

Cholesterol Issue Not Resolved

In the battle over the cholesterol issue the "enemy" is growing stronger every year, reports Dr. L. A. Wilhelm, president of

Poultry and Egg National Board.

In the 20 years of its existence, the American Heart Association has had \$150 million at its disposal, according to its recently released annual report. Its budget for last year was

nearly \$40 million compared to less than \$300,000 for PENB.

This means that PENB was outnumbered 133 to 1 in trying to counter AHA's publicity, which places eggs and other foods containing animal fats in a villainous role. Such odds would cause the most courage-

ous military man to quake in his boots. The picture for the current year is even gloomier. At the beginning of the year AHA had \$50 million on hand. Unless PENB has a similar in-

crease in funds, that makes for odds of 166 to 1.

AHA spent over \$4 million last year just for public health education. It took only a small fraction of that to produce a 13-minute film, "Eat To Your Heart's Content." The film, which was released last winter, included such advice as "eggs aren't what they're cracked up to be. Do not eat more than three (whole) eggs a week."

Two decades ago when AHA was formed its primary purpose was to do cardiovascular research. There was little emphasis on publicity. Today only about one-third of each dollar goes into research. An almost equal amount goes into fundraising and administration. In the remaining third there is plenty of money available for anti-animal fat publicity.

AHA's growing budget for publicity has been accompanied by a change in policy. Originally AHA was concerned only with altering the diets of those persons actually suffering from coronary disease, those who had suffered from it and those who might be especially prone to it. Now it is recommending a diet low in animal fats for ALL citizens, healthy ones included. This runs counter to the American Medical Association's current recommendation that well-balanced diets include dairy products and meats or other high protein foods, such as eggs, regularly.

If the egg industry and other animal food industries (dairy, meats, etc.) ever are to effectively counter the information put out by the AHA, there is going to have to be a much bigger budget for weapons, says Dr. Wilhelm. A slingshot won't do!

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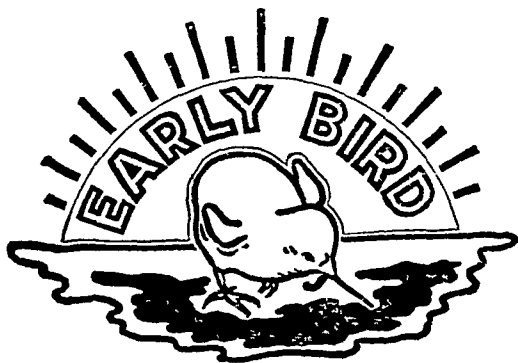
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FLOWER DOUBLE BEAUTY

Your flower garden can give you double beauty if you plan early in the season to dry some of the blooms. Dried flowers, arranged into a beautiful bouquet, can add color and charm to your home all winter.

In colonial days the art of drying flowers was popular. Now, there has been a revival of this interest by many homemakers and garden-club members.

Starting to select and dry materials early in the season is important if you want a variety of forms and colors to choose from when fall comes. If you are interested in drying flowers, you'll be interested in a correspondence course offered by The Pennsylvania State University.

You'll want to know which flowers to choose from drying, at what stage of maturity to pick each one and the best preserving material to use. As you select and preserve materials, remember that line, form, pattern, texture, and a pleasing color scheme are just as essential as for arrangements made with fresh plant material.

Other lessons in the course discuss design, containers, color, and corsage making. You'll learn which garden flowers to use, how to wire them, and how to make bows for your corsages.

If you're interested in making each of your flower arrangements a conversation piece, send \$2.00 to Flower Arrangements, 202 Agricultural Education Building, University Park, Pennsylvania 16802. Check or money order should be made payable to The Pennsylvania State University.