



**Cow Belle
Corner**

By MARLENE CURRIN
President, Morrow Co. CowBelles

An article recently written by the cattleman's friend, Lee Pitts, appeared in the Livestock Market Digest. He made some very good points and our CowBelles feel like passing on some of these ideas.

"If we could get the American consumer to eat just a tenth of an ounce of beef more per day, just one tiny bite, we would need one million more fed cattle per year in this country."

Getting the consumer to eat that one more bite was the subject of Jay Wardell, Vice President of the National Meat Board, when he spoke to the Stockman's Clinic at Phoenix, Arizona. In discussion of consumer trends and their changing attitudes Wardell said that "There is a new perspective in looking at meat consumption figures that the medical profession and the American consumer need to be aware of. The doctors hear that the average consumer eats 104 pounds of beef a year and they conclude that we are stuffing ourselves with beef. That is 4.6 ounces of beef per day per person. No wonder they say we are eating too much beef. That is more than the total recommended meat allowance and that is just for beef. But that 104 pounds is carcass weight. The retail weight that is purchased at the store is 77 pounds or 3.4 ounces per day. But we don't eat all that we take home. When the bones are taken out the figure is 2.9 ounces. In reality, the cooked, edible amount of beef that the average American consumer eats per day is 2.1 ounces. Even adding back in 4 of an ounce for processed beef that we eat, such as hot dogs and salami, we come up with 2.5 ounces per day. That translates into 57.7 pounds of actual beef per consumer and even that may be on the high side."

Wardell told the audience that "a

lot about the average consumer. Who is this average consumer that we are trying to sell more beef to? On paper, or in some government statistics, the average consumer is 5'4" tall, 148 pounds, 51 percent female, drives 3/4 of a car, is divorced by plans to remarry, speaks Spanish part of the time, is an alcoholic one week of the year, owns a house but plans to sell and upgrade. The average consumer is healthy and will live well into the 70's, can expect to die of heart disease or cancer, and the favorite

pastime is eating." Of course there is not such average consumer and Wardell told the Phoenix audience that we can no longer look at the consumer in that light. In marketing beef in the future we have to appeal to the different consumer segments. "We can't have one story for the entire population. Over half of the women are now working outside the home. That means that we have to develop new and more convenient products made with beef if we are even going to keep consumption at the current

hundred and fifty million people in this country, or two thirds of the population, eat no more than 1.7 ounces of beef per day. The meat board terms these eaters light to moderate users of beef. We have a real story to tell these people," said Wardell. "The medical people don't have a clear grasp of what these figures mean either. It is mostly our fault. We have beat ourselves on the chest and bragged about the increasing consumption of our product without really knowing the real story ourselves. Americans are not stuffing themselves on beef."

about the healthfulness of beef is nothing new. The Meat Board was formed back in 1922 because it was popular folklore of that time that high protein diets with a lot of red meat overloaded the kidneys. Of course that was not the case and eventually the consumer found out. She will eventually find out that beef, pork, chicken and turkey all have virtually the same levels of cholesterol. As long as we have the most popular food, people will always be taking pot shots at us. It is part of the price we must pay."

little as an industry in promoting the benefits of eating meat." "We can no longer wait and see and hope the future will be brighter but we must predict and prepare and make things happen." Then maybe we can get off the roller coaster ride and out of the crap game.

Make your **CANNING** easy this summer
Coast to Coast has a large selection of **SUPPLIES**

Ft. Dalles Days begin July 18



The 20th Annual Fort Dalles Days Town Festival and Rodeo will be held July 18-20 in The Dalles. This three-day, four-show rodeo will feature over 450 contestants competing for over \$30,000 in prize money at one of the largest Northwest Rodeo Association events in 1985.

Skydiving competition will be the featured preliminary event for each

National Merit Foundation, Inc. restrained from use of name

In a case filed on June 25, 1985 by National Merit Scholarship Corporation of Evanston, Illinois, Judge Prentice Marshall of the United States District Court in Chicago on June 27, 1985, issued a Temporary Restraining Order prohibiting the use of the name National Merit Foundation, Inc. by an organization located in Los Angeles, California.

The plaintiff, National Merit Scholarship Corporation, conducts the annual National Merit Scholarship Program. Over one million students from some 19,000 high schools currently enter each year's competition, in which more than 104,000 college undergraduate scholarships valued at \$325,000,000 were awarded between 1956 and 1985.

The defendant, National Merit Foundation, Inc., with which National Merit Scholarship Corporation has no association had made a mass mailing to students throughout the country stating that, because of outstanding achievements, the student's name would appear in the National Merit Foundation's National Honor Roll.

The complaint filed by National Merit Scholarship Corporation alleged that the mailing included students being honored in the National Merit Scholarship Program, but also was sent to students with poor academic records and to students who had dropped out of school. The mailing included an offer for the student to purchase a

evening performance at the rodeo grounds. Other activities include donkey races, parade, carnival, food fair, beer gardens, western dances, and buckaroo breakfast.

Other festival events include a windsurfing program, bicycle fun ride, 10K and 5K runs, and a soap box derby. For more information call The Dalles Chamber of Commerce at 296-2231.

book entitled "The National Honor Roll" for \$29.95, as well as key chain for \$8.95, a wood grain plaque for \$19.95, and a certificate of recognition for \$9.95. The defendant also offered to send letters of recommendation to businesses and colleges for \$2.00 each.

National Merit Scholarship Corporation has received numerous letters and telephone calls from students, parents, school administrators, and news media inquiring about its association with the defendant. In the suit filed by National Merit Scholarship Corporation, it alleged that the defendant had caused substantial actual confusion, and that it was highly damaging for National Merit Scholarship Corporation to be considered to be associated with National Merit Foundation, Inc.

PUBLIC NOTICE

NOTICE OF MEASURE ELECTION CITY OF HEPPNER

Notice is hereby given that on 13th, August, 1985, an election will be held in Heppner, Morrow County, Oregon. The polls will be open from 8:00 a.m. to 8:00 p.m. The following shall be the ballot title for the measure submitted to the electors thereof:

CAPTION: TO LEVY OUTSIDE TAX BASE AND INCREASE TAX RATE.

QUESTION: SHALL HEPPNER LEVY \$38,515.00 OUTSIDE TAX BASE AND INCREASE NET TAX RATE \$1.50 TO PERMIT RAISING THE REQUESTED AMOUNT?

EXPLANATION: CURRENTLY THE TAX BASE OF \$157,809.00 IS INADEQUATE FOR THE GENERAL OPERATION OF THE CITY. IF THE TAX LEVY IS APPROVED, THE OPERATING BUDGET TO BE FINANCED BY LOCAL TAXES FOR THE FISCAL YEAR 1985-86 WILL BE \$47,447.00 GREATER THAN THE OPERATING BUDGET FINANCED BY LOCAL TAXES FOR THE CURRENT FISCAL YEAR. THE REASON FOR INCREASING THE LEVY ARE: LACK OF AVAILABLE CASH AND SPIRALING COSTS OF INSURANCES, MATERIALS AND SUPPLIES. ALL NECESSARY FOR THE OPERATION AND MAINTENANCE OF THE CITY OF HEPPNER.

Marshall Lovgren Administrator

1. For measure authorizing tax levy or establishing new tax base: Concise and impartial statement of not more than 150 words, explaining chief purpose of the measure and giving reasons for the measure. 2. For any other measure: Concise and impartial statement of not more than 75 words of the chief purpose of the measure. Content requirements of ORS 255.085 (2) and ORS 450.905 apply to bond measures and certain sanitary authorities, respectively. Additional statement required by section 11, chapter 790, O. L. 1981 shall not be included in word count.

Published: July 10, 1985

Polling place for the August 13, 1985 Special election to be held in Morrow County, Oregon will be as follows:

Combined Heppner (No. 8, No. 9, No. 10, No. 11).....Heppner Neighborhood Center.

Barbara Bloodsworth
Morrow County Clerk
Published: July 10, 1985

PUBLIC NOTICE

NOTICE OF MEETING

Port of Morrow Commissioners will meet Wednesday, July 10, at 11 a.m. at the Port of Morrow office, 1 Marine Drive, Boardman, Oregon.

Published: July 10, 1985

INVITATION TO BID
Computers and Related Equipment

Morrow County School District invites sealed bids for the following Apple brand computers and related equipment.

Quantity	Cat. No.	Description
6	A2P2079	Apple IIe 128K Starter System
7	A2P2078	Apple IIe Color 80 System
2	A2P2077	Apple IIe Disk II Professional System
3	A2P2028	Daisy Wheel Printer w-AIE Accessory Kit
10	A2P2034	Image Writer w-AIE Accessory Kit & Super Serial Card
1	A2M0003	Disk II-Drive Only
8	A9M0105	UniDisk Only

Sealed bids will be received until 2:00 p.m. July 15, 1985 at the district office, P.O. Box 368, Lexington, OR 97839, at which time they will be opened and read aloud.

Label the bid envelope: "Computer Bid".

Bids received after the time fixed for opening will not be considered.

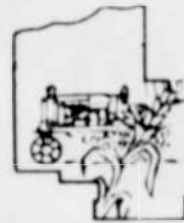
The school district reserves the right to reject any and all bids.

Doyle McCaslin
Superintendent
Published: July 10, 1985

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Summer Colors by Curlee, Saxony Hall and Jaymar
Alterations extra
Reg. 105.00 to 180.00
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BOOT PRICES SLASHED

Brand	Reg. Price	Now Price
JUSTIN WELLINGTON	\$122.00	\$79.95
TONY LAMA ANTELOPE	169.00	\$124.95
TONY LAMA WING TIP	137.00	\$99.95
WOLVERINE WELLINGTON	59.95	\$44.95
WOLVERINE LACE UP	61.95	\$45.95

BOYS ACTIVE WEAR

Tops and Bottoms By Levi



20% Off

LEVI JEANS

Levi Knits and Twill
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Now Reg. 7.00 to 8.00 All \$5.95

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