

PENB Aims 1958 Turkey Promotion Program at 5 Specific Targets

CHICAGO — Five projects, each designed to broaden turkey markets through pin-pointed appeals to consumer groups having a high sales potential, comprise the turkey promotion program developed by the Poultry and Egg National Board for the industry in 1958. The program has been enthusiastically endorsed by the National Turkey Federation.

According to PENB General Manager Lloyd H. Geil, the promotion targets in the five projects are (1) 50 million homemakers, (2) 34 million overweight people, (3) 18 million teen-agers, (4) customers who consume 76 mil-

lion meals a day in public eating places plus 11 million workers in industrial plants serving food, and (5) physicians, dietitians and others in health fields who influence the nation's eating habits.

The homemakers' project concentrates on "reaching" this powerful purchasing group through 62 nationally distributed publicity releases to communications outlets. These outlets include metropolitan newspapers, national newspaper news syndicates, consumer magazines, radio food editors, radio farm directors, TV women's program directors, consumer marketing information agents, state home demonstration leaders, and house organs.

The project is built around the following promotions: Turkey for Easter, April 6, turkey for Mother's Day, May 11, turkey for June weddings and anniversaries, Midsummer Turkey Time, last week in July and first week in August, turkey for Labor Day, Sept. 1, Fall Poultry Festival, Sept. 25-Oct. 11, and turkey for Thanksgiving, Christmas and New Year's. PENB has already handled the nationwide publicity on turkey for Valentine's Day, Feb.

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14 Another phase of the homemakers' project is the promotion of turkey through special activities such as PENB's "Anniversary Fair" for food firms and food publicity leaders in New York City, May 13, a Midsummer Turkey Time kick-off luncheon for food publicity leaders of the Chicago area, in June, presentation of the Thanksgiving turkey to the President, and special articles, photos and recipes in consumer magazines and other publications.

The diet project for overweight people will take the form of a menu plan showing how turkey fits into weight control. It will take into account the eating requirements of a normal family as well as any members on a diet. These menu plans will be made available in quantities to the industry for widespread distribution in its own promotion and advertising programs.

For the school project, a classroom teaching unit pilot study for 1,500 to 2,000 home economists in four states is planned as a basis for determining the most effective techniques for helping teachers educate their students on food values, purchase, care, cookery, carving and serving of turkey. One phase will be the publication of this unit in a professional teaching journal to extend the use of this unit among the nation's two million teachers.

The project for public eating places, such as restaurants, hotels and institutions, stresses the development of electronic cookery information to make volume cookery easier and more profitable and to increase consumer acceptance of the product. It includes recipes for short order needs, large quantity recipes and special articles for publications covering the volume cookery field.

The project for professional leaders in health fields centers around the publication of a four-page advertisement on current information on turkey nutrition in medical and dietetic journals and distributing this information in the form of reprints to physicians, dietitians and others in related fields.

A sixth project will interpret PENB's services to the turkey industry through conventions, exhibits, speaking engagements and interpretive releases.

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Community Meal Planning Topic Of Meeting

Those women belonging to fire company auxiliaries or church social groups that frequently give banquets or dinners will be interested in a meeting scheduled for March 20 at the PP&L Building in Lancaster.

The subject of this meeting will be organizing and planning community meals. Mrs. LaRue Hefner, nutrition specialist from Penn State, will be in charge of the meeting.

Any number of women from any organization may attend.

Reservations for the meeting may be made by calling, by phone or in person, the county extension office. This should be done before March 17.

Atlantic Angus Bull Sale Average \$991; Top Animal Sold for \$15,000

STAUNTON, Va. — "The greatest bull sale ever held on the North American continent!"

That's the way those attending the Great Atlantic Angus Bull Show and Sale, Feb. 24-25 at Richmond's Atlantic Rural Exposition Fairgrounds, summed up its results, according to Dave Canine, manager of the sale and show.

With prospective buyers from 35 states and the Dominion of Canada in the stands, 246 bulls were sold during the two days of the sale. Bulls went to 26 different states and Canada. Consignors represented 16 states, all in the eastern United States, the territory embraced by the Atlantic Angus Assn., sponsors of the sale.

The overall average price for all bulls was \$991 per head. That average included all classes of bulls—AAA, AA and A. The top, or AAA group sold for an average of \$1708 per animal, with the show's Grand Champion, Mole's Hill Eileenmere 1110th, owned by state Senator Theodore "Ted" Ryan, of Sharon, Conn., going to L. W. Turner's Old Elkton Farm, Forest, Va., for \$15,000.

Reserve Grand Champion honors went to Pointmere 1310th of Point Farm, owned by Hidden Hills Farm, Ijamsville, Md. This bull was purchased by John Ambrose, Paignton Farm, Charles Town, W. V.

Final judging was done by a man considered one of the world's great Angus authorities, Dr. Jorge Ezcurra, of Buenos Aires, Argentina. Dr. Ezcurra had given senior bull awards to the Grand Champion and Reserve Grand Champion just prior to giving them the higher honors.

The top junior bull prize went to Ankoman O B 106th; and the reserve junior bull award to Ankoman O B 1313th, both of Ankony Farms, Rhinebeck, N.Y., owned by Allan Ryan, brother of the Connecticut state senator who took the Grand Championship.

Prior to sale time bulls were

classified by a sifting committee of nationally known Angus experts John Mommsen, Clinton, La.; Dr. Paul Kessee, Ker-Mac Ranch, Poteau, Okla.; Dr. C. V. Batenslager, Belle Monte Farm, Jennings, Jennings Bros. Highland Ranch, Hymore, S.D.

AAA bulls were sold the first day, with the AA and A bulls following on the second.

Both Canning and Atlantic Association Chairman William H. "Bill" Brainerd, Marshall, Va., said "this was the most enthusiastic crowd we've ever seen at an Angus sale." Those present as the two prominent Angus men spoke gathered the impression that there was no doubt this was merely the first of what will become an important event in Eastern Angusdom.

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Many Activities Being Planned By Society 6

Society of Farm Women 6, meeting recently at the home of Mrs. Paul Brandt, Elizabethtown, made plans for several activities.

On March 12, members will serve a dinner at the Wyeth Laboratories at Marietta and on the following day they will sponsor a chartered bus to attend the Flower Show in Philadelphia.

On March 18 at 7:30 p. m. they will meet to make cancer packs for the Lancaster Center.

Mrs. Elmer Brill had charge of the devotions at this meeting. Forfit day was observed and a food sale held.

Mrs. Brill, Mrs. Ada Shoop and Mrs. Stoner Wickenheiser assisted as co-hostesses. The next meeting will be held at the home of Mrs. Milton Eberly.

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