

Beef Preferences Among Consumers Surveyed by OSC

What families look for in buying beef may be told in a survey of 6000 food shoppers conducted by Oregon State college. The survey is part of a four-year study on consumer beef preferences.

As they shopped, consumers were asked to view certain beef cuts and rate them on a nine-point scale ranging from "like extremely" to "do not like." Their ratings are now being weighed against scientific tests and cooking performance.

Trained taste panels rated these same cuts on firmness, tenderness and general eating quality. Last year, Mrs. Lois Sather, food technologist, cooked and served 240 of these cuts to college taste panels.

Shoppers in six cities judged sirloin and round steak, pot roasts and standing rib roast. To provide uniform samples, 3-D color pictures were used instead of fresh cuts. Shoppers were surveyed in Portland, Salem, Eugene, Coos Bay, Klamath Falls and Medford.

An earlier college survey indicates that consumers generally prefer bright cherry red lean, white fat, a moderate amount of marbling, minimum of bone and external fat and the larger beef cuts. The latest college survey, which will be analyzed by late fall, will more sharply define consumer preferences on certain cuts.

Oregon's Traffic Death Rate Higher

Oregon's mileage death rate hit a high for the year in May when 6.6 people met death in each 100 million miles traveled.

The rate, computed by the Department of Motor Vehicles from reports of gasoline sold and miles driven, compares with a 3.6 for the same month last year.

The department said three of the first five months of 1959 have had death rates above the annual rate of 5.9 established last year. While the death rate figure for the month was bad enough in the eyes of safety officials, injuries so continued to show an increase also continued to show an increase. About 49 injuries per day during the month brought the injury figure for the year to 6,877.

Travel during the month was estimated at 646,212,007 miles, considerably below May travel in 1958.

NYSSA BOY COMPLETES ADVANCED ARMY TRAINING

Army Recruit Harold B. Bumgarner, son of Mr. and Mrs. John A. Bumgarner, route 2, Nyssa, completed advanced individual training June 26 with the First Infantry division at Fort Riley, Kan. He entered the Army last March and completed basic training at the fort.

The 22-year-old soldier is a 1954 graduate of Nyssa high school and attended Oregon State college in Corvallis. Before entering the Army, he was employed by the J and M Trucking company in Tampa, Fla.

VISITING HERE

Recent visitors at the David Beers home were their nephew, LeRoy Campbell and sons, Jimmy and George of Tacoma, Wash. George remained for the summer.

Do-More 4-H Club Talent Show Set Friday Evening

By Farmerettes Club

NU ACRES—The Do-More 4-H club is sponsoring a talent show Friday evening, July 24, at the Grange hall. The public is invited. A free-will offering will be taken, and the proceeds will be used for current 4-H projects, the purchase of new song books, and erection of new signs.

Mr. and Mrs. James Hartman attended the Nampa rodeo Thursday evening.

Mr. and Mrs. Richard Imbler have started construction of their new home.

Mr. and Mrs. Virgil Seward and family were Sunday dinner guests in the home of Mr. and Mrs. Tebor Rosa and family in Payette. The Rosas have recently moved to Payette where he is employed at Wells and Davies.

Farmerette Club Meets
Mrs. Merle Thomson was hostess to the Farmerette club last Wednesday afternoon at her home. Mrs. Charles Daudt was surprised when she was led by various clues through the house on a treasure hunt which ended when she was presented a large basket of baby gifts.

Mrs. Paul Baker of the Nyssa hospital auxiliary was present and brought material for the ladies to sew hospital gowns. The members voted to send another cash donation to the new Parma swimming pool. Winner of the traveling prize was Mrs. Thomson.

Mr. and Mrs. Virgil Ballard and family of Grand Island, Neb., visited friends in Nu Acres and Nyssa for a month, leaving Saturday.

Mr. and Mrs. Omar Betts and family spent several days recently vacationing in Yellowstone national park. Mr. and Mrs. Henry Conner stayed in their home during their absence.

Mr. and Mrs. Joy Littler of Nashua, Minn., and Mr. and Mrs. Forrest Littler of Duluth, Minn., visited several days recently at the home of Mr. and Mrs. Ray Kimmes. The men are uncles of Mrs. Kimmes.

Mr. and Mrs. Roy Cantrell of Meridian were Sunday dinner guests of her sister, Mr. and Mrs. William Grasmick. In the afternoon they went to Payette and went boating with the Richard Grasmicks.

Mr. and Mrs. Dick Rose of Stow, Ohio, and Mr. and Mrs. H. A. Wiggins of Ontario were dinner guests Friday evening of Mr. and Mrs. Richard Imbler and family. Mrs. Rose is the niece of Mrs. Imbler.

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Congratulations to Mr. and Mrs. Leo Montague who are parents of a son born July 14 at Malheur Memorial hospital in Nyssa.

Miss Christine Taylor of Lyons, Kan., is a guest this week of her sister and brother-in-law, Mr. and Mrs. Merle Thomson.

Mr. and Mrs. Gerald Barker and family of Ontario spent Sunday afternoon, a week ago, visiting her parents, Mr. and Mrs. Omar Betts. The Barkers moved the next day to Rufus, Ore.

Mr. and Mrs. Eggert Oft, Michael and Terry visited Thursday evening in the George Moeller home at Arcadia to see their house guests, Mr. and Mrs. Fred Norman and son, Scott of Tempe, Ariz.

Mrs. Emory Bailey of Hibbing, Minn., spent a few days recently in the home of her niece, Mrs. Ray Kimmes and family.

Mr. and Mrs. Delmar Debban and family picnicked at Brownlee dam Sunday.

Give Family Picnic

Guests at the home of Mr. and Mrs. Jay Conner for a family picnic on their lawn recently were Messrs. and Mmes. Calvin Conner and family, Lavern Conner and family, Henry Conner and family, all of Nu Acres; Delvin Conner of Nyssa, Oscar Sutherland and Sharon of Goldendale, Wash., Virgil Ballard and daughters of Grand Island, Neb., and Mrs. Loris Sutherland and family of Agate Beach, Ore.

Mr. and Mrs. Charles Cline and son Johnie of Sun Valley, Calif., visited last week at the home of his sister and family, Mr. and Mrs. Omar Betts. They brought Vickie and Dorothy Betts, daughters of Mr. and Mrs. Irvin Betts of Altadena, Calif., to spend the summer with their grandparents.

Mr. and Mrs. James Hartman and Nuby attended the dedication ceremonies of the new Parma pool Saturday evening.

Mr. and Mrs. Ed Debban of Payette visited the Delmar Debban family Sunday afternoon.

Mr. and Mrs. Thomas Calivas and three daughters of Hibbing, Minn., spent several days visiting at the home of Mr. and Mrs. Ray Kimmes. Mrs. Calivas and Mrs. Kimmes are sisters.

Mr. and Mrs. Harold Snively and family of Fruitland were Thursday evening supper guests of Mr. and Mrs. Arlon Schubert and Mr. and Mrs. Cecil Evans in the Evans home.

Mrs. Loris Sutherland and family of Agate Beach, Ore., have been visiting at the home of her parents, Mr. and Mrs. Jay Conner. Mrs. Ray Kimmes, Patty, Randy and Sandy spent 10 days camping at Burns where Mr. Kimmes was working.

Gary Thomson spent last week at Wallowa Lake camp with the Fruitland MYF.

Duane Orcutt of Kooskia, Idaho, and his cousin of Payette visited friends in Nu Acres last week. He was enroute to Nevada.

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