

# Jackson takes on AEB promotion job

PARK RIDGE, Ill. — Linda FitzHugh Jackson has been appointed special assistant to the president for the American Egg Board. She will be responsible for meeting with egg producers to inform them about all aspects of

AEB. Jackson will emphasize the results of AEB advertising, promotion, consumer education and foodservice, and research. She will meet with decision makers to explain the reasoning and strategy

behind AEB programs — and demonstrates the return-on-investment the nation's egg producers receive from their investment in AEB. An independent study by Stanley R. Thompson, professor of

Agricultural Economics, Michigan State University, showed egg producers received a \$2.14 return on each dollar invested in AEB advertising. Among other conclusions, the study showed egg sales were 1.6 percent higher from 1977 through 1980 because of AEB advertising. Based on the \$2.14 return, egg producers obtained 114 percent for their dollars, an excellent return even in these days of high interest rates.

Headlining the advertising story will be AEB's new, special "Buck or Better" network radio campaign and retail advertising built around the theme: "When large eggs are a \$1 a dozen, they're less than 70-cents a pound — eggs are a bargain you can bank on!"

In announcing the appointment, AEB President Louis B. Raffel said AEB recognizes the need to reach egg producers on a more personal basis, in one-to-one

relationships in order to explain programs and be responsive to producers special interests, and to answer questions.

Jackson will be meeting egg producers in all sections of the country and will coordinate her activities with AEB's board members, regional coordinators and state egg promotion managers.

Raffel said Jackson is exceptionally well qualified for her work for AEB. She has been closely associated with the egg industry for more than 10 years, starting as state manager of the North Carolina Egg Marketing Association. She later became AEB regional coordinator with the National Egg Company in the Southeast, and for the past three years has been vice president and general manager of the California Egg Marketing and Research Agreement.

## RHINO FALL FLING

Area RHINO dealers will offer RHINO units at special discounts to area farmers on a first come first serve basis.

### ROTARY CUTTERS

#### MEDIUM DUTY

	SAVE!
9-SAT-4 four foot	\$168.00
9-SAT-5 five foot	\$294.00
7-SAT-6 six foot	457.00
3-SAT-7 seven foot	481.00
2-SAT-8 eight foot	732.00

#### HEAVY DUTY

	SAVE!
1-CY-60 five foot	\$591.00
1-G-84 seven foot	1154.00
2-OS CY-128 10'8"	1382.00
1-G-1310 13'10"	1455.00
2-FS-15 flex wing 15'	1547.00
1-F-20 flex wing 20'	3045.00

### REAR BLADES

	SAVE!
14-R-100	\$150.00
112-LR	117.00
34-BR	230.00
21-R-900	260.00

	SAVE!
13-Landscape rakes	\$164.00
3-R-950	443.00
4-R-1500	419.00
3-R-2000	770.00

### TILLAGE EQUIPMENT

#### WHEEL TANDEM

	SAVE!
1-R-62 7'11"	\$663.00
4-R-62 9'4"	716.00
5-R-62 10'9"	834.00
1-R-83 9'4"	843.00
4-R-83 10'9"	1085.00
5-R-83 12'2"	1418.00
3-R-83 13'6"	596.00
1-R-84 20'9"	2866.00
5-R-131 9'11"	1350.00
6-R-131 11'5"	1466.00
1-R-131 12'11"	1792.00

#### CHISEL PLOWS

	SAVE!
1-R-156 5'	\$329.00
3-R-156 7'	311.00
3-R-156 10'	488.00
2-R-156 11'	339.00

#### CULTIVATORS

	SAVE!
1-R-801 5'	
1-R-804 19'	\$1325.00

#### FLEXIBLE WINGS

	SAVE!
1-F90B 15'0"	\$2977.00
1-F90B 16'5"	3010.00
1-F90B 17'8"	3152.00
2-F90B 18'10"	3267.00
1-F90B 23'7"	3846.00
1-F90B 24'9"	3982.00

#### OFFSET HARROWS

	SAVE!
1-R-127 7'3"	\$1100.00
1-R-127 8'0"	642.00
2-R-127 9'6"	1316.00
1-R-137 18'6"	2637.00
1-R-167 8'0"	1220.00
1-R-167 8'9"	1210.00
4-R-167 10'5"	1572.00
1-R-167 12'1"	1700.00
1-R-187 13'9"	2313.00
1-R-187 17'1"	2654.00

Now you can buy famous RHINO quality at BARGAIN BASEMENT prices! An average of only 3 units per dealer will be available, so HURRY! NOW is your opportunity to move up to RHINO quality and SAVE BIG.

CALL OR STOP BY YOUR NEAREST PARTICIPATING RHINO DEALER TODAY LISTED BELOW. OFFER EXPIRES OCTOBER 30th 1981.

BINKLEY & HURST	Lititz, PA	(717) 626-4705
C.B. HOOBER	Intercourse, PA	(717) 768-8231
HOOBER EQUIP.	Sudlersville, MD	(301) 758-1212
ERB & HENRY	New Berlinville, PA	(215) 367-2169
S. HOVER BROS.	Carlisle, PA	(717) 243-2686
CHAMBERSBURG FARM SUPPLY	Chambersburg, PA	(717) 264-3533
MELROSE FARM SUPPLY	Green Castle, PA	(717) 597-3138
E.T. CLINE & SON.	Hagerstown, MD	(301) 739-2223
STOLTZFUS FARM SER.	Cochranville, PA	(215) 593-2407
KNOTT & GEISBERT	Urbana, MD	(301) 662-3800
SAWYER BROS.	Cecil, MD	(301) 275-8200
V.V. HUGHES	Salisbury, MD	(301) 742-1166
CAMBRIDGE TRACTOR	Cambridge, MD	(301) 228-8111
CHAIR BROS.	Queen Sun, MD	(301) 820-2140
SPERRY NEW HOLLAND	Frederick, MD	(301) 662-4197
WHITMOR ARNOLD	Purcellville, VA	(703) 338-7123
GIBSON FARM SUPPLY	Ingleside, MD	(301) 758-0262

## Broiler placements down

HARRISBURG — Placements of broiler chicks in the Commonwealth during the week ending October 10 were 2,073,000 according to the Pennsylvania Crop Reporting Service.

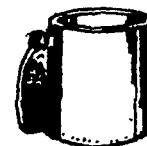
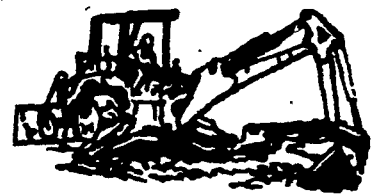
The placements were four percent below the corresponding week a year earlier and 12 percent below the previous week. Average placements during the past nine weeks were one percent below a year ago.

Placements in the 19 key poultry producing states were 67,736,000, seven percent below the previous week and three percent below the same week a year earlier. Average placements in the key states during the past nine weeks were seven percent above a year ago.

Broiler-fryers slaughtered in Pennsylvania under federal inspection during the week ending Sept. 30 totaled 1,854,000, with an average liveweight of 4.02 pounds.

## SEPTIC TANKS

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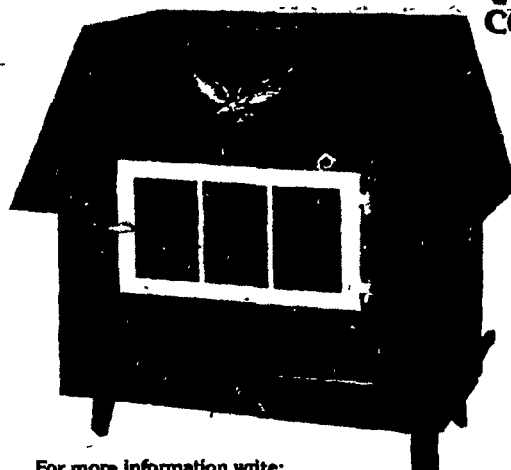
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