

Outstanding Speakers Highlight PENB Annual Meeting in Chicago

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Technical Research Advisory Committee, suggested ways in which the poultry industry might put Cheskin's findings to good use.

Stadelman pointed out that expansion of egg consumption in all age groups can be accomplished only "by a nationally integrated promotional campaign giving the true story relative to eggs and good nutrition."

He suggested exploiting the nutritional value of eggs in all advertising, publicity, and merchandising efforts to consumers emphasizing the well balanced nutritional aspects.

Stadelman singled out young homemakers as a primary target for this important egg nutritional information because "there are more housewives in this class than others and because they will influence more of the potential market in the next few years."

HELEN McCULLY, Food Editor of McCall's magazine, congratulated PENB on its job of distributing informational material on poultry and eggs to a large number of consumers in her talk entitled "Let's Help the Homemakers." Miss McCully said that it is the job of both magazines and organizations like PENB to keep ahead of the times and never stop exploring the new horizons in foods. To illustrate her point she said "After all 10 years ago who ever heard of the pizza?"

SPEAKING TO THE afternoon

session of the meeting Mrs. Anna May Wilson, a prominent business woman and mother of four praised the convenience of eggs saying:

"Consider the package — has anyone equaled it? It is neat, no wasted space, fits nicely into the hand and is protected by an inner lining that looks like a high grade cellophane. Eggs may be cooked and eaten right from the original package in which they come, or served on your best china platter."

Mrs. Wilson also had high praise for the informational literature which PENB distributes to consumers. She said "Could any practicing housewife worthy of her name take a look at the luscious Egg Cook Book without rushing to her kitchen . . ."

MRS. MARY MARK STURM, Director, Bureau of Home Economics, Chicago Public Schools, suggested Public Schools as fertile ground for PENB Educational activities and also gave concrete publicity - merchandising suggestions to the industry on how it might do the job better.

"In high school home economics classes today, we feel that we are serving to better inform the homemaker of tomorrow, and you might look to it as an opportunity for selling tomorrow's homemaker today," she said.

She pointed out the consumer education potential target of 15,000 home economics teachers with about a hundred pupils apiece.

Among the suggestions she en-

Implanted Steers Make Best Gains in Drylot Feeding System. Tests at Penn State Show

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identally. In the trials reported here no harmful or damaging side effects of using stilbestrol were evident.

The type of feed, the average daily gains of the implanted steers, and the traditional gains resulting from the implantation are given in the table.

Three years ago the Food and Drug Administration approved

the feeding of stilbestrol to steers as a means of obtaining improved gains during the fattening period. Stilbestrol is usually included in the beef supplement to supply 10 milligrams daily per head. Variations in supplement consumption cause a variation in stilbestrol intake and the use of supplements with a fixed amount of stilbestrol does not allow for flexibility in the amounts of supplement that can be safely fed.

MORE RECENTLY THE Food and Drug Administration approved the implanting of stilbestrol with steers, a method of administration similar to that used in the production of capons. This is cheaper than feeding stilbestrol and allows for uniform treatment of all steers. The implant is made under the skin of the ear with a special instrument, easy to use, several types of which are available. A disadvantage of the method is that the steer must be caught and held quiet in order to insert the implant.

The feeding of the steers in various lots was under the supervision of R. S. Sour and P. J. Philips, Instructor and Graduate Assistant in Animal Husbandry, respectively.

umerated for doing a better job of this total education program were the following:

1. Make educational kits and materials "flexible" so as to allow an opportunity for teacher and pupil to do some creative teaching and thinking.
2. Make available to teachers and classrooms more "live" demonstrations on the care and preparation of poultry in the home economics classes and laboratories.
3. Make it possible for teachers to have easier access to egg and poultry products so they might use them oftener in classroom and laboratory work.
4. Expand distribution of posters, films, and other visual aids.
5. Advertise more and often and more consistently in the professional home economics magazines.
6. Exploit the egg carton for consumer education messages of buying and cooking of eggs.

DR. PHILIP L. WHITE of the American Medical Association asked the meeting for the kind of facts a physician needs in or-

der to guide him in his diet and nutrition advice to his patients.

White is Secretary of the AMA's Council on Foods and Nutrition. He asked for concrete scientific information in these following fields:

1. Nutrition value of eggs, chicken and turkey, raw and cooked.

He pointed out that although this information is generally available, the variation in certain of the nutrients is of special significance in today's diets.

2. Digestibility of fats.
- White said, "There seem to be a number of physicians who advise heart patients to cut out eggs entirely. If there is concrete evidence that this is either desirable or unnecessary, the medical profession should be told."

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2. Last year there were 1,000,000 cases of shell eggs in storage. This year only 100,000 cases are in storage.
3. There are 32,000,000 less layers on farms now than for the yearly average number for the past 10 years.

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*U.S.D.A. reports as of April 11, 1958.

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