

OREGON BEEF INDUSTRY SEEKS JAPANESE MARKET

A delegation of Japanese beef industry leaders took a look at the Oregon beef industry last week - and they liked what they saw. The Oregon Cattlemen's Association and the Oregon Beef Council were assisting as hosts to this Japanese beef team. This Japanese survey team will spend three weeks in the United States observing beef industry activities.

What made the visit doubly significant is the expectations for Japan to increase the level of its beef imports from 42.6 million pounds in 1967 to 45 million in 1969 and possibly 65 million in 1970.

Denji Ogawa, leader of the five-man delegation visiting Oregon and other western beef center, and Chairman, Japan Meat Trade Cooperatives, said Japan is looking to the United States as a potential supplier of prime and choice dressed beef for "the restaurant and carriage trade".

Japan is also interested in importing more live animals, Angus and Hereford bulls and heifers, to improve the bloodlines of the nation's own considerable cattle industry.

Katsuya Amai, President of both Amai Meat Co., Ltd., and of the Young Japanese Meat Dealers Association, said cuts of Japan's famed Kobe beef suitable for Sukiyaki use in fine hotels and restaurants, is actually sold by the gram in

Japan, and would run as high as \$7.50 to \$8 per pound, retail.

While Japan does charge a 25 per cent duty on beef imports, FOB Tokyo, plus a 10-cent per pound industry promotion fee, Oregon cattle leaders said comparable quality beef from this country could easily compete in the Japanese market.

Describing the numerous meetings which Oregon cattle industry leaders had with

visitors during their three-day stay in Oregon, Denny Jones, President of the Oregon Cattlemen's Association, said that except for the necessity of working through an interpreter, it was much like any gathering of cattlemen. "We talked about the things all cattlemen talk about, experiences in calving, bulls, the number of cattle being fed."

Jones said the visitors seemed not only greatly interested in all that they saw, but also appeared to enjoy thoroughly the top-grade beef served to them here.

Oregon Beef Council Chairman, Jim Brooks said there is no doubt but what Japan can be developed into an important market for Northwest beef, and could foresee "BEEF-O-RAMA" type promotion in the not too distant future, to demonstrate to the Japanese housewife how to choose, buy and prepare various cuts of beef.

Brooks pointed to the success which Oregon wheat growers have had in persuading the Japanese consumer to accept wheat products as an increasing share of their diet, and suggested that something similar could be done in beef promotion.

Harold Kummer of Hillsboro, chairman of the Western States Meat Packers Association, who took the visitors on a tour of Portland area packing plants, said, "There is definitely a market and our main problem will be to get a quota. There is no question but what our Northwest meats will fill their needs, and considering the high price they are paying for top grades, we are monetarily in a position to meet the competition."

Fred Phillips, OCA First Vice-President, said, "This is a coming market that merits a lot of exploration. With the big airlines such as the C55 there is nothing to prevent us from shipping to Japan in a matter of hours tons of fresh rather than frozen beef." He added that freight would not be too great an item on quality meat.

Joe Smith, Klamath Falls rancher and Purebred Angus breeder said that he had previously shipped breeding stock to Japan and that this phase of foreign exports could also be considerably developed.

After a full day in the Portland area, the Japanese delegation was hosted by the beef industry on a visit to the C & B Feedlot in Hermiston, the Pendleton Grain Growers Feedville, and toured Umatilla cattle ranches, coordinating the Eastern Oregon tour was Ron



"I was just thinking: we never hear from the Smiths any more."

Was It Sudden?



"It's a get-well card from the Smiths."

The Travelers Safety Service

Carelessness and inattention while driving kills thousands every year.

Baker, OCA First Vice-President. While in Hermiston the Japanese delegation was treated to an outdoor beef barbecue hosted by the CowBelles.

Summarizing the visit here, Don Ostensoe, OCA Executive Vice-President, said, "We have just concluded a most productive series of meetings with the Japanese. Further meetings are indicated to follow up on these initial discussions."

"Japan has an acute shortage of high quality finished beef. Most of the beef Japan imports comes from Australia and New Zealand. It is range cattle type beef and is very low in quality," Ostensoe added. "Annual per capita consumption of beef in Japan is less than 3 pounds per person compared with over 100 pounds in the United States, however, demand for beef in Japan is increasing at a very accelerated rate. Fresh, dressed beef exports to Japan could mean a whole new boon to the cattle industry of the Northwest," Ostensoe concluded.

The Japanese delegation's visit to Oregon was under the auspices of the U. S. Department of Agriculture's foreign service, with Kenneth L. Nuernberg, Marketing Specialist for the agency, accompanying the tour.

WORK SMARTER - NOT HARDER

BACK - TO - SCHOOL CLOTHES will keep your laundry equipment working full time. If you have a lint problem, this may be due to one or more of the following reasons.

Overloading the washer cuts down on the free movement of the clothes. This means that natural lint doesn't get flushed away when the washer drains.

If the washer load includes both "lint-giving" and "lint-catching" fabrics, you'll have a problem. Try not to put them together. Or turn the lint-catchers wrong side out before washing with other items.

Another cause may be insufficient detergent. You need enough to keep the lint in suspension.

Check the lint trap of your dryer and be sure it's cleaned out at least once a week. A clean lint trap aids in air circulation and removal of lint from clothes.

YOUNG EYES NEED PROTECTION when they do their home work this fall. Make certain children have a well lighted study area.

A desk lamp with the Better Light Better Sight tag of approval is your assurance of soft, shadowless light.

Lamp manufacturers are making specially designed, higher-wattage lamps that give nearly twice as much light as regular lamps, reduce glare and give a wide spread of light.

A swinging arm floor lamp also carries this tag of approval. Both the floor and table lamp use a 200 watt, A-23 bulb.

The lamp should be positioned at the left for a right handed person. The bottom of the shade should be 15 inches above the desk top so that light does not shine in the student's eyes.

Water Allotment

(Continued From Page 1)

North Board Manager Adam Focht said there was quite a demand from users in both districts for the additional water. This, he said, would be beneficial for sugar beets, field corn, late potatoes and in the growing of the third cutting of alfalfa. Early potatoes, sweet corn and alfalfa seed fields are past the need as they are being harvested or are near full development.

Focht said the additional allotment had been made possible due to: (1) better irrigation practices, (2) more careful use of water, and (3) a slight increase of the inflow into the reservoir over what had been anticipated by all agencies in the spring.

The water stored in the reservoir as of August 14 is 182,960 acrefeet compared with 430,460 a year ago.

Fortunately, these lamps are in a medium to low price bracket.

MARBLE TABLE TOPS REQUIRE SPECIAL CARE the day after the night-before's party. You may discover stains and rings on the marble made by glasses. If stains are treated soon, they are easier to remove.

Sponge spots with a small amount of hydrogen peroxide and ammonia. Then rinse with clear water and wipe dry with a cloth.

For tea, coffee and stubborn stains, soak a white cloth in hydrogen peroxide and a few drops of ammonia. Put this on the stain and leave until discoloration is drawn out. Cover the cloth with plastic to keep it from drying out.

Don't wax white marble -- it may turn yellow. A colorless, light past wax is satisfactory for darker shades of marble.

THE MAIN JOB OF PARENTS during a child's growing-up period is to work themselves out of a job, says Mrs. Roberta Frasier, Oregon State University Extension family life specialist.

This means a gradual release of control as a child grows to the point that he is able to take responsibility for his own behavior.

Letting go is a fine art and a difficult one for a parent to master. The important thing is for a child to have the security of parental controls until he masters his own inner-self control.

IF YOUNGSTERS PUT CRAYON MARKS ON THE WALLS, first scrape gently with the blunt edge of a knife, to remove as much as possible. Then try erasing.

Some crayons are made of materials which respond to an eraser or to washing. If the wallpaper or surface is washable, sponge with a soft cloth and lukewarm water.

If marks resist these methods, try absorbing the rest with a paste of corn-starch and a dry cleaning fluid. Let the paste dry, then brush off. It's a good idea to test these methods on an inconspicuous place before starting the main job.

SCHOOL HEAD LISTS NYSSA INSTRUCTORS

The following list of Nyssa teachers for the 1968-'69 school year was submitted for publication to the Journal by Superintendent W. L. McPartland.

Mrs. Clarice Poor, principal of elementary, Ralph Aldrich, elementary P. E. and Mrs. Vera Tolman, elementary librarian.

FOR 1ST YEAR STUDENTS -

Ilea Hall, Opal Alcorn, Marguerite Leslie, Gladys Engelhardt, Kathleen Reed.

FOR 2ND YEAR STUDENTS -

Eulah McConnel, Bernice Fischer, Beverly Aldrich, Mildred Elliott, Lucille Pett and Tavie Hendricks.

FOR 3RD YEAR STUDENTS -

Betty Ott, Martha Northrup, Zette Bumgarner, Marjorie Mitchell.

FOR 4TH YEAR STUDENTS -

Gladys Spitze, Lorraine Bauman, Madge Thomson, and Gordon Knake

FOR 5TH YEAR STUDENTS -

Elaine Nelson, Nelda Schenk, Joy McPartland, Gary Jasper.

FOR 6TH YEAR STUDENTS -

Mary Hatt, Hazel Lane, Dorothy Wilson, Janice Wilson, Christine McPike.

Special Education - Josephine Rigney, and Lucille Cary.

JUNIOR HIGH STUDENTS -

Dan Martin, Principal, Elvin Ballou, Science, Marie Coate, English, Dorothy Nolen, English, In Nolen, Social Studies, William Gillam, Math, Mildred Renstrom, Social Studies, Dennis Savage, Science, Janet Johnson, Math, Lloyd Dibble, Special Education, LeVerne Shell, Reading.

HIGH SCHOOL STUDENTS -

Gene Chester, Principal, Tom Neel, P.E. & Basketball, Donald Bates, English & Speech, Harriet Brumbach, Librarian, Mel Calhoun, English & Wrestling, George Carter, Math, William DeLong, Science, George Fanning, Industrial Arts, Kinsey Keveren, Social Science, Harry McGinley, Math, Harry Mendazona, Biology & Baseball, Charles Newkirk, Social Science & Track, Craig Northrup, Music, Lawrence Basen, Vocal Music, Jolene Reece, Girls P.E., Gary Sant, English & German, Paul Schaffeld, Social Science, Football, Dale Schaumagel, Typing, Stan Sisson, Vo. Ag., Elaine Smith, English, Virginia Steffens, Home Economics, Clyde Swisher, English, Gerald Talbot, Commercial.

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Keep It Beautiful

If America hired people for the job, it would take the largest sort of army to keep our country free of litter.

But there's no need to hire anyone. It's a job we can do for ourselves. All of us. Every family that spreads a picnic lunch. Every boatman who cruises the lakes and waterways. Every motorist who uses our roads and highways.

It is the pleasure of the U. S. Brewers Association each year to give its fullest support to the Keep America Beautiful Campaign. Remember: Every Litter Bit Hurts. This is our land. Let's treat it right.

UNITED STATES BREWERS ASSOCIATION, INC.



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In turn, standardization would cut down on advertising, there'd be a cutback in production. And if we worked hard to do so, we might wreck the economy.

Wouldn't we be better off to leave things the way they are? Today's advertising is already policed by the world's smartest detective... the American consumer.

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