

# Lancaster Farming

## SECOND SECTION

### Egg Marketing Clinic Features New Techniques

"Egg breakage is the biggest gripe in the markets today," said Edward W. Priebe, Jr. of the Egg Consulting Service, Wilmette, Ill.

Speaking at an egg merchandising clinic in Baltimore this week he continued, "The egg industry has made great strides, and its products are the finest in the world — but there is still room for improvement. Profit must be the primary objective of the egg man, and egg breakage, besides irritating the store manager and consumer, takes a chunk out of profit."

"Anyone who doesn't have a profit motive in his marketing program," he continued, "might as well throw his business away."

Later in the program, an ex-professional football player warned the merchandisers to watch out for tricky salesmen, saying, "They are like the sirens in Homer's Odyssey."

#### Robert K. Rohrer

**Bulldozing - Grading  
Patz Sales & Service**

Barn Cleaners - Silo  
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Sales, Inc. of Cleveland, Ohio "This hurts not only the other producers, but the store owner as well, for in many cases this decreases consumer appeal in the dairy case, and profit as well."

"In a recent survey conducted by my company," he continued, "eggs were found to generate more profit than anything else in the store. And yet, in some stores, the eggs were put back

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### Fertilizer Trade Association Merger

A resolution calling for the merger of three fertilizer trade associations of the industry was adopted recently by the Board of Directors of the National Plant Food Institute (Washington, D.C.), with the new organization to be known as "The Fertilizer Institute."

The Board of Directors of the other trade associations yet to vote on the merger are the Agricultural Nitrogen Institute (Memphis, Tenn.) and the National Fertilizer Solutions Association (Peoria, Ill.).

Following approval by the Board of Directors of all three associations, the question of the merger must be approved by a two-thirds majority of the members of all three or two associations.

Recommendations for uniting the three fertilizer trade associations were developed by a sever-

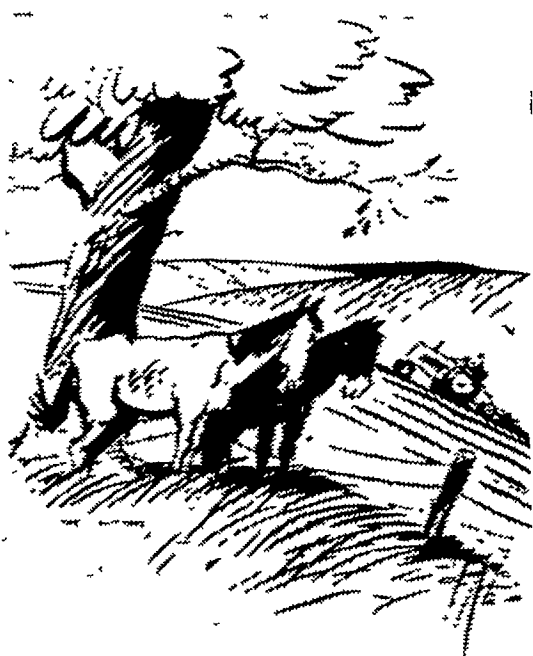
man committee representing directors of ANI, NFSA, and NPFI.

E. N. Shelton, NPFI Board Chairman (Tennessee Corp. executive) said that "A strong trade association representing all segments of the industry is a determined goal of all industry leaders who recognize that unification is essential in order to cope with new problems and keep abreast with industry developments of today."

Urging a favorable vote by members of all three associations he said that "each organization has been responsive to changes dictated by newly-developed needs of a continuously growing industry, thus, we are confident of a favorable vote on the plan of merger."

Admiral Byrd transported the first American flag to the South Pole wrapped around a stone taken from the grave of Floyd Bennett, companion on his flight over the North Pole.

### Conservation Corner



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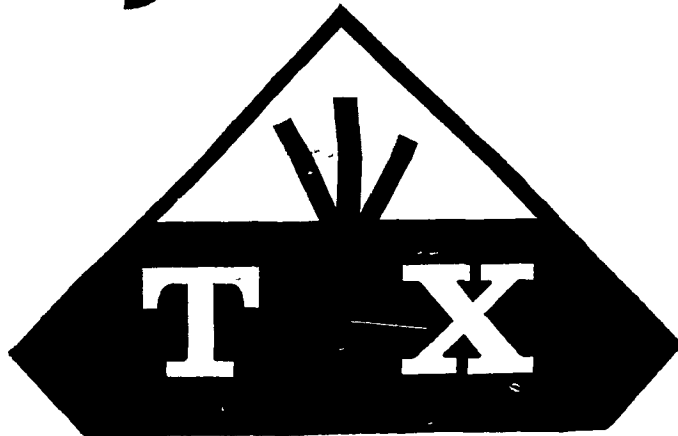
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TXS-115—Full Season  
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