

## Egg Carton Makers Contribute to Promote Egg Sales Campaigns

An opportunity for egg carton manufacturers to play a greater role in the investment program for the Poultry and Egg National Board's promotional activities, became effective July 1.

The 10c per 1,000 cartons is aimed at providing support for promoting greater use of eggs at a time when competing foods are pouring millions of dollars into promotion.

Seeing the important need for greater egg promotion in today's highly competitive market, the carton manufacturers will, with the handler's approval, add 10c per 1,000 cartons purchased. The additional investments will go directly to PENB for increased egg promotion activities. This is the handler's investment to supplement the producer's investment of 1c per case.

PENEB is at present using subscribed funds in the following programs:

1. Presenting, through advertisements, in professional journals an egg nutrition "refresher course" for the nation's 200,000 key leaders who influence consumer eating habits—physicians, nurses and dietitians.

2. Providing teachers, who shape the minds of tomorrow's consumers, with teach-

ing aids to help students better understand the importance of eggs in their diets.

3. Giving millions of homemakers new ideas on preparing and serving eggs through PENB photo-recipe releases made available to them through newspapers, magazines, radio and TV.

4. Providing the nation's food outlets with effective merchandising aids.

5. Stimulating new egg product development through its New Products Development Committee.

Through the PENB Egg Promoter, investors are kept informed on how their money is being spent to stimulate greater demand for eggs.

Be sure to use proper signals and warning devices when driving tractors and other farm equipment on roads.

## Model Leases Subject Of USDA Booklet

Model farm leases that show how a landlord and tenant can share farm costs and returns on a fair basis are described in three publications issued today by the U S Department of Agriculture.

Designed to promote the best overall principles of farm management, the leases are tailored to the individual needs of the farm, the landlord, and the tenant. Their rights, duties and responsibilities are spelled out in detail in the model leases, which are explained in non-technical language. Model

lease forms are included in the publications.

"Your Cash Farm Lease," Miscellaneous Publication No. 836, describes the best features for cash rental terms.

Miscellaneous Publication No. 837, "Your Livestock-Share Farm Lease," covers rental terms when payment is made in livestock products or cash crops.

Another type of lease provides for payment by the tenant of a share of selected crops. Rental terms for this type of farming are in Miscellaneous Publication No. 838, "Your Crop-Share-Cash Farm Lease."

Single copies of these publications are available from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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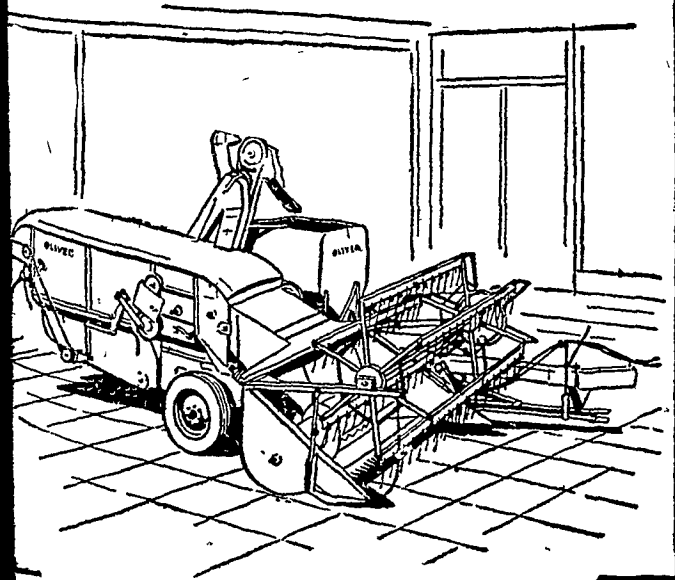


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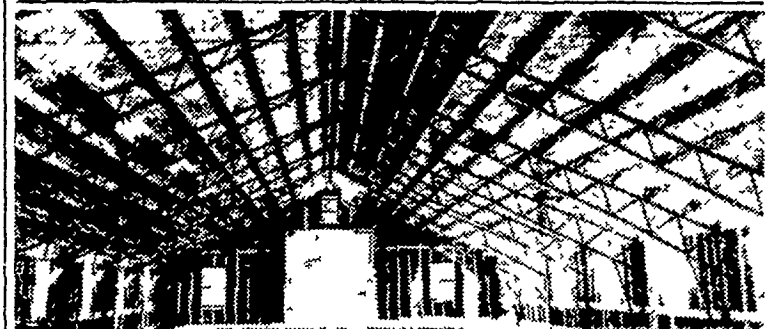
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## ● Prices

(From page 1)  
ier and four per cent below a year ago.

Mainly responsible for the May to June decline were lower poultry, egg and whole sale milk prices. Also contributing to the drop were slightly lower prices for most crops and all livestock, with the exception of cows which averaged 30 cents a hundred-weight higher.

The index of prices received, the barometer of farm income, was 214 per cent of the 1910-14 base of 100. This compares with 217 a month earlier and 223 a year ago.

The parity ratio—the comparison of prices paid by farmers for goods and services to the price received for farm products—has declined every month since December 1960 and now stands at 71 per cent compared with 81 per cent in that month. Nationally, the parity ratio is 78 per cent, 1 per cent under last year.

The average price of eggs was down 2 cents a dozen from last year, the price of broiler chickens was down 2 cents a pound, and the blend price of wholesale milk was 5 cents a cwt. below last year.

## ● Bees

(From page 12)  
mies of the Honey Bee, Extracting and bottling of honey, Queen-rearing, Requeening, Fall Management, Marketing of Honey, and Care of Bees for Pollination of Fruit and other Crops.

Any individual 16 years of age or older is eligible to attend the course.

Further information and application blanks may be received by contacting Dr. Fred C. Snyder, Director of Short Courses, College of Agriculture, The Pennsylvania State University, University Park, Pennsylvania.



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