to hybrid sterility, it may be possible to succeed through a third or intermediate species.

Careful breeding has dramatically improved modern poultry through crossing and selection of superior offspring within the species. But now, Dr. Sarvella is making wider crosses — between birds from different species and genera — offering even more potential for improvement.

Thus far the intergeneric hybrids are sterile, but hormonal injections are being given to

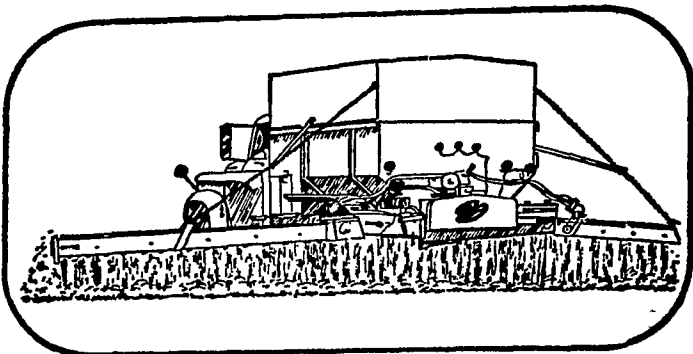
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Egg production is also of prime concern. Geneticists believe the Leghorn, which has steadily been improved, may have reached a plateau in egg-laying ability and that further improvement might result from the introduction of genes from different birds into the Leghorn population, creating a new strain which could increase egg production.



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Starting with the caveman's trampled earthen floor, man through history has tried to improve upon it by putting down the widest variety of materials... pebbles, rushes, animal skins and rough planks. No further back than 500 years ago, crudely covered earthen floors were the rule for all except the very rich who could afford rugged stone floors.

As recently as a century ago, a whole new approach to the flooring problem was found when an Englishman, Frederick Walton, became curious about a rubbery film of dried linseed oil which formed on an open can of paint. Pressing this substance into a piece of burlap he invented Linoleum, a product that led to the development of a gigantic industry.

After its invention, however, Linoleum remained nothing more than a strictly utilitarian product until the early 20th century when a Pennsylvania manufacturer began a series of improvements in styling, manufacture and method of installation. Wide acceptance followed as Linoleum became a decorative as well as practical flooring material. From it has sprung a whole family of other resilient floor materials: asphalt tile, rubber tile, cork tile and a variety of vinyl tiles and floorings. These materials are in universal use today and can be found on floors in millions of homes, offices, stores, other business establishments and industrial plants throughout the world.

The manufacture of Linoleum and related flooring materials has spread to other parts of the nation, but Pennsylvania continues to hold the No. 1 position both in total production and leadership of the industry. Today there are approximately 5000 Pennsylvanians employed in the manufacture of resilient flooring materials, and in one Pennsylvania plant alone, more yards of linoleum are produced each day than anywhere else in the world.



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