

Egg producers scramble 'Egg Beaters'

ATLANTA, Ga. - United Egg Producers, and J. B. Gay and Son, Inc., a Georgia egg producer, filed a \$50 million law suit here last Tuesday against Standard Brands Incorporated, one of the nation's largest companies, in Federal District Court in Atlanta, Georgia. The suit charges Standard Brands with engaging in a massive campaign of false and deceptive advertising, and unfair competitive

practices designed to decrease the consumption of fresh eggs and to boost the sale of Egg Beaters, an egg substitute product manufactured and sold by Standard Brands. The cooperative was joined by the Gay company, an independent egg producer in Georgia who sued on behalf of itself and other producers who are members of the five regional agricultural cooperatives

which make up United Egg Producers. These cooperatives are: Northeast Egg Marketing Association, National Egg Company, Western Egg Company, Midwest Egg Producers Cooperative Association, and Northwest Egg Producers Cooperative Association. J. B. Gay and Son, Inc. is a member of the National Egg Company.

The lawsuit claims that the underlying theme of Standard Brands' ads on radio, TV, and in the newspapers, boosting "Cholesterol free" Egg Beaters, is that there is an established connection between eating eggs and heart disease. These ads are false and misleading, the Cooperative charges, since Standard Brands is "fully aware of the fact that

the connection between the ingestion of dietary cholesterol and heart disease has not been scientifically established.

"Nevertheless," the complaint adds, "the Defendants have engaged in a massive advertising campaign, the theme and implication of which is that cholesterol in the diet is an important factor in the development of heart disease, and have attempted to propagate the belief in the public that heart disease can be mitigated or avoided by eating Egg Beaters, and, conversely, that eating eggs will cause 'heart disease'."

Standard Brands is further charged with having waged a massive anti-cholesterol campaign - boosting Egg Beaters and disparaging

eggs - by deceptive and improper methods in violation of Federal and State law. These included improper activities and practices designed to influence the medical and scientific communities to recommend limitations on the consumption of eggs, misrepresenting the position of the American Heart Association with respect to the ingestion of dietary cholesterol, and attempting to influence the medical profession, nutritionists and the scientific community on the cholesterol issue by false and misleading advertising campaigns.

Contrary to Standard Brands' advertising claims, United Egg Producers

asserts that Egg Beaters does not have the taste and nutrition of farm-fresh eggs, that Egg Beaters is not a "fresh-frozen" product, but on the contrary is an imitation of eggs and that Egg Beaters does not look, cook, or taste like farm-fresh eggs.

In addition to damages, the suit asks the Court to enjoy Standard Brands from further violations of Federal and State law and from using the name "Egg Beaters."

Standard Brands is the manufacturer of many food products including Gleichmann's margarine, Fleischmann's liquor, Planters peanuts, Baby Ruth candy bars, Chase & Sanborn coffee and Tender Leaf Tea.

WHITE WASHING with DAIRY WHITE

- DRIES WHITE
- DOES NOT RUB OFF EASILY
- NO WET FLOORS
- IS COMPATIBLE WITH DISINFECTANT
- WASHES OFF WINDOWS AND PIPELINES EASILY.

Also BARN CLEANING SERVICE Available With Compressed Air

With increase in business, I have put on another spray rig. We will take on work within 100 mile radius of Lancaster

MAYNARD L. BEITZEL

Spraying Since 1961

Witmer, Pa. 717-392-7227

If no answer call Willard Beitzel 717-733-6357

Barn spraying our business, not a sideline.

"Hitch your silo blower to a star"



"Honey Pak" "Topper" "Energy Pak"

R.D. 4 MYERSTOWN, PA. 17067
CALL COLLECT 717-866-5708

Market meeting set

HARRISBURG - Central Pennsylvania farmers will meet at the state Agriculture Building at 10 a.m., November 12, to discuss plans for continuing the open air farmer's market on the Farm Show grounds in Harrisburg in 1976.

John Musser, Carlisle, a member of the Open Air Farm Market Association which operated a farmers market on the Farm Show parking lot this past summer, urged interested farmers to attend the meeting.

He said association members will elect officers approve new by-laws and decide dates for the opening

and closing of the market. There is a possibility the market will open in June next year since some association members want to sell the strawberries they raise, he added.

At the 1975 market, the first held at the Farm Show parking lot, farmers from 11 counties sold fruit and vegetables from truck tailgates from July through October.



Man - The only animal that blushes—or needs to.



The 5% Merry Christmas Club

Christmas is a happy time with joy on young faces. And love on grownup faces. But it's also a time for bills . . . or borrowing. Or both. And that's what starts to take the merry out of Christmas. And that's also what the 5% Merry Christmas Club is all about.

Farmers First's Merry Christmas Club pays 5% annual interest

when the payments are automatically deducted from your Farmers First checking account. Your monthly Easy Statement will show you how your money's growing.

Sign Up Now . . . Next Year You'll Be Glad You Did.

The People Bank

FARMERS FIRST BANK

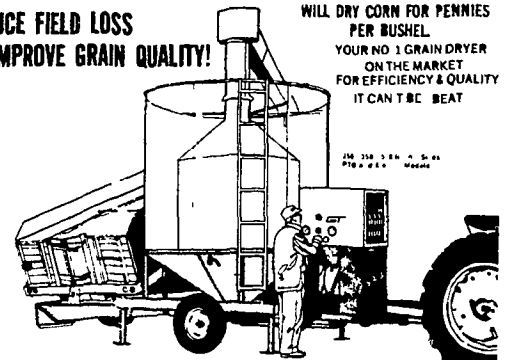
Member F D I C

All offices of Farmers First Bank will be closed November 11th.

LAST CALL ONLY 1 LEFT! SOLVE WET GRAIN PROBLEMS WITH A GT DRYER

REDUCE FIELD LOSS AND IMPROVE GRAIN QUALITY!

WILL DRY CORN FOR PENNIES PER BUSHEL. YOUR NO. 1 GRAIN DRYER ON THE MARKET FOR EFFICIENCY & QUALITY IT CAN'T BE BEAT.



1 - New Mod. 350 Bu. Dryer in stock

GT TOX-O-WIK® CONTINUOUS RECIRCULATING GRAIN DRYERS
WORLD'S LARGEST SELLING RECIRCULATING BATCH GRAIN DRYERS BECAUSE . . .

- PRICE IS LOWER
- COSTS LESS TO OPERATE
- EASIER TO OPERATE
- DRIES MORE EFFICIENTLY

The Only Dryer That WILL NOT Crack Your Grain

SELF CONTAINED UNITS—
No Extra Augers or Bins Needed For a Complete Operation.

SHENK'S FARM SERVICE

501 E. Woods Drive, Lititz, PA
(717) 626-1151