# Outstanding Speakers Highlight PENB Annual Meeting in Chicago

(Continued from page seven)

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

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 mer chandising 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 po tential market in the next few

HELEN McCULLY, Food Edi gratulated PENB on its job of suggestions to the industry on distributing informational mate how it might do the job better rial on poultry and eggs to a large number of consumers In her classes today, we feel that we are talk entitled "Let's Help the Homemakers" Miss McCully said homemaker of tomorrow, and that it is the job of both maga- you might look to it as an opporzines 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 vears ago who ever heard of the

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

anyone equaled it? It is neat, no are given in the table 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 come, or served on your best of this total education program nutrition advice to his patients china platter."

Mrs Wilson also had high 1 Make educational kits and ma 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 Eco nomics, Chicago Public Schools, suggested Public Schools as fertile ground for PENB Educational activities and also gave contor of McCall's magazine, con crete publicity - merchandising

"In high school home economics serving to better inform the tunity for selling tomorrow's

homemaker today,' she said She pointed out the consumer education potential torget of 15, 000 home economics teachers with about a hundred pupils

Among the suggestions she end of facts a physician needs in or

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

cidentally In the trials reported here no harmful or damaging side cflects of using stilbestrol were evident

The type of feed, the average daily gains of the implanted steers, and the traditional gains "Consider the package - has resulting from the implantation

> Three years ago the Food and Lrug Administration approved can be safely fed

pupil to do some creative teach-

2 Make available to teachers and

economics classes and labora

films, and other visual aids

more consistently in the pro-

fessional home economics mag

Exploit the egg carton for con

sumer eduation messages or

buying and cooking of eggs

were the following

ing and thinking

tories

azınes

(Continued from page eleven) the teeding of stilbestrol to steers as a means of obtaining improved and Drug Administration approvgains during the fattening period Stilbestrol is usually included in 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 tne amounts of supplement that

umerated for doing a better job der to guide him in his diet and

White is Secretary of the AMA's Council on Foods and Nu trition He asked for concrete terials "flexible" so as to allow scientific information in these fol an opportunity for teacher and lowing fiields

1 Nutrition value of eggs chicken and turkey, raw and

He pointed out that although classrooms more "live" demon this information is generally av strations on the care and prep- allable, the variation in certain aration of poultry in the home of the nutrients is of special significance in today's diets.

2 Digestibility of fats Make it possible for teachers' White said, 'There seem to be a to have easier access to egg number of physicians who advise and poultry products so they heart patients to cut out eggs en might use them oftener in tirely If there is concrete eviclassroom and laboratory work | dence that this is either desir Expand distribution of posters able or unnecessary, the medical Advertise more and often and profession should be told"

(Continued on page 13)

MORE RECENTLY THE Food ea the implanting of stilbestrol with steers, a method of administration similar to that used in the beef supplement to supply 10 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



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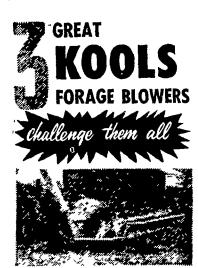
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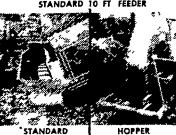
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- 2. Last year there were 1,000,000 cases of shell eggs in storage. This year only 100,000 cases are in storage.
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\*U.S.D.A. reports as of April 11, 1958.



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