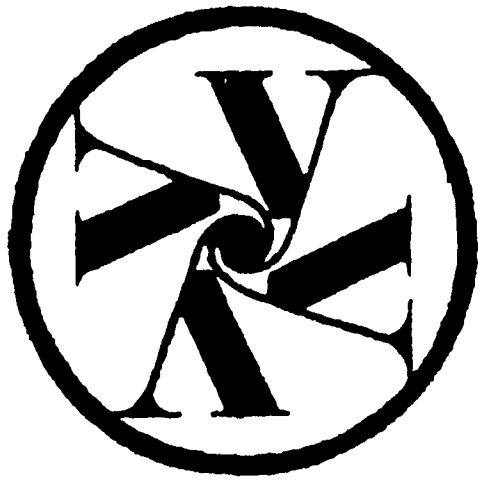


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**President Drinks Milk
As an Energy Builder**

"How President Nixon stays slim" at 5 feet 11" and 173 pounds was an article by Frances Spatz Leighton in Southwest Scene, the Sunday Magazine of the Dallas Morning News recently.

The President eats smaller portions, never takes "seconds" or eats between meals, and drinks moderately. His favorite dessert is Key Biscayne Lime Pie with whipped cream.

"A favorite technique for dodging calories is forcing himself to eat something he's not particularly fond of — like his staple, cottage cheese. He makes his cottage cheese luncheon more palatable by dousing it with catsup."

The President's moderation extends even to the amount of coffee he drinks. He has one cup for breakfast and switches to tea at lunch.

He is a great believer in milk as an energy builder and frequently has a glass of milk along with his coffee for breakfast, even though there is milk in his cold cereal.

Sometimes he drinks whole milk, but when he puts on as little as an extra pound he switches to skimmed milk.

● USDA Views
(Continued from Page 24)

sembly and distribution of dairy products.

The dairy industry can expect other changes as the decade wears on.

—More milk will become eligible for the fluid market, owing to better prices for Grade A milk and the enforcement of stricter sanitary standards for milk of manufacturing grades.

—Smaller producer organizations will be merging with the big marketing federations and co-ops.

—Processing plants will become bigger and fewer in number.

—Vertical integration of dairy marketing will increase. New "super plants" will combine the manufacturing operations.

*Across the
Editor's Desk*

(Continued from Page 18)

synthetic milks and drinks threaten the pricing structure for market milk. These products will increase the price elasticity for fluid milk, reduce demand, weaken the industry's control over supplies of products competing for the beverage market, and put pressure on the price-support program for manufacturing milk.

Adjustments to these new products must be made, and adjustments in pricing will influence many aspects of the industry. Their nature and magnitude will influence the growth of filled-milk sales relative to sales of regular milk, and will help determine future growth of a non-dairy fluid product.

Pricing adjustments will condition pressures on government support programs. These adjustments will determine to what degree the benefits of technological change in the production of milk like beverages are passed on to consumers. They will be the means by which imitation milks affect income of dairy farmers. They will influence the location of milk production. And they will either limit or facilitate the opportunities which existing milk distributors have to compete in the milk type beverage market.

Gartley made the statements while explaining why the dairy industry in the future must be prepared to change the form of its product in order to meet competition.

**State Guernsey Board
Changes Award Records**

The board of directors of the Pennsylvania Guernsey Breeders Association recently voted not to recognize AM-PM or Owner-Sample records for production awards.

If owners wish to use these records in catalogs of sale animals, they will be indicated as such.

Since the Junior Association is giving production awards in all age classes in the state it is important to know whether or not they qualify.

In other words, dairymen were advised, don't bother to send in AM-PM or Owner-Sample records.

This holds true for high cow and high herd in the state.

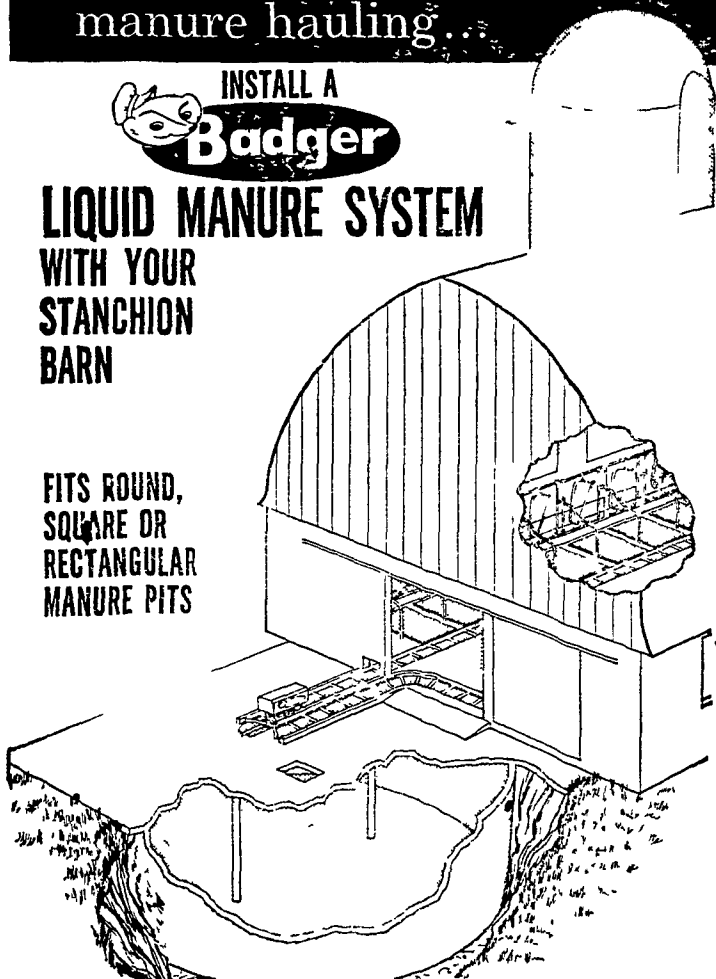
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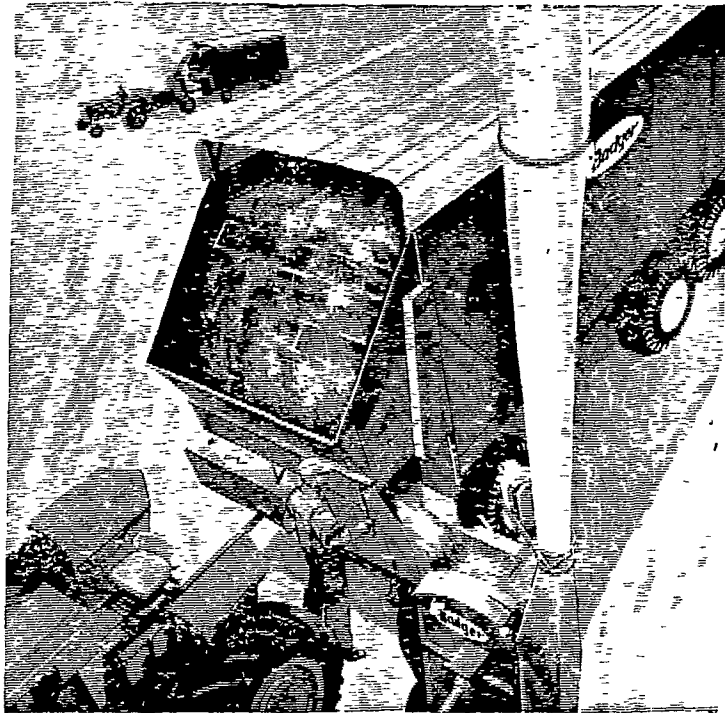
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