



Thrifty poultry management, producing quality eggs at low cost, is a must these days to stay in the egg business. Many others cooperate with the poultryman in this job—his sources of chicks, feed, buildings and equipment, often his banker. He has to get best results out of everything that goes into producing eggs and all of these help him do it. Of course the egg buyer and grocer are equally important. They finish the job by carrying eggs to the consumers and helping sell them on this wonderful food.



What influences the homemaker in her choice of eggs as a food? Is her purchase of eggs determined by an impulse action motivated by highly attractive posters and recipes at the egg case in her local supermarket? Perhaps an interesting recipe and tantalizing color illustration in her favorite national magazine suggested new and interesting ways of serving egg dishes to her family. It is possible, too, that the family doctor has advised her to serve well balanced meals which include eggs for health.

Development of new egg products is receiving a great deal of attention. Here are a few new product ideas, some in actual use, others in the planning stage. PENB, universities, feed manufacturers and many other friends of the poultry industry are working hard to develop and popularize new uses of eggs.



It's EGGtober...

the time when Pfizer teams up with supermarkets, restaurants, newspapers, magazines, radio, TV, and others...

To help you sell more eggs

Eggs... one of nature's most perfect foods... are one of the housewife's thriftiest buys in proteins.

That's a fact some people have been forgetting... so we're going back and telling them again and again right now during Eggtober.

All sorts of folks have joined in to tell this story to sell your eggs:

Radio and TV stations are turning to their microphones and cameras to promote the extra satisfaction from eating eggs.

Newspapers are putting their support behind it.

Restaurants are featuring eggs on their menus.

Supermarkets, too, are spotlighting nature's perfect protein food. Thousands have tied in with this giant Eggtober event.



For complete information on holding a special Eggtober event in your town, write Poultry & Egg National Board, 8 S. Michigan Blvd., Chicago 3, Illinois.



Chas. Pfizer & Co., Inc.
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