

Meat board seeks action on 'deceptive' ads

CHICAGO, Ill. — The National Live Stock and Meat Board has formally requested the Federal Trade Commission to order four food manufacturers to cease and desist from "false, deceptive and misleading" advertising which claims health benefits for their meat substitute and vegetable oil products.

According to Meat Board President David H. Stroud, the complaint is the first step in proceedings which, it is expected, will force the

companies to discontinue their present advertising.

Named in the Meat Board complaint were: Miles Laboratories, makers of Morningstar Farms meat substitute products; Standard Brands, Inc., makers of Fleischmann's margarine; Best Foods Division of CPC International, Inc., makers of Mazola corn oil and margarine; and PVO International, Inc., makers of Saffola margarine and vegetable oil products.

In addition to requesting a

cease and desist order, the Meat Board has asked the FTC to seek a temporary injunction prohibiting the advertising pending issuance and adjudication of a formal complaint. The Board also asked that the four firms be required to undertake corrective advertising as deemed appropriate by the FTC.

Stroud stated in the complaint to FTC Chairman Michael Pertschuk that "resolute Commission action at this time against the

companies named will tend to promote truthful advertising by all manufacturers pending the adoption of the fat and cholesterol trade rule."

The Meat Board said Miles' advertisements make "unfair and deceptive" representations: that health, particularly protection against heart disease, will be improved by consuming Miles' products and avoiding beef, bacon, ham, or pork sausage; and that consumption of Miles' products

will reduce the amount of cholesterol in the blood. The Board charged further that Miles' advertisements would have consumers believe they are jeopardizing their families' health by not using Miles' products and by consuming meat.

Noting that "it has not been established" that protection against heart disease will result from consuming Miles' products, the Meat Board said, "Neither all, most or necessarily the best in-

formed in the medical profession advise avoidance" of beef, pork, lamb, and other meats by the general populace.

The Meat Board cited similar "unfair, deceptive practices" by Standard Brands, Best Foods and PVO. The complaint stated that advertising which stresses "no cholesterol" is erroneously perceived by consumers as a claim that the advertised product will be beneficial in preventing heart disease.

Farm strikers left bad taste

WASHINGTON, D.C. — Word from here is that farm strikers' antics, which included tying up traffic, loosing animals at the White House, staging demonstrations and breaking doors and windows, left a bad taste. It will take months to erase. One observer said, "There are congressmen who hope they never hear

farmer again." Militant tactics seemed to have aroused anger rather than sympathy as evidenced by one congressman who publicly scolded strikers saying, "Consumers and taxpayers don't have luxury of being able to take three months off," to lobby in Washington. What do you think?

'Miracle products' not registered yet

HARRISBURG — Pennsylvania's new fertilizer law status may be the reason why market is now flooded with soil conditioners, wetting agents, soil inoculants, microbial fertilizers and other so-called miracle products. The new fertilizer law took effect Feb. 1 but registration of all

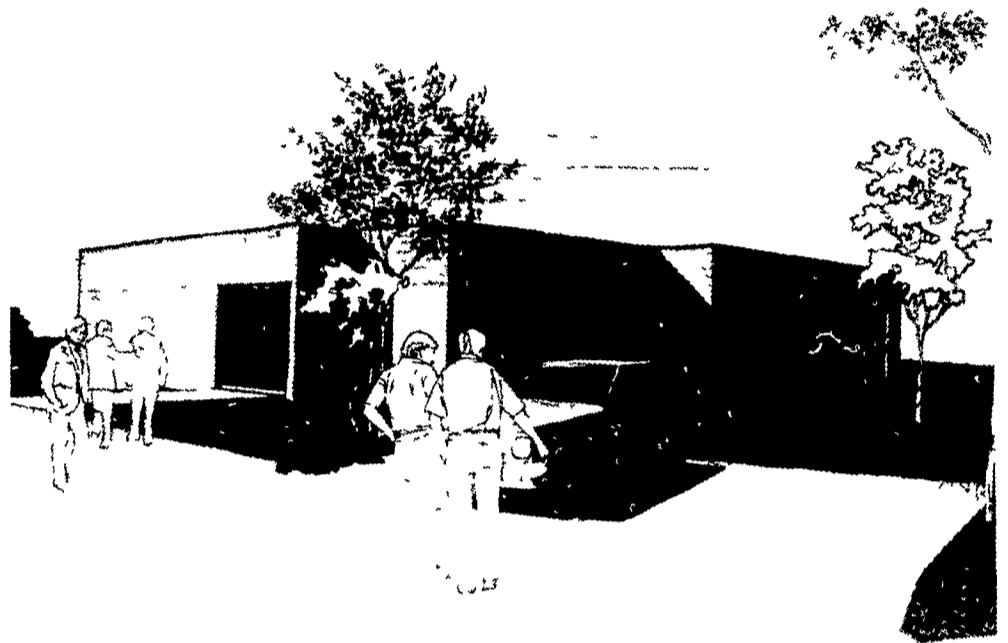
fertilizers, soil conditioners and plant growth substances has been delayed until July 1 so rules and regulations can be written. It's anticipated many "miracle products," won't pass registration so they're "making hay while the sun shines," observers note.

Weaver to construct new building

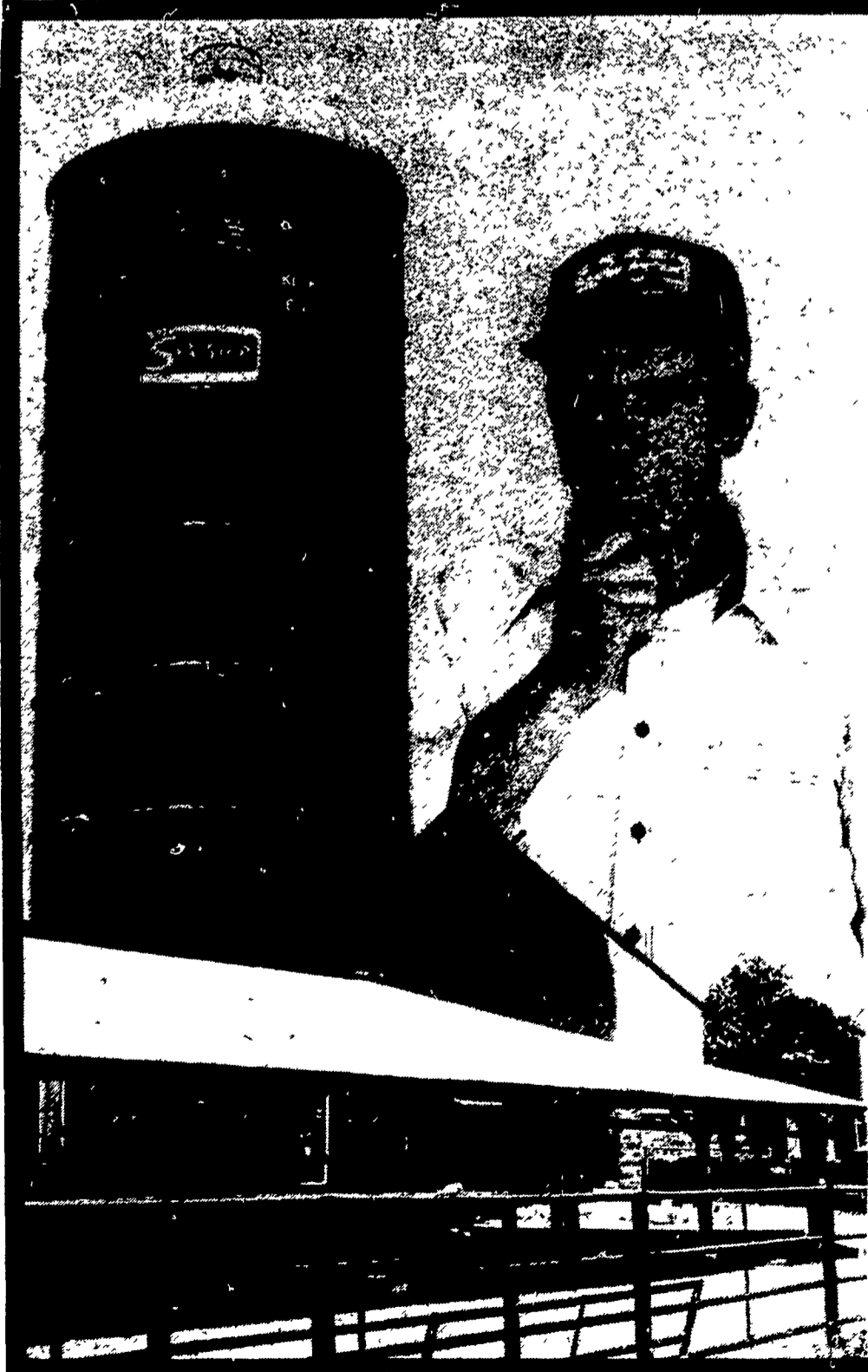
NEW HOLLAND — Victor F. Weaver, Inc., has announced plans to begin immediate construction of a new 11,000 square foot office building to be located on the corner of South Custer Avenue and Orlon Street, New Holland.

The new two-story building will house the Weaver financial division. The first floor of the facility will house the computer operations and services as well as record storage areas. The second level of the building will house all general accounting, cost accounting, credit, data processing, and programming staff plus executive officers and conference rooms.

Designed by the Lancaster architectural firm of Haak, Kaufman, Reese it is scheduled for completion by February, 1979.



Above is an artist's rendition of the new 11,000 square foot Weaver financial operations building under construction in New Holland.



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