

Jerry Bookey Speaks at Nema Meeting

Jerry Bookey, president of National Egg Producers, was guest speaker at a conference in Harrisburg sponsored by the northeast Egg Marketing Association (Nema).

President Bookey declared that he has set one major goal for his organization for the coming year. It is to see that nothing is left undone or unexplored that might serve to improve next year's cash return on investment for egg producers.

He outlined plans aimed at aiding poultrymen in what he termed four specific service areas. "There will be strong emphasis on: (1) price discovery, (2) promotion, (3)

legislation, and (4) statistical guidelines and communications. U.E.P.'s staff will be beefed up to meet those needs."

Working directly on the problem of communications, he said that he had set himself the immediate task of making visits to each of the regional groups within U.E.P. The Harrisburg visit was one of the first of these trips.

Bookey further pledged that U.E.P. will work vigorously at building industry unity in its relationships with other poultry organizations.

Still stunned by the untimely passing of Maurice Stein, producers at the meeting heard

manager Ray Delano of Nema deliver a tribute to Stein, recognizing his many contributions to the modern egg industry.

Donald Horn of York, Nema director, thanked his fellow directors for their decision to bring their meeting to the Pennsylvania area. He stressed the fact that U.E.P. had passed through a rough time of testing but is now ready to grapple with fresh problems.

Horn stressed the caliber of capable leadership in U.E.P. and Nema, behind which Pennsylvania and Mid-Atlantic producers will rally in growing numbers. He urged the national organization to give the highest priority to the need for strengthening the price discovery process so as to insure better producer returns. As he stated, "U.E.P. will work in this field for the producer because U.E.P. IS the producer."

Jay Greider, Mount Joy, in a review of the bird placement picture, bluntly told the group, "You could be making a nice profit today if recycling were outlawed. There is no need to worry about new housing. Just

refilling existing good houses can give us more eggs than we need." He felt that U.E.P. should renew its pressure on the country's finance and banking circles to leave hands off new projects that involve new but unneeded giant size flocks.

Harry Muller of Agway, Incorporated, Nema director from New York, outlined the vast effort that has gone into lining up the industry behind national promotion check-off legislation. Although it now appears that introduction of a bill into the Congress will come only after the Presidential election, there is still a necessity to build and maintain solid producer support for the measure. We must strive to show consumers that research and information on a prime diet item like eggs can benefit them, too.

At the invitation of the chairman, Nema president Lionel Grise Jr of Massachusetts, and Norman Hecht of Walden, New York, presented a bried impromptu talk on some of the good work he has done as an independent "egg producers' advocate" in a market place where our product is under intense competitive pressure involving unfair and dishonest

advertising, false labeling, and other forms of misleading, malicious attacks.

The conference closed with a detailed report by Ray Delano, manager of Egg Clearinghouse, Inc. Delano stressed the fact that E.C.I. is furnishing a trading forum in which price reporters can judge price movement with reliance on trading FACTS, not individual opinions. Supplies of eggs and the need for eggs of known quality are provided under a bid and offer system.

Several moves are under way to increase the amount of trading taking place on E.C.I. One will be the use of split bids to speed trading. To stimulate local trading, plans are being worked out to permit trading of 300 case minimum lots at a 250 mile maximum delivery range. Changes aimed at cutting trading costs and otherwise simplifying participation are being actively investigated.

Why Women Wear Different Sizes

The National Bureau of Standards has made standards for sizing children's clothing available to clothing manufacturers. Extension clothing specialists at Pennsylvania State University say this sizing is based on studies of body measurements considered to be average for particular ages. But sizing is not standardized in women's wear. That's why many women wear a different size in different brands of clothing.

Engagement Period Important

James Van Horn, Extension family life specialist at Pennsylvania State University, says the engagement period serves a number of important purposes for the couple planning marriage. It's a time for the partners to talk seriously about the kind of marriage they want. It's a time to ~~consider what they do or do not expect for themselves personally~~ and as a couple. It's also a time to discuss the responsibilities they are assuming in marriage and a time for testing how well they can cooperate together under stress.

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