

Company Produces 'Tender Aged' Beef

By ELMER C. WALZER
UPI Financial Editor
New York - (AP) - There's nothing more luscious looking than a broiled wild buffalo steak - but it takes the stamina and teeth of a full-grown tiger to chew it up.

Perhaps we've lost some of the vigor of our forebears who Elmer Walzer seemed to get along all right with buffalo meat and with freshly killed beef, also a tough morsel.

Today Americans want their beef tender, their beer cold and their coffee hot. Producing tender beef has been a costly operation. It has involved hanging the meat in a refrigerated room for two or three weeks. In that time there has been shrinkage, and trimming has been necessary. These are costly and are added to the warehouse space taken up as well as handling of the meat to make it fit for consumption.

Tender Method
Now Swift and Co. announces a new method of tenderizing beef that cuts the operation to two days without shrinkage or trimming.

This process produces what Swift calls "tender aged" beef. It involves first chilling the meat and then steadily raising the temperature to around room heat under controlled humidity, and re-chilling.

This, says Swift, brings into play natural enzymes in the meat. These enzymes function best at higher temperatures. They tenderize the meat and leave in the natural juices, part of which are lost in old aging process.

A little more than a month ago, Daitch Crystal Dairies, Inc., operators of Daitch Shopwell Supermarkets, entered

into an exclusive agreement for the sale of Swift "tender aged" beef in the New York metropolitan area where it operates 93 supermarkets.

The company reports increasing demand for the new processed Swift beef.

"Even at this early date," says Herbert B. Daitch, chairman, "results of the Swift-Daitch Shopwell exclusive pact are exceeding our expectations."

Sales Increase
"This is but one of the ways we are working with the producers of quality goods to shorten our supply lines. Everyone gains from a tight operation - the producer, the seller, and the shopper."

He said the Daitch Shopwell supermarkets are enjoying a sales increase of better than 12 per cent so far this year.

"Our expansion program," he says, "has added five supermarkets this year and it is being accelerated."

"We will add another five stores - principally in the New York East Side area before the year end."

Swift and Co. has installed a special "tender aged" beef operation in Cleveland and Columbus, Ohio, to supply the Daitch chain.

The latter recently acquired a new meat warehousing facility in Flushing, Long Island, for receiving and distributing meat to its stores. The individual stores cut the meat to suit the requirements of their customers.

In addition to the warehousing operation, the firm is using the new structure for a classroom to train their meat managers and other personnel in the techniques of meat handling.

The company also has consolidated its grocery, produce and general merchandise facilities into a newly acquired warehouse near the center of its operations as a further step in shortening supply lines.

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Safe Bicycle Riding Habits Can Save Lives

Corvallis - Parents who teach their youngsters safe bicycling riding habits can help save lives this summer, and as an extra bonus, contribute to safe automobile drivers in the years ahead.

Mrs. Roberta Frasier, Oregon State college extension family life specialist, reported that an estimated 500 children are killed in bike accidents each year with summer listed as the most dangerous season. Four out of five victims are under 16 years of age and violating rules of the road. Turning, riding the center of the road and refusal

to yield the right-of-way are among leading violations.

Often, she noted, parents buy a youngster a bike, put him on it, and shout a few instructions as the child rides out of earshot. More training than this is needed, she continued.

Bicycles and automobiles are governed by the same rules of the highways and require some of the same learned skills. Children can also learn to appreciate that driving on the streets and highways is a privilege and not a right. Mrs. Frasier suggested that bicycle riding privileges be revoked when riders violate rules. Here are other suggestions she offers.

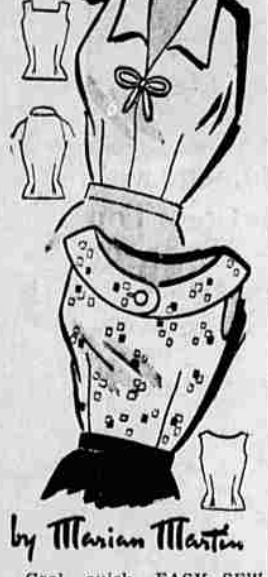
Organize bicycle rider education programs in the neighborhood or community. County extension offices can be helpful in organizing these programs and in securing educational films and other material.

Check bicycles regularly to see that they are in safe mechanical condition.

Parents who set a good example in their automobile driving habits are most effective teachers, she believes. It's difficult to impress a child with a respect for the law when parents try to "get by" with as many violations as they can.

Attitudes toward driver responsibility learned as a young cyclist will carry over in the future when the youngster is old enough to drive a car, Mrs. Frasier said.

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Grange News

Upper Applegate Grange met July 8 with Master Gail Buffington presiding, State Lecturer and Mrs. Croxton were guests.

Anna Scott reported on the state convention in Roseburg in June.

A farewell gift was presented to Mr. and Mrs. Wilford Pearson, who plan to make their home in Hawaii.

The July 22 meeting will be open house for the public, at which time home rule and zoning will be presented and explained.

Refreshments of ice cream and cake were served after the meeting by Mr. and Mrs. Clarence Roloff, and Mrs. Gerald Buck.



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