

## Local man traps mink



Ralph Burcham of Lexington, a retired government trapper, trapped this mink at the C.C. Jones ranch on Willow Creek after the animal had killed 66 of the Joneses chickens. Burcham, 76, has lived in Lexington many years and still traps on a part time basis on his own.

## De-emphasizing beef?

(Editor's note: The following article, which appeared in "The Record Stockman" on February 19, was submitted to the Gazette-Times by Morrow County CowBelle Publicity Chairman Marlene Currin.)

Compounding error with error, Safeway Stores Inc. is de-emphasizing its meat case and putting more emphasis on "meat alternatives."

Peter A. Magowan, chief executive officer of the 1,900 store chain, dropped the news last week, and the announcement comes as no surprise to many meat-industry observers who say that the chain began phasing out beef three years ago when it announced its "Safeway Lean" house brand of beef.

At the time, Safeway executives were telling us that consumer preferences were indicating that USDA grades were misunderstood and that the consumer wanted leaner meat. Period.

The Safeway Lean house brand was a failure almost from the start. Magowan himself admitted after several months of trial that the new label wasn't helping sales, despite a price break better than USDA-graded beef. Although company meat buyers insisted that they had a quality-control system that would assure even quality of beef, consumers immediately began to label the Lean beef as "generic."

The quality and tenderness of the beef varied from cut to cut and consumers never did get turned on by the idea. Safeway, after decades of using USDA Choice beef to make the meat counter the main attraction of many stores, began unwittingly destroying the beef market it had been developing over the years.

The no-rolls Safeway began putting on the market resulted in no-shows at the meat case.

And Safeway, rather than admitting that its meat-marketing strategy was at fault, has officially begun de-emphasizing beef. Had the USDA changed its standards for grading and included more beef in the Choice category, Magowan said, the chain would have gone back to the

USDA standards.

The new strategy is to install "nutrition awareness centers" in each Safeway store that will to some extent disseminate the federal government's controversial dietary guidelines — calling for reduced consumption of fat, salts and sugars ... and red meats.

Safeway says surveys show that consumers want to know more about the foods they eat. Maybe so. The public also knows that smoking is bad for the health but cigarette sales continually climb. Junk food is still king in the American diet, although Safeway thinks everyone wants to read about the nutritional value contained in Twinkies.

Good beef is good food, in every respect. But it appears that Safeway customers and the beef industry are to be victims of a sort of self-fulfilling prophesy:

Safeway's lean beef runs all over the chart in terms of quality, so customers become wary of buying it. Finding a good cut of beef becomes a matter of chance. Sales slump, so Safeway cuts back on its beef counter so that even the most knowledgeable customers will have less meat to choose from when looking for that elusive cut of high-quality beef. And sales slump more.

The beef-loving customer is driven into the street, to be joined by the beef producer concerned about his product's image.

## 175 attend Cub Scout Blue & Gold Banquet

About 175 people attended the annual Cub Scout Blue and Gold Banquet held at the Heppner Elks Lodge February 28. Al Burt of the U.S. Forest Service, Heppner, showed a film on Mt. St. Helens, said a Scout spokesperson.

The highlight of the evening was the presentation of Bobcat, Wolf, Bear and Webelos badges and the Arrow of Light awards.

The next pack meeting will be held March 28, 6:30 p.m., at the Elks Lodge in Heppner. Pine wood derby races will

## Morrow County Day held in Wickenburg, Arizona

A "Morrow County Day" was held at the home of Jack and Mary Van Winkle in Wickenburg, Arizona on Saturday, Feb. 26.

A potluck dinner and much conversation was enjoyed by all those attending from various parts of Arizona, who were former residents of Morrow County, said Mrs. Van Winkle.

Those in attendance were: Bill and Floy Privett of Salome; Marv and Frances Smith of Sun City West; Bob and Millie Ferrell, Tempe; Muriel and Elmer Palmer, Dorris Graves, Millie and Jack O'Connor and Bob and Cal Grabbill of the Mesa area; Flovd and Lorena Jones of

Apache Junction; Clinton and Marie McQuarrie, Harry and Helen O'Donnell and Richard and Adele Hayes of Yuma.

Those notified and unable to attend were Judge J.G. Barratt and Peggy of Mesa; Charles and Julie Hasvold, Phoenix; and Harold and Evelyn Coulter from Yuma.

"If anyone was inadvertently left out, it was only because we did not have a phone number or address and we urge anyone planning to be in the area next year to contact those who will be returning shortly and leave an address for us to contact as we are planning this as an annual event," Mrs. Van Winkle said.

## Sewing machine programs to be held locally

By BIRDINE TULLIS  
Program Assistant  
Morrow Co. Extension Service

"Getting the Most From Your Sewing Machine," a program devoted to what's new in sewing, care of your machine and painless sewing will be presented by Dawn Hawkins and Birdine Tullis in three locations and times in March. There will be a charge of \$1.50 per person to cover costs. Dates are Heppner - March 15, 4 to 7 p.m.; Hermiston - March 15, 10 a.m. to 1 p.m.; and Pendleton - March

16, 4 to 7 p.m. Time is scheduled especially for the working woman who cannot attend many daytime programs. Research shows women who work outside the home do more sewing than others.

Everyone is welcome. Each attending is asked to bring a machine made article for a "show and share" display.

Articles may be clothing or a creative article such as toys, wall hangings, pillows, etc.

Birdine and Dawn hope to have a variety of newer model machines available for homemakers to inspect and try.

## What's Your Opinion?



Question: "How do you feel about last Sunday's 'Northwest Illustrated' program on the Willow Creek Dam?"

"I thought it really told how Heppner felt about it," said Jean Strange of Heppner. "And it was done in good taste."

take place at this meeting, the spokesperson said.

## D.M.V. schedule

The Heppner field office of the Department of Motor Vehicles will be open throughout the month of February, Monday through Friday, 8 a.m. to 12 noon and 1 to 5 p.m., except on Monday, Feb. 7, Wednesday, Feb. 16 and Monday, Feb. 21, when the office will be closed.

## Hearing screening to be conducted March 17

The Umatilla Education Service District (E.S.D.) will be providing hearing screening in Heppner and Lone

March 17 to elementary school students including all kindergarten students who did not go through last year's pre-school clinic; students in grades one

and three; new students to the county and parent, teacher or principal referrals of students in kindergarten through sixth grade

The hearing screening services are provided by the Umatilla E.S.D. for public school students of Umatilla and Morrow Counties as a

result of a grant received from the State of Oregon Maternal and Infant Health Program. Approximately 2,000 children will be seen, said an E.S.D. spokesperson.

Follow-up for children who fail the screening will include testings by the E.S.D. audiologist and medical follow-up at

**LADY AT  
THE GOLDEN  
TACO  
HAPPY  
23rd  
BIRTHDAY**

## Jepsens attend conference

John and Jean Jepsen, of Dobyns Pest Control, Ione, have just returned from a Pacific Northwest Pest Control Conference held in Yakima, Wash. March 3 through 6.


T. Roy Young, of Florida, president of the National Pest Control Association, was a speaker at the conference. His discussions dealt with challenges of the future, Mrs. Jepsen said.

Another speaker, Dave Dietz, a Salem attorney, re-

ported on new environmentalism and discussed educating the public about chemicals, she said. Dietz is a representative of Oregonians for Food and Shelter.

Mrs. Jepsen said the chemical industry is concerned with educating people who use chemicals.


New chemicals and equipment were also discussed and demonstrated by their representatives at the conference, she said.



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G-P225/70R14	74.07	2.80	G-P245/60-R14	77.54	2.86
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