

Expansion of Wood Products Promotion Would Insure Jobs

A greatly expanded wood products promotion program is needed under the National Lumber Manufacturers' association to insure more jobs in the lumber industry, provide a more stable economy and to give company stockholders a fair return on their investments, Tom Oliver, manager of Timber Products company here and chairman of the local promotion committee, told about 40 persons at the Rogue Valley Country club Friday.

Such an expanded wood products promotion program must be carried out at the private enterprise level, he emphasized. The industry is already financing an extensive and successful wood products research program, he noted. A wood's promotion program needs to be correlated with that program.

George Flanagan, Elk Lumber company manager, said "this program is a solid demonstration that our industry is determined to do a broad scale rejuvenation job. This could result in a sustained and healthy future for the lumber and wood products operations of this country."

Lack of Unified Action

"Lack of unified action in the face of current competition and adverse marketing conditions could be the beginning of the end for one of America's oldest and most productive industries," he pointed out.

Flanagan said he had some misgivings about a campaign to raise additional money for the wood promotion program from sources other than lumber manufacturers such as equipment suppliers.

However, by bringing other segments of the industry into the picture together with closely related suppliers the base could be spread so "a more enduring challenge" could be presented competing products and their promotion programs.

Beneficial Objective

"The clincher with me is that this development represents business firms moving in concert toward a mutually beneficial objective. There is a great deal of satisfaction to be gained from the realization that individual companies are giving aid and encouragement to an industry with which they have enjoyed a long and favorable business relationship," he noted.

"The response to the campaign to date has been excellent with close to 200 firms now subscribing nationwide annually to the program," he said.

"These include wood machinery manufacturers, equipment suppliers, paint, varnish and lacquer companies and many others. In addition to this, over 300 lumber wholesalers and salesmen are financially aiding the campaign," he added.

A promotion movie, "Decision," showed that \$2 million a year is needed for an adequate promotion program. This would mean contributions from the lumber mills of 16 cents per thousand board feet of lumber manufactured, compared to the present 10 cents.

The national promotion program now is working for modification of building codes to allow use of more wood products in construction, produces considerable promotion literature directed to the consumer, the building and trades industry and school officials, does widespread promotional advertising, supplements the programs carried by various lumber species, promotes and coordinates the present program with the previous NLMA program.

Under the new program, wood technicians developing new and increased uses of wood products would be increased from 9 to 23 men. Seattle and Portland would be added as laboratory and wood promotional centers.

There Are No Giants

B.C. Hartung, of the NLMA Intra-industry relations program, said there are no giants in the lumber industry such as Kaiser, Alcoa and U. S. Steel. This means that a promotional program must be carried out by the small operator as well as the big operator.

The wood promotion program started three years ago on a modest basis and has expanded. What gains made already must be followed up through an expanded program, he emphasized.

"Medford has a heritage of wood. As the lumber industry grows so does Medford. Aim of the promotional program is to put wood back in its rightful place as the leader," Hartung said.

Feeding the Family

By ZOLA VINCENT
Food Editor

Fresh Strawberries Cause for Rejoicing

Sweet, firm, rosy good tasting strawberries are increasing in supply right along for providing a superb overture to a meal or for a meal's dramatic finale. They'll be with us for several months now, peaking in May and June.

Strawberries are highly perishable. The sooner they're used the better. Wash them quickly just before using and handling gently in a bowl of very cold water. Leave caps on until time to use them. Never soak even for a few minutes.

Later, they'll be going into pies and other fancy desserts. But many of them right now are being served in all their glory with caps still attached, served with brown or confectioner's sugar and dairy sour cream.

Others cause rejoicing when offered hulled, with a pitcher of sweet cream for pouring, or with mounds of whipped cream or with soft ice cream spooned over. Strawberry shortcake has its share of admirers who crave only the joys of strawberries in and on a shortcake with whipping cream piled high.

They're all yours for easy dining, certain praise. Mayonnaise Variations

For Fish, Fruit, Salad

Real mayonnaise lends itself to infinite combinations for enhancing many dishes.

Tartar Sauce. For a zestful sauce for passing with fish, try this: To each cup of real mayonnaise, add one tablespoon chopped stuffed olives, one tablespoon chopped sweet pickle, two teaspoons chopped parsley and one teaspoon grated onion.

Fruit Cream Dressing. For dressing any fruit salad, combine one cup mayonnaise, one-half cup currant or raspberry jelly and beat together in a small bowl until blended. Fold in one-quarter cup heavy cream, whipped. Some westerners like a hint of curry in this.

Quick Pizza For Hungry Teenagers

Anyone with teenage boys and girls around the house would do well to keep this recipe and the ingredients handy ready for an instant "alert." Come to think of it, you'd better keep two sets of these ingredients handy for doubling the recipe on the double since it makes but four (generous) servings.

- 1 can corned beef hash
- 1/2 cup catsup
- 1/2 teaspoon oregano
- 1 teaspoon chopped parsley
- 2 tablespoons finely chopped onion
- 8 slices enriched bread
- 1 package (8 ounces) sliced processed Cheddar cheese

Mix hash with catsup, oregano, parsley and onion. Toast bread on one side, trimming crusts if you like. Spread one-eighth meat mixture on each bread slice, completely covering bread. Top each with a slice of cheese. Arrange on broiler rack five inches below heat source; broil five minutes or until cheese is bubly and pizzas are piping hot.

Invest in Beef

For Oven Cooking

Do you know how many cuts of beef can be oven-cooked?

Almost everybody knows standing rib roast and the

rolled one too should be cooked by dry heat in the oven. But did you know that high quality rump - the kind plentifully available now - is a deliciously tender, juicy and full-flavored beef roast?

Whole tenderloin can be cooked in the oven too though it is the exception to the low-temperature-for-meat-cooking rule. Whole beef tenderloin should be served crusty on the outside and rare to medium inside. This is best achieved with an oven temperature of 450 degrees for 45 to 60 minutes. The extreme tenderness of the tenderloin and its lack of fat make these high temperatures preferable. This is no budget item.

Beef loaf takes to oven-cooking too and is a handsome addition to any meal.

Parents Should Lead in Dining Table Return

Admitting that teen-agers themselves are sometimes responsible for the trend away from the dining table, young people representing 20 million teenagers at the recent Youthpower Conference in Chicago nevertheless went on record on two scores.

They resolved to press for a "bring back breakfast" movement in their homes and local communities after hearing reports from state delegates that skipping the morning meal was contributing to poor nutritional standards among the nation's youngsters.

They held their own "brainstorming" workshop sessions, registered criticism, called upon adults to show leadership toward a return to traditional mealtime habits. All of which might indicate that while their teen-agers "get away with" snacking meals independently at all times and all over the house, they'd respect a parental discipline that calls for family mealtime gatherings around the breakfast and dining room tables.

Nutritionists and experts in family living have been extolling the virtues of regular meals in an atmosphere of family camaraderie for a long time. It is good to know that the children have started paying attention even if many parents haven't yet.

Best Food Buys

Recommended meat investments for this money conscious weekend are beef, lamb and poultry. Local markets offer many fine and special values on cuts other than prime ribs of beef and fancy lamb chops. Nutrition-packed cuts for long slow cooking are economical, make fine eating when combined with seasonal vegetables. A brand new notion to us was stewed chicken with vegetables at a friend's home recently; served with hot biscuits, honey.

There's fine menu variety in the fresh and frozen fish and shellfish departments; cod, Dungeness crab, fish sticks, flounder, halibut, oysters, rockfish, salmon, shrimp. Money invested in dairy products, milk, buttermilk, cottage cheese, cheddar and fancy cheeses pay off in good nutrition.

Vegetable bins are piled high with artichokes, asparagus, broccoli, cabbage, celery, lettuce varieties, onions, potatoes, bunched vegetables, soft squash, Rhubarb, too!

Fruit displays feature apples, oranges, small grapefruit, bananas, strawberries.

"Doggy" Bag



by Alice Brooks

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