

American Egg Board meets in Harrisburg

HARRISBURG — Pennsylvania was host to the American Egg Board meeting Wednesday and Thursday at the Host Inn, Harrisburg.

The full board of 36, including 18 members and 18 alternates, met to discuss such areas as export development, product and market development, nutrition research, and promotion and advertising.

Only delegates may vote on issues, but alternates can serve on the various committees.

Pennsylvania representatives at the meeting included W. Robert Park, R4 Valencia, who serves as the chairman of the promotion and advertising committee; and Don Horn of Pennfield in Lancaster.

Best news for Pennsylvania egg producers was the Board's approval of \$20,000 for promotion activities in the state.

The funds will allow Vicki Wass to work with agencies

which provide food service for institutions.

Many colleges and hospitals, rather than take the burden of menu planning upon themselves, now purchase food services from experts in the field.

Pennsylvania has about a half dozen such firms working in the state.

The Keystone stagers said they will use their grant money to show these menu planners a handful of egg recipes and point out how cost efficient and easy to prepare those dishes are.

Quiches and scrambled eggs will be among the items promoted to help boost egg consumption.

Egg producers also were informed that the American Egg Board has purchased time on ABC and NBC television networks during the daytime hours for egg promotion spots.

The television spots, aimed at the times homemakers will most likely be watching TV, are scheduled to continue

through the next three quarters of 1981.

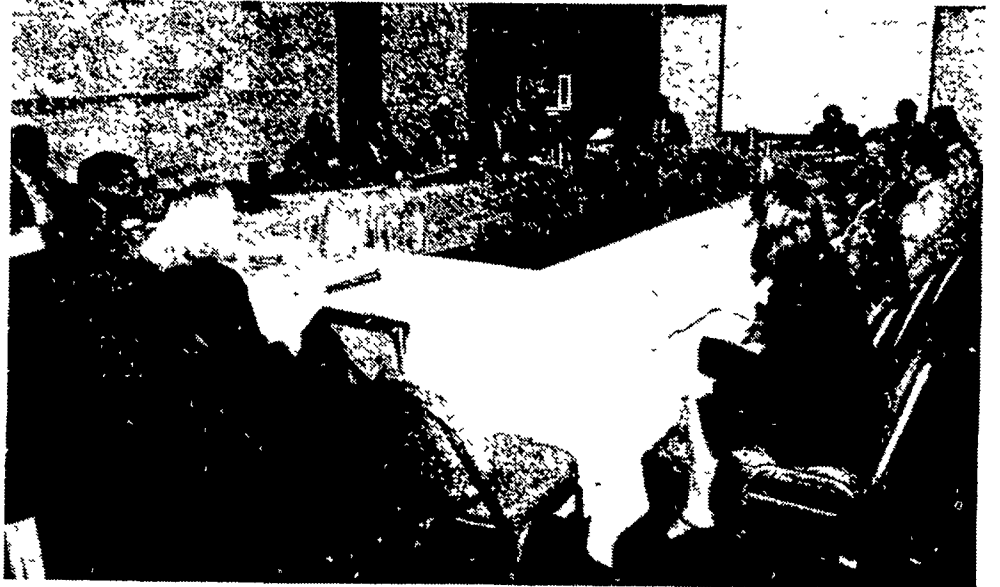
The State and Regional Support Committee agreed to a brown egg promotion campaign in the New England states, especially in the Boston market area and Maine.

The slogan to be used, "Fresh New England Brown Eggs—Incredible," ties in with the Incredible Edible Egg campaign used nationally.

American Egg Board will be providing partial funding for the estimated \$69,200 program.

New England egg men hope to show an egg promotion campaign can pay off, not just for brown eggs, but for any eggs if the promotion budget is provided.

If the current marketing research program, which will continue through 1981, is successful, the New England group said it hopes to expand its advertising into a full-fledged program in coming years.—CH



Delegates to the American Egg Board spent their time in the afternoon attending one of three sessions, all of which ran at the same time. Here, members discuss cost-effective advertising in the consumer education session. Several Pennsylvania members are seated at the head of the table.

Fire ban imposed in state forests

HARRISBURG — The Pennsylvania Department of Environmental Resources today imposed a ban on all open fires and smoking in the state forest and state park lands of five forest districts, effective at noon Wednesday, Oct. 22.

The ban also involves state game lands within the five forest districts, according to a spokesman for the Pennsylvania Game Commission. It will have no effect on hunting or other recreational activities on game lands, the state forests or state parks.

An open fire includes smoking materials, gas-operated stoves and lights, charcoal fires and fires in outside fireplaces. Also banned is the use of gas-operated stoves or lantern inside a tent.

It is permissible to use the above inside a permanent structure, a camp cabin or trailer constructed of wood, metal, brick or stone.

Announcement of the ban was made by State Forester Richard R. Thorpe and William C. Forrey, directors of DER's bureaus of Forestry and State Parks

respectively. The forest districts, and the counties they comprise are:

Michaux Forest District 1: York, Adams and portions of Cumberland and Franklin.

Tuscarora Forest District 3: Perry, Juniata, Huntingdon, Mifflin and parts of Cumberland and Franklin.

Weiser Forest District 18: Lehigh, Berks, Lebanon, Dauphin, Schuylkill, and Carbon.

Delaware Forest District 19: Northampton, Monroe and Pike.

Wyoming Forest District 20: Northumberland, Montour, Luzerne, Sullivan and Columbia.

The decision to impose the ban on state lands followed discussions with DER Secretary Clifford L. Jones, who concurred on the need for such action to curb the possibility of fire because of the critical drought situation in the state.

Jones said, that while the current ban affects only five of the state's 20 forest districts, there is a definite need for all persons, regardless of where they

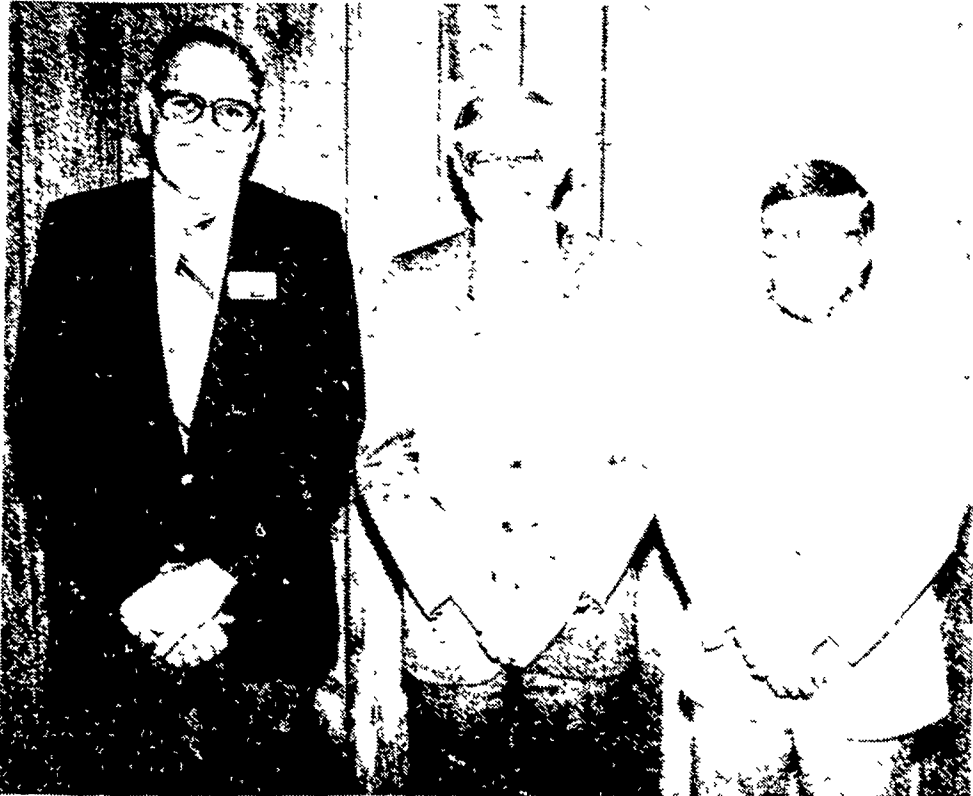
reside, to be extremely careful with fire.

"Our Division of Forest Fire Protection," said Jones, has been urging the public to be careful with open fires and smoking for the last several weeks, even before the drought situation reached the critical stage.

"We all are aware of the scarcity of water. Wells and streams are drying up, reservoirs are low and many communities have imposed restrictions on water usage. This leaves little, if any, water available for combating fires.

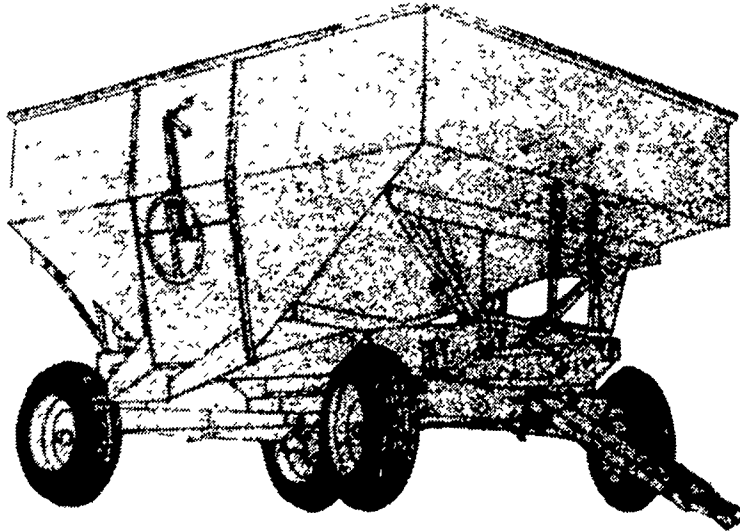
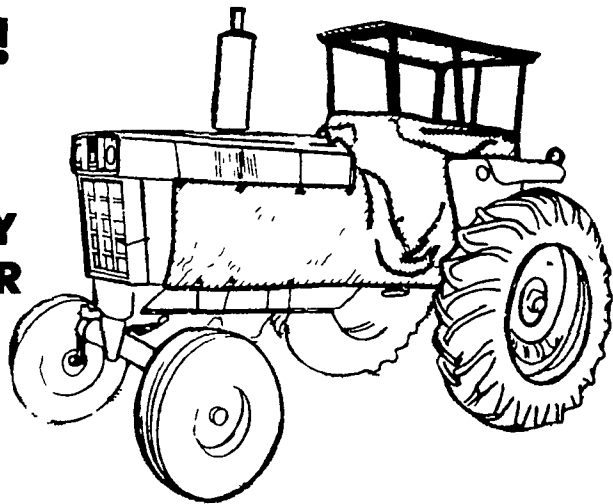
"To compound the problem, we are in the midst of the fall fire season. Ground cover is dry and, combined with a blanket of fallen leaves, provides the right amount of fuel for a wildfire.

"Until a few weeks ago the problem of wildfires appeared concentrated in the eastern half of the Commonwealth. While these areas remain critical, now there is a deficient amount of rainfall throughout the State and the fire danger is higher than normal," he concluded.



Pennsylvania representatives to the American Egg Board include from left, W. Robert Park, Valencia and Don Horn, Pennfield, Lancaster. With them at the meeting held Wednesday and Thursday is John Hoffman, Pennsylvania Poultry Association, who sported a new beard for the occasion.

HURRY!
Sale Prices
Good Only
Through
SATURDAY
NOVEMBER
1, 1980



534⁹⁵

28901-250

Model 225 Box Gravity Box

Ends sides and bottom are made of 14 gauge prime steel, superstructure made of formed steel plate. Wagon and tires not included.

489⁹⁹

Reg 539 99 / SAVE 50 00
24600 214

Clear-View Cab

The streamlined, sturdy, metal and fiberglass upper cab features "tinted tempered glass" all around the operator giving an uninterrupted view. Can be used independently by removing the lower vinyl section. The lower cab is made of heavy duty vinyl designed to fit every angle and bend of your tractor. Fits all tractors with fenders.

CENTRAL TRACTOR



FARM & FAMILY CENTER



All items are subject to stock on hand. We reserve the right to limit quantities. Sale ends on the above date.

LANCASTER

1570 Manheim Pike, Hwy. 72 North

Ph: 717-569-0111

Sale Hours:

8:30 - 5:30 Mon. - Fri.

8:30 - 5:00 Saturday

CHAMBERSBURG

1351 Lincoln Way East

Ph: 717-264-8282

Store Hours:

9-6 Mon. - Thur.

9-9 Fri.; 9-5 Sat.