



NEIGHBORS CLEAN UP BURNED CHICKEN HOUSE. An estimated 75 neighbors and friends of the John Burkholder family, Kissel Hill Road, Lititz R3, yesterday morning helped clean up the charred remains of a \$40,000 broiler chicken house

that burned last Sunday night. The fire completely gutted the 200 feet long modern structure which was scheduled to house a shipment of chicks. Burkholder reported Friday morning that the chicks had found homes elsewhere. **L. F. Photo**

● Dairy Princess

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Dairy Council They were judged on the basis of appearance, speaking ability, poise and personality, and intelligence and industry knowledge.

The judges were Dr Harry K. Gerlach, County Superintendent of Schools; Mrs Mary Hawk, Vocal Recording Artist; and Roger Clark, Intell Farm Editor.

Three former dairy princesses were introduced: Joyce Kreider Shenk, 1962; Linda Lou Welk, 1965; and Carol Hess Weaver, 1966.

J Richard Thomas was the official escort and Roland George was the crown bearer.

Cotton is used by virtually all the world's people.

Home Accidents

Home accident deaths in the United States in 1967 totaled about 28,500, according to the National Safety Council. More than one-third of those killed were persons 75 years old and older. Falls caused about two-fifths of the deaths, with fires and other types of accidents accounting for the rest.

Retailers, Distributors Like Egg Merchandising Contest

A pioneer egg merchandising contest in St. Louis has generated high interest among area retailers and egg distributors, according to Robert Higgenbotham of U.S. Department of Agriculture's Consumer and Marketing Service.

Retailers in the metropolitan St. Louis area have been offered the opportunity to participate in an egg merchandising contest sponsored by the Missouri Egg Council, in co-operation with the Missouri Department of Agriculture and the St. Louis office of USDA's C&MS.

"We are very pleased with interest shown by both supermarket managers and egg distributors," commented Higgenbotham.

"To date, nearly 250 stores, including major St. Louis food chains, have entered the contest and we are optimistic that at least another 200 will enter before the Oct. 18 deadline," he added.

St. Louis egg distributors are providing retailers with Poultry and Egg National Board mobiles and other point-of-sale materials to be used in the creation of individualized egg merchandising displays.

Retailers are being asked to supplement the PENB material with their own ingenuity, according to Charles A. Cook, promotions specialist with the Missouri Department of Agriculture in Jefferson City.

Local egg suppliers are offering \$600 in prize money. A first and second prize will be awarded in each of 3 categories based on weekly store volume. Judging will be on the basis of photographs of the displays.

The display contest idea was introduced at a recent PENB Egg Retailer Clinic by William Steinbrueck, owner of Chesterfield Farm and R. B. Thomas of Ralston Purina Co.

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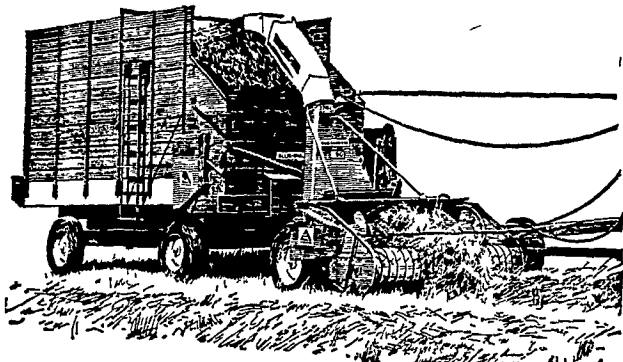
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