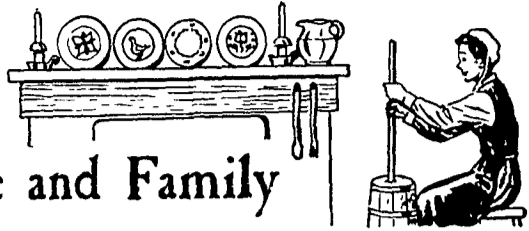


For the Farm Wife and Family



(Continued from page seven)
Two versions of applesauce cake —

APPLESAUCE CAKE

- 1/2 cup shortening
- 1 1/2 cups sugar
- 2 beaten eggs
- 2 cups sifted enriched flour
- 1 teaspoon baking powder
- 1 teaspoon cinnamon
- 1/2 teaspoon soda
- 1/2 teaspoon cloves
- 1/4 teaspoon salt
- 1 cup thick, unsweetened applesauce
- 1 cup chopped, seeded raisins

Stir the shortening to soften. Gradually add sugar, and cream together until light and fluffy.

Add eggs and mix well. Sift flour, baking powder, cinnamon, soda, salt, and cloves together three times, add to creamed mixture alternately with applesauce a small amount at a time. Beat after each addition un-

til smooth. Fold in raisins. Bake in paper lined 9x9x1 1/4-inch pan in moderate oven about 60 minutes. Serve plain or frosted.

EGGLESS APPLESAUCE CAKE

- 1/4 cup shortening
- 3/4 cup strained honey
- 1 cup cold applesauce, slightly sweetened
- 1/4 teaspoon cloves
- 1/2 teaspoon nutmeg
- 1/2 teaspoon cinnamon
- 1/4 teaspoon salt
- 2 cups sifted cake flour
- 1 teaspoon soda
- 1 cup seedless raisins
- 1/4 cup broken nut meats

Cream shortening, add honey, mix well. Add applesauce, then sifted dry ingredients. Add raisins and nuts. Mix well. Pour batter into a greased and floured 8-inch square cake pan. Bake for 1 hour in preheated 350 degree oven.



SHOWING ONE OF THE younger birds in the family laying flock is George Weaver Jr., New Holland. At the left is Mark Myers, chairman of the Poultry Assn. tour committee, and right is Jay Greider,

president of the county poultry association. The Weaver farm was visited Tuesday as part of the associations annual poultry tour.

(LF Photo)



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PENB Releases Egg Motivation Study to Press

CHICAGO — The Poultry and Egg National Board has released a comprehensive report of the findings of its motivation study designed to determine consumer attitudes toward eggs. The complete report was sent to more than 1,000 influential individuals, including trade press editors, radio farm directors, consumer information agents, various college specialists, government officials and others.

The letter accompanying the release signed by Dr. A. William Jasper, director of PENB egg promotion, called attention to the fact that many favorable attitudes toward eggs are revealed in the study. He noted, however, that some unfavorable attitudes also are in evidence.

Jasper concluded that while we must continue to promote eggs and other poultry products by stressing their favorable qualities and utilizing favorable consumer attitudes, we must also make every effort to eliminate, or at least reduce, unfavorable consumer attitudes toward eggs.

The findings of the PENB motivation study can be used to broaden the market for eggs, according to Jasper. Specifically, the report points out the need to make eggs as important on the breakfast table as a cup of coffee (or any other beverage).

More women need to be taught the dietary advantages of eggs and the fact that eggs are an excellent food for practically all infants, the report states. It also emphasizes the need for teaching children the value of eggs in such a way that their learning experiences will carry over into adult life.

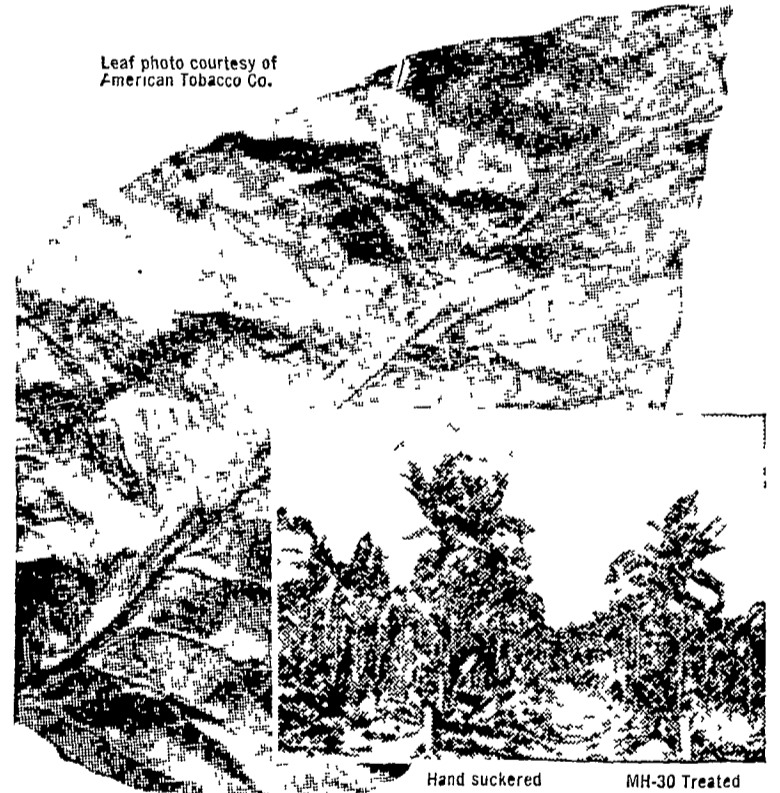
PENB is using the findings of this study in its expanded program of consumer education and egg promotion. In addition to the long established means of reaching homemakers, PENB is using new ways and means of beaming the egg industry's message to younger housewives, teen-agers and younger school children. An all-out back to school egg promotion is being launched by PENB this month.

The report states that, "As a mature industry in an economy of abundance, we must recognize that we are faced with strong competition in keeping our products before the public." It urges that the report be utilized by the poultry industry in helping to meet that competition.

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