

## Neppco Show to Spotlight Egg Merchandising

The most successful promotional programs developed for the sale of eggs, broilers and turkeys — both here and abroad — will be showcased for industry men attending Northeastern '73 in Hershey.

A massive display of the printed pieces and programs themselves will form an annex to the speaking program on "Merchandising" scheduled for presentation of the 42nd annual Convention of the Northeastern Poultry Producers Council (NEPPCO) when the 14-state organization gathers here on October 30 through November 1.

Scene of the exposition and three-day program of exhibits, speeches and activities is one of the nation's premier resorts, the Hotel Hershey and its sister-accommodation, the Hershey Motor Lodge, a combined resort complex incorporating acres of tourist and visitor attractions.

The merchandising session is part of an impressive program devoted to "Tomorrow...the new era in agriculture," which will feature in-depth seminars on such broad-ranging topics as the need for precision planning, expectations in price and federal regulations, cost-cutting developments and the outlook for egg stabilization.

Keynoting the review of the

industry's outstanding merchandising programs will be Richard L. Kathe, general manager of the American Egg Board; George B. Watts, president of the National Broiler Council and Michael L. Meshew, director of industry relations for the National Turkey Federation.

Supplementing the talk and discussion session, scheduled for Wednesday morning, October 31, will be a display of the best in merchandising.

The 1973 edition of the NEPPCO exposition, marking a return to central Pennsylvania, will take over the large and regal resort hotel, the Hershey Motor Lodge and the spacious Hersheypark Arena, all clustered at the center of the huge resort known far and wide as "Chocolate Town, U.S.A." The lure of the famous Chocolate World Tour, the beautiful arboretum, the old museum and of the huge resort itself is expected to contribute to the anticipated crowds.

Advance interest is impressive, according to Richard I. Ammon, NEPPCO executive director. Room reservations and show registration must both be directed to the NEPPCO office and only there, Ammon notes Headquarters of the 14-state association is at 322 Oxford Valley Road, Fairless Hills, PA 19030

### Corporate Support Of Arts Increases

More than \$140 million a year is being given by corporations in support of the arts, according to Frank Stanton, chairman of the Business Committee for the Arts. This compares with \$22 million given in 1965 when the Rockefeller Panel Report first urged the need for business involvement.

Dr. Stanton said that, despite the business recession that took place during the first years of the Committee's operations, "support of the arts, unlike that for other objects of corporate philanthropy, not only did not de-

cline but actually expanded. Moreover, each successive year of BCA's operations has seen hundreds of additional companies becoming involved in the arts for the first time," he observed.

"The conservation of our artistic resources," said Dr. Stanton, "is as important to our lives as the conservation of our natural resources and the existence of the Business Committee for the Arts reflects the seriousness with which our business leadership accepts the responsibilities implied in this conviction."

### TRY A CLASSIFIED AD

## ANNUAL FALL SPECIAL FEEDER AND REPLACEMENT CATTLE SALE MONDAY, SEPT. 17, 1973

7:00 P.M. DST

400 Head Hereford, Angus and Charolais yearling steers and heifers

400 Head Hereford, Angus and Charolais steers and heifer calves

200 Head Holstein and Crossbred steers and heifers

If you are planning on buying feeder cattle this is the sale to attend.

FOR FURTHER INFORMATION CONTACT THOMAS EAGLE 703-459-4402 OR HARRY GOCHENOUR 703-459-4778

## WOODSTOCK LIVESTOCK MARKET, INC.

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## Penn State to Host Vegetable Field Day

Eleven research areas featuring horticultural crops, plus insect and disease control studies, will be featured on Sept. 12 during Vegetable Field Day at the Horticultural Research Farm of The Pennsylvania State University. The farm is located 10 miles west of the University Park campus, on Penna. Highway Rt. 45.

Wagon tours of the experimental plots will start at 9:30 a.m., says Charles J. Noll, field day chairman from the Department of Horticulture. Morning tours will cover horticultural plots and insect control studies. Afternoon events will feature disease control plots, genetic experiments with potatoes, and machinery demonstrations.

Visitors are invited to meet at the farm headquarters for the morning tour. The first stop will show weed control experiments on transplanted tomatoes. The tour will then visit plots showing muskmelons grown with and without black plastic mulch, using poultry manure for fertilizer.

Projects to improve the nutritional aspects of sweet corn will be visited next, as well as studies of high sugar sweet corn types. Sweet corn variety trials will be visited, followed by plots showing various fertilizer trails

on sweet corn. The wagons will then move to areas showing tomatoes grown on wire cages surrounding the plants. Plots showing snap bean variety trials will follow.

The tour will proceed to plots showing experiments to control aphids—using reflective mulches with shiny surfaces to repel the insects. These plots will also feature various spray programs used to control cucumber beetles. Visitors will see the results of fertilizer trials on lima beans and squash. After this, the wagons will return to the VEGETABLE Field Day headquarters where visitors may obtain lunch.

The afternoon program will resume at 1 p.m., beginning with tours showing resistance of certain varieties to viruses. A muskmelon variety trial area will show resistance of new varieties to mosaic disease and mildew. Fungicide trials will show control of early and late blight on tomatoes, control of fruit rots of pumpkins, and control of bacterial wilt on cucumbers and black leg of cabbage. Plots involving a breeding program using wild potatoes will be visited next. From 2:30 to 5 p.m., the program will feature demonstrations of harvesting machinery.

### Readers Read Carefully

The Newspaper Advertising Bureau reports that a survey of 1,720 men and women, ages 18 and over, shows that almost nine out of ten adults who read one or more daily newspapers during a five-day span read them thoroughly.

The Bureau says that the typical reader sets aside a certain time each day for reading the paper and becomes involved by clipping news items or advertisements.

### Scientific Solutions Sometimes Simple

Scientific solutions to some agricultural problems sometimes prove to be amazingly simple.

To solve the problem of trying to get newly hatched turkeys to eat, poultry scientists put bright-colored marbles in the feed trough.

As the poults peck at the marbles, their beak slides into the feed. Then after about a dozen or so attempts, he finally begins to eat.

### Horse Sense

The American Quarter Horse was the first breed developed in the Americas, according to the book, "The Encyclopedia of the Horse," recently published by the Viking Press. It originated during the colonial era in the Carolinas and Virginia, where match racing was the leading outdoor sport, with races run on village streets and along country lanes among the plantations. These horses were seldom raced beyond 440 yards, hence the colloquial name "quarter miler."

### Night-Time Camera Is Surveillance Aid

One of the first civilian applications of a military-developed light-gathering device, the so-called "night-time camera," has been announced by Pinkerton's, Inc. It was used successfully in surveillance and apprehension of individuals stealing property from a large East Coast technical client, Pinkerton's said.

It is a low light-level adaptor which draws sufficient candle-power from existing light to enable the operator to photograph or videotape a subject in darkness.

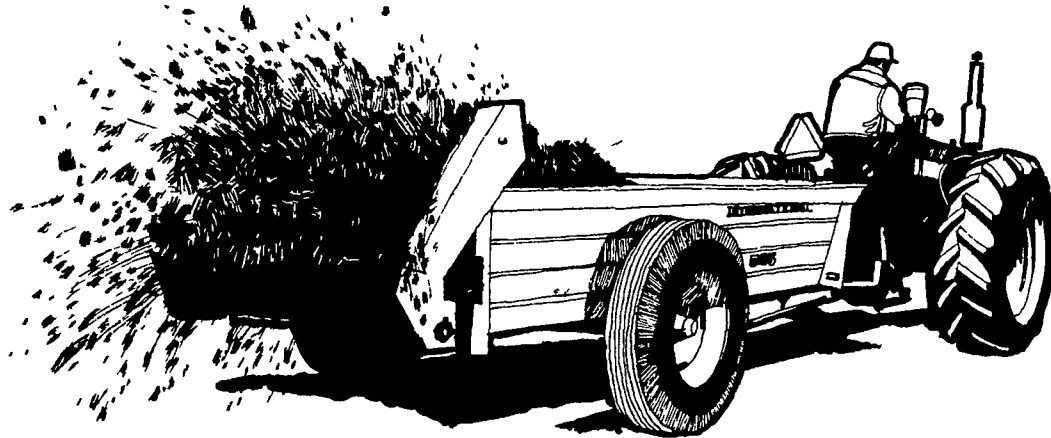
In its initial application Pinkerton's investigators took pictures of vehicles, people and stolen property being removed from a company warehouse at night and used the photographs to break the case and obtain confessions.

### Insects Could Rule The World

Insects far outnumber human beings.

While there are approximately 3 billion people in the world, scientists estimate there are that many insects for every square mile of the earth.

### Stronger frame; improved "Bear Claw" design



## 500 SERIES MANURE SPREADERS

International's new 500 Series Manure Spreaders are here and they are years ahead of other machines with a stronger frame and a more efficient Bear Claw paddle and beater design for even spreader pattern

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- Stronger Bear Claw paddles slice even the toughest, frozen manure.
- Strong beveled worm-gear apron drive adds years to life of apron chains and gears

The 500 Series offers eight models, including two truck mounted models, two big-capacity trailing models with tandem axles, and a model that features hydraulic apron drive for infinite apron speeds

Models range from 148 to 312 cubic feet capacity, heaped

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