



From left to right, Paul Hess, Jr., vice president of Plain and Fancy Egg Ranch, Inc., presents a silver plate to Richard Gordon for five years of service; and Ethel Brandt and Gloria Sweigart show the watches they received from Paul Hess, Sr. president, for 10 years of service.



These men all had a part in the presentation of the safe driving awards at the Plain and Fancy Egg Ranch Christmas party. From left to right are: Jack Ditzler, who received the three year safe driving award; Leonard Horning, transportation manager, who handed out the awards; Jack Miller, who received the two year safe driving award; Dick Gordon, route forman; and Tom Devonshire, who received the three year safe driving award.

Plain and Fancy honors employees

ELIZABETHTOWN, Pa. - Over 135 Plain and Fancy Egg Ranch employees and their guests attended that company's Christmas Party at the Host Corral, Lancaster, recently. David Hensey, Manheim R4, was named Plain and Fancy Employee of the Year for 1976, and was presented a \$100 U.S. Savings Bond for that achievement.

Ethel Brandt, Manheim R4, and Gloria Sweigart, Manheim R3, were recognized as 10 year employees. Presenting them with watches for their service was Paul Hess, Jr., vice president.

Richard Gordon, recently promoted to route foreman, was awarded a silver plate for five years of employment with the Plain and Fancy Egg Ranch.

Other awards of the evening were presented by Leonard Horning, trans-

portation manager, for safe driving. Jack Ditzler, Hershey R1, and Tom Devonshire, Lawn, won these awards for each

Egg campaign positive

PARK RIDGE, Ill. - Christmas came early for American Egg Board this year, as checkoff collections reached the \$2 million mark on December 22.

"This is a very positive kick-off to the national TV advertising campaign which will start on January 3. The cooperative spirit of the industry is very encouraging," according to Louis B. Raffel, AEB executive vice president.

The nationwide campaign beginning in 1977 includes national television, spot television in the "top 20" markets, network radio, as well as magazine ad-

vertising in Better Homes and Gardens, Family Circle, Redbook, and Good Housekeeping.

Other promotion programs funded by the check-off include a major consumer education commitment, seasonal publicity and merchandising campaigns, state cooperative funding programs, and a regional coordination program.

AEB will also fund a significant scientific research program into the relationship of eggs and heart disease, new product development, and marketing methods. Export development is also a part of the AEB program.

During the festivities, Sandy Brubaker provided a medley of piano music, and entertainer Jack Malon presented a magic show.

High Death Rate from Farm Tractors

At least 1,000 lives are lost each year in tractor accidents, reports the National Safety Council. Tractors are involved in one-third of all fatal farm accidents. Two-thirds of the fatal tractor accidents occur on an incline, embankment, or ramp. One-third of the victims are under 25 years of age, and 95 per cent of the operators killed have had at least one year experience in tractor operation. Using the tractor only for jobs it was designed to perform and adhering to the safety precautions during operation would drastically reduce fatalities and injuries.

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