

Lancaster Farming

SECOND SECTION



AT TEEN LEADERS NIGHT. (left to right) Dan Rohrer and Kaye Smith were recognized as outstanding teen leaders and presented cash awards by Miss Mary Rosenberger, Assistant Extension Home Economist, at the 4-H Teen Leader Recognition Banquet, held at Dutch Town and Country Restaurant in Vintage, Tuesday evening. Jay Irwin, Assistant County Agent, and Miss Rosenberger gave certificates of recognition

to teen leaders present. 51 leaders attended.

Kaye is the 17-year-old daughter of Mr. and Mrs. Grant C. Smith, Ephrata R1. She is leader for the Jolly Stitchers 4-H Club at Farmersville.

Dan is the 17-year-old son of Mr. and Mrs. Dan Rohrer, Jr., Manheim R1. He leads the Boots and Saddle 4-H Club at Manheim.

L. F. Photo

Eggtober Promotion Features Eggs, Corned Beef Hash

The spotlight is on eggs with corned beef hash as October arrives and is renamed EGGtober.

A tie-in promotion between the Poultry and Egg National Board and the Campbell Soup Company will feature bountiful meals through October and into November. Campbell's Bounty brand corned beef hash will be promoted with eggs on several fronts.

—Five photo recipe releases on hash and eggs, to newspapers in all areas

—TV commercials on hash and eggs in selected market areas.

—Hash and eggs will be featured in October in both radio and newspaper versions of the "Once Over Lightly" series. The total readership of newspapers using "Once Over Lightly" is estimated to be some 9,700,000. An estimated radio audience of 26,500,000 that listens to 272 stations across the country.

—Campbell Soup will provide merchandising kits to 500 egg packer-distributors and 150 U.S. Department of Agriculture retail contact men.

—Newspaper advertising will feature eggs and hash Point-of-sale materials will tie in with this advertising.

The market areas to be covered by newspaper and TV ad-

vertising are: New York City, Hartford, Los Angeles, Philadelphia, Detroit, Boston, Chicago, St. Louis and Cleveland.

This many-pronged promotion program is being put on at no cost to egg packer-distributors. PENB pointed out.

"We urge all segments of the egg industry to get behind this program to boost sales of eggs. It is a powerful program and will be successful, if everyone gets behind it," Earl L. Hess, PENB Chairman said.

He also emphasized the economy aspects to the egg and hash tie-in. "At retail egg prices of 55 to 60 cents a dozen, this means the homemaker pays only about 40 cents a pound for this high protein, low calorie food. Just one can of Bounty corned beef hash and four to six eggs provides four to six servings," he said.

Manheim Area Farm Sells For \$55,224

The Samuel H. Shelly farm, located in Rapho Township, Lancaster County, was sold at public auction on Saturday, Sept. 30, to Earl H. Snively, Manheim R2, for \$468.00 per acre. Total price was \$55,224. Rufus K. Geib, Manheim R2, was the auctioneer.

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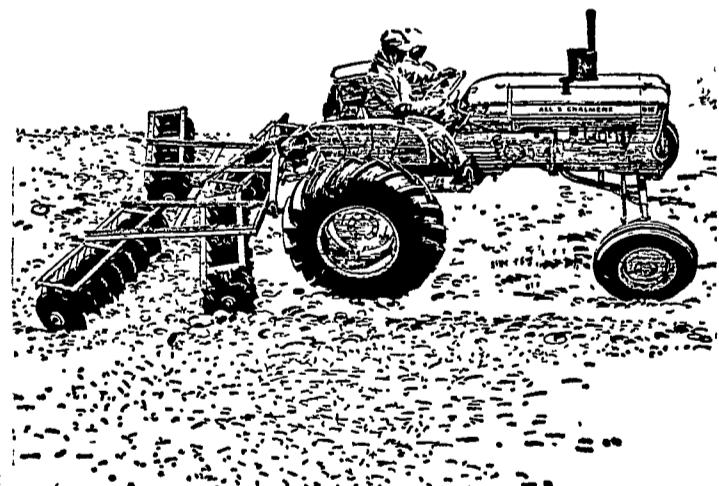
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