

The fellow who sneers at shaving lotion and other niceties of grooming might change his mind if he had to work next to himself for a few days.

Consumers Now Offered A Pound Of Frozen Eggs

Grade A farm fresh whole eggs are now being marketed without the shell in frozen food cases of the nation's supermarkets. They are being sold by pound in milk-type cartons. They are also pasteurized.

The new product, "Nice 'N Light" Frozen Eggs, was developed by the Beacon Milling Company, Inc., of Cayuga, N.Y. It is being marketed by Beacon Farms, a subsidiary, with folders containing recipes developed by Patricia Myles, director of home economics of the Poultry and Egg National Board.

Frozen eggs have several advantages for the retailer and the consumer.

For the retailer they mean added profits. Labor costs go down, since it is much faster to stock a frozen food case with frozen eggs than it is to stock a dairy case with fresh eggs, which have to be handled with care. Also, there is no broken egg loss with frozen eggs. And since frozen eggs are more compact, up to 50 percent less supermarket shelf and storage space is needed. Finally, the price of frozen eggs is more uniform. It does not fluctuate from day to day like the price of shell eggs

The consumer should like frozen eggs for several reasons. If she keeps the eggs on hand for a while in her freezer or refrigerator (after thawing), she won't have to worry as much about spoilage as she would with shell eggs. Also she'll have no egg shells to dispose of and no shell fragments dropping into the dish she is making. And she can pour the exact portion of eggs she wants right out of the frozen egg container.

If the recipe calls for one egg, she'll pour one quarter cup. There will be no sticky mess and no bowls to wash. Finally there will be no waste. Up to 5 percent of raw eggs clings to the discarded shell, according to

Beacon Farms.

Mrs. Housewife will find many uses for frozen eggs. The carton plays up their versatility and suggests using them for scrambled eggs, pudding, omelets, waffles, cakes, desserts, sauces, French toast, Western sandwiches, pancakes, croquettes, casseroles, breads and salads.

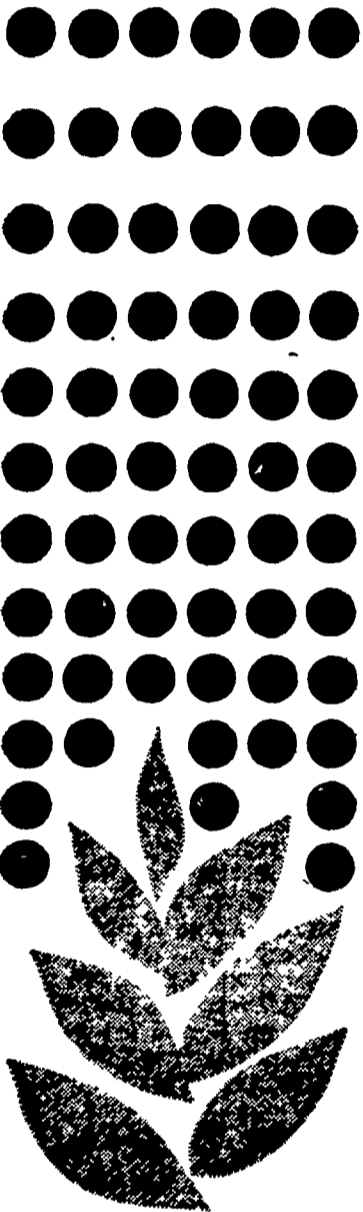
The recipe folder contains a dozen recipes, including two variations of breakfast in a glass, two kinds of French toast and five different omelets. There are

hundreds of recipes not in the dish calling for eggs—as long as folder where frozen eggs can be the yolks don't have to be separated. They can be used in any drated from the whites.

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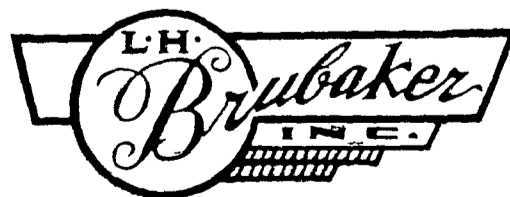
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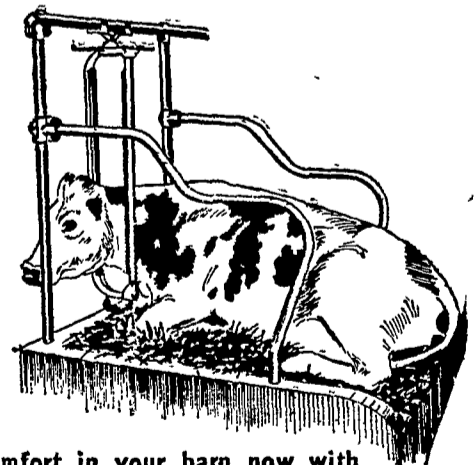
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