



PRESENTATION OF results of the PENB sponsored motivation research study on eggs, conducted on a panel of more than 1,200 women, was a highlight of the annual meeting of the Poultry and Egg National Board. Louis Cheskin, right, director of the

Color Research Institute, which conducted the study, presented the finding to the meeting. At the left examining one of the research charts is Herbert Beyers, PENB president.

## Outstanding Speakers Highlight PENB Annual Meeting in Chicago

CHICAGO — The poultry and egg industry has done an outstanding job of consumer education, but can keep its efforts effective only by staying ahead of rapidly changing promotion and merchandising techniques.

This was the consensus of a panel of outstanding lay and professional persons who addressed this year's Annual Meeting of the Poultry and Egg National Board in Chicago.

Leading off the speakers' roster was Louis Cheskin, director of the Color Research Institute. Cheskin's organization conducted a motivation research study on eggs involving more than 1200 women. Cheskin reported that homemakers think favorably about eggs and believe they have a lot of good attributes. However, they tend to associate eggs with children, infants, and men, in that order and confine use-association to breakfast and other traditional uses in menu planning.

ed the lesser awareness of homemakers under 30 regarding the benefits and uses of eggs compared to homemakers over 30. It revealed, also, that homemakers tend to associate eggs most with persons under 30 and least with people between 30 and 50 years of age.

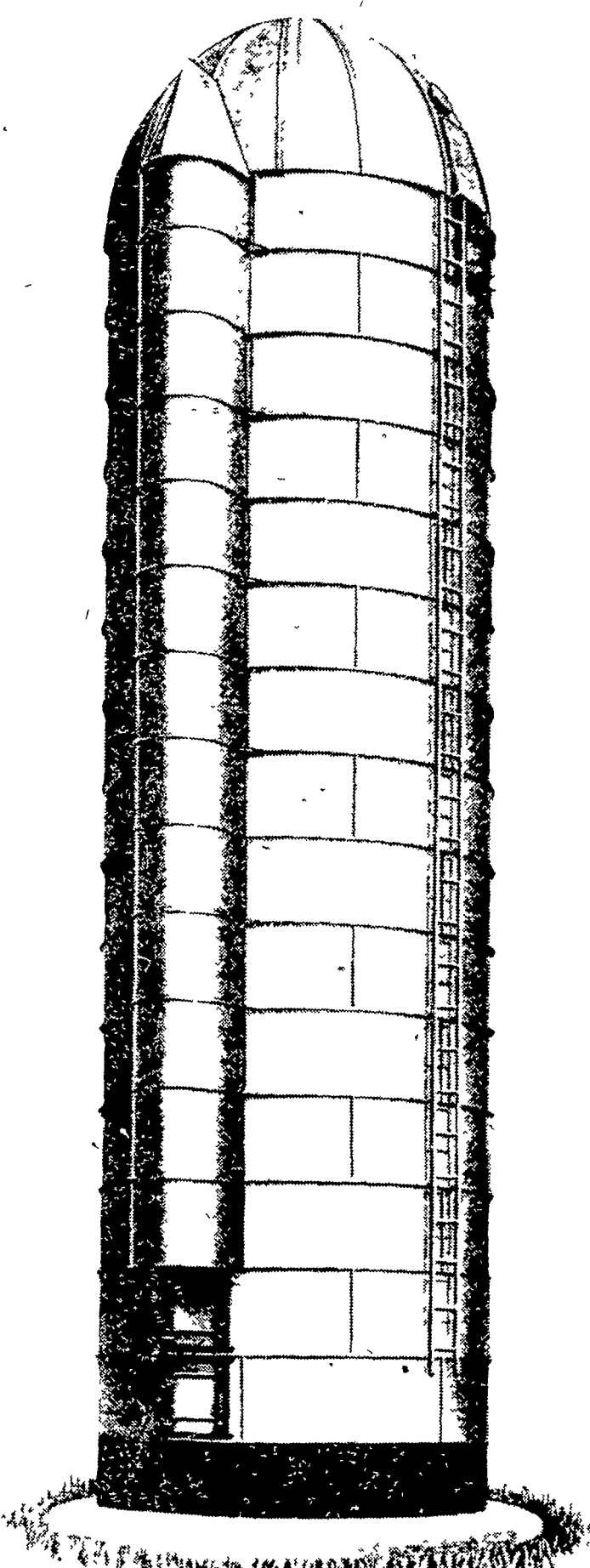
A majority of homemakers had favorable attitudes about eggs in relation to heart disease even though about one-third of those surveyed were generally unaware of any relationship.

The survey pointed up lack of motivation for one-third of the homemakers to include eggs even in breakfast menus, although 91 per cent of all homemakers surveyed have the singular image of eggs as a breakfast food. Homemakers rank main-dish and dinner usage of eggs very low.

DR. W. J. STADELMAN, associate professor of poultry science at Purdue University, and also retiring chairman of PENB's

CHESKIN'S STUDY highlight-

(Continued on page twelve)



# Ful-O-Pep High Sweet Blend PRESERVES BETTER GRASS SILAGE

Grass silage is easy to preserve when you use Ful-O-Pep High Sweet Blend. New High Sweet provides plenty of sugar necessary for good fermentation . . . and is easy to handle—not messy and sticky. It prevents seepage . . . adds nutrients to your silage. Ful-O-Pep High Sweet Blend makes a silage that is tasty and nutritious . . . and sweet and clean. It's economical too, so try it on your next silage crop.

NOW AVAILABLE IN PELLET FORM FOR  
EASIER HANDLING

**S. H. Hiestand & Co.**  
Salunga, Pa.

**D. W. Hoover**  
East Earl, R. D. 1, Pa.

**Millport Roller Mills**  
Lititz, R. D. 4, Pa.

**Grubb Supply**  
Elizabethtown, Pa.

**J. C. Walker & Son**  
Gap, Pa.

**George Rutt**  
Stevens R. D. 1, Pa.

**H. M. Stauffer & Sons, Inc.**  
Leola, Witmer & Ronks, Pa.

