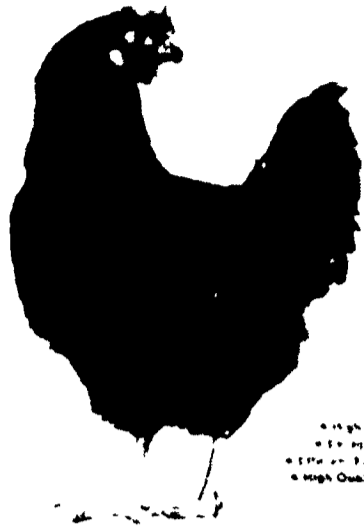


NOW!! A NEW GENETIC BREAKTHROUGH FOR EITHER COLOR EGG

HY-LINE Variety 717 Layers



Highly livable
with exceptional
production
and efficient feed conversion
High Quality Brown Eggs

Look at the Performance of Hy-Line 717
Brown Egg Layers in Well-Managed Operations

Growing Livability (to 20 weeks)	96.98
Body Weight (at 20 weeks)	3.5 lbs
Age at 50 - Production	178 days
Peak Production (two week period)	85.90
Laying House Livability (20-74 weeks)	92.96
Hen Day Production (20-74 weeks)	260-270 eggs
Hen Housed Production (20-74 weeks)	250-260 eggs
Egg Weight at 32 Weeks	24.6 oz per doz
Egg Weight at 74 Weeks	27.5 oz per doz
Body Weight at 74 Weeks	5.3 lbs
Feed Per 24 oz Dozen	4.05 lbs
Feed Per Lb Eggs	2.7 lbs
Plumage	Red

HY-LINE Variety W-36 White Egg Layers



W-36 -
Locally Already A Top Seller

Growing Livability (to 20 weeks)	94.96
Body Weight (at 20 weeks)	2.8 lbs
Age at 50 - Production	173 days
Peak Production (two week period)	85.94
Laying House Livability (20-74 weeks)	90.94
Hen Day Production (20-74 weeks)	250-305 eggs
Hen Housed Production (20-74 weeks)	240-293 eggs
Egg Weight at 32 Weeks	23.5 oz per doz
Egg Weight at 74 Weeks	27.0 oz per doz
Body Weight at 74 Weeks	3.8 lbs
Feed Per 24 oz Dozen	3.5 lbs
Feed Per Lb Eggs	2.3 lbs
Plumage	White

The brown egg birds you asked for -

Before the development of the Hy-Line 717 layer began Hy-Line geneticists asked brown egg producers like you all over the world which traits they needed in their layers. High egg production, exceptional livability, efficient feed conversion and high egg quality were most often mentioned and in that order. Those traits account for the largest share of brown egg profits. So Hy-Line researchers screened 35 unrelated lines they had developed, and put the best of them together in the combination that produced the Hy-Line 717 layer. Look at the high points of

717

You Asked for High Egg Quality.
Hy-Line 717 lays high quality eggs.

Your customers want the best eggs - good sized, with a robust brown color, strong shells, and with a minimum of interior faults. So Hy-Line researchers tested thousands and thousands of eggs for these traits, all to make sure that your egg customers get what they want.

In field tests, this work paid off. The Hy-Line brown's eggs averaged 24.6 ounces per dozen at 32 weeks of age. At 74 weeks, the eggs averaged 27.5 ounces per dozen, just right for your cartons and your customers.

You asked for high egg quality because your customers ask for it. Hy-Line browns produce high quality eggs.

You Asked for High Egg Production.

Hy-Line 717 layers are bred to lay 260-270 eggs per bird!

Egg numbers - first on your list, and so, first on the Hy-Line researchers' list too. Field tests indicate the new Hy-Line brown has the genetic ability to produce 260-270 eggs under good conditions between the ages of 20 and 74 weeks. Those same conditions have produced two-week peak production rates of 85-90%.

You asked for high egg production. The Hy-Line 717 is bred for it.

You Asked for Exceptional Livability.

Hy-Line 717 birds are bred to live exceptionally well.

In field testing poultrymen have housed 96 to 98% of their pullets at 20 weeks. And after 12 months of production, 92-96% of the birds housed were still on the job, producing eggs.

You asked for exceptional livability. The Hy-Line brown is bred to meet that need.

You Asked for Efficient Feed Conversion.

Hy-Line 717 layers averaged 2.7 lbs. feed per pound of eggs.

Of all your production costs, feed is the highest. When your layers produce more eggs per ton of feed, your profits increase rapidly. Hy-Line 717 layers averaged about 4.05 lbs. of feed per 24 ounces of eggs - 2.7 lbs. of feed per pound of eggs in field tests.

You asked for reduced production costs, better feed conversion. Hy-Line browns are bred to fill your request.

The white egg bird you NEED!

High peak . tough shells
great feed conversion .

Hy-Line Variety W-36 puts 'em together

Egg producers love high peaks, tough shells and great feed conversion. But in the past these traits have not been readily available in one chicken.

Until now. Here's the new improved white egg layer, Hy-Line variety W-36. She peaks high higher than any previous Hy-Line variety. She keeps laying at a livelier rate too. And the shells on those eggs are up to Hy-Line standards for toughness - even after 12 months of heavy production.

You'll note outstanding feed conversion - more eggs per unit of feed.

And her livability is what you'd expect from a Hy-Line brand layer, too - the best. We think you'll find W-36 egg weight about ideal for optimum efficiency and profit.

Incidentally, W-36 gives unusually dry droppings and has an easy-to-care-for temperament.

Hy-Line scientists figure profit, not single traits, are your bag. Twenty more eggs don't mean much if those eggs don't have shells on 'em - or if they come at the expense of 30 lbs (13.5K) extra feed - or if they're all peewees.

The shells on those eggs are typical of Hy-Line layers. Tough. Even after 12 months of heavy production.

Hy-Line W-36 layers go easy on feed. Great feed conversion. In fact, the first time you measure it, you may not believe how little feed your W-36 layers take to produce a dozen eggs.

So Hy-Line researchers patiently developed a bird that puts it all together for you - the Hy-Line variety W-36 layer. They tested it for 6 years in operations like yours. They checked the obvious traits - egg production, feed conversion, livability, egg size, and especially, shell strength. And they watched the not-so-obvious - Haugh Units, droppings condition, and temperament, for example.

So now you have the Hy-Line variety W-36 egg layer - a bird Hy-Line President H.B. Wallace considers as the third major genetic breakthrough he has seen in his 35 years of layer breeding.

Even so, Hy-Line researchers have begun improvements on the W-36. For example, they're selecting its grandparent lines for smaller body weight - to increase feed efficiency without losing egg size.

And, of course, the Hy-Line team is working on the fourth major genetic breakthrough - continuous research to make egg production even more rewarding for you.

See what Hy-Line profit-centered research has done for you. Put Hy-Line variety W-36 layers to work in your operation. W-36 - she puts it together!

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