

Buyer Resistance Appearing To Affect Price of Meat

On the hoof, choice cattle are worth about 35 cents a pound. So why are T-bone steaks \$1.20 a pound in the market? This is the last of three articles which explore some of the factors responsible for present high beef prices. It discusses prices at the retail market.

By DAN WYANT
Register-Guard Staff Writer

Maybe you saw the cartoon where the butcher was wrapping up a big, thick steak as he observed: "Well, this puts my son through his first year of college."

And you've probably wondered just how big a profit your butcher is making on beef these days.

Well, a half of beef, choice grade, costs him \$58.10 per hundred pounds under OPS ceilings. How big a markup the Office of Price Stabilization will allow him on that beef depends on his past methods of operation.

WHEN OPS set up retail ceilings on meat, butcher shops and meat markets were divided into classes based on what their customary margins of profit had been.

Smaller, neighborhood stores which stress service and convenience were granted a larger markup than large supermarkets with self service and lower overheads.

For an example of how meats are priced, let's take a market in the 3B or 4B class—the big markets which under OPS heat ceilings are allowed between 18 and 20 per cent gross profit.

That's if they get the full ceiling price.

However, buyer resistance is forcing meat dealers to price some cuts of beef below OPS ceilings, according to Marvin Graser, Portland OPS business analyst in the meat section.

Also, that 18 to 20 per cent is the mark-up over what the retailer paid for the beef. Store overhead cuts the net profit down, of course.

Now, if sides of beef were all T-bone steaks, the retailer would be doing fine at \$58.10 a hundredweight. But since they're not, his average price isn't \$1.20 a pound.

Ten to 15 pounds of a side of beef is going to be fat and other trimmings. The retailer will mix that with cheaper lean meats for hamburger.

THEN THERE will be short ribs, boiling meat and other lower priced cuts to average in with the steaks and roasts to make the gross mark-up around 18 to 20 per cent.

No two sides of beef are going to cut out the same, Graser explains. What the buyer tries to get is an animal with good conformation: Well-filled-out ribs, bulky rounds, and filled-out loins—a carcass with more meat in proportion to the bone.

Steaks from choice and prime grade beef will carry a heavy border of marble fat and the meat will be flaked with bits of fat. Lower grades of beef will be more lean and red.

"Put a choice grade steak and a lower grade steak side by side in the counter," one retailer said, "and the buyer will usually prefer the lower grade." It looks better to him—more meat and less fat.

BUYER RESISTANCE has become more of a factor in retail meat operations since OPS went into effect, chiefly because regulations require that prices per pound be displayed with all cuts.

One dealer summed it up: "Customers see signs for over \$1 a pound and are scared away."

But, then, there's always hamburger.

Volunteer Firemen
Admit Setting Fires

MEDIA, Pa.—U.S.—Three volunteer firemen have admitted setting 14 fires which destroyed barns and other buildings valued at nearly \$1,000,000 in Delaware County since last October, police said Tuesday.

The three used homemade fuses fashioned of rope and string soaked in oil to start the blazes "for the thrill," according to District Attorney Raymond R. Start.

Assistant Coach Jack Roche played professional baseball with Spokane in the Western International during the 1940 season.

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(Reg-Guard photo, Wiltshire engraving)
MRS. FRANCIS BLACK, 1489 Willamette St., takes time out from her duties as a checker at Safeway's 13th and Willamette St. market to look over some of the roundsteak featured by the meat department there at \$1 a pound. There's no shortage of beef in local meat counters these days but buyer resistance has cut sales, most butchers agree.

Order Establishes Lane County As Control Area for Fruit Fly

An order establishing Lane County as a cherry fruit fly control area, effective April 14, has been signed by E. L. Peterson, state director of agriculture.

Aimed to help rid the county of the fruit fly, the order was approved following petitions of 78 Lane cherry growers representing 618 acres of cherry orchards.

LOCAL GROWERS have been carrying on a voluntary control program for many years but the cherry fruit fly has become so

widespread they asked for a compulsory control program embracing the entire county, according to Lon Hawkins, chairman of the county fruit fly control committee.

The control area is similar to ones already in existence in Wasco, Hood River, Polk, Marion and Linn Counties, all areas in which there is considerable commercial cherry acreage.

Under the new regulation, property owners or occupants will be required to spray or dust every cherry tree in Lane County by formulas approved by the department. This includes cherry trees on city and suburban residences.

The spraying must also be done at the proper time, Peterson said, which is determined by emergence of the cherry fruit fly. Spraying or dusting in advance of the proper time, which will be officially announced by the department, will have no effect on the control of the insects, he added.

The control program will require a minimum of two or three treatments depending upon the formula used and the weather conditions at the time.

A PUBLIC HEARING was conducted in Eugene March 28 on the proposed control area and no remonstrances were received.

A county supervisor will be named by the Lane County court to conduct the program.

CRESWELL — The city council Monday night set Friday, April 11, as the date for the annual budget meeting.

Freeholders named to meet with the council to set up the budget are R. M. Carpenter, C. C. Holleman, J. M. Walkup, Hayes Burke, L. A. Whitney, and E. A. Green.

In other business the council approved three building permits: a house and garage at 5th and D Sts. for Phillip Holt; alterations and repairs on a house and construction of a 9 by 18 foot chicken house at 1st and A Sts. for T. H. Conboy; and alterations on a home on N. 6th St. for W. J. Polson.

Creswell Home Extension Unit has been asked to decorate the speakers table at the Lane County Festival to be held at the Erb Memorial Building, May 1. Tickets to this meeting are \$1.10 and may be purchased at the El Mar Cafe in Creswell. Officers will be elected at the May 8 meeting of the Unit. The lesson will be "Simple Home Repairs" with Mrs. J. V. Birdsong and Mrs. F. L. DeBerry as leaders.

Body to Arrive

The body of Lionel E. Mathews is aboard a transport scheduled to arrive in San Francisco Tuesday. Mathews was the son of Mrs. Irma A. Mathews, formerly of 943 Alder St., Eugene, and now of 204 Cedar St., Tillamook. He was a Navy hospitalman serving with the Marines in Korea when fatally wounded.

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News Briefs



RISE IN TEMPERATURE

U. S. Weather Bureau Forecast: Eugene and vicinity: Fair through Wednesday, with some high clouds, and rising temperatures. Western Oregon same. Expected high Wednesday, 67; expected low Tuesday night, 32.

Local Statistics: Higher temperature Monday, 60; low Tuesday, 29; rain in 24 hours ending 10:30 a.m., 0 inch; total for month, .30 inches; normal for month, 2.07 inches; stage of river at 7:30 a.m., plus 1.4 feet; wind at 11:30 a.m., NE-10; prevailing Monday, N-10.

Sunrise and Sunset (PST): Wednesday, 5:40 a.m. and 6:48 p.m. Thursday, 5:38 a.m. and 6:50 p.m.

FELLOWSHIP CLASS of the First Methodist Church Sunday School will have a 2 p.m. tea at Mrs. A. H. Norton's home, 2176 Charnelton St., Tuesday, April 15, instead of Thursday, April 10, as previously announced, to avoid a conflict with other church activities.

THEFT OF CLOTHING and other personal belongings valued at approximately \$200 was reported to Eugene police Monday evening by Richard T. Thacker, Jr., 1472 Kincaid St. The items, including a size 46 green leather jacket, a camera, orange blanket, overnight bag and a radio, were taken from Thacker's car while it was parked on 15th Ave. near Kincaid. A wing window was forced to gain entry to the car.

JOSEPH M. WILLIS, 46, of 182 W. 6th Ave., was arrested Monday afternoon and charged with assault and battery. Acting on a private complaint signed by Mrs. Viola Willis, Eugene officers arrested Willis and booked him in at the county jail.

THE NUTRITION study group will meet this Thursday evening at 8 p.m. at the Naval Air Reserve Station on East 13th St. Whole grains and the importance to good health will be discussed.

MOOSE BAND will practice Tuesday night.

EXCHANGE CLUB will have a stag party upstairs in Del Rey Cafe Tuesday at 7 p.m. The group will initiate new members and have a family style chicken dinner with refreshments.

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Body to Arrive

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USSR Youth Tired Of Stalin Policies

By WILLIAM L. RYAN

Many a young intellectual inside the Soviet Union is becoming fed up with Stalinism, underground sources report.

Young men and women, after years of hearing what fine things the Soviet system was doing for the country, begin when they leave school to learn for themselves just what is going on.

One young man, a former Soviet Army political officer who fled to Western Europe, reported he had grave doubts there were more than a handful of sincere Stalinists among the intellectuals under the age of 30.

When World War II was coming to an end, this section of the Soviet population had some enthusiasm for Stalin. They believed he might mean the beginning of

better things for Soviet people, with fascism lying in ashes and the victorious Allies seemingly united.

BUT IT DIDN'T turn out that way. Restrictive laws grew even more restrictive. Nothing was done to change the law chaining workers to their jobs. Instead of easing the farmer's lot, the government made it more difficult.

The city worker was treated to the spectacle of price reductions to the accompaniment of drumfire propaganda. But his purchasing power remained low—lower than it was before the war in many cases. Only shock workers, Communist Party members and a few categories of mining and heavy industry were doing better.

Instead of providing the people with housing to replace that ruined in the war, the government

channeled everything into heavy industry.

THE POLITBURO cracked down heavily on the intellectuals. Andrei Zhdanov, before his death in 1948, instituted a cruel purge to make all art in the Soviet Union conform to the Soviet pattern. Thinking was put in a straitjacket. Young Soviet people, like young people everywhere in the atmosphere of restriction, became disillusioned.

Instead of being freed from the fear of a new war, the Soviet people were quickly exposed to propaganda intimating a new world war was just around the corner. The nation's substance was drawn into industry fashioning implements of war.

Many a Soviet soldier and officer who had been out of the country had seen for himself how people fared in other lands.

THE DISCONTENT is not to result in any open rebellion on a scale dangerous to the regime. The vast Soviet police informer system sees to that.

Nor is there likely to be open resistance inside the USSR in the near future. Sources within the Communist Party, however, do this he must demonstrate his privileged position must think and act Stalinist all times.

Maggie Denies Wedding Plans

WASHINGTON — (P) — The White House said Tuesday the latest rumor that Margaret Truman has wedding plans "is not true."

Mrs. James Helm, social secretary to Mrs. Harry S. Truman, made that comment on a report from California that Miss Truman is planning to wed in the fall.

"It's not true," Mrs. Helm said. "It's the same old rumor all dressed up again."

Prof. Theodore J. Kreps of Stanford University had said Monday that sources close to the Truman family were predicting a

White House wedding in the autumn.

Kreps said Marvin Braverman, a Washington attorney, "is the one who's mentioned most often as the prospective bridegroom."

Braverman said here there was no truth to the report he and Miss Truman were to be married.

KINER WHIFFS

SAN BERNARDINO, Calif. (P) — Ralph Kiner, the Pittsburgh Pirate home run hitter, made his first appearance in an intra squad game Thursday—and struck out with the bases loaded.

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