

Eggvice To The Bankers Of America?

The Wall Street Journal is practically the bible of the business — businessmen and bankers read it religiously. Watch it to the last of February for analysis. Maurice Schem, president of United Egg Producers.

The reason for watching will become obvious to those in the egg industry. United Egg Producers are planning a large ad — An Urgent Plea to the Bankers of America. The Egg Industry of America needs your help in preventing a new round of disastrous over expansion. Leads the subheadline

The copy goes on to briefly outline the problem

It dramatically points out with a heading — "Disaster Revisited" — that currently new flocks are again being started at a

fully alarming rate. If the buildup continues through February, March and April the egg industry will face a new disaster in 1970.

The statement goes on to point out that the bankers share the problem and how they can help. It is also emphasized that UEP's basic objective is to curb violent cycles of the past by stabilizing the industry at profitable levels.

The basis and impetus for this approach comes through the Credit Committee and the Committee of Agri Bankers currently working with United Egg Producers.

Jerry Faulkner, UEP general manager, stated, "We elected to use this rather dramatic method of calling the attention of the credit sources for poultry to the impending disaster. We expect additionally to purchase copies of the ad and to place them in the hands of bankers and other sources of credit for the egg industry. This will reaffirm our pledge to members of our five regional cooperatives to do everything legally possible to

bring the business of producing eggs profitable."

This novel — for the egg business — approach should have a significant impact. Originally eggs have been mentioned in the Wall Street Journal only when an egg business is for sale. Egg consumption goes down — or when a salmonella scare attributed to egg products appears.

What will be the bankers' reaction to this EGGvice?"



SOUTHERN SOIL & WATER

The Southern Lancaster County Soil and Water 4-H Club will hold its meeting Monday March 10 at the Rawlinsville Fire Hall starting at 8 pm. Russel Latchar, Conestoga Valley Rifle Team, will discuss Safety of Fire Arms.

Everyone is welcome to attend.

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