



# FORD'S PLAN:

- **5% Surtax on 15Gs & Up**
- **\$1.5B Tax Relief for Poor**
- **\$3B for Home Mortgages**
- **Increased Jobless Benefits**

## What You Can Do

**Cut Driving by 5%**

**Don't Waste Food**

**Use Less Heat**

**Share With Others**



Dear President Ford:

I enlist as an Inflation Fighter and Energy Saver for the duration. I will do the very best I can for America.

(Please Print)

Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Stories Begin on Page 3

President asked Americans to sign up as inflation fighters and energy savers and send form to Washington.

Dr. Jean Mayer

# Egg vs cholesterol battle

Early this year, the nation's egg producers decided that they had better do something about their slipping sales so they hired a group who call themselves the National Commission on Egg Nutrition to promote the benefits of eggs to the American people.

If you want to sell a lot of any product, you have to advertise. There are many good things that the commission could say about eggs: they are an inexpensive source of good quality protein, vitamin A, and iron and also have other vitamins and trace minerals.

The yolks of eggs, however, are the single largest source of cholesterol in our diet and that was the rub for egg producers and promoters.

Eggs are a nutritionally valuable and recommended food for young children and for women until they reach the age of menopause. This group numbers 100 million potential or actual consumers of eggs.

However, because of their high cholesterol content, eggs are a problem-food for another 100 million customers including men of any age, from early adolescence onward, plus middle-aged women.

The great majority of heart specialists believe that if these individuals regularly eat more than two or three eggs a week, they will increase the level of blood cholesterol and hence increase the risk of heart disease.

Nonetheless, the commission in ads and booklets declared: "There is absolutely no scientific evidence that eating eggs, even in quantity, will increase the risk of a heart attack," and "There is absolutely no scientific proof that eating good, wholesome, fresh eggs—

increases the risk of heart attack."

Appalled by these statements, the American Heart Association and four public interest law groups asked the Federal Trade Commission to firmly order the Commission on Egg Nutrition to "cease and desist from such false, deceptive and misleading advertising."

After investigation, the FTC sought an injunction in Federal District Court action in Illinois characterizing the statements in the ads as "an outrageous, blatant, and unfounded challenge to the state of the evidence," which means, in laymen's language, that the evidence is all the other way.

The FTC contends that there is no reasonable scientific, medical or nutritional evidence that supports the claims of the egg group. In this, they are backed up by the testimony of the president of the American Heart Association and leading researchers in the field of heart disease, who cite ample evidence, from extensive studies involving numbers of people, that a high intake of dietary cholesterol, like that found in egg yolks, increases the risk of heart attack.

The month-long hearings have just concluded and the

egg commission has agreed not to advertise while the injunction motion is pending.

The American diet is already high in cholesterol. And eggs are a major source of dietary cholesterol—250 to 300 milligrams per egg yolk, depending on the size of the egg. For every 100 milligrams of cholesterol we eat every day, the level in our blood goes up 5 milligrams per 100 milliliters.

Thus, that every-day egg you eat for breakfast would contribute up to 15 milligrams of cholesterol per 100 milliliters of blood. Put another way, that is at a rate of five one-thousandths of an ounce of cholesterol per quart of blood.

Dr. Henry Blackburn, director of the Laboratory of Physiological Hygiene of the Minnesota School of Public Health, has calculated that it would mean about a 5% increase in the estimated number of heart attacks and death from coronary heart disease.

What's your question? Dr. Mayer welcomes reader mail about nutrition and in his column will answer letters judged to have the most interest to readers. Sorry, he cannot write individual answers or accept reader telephone inquiries. Address letters to DR. JEAN MAYER, The News, Box 840, New York, N.Y. 10017.

## The Correct Thing

### Don't skip ceremony and attend party

By ELINOR AMES

Is it necessary to attend the wedding ceremony and reception if you're invited to both? We've been invited to a wedding at 11, followed by a noon reception. We decided to skip the ceremony and just go to the reception. The bride's father told us that if we didn't go to the church we shouldn't go to the reception. I assumed you could pick what you wanted to attend.

MRS. C.C.

Dear Mrs. C.C.: It is bad form to show up for the party but not attend the more important ceremony. Unfortunately, there's a tendency among young people to skip the ceremony. This is possibly what the bride's father has in mind.

Does the matron of honor have a partner in the wedding procession? I assumed my husband would walk with me. The bride says I'll walk alone. Is this right?

I.K.

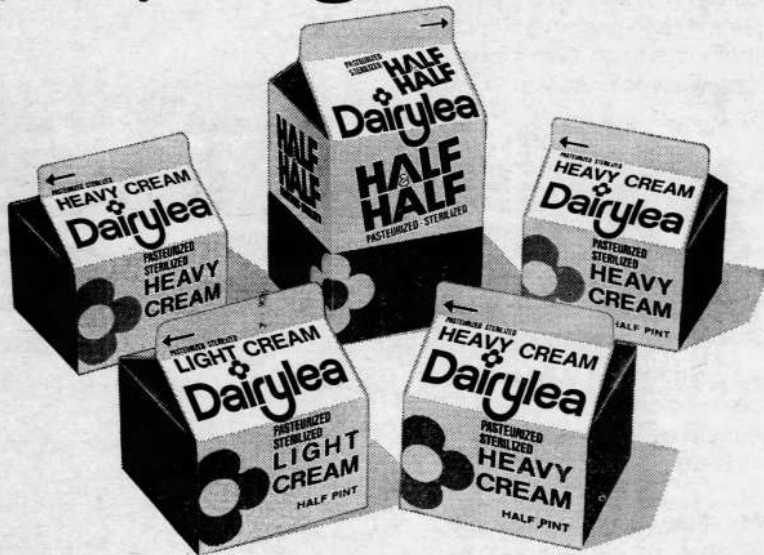
Dear I.K.: The bride is correct. The honor attendant walks alone, the bridesmaids walk in pairs. In the recessional, the honor attendant may walk with the best man or, equally correct but not usual nowadays, the best man may exit through the sacristy and the honor attendant, walking alone, walk immediately after the bride and bridegroom. The bridesmaids walk with the ushers in the recessional.

Should a mother open mail addressed to her 5-year-old daughter? I opened the envelope and gave the card to my little girl. She said that half the fun of getting mail was opening it. May I hear from you?

E.D.

Dear E.D.: Your little girl is right. If you know the mail is from a relative or friend, let the youngster open it herself. Obviously, if you have any doubts about a particular piece of mail the sensible thing is to open it.

# Real fresh cream that stays fresh for 3 weeks. Dairylea guarantees it.



### EARLY DETECTION BREAST CANCER IS CURABLE

Every woman needs this honest, practical, reassuring new book, in which an expert provides up-to-date, non-technical information on self-examination, diagnosis, and treatment. With answers to typical questions, glossary of terms, illustrations. Written by Philip Strax, M.D., Medical Director of The Guttman Institute, with a foreword by Mrs. Birch Bayh. \$5.95 at bookstores, or direct from Harper & Row, 10 E. 53rd St., New York 10022.

### I DID IT FOR ALVIN PURPLE!



Dairylea's new cream products are *guaranteed* to stay fresh for three full weeks after opening, with just normal refrigeration. Use them today, tomorrow, and keep using them for weeks and you'll *know* they're still as fresh and sweet as they were the day you bought them.

What keeps them fresh? The biggest breakthrough in pasteurization since Pasteur himself! A new improved process—Ultra Pasteurization—that keeps real cream fresher longer (without any artificial ingredients and preservatives).

It's one of the ways we can help you serve your family the freshest and tastiest foods and still make

every food-budget penny count.

Dairylea Half & Half, Light Cream, Heavy Cream. Real natural cream that you can count on to last for three weeks because Dairylea guarantees it.

**Dairylea**

PREMIUM QUALITY FOR OVER 50 YEARS. GUARANTEED FRESH\*

\*Based on replacement or refund.