

# Plain Eggs Sell Well Despite Lack of Gimmicks

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A 40 per cent increase in the sale of regularly priced eggs was reported by Bill Rodgers, Assistant Dairy and Frozen Foods Merchandiser for Fernandes Supermarkets, Inc., during the week his award winning display was maintained in Fernandes Brockton, Mass., store.

Rodgers' egg display was one of many submitted as a part of the Annual Display Awards Contest held by the New England Supermarket Advertising Club.

Through its Eastern Representative, Howard Helmer, and Harry Watling then Officer-in-Charge of the USDA Consumer Foods Programs in Boston, the Poultry and Egg National Board arranged last year to have a "Special Award" for egg

displays as a part of the Club's annual contest. It was the first time any commodity or "out side agency" had been represented in the nine-year history of the contest.

Before presenting PENB's engraved Copper Skillet Award to Rodgers and Fernandes Supermarkets, Helmer addressed the more than 100 prominent New England food suppliers, brokers, buyers, store managers and merchandisers attending the Award Banquet in Braintree, Massachusetts on May 28.

Helmer stated "Our eggs need all the help they can get, help such as this contest provides. That's because our eggs are the real orphans of the dairy case; they really have no one who'll take the time to father them. No gimmick pack-

aging either, and no radio or television advertising support, no mind blowing displays, and no extra facings set up by company representatives who visit the store regularly.

"Nevertheless," continued Helmer, "our orphan eggs earn their keep by grinding out 17 to 22 per cent of the dairy case sales at a 25 per cent gross profit, or a 121 per cent return on their investment."

Helmer concluded by pointing out that since the egg industry is so much more production-oriented than it is promotion minded, it needs the sales results that the Ad Club's contest provides, like the 40 per cent increase Mr. Rodgers' display earned on eggs that weren't even sale priced. The industry needs this as proof of how its product can really perform, given a little in store promotional attention.

Sixteen major New England Supermarket chains participate in the Advertising Club's Display Contest each year. Soliciting the egg buyers and dairy merchandisers of these chains for participation in the contest was accomplished through the generous assistance and cooperation of William D. Sutherland of the USDA Poultry Division Grading Branch in Boston.

### Garden Spot Sewing

Fifty-three members of the Garden Spot 4-H Sewing Club attended the first project meeting at Garden Spot High School Monday.

Thirteen adult leaders and eight teen leaders are directing the following projects: first year, start stitching; second year, cotton skirt; third year, sleeveless dress; fourth year, school dress; fifth year, wool skirt; sixth year and continuing free lance.

Sandy Chalfont and Margaret Freeman are attending the Pennsylvania 4-H Club Congress as delegates from the Club. The Congress is being held this week at the Pennsylvania State University campus.

Club President, Diane Hershey, announced that 41 4-H members from Iowa will be coming to Lancaster County on an Exchange trip July 8 to 13. Families of club members are needed to serve as hosts.

### Frozen Produce Offers Good Buys in Summer

Throughout the coming months you'll find good buys on frozen fruits and vegetables, according to Mrs. Ruth J. Buck, extension foods and nutrition specialist at Pennsylvania State University.

As growers begin to pack this year's produce, the frozen fruits and vegetables already processed will be offered at attractive prices. You'll save money if you take advantage of these good buys and if you have space in the freezer for them.

Choose packages that are firm and clean. Torn, crushed, packages may have been thawed and refrozen, says Mrs. Buck. Juice-stained, or ice covered. After food is thawed, the rate of spoilage increases, and spoilage occurs more rapidly than it would in fresh food.

Mrs. Buck recommends thawing food in the refrigerator instead of at room temperatures and using the thawed food promptly.



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