

Dairy Group Urges Milk With Restaurant Meals

Milk with restaurant meals will be the theme of all American Dairy Association outdoor advertising during June and July. The promotion is based on the increasing number of meals eaten outside the home and the current concern with good nutrition on all economic levels.

ADA's promotion has the endorsement of the National Restaurant Association and is being announced to their membership through their March newsletter.

June ADA billboards will carry the message, "When Eating Out... Milk Goes with Anything"; in July, "You're Really Eating When You're Drinking Milk". The July theme will be repeated in ADA restaurant display materials which will include window and back-bar streamers, table tents and menu clip-ons.

Bill board postings during the two months will total more than 2,500 in major milk markets nationwide.

A View From The Governor's Office

By Gov. Raymond P. Shafer

An expanded agreement to prevent air, water and land pollution from State highway construction has been concluded by the State Departments of Highways and Health.

The new plan will prevent environmental pollution and public health hazards resulting from either highway route selection or construction and maintenance projects.

Previously, both Departments had a similar agreement covering only pollution of municipal water supplies. Similar agreements also are in effect between Highways and the Departments of Mines and Mineral Industries and Forests and Waters as well as the Fish and Game Commissions.

This is still another much-needed step in protecting the State's environmental resources — air, water and land — from damage caused by highway construction and maintenance.

Moreover it gives added impetus to this administration's previous order to end environmental pollution from all State buildings, facilities and activities, and clearly makes Pennsylvania a leader among State governments in environmental protection.

In carrying out highway construction and maintenance programs both Departments will have as their goal not just the prevention of pollution, but the protection of natural land areas and the preservation of high quality streams and rivers from environmental changes.

Under the agreement, proposed State highway route selections and construction or maintenance operations which could cause environmental pol-

lution or public health hazards will be reviewed by the Health Department prior to final Highway Department approval.

In addition, Highways in cooperation with Health will incorporate in contracts with highway constructors precise specifications stating exact measures each contractor must take to prevent environmental pollution.

Specifically, the agreement prevents water pollution from the highway operations themselves, from salt storage and application, bridge painting road oiling and the disturbance of "on-lot" sewage disposal and water supply systems, and mining operations.

Air pollution would be prevented by keeping to a minimum dust from road construction, earth moving, demolition and drilling operations and smoke, odor and soot from road material producing plants. The burning of trees, brush, road oiling compounds and other self-

demolition wastes would be eliminated in the "air basins" designated by the State Air Pollution Commission, except under controlled conditions.

Siltation of Commonwealth waters and the disruption of normal ground water movements which might cause pollution will be prevented.

In designing highways the Highway Department will consider the direct pollution potential from automobile exhausts on proposed highways and interchanges and the noise potential from State highways in developed and urban areas.

The agreement also will place under closer scrutiny vegetation damage from herbicides, the interception of solid waste disposal sites and sanitary landfills, and the guarding of water supply sewage and solid waste disposal, and vector controls at roadside rests.

Pennsylvanians are proud of their extensive, modern highway system. And with these added safeguards we are assured of a highway environmental protection program every bit as outstanding as the highway building program itself.

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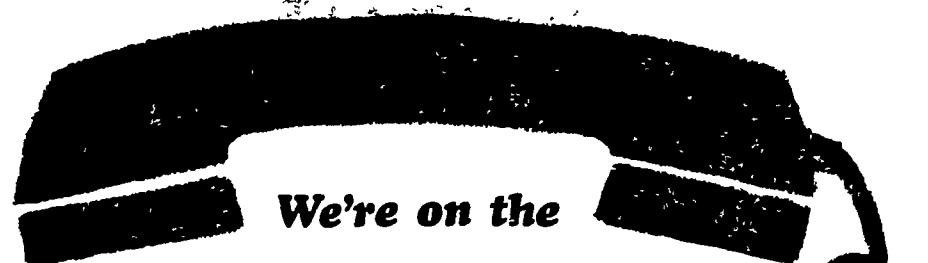
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