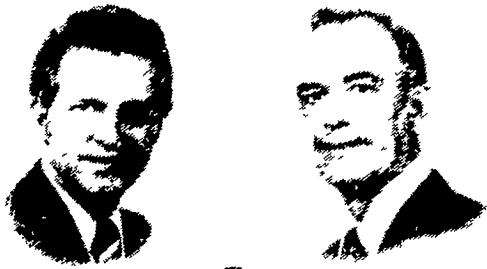


SHINDIG IN THE BARN PRESENTS



The Chuck Wagon Gang



THE CHUCK WAGON GANG

PLUS THE DeBUSK WEAVER FAMILY

SATURDAY AUGUST 9, 1980

Show Time 8 P.M. - Doors Open 6:30 P.M.

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Nat'l President

(Continued from Page A20)

producing beef the way we always have."

Carlson acknowledges that consumers aren't buying quite as much beef as they have in past years. But he's quick to point out that there isn't as much beef to buy now either because cattlemen are in the low point of the cattle numbers cycle.

He explains that cattle production runs in ten year cycles. When cattlemen are making good profits, they react predictably by expanding or rebuilding their herds. Since most cattlemen are expanding their herds at the same time, cattle numbers eventually get too large — and prices fall.

Again, cattlemen react — this time by reducing their herds and sending more cattle to market. Consumers benefit during this period because of the large beef supplies and low prices.

But cattlemen sustain fairly heavy losses until the eventual decrease in supplies causes cattle prices to start rising — and the whole process starts all over again.

"Right now, we're in the beginning of the rebuilding stage of our cycle," Carlson says, "and under normal circumstances we should be doing pretty well. The

problem is there are a whole bunch of other factors affecting us, and we have no control over them."

Inflation is especially tough on cattlemen, he points out. Production costs are soaring.

But unlike manufactured products, you can't mark up beef prices to cover the increased costs. The price a cattleman gets for his cattle is determined strictly by supply and demand at the time of the sale.

With production costs at an all-time high, a cattleman has only two choices available to him. He can become even more efficient, or he can borrow more money.

But how much money can you borrow at today's high interest rates — that is, if you can get it at all?

Carlson says the image of the big talking, big spending cattleman is a myth.

"Our industry is made up of small businessmen," he points out. "As a matter of fact, almost 70 percent of the cattle operations in the United States are small outfits with fifty head — or less."

Carlson also says that beef has been getting a bad rap in recent years because it's been linked with cholesterol — and cholesterol is linked with heart attacks in the minds of many people.

"Talk about sloppy reporting," he scoffs. "First, beef is not high in cholesterol. It's as low as chicken and fish. And

second, the scientific community is now starting to say that this whole cholesterol thing needs to be re-examined."

"They conducted fifteen clinical trials, involving 50,000 man years, and found no evidence that diet has any effect whatsoever on heart disease."

Carlson says beef prices are fairly stable now — and a pretty good buy for consumers since they're lower than they were a year ago.

"There aren't many products that can make that claim in these inflationary times."

He's optimistic about this industry and his country. If he has a main concern, it's his feeling that government is getting too involved in too many aspects of our lives.

Carlson says he believes in the philosophy espoused by Thomas Jefferson more than two hundred years ago.

"Jefferson said, 'He who governs best, governs least'. I think that's a philosophy they ought to re-examine in Washington. They seem to have forgotten it."

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Montgomery 4-H

food-nutrition program open

NORRISTOWN — Eating a variety of foods is one of the seven dietary guidelines Montgomery County 4-H'ers are studying in a 4-H food-nutrition program, conducted by the Cooperative Extension Service and supported by General Foods Corporation.

The 4-H food-nutrition program helps young people develop skills in planning, purchasing, preparing and serving tasty, attractive and nutritious meals and snacks. The program urges boys and girls, 8 to 19 to learn by doing, and become familiar with the principles of nutrition as they relate to good health, physical fitness and an attractive appearance.

As an added incentive, 4-H'ers who excel in their 4-H food-nutrition projects are eligible for awards donated

by General Foods and arranged by national 4-H Council.

Four members from each county receive medals of honor, and one 4-H'er from each state earns an expense-paid trip to the 59th National 4-H Congress, November 30-December 4, in Chicago, Illinois. In addition, six national winners receive \$1000 scholarships. The Montgomery County 1980 junior winners were Tom McGann, Upper Dublin and Chris Roblee of Fort Washington.

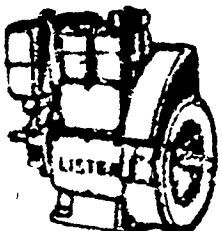
More information is available from county extension offices at 215/277-0574. Projects of several 4-H foods members will be on display at the annual Montgomery County 4-H Fair to be held August 20-23 at the 4-H Center in Lansdale.

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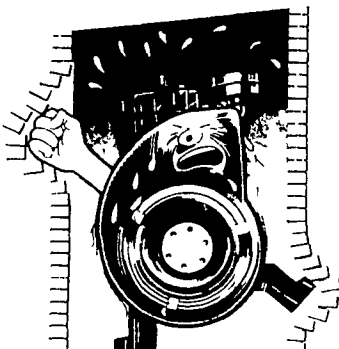


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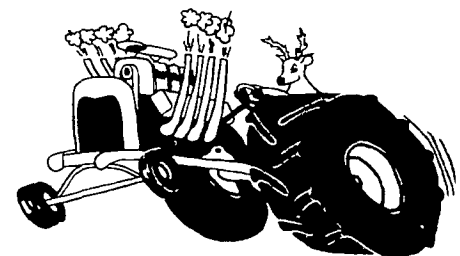


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