

## Selling vs Merchandising Eggs

"Too many egg distributors sell eggs. Too few of them merchandise eggs," according to Poultry and Egg National Board Chairman Neil Castner. "In this respect egg distributors are exactly like egg producers—price takers rather than price setters."

Most egg distributors "can't talk or understand retail language." One way for them to learn the language is to read a series of merchandising tips published by the Dairy Training and Merchandising Institute, an affiliate of the International Association of Ice Cream Manufacturers and the Milk Industry Foundation.

This Merchandising Monograph Series consists of eight monographs ranging in size from 12 to 41 pages. They were prepared by Dr. Eric C. Oesterle and Dr. Karl Kepner of the Purdue University Department of Agricultural Economics and are based on the often quoted

"continuing Purdue Dairy Case Merchandising Study." In the 1968 Progressive Grocer study, based on 32,000 supermarkets, results showed that 71 percent of the respondents merchandised eggs out of the traditional dairy case as opposed to specialized refrigerated multi-tiered egg merchandisers. The Purdue study does not limit itself to the dairy case but most of its data is from that type of store.

Anyone dealing with the egg buyer, merchandiser or retail store can profit greatly from a study of this EGGcellent series, Castner said. Parts of it may appear technical since they are devoted to research techniques, but even these will be beneficial to understanding the retailer.

Punched copies of the individual monographs or the total group in bound form are available. A mimeographed flyer de-

### Meat Buying Tip

Meat prices will remain close to present ones for most of the summer, according to Harold Neigh, Penn State extension consumer economics specialist. Main reasons for current higher prices are rising consumer incomes, low employment rates, and lighter weight cattle. The best meat buying guide now is to choose the specials offered each week.

### Credit Advantage

Consumers list convenience as the top advantage of credit, points out Helen E. Bell, Penn State extension home management specialist. Consumers can shop by phone or mail, carry less cash on shopping for catalogs and advance notice of sales. Even the monthly bill can help make bookkeeping easier.

scribing briefly each of the eight monographs and the pricing can be obtained by writing to the Poultry and Egg National Board, 18 S. Michigan Avenue, Chicago, Illinois 60603.

### Local

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week, Dr. Grant Venn, associate commissioner of adult, vocational and library programs for the U.S. Office of Education, Washington, said Pennsylvania should be proud of the network of 76 area vocational schools in operation are scheduled to be completed within a few years.

"We at the Federal level are just as proud of it as you are," Dr. Venn said, "and we point to Pennsylvania as an example of the building and curriculum program we hope other states will follow in meeting their vocational education needs and labor demands."

Dr. Venn addressed the annual conference sponsored by the Department of Vocational and Practical Arts Education of the Pennsylvania State Education Association (PSEA) and the Commonwealth's Department of Public Instruction's Bureau of Vocational, Technical and Continuing Education.

Dr. Venn also noted that vocational education has a valid and necessary place in the overall picture of education.

"Jobs go begging because there is no pool of trained labor from which semi-skilled jobs can be filled. We stand halfway between the labor job and the skilled jobs."

"We have the means to match unskilled workers to skilled jobs. If our match-making is successful, our students will live more comfortably and more productively, contributing to the welfare of our society, instead of contributing to an increase in the welfare roles."

"We are watching one of the greatest national resources we have — able-bodied and able-minded youths who want and demand a chance to work. We're going to train the disadvantaged, the dropout, the unemployed, and the handicapped."

"We're going to continue our fine programs for the disadvantaged pupils with special needs such as in occupational needs as nurses-aides, printing, automotive trades, tailoring and machine shop."

Other speakers during the three-day conference were Dr. David H. Kurtzman, Superintendent of Public Instruction; Robert E. Phelps, PSEA executive secretary; Dr. Helen D. Wise, PSEA president; and Dr. B. Anton Hess, commissioner of basic education for the DPI.

Dr. Renetta F. Heiss, Ship-



Ralph Horchler

### Leaves

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Lawrence County, he came to the local school from a two-year assignment at the New Wilmington High School. He has also managed dairy and beef farms and as an FFA student raised beef cattle and swine. In 1963, Ralph was the Pennsylvania State FFA Secretary.

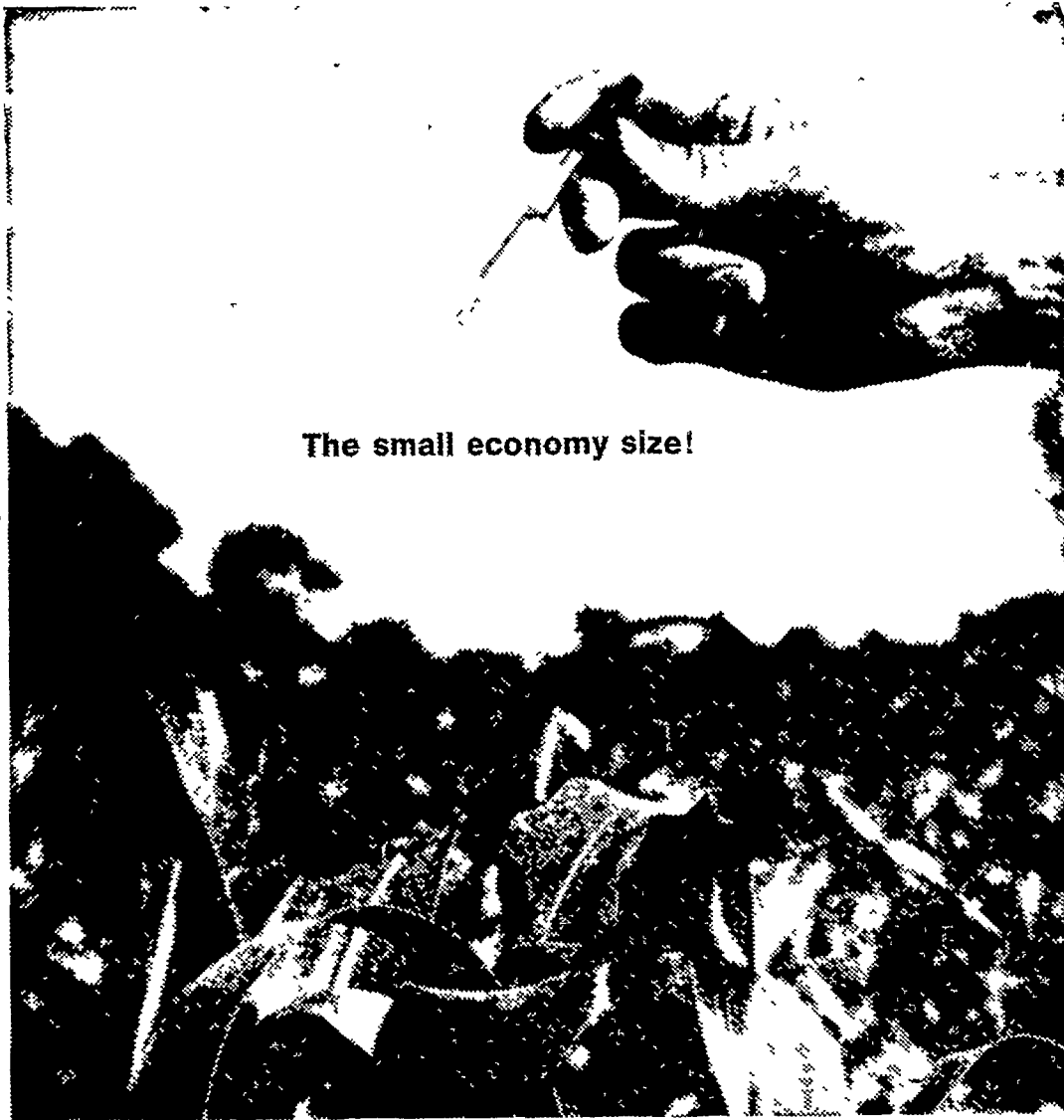
Mr. and Mrs. Horchler and their three children, Lynn 5, Ralph Jr. 3, and Matthew 3 months, plan to move back to Lawrence County and New Wilmington in July.

The new Ag teacher for Pequea Valley has been announced. He is James Hilton and he will start with the local agricultural department July 1.

pensburg State College, professor of business and office practice, is president of the PSEA Vocational and Practical Arts department, and presided at the sessions.

Dr. John W. Struck is director of the DPI vocational education bureau.

Those who attended from this area included these teachers of agriculture: Elvin Hess, Elizabethtown; Lewis Ayers and Charles Ackley, Ephrata; Donald Robinson and Phillip Ogline, Eastern Lancaster County; Jesse Erway and Maik Campbell, Manheim Central; Richard Hackenberger, Penn Manor; David H. Kurtzman, Superintendent of Public Instruction; Robert E. Phelps, PSEA executive secretary; Dr. Helen D. Wise, PSEA president; and Dr. B. Anton Hess, commissioner of basic education for the DPI.



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