

AEB outlines Cholesterol Action Program

CHICAGO, 11 — At its meeting on July 19, the American Egg Board approved a number of projects for their newly formed Cholesterol Action Program. For 1984, the AEB's projects will include:

- A question and answer mailing to more than 2,000 newspapers which will combat misinformation and promote balanced reporting.

- A video news release to 150 TV stations featuring Dr. Donald McNamara of Rockefeller University promoting a sensible approach to diet and heart disease. A special version will be prepared for state association use.

- The appointment of a scientific panel to influence opinion leaders and establish credibility for the egg industry.

- Compilation of a list of scientific experts on diet and heart disease who can be called upon to respond to media misinformation.

In other action, the Board approved a recommendation to fund

a major egg nutrition center in Washington, DC. Because of the United Egg Producers' experience in operating a Nutrition Center and their presence in Washington, the Nutrition Center can be implemented immediately. The AEB/UEP Nutrition Center will be administered by UEP and will monitor nutrition information, be a source of credible egg nutrition data, provide support and assistance for AEB's Cholesterol Action Program and other communications projects, and develop and implement other positive

nutrition activities.

After reviewing several television and radio options for 1985, the Board decided to invest in the equity already established with Rich Little as a spokesman because these commercials have tested well with consumers. Rich Little celebrity impression commercials will continue to be the mainstay of AEB advertising in 1985, pending the results of new tests to insure that consumers are positively receiving the proper egg message through the Rich Little commercials.

Allentown Fair accepting entries

ALLENTOWN — The Allentown Fair will accept entries of agricultural and craft exhibits through Aug. 11. Entries of livestock are currently being accepted and will be taken up until Aug. 10.

It is preferred that entries are

made in person at the Entry Office in Agricultural Hall at the fairgrounds. Registration hours are:

10 a.m.-3 p.m. on Saturday, July 28; 9 a.m.-4 p.m. from Monday, July 30 through Thursday, August 9 (except Sundays and Tuesday, July 31 when the office will be closed); 9 a.m.-8 p.m. on Friday, August 10; 9 a.m.-1 p.m. on Saturday, August 11.

Mail entries are accepted but must be received no later than Wednesday, Aug. 1. They should be marked "ENTRY" and addressed to the Allentown Fair, 17th and Chew Sts., Allentown, PA 18104. To receive the exhibitors cards, an entrant must enclose a self-addressed stamped envelope.

The entry fee is \$6 which also provides admission to the grounds. The fee must accompany mail order entries.

Exhibits to be judged and on display fair week range from farm and garden products to domestics and fine arts. Animals that are judged and sheltered are in the departments of cattle, swine, sheep, rabbits and covies. There will be no poultry and pigeon show this year due to Avian Flu.

Nottingham Park Fair

posts activities

NOTTINGHAM — The weekend of August 4 and 5 marks the fourth annual Nottingham Park Country Fair, located four miles south of Oxford. Activities run from 11:00 a.m. to 8:00 p.m. on both days, with master of ceremonies, Bob Montgomery, directing the festivities.

Saturday's line-up of entertainment begins on stage at 1:00 p.m. with "Bob Paisley and the Southern Grass". At 2:00 p.m., the Southern Chester County YMCA will sponsor pie eating contests, turtle races, and frog jumping contests. Contestants can enter their turtles and frogs immediately before the competition. The country western group "Rawhide" from Rising Sun, MD will take the stage at 3:00 p.m. Oxford's rock group, "Profile", will perform at 4:00 p.m., and "Stone Mountain Bluegrass" from New Holland will entertain the crowd at 5:00 p.m. At 6:00 p.m., Wilmington's "Pleasant Street" folk singers will perform. The Nottingham bluegrass group "Wings of Bluegrass" will round out the day's music at 7:00 p.m.

Sunday's entertainment schedule includes country singers "Kitty Merkel and Family" from Wernersville at 1:00 p.m. West Chester's "Linsey Woolsey" bluegrass group will perform at 2:00 p.m. The popular country western group "Rawhide" will appear again at 3:00 p.m. At 4:00 p.m., the gospel singing "DeBusk-Weaver Family" will take the stage. Downingtown's "Mild West Show" and feature original music at 5:00 p.m. At 6:00 p.m., "Cecil Miller and the Oxford Rhythm Boys" will perform and hold a square dance to end the weekend's

entertainment.

The Country Fair will feature many children's activities as well, including Bobo the Clown, magician William Foust, Philadelphia's "Give and Take Jugglers", a petting zoo and children's theater presentation.

Forty craftspeople will display and sell homemade items, including jewelry, woodcrafts, dolls, baskets, pottery, plastercraft, ceramics, stencils, tote paintings, barrel art, and more.

The Pennsylvania Department of Agriculture will sponsor an educational exhibit, and antique and new farm equipment will be on display.

The Oxford Jaycees will sponsor a special parade to kick off the festivities on Saturday at 12 noon.

Admission to the two day Country Fair is \$1.00 per car. The park is located in southern Chester County, four miles south of Oxford off the Route 272 exit of the U.S. Route 1 bypass. For more details on the Country Fair, call the park office: (215) 932-9195.

Chester Co. 4-H lamb sale slated

WEST CHESTER — A new attraction at the 1984 Goshen Fair will be the Chester County Market 4-H Lamb Show and Sale. 4-H members from across Chester County will be exhibiting their project lambs which they have been raising all summer.

4-H teaches youth the basics of agriculture and gives all youth in the county the opportunity to raise a farm animal. The project is self supporting in that money made from the sale of their project animals is used to pay feed and health costs along with the purchase cost of a project animal for the following year.

The show will be held on Monday, July 30 at 7:30 p.m., in between the open sheep shows held that evening. The auction of these

top quality lambs will be held on Wednesday, August 1, 1984 beginning at 7:30 p.m. Auctioneer for the sale will be Mr. Ken Brubaker of Brubaker Livestock Marketing. Twenty top quality lambs will be offered for sale.

Trophies, ribbons, and banners will be given to the buyer of champions. Ribbons will be given to all buyers of sale lambs. The show and sale is open to all interested in attending.

For information on purchasing one of these 4-H lambs, contact Mr. Ken Brubaker 215-696-5483. 4-H is open to all youth ages 8-19 regardless of race, religion, sex or creed. For further information on 4-H contact the Chester County Extension Office, 215-696-3500.



ATTENTION PORK PRODUCERS

Our Wednesday and Saturday Market Hog Sales now begin
at 8:00 A.M.

We suggest you have your hogs at the stockyards
as early as possible.

No hogs arriving after 10:30 A.M.
will be sold over the auction.

Consign your hogs to McCoys where they will be handled
and sold by experienced and capable personnel.

For More Information Call Ed Prosser.

McCoy Cattle Co.

Lancaster Stockyards

Main Office 717-397-1411

Hog Division
(Mon., Tues., Wed. & Sat. A.M.)
717-291-8912
Ed Prosser's Home 717-367-2368

Bill McCoy's Home 717-569-5044
Pat McCoy's Home 717-656-8076