

**National
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BULLETIN**

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**SILENT
VIOLENCE**

— Page 13 —

ARE HEALTH CARE PRIORITIES BACKWARDS?

"Every time a patient gets sick, the doctor earns something. The health care delivery system must be turned around so that doctors are rewarded for prevention and early treatment," says prominent researcher.

WASHINGTON REPORT:

**NATIONAL FLUORIDATION BATTLE SHIFTS
TO HOUSE OF REPRESENTATIVES**

THOU SHALT NOT COVET MY CHILD'S PURSE

*Excerpts from the testimony of Robert B. Choate
before the Federal Trade Commission*

**SOFT DRINKS' LABELS AND INGREDIENTS —
TARGET OF CRITICS**

A review of a \$5 billion-a-year industry

Dedicated to the Protection of Health Freedoms

THE NATIONAL HEALTH FEDERATION BULLETIN

Protection of Health Freedoms

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The Bulletin serves its readers as a forum for the presentations and discussion of important health issues including the presentation of minority or conflicting points of view, rather than by publishing only material on which a consensus has been reached. All articles published in the NHF Bulletin—including news, comments and book reviews—reflect the individual views of the authors and not necessarily official points of view adopted by the Federation.

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Health Care Priorities Backwards Says Researcher

Incentives in health care services are all backwards, a former nuclear physicist who turned to health science research says. This was the opinion expressed by Dr. Walter McClure, a researcher for the Institute for Interdisciplinary Studies in Minneapolis.

"The health care industry, the provider of services, is rewarded for sickness, not health," he said. "Every time a patient gets sick, the doctor earns something. The doctor who prevents a patient from getting cancer is not rewarded, but rather, the surgeon who performs the operation to remove the cancer.

"There is a lot of indirect evidence which suspects over-doctoring of many of our people while there is under-doctoring of others. When there is a lot of money flowing towards the high-style expensive services, then needed primary care gets de-emphasized."

McClure observed that the health care delivery system must be turned around so that doctors are rewarded for prevention and early treatment. "We can exhort, but this will not change the current system," he said, "as long as the system generously rewards dramatic secondary treatment, such as major surgery, to the neglect of equally important but less dramatic primary care."

In an interview while he was in San Diego, Dr. McClure said socialized health programs such as in England and Sweden have "proven a disaster in the delivery system." It has become a disaster, he said, because under the systems, the health care industry has become the real beneficiary of the programs, not the patient.

He said an alternative must be found and that health maintenance organizations "in competition with each other may be the answer." He said that through no fault of its own, the medical profession has become highly specialized and "no longer treats the whole person."

McClure said the Kaiser Plan is an example and a prototype of the total delivery system and that a group of doctors formed the Foundation in California to provide total health maintenance.

The way it works is that they have a prepayment plan. They have a fixed budget," he said. "They must decide on the best way to spend those funds to return a profit." He said prepayment also can encourage improved quality care because there is an incentive to do preventive and good primary care to avoid serious and expensive illness. ●

Critics Assail Soft Drinks' Labels and Ingredients

This excellent review of the soft drink industry and their products is reprinted from THE WALL STREET JOURNAL. Though soft drinks have been subjected to growing criticism in recent years, the sales continue to mount. Industry sales now exceed \$5 billion a year and the average American, last year, drank 363 eight-ounce glasses of these portions. The impact on the nutrition and health of the American people by these nutritionally deficient beverages must not be underestimated. You will find this objective report both revealing and interesting.

Coca-Cola Co. thought it had a dandy idea — a carbonated fruit drink especially formulated for kiddies. The company named the product "Sugar Bush" and enthusiastically started to test-market it. But suddenly, Coca-Cola yanked the product off the market. Executives discovered the drink was fermenting on the shelves.

A company official says the beverage "still looks very promising" — if only science can find a way to keep it from threatening to get those tots tipsy.

Even if that problem is solved however, others will remain. For fermentation is only one of the problems that the booming soft-drink industry is encountering with its ingredients. The burgeoning consumer movement, which has always found some fault with most soft drinks, now is attacking the industry as never before. The critics

charge that the industry keeps its ingredients unduly secret and that some of these ingredients may be a threat to health. Most of the drinks provide "empty calories" that depress the hunger for really nutritious foods, the consumer advocates add.

Indeed, last year the Food and Drug Administration limited the use of brominated vegetable oil, a chemically treated oil that helps make "cloudy" soft drinks look cloudy. Critics want the ingredient banned entirely. They point to Canadian research showing that when over a short period, it damaged the liver, heart, kidneys and spleen.

The industry, which in general, says the criticism is overblown, fears further problems. One of consumer advocate Ralph Nader's research groups is working on a project called "The Food Corporation and the Child," a study of how

soft drinks and "snack" foods nutritionally affect youngsters. "The consumer will be putting more and more pressure on the soft-drink manufacturer," predicts Esther Peterson, a former government consumer leader who is currently adviser to Giant Food, Inc.

Ironically, the growing criticism of soft drinks comes at a time when the public likes them more than ever. Americans drank an average of 363 eight-ounce glasses of these portions last year—a per capita figure 88% more than a decade earlier. Drinks ranging from Afro Kola ("The Taste of Freedom") to Mother Fletcher's Sooper Joose crowd the grocery shelf. Nowadays, many Americans, especially in the South, drink Coca-Cola or Pepsi-Cola at breakfast.

Industry sales now total more than \$5 billion a year. At Coca-Cola, the industry leader, both sales and earnings nearly doubled in the five years through December 1970.

But industry executives acknowledge consumer movement, right or wrong, poses a real problem for them. Take labeling, the cola makers especially love to point out how their "secret formulas," known only to a few trusted hands, are locked away in safe deposit boxes. At Pepsi-Cola Co., a unit of PepsiCo., Inc., even the president says he isn't privy to the secret. But the mystique of secrecy enrages the consumer movement.

With criticism mounting, Coca-Cola and other makers late last

year voluntarily agreed to list their major ingredients. This followed a protest from the Law Students Association for Buyers Education in Labeling, a group of activist George Washington University law students in Washington, D.C.

But the gesture didn't appease most critics. Some complain that the new labels won't tell the consumer that most soft drinks he buys are 90% water and sugar. The critics want exotic ingredients listed, right down to the last traces of ammoniated glyeyrhizin, sodium etabulfite, methylcellulose and 80 other chemicals that are used in one drink or another.

Critics are also worried about brominated vegetable oil (BVO). Until last year, Fresca and Orange Fanta (made by Coca-Cola), Mountain Dew (made by Pepsi-Cola) and certain other "cloudy" drinks used up to 200 parts of BVO per million. Then the FDA took the chemical off the list of products "generally recognized as safe" and limited its use to 15 parts per million pending further study.

Dr. Pepper Co. and Canada Dry Corp., a division of Norton Simon Inc., have since reformulated their cloudy drinks to use another emulsifier. But other makers are still looking for a substitute—and using BVO in the meanwhile. These concerns contend that evidence against BVO is still far from conclusive.

Angry critics also point to the caffeine in cola drinks. Unknown to many buyers, this caffeine may

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total as much as 45 or 50 milligrams per eight-ounce glass, compared to 100 milligrams for a cup of coffee and 110 milligrams in a typical "stay awake" tablet.

In a review of caffeine research for a soft-drink concern, Dr. Murray E. Jarvick says: "Although caffeinated (soft drinks) provide a lift that refreshes and fight fatigue fairly well, they produce a tremor, insomnia, gastro-intestinal disorder and possible cellular damage to the drinker or unborn fetus." Dr. Jarvick, who is professor of pharmacology at New York's Albert Einstein College of Medicine, also contends the caffeine "may play a role in death from cancer or heart stoppage."

Industry executives reply that the research to date is extremely limited and preliminary. They maintain that the caffeine in their drinks is safe at its present levels.

In general, industry executives don't maintain that their colas are good for people. But they vigorously contend that the drinks aren't bad for people nutritionally. Here again though, the consumer movement disagrees. An eight-ounce glass of Cola, they say, fills the drinker with 80 so-called empty, or non-nutritional calories. "Soft drinks are just tasty garbage," asserts Michael Jacobsen, a consumer advocate.

The National Soft Drink Association claims in its pamphlet, "Liquids for Living" that "carbonated soft drinks actually aid digestion and thus stimulate the appetite,"

(presumably for nutritional food). On the other hand, the sugar industry's diet-hint ads urge chubby people to "have a soft drink before your main meal." The reason: "You can spoil your appetite by eating something with sugar."

Partly in response to criticism, the soft-drink producers are making some moves that consumer advocates applaud. The industry is now promoting returnable bottles and anti-liter campaigns. Pepsi-Cola is currently test marketing a soybean-based protein drink in South America. And in Surinam, Coca-Cola is also testing a nutritional drink called "Samson." These drinks are designed to supplement the diets in countries where malnutrition is common.

If demand developed, soft-drink producers could develop nutritional soft drinks for the U.S. market. Industry leaders say that so far, American buyers have shown little interest in soft drinks that are "good for you." Indeed, the industry here has flourished despite decades of warnings that soft drinks foster tooth decay.

"We'd be hard pressed to sell as much Pepsi as we do if we sold it as a health drink," says Victor Bonomo, president of Pepsi-Cola. In any event, FDA regulations bar soft-drink makers from fortifying their current drinks here. But Mr. Bonomo adds that if the public and FDA changed their attitudes, "we could add vitamins tomorrow without too much trouble." ●

Thou Shalt Not Covet My Child's Purse

Excerpts from the testimony of
ROBERT B. CHOATE
Before the Federal Trade Commission

Following are pertinent excerpts from the lengthy testimony presented before the Federal Trade Commission on November 10, 1971 by Robert B. Choate, Chairman of the Council on Children, Media and Merchandising.

The pre-reading child, the primary student, and the soon-to-be teenagers represent a new frontier to the hardsell advertisers of the United States. Their excesses of the past two decades invite the Federal Trade Commission not only to establish a special staff on trade practices towards children, but also to suggest a whole new group of standards and regulations.

Those who advertise to children—for the purpose of selling to them or through them—inescapably also are advertising to the child the ground rules of the private enterprise system. Today's child has learned more about Madison Avenue's techniques than about the economists' dream; in the process, according to Professor Scott Ward of the Harvard Business School, he has become a skeptic at the age of ten. Can we really expect children to support our economic way of

life while we exploit them from the age of two as we do?

The principal media for advertising to children are comic books, youth magazines, back-of-the-box coupons, school displays, package inserts, radio and, of course, television. The principal objects advertised to children for their own use are toys; edible products, especially breakfast cereals and beverages; sports hero items; phonograph records; moneymaking bonanzas; and vitamin pills. Certainly there are many worthwhile products for children, and more than a handful of ethical advertisers, but the immoderate, misleading and often fraudulent sales patterns found in this country beg for special FTC action.

Toys and Cereal Boxes

The back-of-the-cereal-box campaign goes unrecognized as the indoor billboard of the United States. The Cereal Institute recently estimated that 900,000,000 backslides were shown to Americans each year. That is the equivalent of 30,000,000 full page newspaper ads or 500,000 billboards aiming a message at your child. Small wonder four cereal producing companies

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have bought at least seven toy companies. Small wonder they are using the fantasy world of toys to inveigle your child into wanting their super-sweet products. It must be remembered that the premium does give the food company a means of advertising its low quality food products without mentioning their nutritional worth. The bribing of children to buy a foodstuff based on a toy's appeal and the persuading of parents through exhortation to the children cannot be said to strengthen nutritional awareness.

Television and Edibles

Television has by far the greatest punch in portraying edibles to children. [I submit to you a graph that] shows the types of products advertised to children during a week of network children's programs. You will note that over 50% of the ads are for edible products. [Another graph] shows which edible products are advertised on network children's programs. The graph shows that 92 cereal ads and 50 ads for candy, cookies and soft drinks were directed at children that week by the three networks. An additional 20 ads pushed snack foods and drive-in restaurants, but there were no ads for vegetables, milk products, meats or fruits, at least on network TV.

The Food and Drug Administration has no responsibility for the advertising of food products, but they are responsible for the labeling of foods. Born of the 1969 White House Conference on Food,

Nutrition and Health, the FDA has contracted with the National Academy of Science/National Research Council to provide the proper guidelines for nutritional content of certain classes of foods, such as frozen dinners, main dishes, ready-to-eat cereals, etc. The FDA, in seeking to placate the food industry, has become incapable of mandatory guidelines on anything. A national nutrition labeling plan administered by FDA under a voluntary compliance philosophy will have no impact, particularly if the advertisements of the foods can contradict the label claims. A label which carefully spells out the protein provided by a certain food will have little educational impact if the ad for that same food boasts of "giant size protein." Cheerios, by General Mills, is a case in point. It has been considerably fortified with vitamins and minerals over the past year, but it still does not provide sufficient protein to (1) make one's muscles bulge or (2) give one the power to chase elephants and rhinoceroses. Yet the advertisement on television shows just such things occurring.

I have spoken of Libby Frozen Dinners, and they provide another example of the contrast between promise and delivery. Libby's Safari Supper, Sundown Supper and Pirates Picnic are the subject of a frantic advertising campaign aimed at children. The ads avoid nutritional descriptions of the product. I asked the Department of Agriculture for a nutrient analysis of the dinners, on the assumption that

they would contain over 2% protein and thus fall under the purview of USDA; but USDA had never heard of them. I went to FDA and was told that their guidelines for composite dinners would NOT include children's dinners and that they did not know the nutrient content of the Libby meals. I also contacted Libby, both by letter and by telephone. Dr. James Albrecht, Director of Research, stated that while they were very nutrient conscious, Libby would make no nutrient level decisions until FDA acts. Thus we find a major advertising campaign aimed at kids, selling a meal of unknown nutrient value.

This stalling and indecisiveness on the part of NAS/NRC and the FDA leave the food industry completely free to describe their products on television commercials in almost any fashion they see fit. This will continue to be true until you, Mr. Chairman, take some action to correct it.

Mr. Chairman, it is time that you acted on the advertising of energy, of sugars, of proteins, of super-fortified items, and in general on all edible items advertised to children.

Calories are a case in point. Calories are a measure of heat or energy. Most foods have a calorie content, and some foods like sugar have almost exclusively a calorie content. Sugar contains no vitamins, minerals or protein. Yet the term energy is often used in current advertising as though it referred to the quality of nourishment to be obtained from a food.

Protein is another word loosely used in current practice. Some decision needs to be made on whether the ad-makers should continue to promise "protein to build strong bodies" when, in fact, the available protein in the product may not contain all the necessary amino acids. There are tests which can indicate the worth of a grain or legume protein, as a fraction of egg or milk-derived proteins.

The Vulnerable Consumer

A moderate TV-watching child views over 5000 commercials for edibles every year. You have only to talk to the mothers in the supermarket aisles to learn how effective is the sponsor's persuasion of their children. Children's advertising makes a mockery of your previous witnesses' testimony that their messages cannot create a want.

At least 8 of the heavily-advertised children's breakfast cereals have sugar as their primary ingredient, and nine out of ten advertisements of edibles to children stress sugar, sweetness or "sparkle." In its repeated hammering on a single theme, the sugar campaign resembles the now-outlawed cigarette campaign. It was not the individual cigarette ad that threatened the nation's health; it was their combined impact.

Dr. Jean Mayer believes that our knowledge of sugar's deleterious impact upon the body is about as far advanced now as was our knowledge of fats in the late fifties. Sugar and sucrose are very bad for

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a youngster's teeth. The terrible state of our nation's dental health is indicated by the fact that for every 100 Army inductees, there are 106 teeth to be pulled, and 600 cavities to be filled. The constant advocacy of sugar to those in the age group 2-12 years cannot help but undermine the cautions of any parent and cannot help but incultate in the child an urge to sweeten almost every food he eats. There are some signs that Western man's high sugar intake is creating a larger group of us who reveal a vulnerability to diabetes. I hold that this Commission must act on the mass advertising of edible products, as well as on the individual ads, and sugar advertising should head the list.

I hold that since 1945 television has become an additional parent in the home. In homes where the television is the second parent, it is of particular influence since it often plays the role of babysitter. In families where two real parents are present, television still represents the equivalent of a salesman being permitted to come through the door twenty times per hour, half the time with sweets in hand. The argument was put very clearly by Dr. John Condry of Cornell University on November 8:

"In the long run, the problem of rearing children to be responsible cannot be helped by these manipulations [in advertising]. Parents, already overburdened in terms of a lessening of other responsible influences in the child's

life, are forced to counteract the effect of dishonest and manipulative ads and to watch their children grow increasingly materialistic in the face of a massive bombardment of commercial messages telling them that they 'need things that are, in fact, unnecessary and that certain things are good for them which are, in fact, not good at all, given the range of possibilities."

The Free Enterprise Marketplace

Whenever the industries fear that some regulation is about to be proposed, they seem to respond in chorus that the free enterprise system is being threatened. I have never felt that any aspect of American life was truly free if it could be exercised only by the rich and the powerful. The poor and the ignorant have a right to demand freedom from coercion, freedom from misinformation and freedom from intense pressure on their children to squander the family's hard-earned dollars.

Conclusion

The advertiser's mad pursuit of your child and mine, particularly on television, brought FCC Commissioner Nicholas Johnson to compare that medium with the child molester that offers candy and sweets to the unsuspecting. He is not far wrong, Mr. Chairman. You and this Commission can take the lead, bring the FCC and the FDA into the effort, and tightly restrain the country's merchants from coveting our children's purse. ●

Washington Report

By CLINTON R. MILLER
NHF Legislative Advocate

National Fluoridation Battle Shifts To House

The Senate passed "The Children's Dental Health Bill of 1971" which we had suggested should have been called *The National Fluoridation Act of 1971* (see October, 1971 *NHF Bulletin*). The vote was 88 in favor with only 1 opposing vote. Now, the crucial battle is to be fought in the U.S. House of Representatives.

Since the Kennedy-Magnuson bill (S-1874) received such an overwhelming approval by the Senate, it will be a miracle if NHF members and friends can defeat it, or even slow its progress in the House. Senator James B. Allen (D-Ala.) was the only Senator who voted against the bill in the Senate. There is an indication we will do somewhat better in the House but much, much work must be done if we are to succeed in killing the so-called fluoridation section (Section 1002) of S-1974 before it is passed in the House. Even if we should succeed and the bill passes in the House without Section 1002, the final form of the bill would then be worked out in a conference between the ranking members of the Senate and House Health Sub-

committees. They *could* vote to retain Section 1002 even though it was deleted in the House version.

But first, some good news! We have a *tentative* (and I emphasize the word, *tentative*) commitment from the chairman of the House Health Subcommittee, Representative Paul Rogers (D-Fla.), that the fluoridation provision will be deleted when it comes up for consideration before his subcommittee. NHF was first notified of this encouraging news in a letter, on January 24th, from Rep. John G. Schmitz (R-Cal.) who wrote as follows:

Dear Mr. Miller:

Thank you for sending me the statements of six of my constituents opposing the fluoridation provision in S. 1874, The Children's Dental Health Act, as passed by the Senate last year. I have received many of these letters in recent weeks. I am sure you know that you can count on my strongest opposition to this measure, which is now before the Interstate and Foreign Commerce Committee. The committee staff

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assures me that the fluoridation provision will be completely removed before any action is taken on this bill, and I intend to hold them to their word.

I send my kindest regards and best wishes.

Sincerely yours,
John G. Schmitz

From the other side of the aisle, we find four Democrats who are unafraid to take a strong stand against fluoridation. They are:

John Rarick (D-La.)
Walter S. Baring (D-Nev.)
James J. Delaney (D-N.Y.)
John F. Seiberling (D-Ohio)

Representatives Baring, Delaney, and Rarick have fearlessly declared their opposition to federal funds being appropriated to promote fluoridation of municipal water supplies for many years. During this Congress, they have been joined by a first-termer, John Seiberling who has already endeared himself to NHF members by leading a successful fight in the House of Representatives to force the United States Public Health Service to complete and publish the first national nutritional survey made in the U.S.

Rep. Seiberling wrote the following letter to one of his constituents:

Dear Mr. Piazza:

Thank you for your recent letter concerning fluoridation.

I am strongly opposed to fluoridation of public water supplies, and will definitely oppose any provisions to that end in S. 1874. The

Children's Dental Health Act of 1971, in the event it should reach the floor of the House for a vote.

Sincerely,
John F. Seiberling, M.C.

So much for the good news. The bad aspect is that the above five U.S. Representatives are just a little more than 1% of the House which has 435 members. We had 1% of the Senate's 100 members with us. We need 51% to defeat the fluoridation section on the floor of the House in the event it is not deleted by the subcommittee. The odds are astronomically against our NHF members and friends convincing 215 or more U.S. Representatives to vote against the fluoridation section of the House version of S. 1874. Yet, this is exactly what we must proceed to do in spite of the odds. We must make happen, the miracle it will take to convince 215 U.S. Congressmen that the United States Public Health Service, the American Dental Association, and dozens of other prestigious scientific associations are wrong when they endorse fluoridation of public water supplies as a "safe" and "effective" way to prevent tooth decay.

Our strategy is simple. First, we will concentrate our educative efforts on the members of the House Public Health and Environment Subcommittee, and especially on its chairman, the distinguished Rep. Paul Rogers (D-Fla.).

There are only 10 members on this powerful subcommittee and if we can convince 6 of the 10 to

vote against the fluoridation provision of The Children's Dental Health Act of 1971 and then to stand firm in a conference battle with the Senate which will surely follow such a victory for us in the House, we can hopefully avoid a showdown on the floor of the House.

These odds look far better. We already have one member of the House Health Subcommittee who will fight with all his might against the fluoridation section. He is the above mentioned Rep. John G. Schmitz. Thus, we need only five additional members of the subcommittee to vote with Schmitz, and to hold firm in conference. When we accomplish this, we will have made the miracle happen.

The ten members of the Public Health and Environment Subcommittee of the full Committee on Interstate and Foreign Commerce are as follows:

Paul G. Rogers (D-Fla.),
Chairman

David E. Satterfield III (D-Va.)
Peter N. Kyros (D-Maine)
Richardson Preyer (D-N.C.)
James W. Symington (D-Mo.)
William R. Roy (D-Kans.)
Ancher Nelsen (R-Minn.)
Tim Lee Carter (R-Ky.)
James P. Hastings (R-N.Y.)
John G. Schmitz (R-Calif.)

Now a bit of bad news is that one of the above, Rep. Tim Lee Carter (D-Ky.), has already introduced a bill in the House (H.R. 12591) which is identical to the one passed by the Senate and

which includes the objectionable fluoridation section which is now numbered Sec. 1102.

At the time this report is being written, I have not yet had an opportunity to interview Rep. Carter to determine how strongly he believes in and will fight to have Sec. 1102 retained in his bill. If he could be convinced to omit Sec. 1102 by NHF members in Kentucky and elsewhere in the U.S., we would have a great victory.

All NHF members should write ALL members of the Subcommittee above. For your convenience, NHF has prepared a packet of 10 form letters, one to be addressed to each of the above. We cannot include this packet in this NHF *Bulletin*, but will mail it to you upon receipt of 25c to partly cover our costs of printing and postage. As soon as you have received the packet of 10 form letters, sign and mail them. Order as many packets as you can get signed by friends and neighbors and then get them signed and mailed. Don't ever underestimate the power of NHF's form letters. They are carefully written and carefully read. It takes so little time and effort on your part, and it will make you feel so good to have helped create a miracle. NOTE: Order the form letter packet from our headquarters office, P.O. Box 688, Monrovia, California 91016.

Based on past experiences, we fully expect and anticipate that when the House hearings are held on this bill, we will be accorded

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much fairer treatment at the hands of Rep. Paul Rogers, committee chairman, than we received from Senator Ted Kennedy as Chairman of the Senate Health Subcommittee, who limited hearings to one-half day and refused to permit us to bring in our scientific experts to testify against the fluoridation section. (See the October, 1971 *NHF Bulletin*). In the past years, when we have had occasion to appear before the House Committee on Interstate and Foreign Commerce, often with witnesses to support our views, we have always been received by the entire staff of the committee with the utmost fairness, courtesy, respect, dignity, and with open-minded interest.

While we intend to focus most of our educative attention on Rep. Paul Rogers and his Subcommittee members, we must give an almost equal amount of attention to all other members of the House and Senate. The minute you receive a letter from any other U.S. Congressman, similar to the ones above from Representatives Schmitz and Seiberling, please forward them to me at 121 2nd Street, N.E., Washington, D.C. 20002.

A word of caution. A very friendly staff member on the House Health Subcommittee asked me not to "unleash" a flood of what he termed "crank" and "conspiracy" letters on the subcommittee. I assured him that NHF's opposition to fluoridation would be presented in the same dignified way we have presented our cases over the past ten years. He agreed that we have

been above reproach in our conduct. But he still felt that with fluoridation it seemed to be somewhat unfortunate for the opposition that some people were rude and crude in expressing their opposition. So it might be well here to remind our NHF members and friends that our rule in this and all NHF campaigns with Congress is TACK. This stands for *Treat Congressmen Kindly*. Our members are taught at conventions that we should NEVER threaten, NEVER scold, NEVER berate, NEVER be rude or crude BUT NEVER GIVE UP! If a Congressman doesn't agree with our point of view on fluoridation as quickly as we might want him to, don't insult him and close the door to future contacts on other bills which he might quickly support. 'Nuff said? •

In Memoriam

It is with sorrow that we received the news of the death of Dr. Bert W. Stratton of Detroit, Michigan, who passed away on January 5th, 1972. Bert was not only a long time personal friend of the management of NHF, but a dedicated worker for the cause.

We saw him last at the Chicago Convention at which time he related his determination to help build the Federation's membership, that it might accomplish more good.

We shall miss Bert, but the future growth of the Federation will be a tribute to his dedication.

Silent Violence

By CHARLES ORLANDO PRATT
Washington General Counsel

During the past quarter century, America has increasingly suffered health and welfare damage as the result of invisible and unrecognized silent violence brought about by the pollution of air, land, water and food.

Because of the economic power and undue influence of the chemical, industrial, military, food and drug industries on national and state legislation, and because of such influence on national, state and local administration of that legislation, the health and welfare interests of Americans have been forsaken or neglected.

Americans concerned with the health and welfare of our citizens must realize that government officials in high regulatory positions have been, are, and may always be captives of the industries they regulate. This being so, informed, concerned Americans must unite to persuade congressional and legislative bodies to amend or enact effective environmental laws to save

America. If this procedure fails, Americans must unite and utilize the last resort for environmental protection; and that is seek relief in the State and Federal Courts.

Young People Well Aware Of Our Environmental Hazards

However, we must not be discouraged because the health and welfare of all Americans can and will be protected by the young people of America, who now realize the dangers to life itself, which dangers result from pollution due to the ruthless pursuit of wealth and economic power. The young people of America, with help and guidance of concerned citizens and health oriented organizations, are doing and will continue to do under the law that which is necessary to rectify our present situation.

It is the responsibility of the minority of concerned young people and of the mature and informed older people in America to exercise

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cise their constitutional rights, under the law, to bring about effective environmental protection legislation in Congress, the state legislatures and in local governments. By so doing, the minority will not have perverted the concept of democracy. Under the Constitution of the United States, the rights of the majority in our country are limited by guarantees to the most humble individual. For example, local officials cannot legally prohibit free speech, free press or free assembly. Such officials cannot close a church or deny equal rights to all citizens even if, at that moment, it happens to be the majority will. The officials cannot take action against the most humble individual without the use of "due process of law," as set forth in the United States Constitution and in all State Constitutions.

Many Common Standardized Foods May Contain Unlisted Deleterious Additives

There is no official voice, however faint, to tell Americans that the processed foods, standardized foods, or the convenience foods contain numerous additives and ingredients not listed on the labels of the products, which ingredients or additives might be dangerous to health, or even deadly. This includes also fish poisoned with mercury and processed fish products like fishcakes or fishsticks.

There is no official voice to tell the mother that the baby foods

she buys for her child contains additives, artificial sweeteners and chemical preservatives, which have been found to be dangerous, deleterious and toxic.

There is no official voice or printed word to tell a sick patient, or his or her loved ones, that the untested serum used in the case of blood transfusions in hospitals may be infected with dangerous and sometimes deadly disease.

There is no official voice or printed word to tell the doctor about the dangerous side effects of the drugs, including the "pill," which he prescribes in good faith to his patients.

There is no official voice or word to tell the American, wherever he is, that the air he breathes is dangerously contaminated with silent and invisible poisons, and sometimes deadly chemicals, in concentration far beyond human physical tolerance.

The Hazards Of Nuclear Power Plants

There is no official voice or printed word to tell the average American about the threat to health and safety posed by nuclear power plants. Those plants can experience a catastrophic accident, which could result in the death and injury of tens of thousands of people almost instantaneously. Research has revealed that this tragic liability has been recognized for sometime by the United States Atomic Energy Commission, by the Power Utilities Corporations and by the

appropriate officials of state governments.

In regular operation, nuclear plants sometimes discharge invisibly and imperceptibly low-level radiation. There is no official voice or printed word to tell the Americans that there is *no safe dose* of such radiation, however small. Some informed and recognized independent scientists maintain that such radiation causes death from cancer and leukemia, infant mortalities and genetic damage.

In regular operation of nuclear plants, large quantities of high-level radioactive wastes are produced. These wastes are long-lived and extremely toxic. They must be transported. This is done in secret and in silence over our public highways, through our streets and on our railroads running through our towns, villages and cities. These radioactive and deadly wastes must be stored in perpetuity some place, possibly in an abandoned salt mine as suggested by the chairman of the Atomic Energy Commission. These radioactive wastes must be stored in some manner now unknown and yet to be decided.

There is no official voice to whisper to Americans to tell them of known implications of danger to human and animal health from the use of antibiotics, chemicals and drugs in poultry and animal feeds. These poisons are retained in the poultry and animal meat which Americans eat without realizing the danger.

Poisons In Our Air, Streams and Fields

There is no official voice or echo in the hills to tell one of the poison in the air, on the plants and flowers, or in the streams placed there by the spraying of dangerous chemical insecticides and fungicides. In fact, some of the label and labeling of insecticides used in home gardens are silent about the known dangers, and sometime deadly, side effects to those who are using such sprays, or to those who are enjoying a family picnic where the sprays have been used.

There is no official voice, loud or low, to tell a child that the little brook or stream in which he is playing is polluted with dangerous chemicals, bacteria or other poisons.

There is no official voice or visible word to tell the American which one out of four over-the-counter drugs is safe and/or efficacious, based on the advertised (expressed or implied) therapeutic claims made for those drugs.

Public Outcry Necessary To Initiate Remedial Legislation

We have not only hope, but faith, that the young people of America will cry out effectively and sincerely to our government officials, especially to our Members of Congress and State Legislators, to urge or compel them to require that government regulatory agencies including, but not limited to, the Environmental Protection Agency, to reveal publicly and clearly the

(Continued next page)

full extent of the dangers of the unnecessary pollution of our air, land, water and food, and to take the necessary action to stop now that pollution.

So long as there are no official, government voices crying out to warn of the silent violence confronting us daily, organizations concerned with the health and welfare of Americans, such as The National Health Federation, must continue to function in our society, so long as they are free, to persuade the appropriate officials to pass the laws necessary to save America before the end of the century.

The protections in the Constitution of the United States came into being not to shelter only economic property interests, but to protect and promote the free play of ideas and the flow of meaningful information among a self-governing people.

It is my sincere belief that Americans will be willing to pay the price for a safe environment, when they are aware of the present dangers of the pollution of air, land, water, food and drugs.

NHF and Similar Organizations Essential

It is imperative that The National Health Federation and other like-minded organizations concerned with the protection of the consumers continue to take the necessary action to require our federal and state governments to stop the silent, secret and invisible vio-

lence against our health and welfare. It is mandatory to break the horrendous silence of government officials concerning the dangers to Americans and to our plant and animal life. These dangers caused by intentional or unintentional pollution in the name of so-called commercial or social progress must be made known to the people by the appropriate officials of federal, state, and local governments. •

BEQUESTS and GIFTS

BEQUEST IN WILL: Here is a suggested statement for the convenience of those who wish to incorporate into their wills a bequest to The National Health Federation:

"I give, devise and bequeath to The National Health Federation, a non-profit corporation, incorporated under the laws of California, with headquarters at Monrovia, California, the sum of..... (\$.....) (and/or property herein described) for its discretionary use in carrying out its general aims and purposes."

INSURANCE POLICY GIFT: For those who wish to name The National Federation as sole beneficiary, or one of the beneficiaries, in an insurance policy, it is suggested that you obtain from your insurance agent the necessary legal form or application for your signature, before witnesses if required. The following designation is suggested:

"The National Health Federation, a non-profit corporation, incorporated under the laws of California, with headquarters at Monrovia, California, the sum of..... (\$.....) for its discretionary use in carrying out its general aims and purposes."

MEMORIAL FUND: Should the donor desire to create a Memorial Fund in a will or insurance policy, state, after the sum of property described in the beneficial gift, that the fund is to be known and designated as the ".....(name)..... Memorial Fund."

NEW PERPETUAL AND LIFE MEMBERS

PERPETUAL MEMBERS

Virginia Robertson
Georgia and Leo Coffey
Ruth Frank
Ronald Phillips
Otto Acker
Jim and Kaye Droke
E. A. Reindl
Marvin Gatz
Violet L. Bugan
Stuart Wheelright
V. Earl Irons

LIFE MEMBERS

Gladys H. G. Wiedemann	Cleo Dozier
Leon Seher	Virginia S. Holmgren
William Carstens	Mr. and Mrs. Robert R. Thomson
Ethel Jacobson	George Harvey
Mildred Jordan, D.C.	Dr. R. E. and Frances Welch
Mrs. Heather Barr	Elizabeth Broadston
Dr. R. A. Reddell	Mabel Holdaway
Autumn Woods	Lucy Nazarian
All Diet's Health Foods	Paul Hayes Rossetti
Allan R. Bain	Mildred Cole
Helen Muessell	Edward Ethridge
Athleen Hittelman	G. B. Simpson, D.C.
Edward Engson	Edna Berken
Mrs. Thresa P. Church	John S. Pankratz
Frieda J. Childers	Mrs. John S. Pankratz
J. Kay Nelson	Dora and Mearl Ellison
Aaron and Gena Larson	Jane Slider
Miss Beulah V. Hightower	Robert E. Sharp, D.C.
Mrs. Judy Tucker	Adam and Eula Zalonka
Mrs. I. Barnett	Nelia M. Dossier
Mr. I. Barnett	Frank R. Shaw and Family
Mr. and Mrs. A. A. Dietemann	Mrs. Claude M. Niesen
Emma Hess	Ethel F. Larew
Ralph Adrian Keyes	Dr. Donald T. L. Ching
Emory W. Thurston, Ph.D., Sc.D.	Marleah F. Tucker
John C. Rogers	Richard C. Schneider
Ruth Curtis	Key Stone Associates
George Zirpoli	Mr. and Mrs. K. J. Jones
Mrs. Mary Matlat	Lenore Crockett
Mildred Savage	Mera Montgomery
Irving C. Elliott	Miss Delores Powlowski
Freda L. Schultz	Jesse H. Miller
Michael Seyler	Mrs. A. J. Pulfer
Marlene Seyler	Violet R. Pederson

(Received mid-January through mid-February)

THE FAMILY CIRCLE

By FRED J. HART

Chairman of the Board of Governors

The Annual West Coast Convention has come and gone. What a meeting it was. Attendance so large, there was not room enough. We have simply outgrown the convention facilities afforded by any of the Los Angeles hotels. To remedy this situation, the next annual convention will be held at the Anaheim Convention facilities adjacent to Disneyland. Admittedly, there are some disadvantages to this but the advantages far outweigh the disadvantages. Parking is available right at the door for only 75c per day instead of \$2.50; there are twelve motels and two large hotels within easy walking distance and with daily rates about one-half those at the Ambassador. In addition, there are several nearby restaurants with meals at reasonably low prices.

To overcome a possible transportation problem, the Federation is making plans for special busses to run from downtown Los Angeles to the Convention at regular intervals to carry those who do not have their own transportation. In addition, there is regular bus service from Los Angeles to nearby Disneyland.

In order to encourage chapter participation, the Federation is preparing a campaign to interest Chapters of the Federation to begin planning for special chartered busses to bring members to the convention. If a chapter plans for enough in advance, each bus load could be housed at one motel, which would promote fellowship with other members of the chapter.

I can well remember the time in the early days of the Federation, when, in planning for a convention, we would try to find a room for the meetings which would be small enough so that the small number attending would fill the room. Now, we are unable to find hotels with rooms large enough to take care of the crowds of people who attend. The Anaheim Convention facilities should take care of the Federation's growth for some time to come.

Mr. Howard C. Long, our competent and valued Vice President, is leaving The National Health Federation after nine years of devoted service. The Executive Committee reluctantly accepted the resignation of Howard Long so that he might accept the appointment to head the American Physical Fitness and Research Institute. The purpose of the

Institute is to bring to the American people the message of health and physical fitness. We wish Howard well and know that his efforts will indirectly or directly further the objectives of The National Health Federation and aid the public to move forward in bringing important information to the people regarding health and physical fitness. Howard, from all of us, CONGRATULATIONS!

The Federation is experiencing a most gratifying growth in membership. The Federation has reached the stage in its growth where it has become imperative that we spend greater effort on building local and state chapters. To this end, we have employed Mr. Larry Hutton to handle this phase of the Federation activity. There is more about Larry on another page of this issue. Larry is a very capable young man and will work hard to get local chapters established on college and high school campuses. In this new position, Larry will have charge of the membership activities of the Federation as head of the Membership Department of the Federation.

The Federation is moving forward. New bold and forward-looking plans are now being formulated to make the year 1972 a real year of action. These new moves being undertaken by the Federation will be enumerated in the next issue of the Bulletin.

We are sorry to report a legislative defeat—temporarily, at least. On February 8th, House Resolution No. 164 came on the floor of the House for vote. Although it made a good showing—216 votes in favor and 136 votes against—it failed to get the two-thirds majority vote needed for its adoption. We had every reason to anticipate adoption of this Resolution but the day before the vote, Rep. Emmanuel Celler, Chairman of the House Judiciary Committee, conceived the idea that the committee proposed in H. Res. 164 would infringe on the duties of the Judiciary Committee. He therefore called a meeting of the Judiciary Committee and got them to unanimously oppose passage of the Resolution. This resulted in the defeat of the Resolution. H. Res. 164 would have set up a new House Select Committee on Privacy, Human Values, and Democratic Institutions which would have been headed by Rep. Cornelius E. Gallagher. Among other matters, the committee would have undertaken a full scale investigation of all aspects surrounding the administration of amphetamines and other behavior modifying drugs to certain elementary school children to "control" their behavior. NHF intends to make this growing practice of drugging our six to twelve-year-old children a national issue.

Please note the NHF convention schedule printed on the back cover. If you have never attended an NHF convention, you don't know what you have been missing. If possible, plan to attend at least one of these conventions and bring along your friends.

NHF Staff Changes Announced

After nine years of devoted service, Howard C. Long has left The National Health Federation to accept a position as head of the American Physical Fitness and Research Institute, a Los Angeles area-based nonprofit organization.

The Executive Committee reluctantly accepted the resignation of Mr. Long. The members of the committee were in complete agreement, however, that Howard richly deserved what amounts to a grand advancement with its attending benefits and advantages and therefore they, in good conscience, could do no less than accept Howard's resignation permitting him to accept his new position with the blessings, the good wishes and the congratulations of NHF, the officers and fellow staff workers. The members of the Executive Committee feel certain that they have expressed the sentiments also of the thousands of NHF members all over the country who have come to know Howard well and have recognized his outstanding capabilities.

During his nine years of service to NHF, Mr. Long has served as a vice president in charge of membership, promotion, public relations

man and has already shown a great deal of dedication to his job. He is health oriented and, like many others of the younger generation, is profoundly concerned with matters relating to our ecology and those conditions which influence the health of this nation's people. It has long been the wish and hope of NHF to interest more of the younger people in the objectives of NHF. Larry Hutton is a young man (age, 24) and, hopefully, will be able to communicate with those of his generation in a manner which will bring their support into the fold of NHF. Already, he has initiated steps to organize NHF chapters on the campus of several Southern California colleges.

It was your editor's privilege to spend some time with Mr. Hutton chatting about his background, his experiences and his attitudes concerning the NHF. As a result of the interview, I felt that I had an insight into the character and thinking of the man. Since it is you, the members, and especially those of you in chapters groups, who will eventually be in contact with Mr. Hutton, either personally or by mail, I believe you, too, will appreciate knowing more about this young man. Consequently, I should like to share with you at least a portion of my interview with him and give you his verbatim replies to some of my queries.

In my first question, I asked about the basis for his interest in The National Health Federation. His reply was quite typical of the thinking of a great many of the

younger generation when he said, "Quite frankly, I'm concerned about the future. I plan on being around for many years yet and I'm concerned about the state of our ecology and the quality of the environment that is going to be passed on to today's younger people. The National Health Federation is one organization that seems to be attacking the problems where it counts."

I asked him to enlarge a bit on the matter of ecology and to give his impression of the present situation. His response was, "Actually, I'd be inclined to rate the condition of our ecology as poor but it is not irreversible. We need to revolutionize a great many of our attitudes and give a new cognizance to the laws of Nature to which we are all bound. That term, 'revolutionize' has been coined by my generation before. I'm just 24, you know. American universities are beginning to offer B.S. and M.S. degrees in environmental quality and also in nutritional sciences. It's catching on and in a big way."

When asked about his college background, he said, "I started as a student of architecture in the Midwest. After two years of design, I came to California to enter California Polytechnic State at San Luis Obispo to study architectural engineering only to find conditions too crowded and so I ended up at Cal State in Long Beach. I had pretty good grades, a 3.2, but I never really felt that I had found

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my niche. I was a third year marketing student when I joined NHF."

Many people know that Larry has had some experience as a professional baseball player so I asked him to elaborate on these experiences. He replied, "Yes, it is true that I was in professional baseball for a time and I look back on it as a great time of my life. The Dodgers signed me as a first draft choice in 1966 when I was just out of high school. They were the World Series champions that year and it was really an honor. I guess you might say I was a 'bonus baby' but I had my problems just like everyone else. I was (10-2) my first year and went to spring training with the L.A. club the next year. I pulled a leg muscle early in the season however, and consequently was sent to a minor league club to recover. That year I finished (8-11), spent the next season with the Marines and never did make it back. This is the time I had my introduction to nutrition."

I asked him if he felt nutrition affected his abilities as a ballplayer. With a tone of conviction, he said, "I believe nutrition affects everyone in whatever he may be doing. In a ballplayer, I believe that it is very important because of the added stress. There is an old saying in baseball, 'you can't cheat your body' and this is so true. When you cheat the very tool you work with, you can't possibly perform your best. I found that I didn't have to condition as hard when I ate prop-

erly. I tried to insure an adequate intake of everything my body needed, avoided excess quantities of food, and tried to avoid the junk foods. Now, many of the big league players are ardent advocates of good nutrition."

When asked if his parents, during his childhood, gave more than the usual attention to food and nutrition, he said, "I would say that they were not particularly students of nutrition but I am grateful to them for giving me a good, though possibly a rather typical American diet. I'm not advocating anything, but I've been a lactovegetarian for the past two years and I feel great. My stamina and recuperative powers were recently put to a severe test following an auto accident."

We asked him to elaborate on this. "Those little VW bugs may be good from an ecological standpoint, but they don't provide too much protection around you in a collision. At least this was my experience. Anyway, I sustained extensive internal injuries including a ruptured diaphragm and a collapsed lung. The doctors gave me less than a 50-50 chance of pulling through it. That was less than two months ago, but now I'm out jogging the pine-covered hills of Sierra Madre every morning before coming to work. I give credit for my remarkable recovery to good nutrition and the health it brings."

As our interview continued, we asked Larry to express his views concerning the responsibilities which face him in his new position.

Without hesitation, he responded with, "First of all, I want to say that I have no intentions of trying to fill Howard Long's shoes. It was my pleasure to know him really for a relatively short time but I knew him as a senior executive and respected him highly. He was genuine about his concern for health rights and the organization knew and loved him for that which he gave of himself. Hopefully, I may strive to emulate some of Howard's fine qualities and abilities, but in the meantime, I have my own steps towards my own personal commitment to make. Perhaps they may be small and unsure at first, but I sincerely want to grow with this organization.

"My responsibilities with NHF deal, of course, with the efforts to expand our membership with special attention to be given to interesting the younger people in the objectives and purposes of NHF. Also, I'll be working to develop new chapters all over the country and we will be striving to develop all of our chapters into organizations which can effectively deal with the local issues which may confront them from time to time. Out of all this will come the development of strong, well-organized state organizations capable of doing effective lobbying work in their own state legislatures. In doing all this, we are, of course, at the same time building a stronger national organization. The job ahead of me is a real challenge, but so very worthwhile." ●

Oil Yields Protein Nutritions As Meat

It's likely to be quite a while before anyone asks how you want your petroleumburger cooked. But progress is being made in producing food from crude oil.

Oil company scientists are moving ahead slowly but steadily in their efforts to help ease a growing shortage of high grade protein food. Simply, organisms—yeasts and bacteria—are grown on a diet of petroleum to produce single-cell protein SCP—with nutritional value comparable to meat. These microbes—the yeasts and bacteria—biochemically change petroleum hydrocarbons into protein with dazzling speed, i.e., a 1000 pound steer can make about one pound of useful protein in one day's growth, but 1000 pounds of microbes can make 4000 pounds of protein in a day. The intensive effort to produce synthetic food is inspired by the fact that two thirds of the world's population doesn't get enough protein now and scientists say that new protein sources, in addition to plants, animals and fish, must be developed to avoid mass famine in the still more populous future. The final SCP product is a fine white powder, odorless and bland tasting and although the immediate objective is to feed it to livestock and thereby enrich human diets, the ultimate aim is to develop SCP so that it may be eaten directly by human beings. ●

WASHINGTON ROUNDUP

Food Labeling Bill Introduced

A bill has been introduced by Senators Frank E. Moss (D-Utah) and Vance Hartke (D-Ind.) which would require fuller labeling of food products thus helping shoppers make a more intelligent choice in the supermarket. Called the "truth in food labeling act" by its sponsors, the bill would amend the 1966 Fair Packaging and Labeling Act by adding new labeling requirements for groceries. The proposed measure would provide for uniform, mandatory quality grading of all food products; disclosure of all ingredients on each package; listing of nutritional components; open dating of perishable and semi-perishable foods; and identification of the manufacturer or processor on the product label.

"Pure Food Act of 1972" Introduced

Rep. Bingham (D-N.Y.) has introduced a bill known as the "Pure Food Act of 1972" (H.R. 12478) which Bingham said "is tailored to end the flaws in the FDA's legal authority and provide it with more powers essential to insuring that the American consumer will buy only wholesome food." Major provisions of the bill include: (1) Registration of all food manufac-

turers, processors and packers. (2) New licensing authority which will give FDA the authority to require specific processes, methods and standards. (3) Requires on-site inspection of plants every two years. (4) Gives FDA authority to inspect quality control records, processes controls and facilities. (5) Authorizes FDA to embargo or stop shipments and sale or to recall any or all food when it suspects contamination.

In connection with the provisions contained in the bill introduced by Rep. Bingham, it is worthy to note that two months earlier, The National Cannery Association voluntarily proposed to the Commissioner of the Food and Drug Administration that the agency adopt the canning industry's "Better Process Control Plan" which would require every canner to register with the FDA and to follow the processing procedures detailed in the "Control Plan" as the best safeguard against botulism. NCA's lengthy proposal to the FDA was published in the *Federal Register* of November 12, 1971. Sixty days are being allowed for comments, after which the FDA will make a decision on publication of a statement of policy which would make the proposal a part of the FDA regulations.

House Resolution 164 Defeated

H. Res. 164 failed to get the two-thirds majority vote required for its adoption when the resolution was brought on the House floor for vote on February 8th. Adoption of the resolution would have set up a new House Select Committee on Privacy, Human Values, and Democratic Institutions with Rep. Cornelius E. Gallagher as chairman. Mr. Fred Hart comments further on this matter in his column, *The Family Circle*, in this issue of the *Bulletin*. NHF Legislative Advocate, Clinton R. Miller, worked very hard to build support for this measure and takes this means of thanking the thousands of NHF members who mailed letters to their Congressmen urging support of the resolution.

FTC Orders Substantiation For Ad Claims For Cold-Cough Products

The Federal Trade Commission has called on sixteen manufacturers of over-the-counter cold and cough remedies to submit data which will substantiate certain claims made in advertising of the remedies. Gerald Thain, assistant director of FTC's Bureau of Consumer Protection, stressed that the ad documentation order is not a complaint that the claims are necessarily false, although it may be determined at a later date that misrepresentation exists in certain ads. "The public is entitled to see what material may exist to document these claims," he said. The sixteen manufacturers

have been given 60 days to submit their reports after which the commission's scientific staff will review the data and determine whether or not any misrepresentation exists. The information will be available to the public after the commission's evaluation.

Cancer-Linked Chemical Found In Meat Testing

The Agriculture Department's Consumer Marketing Service has confirmed the finding of nitrosamine in three samples of processed meat. Nitrosamine has been shown to be cancer-causing in some species of animals. 45 other samples tested were found to be free of the chemical. Nitrites have long been used in curing meat. Theoretically, at least, it is believed that nitrites may unite with certain amines present in food to form nitrosamine.

Suit Seeks FDA Data On Suspect Food Additive

The Environmental Defense Fund has entered a suit in federal district court to force the Food and Drug Administration to release all of their available data about sodium nitrite, a food additive suspected by some scientists of causing cancer. Concern has been voiced in scientific journals that sodium nitrite might combine with other food elements, certain amines, to form a cancer-causing chemical called nitrosamine. There also is

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some suspicion that the additive can cause genetic mutations. Sodium nitrite is used as a color fixative and preservative in almost all salami, hot dogs, and cold cuts.

When Thomas J. Graff, a regional counsel for the Environmental Defense Fund, along with Dale B. Mattis, a researcher on genetic mutations, asked the FDA for the data, they were turned down. "We wanted copies of the tests made by manufacturers which use sodium nitrite," said Graff. "The tests had to be made to show the FDA that sodium nitrite wouldn't be damaging. We believe the tests may be inadequate." The FDA responded by stating that the data could not be released because "toxicological and other technical information is valuable property that is regarded as confidential information."

Nixon Asks For Compulsory Health Insurance Coverage For Employees

President Nixon has asked Congress for legislation for compulsory private health insurance coverage by employers for employees. A dozen different plans are pending in Congress, most of them aimed at covering everyone, including an all-federal health subsidy proposal. Though final action on any plan is not anticipated in the current congressional session, compulsory health insurance to cover employees could be the first step towards an eventual national health insurance plan to cover everyone. ●

F. D. A. actions

OF NOTE TO CONSUMERS

Saccharin Removed From GRAS List

Saccharin has been removed from the "generally recognized as safe" list by the Food and Drug Administration and has thus raised the possibility of a complete ban on the use of saccharin in foods at some future date under the Delaney Clause. FDA's action resulted from preliminary test results, not yet termed conclusive, indicating development of bladder tumors in test animals when saccharin was fed at high levels. At the same time, FDA finalized its proposed interim Food Additive Order which will run to June 30, 1973 unless revised sooner. The Order is designed to "freeze" saccharin use at present levels.

FDA Proposes Tests to Prove Safety to Humans of Drugs in Animal Feed

Low levels of antibiotics are widely used in feed to promote animal growth and to prevent disease. The Food and Drug Administration has now proposed that manufacturers of the antibiotics be required to undertake safety and

effectiveness tests and to prove that the practice presents no hazard to human health or to discontinue selling the antibiotics for these uses after 1973. An FDA task force, after more than a year's deliberation, concluded that the practice may definitely give rise to a human health hazard but added that this conclusion is not yet fully documented. The Animal Health Institute, a trade group, estimates that \$95.5 million of antibiotics were sold by drug companies for feed additives in 1970. The FDA has given 60 days for comment on their proposal and said that the final order requiring the tests, probably won't become effective until sometime in April.

FDA Boosts Inspections of Imported Products

After finding that increasing numbers of imported products don't pass its inspections, the Food and Drug Administration is boosting its overall import inspections through new procedures ranging from increased use of mobile laboratories for "on-the-spot" checks of imported items on piers to "circuit-rider" coverage of outlying ports of entry that were only nominally covered before. The FDA said that detentions of imported products that failed to meet the agency's regulations, jumped 42% during the last fiscal year. This increase primarily involved mercury-contaminated tuna and swordfish,

pesticide residues in cheese, and lead-leaching china and dinnerware. The FDA said it made 26,916 dockside inspections during the last fiscal year. This is up from 17,821 the previous year.

FDA Asks Ban on Potential Cancer Agent

The FDA has taken the first step to ban the use in beverages of a chemical preservative which the agency said theoretically can produce a potent cancer-causing substance. The chemical, diethyl pyrocarbonate (DEPC) was approved by the FDA in 1963 for use in noncarbonated wines, in 1967 for beer and in 1968 for noncarbonated soft drinks and some fruit-based beverages. It is used to inhibit fermentation and as a preservative.

A pair of Swedish scientists recently reported that DEPC can combine with ammonia in beverages to produce urethan, a cancer-causing chemical discovered in 1943. "Although this possibility has not yet been proved to occur in any marketed product," the FDA said, "in view of this information, this ingredient can no longer be regarded as having been shown to be safe..."

Interested parties have been given 60 days to comment before the proposed revocation of the use of DEPC goes into effect.

Apparently, the natural food advocates may yet see the day when their long-held views are vindicated. ●

Health In The Hands Of The Lowest Bidder

The following report deals with pending legislation strictly in California. It is printed here however, because of the principle involved and in the belief that our members everywhere should be alerted to the possibility that similar legislation might be introduced in many other states. Furthermore, the policy of placing price above quality and performance in the purchase of drugs may have already been instituted, without legislative enactment, where state or local government agencies purchase drugs for tax-supported programs or institutions.

California Senate Bill 944

A bill introduced by Senator Bieleuson, now pending in the California legislature, specifically authorizes The Department of Health Care Services to "... obtain from each manufacturer of prescribed drugs the most favorable price for such drugs and to enable the department to obtain from such manufacturers discounts, rebates or refunds based upon quantities purchased under the (Medi-Cal) program." Medi-Cal is the federally sponsored Medicaid program in California.

No Quality Provision

Shockingly, the Bill fails totally to instruct the department to temper its buying decisions by strict application of performance and quality criteria, creating *carte blanche* for bargain-basement buy-

ing of many critical drugs and pharmaceuticals without regard to possible detrimental effects upon patients' health.

A classic case in point concerns geriatric medications and is pointed out by a group of concerned citizens gathering statewide support from senior citizen groups, medical practitioners, clinics and the public at large. The subject drug is Papaverine, a proven aid in retarding and reducing senility through dilation of blood vessels, providing a significant increase in cerebral blood flow. The key to optimum beneficial results for the patient lies in *controlled* release of the medication into the bloodstream.

And herein lies the problem. Various formulations of Papaverine are available—all with differing release rates. Some of the products show test results averaging 71 per-

cent release of their medication by the end of the first hour (a range of 66-76 percent) and 90 percent expended by the fourth hour (a range of 87-94 percent). A few formulations demonstrate a predictable release rate of uniform quantities of medication for periods of up to twelve hours. Tests show 25-40 percent release by the end of the first hour, with 70 percent expended by the fourth hour, with the remaining medication timed for uniform release during the remaining time span.

Obviously, *predictable* - release Papaverine formulations have advantages where uniform medication for relatively constant dilation of blood vessels is indicated. Because of their exclusive properties, these products may be a little higher priced than some similar formulations.

Medi-Cal Victims

The question concerned people are asking is: Should The California Department of Health Care Services be permitted to purchase a Papaverine formulation with less than the highest performance characteristics, on the money-grubbing basis of lowest cost, highest discount and biggest rebate; or is such a policy—placing the health of countless Medi-Cal covered older citizens in a position of secondary importance—not only a dangerous concept, but a flagrant discrimination against a large segment of our people—California's senior citizens?

The emphasis must, of course, be on the best medication and health

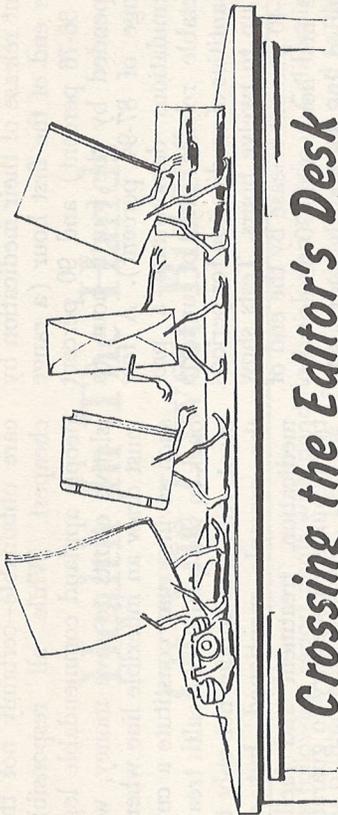
care obtainable—certainly not the cheapest. While all responsible people applaud commendable legislative efforts to save money, we must draw an inflexible line where such savings may constitute a cut-back in the quality of health treatment. And this applies not only to the example mentioned, but *all* medication, treatment and facilities genuinely necessary to guarantee Californians receiving Medi-Cal aid the same standards of health care available to any other private individual.

Write Your Legislator

If the justice and common sense of this viewpoint makes sense, California residents may let their Assemblyman or Senator know. Write or phone him now—before *quality* and *performance* is scrapped in favor of *price*. ●

Let's Go To Hawaii

The annual NHF Hawaiian Convention will be held in Honolulu May 13-14. Everyone is invited. A special group travel plan has been arranged which affords a savings as well as a fabulous, exciting trip to the Islands. A gala convention program is being planned and it will be an event you will long remember. Write to NHF headquarters for a detailed brochure describing the group travel plans which have been arranged. Better do it now—reservations must be made right away.



Crossing the Editor's Desk

Cigarette smoking has been further implicated as a major cause or a contributing factor to heart disease, cancer and respiratory ailments. The new scientific evidence was revealed in a report of a government study recently concluded. The report highlights the dangers the smoker himself faces from carbon monoxide, present in cigarette smoke, which interferes with the blood's transport of oxygen as well as the potential adverse health effects that nonsmokers are exposed to by smokers. Tar and nicotine have previously been implicated and now carbon monoxide has been added to the substances listed as "most likely" to contribute to smoking hazards. Government experts estimate that cigarette smoking is responsible for 225,000 to 300,000 deaths each year. They say these deaths hastened by smoking, are reflected in increased mortality from coronary artery disease, lung cancer, emphysema and respiratory damage.

Speaking of smoking, Surgeon General Jesse L. Steinfeld stated, "I can think of no bigger public health hazard about which we know and can do something (than smoking)." He has suggested new government action in these areas: (1) More education on the hazards of smoking, including the use of TV for this, (2) Banning all cigarette advertising including ads in the printed media, (3) Limiting the tar and nicotine permitted in cigarettes, (4) Levying taxes on cigarettes in relation to their tar and nicotine content, and (5) Reducing the federal subsidy to tobacco farmers.

Non-smokers in California were pleased with the passage of a bill by the State Legislature in the last session and since signed by the Governor requiring that "Every railroad corporation, passenger stage corporation, passenger air carrier, and street railway corporation providing departures originating in this state shall provide designated space for their non-smoking passengers." The questions which arise now are, will the carriers make any serious voluntary effort to comply with this new law, and will the state make any effort to enforce the law? Chances are that nothing much will happen unless non-smokers demand compliance and

enforcement of the act. When one air line official told one of our members that they were going to "try" to comply, the member wrote to the chairman of the Public Utilities Commission asking what plans are being developed to enforce the law and what recourse does a non-smoking passenger have when the carrier apparently is ignoring the requirements of the law. When a reply is received, we shall pass the information on to you.

Air pollution appears to be the cause of a sharp increase in the acidity of rainfall, according to a Cornell University scientist following a study conducted in the Northeast. The acidity of both snow and rain was between 10 and 100 times greater than might be expected. The increased acidity appears to be linked to mounting levels of gaseous pollutants, such as sulphur and nitrogen, that can be converted chemically in the atmosphere to strong acids. Though this trend appears to pose no threat to health, it can do considerable damage to manmade structures and equipment, and more importantly, it has serious implications for ecological systems, it was reported. In Sweden, where the acidity has increased 200 times since 1956, it has been found that the higher acidity caused a leaching of nutrients from the soil, has led to acidification of waterways leading to deaths of salmon and trout, decreased the growth of forests, and caused corrosion of buildings.

A low-cost method of removing 80% of detergent phosphates from municipal sewage has been developed by an eastern chemical company. The method has been tested in Michigan City, Indiana and the mayor of that city has estimated the cost at about \$1.25 a year per resident, the company said. The system requires the installation of equipment costing approximately \$100,000 but no investment in new sewage treatment plants. The new equipment is installed at the end of the secondary sewage treatment process. So far, attempts to develop acceptable substitutes for phosphates in detergents have been disappointing. Most of the substitutes offered thus far have been deleterious to health, are caustic alkalis which present a household hazard, or, from an ecological standpoint, may be just as objectionable as the phosphates. Unless more acceptable substitutes are found, perhaps ultimately the removal of the phosphates from the sewage may be the solution to the problem.

President Nixon, in his Environmental Message to Congress, said, "Integrated pest management means judicious use of selective chemical pesticides in combination with non-chemical agents and methods. It seeks to maximize reliance on such natural pest population controls as predators, sterilization, and pest diseases." Also, he noted that Congress has not yet acted on pesticides legislation and that he therefore was asking HEW to develop certain pesticide standards.

Book Reviews

ARE YOU CONFUSED? by Paavo O. Airola, N.D. (Health Plus Publishers, P.O. Box 22001, Phoenix, Arizona 85028; 222 pages; index; \$5.95).

Probably there is scarcely a sincere health seeker or nutrition student who has not, at some time, felt completely frustrated and confused as a result of seemingly conflicting information and advice put forth by the many writers and lecturers. One "authority" says that milk is a near perfect food for all ages, while another tells us that milk must be avoided by adults if health is to be achieved. One extolls the benefits of drinking distilled water while another points out the dangers of drinking only distilled. The high protein diet is recommended as the sure road to nutritional health by some but such a program is condemned by others. And then, the controversy around meat-eating versus vegetarianism is, of course, well known.

Dr. Airola has written *Are You Confused?* to de-confuse the health seeker on these and a host of other matters on which considerable conflict exists. The first question that the reader might logically ask is, "Why is this author better qualified to settle these perplexing questions than many of the other writers?" This question is best

answered in the introduction. Although Dr. Airola admits that he discusses some of these questions partly on the basis of his own experiences with patients under his care, the facts in the book are largely based on the finding of the prestigious International Society for Research on Nutrition and Diseases of Civilization comprised of several hundreds of the foremost researchers and scientists from 75 countries; such outstanding investigators as Dr. Weston Price, Dr. Sir Robert McCarrison, and other equally recognized authorities who have traveled extensively, studying the living and eating habits of peoples and tribes around the world known for their excellent health and freedom from disease; and the latest work being done in some of the famous institutes of Europe practicing biological medicine.

The author discusses these matters about which there is so much confusion in a logical, understanding manner, citing the data and observations which support his conclusions. This is done with the understanding that hard and fast rules can never be made to apply to all persons under all circumstances. The answers to some of these confusing questions often depends upon peculiarities of the individual and the circumstances at hand—a fact often overlooked by some writers.

The final two chapters of the book are devoted to recipes and directions for special foods mentioned in the book and to questions and answers.

NATIONAL HEALTH FEDERATION BULLETIN

THIS IS THE NATIONAL HEALTH FEDERATION

The National Health Federation is America's largest, organized, noncommercial health consumer group. It is a nonprofit corporation founded in 1955. Its membership is comprised of men and women in all walks of life, belonging to a variety of religious faiths and political persuasions, and engaged in nearly every profession and trade.

Its members believe that health freedoms are inherently guaranteed to us as human beings and our right to them as Americans is implied in the words, "life, liberty and the pursuit of happiness." Yet, frequently, these freedoms and rights have been and continue to be violated. Too often, as a result of the unopposed pressures from organized medicine, the chemical industries, pharmaceutical manufacturers, and others, laws and regulations have been imposed which better serve these special-interest groups than the public at large. We see and hear of new instances daily. To name a few: spiraling health-care costs, consumer exploitation by leading industries, excessive devitalization and adulteration of our foods, restriction of certain types of treatment, banning of certain health books from the mails, the harassment of those who advocate natural methods of healing and natural foods, the poisoning of our air, water and soil through greed and carelessness, and many other health-related issues.

The NHF opposes monopoly and compulsion in things related to health where the safety and welfare of others are not concerned. NHF does not oppose nor approve any specific health profession or their methods, but it does oppose the efforts of one group to restrict the freedom of practice of qualified members of another profession, thus attempting to create a monopoly.

The public needs a strong voice, such as the NHF provides, to speak and act in their behalf in these health-related matters. Legislators need your support to balance the pressures exerted upon them by the special interests. The National Health Federation, through a special legal and legislative staff in Washington, keeps its members apprised of all health legislation, opposes inadequate or undemocratic health legislation, while supporting or drafting bills to protect the individual's health freedom.

Will you join us in this worthy effort?

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Opinions expressed in the Bulletin are those of the writers of the articles and are not necessarily the opinion of the National Health Federation.

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**Revised Schedule of
1972 NHF Conventions**

St. Petersburg, Princess Martha Hotel.....	April 8-9
West Palm Beach, Ramada Inn.....	April 10
Dallas, Fairmont Hotel.....	April 13
Houston, Rice Hotel.....	April 15-16
New Orleans, Jung Hotel.....	April 22-23
Kansas City, Mo., Continental Hotel.....	May 7
Honolulu, Hawaiian Regent.....	May 13-14
Milwaukee, Plankenton House.....	May 20-21
Miami, Deauville Hotel.....	May 28
Phoenix, Westward Ho.....	June 3-4
Las Vegas, Sands Hotel.....	June 10-11
San Francisco, St. Francis.....	June 24-25
Portland, Portland Hilton.....	July 8-9
Denver	August 12-13
Chicago, Pick Congress.....	August 25-27
Palm Springs, Calif.	September 2-3
New York City.....	November 11-12

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