

#### SECOND SECTION

# Egg Marketing?

By Kermit Birth

not been marketing eggs

If one were to ask several persons to give their interpretations of marketing, he might get different definitions of marketing from each. These definitions might range from

simply promotion and adver-Penn State Marketing Specialist tising to those encompassing all What is marketing? We read functions of production and and hear statements such as the marketing But, marketing is egg industry must place more much broader than advertising emphasis on marketing, the in- and piomotion These are, howdustry must become market ever, a part of marketing. For oriented; of the industry must discussion purposes let's con-begin marketing eggs. These sider the following definition of all imply that the industry has marketing Marketing consists of providing consumers with

the right product; in the right quantity; in the right place, in the right sizes;

in the right form; (Continued on Page 18)



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DIRECTORS ELECTED at the Farm and Home Foundation Annual Meeting held Monday evening at the Farm and Home Center are: (left to right) Noah Kreider, George Lewis, Melvin Stoltzfus, Leroy Pfautz, Mrs. Landis Myer, Amos Funk and Phares Risser. L. F. Photo

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Ira B. Landis

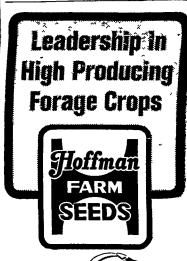
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