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Egg Prices Discussed On National TV

The egg industry received a much needed "shot in the arm" when a recently taped interview of Dr. L. A. Wilhelm, PENB president, was shown by Frank Blair on NBC's full network "TODAY SHOW" which reaches 3 million homemakers across the nation.

The interview, taped in Chicago, was conducted by John Daney of the network's Chicago news staff and was also shown locally on the noon and evening news reports.

The dialogue which dealt with the egg price and supply situation, gave the consumer a much needed explanation of the recent egg price increase. Along with other pertinent information, it was stated that "since a dozen large eggs weigh 1½ pounds, even at 79¢ per dozen they are only 52¢ per pound."

The news tape also included footage showing Mr. Bob Johnson of Lee, Illinois and his egg production facility featuring 30,000 caged DeKalb layers. Arrangements for this taping were made by PENB.

The "Today Show" is carried by 2,000 NBC affiliated television stations and its viewing audience is approximately 70% women. "If we had purchased this valuable time it would have been at the rate of \$10,000 per minute," commented Wilhelm.

Dwindling Water Supply Major Problem In Decade

Dwindling water supplies will pose a major problem in Pennsylvania during the next 10 years according to community leaders surveyed in 53 of the 67 counties. Among water resource problems, supply will even exceed the current major problem of pollution, reports S. M. Leadley, rural sociologist with the College of Agriculture at The Pennsylvania State University.

The statewide study examined opinions of community leaders in the Allegheny, Susquehanna and Delaware river basins. Listed as other major water resource problems in all three river basin areas were municipal waste disposal, domestic on-site disposal, industrial waste treatment, and acid mine drainage.

Lack of financial support was considered the most difficult obstacle to overcome in all three regions of the Commonwealth. Only the southeastern region, the Delaware river basin, cited any obstacle more serious than financial support. This region called multiple political jurisdiction more vexing.

In solving domestic on-site disposal problems, community leaders felt generally that "inappropriate public attitudes" were the major hindrance. Assisting with the study were staff members

from the Institute for Research on Land and Water Resources at Penn State.

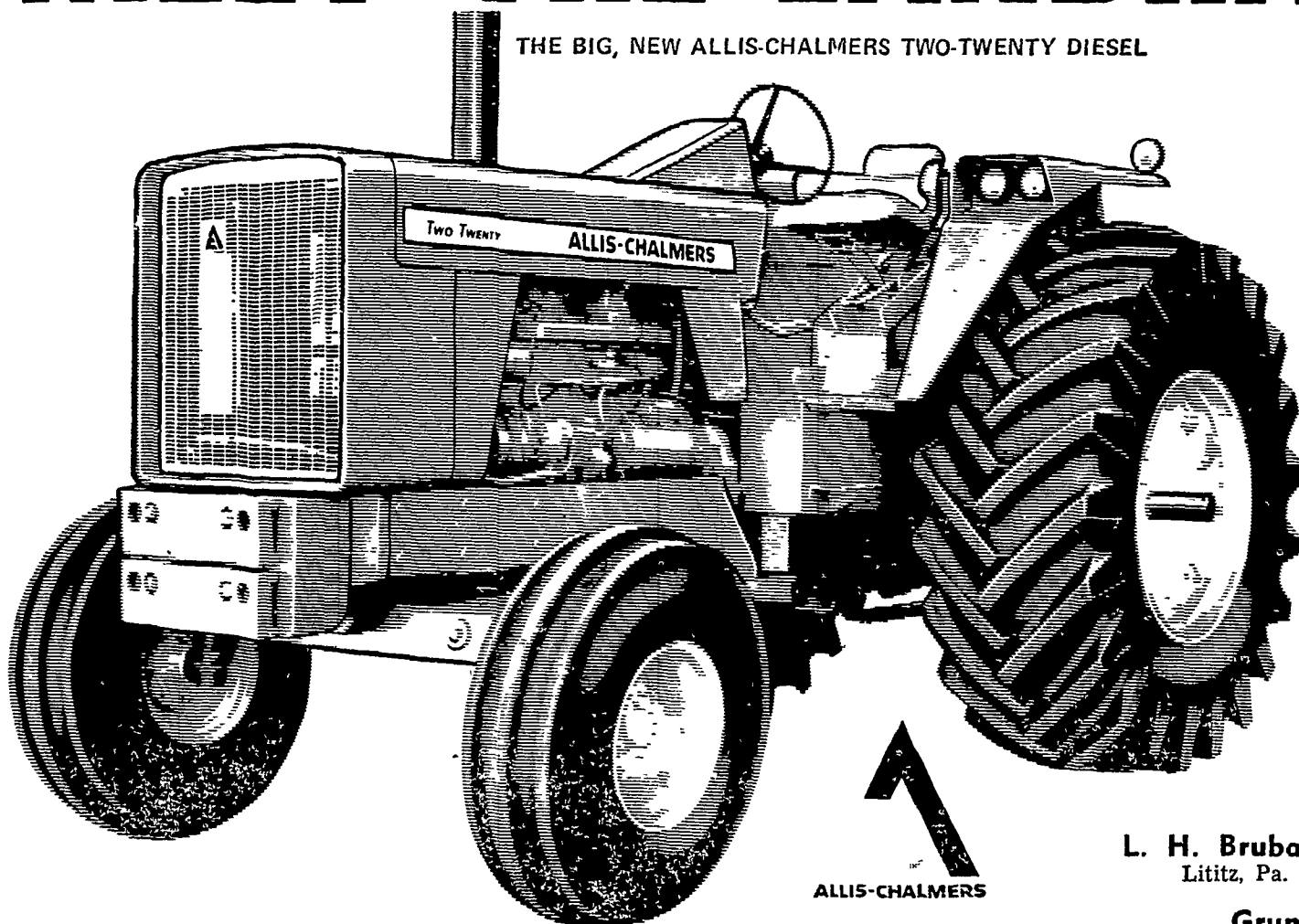
Dr. Leadley believes the results indicate clearly the need for a forum to identify priorities for research funds, based upon observations of local, state, and federal decision-makers.

"Although among such positions might lead to negative outcomes, the possibility of a compromise is great enough to justify holding such a forum," he affirms.

Due to the large amount of snow and ice this winter and the problem of keeping sidewalks and steps from becoming slippery, the use of sawdust instead of salt is strongly recommended. Too much salt applied can injure, burn, or kill grass and some ornamental plants. Plants with a low tolerance to salt are Kentucky Bluegrass, roses, and sugar maple trees. A few trees such as oaks and dogwoods have a high tolerance to salt. The evidence of salt injury to plant growth along the highways is often quite noticeable, as will be the injury to the coat of paint of automobiles this winter unless they are washed frequently.

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