



Doctor in the Kitchen®

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The Nutrition Today Society
If you are a physician in the United States, chances are you've heard about the founding of the Nutrition Today Society. The society hopes to do for nutrition what the National Geographic Society has done for geography.

A high hope? Yes. But a worthy one, indeed. The Nutrition Today Society was announced and charter memberships were offered just a few months ago. The first people contacted were the readers of the professional journal Nutrition Today—the nation's

physicians and many other health leaders in callings directly involving nutrition. These include medicine, agriculture, biochemistry, dentistry, dietetics, food technology, home economics, nursing, nutrition, paramedical endeavors and school food service.

Laymen Joining, Too

But the society hopes laymen will join too. Membership dues are \$12.50 annually. Students, interns and residents in the professions mentioned above may enroll at \$6.25 yearly. A brochure on membership said, in part: "We intend to open the windows of the world and let knowledge of nutrition flow through to every professional person to whom the public looks for guidance on the extremely vital matter of nutrition—and to every other person who wants to know more about nutrition."

The society feels, rightly, that physicians alone see enough patients every week (almost 40 million persons) to have an enormous influence on the eating habits of the nation if only the physicians themselves are sufficiently informed and motivated to talk to people about their food choices.

A major reason for the problem, or let's say, the opportunity, is that medical schools in the past have taught little nutrition. And, for that matter, in all the world, relatively few people really know nutrition scientifically. That's one reason faddists are able to write so many popular books and in some cases even medical doctors have presented theories that will

Food Outlook

As of mid-October, the supply situation in November is expected to look like this...

Red Meats

Beef to continue plentiful, with production moderately higher than a year ago and a record for the month. Lower grade beef will account for the increase.

Pork supplies to be adequate. Production will be seasonally large and moderately above a year ago but below the November 1970-72 average.

Poultry & Eggs

Turkeys to be plentiful, mainly because of record cold storage holdings about one-third greater than a year ago and one-half more than the 1971-73 average. This more than offsets the expected decline in new-crop marketings.

Broiler-fryers to be adequate, considering seasonally reduced demand. Production will be about one-tenth less than a year ago and 5 percent under the 1971-73 average.

Eggs to be adequate although output is likely to be 2-3 percent under a year ago and 6 percent below the 1971-73 average.

Milk & Dairy Products

Fluid milk, butter, cheese, and nonfat dry milk to continue adequate even though milk production will be at its seasonal low. Commercial stocks of dairy products will remain well

above the 1971-73 average for November.

Fruits, Vegetables, & Nuts

Fresh cranberries and cranberry products to be plentiful, with total production at near-record level—7 percent above last year and 5 percent ahead of the 1971-73 average.

Pears to be plentiful. Production is estimated at close to last year's and 4 percent above the 1971-73 average. Record Anjou and Bosc variety crops are expected.

Apples to be plentiful. The commercial crop equals last year's and is slightly above the 1971-73 average.

Fresh grapes to be adequate. Production in California, home of most fresh varieties, is down 3 percent from last year but 17 percent above the 1971-73 average.

Fresh citrus fruits and citrus juice, notably frozen concentrated orange juice, to be plentiful. Florida's frozen orange juice stocks at the end of September were 11 percent above last year's large supply. Production of early, mid-season, and Naval orange varieties to be up 6 percent from last season and 14 percent above the past 3 seasons' average. Grapefruit (excluding California production outside the desert valleys) to be down 8 percent from last season and 7 percent below the last 3 seasons' average.

Canned non-citrus fruits to be adequate from this year's larger production.

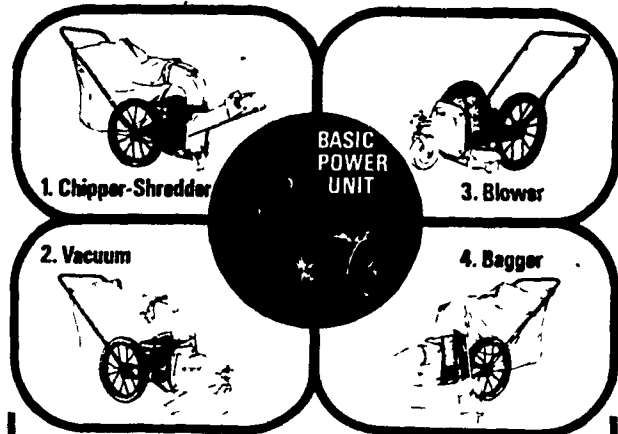
Raisins to be plentiful, with large 1974 production in prospect. Dried prunes to be plentiful due to a large carryover from 1973's record crop. This season's production should be about 29 percent less than 1973's but larger than the 1971-73 average.

Onions to be plentiful in view of 1974 storage crop 18 percent larger than last year's and 19 percent more than the 1971-73 average.

Sweetpotatoes to be adequate, with production 7 percent ahead of last year and 10 percent bigger than the 1971-73 average. Irish potatoes to be plentiful. This fall's crop exceeds the limited 1973 output by 13 percent. Sept. 30 stocks of frozen potatoes were 46 percent greater than the low supplies of a year earlier and 11 percent above the 1971-73 average.

Frozen vegetables to continue plentiful. Sept. 30 stocks were 15 percent greater than both a year earlier and the 1971-73 average. Canned vegetables to be adequate with larger packs rebuilding reduced inventories. Specifically, more tomatoes and tomato products will be available and about the same or fewer supplies of other major canned vegetables.

Peanuts to be plentiful. End-of-August stocks were 47 percent above a year earlier. The 1974 crop is estimated at 2 percent more than 1973's record crop.



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not stand the test of research.

What Membership Will Include

Membership in the Nutrition Today Society will include subscription to the magazine Nutrition Today. It is a handsomely-produced, color-printed publication with outstanding illustrations and writing.

It may be a bit technical for some lay persons, but it is surprising if someone sincerely seeks knowledge how well they can educate themselves if their sources of information are valid.

The society also plans a nutrition information service for press, radio, and television which hopefully will increase the reliability of nutrition information reaching the public. The already-established Nutrition Today teaching aid program will assist educators.

An outstanding Board of Directors will administer the society's efforts. I wish them well. Anyone interested in membership should write to The Nutrition Today Society, 101 Ridgely Avenue, Annapolis, Maryland 21404.

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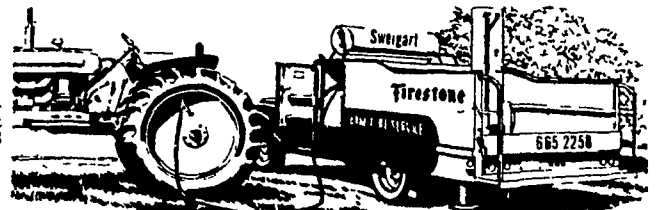
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