

World's Omelet King Plays to Millions

The World's Omelet King came to Lancaster County on August 25 and made a few hundred omelets.

Interesting, perhaps, but not sensational—until it's noted that the good news of his visit was carried by the nation's mass communications media to millions of persons, all potential egg consumers.

The Pennsylvania Poultry Federation sponsored the Omelet King's visit to Lancaster County in the hopes of picking up the kind of publicity that would draw the consumer's attention to the egg. And the promotion worked—beyond anyone's fondest expectations.

The Omelet King, Rudolph Stanish, had similar outstanding success at Dutch Days later in the week at Hershey.

News about the Omelet King the egg and the omelet, at last count, had appeared in at least 36 newspapers, including some of the large national dailies, 31 inquiries were received at the Hilton Inn in Lancaster where Stanish appeared, the Pennsylvania Poultry Federation received 27 written requests for information, and the Hilton has made a preliminary request for a follow-up omelet seminar to train the firm's chefs how best to prepare an egg.

In addition, 45 home economists from school's extension offices, public utilities and private firms were involved and many were enthusiastic about the program. Homer Bicksler, Poultry Federation executive secretary, is particularly enthusias-

tic about the response from the home economists.

He noted that one told him she had just bought a heavy skillet and intends to put on her own demonstrations.

No one that home economists are one of the most influential groups in the country in determining diet. Bicksler termed this interest by the home economists "a real breakthrough for the egg industry."

The Holiday Inn proposal for an omelet seminar tentatively would involve the Pennsylvania Restaurant Association chefs and home economists.

Through its contacts, the Poultry Federation got a large story of Stanish's visit and some omelet recipes in the New York Daily News, one of the biggest newspapers in one of the biggest markets in the country.

Maitz, who handled the publicity for the Federation, said that both Pittsburgh and Philadelphia newspapers had "nice spreads." Good coverage was also received in the Lancaster and Lebanon dailies. The story appeared first in Lancaster Farming.

News releases were sent to all Pennsylvania weeklies and dailies. Lancaster-Lebanon radio and TV stations were phoned about the event and an advance photo was sent over the Philadelphia AP wire.

Afterward follow-up reports were sent to the food trade press and certain poultry publications.

Altogether, it was an impressive one-day stand by the Poultry Federation and the Omelet King.



Rudolph Stanish, World's Omelet King, who successfully displayed his skills in Lancaster and Hershey this Summer,

poses with an omelet and the Leghorn layers which made it possible.

Shriners Easter Egg Program Wows Everyone in Philadelphia

Earl Hess of Ephrata has conducted the Easter Egg Program at Philadelphia Shriners Hospital for the past two years.

The program for young burned and crippled children receives very wide publicity. It provided fun and excitement for hundreds of the children.

In 1968, the Poultry and Egg National Board working closely with the National Headquarters of the Shriners Hospitals for Crippled Children and the Alabama Poultry Industry Association, conducted Easter parties on a pilot basis in five Shriners Hospitals and several other hospitals caring for the diseases of children. The program was so successful that in 1969 the Easter party project was expanded to become a truly national effort.

In a letter to Dr. L. A. Wilhelm, the Imperial Potentate of the Shrine, Chester A. Hogan said that "the cooperation given our hospitals by the Poultry and Egg National Board was utterly fantastic. The children loved every minute of it. Thank you for bringing so much happiness to our patients."

"Utterly fantastic" fairly describes the success of the 1969 and 1970 program. In reviewing the reports filed with PENB by the industry representatives who coordinated the local efforts, it is apparent that the Easter Party met with success. In almost every instance the reports were accompanied by heat-warming thank you letters from hospital administrators, physicians and other personnel at the Shriners units involved.

Publicity for the 1969 and 1970 programs was generally excellent not only the trade press response given to the many releases of PENB, the Alabama Poultry Industry Association and others, but in many cases local

newspapers, radio and TV stations gave full coverage to the Easter parties. In some instances, such as in Chicago, sports personalities or other celebrities joined in making Easter a joyous one for the children.

In addition to the Shriners Hospitals' Easter parties were also conducted in many general or pediatric hospitals. These included 3 in Los Angeles, 1 in New York, East Chicago, Indiana and Houston, Texas, and 21 in Alabama. There being no Shriners unit in that state, the Alabama Poultry Industry Association visited 21 hospitals in 11 cities during Easter week.

The total number of children benefited by this project must surely number in the thousands. It has become one of the true success stories of public relations programming and is certain to grow in significance in coming years.

Hess is hoping others in the Pennsylvania Poultry industry will join him in making the program an even bigger success next year.

Eggs Are Top, Inexpensive Protein Source, Horn Says

Eggs are the best protein buy the housewife can find in the supermarket today.

That's one message Donald Horn of York County never gets tired of giving.

Horn's interest in eggs is understandable. He was past president of the Pennsylvania Poultry Federation at the time when the organization launched its "United Voice" program. He is a principle officer of D. E. Horn & Co., Inc., a local feed supply firm.

Biased or not, Horn backs up his contention with figures.

He notes that a dozen large eggs weigh one and a half pounds. At 60 cents per dozen in the supermarket, these eggs will cost only 40 cents per pound.

Considering that eggs have long held in the supermarket at 30 to 50 cents a pound, Horn challenges anyone to come up with a better and cheaper high protein food. Most meats cost at least twice as much, he notes.

Public Affairs Committee Encourages Laws to Strengthen Poultry Industry

The public affairs committee of the Pennsylvania Poultry Federation is concerned primarily with legislative activities on the state and national levels.

The function of the public affairs committee is to encourage legislation to strengthen the poultry industry and to oppose legislation that would cripple the poultry industry or harm the consumer.

On the national level, this involves cooperation with NEPPCO. At the state level, it involves cooperation with other state poultry organizations and with the Pennsylvania Feed Dealers and Millers.

State legislation in which the

Federation was active during the past year included:

Senate Bill 487 and House Bill 1564, an amendment to the state legislation known as the packaging bill. The original 1929 act made no provision for enforcement of egg quality standards on out-of-state eggs. With the Federation's support, this legislation was passed, making out-of-state cationed eggs meet the same high standards as eggs cationed in Pennsylvania.

The Federation opposed HB 2013 restricting hard phosphate detergents. "If passed as written," one member said, "it would have ruined many farmers who would have had no substitute" cleaning product. So far, the bill has not passed.

The Federation opposed HB 1236, the packaging dating bill. This bill which was supposed to protect consumers did not have any stipulation or redating. This meant that a product on the retail shelf could continually be redated, making it possible for the product to remain on the shelf indefinitely and leaving the consumer with no protection. The dairy industry and consumer advocate Bette Clemens helped the Federation wage the battle against this legislation and apparently it has been stopped.

Two bills the Federation would like to see enacted are Senate Bill 123 and House Bill 709. These bills are amendments to

the educational act. They would define game breeders and give them the status of farmers so they wouldn't have to pay sales taxes on their feed. The Federation's position is that pheasant producers are producing food and should be exempt from paying the sales tax on feed supplies, the same as broiler and turkey producers.

On the national level during the past year, several Federation members traveled to Washington to explain the ins and outs of the egg inspection bill to U.S. Senators and Congressmen. This activity helped to sidetrack the Mondale Bill. Now the Aiken Bill, which is more acceptable to the industry, seems to have a chance to pass.

The Federation has worked at maintaining equitable railroad freight rates, which help determine the costs of feed and other poultry supplies.

The Federation has been particularly concerned about the much lower freight rates charged in the South than in the Northeast. This cost difference helps the South to maintain a competitive advantage in broiler and egg production.

In recent years, the railroad industry has sought rate increases on a percentage basis, which widens the cost difference. (Continued on Page 31)