

Plain & Fancy Contributes To AEB Promotion Fund

Plain and Fancy Egg Ranch, Elizabethtown, has contributed \$5000 to the current nationwide fund drive by the American Egg Board (AEB). The AEB is trying to raise a million dollars to promote eggs to American consumers, and reverse the decline in per capita egg consumption. Plain and Fancy's contribution represents a cent a bird on chickens owned by the firm, and another cent on birds in flocks under contract.

Last Friday, John Snader, treasurer of Plain and Fancy, gave the firm's check to Charles A. O'Reilly, secretary of the Northeast Egg Marketing Association of Durham, New Hampshire. That organization has been serving jointly with Neppco in co-ordinating the AEB drive in New England and the Mid-Atlantic states.

Paul Hess, president of Plain and Fancy said, "We have wanted to see a concerted national program to really answer many of the unfair attacks made against eggs. We see American Egg Board as the proper vehicle to get the job done. It is not putting it too strongly to say



Charles A. O'Reilly, left, secretary of the Northeast Egg Marketing Association, is shown accepting a \$5000 check from John Snader, treasurer of Elizabethtown's Plain and Fancy Egg Ranch. The money will

be used for egg promotion by the American Egg Board. Plain and Fancy officers looking on are, left to right, Paul Hess, Jr., vice-president, Paul Hess, Sr., president, and Claude Hess, secretary.

that any egg producer who does not back AEB with his dollars may be helping to count himself out over the long haul."

Claude Hess, secretary of Plain and Fancy and Paul Hess, Jr. vice-president,

both indicated they were hopeful that AEB's efforts in 1974 could substantially reverse the per capita consumption drop that has dogged the steps of the egg industry year after year.

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Everybody does it.

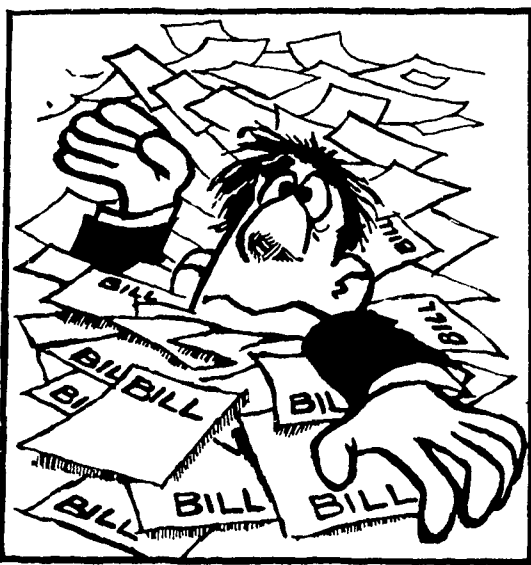
That is, everybody overspends a little at Christmas. Then some of us find that contending with the overspending becomes difficult.

If you know what we mean—from recent experience—here's help: A post-holidays, bill-payer loan from Farmers National.

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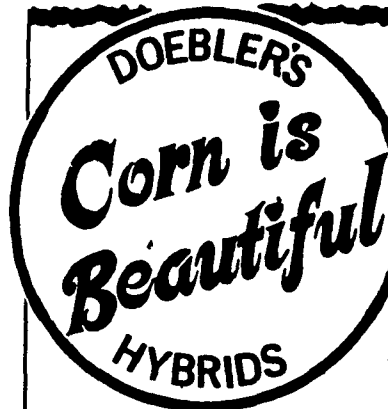
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8703 3 WAY - 118 DAYS

A Penn State released 3-Way Cross with exceptional yield and standup. Averaged 184.3 bu. dry shelled corn per acre in the 1970 Agronomy Tests in five Southeastern Pa. locations. Percent erect plants — 94.6 percent!! An excellent choice for grain or silage. Very blight resistant.

800-3 3 WAY - 115 DAYS

New in '73, 800 3-way is outstanding in yield, standup and tolerance to thick planting and drought. Yields of 200 bu. dry shelled corn have been reached in test plots. Look for a close attached ear of substantial length and girthy. Excellent for silage.

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