

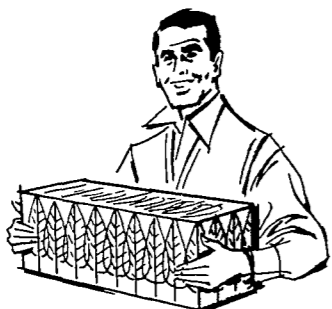


Charles Hooper, Sr. of C. B. Hooper & Son, Intercourse, Pa., was elected a dealer representative to the International Harvester Agricultural-Industrial Equipment Dealer Conference. He was one of six dealer representatives selected to represent fifty-seven Agricultural-Industrial dealers at a conference held at the George Washington Lodge, Valley Forge, Pa.

Cull Dairy Cows For Profit

Culling unprofitable cows is good business anytime, say Extension dairy specialists at The Pennsylvania State University. Late fall and early winter is an excellent time to give milk production and profit-per-cow records closer scrutiny. Dairymen keeping milk cows are in the dairy, not beef business, and should cull animals on the basis of production and profit-making ability.

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Is Breakfast A Vanishing Species

"Seven percent of the population eats no breakfast at all! An additional 4 percent have coffee only!" These results were announced recently, based on the Third National Household Menu Census, by the Market Research Corporation of America.

Ready-to-eat cereals, identified as the major substitute for the traditional bacon, egg and toast breakfast, were the first choice of 4 percent, with milk and an additional 4 percent with either coffee or juice.

Eggs showed up with 4 percent when served with meat, toast and coffee, 2 percent with coffee and toast, and an additional 2 percent with juice, coffee, eggs, meat and

toast.

On the basis of most frequent choices for breakfast, coffee showed up with 16 percent, toast with 12 percent, milk with 10 percent, while ready-to-eat cereal and eggs tied with 8 percent.

The information, presented at the annual meeting of American Association of Cereal Chemists, naturally examined in detail the nutrients provided by the ready-to-eat cereals alone and in combination with milk. Considerable time was devoted to the new nutritional labeling requirements.

If the egg industry has wondered about the continuing

popularity of cereals with youngsters, they should be interested in the fact that nearly 50,000 filmstrips have been distributed for Head Start and elementary grade use, presenting concepts about nutrition and the importance of breakfast.

The report included the information that breakfast cereals are found in more than 90 percent of all homes. A comparable study last year by the Poultry and Egg National Board, reported that 95 percent of the homes sampled purchased eggs.

Perhaps breakfast, per se, isn't

vanishing, but the consumer concept of what constitutes a well-balanced breakfast is certainly changing.

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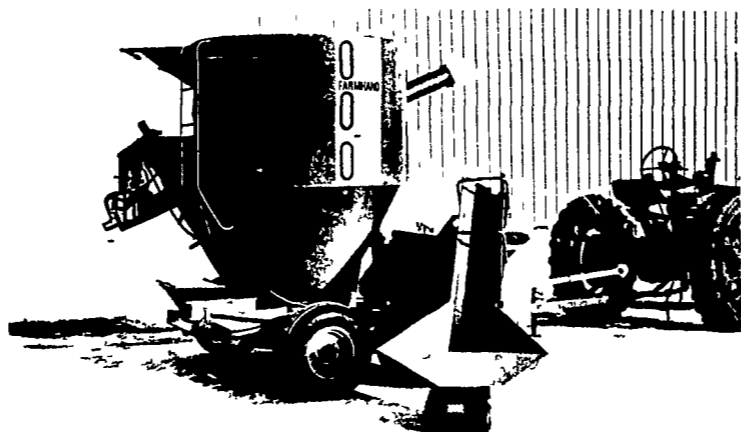
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