

Egg marketing facts released

Durham, N.H. — Announcement was made here recently that Northeast Egg Marketing Association of Durham, N.H. has completed arrangements with Oxford Valley Mall at Langhorne, Pennsylvania for presentation of a 3 day "Egg Workshop" at the mall on August 7, 8 and 9. It will be held in the concourse area immediately in front of the entrance to the John Wonamaker store.

This is another in a series of egg promotion workshops which began at Burlington Mall in the Boston area early in May with another held at Bergen Mall, Paramus, New

Jersey later in the month.

The demonstration is built around a "do-it-yourself plan" for creating new and different omelet dishes. Also incorporated are suggestions for use of eggs in summer drinks and new approaches to use of eggs in dips and similar novelty dishes.

In a statement announcing the arrangement, Paul Fischer, general manager of Nema welcomed the opportunity offered for person to person contact with consumers at one of the largest and busiest shopping

centers in the east.

"It offers" he said, "a chance for Nema to follow up on the multitude of contacts made in behalf of fresh eggs in Massachusetts and New Jersey. It is appropriate to help Pennsylvanians realize that they should be drawing on the egg basket that lies within the boundaries of their state."

Fischer also revealed that Pennsylvania Poultry Federation will try to have their "Poultry Queen" available for appearances at the event.

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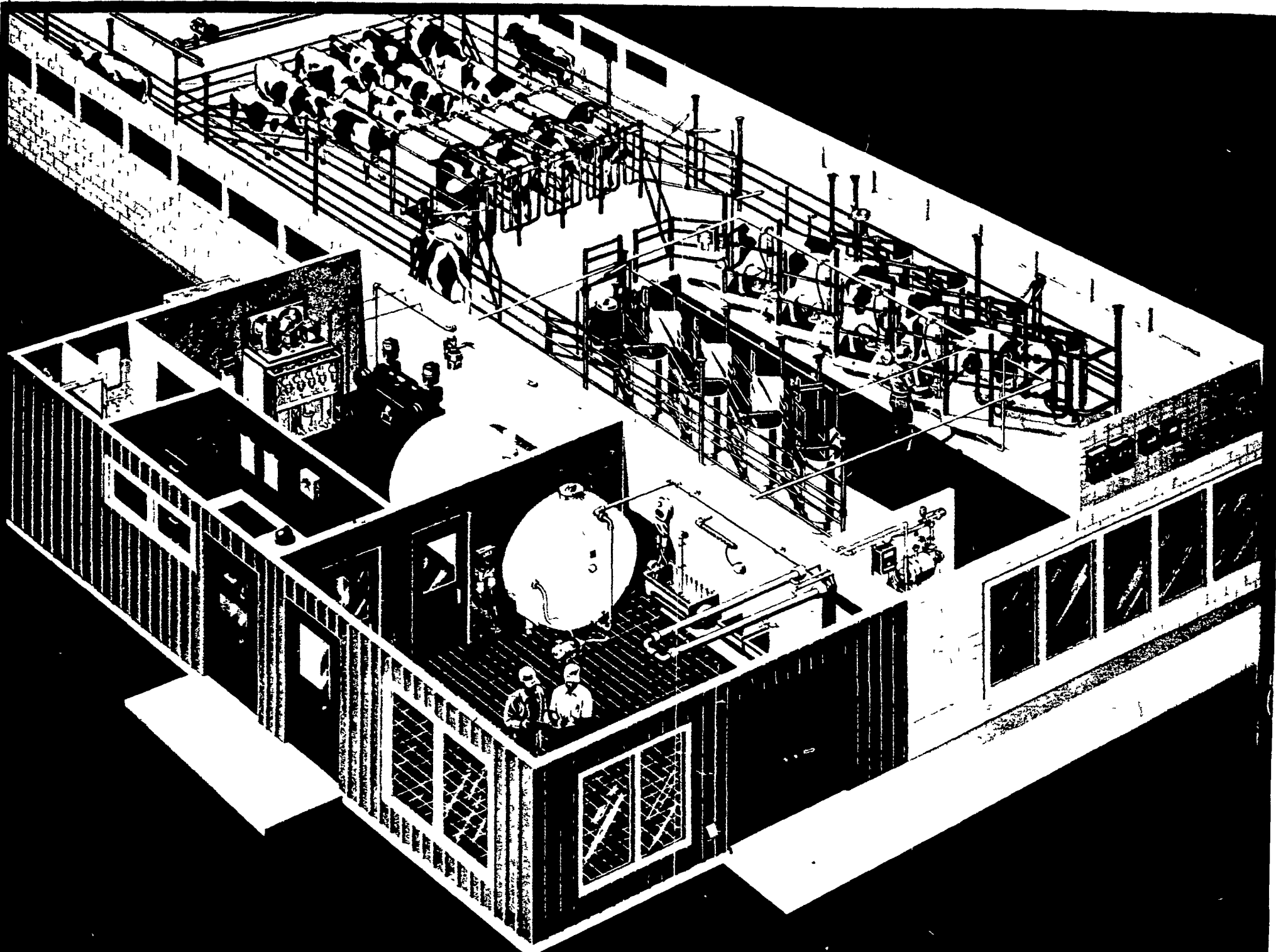
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