



Active 'Cow Belles' Boost Beef Business



By RUTH MARSHALL

As we have seen, the physical situation and the traditional independence of cattlemen tended to impede the formation of a cohesive, representative group that could deal with the common problems and difficulties of the beef industry. For the same reasons ranch women who often served as bookkeepers, cooks, errand runners and cowhands as well, had little opportunity for group or social activities. But since ranch women had always been working partners, they were not content to stand idly by when their men organized to protect and promote the cow business. Thus Cow Belles, the official auxiliary of the Cattlemen's Associations, came into existence. Its purpose is "to promote friendly and social relations among the cattle people, and to cooperate for the best interests of the industry, community and country." Membership is open to any interested woman.

The organization evolved on October 17, 1939, at a luncheon at the 4 Bar Ranch near Douglas, Arizona, where Mrs. Ralph Cowan entertained 15 of her neighboring ranch women. They selected the name Cow Belles, and as word of their group and purpose spread, women from other states organized county and state associations. In 1952, the American National Cow Belles formed, with 13 member states and members in 14 other states.

Oregon's first county to have a Cow Belle group was Malheur in 1947, the Oregon State Cow Belles elected its first officers in 1953, and Klamath County organized the following year.

In carrying out their purpose of "cooperating for best interests of the cattle industry," the three levels of Cow Belles have worked together on a variety of promotional and educational activities. The American National Cow Belles compiled and had published "Beef Cookery," a cookbook devoted solely to beef recipes. These books are distributed to the state organizations and sold in and by each county. The Oregon State Cow Belles have utilized the cookbooks in an educational project by making a book and 10 dollars for economy beef cuts available to each of the school homemaking classes. Students are thus able to participate in identifying, purchasing, and preparing low cost cuts.

The search for new ways of utilizing beef has led to the development of "beef candy," a low calorie, high protein confection boxed under the name of Beef Sweet Steaks. The Oregon Cow Belles are handling the nationwide distribution of the candy, and in an attempt to publicize it, Mrs. Dave Campbell, Bly, president of the Oregon Cow Belles, is soon to leave for Washington to present a box to each U.S. senator and to give a Cow Belle bracelet to Mrs. Richard Nixon.

The biggest project of all Cow Belles is getting beef established as the traditional meat for Father's Day. Since beef has long been the favored masculine food, a day devoted to dad should feature his favorite dish. To aid in promoting this idea, the Oregon State Cow Belles have sponsored a Father of the Year contest. Each county submits a candidate and the state winner is announced just before Father's Day. As a part of Klamath County promotion, one county agent's television program was devoted to Cow Belles, and county father John Hayden was introduced.

Klamath Cow Belles worked in other ways to advertise beef as the fitting dish for Father's Day. The Beefsters column in the Thursday food section of the Herald and News consisted of a picture of a local cattleman, his brief biography and the recipe for the kind of beef he wanted on Father's Day. Display ads in the newspaper and radio spots combining jingles and straight promotional material were run, the mayor proclaimed beef as the traditional dish for Father's Day and letters explaining the program were sent to meat departments and restaurants. Posters were put in Main Street windows, meat departments were furnished with mirror and package stickers, and as a finale, the first

new father on Father's Day was given his child's birth weight in beef.

Cooperating on state and nationwide promotion projects is only a part of each county unit's activities. Since their organization in 1954, Klamath Cow Belles, recognizing the importance of 4-H work in training future ranchers and homemakers, have awarded prizes for the best beef breeding project and for the best beef dinner at the 4-H fairs. They have tried in other ways to publicize beef. One series of articles in the Herald and News featured different Cow Belles with their favorite beef recipe. Another consisted of topics related to

or dealing with the beef industry. For two years they entered a float in the Fourth of July parade, and last year manned a booth at the Merrill Potato Festival, giving away recipe folders, selling cookbooks and candy, and answering questions about Cow Belles and the beef business in general.

"All work and no play makes Jack a dull boy," so the saying goes, and though their purpose is beef promotion, Cow Belles has its social side. The four yearly meetings are luncheons or teas, and ranch women who would normally have little chance of meeting can become acquainted. The spring tea, at which officers are elected and

plans made for future projects, is held on the day the cattlemen have their annual meeting, and both organizations join forces in the evening at a banquet. Not only are the meetings business as well as social occasions, the spring luncheon features a fashion show, a form of entertainment dear to any woman's heart. And the summer picnic gives the whole family an opportunity to meet other people engaged in the same business.

Today, the beef industry is one of the few businesses that is not dependent on government aid or regulation. But to insure its continued independence and health, all members of the industry must face the problems of the present economy and take cooperative action.

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Auxiliary Member Points Out Values To Be Found In Beef

By JUDY DECKER

The housewife of today may not be a trained dietitian, but there are few who have remained unaware of the values and properties of different classes of foods. From every side we are told of the importance of vitamins, minerals, and proper caloric intake. Schools, health agencies, articles in newspapers and magazines and much advertising stress the essential need of a "balanced diet." Yet, though the housewife knows that meat is an important source of protein, the body component used for building and repairing tissues, she often tends to consider beef a luxury item, to be served only for company, festive occasions or special treats.

When the budget minded housewife makes a price-per-pound comparison of beef with other protein substitutes, she concludes that beef is too expensive to include in the daily menu. Yet that same thrifty housewife will tell you it is foolish to buy a cheap product that must be frequently replaced rather than a higher priced one that will last.

What should be emphasized is that beef is actually the cheapest food available when it comes to body building and energy giving factors. A three-ounce serving of cooked beef chuck provides almost one third of the protein and almost one fourth of the iron and niacin needed daily for a physically active man. Thus when beef chuck is purchased at 50 cents a pound, the daily requirement of protein, or nine ounces of lean, would cost about 40 cents. It would take much more than 40 cents worth of vitamin tablets, "enriched" foods or protein substitutes to replace just nine ounces of beef. Then too, lean beef is also a valuable source of B vitamins, minerals, phosphorous and iron, and beef fat contains a small

quantity of vitamin A.

There are many delicious ways to prepare the so-called cheaper cuts and beef can be stretched by combining it with other foods. Actually, when meat is eaten in the same meal with protein-rich vegetables or grain products, these foods become more valuable as sources of protein. Often, it is an economy to buy a large cut at a lower price per pound and divide it for cooking by different methods. A chuck arm roast can be utilized in three ways: the rounded, boneless end for beef stew, the center chunk with round bone for pot roast, and the remaining piece sliced lengthwise into two Swiss steaks. Everyone benefits healthwise from beef, and, contrary to popular myth, pocket-book-wise as well.

With so many people weight and diet conscious, it is surprising that so little has been said about beef as the perfect diet food. Besides its obvious value in supplying needed vitamins and energy, it is a hunger satisfying food. Often, people who are dieting suffer from a constant craving for food that comes from psychological sources rather than from an insufficiency of actual intake. The texture, flavor and richness of beef serve to alleviate this false appetite. It is filling, not fattening.

Beef should also be an integral part of a teen-ager's diet. Too often the tendency is to fill them up with bulk foods that are low in nutritious value. Expectant mothers can profit by eating beef both in their battle with weight and in maintaining a health diet.

From these considerations, it should be seen that beef can hardly be considered a luxury food. With judicious purchase and use it could appear at least once daily in one form or another on every household table. No house can afford to be without it.

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THIS HANDSOME HEREFORD BULL might well stand as a symbol of the steady progress the cattlemen in Klamath County have made in improving their herds.

—Photo by Kettler