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13th

**Annual
Conference**

April 7, 8, and 9, 1963

**National
Institute of
Animal
Agriculture**

**PURDUE UNIVERSITY
Memorial Union Building
Lafayette, Indiana**

CONFERENCE PROGRAM

(Central Daylight Time)

THEME: "The Dynamics of Animal Agriculture"

Sunday Evening, April 7

7:30 Seminar: *Industry's Stake in a Growing Animal Agriculture*

Presiding: True D. Morse, Executive Secretary, Agricultural Institute

Panel Members: NIAA Directors

Audience Participation

Monday Morning, April 8

8:30 Registration—Milk, Coffee and Doughnuts

General Session—South Ballroom, Purdue Memorial Union

Presiding: Earl L. Butz, Chairman, NIAA; Dean of Agriculture, Purdue University

New Targets for Animal Agriculture—Oliver Willham, President, Oklahoma State University

Achieving Our Targets Through Research—Frederick N. Andrews, Head, Department of Animal Sciences, Purdue University

Aiming Our Youth Programs on the Target—Mark Nichols, Director of Vocational Agriculture, Salt Lake City, Utah

Monday Afternoon, April 8

12:15 Luncheon—North Ballroom, Purdue Memorial Union

Presiding: Glen Salisbury, Head, Department of Dairy Science, University of Illinois

Should We Push or Pull?—J. J. Thompson, Group Vice President, Chas. Pfizer Company, New York

2:30 General Session—South Ballroom, Purdue Memorial Union

Presiding: G. L. Hiller, Manager, Producers Livestock Association, Columbus, Ohio

Animal Agriculture and Big Government—Don Paarlberg, Distinguished Professor of Agricultural Economics, Purdue University

Panel: *Role of the University in Serving Animal Agriculture*

Moderator: Hilton Briggs, President, South Dakota State College

Teaching—W. P. Garrigus, Head, Animal Science Department, University of Kentucky

Research—T. C. Byerly, Administrator, CSESS, USDA

Extension—R. C. Kramer, Assistant Director of Extension, Michigan State University

Monday Evening, April 8

6:30 Dinner—North Ballroom, Purdue Memorial Union

Presiding: J. L. Krider, Executive Vice President, Central Soya Company, Fort Wayne

Purdue University Varsity Glee Club—Albert P. Stewart, Director

Gird Your Lions for Progress in Animal Agriculture—H. E. DeGraff, American Meat Institute, Chicago

Tuesday Morning, April 9

8:30 General Session—South Ballroom, Purdue Memorial Union

Presiding: Oakley M. Ray, Director of Research, American Feed Manufacturers Association, Chicago

Marketing Meets the Challenge—Merle Le Sage, Manager, Chicago Order Buyers, Chicago

Packing Meets the Challenge—Clifton B. Cox, Director, Economics Division, Armour & Company, Chicago

Retailing Meets the Challenge—Jack A. Brewer, Vice President, Jewel Tea Company, Chicago

10:15 Recess

10:30 Panel Discussion

Moderator: J. C. Bottum, Agricultural Economist, Purdue University

The three speakers on the morning session will constitute the panel, with audience participation

Tuesday Afternoon, April 9

12:15 Luncheon—North Ballroom, Purdue Memorial Union

Presiding: Karl D. Butler, Executive Secretary, NIAA

The American Consumer—A Growth Story—
E. T. Weiler, Dean, School of Industrial Management, Purdue University

2:30 Adjourn

This conference, sponsored annually by the National Institute of Animal Agriculture, has for its purpose a thorough, objective and open discussion of broad problems related to agriculture and associated industries, better health through proper nutrition, sound policies and the economic and social welfare of our people. It is non-partisan, impartial and objective. No resolutions are proposed or adopted.

ADVANCE REGISTRATION

To: Dean E. L. Butz
Agricultural Experiment Station
Purdue University
Lafayette, Indiana

I plan to attend the National Institute of Animal Agriculture at Purdue University, April 7, 8 and 9, 1963.

I understand that I must make my own hotel reservation directly with Purdue Union Club or one of the hotels or motels in the Lafayette area.

There is no registration fee, but luncheon and dinner reservations must be made in advance as indicated below:

- Both Luncheons and Dinner.....\$10.00
- Luncheon and Dinner,
Monday, April 8.....\$ 7.00
- Luncheon,
Tuesday, April 9.....\$ 3.00

MAKE CHECKS PAYABLE TO:

NATIONAL INSTITUTE OF ANIMAL AGRICULTURE

Name_____

Position_____

Organization_____

Address_____

The New Old

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NOSE _____

MOUTH _____

TEETH _____



annual conference

National Institute of Animal Agriculture

April 7, 8 and 9, 1963

Purdue University

Lafayette, Indiana

March, 1963

Executive Committee—NIAA

Earl L. Butz, Chairman
Dean of Agriculture
Purdue University
Lafayette, Indiana

Karl D. Butler, Secretary
P. O. Box 521
1st National Bank Building
Ithaca, New York

F. N. Andrews
Animal Sciences Department
Purdue University
Lafayette, Indiana

Hobart Creighton
Route 5
Warsaw, Indiana

Homer R. Davison
American Meat Institute
59 East Van Buren Street
Chicago 5, Illinois

Herrell DeGraff
American Meat Institute
59 East Van Buren Street
Chicago 5, Illinois

Henry J. Eavey
Henry J. Eavey, Inc.
P. O. Box 334
Richmond, Indiana

M. J. Framberger
American Dairy Association
20 North Wacker Drive
Chicago 6, Illinois

James H. Hilton
Iowa State University
Ames, Iowa

Albert K. Mitchell
Tequesquite Ranch
Albert, New Mexico

True D. Morse
2829 Country Club Drive
Colorado Springs, Colorado

J. D. Sykes
Ralston Purina Company
Checkerboard Square
St. Louis 2, Missouri

P. O. Wilson
National Live Stock Producers Ass'n
155 North Wacker Drive
Chicago 2, Illinois

Treasurer—NIAA

J. B. Outhouse
Animal Sciences Department
Purdue University
Lafayette, Indiana

TO: Friends of Animal Agriculture

This is your invitation to join us at the 13th Annual Conference of the National Institute of Animal Agriculture at Purdue University on April 7, 8, 9.

The theme of this year's conference is built around "The Dynamics of Animal Agriculture". A very well informed array of speakers and discussion leaders will peer into the future of our industry. We hope to project realistic goals in production rates, cost reduction, and market potentials, and then to discuss ways best to reach these goals. Those of us who believe in an expanding Animal Agriculture must be alert to every opportunity to give intelligent leadership to the industry we serve.

A registration blank and the program are enclosed with this letter. Please fill out the registration blank and return it promptly.

You should make your own room reservations either at the Union or at one of the Lafayette hotels. Most of the participants stay at the Union.

Looking forward to seeing you at this 13th Anniversary Conference, I am

Sincerely yours,

Earl L. Butz
Chairman

ELB:jh

WHY IS THE FARMER IN THE DELL?

For more than a year it has been more profitable for a farmer to raise corn for the government than to raise corn for the hogs. This is too bad because the hogs would know what to do with the corn.

Today the farmer is being asked to accept more than a billion dollars for not raising crops----in an effort to boost the taxpayer's grocery bill. This, also, seems like a strange idea.

Today we have the corn farmer trying to raise wheat, the cotton farmer trying to raise corn, the wheat farmer trying to raise both cotton and corn----under all sorts of rules and regulations, designed especially, we can only conclude, to bewilder all farmers everywhere.

And while all of this has been going on most of the farmers have been going broke.

And of course too, while all this has been going on, the government has been getting up to its thigh bones in wheat, cotton, corn, rice, tobacco, yea, and even peanuts-----which surpluses the government can neither eat, use, sell, nor donate on give-away programs.

If we translate "Dell" to be a poetic word meaning, "a bit of a hole" then the farmer is in one all right. How can we ever explain such a farm program to our children? Hi-Ho the Derry-Oh!

Should the people who live in our cities be getting ready to duck before all this silliness hits them too?

Yes, I think so.

I am a farmer. But if I worked in a city I think I would start worrying now about where my next pork chop might be coming from. In view of the surpluses we read so much about, this too, would seem like a fantastic statement, but remember, we are talking about the farm problem.

Under our present farm program I, as a farmer, will be subsidized by the government if I raise nothing, or if I raise cotton, corn, wheat, rice, tobacco, or peanuts----all things the government can store. But I won't be assured even a cost-of-production selling price if I raise anything you people in the cities can use, such as milk, bacon, and eggs, and steaks.

And, almost without exception, any farmer who raised milk, bacon and eggs, and steaks, did so at a very heavy loss of money in 1955.

So, as a farmer, why shouldn't I go along with the government program? Why should I gamble on raising anything the people in the cities might like to eat? My family has to eat too.

Many farmers are becoming convinced that if we are ever to solve our farm problem without "triggering" a national depression, then our people in the cities will have to get into the act and demand an "agonizing reappraisal". After all, presumably, it is their food that is the subject of all of this conversation, and, one way or the other, they are going to pay for it.

What is a farmer and who is a farmer? What is he supposed to produce? For whom? Granting a farmer must be subsidized (I do) how should he be subsidized, and for raising what?

We used to think of a farmer primarily as a man who milked cows and raised chickens, and hogs, and beef cattle, for other people who worked in our towns and cities. Would it be asking too much to request that our government once again accept this definition of a farmer?

If the government would accept it then our farm problem would be on a fair way to a solution because IT IS NOT POSSIBLE FOR US TO RAISE MORE MILK, HAM AND EGGS, AND STEAKS THAN WE CAN, AND FOR OUR HEALTH'S SAKE, SHOULD CONSUME. (USDA Technical Bulletin 963). We would run out of land first.

If the government would pay the farmer a direct subsidy payment for producing milk, meat, and poultry, then the price of these products to the people in the cities would go down.

As the farmer found it once again profitable to produce milk, meat and poultry then the volume of this production would go up.

As the numbers of the livestock population increased then more grains to feed the animals would be needed.

Thus we would solve our farm problem by eating it, right here at home. And all doctors and all nutritionists insist the general health of all of our people would be greatly improved if only more of our people could obtain more of the protective foods such as milk, meat, and poultry. Or does this all sound too simple and too sensible to have ever been injected into any discussion of our fabulous farm problem?

Some day our city cousins are going to want to walk down to the Dell and have a little visit with the farmer there. When they do, they will discover that farming is agriculture and cannot be compared to, or handled like, any business yet known in the cities. They will also discover to their chagrin that our farm problem is man made. Then, maybe, they will demand of their politicians an "agonizing reappraisal".

But until that day comes, Hi-Ho the Derry-Oh!

L. W. Cook
158 West Prairie
Decatur, Illinois

UNITED STATES DEPARTMENT OF AGRICULTURE
SERVICE
AGRICULTURAL RESEARCH ADMINISTRATION
Household Economics Research Branch
BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS

WASHINGTON 25, D. C.

JUN 11 1956

Mr. Robert E. Shank, M. D.
School of Medicine
Washington University
Euclid Avenue and Kings Highway
St. Louis, Missouri

Dear Dr. Shank:

Thank you for your letter offering to try to correct the misunderstanding about your reference to our daily food plan.

I believe it is best to ignore the whole thing, as it is obvious Mr. Norman Draper of the American Meat Institute had not carefully read your paper. At any rate I have heard no more about it. We are going ahead with publication as planned, and we are glad you could include a reference to this material in your paper.

Sincerely yours,

Esther F Phipard

Esther F. Phipard
Nutrition Analyst

NATIONAL INSTITUTE OF ANIMAL AGRICULTURE

SIXTH ANNUAL MEETING

APRIL 19 AND 20, 1956

PURDUE UNIVERSITY
LAFAYETTE, INDIANA



EXECUTIVE COMMITTEE

HARRY J. REED
Chairman

KARL D. BUTLER
Secretary

HOBART CREIGHTON

P. O. WILSON

TRUE D. MORSE

HOMER DAVISON

CLAUDE HARPER
Treasurer

May 22, 1956

Robert E. Shank, M.D.
Department of Preventive Medicine
and Public Health
Washington University
Euclid Avenue and Kingshighway
St. Louis, Missouri

Dear Doctor Shank:

I am enclosing herewith a check for \$65.00 to cover your travel expenses in conjunction with your participation on the NIAA program April 19.

We sincerely appreciate your participation in the activities of the Institute and we hope that you will have a continuing interest in our programs.

The dates for our 1957 Conference are April 8, 9 and 10.

With kindest personal regards, I am

Sincerely yours,

H. J. Reed, Chairman
NIAA Executive Committee

HJR:emf
Encl.

May 17, 1956

Dr. Esther F. Phipard
Nutrition Analyst
United States Dept. of Agriculture
Agricultural Research Service
Household Economics Research Branch
Washington 25, D. C.

Dear Dr. Phipard:

I have, of course, been curious concerning the purposes of the telegram I received from you some days ago, wondering what kind of problem had arisen. I was totally astounded to learn from your letter what I had been quoted as stating! Fortunately, the paper was read in the form in which you have it, the only asides being made with a few slides which I used; first, those showing Recommended Dietary Allowances; second, the Basic 7; and third, the food groups in your "Daily Food Plan". The words with which I was credited were ones which I only used in referring to food faddists and quacks in another part of the talk.

If it is not inappropriate, I would be glad to write the person who sent this telegram, telling them that I am sorry of the misunderstanding and that nothing I said was meant to have the meaning given in that quote.

Thank you very much for having afforded this information. I am indeed sorry that this has arisen because I had tried very earnestly to make my presentation clear and factual. In fact, it was this very consideration which brought me to the decision of reading the paper rather than speaking without use of the manuscript.

With best personal regards,

Sincerely yours,

Robert E. Shank, M. D.
Danforth Professor of Preventive
Medicine

UNITED STATES DEPARTMENT OF AGRICULTURE
SERVICE
AGRICULTURAL RESEARCH ADMINISTRATION
Household Economics Research Branch
~~BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS~~

WASHINGTON 25, D. C.

MAY 15 1956

Dr. Robert E. Shank
Department of Preventive Medicine
and Public Health
School of Medicine
Washington University
Euclid Avenue and Kingshighway
St. Louis, Missouri

Dear Dr. Shank:

Thank you very much for sending so promptly the copies of your very good talk given at the Institute of Animal Agriculture on April 20.

A rumor had reached the Secretary's office that our proposed "Daily Food Plan" had come in for very unfavorable criticism at the Animal Institute meetings. In fact in the telegram which I saw, you were reputed to have been referring to the Food Plan as "potentially harmful incomplete facts and distortions of the truth."

I was sure, of course, that something was garbled, and your paper showed how completely your words were taken out of context. We appreciate having copies of your talk in order to make the situation clear.

Thank you again for your cooperation.

Sincerely yours,

Esther F. Phipard

Esther F. Phipard
Nutrition Analyst

May 9, 1956

Mr. H. J. Reed, Chairman
NIAA Executive Committee
Purdue University
Lafayette, Indiana

Dear Mr. Reed:

I was pleased indeed to have the opportunity to participate in the program of the National Institute of Animal Agriculture. The day at Purdue was a very enjoyable one for me.

Since my participation in your program was a part of my activities of a longer trip of eight days, it is somewhat difficult for me to know how to allocate expenses which are to be divided between three groups. However, \$65 would seem to be the amount that was a fair portion for this. I hope that this will be satisfactory for your purposes of billing.

With best personal regards,

Sincerely yours,

Robert E. Shank, M. D.

SIMPLIFYING THE NUTRITION STORY

Dr. Robert E. Shank
Danforth Professor of Preventive Medicine
Washington University School of Medicine
St. Louis, Missouri

"The story of vitamins resembles, in many ways, the story of the Tower of Babel. What once seemed simple has become confounded; what once could be mastered by a few is now only partly understood by the many." W. H. Sebrell in "The Vitamins."

Some years ago when I had made the decision to accept the position which I now hold, I was met by a good friend, who was an important person in the field of animal feed production. I was very cordially welcomed to St. Louis but then was told, "It is too bad that you people who are interested in human nutrition have made so much less headway than those of us in animal nutrition." This statement startled me no little and I am sure that that was its intent - to act as a spur to hasten development of our research program. However, in recalling this incident I would like to pay sincere tribute to the remarkable advances and new knowledge which has come to the field of animal agriculture in recent years. The goals of research and development have been met in real measure. What are these goals? To one on the periphery they would seem to be two in number. First is the goal of achieving the best possible product. The efforts and accomplishments have been those of obtaining animal products which are resistant to disease, of good nutrient quality, appealing in appearance and taste, and easily prepared for human consumption. The second goal is that of making animal production economically more profitable. The advances made have permitted an increase in the quantity produced. By utilizing practices derived from modern knowledge of nutrition, it is possible to increase the number of eggs and the length of the laying period in hens. By similar procedure it is possible, also, to plan for larger and more frequent litters from pigs. The phase of growth may be hastened and the period and costs of feeding reduced in preparing a variety of animal products for marketing. The importance of these developments in our agricultural economy can hardly be estimated but advantages have accrued to all of us.

The goals aspired to in planning for best patterns of food consumption for humans are similar, yet differ in certain important respects from those of animal

agriculture. These goals are concerned with 1) improving and protecting health, 2) improving the outcome of pregnancy for infant and mother, 3) allowing for optimal rates and accomplishments of growth and development in childhood, and 4) avoidance of illness, defect, and disease. It seems to me that evidence can be adduced demonstrating rather remarkable strides toward these goals during the past half century. For instance, military observations demonstrated an increase in height and weight of draftees at the time of World War II as compared with their fathers drafted at a similar age in World War I. Infant and childhood mortality rates have decreased substantially, and average life expectancy at birth has increased nearly 20 years during this time. Rickets, pellagra, and scurvy, once so common, now are rarely seen. It is too much to claim that improved eating habits have accounted wholly for these gains, yet certainly they have contributed importantly to our health advantages. However, man has many short comings as an experimental animal and assessment of the role played by a single factor, such as food, is difficult, since control of other factors is usually impossible and observations over a period of suitable length, even a lifetime, are difficult since the observer must also be man.

The hazards of grossly deficient diets have been effectively demonstrated and in the United States with its favorable and varied food supplied and its advanced economic development, such diseases as beri-beri, pellagra, and scurvy have been all but wiped out. It should be recognized that programs of enrichment of flour and bread have contributed importantly to the conquest of certain of these disorders. So, too, have advances in food preservation and storage which have made practically all foods available throughout the year, rather than only in the short seasons of harvesting and marketing. Two nutritional deficiency disorders remain with us, however. These are endemic goiter, which is due to iodine lack, and dental caries, in so much as that defect is due to insufficient intake of fluoride in food and water supplies.

Other evidence has accrued which seems to warrant the view that health may be compromised in totally different ways by an excess of food. Clinicians have

for many decades noted the more frequent and earlier onset of the disease, diabetes mellitus, in obese individuals. Further, they have utilized weight reduction as part of the treatment of that disease. The data of life insurance companies effectively demonstrate that obesity of significant degree reduces life expectancy and may account for death at an early age from high blood pressure and coronary artery disease. At this time it seems fair to place the blame primarily on excessive intake of calories, although some observations indicate that fats in the diet are the calorie sources most important in this relationship.

Other evidences could be cited which would attest to the important relationship between diet and health. You may be acquainted with many of them. Man, like all living things must have food in adequate quantity and quality, if he is to exist, grow, develop, and be productive. The question remains how man, a thoughtful and willful creature, is to be motivated to achieve the gains of the best possible patterns of food consumption. The highest accomplishments of the science and art of nutrition are those which derive from informing the public in such a way that nutritional knowledge is used for gains in health. This requires interpretation and thoughtful presentation, a consideration which was undoubtedly in the minds of those who planned this institute.

The Dietary Standard

It seems to me that in any attempt to simplify the nutrition story we must first be aware of the true extent of our knowledge. We must be able to differentiate between information and misinformation - between nutritional facts and nutritional conjecture. Fortunately, there is afforded for us a synthesis of the available knowledge of nutrition from which is derived our national dietary standard. This is provided by the Food and Nutrition Board of the National Research Council and is called "Recommended Dietary Allowances." It presents in detail the considered opinion of outstanding nutritional scientists concerning nutrients required in the human diet and the quantity of these to be afforded in the daily diet. Revisions are made at intervals as new information becomes available. The allowances stipulated are designed for the maintenance of good nutrition of healthy persons

in the United States. In the table which accompanies the statement are listed allowances for ten different essential nutrients. Included are allowances for calories, protein, calcium, iron, vitamin A, riboflavin, niacin, ascorbic acid and vitamin D. These are provided for all age and sex groups.

Recommended Dietary Allowances, therefore, provides for us the best judgments of experts concerning levels of consumption of the individual nutrients which will allow for and aid in the planning of diets for purposes of health. The publication is not one, however, which has been prepared for public use but is best utilized by persons responsible for programs of nutrition education or diet planning on a broad basis. No effort is made to indicate how many servings of meat or glasses of milk you or I should consume daily; in contrast these must be derived by calculation from the grams of protein, calcium, riboflavin, etc. listed as daily allowances. In no sense, then, is our national dietary standard intended as a simple and useful device for presentation of the nutrition story to the general public.

"The Basic Seven"

Other efforts have been made to accomplish these ends. That which has been used most widely, is the concept of the "Basic Seven" or the National Food Guide which was proposed by the Bureau of Human Nutrition and Home Economics of the U.S. Dept. of Agriculture. This is a general guide for selecting an adequate diet at home or when eating out. It classifies most foods into seven groups based on nutritive content and use in meals. The approximate number of average-sized servings that will furnish a diet adequate in protein, minerals, and vitamins has been suggested for each of the seven groups. If more food is needed to meet individual calorie needs, larger quantities can be selected from the seven groups or from a separate list of foods valuable chiefly as sources of energy. Because there is no uniformity in size of servings, the Basic Seven must be considered to be a rough guide to good eating. On the other hand, it graphically presents the essential considerations in affording a diet with sufficient variety to assure sources of

each of the essential nutrients. In this sense, it represents a valuable effort to simplify the nutrition story.

"A Balanced Diet"

Another approach to simplification of food planning is represented in the publication of The Nutrition Foundation called "A Balanced Diet." The approach in this effort is to secure variety in the diet. An excerpt states, "A balanced diet is simply a variety of foods which supply all of the nutrients in their proper amounts and in proper relation to each other. We know that a team of nutrients functions more effectively than the same nutrients if they are eaten separately. A diet should be balanced because such a diet provides better nutrition than an unbalanced diet. A well-balanced diet is also more economical because of the fact that it is better utilized, less is wasted by the body, and the net result is better health." The booklet points out that balancing of the diet means a selection of food to provide:

1. All of the essential amino acids.
2. Sufficient calories from carbohydrates and fat so that no appreciable part of the protein need be utilized for energy.
3. Vitamins and minerals to carry out chemical reactions of body metabolism.
4. Only enough calories to maintain desirable weight.

These objectives may be accomplished simply by eating a variety of food at each meal, by careful attention at maintenance of desirable weight and use of protective foods (enriched and whole grain breads and cereals, meat, fish, milk, eggs, legumes, green leafy and yellow vegetables and fruits). The booklet records sample menus. Although clearly and carefully prepared "A Balanced Diet" should be used in conjunction with other instruction and discussion. Although a simple presentation, it may not be simple enough for Johnny Q. Public.

"A Daily Food Plan"

Indicative of the fact that a wholly effective simplified approach adapted for all needs in nutrition education has not yet been achieved, are the recurring efforts

to provide other plans. A new plan is now on the horizon. It will come from the Agricultural Research Service of the U.S. Dept. of Agriculture and is to be called "A Daily Food Plan." It proposes to offer a foundation for a good diet and unlike the "Basic Seven" it includes four food groups from which essential nutrients are to be derived in the daily diet. These are the milk group, meat group, vegetable-fruit group and bread-cereals group. The basic groups as proposed are short in calories and foods should be consumed in addition to those indicated. This guide, too, is written to facilitate the efforts of nutritionists, dieticians, and others to present food information clearly and effectively.

The nutrition story must not only be simplified and made readily understandable, but the benefits in health and good living must also be apparent and be represented as something to be strived for. Those of us who are interested in nutrition education and health have not utilized as well as we might the techniques available in mass media, such as in television, radio and popular publications. These same media have, in fact, been more effectively utilized by food propagandists and quacks, who do not intent to present the essence of nutritional knowledge, but rather blatantly distort facts for personal or other gain. It is important that we recognize that our task is two-fold in that we must not only attempt as best we can to disseminate information about good diets, but also to contramand the influence of potentially harmful incomplete facts and distortions of the truth.

The appeal in nutrition education may be directed at various groups. It is important that it be a part of health education in teaching programs in elementary and secondary school groups. For the interested teacher there is an endless series of opportunities to include information about foods and diet as other subjects are taught, i.e. geography, reading and arithmetic. The years of childhood represent perhaps the best period to inculcate good eating habits, which may be graphically demonstrated and used in school lunch programs. Quite another problem exists in the adolescent whose dietary requirements are enhanced by boundless energy and growth spurts, yet whose striving for independence of thought and action may lead to poor

food practices. Any approach to this group must be ingenious and with appeal to personal feelings of vanity and physical fitness.

The homemaker and housewife with her responsibility for family meal planning is in a central position for utilizing and extending application of good nutrition practices. Effective efforts toward health through a better diet must be directed through her. The nutrition story must have its special appeal to her.

Many groups have been active in dissemination of nutrition information. Some have been well received, others have failed. This must, however, be a continuing program. It may be of interest for you to know that the Ford Foundation through National Educational Television and with cooperation of others in education and the food industry is planning for a series of television programs which will tell the nutrition story with approach to all members of the family group.

Like all educational and health activities, there must be continued activities with plans always to change and revitalize the approach. There can be little doubt that the advances in nutritional science and food technology have been adapted for improvement of health of populations throughout the world. The objectives have not been met in full, however, and the obligations still and will, perhaps, always remain for us to speak plainly and dramatically so that all may understand and desire to choose from our plentiful food supply so that the needs of health may best be met.

2 copies
& original

SIMPLIFYING THE NUTRITION STORY 31

Dr. Robert E. Shank
Danforth Professor of Preventive Medicine
Washington University School of Medicine
St. Louis, Missouri

^{nutrition}
"The story of vitamins resembles, in many ways, the story of the Tower of Babel. What once seemed simple has become confounded; what once could be mastered by a few is now only partly understood by the many."

W. H. Sebrell in "The Vitamins".

Some years ago when I had made the decision to accept the position which I now hold, I was met by a good friend, who was an important person in the field of animal feed production. I was very cordially welcomed to St. Louis but then was told, "It is too bad that you people who are interested in human nutrition have made so much less headway than those of us in animal nutrition." This statement startled me no little and I am sure that that was its intent - to act as a spur to hasten development of our research program. However, in recalling this incident I would like to pay sincere tribute to the remarkable advances and new knowledge which has come to the field of animal agriculture in recent years. The goals of research and development have been met in real measure. What are these goals? To one on the periphery they would seem to be two in number. First is the goal of achieving the best possible product. The efforts and accomplishments have been those of obtaining animal products which are resistant to disease, of good nutrient quality, appealing in appearance and taste, and easily prepared for human consumption. The second goal is that of making animal production economically more profitable. The advances made have permitted an increase in the quantity produced. By utilizing practices derived from modern knowledge of nutrition, it is possible to increase the number of eggs and the length of the laying period in hens. By similar procedure it is possible, also, to plan for larger and more frequent litters from pigs. The phase of growth may be hastened and the period and costs of feeding reduced in preparing a variety of animal products for marketing. The importance of these developments in our agricultural economy can hardly be estimated but advantages have accrued to all of us.

The goals aspired to in planning for best patterns of food consumption for humans are similar, yet differ in certain important respects from those of animal agriculture. These goals are concerned with 1. improving and protecting health, 2. improving the outcome of pregnancy for infant and mother, 3. allowing for optimal rates and accomplishments of growth and development in childhood, and 4. avoidance of illness, defect, and disease. It seems to me that evidence can

be adduced demonstrating rather remarkable strides toward these goals during the past half century. For instance, military observations demonstrated an increase in height and weight of draftees at the time of World War II as compared with their fathers drafted at a similar age in World War I. Infant and childhood mortality rates have decreased substantially, and average life expectancy at birth has increased nearly 20 years during this time. Rickets, pellagra, and scurvy, once so common, now are rarely seen. It is too much to claim that improved eating habits have accounted wholly for these gains, yet certainly they have contributed importantly to our health advantages. However, man has many short comings as an experimental animal and assessment of the role played by a single factor, such as food, is difficult, since control of other factors is usually impossible and observations over a period of suitable length, even a lifetime, are difficult since the observ^er must also be man.

The hazards of grossly deficient diets have been effectively demonstrated and in the United States with its favorable and varied food supplies and its advanced economic development, such diseases as beri-beri, pellagra, and scurvy have been all but wiped out. It should be recognized that programs of enrichment of flour and bread have contributed importantly to the conquest of certain of these disorders. So too have advances in food preservation and storage which have made practically all foods available throughout the year, rather than only in the short seasons of harvesting and marketing. Two nutritional deficiency disorders remain with us, however. These are endemic goiter, which is due to iodine lack, and dental caries, in so much as that defect is due to insufficient intake of fluoride in food and water supplies.

SLIDES #1 #2
PRESENTATION

~~PROTEIN DEFICIENCY DISEASE - IN OTHER PARTS OF WORLD~~
~~DIET IMPROVEMENT~~
REC

CLINICAL
DATA

Other evidence has accrued which seems to warrant the view that health may be compromised in totally different ways by an excess of food. Clinicians have for many decades noted the more frequent and earlier onset of the disease, diabetes mellitus, in obese individuals. Further, they have utilized weight reduction as part of the treatment of that disease. The data of life insurance companies effectively demonstrate that obesity of significant degree reduces life expectancy and

3
4

EPIDEMIOLOGY

may account for death at an early age from high blood pressure and coronary artery disease. At this time it seems fair to place the blame primarily on excessive intake of calories, although some observations indicate that fats in the diet are the calorie sources most important in this relationship.

#5
#6

EXPERIMENTAL
OBSERVATIONS
RE CHOL.
LIPOPROTEINS
CHOL IN DIET
ANIMAL VS HEC. PAT

Other evidences could be cited which would attest to the important relationship between diet and health. You may be acquainted with many of them. Man, like all living things must have food in adequate quantity and quality, if he is to exist, grow, develop, and be productive. The question remains how man, a thoughtful and willful creature, is to be motivated to achieve the gains of the best possible patterns of food consumption. The highest accomplishments of the science and art of nutrition are those which derive from informing the public in such a way that nutritional knowledge is used for gains in health. This requires interpretation and thoughtful presentation, a consideration which was undoubtedly in the minds of those who planned this institute.

The Dietary Standard

It seems to me that in any attempt to simplify the nutrition story we must first be aware of the true extent of our knowledge. We must be able to differentiate between information and misinformation - between nutritional facts and nutritional conjecture. Fortunately, there is afforded for us a synthesis of the available knowledge of nutrition from which is derived our national dietary standard. This is provided by the Food and Nutrition Board of the National Research Council and is called "Recommended Dietary Allowances." It presents in detail the considered opinion of outstanding nutritional scientists concerning nutrients required in the human diet and the quantity of these to be afforded in the daily diet. Revisions are made at intervals as new information becomes available. The allowances stipulated are designed for the maintenance of good nutrition of healthy persons in the United States. In the table which accompanies the statement are listed allowances for ten different essential nutrients. Included are allowances for calories, protein, calcium, iron, vitamin A, thiamine, riboflavin, niacin, ascorbic acid and

publication of The Nutrition Foundation called "A Balanced Diet." The approach in this effort is to secure variety in the diet. An excerpt states, "A balanced diet is simply a variety of foods which supply all of the nutrients in their proper amounts and in proper relation to each other. We know that a team of nutrients functions more effectively than the same nutrients if they are eaten separately. A diet should be balanced because such a diet provides better nutrition than an unbalanced diet. A well-balanced diet is also more economical because of the fact that it is better utilized, less is wasted by the body, and the net result is better health." The booklet points out that balancing of the diet means a selection of food to provide:

1. All of the essential amino acids
2. Sufficient calories from carbohydrate and fat so that no appreciable part of the protein need be utilized for energy
3. Vitamins and minerals to carry out chemical reactions of body metabolism
4. Only enough calories to maintain desirable weight.

These objectives may be accomplished simply by eating a variety of food at each meal, by careful attention at maintenance of desirable weight and use of protective foods (enriched and whole grain breads and cereals, meat, fish, milk, eggs, legumes, green leafy and yellow vegetables and fruits). The booklet records sample menus. Although clearly and carefully prepared "A Balanced Diet" ^{should be} ~~is but~~ used in conjunction with other instruction and discussion. Although a simple presentation, it may not be simple enough for Johnny Q. Public.

"A Daily Food Plan"

Indicative of the fact that a wholly effective ^{adapted for all needs} simplified approach in nutrition education has not yet been achieved are the recurring efforts to provide other plans. A new plan is now on the horizon. It will come from the Agricultural Research Service of the U.S. Dept. of Agriculture and is to be called "A Daily Food Plan." It proposes to offer a foundation for a good diet and unlike the earlier "Basic Seven" it includes four food groups from which essential nutrients are to

be derived in the daily diet. These are the milk group, meat group, vegetable-fruit group and bread cereals group. The ^{basic groups} plan as proposed ~~is~~ short in calories and

foods should be consumed in addition to those indicated. *This guide, ~~which is given to~~ ^{is written} ~~is for~~ ^{to facilitate the effort of nutritionists, dietitians and others to present food information clearly and} ~~is written~~ ^{effectively}*

The nutrition story must not only be simplified and made readily understandable, but the benefits in health and good living must also be apparent and be represented as something to be strived for. Those of us who are interested in nutrition education and health have not utilized as well as we might the techniques available in mass media, such as in television, radio and popular publications. These same media have, in fact, been more effectively utilized by food propagandists and quacks, who do not intend to present the essence of nutritional knowledge, but rather blatantly distort facts for personal or other gain. It is important that we recognize that our task is two-fold in that we must not only attempt as best we can to disseminate information about good diets, but also to contramand the influence of potentially harmful incomplete facts and distortions of the truth.

The appeal in nutrition education may be directed at various groups. It is important that it be a part of health education in teaching programs in elementary and secondary school groups. For the interested teacher there are an endless series of opportunities to include information about foods and diet as other subjects are taught, i.e. geography, reading and arithmetic. The years of childhood represent perhaps the best period to inculcate good eating habits, which may be graphically demonstrated and used in school lunch programs. Quite another problem exists in the adolescent whose dietary requirements are enhanced by boundless energy and growth spurts, yet whose striving for independence of thought and action may lead to poor food practices. Any approach to this group must be ingenious and with appeal to personal feelings of vanity and physical fitness.

The homemaker and housewife with her responsibility for family meal planning is in a central position for utilizing and extending application of good nutrition practices. Effective efforts toward health through better diet must be directed through her. The nutrition story must have its special appeal to her.

Many groups have been active in dissemination of nutrition information. Some have been well received, others have failed. This must, however, be a continuing program. It may be of interest for you to know that the Ford Foundation through National Educational Television and with cooperation of others in education and the food industry is planning for a series of television programs which will tell the nutrition story with approach to all members of the family group.

Like all educational and health activities, there must be continued activities with plans always to change and revitalize the approach. There can be little doubt that the advances in nutritional science and ~~in development~~ of food technology have been adapted for improvement of health of populations throughout the world. The objectives have not been met in full, however, and the obligations still and will, perhaps, always remain for us to ^{speak} ~~tell~~ plainly and dramatically so that all may understand and desire to choose from our plentiful food supply so that the needs of health may best be met.

May 8, 1956

Miss Esther F. Phipard
Household Economics Research Branch
Agricultural Research Service, USDA
United States Dept. of Agriculture
Washington 25, D. C.

Dear Miss Phipard:

As you requested, I am enclosing two (2) copies of the talk given before the Institute of Animal Agriculture on April 20, 1956.

If there is any other information you desire, I would be glad to answer any questions you might have.

Sincerely yours,

Robert E. Shank, M. D.
Danforth Professor of
Preventive Medicine

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Enc. 2



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TELEGRAM



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ROBERT E SAUNDERS JR

WASHINGTON UNIVERSITY SCHOOL OF MEDICINE ST. L.

PLEASE SEND TWO (2) COPIES OF COMPLETING THE REGISTRATION
FORM TO EDWIN F PRINCE REGISTRATION ANALYST, HOUSEHOLD
ECONOMIC RESEARCH

BRANCH AGRICULTURAL RESEARCH SERVICE US DEPT OF
AGRICULTURE WASHINGTON DC

NATIONAL INSTITUTE OF ANIMAL AGRICULTURE

SIXTH ANNUAL MEETING

APRIL 19 AND 20, 1956

PURDUE UNIVERSITY
LAFAYETTE, INDIANA



EXECUTIVE COMMITTEE

HARRY J. REED
Chairman

KARL D. BUTLER
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P. O. WILSON

TRUE D. MORSE

HOMER DAVISON

CLAUDE HARPER
Treasurer

April 25, 1956

Robert Shank, M.D.
Professor of Medicine
Washington University
St. Louis, Missouri

Dear Dr. Shank:

Again, we want to thank you for your fine contribution to the success of our annual conference.

I think you probably realize that our organization is short on finance but long on service. And although we cannot send you the honorarium you deserve for your fine address, we do want to pay your expenses. Therefore, will you kindly inform us regarding the approximate amount of your expenses? You do not need to send a detailed account of plane or train fares, meals and other travel expense.

It is our hope - that because of your association with the Institute - we have stimulated your thinking about animal agriculture, and that you will have a continued interest in the progress of our organization.

I shall look forward to hearing from you in the near future.

Sincerely yours,

H. J. Reed, Chairman
NIAA Executive Committee

HJR:emf

April 14, 1956

Dr. H. J. Reed, Chairman
NIAA Executive Committee
National Institute of Animal Agriculture
Purdue University
Lafayette, Indiana

Dear Dr. Reed:

I am enclosing a first and short draft of the presentation which I will make at your conference next week.

As I indicated in my phone call yesterday, I shall plan to arrive at Indianapolis on TWA Flight #415 on Thursday, April 19. This flight is due in at 10:12 p.m. I hope that this will not too greatly inconvenience whoever is to meet me.

You have asked for biographical information. Some of this is listed below:

M.D. Washington University, 1939
Research Assistant and Assistant Physician, Rockefeller Institute for Medical Research, 1941-1946
Associate Member Division of Nutrition and Physiology, Public Health Research Institute of the City of New York, 1946-1948
Danforth Professor of Preventive Medicine, Washington University, St. Louis, 1948-present.

My research activities have been primarily in the field of nutritional disorders and diseases of the liver. Memberships include; American Board of Nutrition, Food and Nutrition Board - National Research Council, Chairman of the Committee of Dietary Allowances of that Board, Surgeon General's Committee on Metabolism, Associate Editor of Nutrition Reviews. I hope that this will be sufficient information.

Sincerely yours,

Robert E. Shank, M. D.
Danforth Professor of
Preventive Medicine

NATIONAL INSTITUTE OF ANIMAL AGRICULTURE

SIXTH ANNUAL MEETING

APRIL 19 AND 20, 1956

PURDUE UNIVERSITY
LAFAYETTE, INDIANA

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information
Apr. 24/11*



EXECUTIVE COMMITTEE

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HOBART CREIGHTON

P. O. WILSON

TRUE D. MORSE

HOMER DAVISON

CLAUDE HARPER
Treasurer

April 5, 1956

Robert E. Shank, M.D.
Danforth Professor of Preventive Medicine
Washington University
St. Louis, Missouri

Dear Doctor Shank:

Thanks for your letter of April 3. I know you are going to enjoy participating in this conference and I sincerely hope it will be possible for you to arrange your schedule so that you will be able to attend some of the sessions on Thursday. However, if you are unable to leave the Federation meetings until a late hour, I am sure we could arrange to have someone meet you at the airport Thursday night and bring you to Lafayette. It is my guess you would get more rest than if you would have to take the early bus on Friday.

We will have a slide projector available for your use and I shall be happy to assign someone to assist you. Usually our speakers use about forty-five minutes; however, I feel that you will have as much as one full hour if you care to use that much time.

You will note on the attached program that you and Mr. Barlow are the only two speakers for the morning session. You will also be interested in knowing that Mr. J. D. Sykes, Vice President, Ralston Purina, St. Louis, will serve as chairman of this session.

Will you please remind your secretary that we are anxious to have your biographical data for publicity and introductory purposes?

If you do not have time to get a completed manuscript to us by April 16, we shall be happy to get some kind of a draft.

Sincerely yours,

H. J. Reed, Chairman
NIAA Executive Committee

HJR:e

April 3, 1956

Mr. Harry J. Reed
Chairman of the Executive Committee
National Institute of Animal Agriculture
Purdue University
Lafayette, Indiana

Dear Mr. Reed:

I shall be pleased to speak on April 20th at the morning session of the National Institute of Animal Agriculture. In discussing the possibility of my participating in the program with Dr. Butler, it was not stated how long a period you proposed to assign to my talk. I am assuming that what you desire is something approximately thirty minutes in length. If this is not correct, I would appreciate it if you would let me know at an early date.

It would be my plan to utilize slides of approximate size $3\frac{1}{2}$ " x 4". Would such a projector be available? I do not know at this time whether I will be able to get a completed manuscript to you by the date of April 16th, but if I am unable to do that, I will get some kind of a draft to you.

In terms of my travel plans, I have run into some difficulties. I shall have to travel to Purdue from the meetings of The Federation of American Societies for Experimental Biology in Atlantic City. Since the program of the Federation has not yet been published and we have a paper to appear on that program, I must currently plan my departure at as late an hour as possible. This would mean arrival in Indianapolis on TWA Flight #11 at 10:24 P.M. on April 19th. According to information available here, I would probably have to remain in Indianapolis during that night, taking a bus which leaves Indianapolis at 6:15 A.M. and arrives in Lafayette at 8:07 A.M. on April 20th. When the programs of the Federation are available and if our paper is to be on Monday, Tuesday or Wednesday of that week, I would plan to change this schedule for earlier arrival in Lafayette.

April 3, 1956

Page 2.

Therefore, I would like to request that you hold a reservation for me at the Purdue Club for the night of April 19th until my plans are further established.

Sincerely yours,

Robert E. Shank, M. D.
Danforth Professor of Preventive
Medicine

NATIONAL INSTITUTE OF ANIMAL AGRICULTURE

SIXTH ANNUAL MEETING

APRIL 19 AND 20, 1956

PURDUE UNIVERSITY
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TRUE D. MORSE

HOMER DAVISON

CLAUDE HARPER
Treasurer

March 27, 1956

Dr. Robert Shank, M.D.
Professor of Medicine
Washington University
St. Louis, Missouri

Dear Dr. Shank:

I am delighted to learn that you will address the Sixth Annual Conference of the National Institute of Animal Agriculture on Friday morning, April 20. We are anticipating the best conference to date and we shall be very happy to welcome you to our campus.

Since I am not sure that Dr. Butler sent you copies of the Proceedings of past conferences, I am having them sent under separate cover.

The general meetings of the conference will be well attended by press and radio people; and, if our past experience is any criteria, we may expect a great demand for copies of speeches immediately following each session. Thus, it would be very helpful to our information office if you could furnish us with a copy of your talk a few days in advance of the conference. It would be fine if we could have it by April 16 or 17. In addition to your manuscript, will you kindly have your secretary send us biographical information that can be used for introductions?

Also, will you please furnish us complete information regarding the time you expect to arrive in Lafayette and how you will travel? A room has been reserved for you in our Purdue Union Club for the night of April 19.

If you have any questions or if I can be of any help to you, please feel free to call me.

Sincerely yours,

H. J. Reed, Chairman
NIAA Executive Committee

HJR:e

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Research Service
Washington 25, D. C.

MAR 2 1956

TO: Reviewers

FROM: Household Economics Research Branch, ARS

SUBJECT: Revised draft of "A Daily Food Plan"

Earlier you were invited to review a manuscript of a proposed publication "A Daily Food Plan." At that time copies were sent to members of the Food and Nutrition Board of the National Research Council, the Interagency Committee on Nutrition Education and School Lunch, the Department of Agriculture's Food and Nutrition Advisory Committee and Home Economics Research Advisory Committee, as well as to interested staff members of Home Economics Research of ARS. The suggestions received were considered in preparing the attached revised draft.

Several major changes have been made in the manuscript. These include:

1. A foreword has been added to explain the need for and the purpose of "A Daily Food Plan" and to state more specifically the audience for whom intended--nutrition workers, etc.
2. Both "points"--formerly alternate values--and actual nutrient values in conventional units such as milligrams have been used to show how selected foods compare as sources of certain key nutrients.
3. Graphs have been included to illustrate the share of the daily recommended allowances (average adult) provided by the minimum servings suggested from each food group.
4. Discussion of each food group has been expanded to include more detailed information about the nutritional contribution of the group.
5. A discussion of calories, iron, riboflavin, thiamine, and niacin--nutrients not stressed in connection with a particular food group--has been added.
6. The expansion of the text has eliminated some detail from the Appendix. More information on use of the plan has been added.

We are interested in your reaction to these changes and to the manuscript as a whole. Suggestions received at this time will be considered in preparing the final draft for publication. We should like to receive your comments, written directly on the manuscript, not later than March 26, 1956. Please return to:

Esther F. Phipard
Household Economics Research Branch
Agricultural Research Service, USDA

STRAIGHT WIRE

March 5, 1956

KARL D. BUTLER
306 EAST STATE STREET
ITHACA, NEW YORK

I SHALL PLAN TO BE PRESENT AND TO SPEAK ON THE
TOPIC "SIMPLIFYING THE NUTRITION STORY" ON APRIL 20

ROBERT E. SHANK, M.D.

Karl D. Butler
P. O. Box 521
306 East State Street
Ithaca, N. Y.

March 1, 1956

Dr. Robert Shank
Professor of Medicine
Washington University
St. Louis, Mo.

Dear Dr. Shank:

Please find attached sample copies of Proceedings of the National Institute of Animal Agriculture. Also, I am sending a copy of the tentative program.

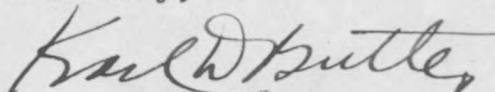
We are planning for you to appear on the program as indicated during the morning session, April 20. We could move your address to the second or third spot in this session if that would fit your schedule better.

This is an important leadership meeting, and we do hope you will find it possible to be with us. I don't think I can add anything to what I said by telephone, which in essence was that we would like to have you outline the work in progress and make suggestions as to how the nutrition story might be more simplified so that it would have greater impact.

Surely hope we will have a favorable reply from you soon.

With kindest regards,

Sincerely,



Karl D. Butler

KDB:DS

SIXTH ANNUAL CONFERENCE OF NATIONAL INSTITUTE OF ANIMAL AGRICULTURE
PURDUE UNIVERSITY ---- APRIL 19-20, 1956

"CAN WE CONSUME WHAT AGRICULTURE IS GEARED TO PRODUCE?"

APRIL 19, 1956

OPENING SESSION
LUNcheon - 12:15 p.m.

CHAIRMAN: Dean Harry J. Reed, School of Agriculture, Purdue University

REPORT FROM ASSEMBLY: Dr. Herrell DeGraff, Babcock Professor of Food
Economics, Cornell

"THE EFFECT OF GOVERNMENT PROGRAMS ON AGRICULTURAL PRODUCTION"

Earl Butz, U. S. Department of Agriculture, Washington, D. C.

AFTERNOON SESSION

CHAIRMAN:

"CAN WE EXPORT OUR FARM PROBLEM?"

Ernest P. Baughman, Assistant Vice President, Federal Reserve Bank of Chicago

"AGRICULTURE IN OUR EXPANDING NATIONAL ECONOMY"

BANQUET

CHAIRMAN: Karl D. Butler, Farm Counselor, Avco Manufacturing Corp., Ithaca, N.Y.

"MUST AMERICAN AGRICULTURE BE A CONTROLLED INDUSTRY?"

ENTERTAINMENT: Purdue Glee Club

APRIL 20, 1956

MORNING SESSION

CHAIRMAN:

"SIMPLIFYING THE NUTRITION STORY"

"WHY PEOPLE EAT WHAT THEY DO"

Walter Barlow, Vice President, Opinion Research Corp., Princeton, N. J.

"ANIMAL AGRICULTURE AND THE FAMILY FARM"

Wheeler McMillen, Vice President, Farm Journal, Philadelphia, Pa.

LUNCHEON SESSION

CHAIRMAN:

ADDRESS: Dr. F. L. Hovde, President of Purdue University

"RESUME AND WHAT'S AHEAD"

Dr. Herrell DeGraff