

● **Market Eggs**

(Continued from Page 1)
 "great American breakfast". Those days are gone, he stated. Times have changed. People are going to bed later and getting up later — and skipping on, or skipping, breakfast. He said he'd sooner bet his future on getting eggs into products people would eat at midnight, instead of trying to convince them to eat eggs for breakfast.

PRICES MUST INCLUDE PROFIT

In addition to more realistic and creative merchandising, poultrymen will have to price their products to include enough profit to cover the costs of added service and quality.

He said this was the only way this area could effectively meet southern competition in the long run.

"We should make positive plans for the future and not let newer production areas

misguide us as to their competitive situation in relation to ours. It may be good psychology on their part to try to bluff us on costs, but we can meet, match, and beat them if we just get our heads together," Williard informed the poultrymen.

RECORDKEEPING

Dr. Floyd Hicks, extension poultryman from Penn State University, said that "any records are good records if they are complete enough, and if you can make decisions from

them."

Hicks predicted that as the poultry business continues to move toward more automation, business management will overtake all other factors in poultry business. (Continued on Page 9)

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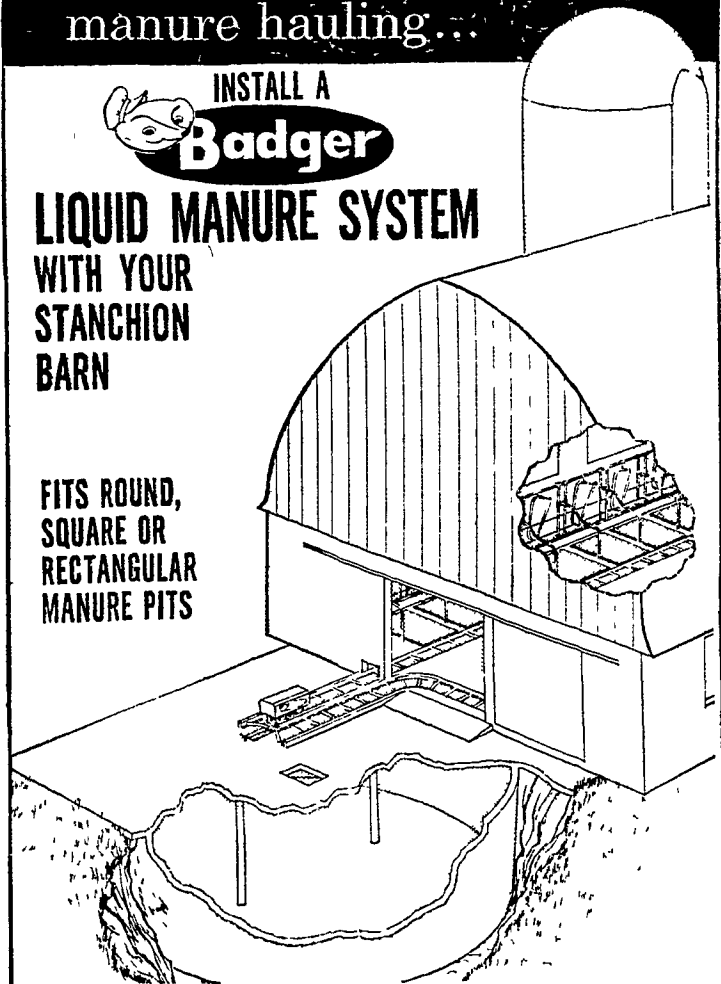
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