

Heart disease - cancer focus of health survey

Nearly all adults sampled in a rural Pennsylvania county believe there are things they can do to protect themselves from heart disease. They further believe it is worthwhile to try preventive activities.

The findings come from a study of preventive health attitudes, beliefs, and behaviors in Potter County. Their research is part of an experimental health education program being developed by personnel of the Agricultural Experiment Station at Penn State and the Potter County Cooperative Extension Service.

Over 89 percent of the respondents believed that many types of cancer detected in early stages can

be cured. The study revealed, however, that a large number of persons could recall none of the warning signs of cancer - or only one. The chances of early detection may, therefore, be rather low, according to Professors S. M. Leadley, C. O. Crawford, and S. M. Cordes - sociologists and economists in charge of the project.

Women were better able to recall the warning signals of cancer than men. The two most frequently mentioned signals were a thickening or lump in the breast or elsewhere, given in 60 per cent of the answers, and unusual bleeding or discharge mentioned by 49 per cent.

Additional studies are underway in 6 other counties to determine if health attitudes, beliefs, and behaviors are similar throughout rural Pennsylvania. Counties included are Armstrong, Butler, Fulton, Indiana, Juniata, and Northumberland.

Over 90 per cent of the persons surveyed agreed that high blood pressure can be controlled. Further, the same number of persons reported that their blood pressure had been checked in the past two years. Of those persons reporting high blood pressure, 13 per cent of the men and 17 per cent of the women, only 4 per cent said they discovered it through a health screening program.

The study examined participation in screening programs for glaucoma, diabetes, high blood pressure, cervical cancer, and blood chemistry. Only a small proportion of the county's population had participated in these clinics at the time of the survey - even though they had been held locally for several years.

Men reported attending the screening programs much less than women, one-half to one-tenth that of the women. When asked why they stayed away, men most often responded that they didn't know about it - 38 per cent. The next most frequent reason, 26 per cent, was that they thought they didn't need it.

When asked about willingness to attend such a program in the future, 66 per cent of the men and 71 per cent of the women expressed interest in learning about and attending screening programs.

The survey was reported in a recent issue of "Science in Agriculture," the quarterly magazine of the Agricultural Experiment Station. In the article, Dr. Leadley pointed out that "doing something about one's health depends on what you know." What one knows about foods, calories, and weight, he added, can influence what is done to keep weight within medically recommended limits.

Ninety per cent or more of both men and women correctly chose the higher

caloric food when asked to compare an apple with a piece of pie, and one-hand cup of peanuts with an egg. The choices were less correct when comparing caloric levels of soda crackers with meat. Only 50 per cent of the women correctly chose 4 ounces of

steak as having more calories than 8 soda crackers. Fifty-six per cent of the men made the correct choice.

Potter County phases of the studies are supported by Fair Funds administered by the Pennsylvania Department of Agriculture.

Craft show slated for Peach convention

Peach producers, whose hands have planted and pruned thousands of peach trees, and who have picked and packed untold quantities of peaches, will see a special hand crafts show at the 1976 National Peach Council Convention February 22-25 at Hershey, PA.

All entries for the show and sale must be hand crafted using the peach motif and-or part or parts of the peach tree.

Mrs. Peggy C. Lott, who is making plans for the show, said it is planned to draw special attention to the peach industry through the media of crafts.

Exhibits may include items created from clay, fibers, glass, metal and wood. Each entrant may submit up to three entries in any one category, and enter more than one category.

Sales of all items will be

encouraged, but it will not be mandatory that an item entered in the show be up for sale. Items which are not to be sold will be so marked.

All craft items are to be judged by Gerald Ely, Agricultural Economist, Crafts, with the United States Department of Agriculture, Washington, D.C. A cash prize will be awarded in each category to the entry that best exemplifies both artistic merit and the use of the peach motif and-or part or parts of the peach tree.

There is no fee for entry in the hand crafts show, which will be in the exhibit area at the National Peach Council Convention in the Hershey Lodge and Convention Center.

Any person interested in entering crafts in the show should contact: Mrs. Peggy C. Lott, RD3, Ridgewood, Gettysburg, PA 17325.

Pork recipes available

CHICAGO - "Pork, An American Tradition," a recipe pamphlet with a natural Bicentennial tie-in is off the presses and in distribution, the Pork Industry Group of the National Live Stock and Meat Board has announced.

Cleveland. "If the current market tests are successful," Farrar noted, "the products will be distributed nationally. And the product line will probably be broadened in future months," he added.

Now in convenient 4 x 6 inch size, with self-indexing tab, the pamphlet is done in a bicentennial theme using red, white and blue colors.

"This pamphlet is a compact source of information on pork," said Verlo Butz, the Meat Board's Pork Program Vice-President. "In addition to five special pork recipes, it includes information on pork's excellent nutritional qualities and a chart showing where the various pork cuts come from. It's one part of a major effort to keep consumers coming back to the meat counter for pork."

The pamphlet will be distributed to consumers through food stores and by pork industry organizations as well as in response to requests stimulated by publicity in the metropolitan press.

"Pork, An American Tradition" can be ordered through the Pork Industry Group. Get a single free copy by sending a stamped, self-addressed envelope to: Pork Industry Group, Dept. PAT, National Live Stock and Meat Board, 36 South Wabash Avenue, Chicago, Illinois 60603.

Quantity prices for "Pork An American Tradition" are 1-99 copies 10 cents each \$3.50 per hundred; \$30 per thousand; \$25 per thousand in quantities of 10,000 or more.

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Vegetable yogurt is making a stir

A new line of vegetable yogurts are now being test marketed in Cleveland by the "Green Giant" Company. "I agree that it is an exciting concept blending fresh vegetables with tangy yogurt," stated Dr. Richard E. Farrar, executive vice-president of Dairy Research Incorporated, whose firm is cooperating with Green Giant in testing the marketability of the new yogurt products.

"We've had natural yogurt, fruit-flavored yogurt, either homogenized or sundae style, and now we have yogurt with crisp, fresh vegetables. In my opinion," Dr. Farrar said, "this is a major development in marketing yogurt."

According to Farrar, DRINC participated in funding the market test because the new yogurt product blends one of today's favorite dairy foods with

vegetables popularized by Green Giant, a nationally known company with proven marketing capabilities.

The new line includes four flavors: cucumber salad, tomato salad, beet salad and garden salad. It is expected that the new yogurts will broaden the overall market as they are not competitive with fruit-flavored products.

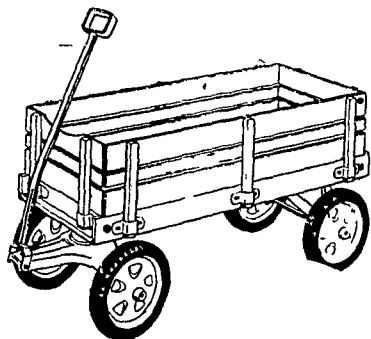
DRINC is the process, product and market development arm of United Dairy Industry Association, the corporate organization that includes the educational programs of National Dairy Council and the advertising campaigns of American Dairy Association.

The products for the current sales test are being produced for Green Giant by Hawthorn Melody Dairy, a Chicago-based dairy. DRINC worked with Green Giant to carry out test marketing activities in

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