

National Health Federation BULLETIN

SEPTEMBER 1978 • 50¢

JOEY'S BIG WIN!



NHF, DILLING,
JUDGE'S ROLE
IN HOFBAUER
CASE ADDS

UP TO
TRIUMPH OF TRUTH!

ON SCHOOL NUTRITION FRONT



ATLANTA
SHOWS WAY
WITH SARA
SLOAN'S
NUTRA LUNCH
PROGRAM

SARA SLOAN

EXCITING
NUTRITION
EDUCATION
TOOL CREATED
FOR TEACHERS
BY BETTY KAMEN



BETTY KAMEN

MIDWEST SCHOOL
SUPERINTENDENT
GETS COMMUNITY
INVOLVED IN
INNOVATIVE
LUNCH PROGRAM



DR. CRAWFORD

SUGAR/BROADCAST
LOBBY, AIDED BY
ALLIES IN CONGRESS,
DETERMINED TO
BLOCK FTC BID TO
PROTECT KIDS' HEALTH

ANTIJUNK FOOD LEGISLATION IN WORKS



REP. RICHMOND

PROCESSED
FOOD LOBBY
KILLS BILL
TO EXAMINE
NUTRITION
MATERIALS

SIGNIFICANT
NUTRITION
PACKAGE
AUTHORED BY
CONVINCED
FLORIDA SOLON



SEN. GORDON

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 presentation 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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Victory for Joey and All Cancer Patients, NHF, Dilling

JUDGE RULES CHILD WILL NOT HAVE TO UNDERGO CHEMOTHERAPY

In a decision which strikes a blow for freedom — and which without doubt never could have been rendered had it not been for the entrance of the National Health Federation into the case — Judge Loren N. Brown ruled in his Albany, N.Y., courtroom that Joey Hofbauer will not have to submit to conventional cancer therapy but may remain on the nontoxic treatment he has been receiving — and thriving on — for the past six months.

The ruling came just two days after the final day of a two-week hearing at which the state of New York brought in "their biggest guns" — seven specialists in cancer treatment, all of whom tried to persuade the judge that Joey is "a neglected child who is not receiving minimal medical care."

In his 10-page decision, Judge Brown held that Joey Hofbauer is "not a neglected child," and that in fact Mr. and Mrs. Hofbauer are "loving parents who have devoted more time and energy, and have given more thought and concern to the care of their child than would be expected of the ordinary parent."

The court also found that "metabolic therapy has a place in our society, and hopefully its proponents are on the first rung of the ladder that will rid us of all forms of cancer."

The case, involving 8-year-old Joseph "Joey" Hofbauer, son of Mr. and Mrs. John Hofbauer, has been in headlines since last December when the Saratoga County and State Departments of Health and Social Services went to court to force the child to submit to radiation and/or chemotherapy for the Hodgkins disease diagnosed in October.

His parents checked him out of the hospital, took him to Montego Bay, Jamaica, where he received therapy for

two weeks at the Fairfield Medical Clinic, and upon his return placed him under the care of Michael Schachter, M.D., of Nyack, N.Y., who specializes in holistic medicine, and continued the treatment started in Jamaica. It consists of a program of nutrition, enzymes, Vitamins A and C, Laetrile, (up to 12 grams intravenously and 3 grams orally), and the Livingston autogenous vaccine, as well as another nontoxic medication.

ANGRY REACTION

Furious at the turn of events, the county and state agencies filed a petition to compel the parents to turn him over to conventional medicine for treatment, and he was forcibly returned to a hospital. Chemotherapy was not started, however, pending a court decision. And Judge Brown ruled that for six months Joey could obtain holistic treatment administered by Dr. Schachter, if he would agree to use chemotherapy or radiation if he deemed it absolutely necessary.

During the six-month period which ended June 9, three state agencies persisted in legal attempts to overturn Judge Brown's ruling. Ultimately the judge was told by an appellate court to conduct a fact-finding hearing to determine whether or not Joey was "a neglected child who is not receiving minimal medical care."

In a brief filed with the appellate court, state agencies charged that Dr. Schachter's treatment was "barbaric" and "bizarre." (Later, Attorney Kirkpatrick W. Dilling who, on behalf of NHF, entered the case with the family attorney, Leslie Couch, used those words, supported by the profession's own materials, to describe traditional therapy).

ENTER, NHF

The Federation took up the cudgels on Joey's behalf after a call from Mr. Hofbauer who said he had exhausted his financial resources (there are five children in the family), and he wondered if NHF could and would help in the legal defense. After contacting NHF General Counsel Dilling and learning the case offered an opportunity to expose the "horrors of radiation and chemotherapy," Executive Vice-President Clinton R. Miller obtained the unanimous approval of the Executive Committee to authorize Mr. Dilling to go to New York for the hearing.

Now that it's over, it can be reported that had it not been for Mr. Dilling's presence in the courtroom to question and cross-examine witnesses, Joey would have been led to the slaughter.

"The weight of the so-called experts — with their testimony that nutritional therapy is worthless and that chemotherapy and radiation are the only means of controlling Hodgkins Disease — would have been so overwhelming the judge would have had to yield to the state's demands," Mr. Dilling told *The Bulletin*.

With a 20-year background in the field of law dealing with nutritional approaches to health-care, and with a natural abhorrence of the "barbaric, brutal," effects of radiation and/or chemotherapy, he was prepared for the glib doctors who took the stand to build the state's case against nutritional therapy.

THE OPPOSITION

Mr. Dilling had a field-day with such witnesses as Dr. Victor Herbert, who attacked the National Health Federation as "a quack organization," denigrated the work of Dr. Linus Pauling and Dr. Roger Williams, and said "you might as well use roquefort cheese as Laetrile to treat cancer"; Dr. Daniel Martin; Dr. J. Lewis, California oncologist who testified to a "95% to 100% cure rate" with

DILLING, HOFBAUER ON NHF PROGRAMS

John Hofbauer, and perhaps son Joey, will be featured with Attorney Dilling Saturday, Sept. 2, at the NHF Midwest Regional convention at the Holiday Inn, O'Hare/Kennedy Airport, Rosemont, Ill., according to Convention Manager Allen Goldman. Mr. Hofbauer also will be on the program of the Northeast Regional convention Sept. 23-24 in Convention Hall, Asbury Park, N.J.

chemotherapy; Dr. Robert Young, head of FDA's cancer/drug division; Dr. C. William Aungst; Dr. Jack Horton, chief of oncology, Albany Medical Center, and Dr. Anthony Tartaglia, chief of Medicine, St. Peter's Hospital, Albany, both of whom were on television during the hearing, condemning the use of Laetrile.

JOEY'S WITNESSES

Testifying for the right of Joey Hofbauer to receive nutritional therapy were Dr. Dean Burk, Dr. Bruce Halstead, Dr. Harold W. Manner, Dr. Thomas Roberts of Virginia, former army surgeon who has treated hundreds of Laetrile cases; and Dr. Schachter.

Thrust of the presentation by Mr. Dilling was that Joey is alive, and improving under the natural therapy, and that were he to be subjected to chemotherapy he ran the risk of "becoming a vegetable," as Attorney Dilling put it, since the drugs used in chemotherapy are toxic enough to kill, can inhibit and destroy the immune system, cause sterility, and destroy the body's growth centers in the bones. He also introduced evidence that radiation increases up to 29 times the chances for another cancer to develop — an admission made by Dr. Aungst under cross-examination.

Mr. Dilling traced the toxic qualities of four drugs used in chemotherapy, and

YOUR DOLLARS CAN HELP OTHERS AVOID TORTURE

The National Health Federation "went out on a limb," to guarantee expenses in the Joey Hofbauer case. It did so, according to NHF Executive Vice-President Clinton R. Miller, "because it is the right thing to do. And we trust that our members, and nonmembers — anyone who feels this child should have what his parents want for him — a nontorturing, natural treatment, will respond with their dollars." Earmarked contributions may be sent to the National Health Federation, Box 688, Monrovia, Calif.

The case is obviously important to the establishment. If Joey doesn't die, or if when he does go, it is with all his faculties, and in dignity — and meantime he has been able to live a near-normal life — that will be a demonstration of the value of the nontoxic way.

It is not concern for Joey's life, but determination to prevent recognition of wholistic treatment that impels organized medicine to fight this case so persistently. What if Joey gets well without chemotherapy? What would that do to reputations? And credibility? If the child recovers without conventional treatment, and if the doctors had had their way in depriving him of nontoxic therapy, would that make them murderers?

This case is vital to Americans who believe in the right to choose therapy. Attorney Kirkpatrick W. Dilling points out that the hearing provided opportunity to "bring out in open court the truth about the extremely low recovery rates in orthodox therapy." Mr. Miller terms it "one of the most important court battles in our 202-year history."

So let's show the establishment that we accept the challenge, that we have had enough of arrogance, and impugning of humane treatments. It's a precedent-setting case. If you haven't already done so, send in your check today. Thank you! (Ed.)

when government witnesses tried to sidestep the issue of toxicity, he read from the *Physician's Desk Reference* the contraindications of these drugs — loss of hair, nausea, being among the minor reactions.

He asked the doctors if they would assure the Hofbauers that if Joey were treated with chemotherapy or radiation, he would not develop other cancers, that the treatment would not destroy immune systems and growth centers. Each replied they would give no such assurance, and that in fact before treatment started, the family would have to sign a waiver indemnifying the doctors.

Joey was examined by Drs. Horton and Tartaglia and they finally admitted under cross-examination that the nodes are the only manifestations of Hodgkins

Disease, there are "no systemic symptoms."

The child in fact plays baseball every day, attends school, and lives a nearly-normal life. His father told the court that "if you were to see Joey on the ball field, you wouldn't know him from any other boy."

Dr. Schachter testified that the disease is under control. There had been a time when he was so concerned about the enzyme count in the liver that he took the child off emulsified Vitamin A. It was restored in massive doses, however, and the liver enzyme count returned to normal.

Mr. Dilling asked Dr. Horton how much radiation he would give Joey if the lad were turned over to him by the court. The doctor said that would be for a

F.A.C.T. CONVENTION IN DEARBORN SEPT. 16-17

The third annual Cancer/Nutrition Convention of the Metro-Detroit Chapter of the Foundation for Alternative Cancer Therapies, Ltd., will be held the weekend of Sept. 16-17 in the Hyatt-Regency Hotel in Dearborn, Mich., Pat Judson, president, announces. Sessions will extend from 9 a.m. to 9 p.m., admission is \$8 for two days, \$5 for one day.

Among speakers will be NHF Executive Vice-President Clinton R. Miller who also will emcee; Dr. Harold W. Manner, Laetile researcher; Dr. Albert Schatz; and Rene Caisse, 90-year-old Canadian nurse who has treated and reportedly cured hundreds of terminal cancer patients with her Essiac herbal therapy over a 50-year period.

radiologist to say — he didn't know. (Dr. Schachter had testified that a new study at Roswell Park Institute revealed that young people receiving 300 rads of radiation for such disorders as adenoids and tonsillitis had developed cancer 18 to 25 years later).

And although ridiculing nutrition as therapy for Joey, he admitted on the stand that he knows nothing about Vitamin A or Vitamin C, not even the USRDAs.

'LEGALIZED MURDER'

Unable to conceal his anger at the establishment for trying to snatch Joey Hofbauer from his family and force conventional therapy upon him, Mr. Dilling exploded: "I call their methods legalized murder. This is the first time we have had a chance to expose the biggest coverup — the barbaric, medieval nature of standard cancer therapy. They had to admit that they give drugs that kill; and they had to admit their methods are not making a dent in control of cancer. The

ARLIN BROWN CANCER VICTORY CONFERENCE

The Third Annual Cancer Victory Conference will be held Sept. 15-17 in the International Inn, 10 Thomas Circle, N.W., Washington, D.C., according to Arlin J. Brown, Box 251, Fort Belvoir, Va. 22060. According to Director Brown, "nationally-known speakers will present the latest information on cancer research and nontoxic methods for treating cancer and other diseases." Admission for members is \$6 a day, \$15 for three days, and for nonmembers, \$7, and \$18.

Try cooking with lids on all the pots. Aside from producing a better meal, this saves a lot of energy and dollars.

statistics are plain — their statistics, not ours."

On the eve of the decision, following presentation of the case, the NHF attorney said he was hopeful that Judge Brown, after comparing the claims of the traditionalists with Joey's condition under nontoxic treatment, would rule that he continue on his present regimen, and that his parents be freed of further harassment by the establishment.

This Judge Brown did, to his everlasting credit! (Ed.)

John Hofbauer has expressed his gratitude for NHF help on many occasions, including the first time he met Mr. Dilling in court when he said, "Thank God for the National Health Federation!"

**YOUR CONTRIBUTIONS
TO N.H.F.
GET THE JOB DONE**

FABULOUS LONG BEACH CONVENTION CENTER TO HOST NHF'S 24TH ANNUAL

The National Health Federation will hold its 24th Annual National Health and Energy Convention at Southern California's spectacular new convention showcase — the Pacific Terrace Convention Center, 300 East Ocean Blvd., Long Beach, Convention Manager Allen T. Goldman announces.

The event is set for Friday, Saturday, and Sunday, Jan. 19-21, 1979.

"The Long Beach convention facility," said Mr. Goldman, "is ultramodern, having been completely renovated throughout the past 36 months. More than \$50 million have been invested to streamline and upgrade the Center into one of the most completely-versatile convention facilities in the country.

"NHF made the decision to move from Pasadena for a number of reasons.

"1. *Size:* There is a larger exhibit area, all contained under one roof. More than 375 exhibitors are expected. The 290 booths at this year's convention in Pasadena far exceeded the number at any prior convention, but this was the absolute limit for that structure. There is ample space to expand in the Long Beach Center, to welcome and accommodate any number of exhibitors.

"2. *Parking:* There are excellent parking facilities to accommodate 5,000 vehicles.

"3. *Elevator systems:* Transporting people from meetings to exhibits is accomplished with the super-efficient, accessible, and modern elevators.

"4. *The Queen Mary:* That elegant oceanliner converted from a famous ship into a hotel, is now one of the world's attractions. The Queen Mary is only a mile from the Convention Center, and within a half-mile radius are more than 1,200 other moderate-to-exclusive hotel and motel rooms. Chartered buses will transport people from the Hilton and the Queen Mary. Thus, speakers, exhibitors, and attenders will have access to the relaxing environment of an ocean resort, along with the excitement of a metropolis. The Convention Center is in the heart of downtown Long Beach. The harbor is the busiest on the West Coast, and Long Beach itself is a geographic center-point attraction in Southern California.

"The Long Beach Convention Center is the only such facility to be located on Pacific Ocean beaches, on the entire west coast."

Mr. Goldman points out that the Long Beach Freeway connects with seven other freeways covering all of Southern California. Los Angeles International Airport and Orange County Airport are only 30 minutes from the Convention Center, while the Long Beach Airport is only 15 minutes from the Center.

"Dozens of the world's top health experts, nutritionists, renowned doctors, and some of the foremost entertainers are slated for the January event," continued Mr. Goldman. "It promises to be the biggest, most successful event in our 24-year history. *The Bulletin* will keep you informed on future developments, program details, and housing information."

Atlanta Can Be Model for School Nutrition Program

Thanks to a progressive-minded board of education and administration, the Fulton County School system serving suburban Atlanta, Ga., holds title to several firsts in the area of school-lunch nutrition. As far back as 1967 the board established a policy prohibiting sale of any food or beverages during school hours except for that sold by the system's Food Services department. And in the last three years, more has happened to add to its string of firsts.

Behind every movement is a guiding spirit, a motivated leader gifted with the ability to persuade policy-makers. In Atlanta, that distinction belongs to Mrs. Sara Sloan, director of Fulton County Schools Food Services. The petite raven-haired innovator has been a student of nutrition all her life, and for the last 22 years, since reading Gayelord Hauser's *Mirror, Mirror on the Wall*, has chosen a natural-foods diet.

She believes adults — and teachers particularly — should be examples to the young. In her role as head of the Food Services department of Fulton County Schools (786 Cleveland Ave. S.W., Atlanta 30315), she decided about three years ago to implement a natural-foods program for those who want it. Actually a nutrition class taught in 1975, using Linda Clark's books, gave birth to the idea to offer "really good foods" in school lunches to students and teachers.

"It's the most exciting program I've ever been involved with," she says. And that's not hard to believe. She is experiencing the feeling of fulfillment, one of the rewards of helping others. Another is the recognition which comes with success.

Among other attributes, Mrs. Sloan is

of menu. In 1970 the "trim-a-pound" lunch featuring a man-sized salad was inaugurated. Then came the box-lunch — students can get it in the cafeteria, enjoy it outdoors.

Another heavy favorite is her patented Nutraburger, loaded with energy-building edibles — three ounces of protein and a quarter-cup of veggies. With the Nutraburger, diners get a salad, baked potato topped with Nutra spread or yogurt, carob cookies, and milk.

REQUIRED READING

The *Deaf Smith Country Cookbook* is the kitchen's "textbook," she says — but teachers and those involved in setting up a nutrition-lunch program are provided with four books: *Psycho Dietetics* by Dr. E. Cheraskin and Dr. W.M. Ringsdorf; *The Deaf Smith Country Cookbook* by Marjorie Winn Ford; Susan Hillyard and Mary Faulk Kooch; *New York Times Natural Foods Cookbook* by Jean Hewitt; and *Nutrition Almanac* by John D. Kirschmann. Twelve other books are required reading: *The Rodale Cookbook* by Nancy Albright; *The Complete Handbook of Nutrition* by Gary and Steve Null; *The Joy of Natural Foods* by Agnes Toms; *Diet for a Small Planet* by Frances Moore Lappe; *Passport to Good Health* by Dr. Kurt W. Donsbach; *Know Your Nutrition* by Linda Clark; *Why Your Child Is Hyperactive* by Dr. Ben F. Feingold; *Normal and Therapeutic Nutrition* by Corrine Robinson; *Personal Health and Nutrition* by Helen Rose McDowell; *Fact Book on Food Additives and Your Health*, and *Favorite Natural Foods* by Beatrice Trum Hunter; and *Cooking With Love and Wheat Germ* by Jane Kinderlehrer. Magazines required for reading and reference: *Let's Live*, *Bestways*, *Prevention*, *Organic Gardening and Farming*, and *East West Journal*.

So far we've talked about what's been

happening in Fulton County Schools — good news for those youngsters. But now the good news is for everyone: Sara Sloan is sharing the complete resume of how to set up a similar program, with teachers and anyone else interested in getting something started in other schools around the country.

She has written *A Guide for Food Service Managers Working with Teachers on Nutrition Education*, *Food Service Handbook*, and last year came out with a comprehensive indexed, 249-page spiral-bound book, *A Guide for Nutra Lunches and Natural Foods*. (\$6.95 plus 55¢ handling charge, and tax for Georgians).

It's a beaut! *The Bulletin* learned about it from Nutrition Activist Jean Farmer, Bloomington, Ind., who has been responsible for getting the antijunk-food-message into more homes and schools than probably any other single person (*NHF Bulletin* April 1976). She sent us a copy, for which we are grateful.

The book starts with a letter from Hal A. Huggins, D.D.S., Colorado Springs, Colo., who was writing his own book — *Why Raise Ugly Kids?* — when he learned about *The Guide* . . . Said he in part: ". . . Sara Sloan . . . is ready to serve humanity the best meals available on the budget provided. Kids love it. They should. Good food tastes good. Sara has developed a program readily adaptable to almost any-sized school-lunch program. She offers super-tasting meals prepared and presented in a way as pleasing to the eye as it is to the taste buds. By supplying essential nutrients to kids during their maximum-growth and development years, I can foresee Sara's influence in producing a nation of better-developed, emotionally-mature, eager-for-action young people of America. God-speed to your program, Sara, and may every school system interested in producing tomorrow's leaders be led to find your services."

SHE TELLS HOW

So far we've talked about what's been

Jean Farmer says Sara Sloan's *Guide* is "everything I've longed for." She has bought nearly 20 books for others, and plugs it on talk shows — one way she "spreads the word."

ABOUT THE BOOK

Now, about the book: The *Guide* is "not for everyone," Mrs. Sloan notes in the introduction, it's "only for those who want to feel good. . . ."

"We are concerned about the total health of an individual — whether it be of the mind, the body, or spirit — because one without the other represents incompleteness. A 'Healthy mind does exist in a healthy body,' and good health is something we earn by following each day the rules of healthful living. . . ."

"From a lifelong study of nutrition, it is our belief that all of us involved with children, who believe in nutrition, should realize that what we do is more potent than what we say. Learning what to eat, and why, is an essential part of a child's education (or should be! Ed.). Children must be taught early to make good food selections and how to apply this knowledge every day of their lives.

"We realize nutrition actually begins at conception, and that during the early years good or bad eating habits, as well as other patterns, are formed. It has been found that from birth to three are the most formative years in eating habits. If a child's father doesn't like spinach, the father won't eat it and the child won't eat it at school. Children eat what their parents expose them to."

The secret of getting children to eat certain foods, Mrs. Sloan told Reporter Lynn White of *South Fulton Today*, "is to introduce them to a variety of things at an early age — ideally, before they start school.

"Generally, the child exposed to whole-grain breads, crisp carrot sticks, and fresh salads, by age six will never develop the craving for empty-calorie foods."

'NUTRITION REVIVAL'

"Nutrition knowledge is likened to climbing a mountain — the higher we climb, the more we see. So we need to start climbing now. It is our desire that this *Guide* be used as a source of information and inspiration for others to get started, to climb higher and to join the *Nutrition Revival*."

Convinced of the validity of research linking behavior problems with nutrition problems, Mrs. Sloan not only eliminates additives, but has inaugurated a school breakfast program.

"If a child has had little or no dinner, and then no breakfast, there might be behavioral problems," she says. "When children at least have breakfast and lunch, it is a start to help them cope with the rest of the day's problems."

MENUS, RECIPES

Fifteen "Nutra menus," and recipes, are listed in the *Guide*. Here are a few menu samples: Sesame chicken breast with brown rice, wheat-germ gravy, wild dorf salad, whole-wheat rolls, and rice crispie balls; whole-wheat spaghetti with meat sauce, fresh green salad and dressing, sunflower seed bread, baked apple with granola, and parmesan cheese; whole-wheat pizza, sunshine carrot salad on lettuce, Sunday dinner roll, fresh fruit in season, and energy crunch; nutra chili, carrot/raisin salad, hi fiber bread, nutty cup, and granola cookie; whole-wheat lasagna with meat sauce, raw vegetable salad, bran bread, apple crisp with granola topping; tofu burger on cracked-wheat bun, spinach and lettuce salad, and iced carrot cake. Other menus feature fruit plate on lettuce, yogurt plate, fruit plate; and barley vegetable soup with sprout sandwich, shredded carrot, sliced cheese, natural chips, and carob sundae.

There are tips on how to use USDA commodity foods, and more recipes covering such goodies as baked brown rice, rice pudding, broccoli casserole, marinated vegetables, tabouli, avocado

KIND WORDS FROM THE PROFESSIONALS

Last fall Mrs. Sloan was awarded a Certificate of Appreciation by the International Preventive Medicine Foundation, 5615 Richmond, Houston, Texas. Said President Dr. R.O. Brennan: ". . . Sara Sloan's Nutra Breakfast and Nutra Lunch programs are praiseworthy, and even more importantly, have the great potential for being adopted elsewhere. . . . She is changing bad eating habits for many Fulton County youngsters, teaching them that healthful food tastes good, and makes you feel good. . . . We congratulate Sara for her enthusiasm, her drive, and for the wonderful contribution she is making to the health of future generations."

Mrs. Sloan also received a letter of commendation from Obstetrics and Gynecology Associates of Savannah, Ga. Said President-Elect Carson B. Burgstiner, M.D.: "Words cannot describe the good feelings conjured up by your revolutionary *Guide for Nutra Lunches and Natural Foods*. Fulton County School System is fortunate to have a school-lunch program based on concepts of good, sound nutrition. . . . Well-planned, nutritional programs can increase vigor and longevity, reduce depression and fatigue, overcome anxiety and irritability, build up the body's defenses against disease, and eradicate heart attack, strokes, diabetes, diverticulitis, colitis, cancer of the colon, and a host of other diseases so commonplace in this country. Sara, keep up the good work. I hope your seeds of healthful, healing, and nutritious foods spread to all of America."

spread, orange butter topping, herb butter, Nutraspread, dates with peanut butter, health candy, Thousand Isle dressing, Italian dressing, sugarless catsup, cottage cheese dressing, tangy French dressing, whole-wheat croutons, favorite cornbread, hi fiber bread, sunflower date loaf, apricot/prune bread, fruit/nut bread, yogurt fruit/nut pound cake, carrot cake and icing, applesauce cake, apple crisp with granola topping, crumble topping, natural cookies, carrot cookies, peanut butter cookies, chewy carob bars, carob chip cookies, honey graham crackers, rice crispie balls, peanut granola, health plums, Sara's energy bar, orange brownie, lemon sauce, energy crunch, carob peanut fudge, peanut butter fudge (un-cooked), dry roasted soybeans, carob confection, fresh strawberry icecream, vanilla icecream, velvet carob chip icecream, frozen fruit yogurt,

peanut butter pie, Sloan's health cocktail, and others.

Suggestions on sources of supply are offered with a recommendation that letters of certification as to purity of products be kept on file. "Know your suppliers and let them know what you want and expect," she advises. "If all else fails, produce your own!"

There are tips on converting sweeteners, flour, thickeners, oils, chocolate to carob, and how to use yogurt, sugarless salt, dry milk powder, wheat germ, nutritional yeast, nuts and seeds, wheat berries.

HOW TO CONVERT

By now you've discovered that the *Guide*, while designed for school lunch directors, could be put to good use in the kitchen of any person desiring to get into natural food preparation. And there is a short section titled "How to Convert Your

Home Kitchen." The nutrition-conscious family should have as "basic equipment, a blender or food processor, juicer, vegetable steamer, and a method for purifying the water supply," Mrs. Sloan notes. A flour mill also should be added to "grind your own flour." An "inside and outside" garden, including a mulch corner, is another recommendation. And mothers are urged, when enrolling children in school, to "ask about the school's nutritional program. Get started. Take the plunge. Join the Nutrition Revival."

SPROUTS, TOO

Mrs. Sloan hasn't overlooked sprouts — in fact they're high on her list of nutritious food. She tells how to prepare the seeds for sprouting, presents a sprouting chart, and reveals that "we grow our own sprouts used in Fulton County schools. In elementary and high schools, sprouting is used as a nutrition or science project. The study of plants and gardens as related to cell structure, seeds, air, light, moisture, sunshine, enzymes, and chlorophyll all 'come alive' to the student. Sprouts are studied for nutritional content as well as the variety of uses in recipes and menus. Sprouts grown in the classroom are placed on the "serve yourself" table in the cafeteria at lunch time."

NOTHING BUT PRAISE

Mrs. Sloan has had much feedback on the program, and some of the typical comments, from school faculty and students, are included in the *Guide*. Charlotte Shamblin, head of the math department at Palmetto High School, observed: "It is with much enthusiasm that I endorse the Nutra Lunch Program. In addition to the benefit I personally derive from this lunch, the impact on students is obvious. Their awareness of nutrition has increased. It is reassuring to see a student eating yogurt rather than sipping a coke."

Head coach Bob Garwood at Palmetto is so impressed with the Nu-

traburger he asked Sara Ann Alford, director of food services at South Fulton High School, to prepare these hearty meat patties for his football players Friday afternoons before games. More tasty than the proverbial raw meat and gun powder of football-player fare, Nutraburgers provided "a great deal of energy quickly," the coach told *Plu Tribune* of the *Atlanta Journal*.

STUDENT INVOLVEMENT

One of the reasons for the steady-rising acceptance of the Nutra lunch is that students become active participants in the learning process. In schools in which the program is introduced, students take part in a Food Habit Survey which includes such questions as these: "How many glasses of milk do you drink each day? Did you have breakfast this morning? Do you ever skip meals? If the answer is 'yes,' for what reason do you skip meals? (Here they may check such reasons as not enough time to eat; to lose weight; don't care for food being served; not hungry). Do you eat snacks between meals? What type of snack food do you choose — soft drinks, crackers, chips, etc., candy, fresh fruit or juice, milk or milk products, hamburger, hot dog, sandwiches? Do you think you eat a well-balanced diet every day? Would you like more information on good nutrition for your age and sex? How often do you eat lunch in the school cafeteria? When you do not have lunch there, what is the reason — on a diet, to do afternoon homework, not hungry, lines too long, menu not appealing, to save money, not enough food to eat?"

Another questionnaire, devised by the Department of Agriculture and revised in 1973, seeks the reasons students do and do not like to eat in the school lunchroom, how they rate lunches, how they would improve them, how they would make the cafeteria "a more pleasant place to eat," foods they particularly like, and dislike. . . .

At the end of the first year's Nutra lunch program, Mrs. Sloan conducted a

Nutrition Did So Much for Kamen Family

Now They Get the Word to the Young Via Audiovisual

What started out as a labor of love — helping others — young people in particular — learn that "natural" food is tasty as well as healthful, has turned into a burgeoning business for Betty and Seymour "Si" Kamen, Route 25A, Box 216, Cold Spring Harbor, N.Y. 11724.

Devoted NHF members, the Kamens for a second time within two decades are going through the exhilarating experience of transforming an avocation into a vocation. First it was photography, now it's nutrition education.

A fascinating story, truly — the way they got started on the "health road," and how they ultimately got into audiovisual filming, and now are reaching teachers all over the United States who are getting the word to youngsters from kindergarten through third grade, as well as to teenagers and adults.

For the last 16 years Mr. and Mrs. Kamen have specialized in photographing children, recording the child "as he is." Their clientele is drawn from private schools, wealthy families in Long Island's Gold Coast, and North Shore

estates. They've built a reputation, the envy of the photographic community. They're still involved in photography, but Betty has been "liberated" — in July 1976, her family gave her "the greatest gift" — an okay to devote all her energies to nutrition education.

The story really started 30 years ago when daughter Kathi (now a successful public relations specialist with Population Institute) developed bronchitis at four months of age. Betty Kamen was told by a close friend, a nurse at Johns Hopkins Hospital, that "what you feed your baby can affect the health of your baby."

That advice sent Mrs. Kamen to the library where she read Gayelord Hauser and Bernarr MacFadden. Then she started listening to Carlton Fredericks' broadcasts, and at this point "discarded Kathi's formula, gave her raw milk with brewer's yeast." At the same time she started searching for natural foods — in those days health-food stores were something of a rarity. She discovered Walt Keene's Walnut Acres.

two-week workshop for lunchroom supervisors in the 30 schools committed to offer the program in 1977-78. The sessions concluded with a "Nutra Bake-Off and Luncheon" featuring some of the 22 new recipes, now included in the *Guide*.

YOU TOO???

By offering an organized, well-thought-out program, one which others can follow easily, if motivated, Sara Sloan is leading increasing numbers of young people into nutritionally-oriented

eating habits. It's a gift many may never fully appreciate, but one which nonetheless will have an impact on more and more Americans, in this and coming generations.

If you believe nutrition in school lunches is worthwhile, and would like to get something started in your school system — the formula is here. Get A *Guide for Nutra Lunches and Natural Foods*. Contact your food service director, your board of education members. If Sara Sloan can do it, so can you! (Ed.)

This, then, was the beginning of the Kamens' love affair with nutrition — a romance which keeps them feeling and looking young (she is 54) — and the impellent leading to her enrollment in a master's program in nutrition education, to be followed with a Ph.D. She has a degree in psychology.

'ORGANIC KITCHEN'

When the prestigious *Newsday*, Long Island newspaper, interviewed her for a two-page spread three years ago, Food Editor Barbara Rader described Betty Kamen's kitchen as "something to behold... not very large nor magnificently equipped, but unusual — it is organic. Cabinet doors and drawers are lettered with nutritional information, calorie counts, self-help mottoes. A corner cupboard has three tiers of seeds in various stages of sprouting. Herbs hang above the sink in their own tiny pottery holders, ready for instant snipping. A juicer is on the counter, and there is a closet filled with organically-grown canned goods from a Pennsylvania farm. The refrigerator is stacked with raisins and figs, whole-grain cereals, sprouts, coconut, bran, unpasteurized milk, Perrier water. The freezer contains organically-grown meats, also from Pennsylvania.

"Some might call us health-food freaks or nuts, but we carefully select what we want to eat, prepare it our way, live what we consider a nutritional life for us," said Betty Kamen, raven-haired, with a smooth complexion and clear eyes that she attributes to her style of living and eating. "We don't proselytize. This is the way we choose. Anyone else has a perfect right to eat and live the way they want."

The Kamens buy their eggs and chickens in neighboring Huntington "where chickens are allowed to run free in yards rather than be fed assembly-line fashion." And they eat "a good deal of fish and chicken, some veal, very little red meat. They have found a source for organically-grown vegetables, and they

shop in health-food stores."

FIRST IT WAS SLIDES

Mrs. Kamen founded Nutrition Encounter, a division of images by Kamen, Ltd. She is a former vice-president of the Nutrition Education Center, formed in 1975 in Long Island "to share nutrition knowledge." Meetings are held monthly, and it was out of that association and activity that her life took a new direction — into nutrition communication. She developed a slide program on nutrition for the meetings. The word got around, and teachers in area schools started asking for a program on nutrition for kindergartners.

"I decided to compete with General Mills," she told *The Bulletin*, "and used dolls to create interest and color for the slides," which she narrated.

Her slide programs have been shown hundreds of times over the past three years to organizations which include American Association of University Women, National Council of Jewish Women, Community Church groups, "innumerable" PTAs, and Nutrition Action groups. She has shared the platform with such nutrition-oriented celebrities as Gloria Swanson, William Dufty (author of *Sugar Blues*), Dr. Robert Atkins (*The Atkins Diet Revolution*), Nutrition Writer/Commentator Gary Null, and Dr. Giraud Campbell.

Betty Kamen is a radio nutrition commentator for WHLI, New York, and on Food Day was "nutrition expert" for WGSN. She presented "Lunch Box Logic" on Gary Null's WMCA show which drew 1,000 written requests for the three-minute transcript. She has been interviewed by Sherrye Henry on WOR, and featured on several television programs. The research required to assemble the information she passes on via electronic channels has taken her through thousands of volumes. To more accurately evaluate data, she has discussed, debated and analyzed research material with authors.



BETTY AND SI KAMEN make an effective team. He encourages her to go full-steam-ahead with her nutrition-education project. *The Bulletin* editor got this photo during their visit to the NHF offices while on a trip to California.

ENCORE INTERESTED

In the spring of 1976, son Paul, 28, a naval architect in San Francisco, asked his parents to bring the slides of her "Peanut Butter Caper" when they visited him.

"On the top of my reading pile, after we were in the plane," she recalls, "was a copy of the April 1976 *NHF Bulletin* (the 'Junk Foods Handbook'), and I saw the announcement about the outstanding filmstrip, 'Snack Facts,' produced by Encore Visual Education, Inc., 1235 So. Victory Blvd., Burbank, Calif. We contacted Al Bailey at Encore to see if he might be interested in the work I was doing. We found interest, he stimulated us in fact."

That contact has led to production by Encore of Betty Kamen's "Kitchen Mission: Nutrition," available with the teacher's manual for \$21. Encore is releasing this month her two-part filmstrip, "The Choice Is Yours" — Part A: Breakfast Through Lunch; and Part B: Mid-afternoon Through Evening." This

production takes the viewer through a day of food choices. Woven throughout is the theme that too many of the available foods are foods of the new technology, cloaked in traditional product-forms. Lessons in label reading inform the viewer as to what's really what in the supermarket. Encore also will produce Mrs. Kamen's "Lunch Box Logic." These filmstrips are available at Encore for \$21 each, or NHF rental.

Available from Nutrition Encounter in Cold Spring Harbor are "The Peanut Butter Caper," "The Seed Sprout Secret," and "The Party Smarty," \$21 each or NHF rental. Designed for children, kindergarten through third grade, the three-minute films are accompanied by a detailed teacher's guide.

"The Peanut Butter Caper" uses humor and enchanting characters to set the stage for a good first lesson in nutrition. The concepts developed in the cassette include: How refined sugar affects your body; label reading; effects of heating food; additives and what they do; the healthiest parts of the peanut; value of preparing foods at home as compared with buying it. When presented to groups of children and parents, Mrs. Kamen has found, "it leads to an informative discussion on nutrition as it relates to everyone. It's a good starting point for learning about healthful snacking."

Upcoming are three more filmstrips from Nutrition Encounter: "Peter, Peter Pumpkin Eater," "The Magic Mix-Up," and "A Fish in the Dish." (The filmstrips, with teacher's manual, will be sold for \$21. NHF will make them available for rental at \$10).

Betty Kamen also has produced a series of cassettes dealing with a range of questions/answers on nutrition, and designed for elementary and intermediate grade students. Teachers play the three-minute tapes and the children's voices coming through on tape pique the interest of the youthful listeners. The Nutrition Encounter Cassette

tapes may be ordered from her at Cold Spring Harbor. Also available for \$1.25 is her *Teacher's Guide for Influencing Good Nutrition in the Classroom*.

EDUCATIONAL TOOL

"Kitchen With a Mission: Nutrition," (available from Encore in Burbank), is a valuable education piece not only for junior/senior high school and college students, but for adults as well. It's an excellent filmstrip for classes in home economics, cooking, and for clubs and groups interested in food preparation and nutrition.

"After viewing this filmstrip and participating in the suggested activities and discussion," says the teacher's manual which accompanies the filmstrip, "students should:

"(1) Realize that natural foods — foods that are unprocessed, untempered with — *do not have to be boring, tasteless, and uninteresting.*

"(2) Recognize that the less processed a food is, the more of its original value it maintains, and that there is a definite correlation between degree of processing and loss of nutrients.

"(3) Know that refined sugar is not only devoid of nutrients but also places harmful stresses on the body, and that natural sugar, as found in common fruits and vegetables, is a substance handled with ease by the body.

"(4) Be able to avoid harmful preservatives and additives.

"(5) Understand that some whole, natural foods have more nutrient value per portion than other whole, natural foods.

"(6) Know how to prepare some foods so as to lose the least amount of nutrients."

'WHY NATURAL?'

In a section in the teacher's manual titled "Why Natural Foods?" Mrs. Kamen points out that "For endless time, the hostile forces in the world were climate, wild animals, poisonous plants,

and sometimes lack of food — famine. Today we have a new slate of antagonists: processing, additives, synthetic *everything*. No longer is the food we eat grown and prepared within our neighborhood, and this is brand new to human experience, and totally foreign to the animal kingdom.

"Natural foods are becoming popular because people are recognizing that the other way doesn't work! Isn't it incredible that only 2% of the American population is free of cavities? That degenerative diseases such as diabetes, cancer, and heart disease are increasing in spite of technological advancements, and that we are finding these diseases in younger and younger patients?"

"Natural foods are becoming popular because people are frightened to learn that our government is banning many additives, having discovered they are indeed dangerous, many years after their use has been permitted.

"The processing of food, such as canning, freezing, and extruding (taking apart and reshaping as is done to potatoes, shrimp, etc.) destroys color, flavor, and texture. The food manufacturers therefore must add bleaches, clarifying agents, deodorizers, emulsifiers, sweeteners, softeners, thickeners, hydrogenators, buffers, fortifiers, antioxidants, moisturizers, foaming agents, antifoaming agents, firming agents, and stabilizers.

"How do we avoid food that is raved, wrecked, and rankled? The answer: whole foods — untampered — natural foods!"

EYE-OPENERS

Students to whom the filmstrip is shown may get "into" nutrition through discussion and such activities as comparing the nutrient value of one can of string beans with one pound of fresh beans; writing FDA for a copy of the *Standard of Identity of ice cream*; writing the manufacturer of "your favorite ice

cream" for a complete list of ingredients; reporting on the harmful effects of refined sugar in the diet, using these books as references: *The Saccharine Disease* by T.L. Cleave (John Wright & Sons, Bristol, England); *Sugar Blues* by William Duffy, (Chilton Book Co., Radnor, Pa.); *Sweet and Dangerous* by John Yudkin, (Bantam Books, New York).

Another suggested exercise for students is to find 10 common foods (processed) that contain sugar, and list the amount in each. References are *New Hope for Incurable Diseases* by E. Cheraskin (Exposition Press, New York); and *Nutrition Almanac* by John Kirschmann (McGraw-Hill, New York). Noting the different ways sugar can be listed on a package, and comparing labels of 10 similar foods purchased at the supermarket and at the natural health-food store, are other exercises for students learning about nutrition through "Kitchen With a Mission. . ."

A 'NATURAL' DINNER

The filmstrip made by Betty Kamen takes viewers through the preparation of a dinner for her family. She points out that a commitment to a particular way of eating affects not only the kind of food purchased, but also how it is prepared and stored. Hints for choosing the best foods are offered as she prepares a dinner of vegetable juice, avocado salad with homemade yogurt dressing, broiled sea trout, vegetable potpourri, and a dessert of fresh fruit and nuts.

Foods that offer more nutrients per serving are shown, including sprouts — "unpolluted food loaded with vitamins, minerals, and protein — which can be grown in the kitchen and be available the year around." She also shows how easy it is to grow herbs in the kitchen window.

During the demonstration, Betty Kamen tells the uninitiated how heating kills valuable enzymes; why "natural" is better than synthesized or pasteurized; the kind of cookware to use; how to cook

fish; why steamed vegies are superior to the cooked version; why salads are good for us, and how to put them together. She makes salad dressing, explains why her pepper shaker contains kelp instead; and then prepares the dessert — "simple, since we eat only whole, natural foods." Herb tea is served in the Kamen home instead of coffee or tea, and well water replaces tap water. There's a short section on juicing. And tips on "better brown-bagger lunches," with suggestions for preparing nutritious tasty breads and sandwiches, fruits and vegetables, nuts, seeds, and grains.

SUPPLEMENTS, TOO

As she concludes preparation of the meal, Betty Kamen tells why, in addition to nutritious food, her family also uses food supplements. "In spite of our efforts to be very selective in food choices, and to consider only those foods that are whole and natural, it is impossible to obtain food that has its intended quotient of nutrients unless you live on a farm. Each member of our family has a few vitamin and mineral supplements accompanying each meal. And with the supplements, fortune-cookie style, there is a little missive. This one reads: 'Health is the responsibility of each person. You have the right to health, but the responsibility is solely yours.'"

The teacher's manual for "Kitchen Mission . . ." gives you three pages of "Party Smarty" recipes that make the mouth water without even seeing the food!

The Bulletin hopes this filmstrip, and the others as they come out, along with the catchy cassette tapes already available, reach an ever-expanding audience in schools, and among groups whose members are interested in healthy bodies. And if we were going to offer a toast (natural juice of course!), it would be to a long, continuingly-productive life for Betty and Si Kamen. May their work touch countless lives!

BETTY KAMEN'S RADIO FEATURES PACKED WITH EASY-TO-GRASP NUTRITION INFO

(Ed note: Betty Kamen has produced hundreds of one-minute features which are aired on three radio stations in the east. We suspect that if you were to approach your favorite station with a suggestion she be contacted, this valuable nutrition information might reach a much wider audience. Here are some samples, selected at random from an assortment):

The Baddies . . .

What we're going to talk about is not for everybody. It's only for those who really want to feel good. The final answers are a long way from being in — there's so much we don't know — but there are many things we do know. Let's start by listing some of them — in fact, let's start with a summary of those substances that should be eliminated from the diet.

You know the No. 1 offender is refined sugar, which is new to the human experience, and totally foreign to the animal kingdom.

This is closely followed by soft drinks, with their abundance of chemicals to aid in foaming, antifoaming, coloring, and so on; packaged dry cereals, too expensive by the pound, often sugar-laden and BHT and BHA-laced; canned and frozen foods — nutrients destroyed in the processing; white bread, devitalized; cakes and cookies comprised too often of artificial substances, including — would you believe — synthetic raisins; packaged luncheon meats and cold-cuts riddled with nitrites and nitrites; finally — ersatz foods such as margarine, artificial eggs, and artificial milk.

Dr. George Congram has stated, 'Health is the responsibility of each person. You have the right to health, but the responsibility is solely yours . . . This is Betty Kamen from *Nutrition Encounter*.'

A Different Menu for That Party . . .

We had several family occasions to celebrate recently, and when you plan a large party and people know you're health-food oriented, there is no way you can get away with a trip to the corner deli, or the local caterer.

We didn't serve the usual cole slaw or potato salad as fillers — not that these can't be prepared healthfully, but why not offer something different? We had among the party fare, a large platter of barley. Barley doesn't have to be stodgy and uninteresting, and judging from the number of guests who asked for the recipe, the barley went over in a big way.

Cereal grains like barley contain protein, calcium, and are generally a good source of vitamins, minerals, and amino acids, and the resulting dish can be as varied as the many herbs and seasonings and imaginations abound in.

After cooking the barley grains — that is, boiling in water as you do any cereal grain — you can then add pine nuts, almonds, herbs, raw green peas, garlic, cloves, and mushrooms. Browse through the cookbooks at your local health-food store, and you'll find any number of barley recipes . . . This is Betty Kamen from *Nutrition Encounter*.

The Peanut: Full of Good Nutrition . . .

America's most popular nut, the peanut, isn't a nut at all. It's a pea, a member of the bean family, but its nutritive composition, texture, and flavor is so like a nut. Raw peanuts have large amounts of B vitamins, Vitamin E, minerals, unsaturated fatty acids which by the way discourage harmful deposits of cholesterol. Since raw peanuts taste too green or beany for those not familiar with the taste, roast a quarter

of the peanuts and mix with the raw peanuts. The roasted flavor will take over and cut the green pea taste. Beware — peanuts have the shortest shelf-life of all nuts, with the possible exception of shelled sunflower seeds. The greatest amount of peanuts in the United States goes into peanut butter, and countless children subsist on it by choice. If you make your own peanut butter, you'll find, after storing, the oil will rise to the top. Turn the jar upside down, or even sideways in the refrigerator. To help counteract stickiness, add a few drops of orange juice to the spread, or a good helping of lettuce which is moist, and aids in chewing and digestion. Peanut flour is a good substitute for wheat flour. It contains four times as much protein, and nine times the minerals. In recipes, substitute 15% to 20% wheat flour with peanut flour. The peanut: not just a fun food — it's full of good nutrition . . . This is Betty Kamen from *Nutrition Encounter*.

A Look at the 'Four Food Goups' . . .

You learned in school that if you select food from the four food groups, you have nothing to be concerned about — you will be selecting a perfect cross section of foods that will supply all the nutrients you need for good health. Since no single group supplies all the essential nutrients, servings from the different groups are suggested to furnish the major portion of minerals, vitamins, and so on. Armed with this information, you enter a fast-food restaurant. As an average American you do, you know, eat one in three meals out.

You select a hot-dog on a roll, with sauerkraut and frenchfries, and a milkshake. There you have it — your careful selection that sweeps the four food groups. What has gone wrong here is that these food groups do not consider the corruptions that foods are now heir to. The fragmented grain of wheat, denuded of its bran and germ; the additive-laced meat; the rancidity of oils caused by high temperatures and reheating in cooking the potato — this same heat destroying any shred of Vitamin C the potato once had; the preservative added to the cabbage to minimize odor; the nutrient quality of the milk lessened by pasteurization; the addition of sugar, new to human experience, added to the meat; the roll, and of course in plentiful supply in the milkshake. It's time to reevaluate the 'four food groups' . . . This is Betty Kamen from *Nutrition Encounter*.

Acne — the Teen-Age Scourge . . .

Acne can be stress-related, and some cases are quite stubborn and do need a push more, but diet can — and often does — play a role. Let's look at methods that have worked successfully. Refined sugar, chocolate, nuts, and cola drinks are the most aggravating offenders. But what about those whose lifestyle is sugar-free, and still suffer breakouts?

Brewer's yeast has been a boon to many blemished faces. Others have found Vitamin A helpful. One report suggests that small, regular doses of Vitamin A could prevent the acne from beginning at all. That which cures, often prevents.

A food supplement that is fairly new on the market is zinc. Many have reported astonishing results in acne cases, with zinc, which we do know aids in healing. Vitamin B₆ has been shown to help various kinds of acne. Vitamin C has been credited with the healing of skin openings, and therefore helpful with acne. Codliver oil is another aid. This has been due to the fact codliver oil helps check the too-high pituitary action which has been indicated as the cause of acne. Another suggestion is that excessive salt is related to acne. A test that proved that chocolate had no effect on the skin, was funded by a very large manufacturer of chocolate candy. So there you have it. You don't have to have acne just because you're a teenager . . . This is Betty Kamen from *Nutrition Encounter*.

The Reason for a One-Person 'Girlcott'

NABISCO FILM DENIES THERE'S SUCH A THING AS JUNK FOODS

Consumerist Jean Farmer, 1115 East Wiley St., Bloomington, Ind., is boycotting Nabisco because its Food Service Division has produced a filmstrip for vending machine operators bedeviled by nutrition activists who call the products distributed in many machines, "junk food."

And it wasn't an easy breakaway for this lady, because long before she knew anything about nutrition, she was a lover of some Nabisco products.

Ever since I was a little girl," she says, "Nabisco has been a quality label. Shredded wheat was the joy of my childhood, with those neat cardboard separators to color with crayons.

"I continued my love affair with Nabisco when the kids came. The picture of Niagara Falls graced my table, because the cereal had no added sugar or salt — important to me. Even the Choate expose of cereals in which Nabisco Shredded Wheat was a horrifying No. 60 didn't shake me, although the kids were pretty gleeful about my judgment. Even the knowledge that Triscuits had BHT didn't stop me from buying. My kids had to eat something, didn't they?

"What triggered my boycott — err — girlcott was a page I read in *Vending Times*. The headline said: 'Nabisco Film Counters Food Faddists by Telling Vending's Nutrition Story.'

Jean Farmer became a national figure three years ago when she was responsible, singlehandedly, for getting some nutritious food items into the vending machines in Bloomfield, Ind., schools. The story of that success, and a description of her crusade which broadened to the entire continent, was told in the April 1976 issue of The Bulletin.



NUTRITION ACTIVIST JEAN FARMER doesn't take no for an answer, and she's chalked up successes in her crusade to rid schools of junk foods. She's an inspiration to many!

"I read in astonishment that Nabisco had done a free film strip for vendors. The script was simply a conversation between a worried customer and a talking vending machine. The machine says, 'There's no such thing as junk food. That's a phrase coined by a somebody who knew more about consumer politics than he did about nutrition. . . .'

"This of course was a direct quote from slick-tongued Dr. Fergus Clydesdale, who has a fat fee as nutritional consultant for the vending association. This approach is unproductive, as well as dishonest.

"Nabisco is simply ignoring a nutrition revolution in the world, and stubbornly

NITRITE-FREE BACON, 'DOGS, AVAILABLE AFTER ALL!

A couple of alert NHFers, noting an item (April '78 Bulletin) about the unavailability of nitrite-free bacon, have informed us that there are indeed sources for the nonadditive meat.

Elsie Berne, 350 Pearl St., Eugene, Ore., says nitrite-free bacon and hotdogs are produced by the Custom Meat Co., 577 Pearl St., Eugene 97401.

And on the East Coast, Charles E. Spitz, 1420 So. Randolph St., Arlington, Va., says bacon and hotdogs without nitrite are being sold by Safeway Stores in the area. And he adds — "it is frozen, is not oversalted, and has a normal good taste — if you can stand the fat. It is rather lean for bacon, though."

BROWN-BAG CONSPIRACY IN ALAMEDA SCHOOL

Three teachers and about 25 students

have successfully set up an alternative school-lunch plan in Alameda (Calif.) High School. Called the "Brown Bag Conspiracy," members assemble once a week for lunch made up of entirely-natural food. Rules prohibit use of white sugar, white flour, food additives, or food

coloring.

The club evolved after the teachers started lecturing on nutrition, the relationship between diet and health, and hyperactivity and food additives. The cost is 50¢, and members take turns contributing their favorite natural-food recipes.

telling the operators what they want to hear.

"I felt such dishonesty — in the face of warnings about junk food voiced by dental, medical and educational societies — should be punished. I no longer buy any of Nabisco's products. It's hard, but I have principles. *Are you hurrying yet, Nabisco?*"

The dialogue between machine and customer to which Mrs. Farmer alludes contained additional gems:

Vending Machine: ". . . Nutrition is simply how your body uses food. Nutritionists say that all foods, including snacks, are an acceptable part of a person's diet." (The machine then goes on to explain the relationship of nutrition and vending).

When the patron inquires about who buys snacks from vendors, the film shows a broad range of people including a construction worker, entertainer, office worker, policeman, and fireman. The machine comments: "Studies show that people work more productively and en-

thusiastically when vended refreshments are available during working hours."

In response to consumerist charges that vendors are "spoiling the eating habits of youngsters," the machine observes: "It's hard to spoil an established habit, and eating habits are established at an early age in the home . . . long before the youngster is tall enough to put a coin into me." Citing the NAMA study of vended candy bar sales in schools, the machine notes: "It's ridiculous to think that I could corrupt an eating habit or throw a well-balanced diet out of whack. Besides, I carry a lot more than candy."

Discussing why Nabisco produced the film, Jack Mitchell, Food Service Division director of marketing, told *Vending Times*, "Nabisco has long enjoyed its relationship with the vending community. Consequently, we feel that we have a stake in the operator's ability to offset such charges (that vendors sell junk food).

'Getting the Kids on a Better Diet' Expertly Covered in Nutrition Action

The May 1978 issue of *Nutrition Action* (published monthly by Center for Science in the Public Interest, 1755 S St. N.W., Washington, D.C., \$10/year), is loaded with excellent features centered on "Battling Junk Food."

Editor Candace Arthur did a lively four-page piece, with photos, titled "Getting Kids Behind a Better Diet." She interviewed a nutritionist, a pediatric dentist, a child psychologist, a newspaper food-section editor, and a concerned father. For the parent seriously interested in weaning the kids away from junk food, this article could be worth the cost of a year's subscription.

Colman McCarthy, writer and columnist for *The Washington Post*, a marathon runner and "militant vegetarian," tells how he keeps his three sons from wangling empty-calorie goodies during trips to the supermarket: He has a list and nothing is bought if it's not on the list. He uses "creative hunger" to induce his sons to eat better food. On an outing, after plenty of exercise when they're hungry, he brings out the fruit (instead of sugared snacks). And at home evenings, sliced apples are served at snack-time — and they're eaten! He got rid of the t.v. set — its commercials aimed at children are "a major form of child abuse in this country," he says.

This is only a sample of many valuable tips in the story. Dentist Frank D'Aquila ticks off a list of techniques useful in helping get the kids off sweets. He says that for parents to admit a child eats too many sweets "is like admitting a member of your family is an alcoholic."

Other contributors to that article are Nutritionist Mary Goodwin who warns against using food as a reward, says it can lead to obesity; Dr. Jerry Wiener, chairman of the Psychiatric Department in Washington's Children's Hospital, who says consistency is the key to coping with children's craving for sweets; and *Washington Post* Food Editor Marian Burros, whose kitchen contains no sugary cereals or white bread, and says children do sometimes "listen to reason," if told often enough that they can't have some kinds of food because they aren't healthy, are bad for teeth, or will spoil the appetite for better foods.

The issue contains suggestions for "Healthful Foods Kids Love"; a survey of how seven other countries control t.v. commercials aimed at children; and a poll of readers' opinions on creation of "a good food symbol" to help people choose more nutritious diets.

Finally, readers are treated to the work of Friends Mime Theatre, a Milwaukee, Wis., group (1248 North 86 St.), whose mission is to educate consumers and promote consumer activism via allegory, farce, satire, puppetry, and music.

The three-member company travels around the country introducing its allegorical characters like Ignorance M. Bliss, consumer and game-show contestant, and Turk E. Vulture, representative of agribusiness. Facts and statistics about the food business are incorporated into the show, and the audience is likely to learn that: commercial ice cream may contain up to 50% air; many food additives now in use are perhaps dangerous, and unnecessary in a proper diet; Lipton's Chicken Noodle Cup o' Soup contains more salt than chicken.

Their show is called "Farewell to Farms," or "Food Revued." In one sketch, "Perils of Poulet," agribusiness is rapped for its treatment of farmers, consumers, and even chickens. The show is in demand for seminars, teach-ins, conventions, "or any get-together in need of an entertaining way to confront consumer issues."

TO LEARN, A KID MUST FEEL GOOD, SAYS NORTH DAKOTA SUPERINTENDENT

When Superintendent Dr. Joseph Crawford took over the Hazen, No. Dak., school system in 1975, he inherited a typical hot-lunch program, complete with fluffy white bread, fatty hamburgers, lots of white sugar, and synthetic preservatives. The program was losing money and waste was rampant, with most of the kids who could, skipping lunch or settling for a soda and candy bar from the local drugstore.

Dr. Crawford, long a believer in the theory that, given a choice between well-prepared natural food and junk food, children would go for the natural variety, decided that North Dakota was the perfect place to test his idea.

His first move was to enlist the aid of local farmers and food-related business people, many of whom had children in the school. He asked for contributions from the wheat-growers of from one to five bushels each. Receiving 'fantastic' response, he had the wheat ground at a mill which volunteered its facilities, and replaced the white bread with hot, wholewheat rolls, as many as each child could eat.

All sugar, chocolate, and high-fat desserts were eliminated from the menu: Students now are served fresh fruit every day for dessert, as well as fresh orange juice mornings. Pop and candy-bar machines have been banned.

Students now take an active part in their lunch program. One afternoon in the fall they are excused from class to husk corn, and some operate a shelling machine under adult supervision. The corn then is frozen and used throughout the year.

"Since the program started," says Dr. Crawford, "waste has almost totally disappeared."

The district's enrollment has increased only 10% the past two years, but the number of students taking part in the lunch program has jumped 125%. Furthermore, the superintendent reports behavior and vandalism problems have declined since the program was instituted, and enough money has been saved to give the cooks a 20% salary increase.

Dr. Crawford is convinced that school districts throughout the country could do the same if "educators would just get off their defensive duffs. We spend millions on education — and forget if a kid doesn't feel good, he's not going to learn."

— *Well-Being* (5/78)

The Communicator (3/4/78)

(Ed. note: There's never a dull moment in the Hazen superintendent's office. Dr. Crawford told *The Bulletin* the school "has a good chance to be one of the first, if not the only school, in the country" to operate its own meat-processing plant. He was working this summer with federal meat inspection personnel in hopes of developing such a program. He also said the school is considering adding buffalo meat to hamburger "to cut down on cholesterol.")

Under the Guise of 'Teaching Aids'

JUNK FOOD PROPAGANDA SNEAKED INTO SCHOOLS

BY SUSAN PERRY

Right now in schools across the country, children are busy selling Pepsi-Cola in the name of education. They are part of Pepsi's "Learn and Earn Project," an annual competition set up by Pepsi and the Distributive Education Clubs of America (DECA).

The project professes (according to materials sent to teachers) to "help strengthen students' broad understandings of business as business — particularly its broad marketing and management aspects."

The project succeeds in selling Pepsi. Students are encouraged to sell ("market") the soft drink at pep rallies, basketball games and other school functions — and all for class credit. "The students get involved in setting up the sale of Pepsi," one DECA representative explained. "They go through the whole concept of how much to buy, whether or not to sell the big cups or the little cups. . . ."

Then, each spring, the students write up their Pepsi-selling success stories for a chance at national prizes: shares of stock in the Pepsi-Cola company.

The "Learn and Earn Project" is just one example of the hundreds of ways food companies (as well as other types of corporations, public utilities, and trade associations) promote their products in our public school systems. For those who believe schools should be society's showcase for young citizens and a sanctuary from the commercial, consumption-oriented world outside the classroom, this corporate intrusion is

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particularly disturbing.

Unfortunately — as far as the food companies go — the message they promote in the schools is anything but nutritious. For example, the Savannah Sugar Refining Corporation puts out a booklet for students called "Sugar Through the Ages." Throughout the booklet are such statements as: "Scientists have found that generous amounts of sugar are a valuable part of well-balanced diets for growing children."

Nowhere in the booklet, of course, is there mention that sugar has been implicated in obesity and tooth decay.

Why do teachers use such obviously-promotional materials and projects in their classrooms? "Teachers are really uncritical," says Sheila Harty, who has been studying corporate advertising in the schools for Ralph Nader's Center for Study of Responsive Law. "I think they're just grateful for those free, attractive, multi-colored packages."

The companies certainly send beautiful materials: slick, highly-professional films, shiny workbooks and pamphlets and four-color illustrations and photographs, even mimeograph spirit masters all typed and ready to go. Almost all the materials are sent well below commercial rates, or free (their production is tax-deductive for corporations). That makes them hard for teachers and administrators of financially-strapped schools to resist.

Ms. Harty reports that several companies say they receive more than 5,000 requests annually from teachers for these materials.

In defense of some teachers, it should be pointed out that they often aren't aware that the material they have sent away for is industry-produced. Many of

the items in the various *Educator's Guides for Teaching Aids* (popular sources for supplemental teaching materials) are listed as being available from instructional media centers, although they were actually produced by a particular company. For example, one film, "Mr. Peanut's Guide to Nutrition," is listed as being available from Associated Sterling Films. No mention is made that it was sponsored by Standard Brands, Inc., in association with Safeway Foods.

Not all the materials supplied teachers by food companies are as obvious as the Pepsi campaign or the Savannah Sugar booklet (on the back of the booklet is a large picture of a Dixie Crystal sugar package). Some of the materials are extremely subtle. For example, Kellogg's nutrition education materials do not mention any cereal by name — but "G-Gr-Great" — Tony the Tiger's callword — appears several times in the copy.

More often, though, the company's name or product is in full view. Sometimes there is even a blatant advertisement. On the bottom of mimeograph materials sent to home economics classes by the Campbell Soup Company are lines like: "Campbell Soups Help Make the Dishes that Save Money," and "V-8 — Made from the Juice of 8 Garden Vegetables (Count 'em — tomatoes, carrots, celery, beets, parsley, lettuce, watercress, spinach)."

"So what's wrong with this?" asks Ms. Harty. "Well, it's solicitation, it's promoting their product. Talk about vegetables, but don't talk about Campbell's soups or their products."

What's also wrong, of course, is that students frequently are taught bad nutrition under the guise of good nutrition. Take Campbell's again. All their budget and nutritional tips for students are footnoted with references to the *Campbell Cookbook* that accompanies the tips. Not only do the recipes in the cookbook include a Campbell product, but they also often include high quantities of salt,

sugar, and refined flour. The Pet Milk Company, and Libby, McNeill, and Libby have similar cookbooks that accompany their educational materials.

By far the largest supplier of nutrition-education materials to schools is the National Dairy Council. "They've been in it for years," says Ms. Harty. They even produce what she calls "purity counsel."

"They have all sorts of materials addressing 'How am I doing socially?' 'How am I doing physically?' 'Woven throughout these self-questionnaires and other materials produced by the Dairy Council are subtle references to dairy products, daily calcium requirements, etc. Drink milk, the message seems to be, and you too can be popular. But nowhere are there warnings that milk, cheese, ice cream, and other dairy products are a major source of saturated fats and cholesterol, two suspected contributors to heart disease and certain types of cancer."

Materials supplied to teachers by Pepsi-Cola, Coca-Cola, and coffee and chocolate manufacturers also fail to mention one important aspect of their products: that they contain caffeine.

All these materials — the Safeway Foods movie, the Savannah Sugar booklets, the Pepsi-Cola project — are a lucrative form of advertising. The companies know what they're doing. School children are a captive audience and can be easily influenced in their eating habits and food choices. A child that forms favorable impressions about a company on the basis of slick advertising may be biased toward that company into his or her adult life.

Even math classes are no longer sacrosanct. A textbook called *Mathematics Around Us*, published by Scott, Foresman and Company, features illustrations of 58 different corporate brands and businesses, including Tootsie Roll, Cracker Jack, Juijfruit, Hershey, Baby Ruth, McDonald's, and Dairy Queen. On one page in the textbook, 15 Coca-Cola bottlecaps are used to illus-

trate the division of five into 15. On another page under a box of Juyfruits that costs 12¢ in the illustrations (but 20¢ in most stores) is the mathematical problem: "How many boxes of Juyfruits for 75¢? How much money is left?"

So while parents are battling to ban junk-food vending machines and non-nutritious lunches from school hallways and cafeterias, in the classrooms their children are confronted daily with advertisements for ice cream, soft drinks, candy bars, and a host of other products.

In California, concerned parents have taken steps against *Mathematics Around Us*. Last August, they filed a petition with the California Board of Education to have the textbook removed from schools. In response to the petition, the Board quickly had its curriculum committee develop a new set of guidelines for school textbooks. The guidelines call for all brand names and corporation logos to be banned from textbooks unless they achieve an educational purpose that can't be depicted any other way. Also, when foods are shown in the textbooks, the guidelines say, emphasis will be placed on "nutritious foods" (a term many backers of the petition believe is too general).

Of course that still leaves the broader problem of corporate advertising in schools through supplementary materials. Unfortunately, that problem can't simply be petitioned away.

ACTION

If you are concerned about company-produced materials in public schools, here are several things you can do to help:

- Investigate the situation in your local schools. Is there a problem? Does the city or state board of education have a policy about corporate educational materials? Write a letter about what you find to the editor of your local newspaper — or write an article.

- Urge your local schools to use materials produced by the government

or citizens' groups, if such materials are available and of high quality.

- Write the Federal Trade Commission (Michael Pertschuk, chairman, FTC, 6th and Pennsylvania Sts., N.W., Washington, D.C. 20580) demanding that it examine materials distributed in schools, just as it regulates the honesty of any other form of advertising.

As long ago as 1973, the Center for Science in the Public Interest asked FTC to investigate this problem. It responded (after a suitably long delay) by saying it did not consider the matter sufficiently important to work on. However, the FTC added, it would consider the problem later in a general review it was planning on nutritional claims in advertising.

Nutrition Action spent an afternoon recently trying to track down anyone in FTC who knew anything about corporate advertising in the schools, or who seemed even vaguely interested in the subject. We could locate no one. If corporate advertising in the schools was discussed by FTC in a later, general review of advertising claims, the discussion must have been very brief.

So corporations continue to promote bad nutrition — and hundreds of other self-serving interests — in the schools without any kind of accountability. It's no wonder that concerned parents, who watch now as their children study arithmetic with the aid of McDonald's and Tootsie Rolls, are beginning to ask plaintively: "Whatever happened to apples and oranges?"

BABIES THE WINNERS

John C. Suerth, chairman of Gerber baby food company, acknowledged in a *New York Times* article that pressure from consumer groups forced his company to cancel two sugary dessert products: Raspberry Cobbler and Blueberry Buckle. Mr. Suerth was quoted as saying, "We never said they were particularly nutritious."

— NUTRITION ACTION

Industry Lobby Fights Nutrition Info Act

Ruth Daniloff of Washington, D.C., who writes on nutrition and family issues, notes that Congress "is not oblivious to the growing problem of poor American nutrition, in and out of the schoolhouse."

But, she says, "an extremely powerful food lobby, not to mention the general inefficiency of the federal government's own nutrition 'program' — actually 30 separate programs administered by 11 agencies — has thus far prevented any effective review of corporate-produced materials used in classrooms."

"The food lobby was instrumental in having struck from the draft of a House bill a provision calling for a 'mechanism for reviewing privately-produced nutrition-education materials for accuracy, educational soundness, and freedom from commercialism.' The industry cried 'censorship' over this part of the National Consumer Nutrition Information Act of 1978 (HR-12428)."

"Now the bill remains in limbo. The food industry, which dislikes the measure's primary intent to coordinate the disparate federal nutrition programs and set up experimental programs to educate the public, has brought strong lobbying pressure on the Agriculture Committee, which sent the bill back to the nutrition subcommittee for further hearings, scheduled for the end of June. Thus it has virtually no chance of reaching the floor before Congress recesses in September."

"Rep. Frederick W. Richmond, New York, the subcommittee chairman, already plans to reintroduce the bill next year. Realistically, however, its chances will remain slim, since the powerful and determined food industry is prepared to resume its resistance."

"To make any headway, Congressman Richmond says, nutrition advocates must be resigned to a long series of struggles over each specific issue — advertising, government meal programs, and food labeling, as well as nutrition education in the schools. 'We're in for a pitched battle,' he warns. 'And so far, they're winning.'"

Nutrition Panel Urges Ban on Some Junk Foods in California Schools

A limited number of junk foods will be banned from California schools if the state Board of Education accepts recommendations of the board's Child Nutrition Advisory Council.

Nutritionist Helen Ullrich said snack foods "should contribute some nutritional qualities besides calories." Recommended by the council are such foods as nuts, fresh and dried fruits, yogurt, juices, cheese, seeds, and sandwiches and milk.

The council asks a ban on carbonated beverages, nonfruit soft drinks, candies in which the major ingredient is sugar,

frozen nonfruit bars, and sugared chewing gum. "We do not believe they contribute to the nutritional well-being of the children," said Ms. Ullrich.

Foods sold in schools, the council continued, should reflect concern for the students' health "in the same way equipment and materials purchased from profits of such sales are used for students' enrichment."

The council also recommended that students, assisted by a nutrition education program, "should be involved in choosing foods offered in the school food-service program."

'Gutsy' Nutrition Bills Introduced in Florida

An influential Florida state senator who learned a heart attack he suffered during the last legislative session was related to poor diet, has become a champion of better nutrition — not only for himself, but for children in Florida schools.

Senator Jack D. Gordon of Miami Beach, chairman of the Committee on Finance, Tax, and Claims, vice-chairman of the Committee on Appropriations, and member of the Health and Rehabilitative Services, and Rules and Calendar Committees, has introduced a package of bills, probably the most far-reaching of any ever offered anywhere.

During hearings in March, the measures were praised by some, including a representative of the Florida State Medical Association, and condemned by the cereal and sugar lobby.

"Grass roots support for enactment of a good nutritional program is crucial," Senator Gordon told *The Bulletin*. He is getting support from nutritionally-oriented citizens and from National Health Federation chapter members, including Leslie Ann Justis, of Canoe Outpost, Nobleton, Fla., who as "a college-educated and nutritionally-minded wife and mother," wants the measures to pass. She asked NHF support, and it was quickly assured by Executive Vice-President Clinton R. Miller, who told Senator Gordon, however, that the Federation could not support inclusion of artificially-sweetened non-sugar drinks because "we are not sure that saccharin or other artificially-sweetened drinks are safe for children. One concern about cyclamates in sugar-free drinks was possible genetic injury to the yet-to-be-conceived children of school children."

SB 604, drafted by the Subcommittee on Nutrition and Preventive Care of the Senate Committee on Health and Rehabilitative Services, would mandate nutrition education in public schools. One proposal would require students at state university medical schools and teaching hospitals to study human nutrition.

SB 552 would establish a risk-factor reversal screening program as a pilot project to help identify persons "at risk," and recommend dietary and exercise programs to reverse the factors.

SB 788 would mandate alternative foods of a nutritional nature in school vending machines, and upgrade school lunch programs to exclude high-sugar content foods. Sale of confections (25% or more sugar calories) in school vending machines would be banned, and such nonconfections as fresh fruits, natural fruit juices, sugar-free drinks, white or skimmed milk, and nuts.

And the one which incurred the opposition of the cereal industry lobby is SB 794, requiring cereal and bread-makers to list sugar and salt content on packages. The words "sodium" or "salt" and "sugar" would be in boldface type. And the label would be required to include a warning that "sugar promotes tooth decay," and that the product "could be dangerous to the health of consumers, except that, if the cereal contains no added sugar or less than 25% sugar, the label could so state, and the warning be omitted."

In testimony before the Subcommittee, industry lobbyists argued that these labeling requirements would be "misleading." They said the bills "unfairly single out sugar, cereals, and so-called

FTC Asked to Sharply Restrict Sugary Commercials for Kids

The "inherent unfairness and deceptiveness" of TV advertising of sugared goodies aimed at children has prompted the staff of the Federal Trade Commission to recommend strong measures restricting such ads — even to a ban.

The staff study was initiated in response to petitions filed last year by Action for Children's Television, Newton, Mass., and the Center for Science in the Public Interest, Washington.

Advertisers of sugared products are caught in a competitive "sugar derby" in which no single company can afford to be "out-sugared," said the staff report. The average child between 2 and 11 sees 20,000 commercials a year while watching 1,300 hours of television — and some ads encourage them to "gamble with their health," the staff found. It concluded that children, particularly the very young, are exposed to health risks they are unable to judge.

At stake is millions of dollars in advertising revenue. In the early 1970s, the report revealed, \$400 million was spent annually on TV advertising to children. About \$80 million a year is from the processed cereal industry. The Televi-

tion Bureau of Advertising reports that 1977 spot and network advertising in the categories most likely to be seriously affected by FTC action totaled \$661 million.

In suggesting that limits be placed on "junk foods" for severe sanctions, which would "discourage their use."

Said Kellogg lobbyist George Franklin of Washington: "If the Committee is really interested in sugar labeling, it ought to do it for every product on the grocery shelf." He said Kellogg disagrees with the labeling method chosen by Senator Gordon, "not with labeling itself."

Speaking on behalf of the Florida Medical Association, Dr. Mat McDonald, Clearwater, said modern living habits are responsible for "the tremendous

WEAKER FTC RULES ARE FAVORED

The FTC has voted 4-0 to write regulations governing television advertising aimed at young children, indicating it was willing to agree to rules weaker than an outright ban. Chairman Michael Pertschuk favored proceeding with the strong proposals recommended by the staff which would ban television ads for sugary products directed to children under 8, and prohibit ads promoting products likely to cause tooth decay directed to children under 12. The rule-making process, including public hearings and comments, is expected to take two or more years.

American diets have undergone. Only 60% of the nation's meals are home-prepared, he said.

In his presentation, Senator Gordon told the Committee consumers "must understand nutrition and the quality of the foods they eat in order to be healthy. If you look at life expectancy in this country for 20-year-olds, we're slightly worse off than Bolivia. And we're the most advanced, industrialized nation in the world. Once you survive childhood in this country, you're not much better off than anybody else in the world."

TV advertising for children, the report criticized "the substantial number of parents" who object to such advertising but are unwilling to limit their children's TV viewing.

More than half of all televised advertising aimed at children is for food, said the report, "almost all of which contains large amounts of added sugar. Advertisements for sugared products — like those for cigarettes — involve inducements for children to gamble with their health, not money."

Five possible courses of action for the commission were proposed:

- Ban TV advertising for all products aimed at very young children.
- Change the types of commercials shown to children, playing down the desirability of sugared products.
- Restrict the amount of advertising for sugared products that can be broad-

cast during hours children most frequently watch television.

- Require TV advertising for sugared foods to be accompanied by health messages, such as one urging proper dental care.
- Establish other ways to impart dental and nutritional information to children apart from commercials for specific products.

The National Association of Broadcasters, representing 550 TV stations and 4,400 radio stations including the major networks, quickly challenged the report. Parents, not the government, should make such decisions, the association said.

"Government intervention, no matter how well-intentioned, is a dangerous precedent, and not the answer," the industry contends.

Sugar/Broadcast Lobby Can't Control FTC So It Finds Allies in Congress

The dollar looms larger in the minds of some Congressmen than children's health. This is the interpretation some place on the 5-4 decision of a House subcommittee on appropriations to forbid the Federal Trade Commission from cracking down on sugared cereal commercials aimed at children.

A North Dakota Congressman, Mark Andrews, tacked an amendment, supported by the broadcast, cereal, and sugar industries, to an appropriations bill to prevent FTC funds from being used to limit the advertising of any food product containing ingredients the Food and Drug Administration has determined to be safe for human consumption.

Said Congressman Andrews: "If there is a question about the quality of food, it ought to be made by the Food and Drug Administration." (Ed. note: The food itself, not the quality, is at issue).

Rep. Yvonne Brathwaite Burke of California opposed the Andrews

amendment, saying, "A proper agency should address the issue of advertising that is aimed at an audience that is not responsible, and not of adult age."

Senator Lowell P. Weicker, Jr., led the attack on the senate side, asserting there are other important areas to spend money — "jobs, transportation, urban revitalization."

In 1977, however, the Senate Appropriations Committee report specifically requested the FTC to tackle the issue of children's TV advertising: "The committee encourages the commission to review its current expenditures to determine if sufficient funds can be made available to implement a viable program concerning the effects of advertising on children."

Commenting on the Andrews amendment and the subcommittee vote, Robert Choate, director of the Council on Children, Media and Merchandising, said: "Thanks to the sugar and cereal

RONALD REAGAN ON JUNK FOOD IN SCHOOLS

The following is an excerpt from a commentary made by Ronald Reagan on a radio program entitled "Junk Food."

"Of late there has been much ado about so-called 'junk food' in schools. The Washington, D.C. school board banned the sale of 'junk food', unquote in schools and even at football games. Happily the school nutritionists went to work on a new menu for teenagers. And, from a health standpoint, you can't fault them. The soft drink machines were emptied, bake and candy sales were halted and the cheering sections at football games carried on without hot dogs, cokes, popcorn or potato chips. Available were milk, hot chocolate, vegetable juices, hard boiled eggs, sandwiches made of whole grain enriched bread, unsalted nuts and yogurt.

"When the lunch bell now rings in the lobbies, the members have indicated their total disinterest in any regulatory reform of how we sell food and beverages to our young. This is a beautiful example of what happens when good will comes up against good power."

Peggy Charren, president of Action for Children's Television, which filed the original petition with FTC for a children's advertising rule, agreed. "It would seem that the industry has loaded its first guns, and now we know who fired them."

Tracy Westen, deputy director of FTC's Bureau of Consumer Protection, said, "it would be a shame to stifle the fact-finding inquiry before we have gathered all the facts, before we thoroughly understand the problem, and before we have heard from all the doctors, dentists, nutrition experts and parents who already are starting to come forward. Many members of the public want to participate. To yank the budget any rug out from under us would unfairly deny them the opportunity to do so."

Washington schools, the students happily flock to the nearest places where the so-called junk food is for sale. The school 'eat shops,' with their healthy new menus, are deserted. One school reports it used to net \$2,000 a year from soft drinks alone and an equal amount from such things as candy.

"You might think the school board would admit it had made a mistake. But no, the ban on junk food remains. To make up for the loss of profits, the school board is giving the principals of the various Washington schools a total of \$65,000 from federal impact aid money. In other words, the nation's taxpayers will underwrite this failing experiment in nutrition. Whatever happened to "Eat your spinach, Junior, or no television tonight!"

— Nutrition Action

NUTRITION ACTION IN VIRGINIA

There's activity on the nutrition front in Virginia!

Dr. Frederick L. Phlegar, chairman of the Secondary Education Department at Radford College, Radford, Va., is doing research on "Nutrition and Learning," on a \$1,000 grant from Phi Delta Kappa to its Radford Chapter.

Findings will be disseminated to political and educational leaders in Virginia preliminary to a lobbying campaign in the legislature for elimination of junk foods from Virginia schools.

The National Health Federation supports this effort wholeheartedly, said President Charles I. Crecelius, and "we trust that those carrying the ball will persist until a legislative victory is won."

What One Person Can Do to Promote More Nutritious Eating Habits

Do you have some convictions about the difference between "good" food and "bad" food? Do you think that as a parent you ought to encourage the children to move into a more nutritious eating pattern? Does it make you mad when you see junk foods in vending machines?

Well, there are things you can do — if you really want to. Last summer, between Mother's Day and Father's Day, a coalition of consumer, women's, health, parent, and nutrition groups waged a "Junk Food Educational Campaign" to encourage consumption of nutritious foods and discourage consumption of junk foods.

In California, the regional coordinators were Ruth Yannatta (213-399-0716), and Regene Mitchell (714-894-2059), Los Angeles area; Sharon McCann (209-233-6765), Fresno area; Linda Akulian (415-893-8178), San Francisco Bay Area; and Elizabeth Kersten (916-966-3095), and Barbara Erickson (916-428-4978), Sacramento.

The coalition defines junk foods as "those which offer little if any essential nutrients except calories. A pastry can be a junk food when eaten alone. As part of a nutritionally-adequate lunch, it provides calories a child needs for energy. Eating junk foods decreases a child's appetite for more nutritious food needed for growth and good health, and encourages obesity and dental disease.

"Snacking between meals is an established food pattern in many families. Many common snacks fall into the junk-food category — foods high in calories but offering little else nutritionally. It is particularly important that young children snack on nutritious foods their bodies need, since their stomachs are small but energy requirements are great.

"If the family food shopper wants children to snack on nutritious foods, he/she should not make a regular practice of keeping junk food snacks around. A snack-shelf filled with junk foods might tempt parents and children alike to eat them between meals. If out of sight, chances are they are out of mind. Snack seekers will look for other nutritious snack alternatives."

Instead of carbonated drinks, candy, sugared gum, highly-sweetened bakery products, and sugared cereals, these foods are recommended as substitutes: Milk, cheese and other dairy products; full-strength fruit and vegetable juices; fresh, frozen, canned, or dried fruits and vegetables; nuts, seeds, nut-butter spreads; legumes such as roasted soybeans.

The coalition is not without ideas for those who wish to get involved in promoting healthy food choices. Here are 11 suggestions of "What I can do in my community. . . .":

1. Induce local TV stations to eliminate or reduce junk food ads on children's television programs, and replace them with ads for healthy foods.
2. Sign and circulate petitions supporting the proposed FTC ban on sugary-food ads on children's TV.
3. Ask your supermarket to replace non-nutritious foods at checkout counters with displays of health foods that appeal to children.
4. Instigate healthy-food parties at your children's schools.
5. Enlist student participation in planning school lunches, and encourage them to make healthy food choices.
6. Survey the selection of snacks offered in public places. Request that half the choices in vending machines and concession stands be nutritious ones.

California Bills Focus on Nutrition in Schools, Labeling (Sugar), Education

Nutrition-minded legislators in California are responsible for introducing three measures dealing with different aspects of the problem, and a fourth would permit dissemination of nutrition information by laypersons without fear of being prosecuted for "practicing medicine without a license."

Demonstrating his concern for the health of the state's school children, Assemblyman Art Torres of Los Angeles has authored A.B. 3406, a measure providing that at least 50% of the food sold in public schools be nutritious. The Department of Education would define nutritious items and formulate guidelines.

In its original form, the bill would have banned junk foods in vending machines in intermediate and junior high schools, and required teaching of a nutrition course, kindergarten through high school. These measures were deleted by amendments, but the amount of nutritious food to be served was increased from a proposed 30%, to 50%.

The amended bill was approved by a vote of 10-1 in the Assembly Education Committee, and referred to Ways and Means.

"It is extremely important," Assemblyman Torres says, "that our students be organized a 'good goodies' food fair.

7. Organize a "good goodies" food fair.
8. Request restaurants to display healthy foods along with pies, cakes, and doughnuts.
9. Ask your supermarket manager to separate sugary cereals, imitation fruit drinks, and fruit in heavy syrup from their more nutritious counterparts.
10. Ask the editor of your local newspaper's food section to write articles on good food choices.
11. Encourage your local children's TV programs to feature heroes who eat good foods.

be provided with proper nutrition which leads to better health and educational achievement. It is my intent to provide students with healthful food choices that will meet adequate nutritional standards.

"Although A.B. 3406 was amended, I will continue to challenge local schools to practice what they preach. We cannot continue to teach nutrition, and not provide students with adequate nutritional choices. Learning *must* be reinforced by good nutritional practice, and children should be encouraged to make healthful food choices which will lead to establishment of optimal eating habits."

Assemblyman Torres is chairman of the Ways and Means Subcommittee on Health and Welfare, and a member of the Assembly Health Committee.

SUGAR LABELING

Senate Bill 1890 would require that any food with two or more ingredients bear a graph on the label illustrating the amount of sugar, by its percentage of caloric value, in such food. Meat would be included in food to be thus labeled, but not alcohol. And ingredients of bread sold at retail, except in a bakery where produced, would have to be shown on the label. This bill was introduced by Senators John F. Dunlap, Bill Greene, David A. Roberti, and A. Sieroty. Coauthors in the Assembly are Mike D. Antonovich, Tom Bane, Julian C. Dixon, Michael Gage, Lawrence Kapiloff, Barry Keene, Frank Lanterman, Meldon E. Levine, John J. Miller, Herschel Rosenthal, Art Torres, and Michael Wornum.

PROGRAM REVIEW

Assemblyman Rosenthal has introduced a measure — AB 2584 — which would establish a panel to review, evaluate, and consolidate nutrition in-

Campbell Nutrition Counseling Rights Bill Gets Committee O.K.

Senator William Campbell is being eulogized by nutrition-oriented Californians for his espousal of S.B. 1790, a measure which would remove the fear of becoming a law-breaker for providing nutritional advice or information to others.

After two hearings, the measure passed the Senate Health Committee by a vote of 5-2, with one member absent. Voting against the bill were Assemblymen Paul Carpenter and Robert B. Presley.

For years California has had a law (Section 2141 of the Business and Professions Code) which provides that "any person who practices or attempts to practice, or who advertises or holds himself out as practicing, any system or mode of treating the sick or afflicted in this state, or who diagnoses, treats, operates for, or prescribes for any ailment, blemish deformity, disease, disfigurement, disorder, injury, or other mental or physical condition of any person, without having . . . a valid, unrevoked certificate . . . is guilty of a misdemeanor."

Senate Bill 1790 would add this paragraph: "This section shall not apply to any person who provides nutritional

information programs conducted by four state agencies: Health and Welfare, Department of Food and Agriculture, State and Consumer Services Agency, and the University of California Extension Service.

After the panel completes its review of existing programs and reports back to the agency secretaries, the agencies would be required to submit to the legislature, within six months of enactment of the bill, a copy of the panel's report, with any comments they wish to include. The panel on nutrition then would be abolished.

advice or prescribes proper nutrition. . . ."

Betty Lee Morales and John T. Clark of Eden Ranch, publishers of *Organic Consumer Report*, noted in the April 25 issue that "Senator Campbell is on fire to help save basic freedoms of consumers, and to curb invasion of and intrusion into the private lives of citizens. Because California is the testing ground for attempting to restrict health practices not supported by the AMA-FDA-ACS, his bill, S.B. 1790, has great national significance. . . ."

Among those testifying on behalf of the bill were Senator Campbell, NNFA President David Ajay, Gary Gordon, M.D., and Georganna Elliott.

'THANK YOU VERY MUCH,' SAYS NHF

Hailing the Senate Health Committee vote on S.B. 1790 as a "major first-step in the struggle to legalize nutrition-counseling in California," NHF Executive Vice-President Clinton R. Miller thanked the five senators who voted for passage of the bill.

"Thank you very much for your 'yes' vote on S.B. 1790," he wrote. "We shall report your favorable vote to our members, who will be as pleased as I am."

This letter went to Senators John Garamendi, Alex P. Garcia, Arlen Gregorio, Milton Marks, and William Campbell. To Senator Campbell's letter Mr. Miller added: ". . . and thank you for introducing the Campbell Nutrition Bill, which will make you famous! . . . We are giving lots of attention to the Senate in support of your bill."

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 industry, 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, consumers exploitation by leading industries, excessive devaluation 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 concerned. NHF does not oppose nor approve any specific healing 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?

ELECTED FEDERATION OFFICERS

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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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Thank you for your cooperation!

PLACE
STAMP
HERE

Every family in America should belong to the National Health Federation to —

1. Support the principle of freedom of choice and liberty in health matters.
2. Be a part of a strong and united consumer's voice in all health matters.
3. Work for beneficial and needed health legislation and, at the same time, oppose proposals which are detrimental to the health interests of the people or which do not provide for equality of recognition of all legally established health professions.
4. Support a united effort to reduce the cost of health care.
5. Oppose insults upon our ecology which have an impact on health.
6. Oppose the use of chemical food additives which have not been proved absolutely safe or which are not needed.
7. Secure fair and impartial enforcement of food and drug laws and regulations.
8. Insist that all monies raised for health research and care be used exclusively for these purposes.
9. Compel all health fund-raising organizations to disclose in an annual report, the amount of funds collected and how the funds were expended.

THESE ARE THE THINGS THE NATIONAL HEALTH FEDERATION IS ORGANIZED TO DO — JOIN ITS RANKS AND TAKE PART IN THIS VITAL EFFORT ON BEHALF OF YOURSELF AND OF ALL AMERICA.

UPCOMING NHF CONVENTIONS

Midwest Regional — Sept. 1-4
Holiday Inn — O'Hare/Kennedy
Rosemont, Ill.

Northeast Regional — Sept. 23-24
Convention Hall — Asbury Park, N.J.

Southeast Regional — Nov. 18-19
Marriot Hotel — Atlanta, Ga.

HELP SAVE OUR HEALTH FREEDOMS