

## Cow Belle Corner



Morrow Co. Cow Belles  
By MARLENE CURRIN  
Publicity Chairman

It will be difficult for consumers to miss beef advertising and promotional efforts this summer.

Beginning June 4, national advertising for beef was returned to media outlets across the country, including national network radio, national magazines and spot television in 22 top metropolitan markets.

Electronic ads will again capitalize on last year's successful "Beef Gives Strength" campaign, which is aimed at today's active consumers. Spot television ads, which will be seen at various times in different markets, include such programs as "Entertainment Tonight," "M.A.S.H.," "Barney Miller" and local baseball and news broadcasts.

These ads will air in the many television markets of large cities, including Portland and Seattle.

"Beef Gives Strength" radio ads will air on many networks. In total, approximately 250 ads will air over all networks during the summer promotion period. The radio ads, also utilizing the "Beef Gives Strength" theme and jungle, take two slightly different approaches in terms of voice-over copy.

Full-color magazine ads will also reach consumers across the country. This summer, magazines such as "Bon Appetit," "Newsweek," "Parents," "Self," "Women's Sports," "Working Mother," "Tennis," "People," and the "Official Olympic Souvenir Program," will carry the beef industry's message.

Additionally, beef point-of-purchase materials were on display in approximately 20,000 retail stores and supermarkets across the country during the month of June. These stores account for approximately 74 percent of all retail foodstore business.

### Burning permits required in

#### National Forests

East Central Oregon Fire District Boundary. Burning permits are required for these barrels. There is no charge for these permits.

The reason for the permits is two-fold. First, the landowner will receive instructions on how to burn safely. Second, smoke seen by Forest Lookouts from legal burning will not be confused with smoke from a wildfire.

Contact the Oregon State Forestry Department (763-2575) for more information concerning burning permits. An Oregon State Forestry Department representative will gladly visit you and issue a burning permit for your safe burning barrel or other burning which can be conducted safely.

## Aug. 1 target date for road completion



The surface of the sub-grade road bed before it was covered with sub-base rock.

The \$2.2 million 8 month project for re-alignment of Willow Creek Road between Lexington and Lone which started last November is now scheduled to be paved by the end of July says Assistant Project Manager, Tom Penner of the Oregon

State Highway Division office in Pendleton.

Morse Brothers Contractors are the prime contractors who are doing the laying of rock and paving for the project. Central Columbia Construction has completed the blasting and rock cuts which prepared the road bed. Morse Brothers is cur-

rently covering the road with 14" of sub-base rock and will cover that with 2" of base rock - 125,000 Tons of rock all together will be used on the stretch of road.

Another sub-contractor will be brought in to do the seeding and mulching of the slopes with a mixture of grass seeds and straw or wood cellulose.

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AT WILLOW CREEK**

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## USDA raises food stamp eligibility limits

On July 1, the eligibility limits for people on food stamps will increase by about three percent, reflecting changes in the cost of living since last year, according to John W. Bode, deputy assistant secretary of agriculture for food and consumer services.

Under the new guidelines, the gross monthly income limit for a family of four will increase from \$1,073 to \$1,105. The net monthly income limit for a family of four will increase from \$825 to \$850.

To be eligible for food stamps, a non-elderly or disabled household's gross income must be no more than 130 percent of the poverty line. The household's net income (income after allowable deductions) cannot exceed 100 percent of the poverty line. Congress requires USDA to update these guidelines annually to adjust for changes in the Consumer Price Index, Bode said.

Following are the gross and net income limits effective July 1 for households of various sizes in the continental U.S., Guam and the U.S. Virgin Islands. (Alaska and Hawaii income limits are somewhat higher.)

7.....	\$1671	4.....	\$850
8.....	\$1859	5.....	\$995
each additional	\$189 more	6.....	\$1140
		7.....	\$1285
		8.....	\$1430
		Each additional	\$145 more

Net Monthly Income  
Eligibility Standards

Household Size

1.....	\$415
2.....	\$560
3.....	\$705

The food stamp program currently provides supplemental food assistance to nearly 22 million Americans.

Gross Monthly Income Eligibility Standards	
Household Size	
1.....	\$540
2.....	\$728
3.....	\$917
4.....	\$1105
5.....	\$1294
6.....	\$1482

## Art Club sets meeting July 23

The Morrow County Creative Arts and Crafts Club will hold a meeting Monday, July 23, 6:30 p.m. at Kate's Pizza and Pastry in Heppner.

The agenda will include discussion about the evening watercolor class to be taught by Tina Sharp. Anyone who is interested in the class may attend the meeting, said a spokesperson for the club. Or, they may call Sharp at 676-5048 or Cork Norene at 676-9656 for further information.

Another item on the meeting agenda will be the Artist in Education Program in the Morrow County Schools which is sponsored by the Eastern Oregon Regional Arts Council in LaGrande.

## Births



Meghan Kae Bailey - a daughter Meghan Kae was born to Kaedene and Ken Bailey of Heppner at Pendleton Community Memorial Hospital July 12, 1984. She weighed 7 lbs., 5 oz.

Grandparents are Jerry and Joyce Kay Hollomon and Dwight and Janell Bailey, all of Heppner.

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<b>2½ Year Fixed Rate Certificate</b> \$500 minimum deposit. Interest compounded and paid quarterly. 2½ year term.	<b>11.951 %</b> Annual Yield	<b>11.450 %</b> Current Rate
<b>1½ Year Fixed Rate Certificate</b> \$500 minimum deposit. Interest compounded and paid quarterly. 1½ year term.	<b>11.842 %</b> Annual Yield	<b>11.350 %</b> Current Rate
<b>1 Year Fixed Rate Certificate</b> \$500 minimum deposit. Interest compounded and paid quarterly. 1 year term.	<b>11.734 %</b> Annual Yield	<b>11.250 %</b> Current Rate
<b>6 Month Money Market Certificate</b> \$2500 minimum deposit. Interest paid at maturity. 6 month term.	<b>11.039 %</b> Annual Yield	<b>10.750 %</b> Current Rate



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