Cattlemen's Officer Explains Beef Prices

There are several major factors responsible for the increase of wholesale and retail beef prices, so stated Donald Ostensoe, Executive Vice-President, Oregon Cattlemens Association. Replying to the various news media which have recently carried stories concerning the increase of retail beef prices, Ostensoe said, "a major factor has been the severe winter weather in the Northwest and throughout most of the country. This slows considerably, movement of cattle at all levels of the beef industry. This makes cattle in short supply, and retailers continue to bid the price up for choice cattle to fill their meat counters."

Ostensoe said there is also an unprecedented demand for beef by consumers. Recently per capita consumption for beef in the United States reached an all time high. 210 million Americans are now consuming 114 pounds of beef per person annually as compared to 112 pounds a year ago. Usually beef sales at the retail level decline from Thanksgiving to about the middle of January due to consumer preference for other red meats. However, current retail buying trends this year do not show this decline.

The very strong and positive economic position of business in the northwest and throughout the country also has had an effect on increased beef demand and consumption. Unemployment is low and there is considerable more disposable income than a year ago. Thus, when people have more money to spend and there are more jobs available, the consumer usually eats better, and when they eat better their preference historically has been more beef meals.

Another major factor on the increased demand for beef is its major food competitors, pork and lamb, have had a decline in production. Pork production is down 7% compared to one year ago and lamb production is down 2%. Thus, consumers who go to the retail market to purchase pork or lamb, not finding it available, thus will purchase beef.

Therefore, the above factors are the major reasons why there has been a recent increase in the wholesale and retail price of beef: weather, slowing movement of cattle to the market place; an unprecedented demand for beef by the consumer; no decline in retail beef sales during the holiday season; and competitive production showing a decrease in production. It should also be mentioned that there has been an increase in cattle feed costs and this too has had some effect on increased beef prices.

The general public, however, should be aware of the fact that even at todays wholesale prices, the beef producer and feeder is still 10% below parity figures based on the 1957-1959 index. The cattlemen also quote the fact that for one hour's labor 20 years ago an individual could buy 1.7 pounds of beef. Today, December 1972, one hour's average labor will purchase 3.3 pounds of even higher quality, choice beef.

CONSUMER GUIDE

$3.50 A POUND FOR MEAT? It pays to choose bacon carefully--it's a costly item when you consider how little meat is left after it's cooked.

Consumers Union found that, on the average, the brands they tested cost about $3.50 per pound of cooked bacon. Bacon that cost 80 cents per pound in the package turned out to be 18 cents worth of cooked meat and 62 cents worth of grease. Researchers found that the pound of bacon cooked down to three to five ounces of edible meat.

So when you shop for a package of bacon--take a close look at the proportion of lean meat to fat. Oregon law requires that a representative slice be visible.

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TIGHT FIT. Aspirin bottles take on a new look this year. The Food and Drug Administration's regulation on "child-resistant containers" is now in effect. The containers do not have to be child-proof--that would be difficult, as parents well know. But they do have to pass certain tests in order to be classed child-resistant.

The FDA also recognized that some adults, arthritics, for example, might not be able to open containers requiring finger dexterity. So one package size of each product may be made with the conventional lid. Not all stores will carry the conventional container, so if you need it you may have to shop around to find where it is available.

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LABELS--SOURCE OF BUYING INFORMATION. Labels on all processed meat and poultry products must be approved by U. S. Department of Agriculture or state inspectors. They give you the clue to what's inside. Labels list ingredients, from the heaviest to the lightest, so you know what you're paying for, and give net weight in pounds and ounces so you can compare prices of brands according to weight and size.

Use labels to get the most for your money.

DON'T EXPECT MIRACLES. Health frauds cost U.S. consumers hundreds of millions of dollars each year. To protect yourself, learn to recognize signals of health quackery. Be alert to advertisements that imply a quick and easy cure, make claims for a "secret formula" or a "special machine," or use case histories and testimonials. If any of these techniques are used--buy cautiously.

NOTICE TO HOME SEWERS. At the fabric counter, expect--and insist--that the salesperson provide a CARE LABEL for you to sew into the garments you make at home. All textile fabrics manufactured on or after July 3, 1972, must come with a supply of permanent labels telling how to wash, bleach, dry, iron, and/or dry-clean the yard goods. The only exceptions are suede, fur, leather, and fabric remnants (commonly known as "mill ends") that are cut and shipped by the manufacturer.

CALL FLAMMABLE FABrics Center. The Federal Trade Commission has established a special Flammable Fabrics Information Center that will provide consumers information about Commission action involved in enforcement of the Flammable Fabrics Act.

Information that consumers may seek about flammable products, such as the names of retailers and other outlets handling items found to be dangerously flammable and the regions and cities in which they are located, will be provided by the new Flammable Fabrics Information Center.

This information may be obtained by anyone who wishes to call the toll-free telephone number (800) 424-8589 between the hours of 9 a.m. and 4 p.m., Eastern Standard Time, (6 a.m. -2 p.m. PST).

MILEAGE CHART–Principal Cities in Oregon

Prepared by the OREGON DEPARTMENT OF TRANSPORTATION HIGHWAY DIVISION PROGRAMMING SECTION January 1, 1973

(Mileages are via the routes most generally used by the travelling public and are not necessarily the shortest distance between cities)

MILEAGE TABLE	Albany	Ashland	Astoria	Baker	Bend	Burns	Coos Bay	Corvallis	Dallas	Eugene	Forest Grove	Grants Pass	Klamath Falls	La Grande	McMinnville	Medford	Newberg	Ontario	Pendleton	Portland	Redmond	Roseburg	Salem	Springfield	The Dalles	Tillamook
Albany		219	158	351	123	253	147	11	31	44	73	179	213	329	50	207	50	384	277	69	121	111	24	43	152	92
Arlington	205	370	227	166	169	230	347	216	196	245	160	380	306	124	173	381	159	239	72	136	153	333	182	245	52	210
Ashland	219		374	447	200	299	182	222	248	178	290	41	64	472	264	12	269	430	442	285	216	108	240	176	331	309
Astoria	158	374		395	255	385	233	151	129	194	80	334	364	351	105	362	106	466	300	95	239	266	136	199	175	66
Baker	351	447	395		247	164	466	356	364	356	328	488	383	44	341	459	327	72	96	304	230	421	350	352	221	378
Bandon	171	182	257	490	261	352	24	182	187	160	223	142	245	495	198	170	213	322	443	238	259	85	201	137	318	191
Beaverton	67	282	93	312	167	298	208	79	60	107	14	242	276	268	34	270	20	383	218	8	151	175	46	107	91	67
Bend	123	200	255	247		130	237	127	146	128	181	241	137	271	158	212	161	261	241	160	16	192	131	124	131	206
Burns	253	299	385	164	130		368	258	276	258	311	339	235	205	288	311	291	130	198	290	147	323	262	254	260	336
Clatskanie	136	361	35	361	221	351	265	129	107	171	56	320	341	317	82	334	82	432	265	61	205	238	119	170	140	93
Condon	220	329	243	199	128	192	347	231	211	237	175	370	265	155	189	341	174	254	103	151	112	302	197	234	69	225
Coos Bay	147	182	233	466	237	368		135	164	116	200	142	245	471	174	170	188	498	419	212	235	85	177	113	294	167
Coquille	164	164	251	484	255	386	18	153	182	134	217	124	227	489	192	152	206	516	437	230	253	67	195	131	312	185
Corvallis	11	222	151	356	127	258	135		29	40	66	182	216	334	44	210	42	389	270	80	126	111	35	44	163	90
Cottage Grove	60	158	216	370	142	272	96	60	89	20	132	118	181	386	106	146	111	402	334	127	140	51	61	17	209	151
Crater Lake	183	80	326	352	107	236	190	184	213	143	256	94	57	379	229	105	234	367	349	260	124	105	204	141	239	274
Dallas	31	248	129	364	146	276	164	29		69	44	211	245	340	16	239	27	408	268	80	144	140	15	73	143	64
Elgin	341	492	364	61	291	225	483	352	332	382	296	517	428	20	309	504	295	134	64	272	275	449	318	382	190	346
Enterprise	386	536	409	106	336	270	528	397	377	426	341	561	473	65	354	548	340	178	109	317	320	494	363	426	234	391
Eugene	44	178	199	356	128	258	116	40	70		112	138	173	369	86	160	94	388	318	110	126	71	64	4	193	130
Forest Grove	73	290	80	328	181	311	200	66	44	112		252	285	293	27	278	20	398	232	25	164	182	50	115	107	52
Fossil	213	309	263	195	108	172	328	218	231	218	195	350	245	175	209	331	194	233	123	171	92	282	218	214	89	245
Gold Beach	225	175	311	544	316	446	78	213	242	194	278	134	238	549	252	162	267	576	497	290	314	140	255	192	373	247
Grants Pass	179	41	334	488	241	339	142	182	208	138	252		104	504	224	29	229	470	463	245	256	68	199	136	322	269
Gresham	78	294	109	293	148	278	223	90	87	115	37	254	283	249	61	270	35	363	197	14	129	186	56	119	77	84
Heppner	260	372	283	156	172	213	391	271	251	301	215	413	309	111	228	384	214	227	59	191	155	346	237	277	109	265
Hillsboro	73	292	87	322	176	306	206	78	57	117	6	252	286	278	32	280	20	393	226	18	160	184	50	117	101	58
Hood River	131	341	154	242	162	292	270	142	122	172	86	307	269	198	112	336	85	313	146	62	110	239	108	172	20	128
Independence	20	238	134	362	143	273	159	22	12	63	54	198	233	318	28	226	40	404	266	59	141	131	12	67	141	72
John Day	257	353	359	94	153	70	372	262	281	262	287	393	290	135	292	365	285	132	127	264	136	327	266	258	180	337
Junction City	31	193	177	358	130	260	116	26	55	14	97	153	187	359	72	181	84	391	308	100	128	85	54	18	183	116
Klamath Falls	213	64	364	383	137	235	245	216	242	173	285	104		408	259	76	263	385	378	278	153	171	234	170	268	303
La Grande	329	472	351	44	271	205	471	340	320	369	283	504	408		297	484	283	115	52	259	256	437	306	369	177	333
Lake View	298	160	430	303	174	139	341	301	321	261	357	200	96	344	332	171	335	270	337	335	191	267	306	259	305	380
Lebanon	14	220	169	337	109	239	150	18	45	45	80	180	214	340	60	208	56	369	268	86	107	112	40	41	156	106
Lincoln City	76	289	110	392	189	320	123	74	48	122	76	238	292	343	50	266	65	450	296	88	187	170	58	126	182	44
Madras	147	243	213	240	42	173	262	152	170	151	140	283	179	251	153	255	138	278	199	118	26	216	155	148	89	180
McMinnville	50	264	105	341	158	288	174	46	23	86	26	224	259	297		252	14	411	245	38	156	157	26	90	120	67
Medford	207	12	362	459	212	311	170	210	236	166	278	29	76	484	252		257	442	454	273	228	96	227	164	343	297
Milton-Freewater	306	471	329	111	271	227	449	317	297	347	261	482	408	69	275	483	260	180	29	237	255	414	284	346	155	311
Newberg	50	269	106	327	161	291	188	58	37	94	20	229	263	283	14	257		397	231	23	139	164	27	98	106	78
Newport	65	252	135	401	210	333	86	54	80	98	102	212	267	378	84	240	90	442	321	114	179	144	83	96	189	80
North Bend	144	185	230	463	235	365	3	132	161	113	197	145	248	467	171	173	185	495	416	209	232	88	174	110	291	164
Nyssa	387	433	480	85	264	133	501	391	410	391	413	473	368	128	425	445	411	12	180	388	271	456	395	387	325	462
Ontario	384	430	466	72	261	130	498	388	407	388	398	470	365	115	411	442	397		167	374	268	453	392	384	293	448
Oregon City	60	276	109	312	156	288	207	72	74	97	37	236	271	264	37	254	23	372	208	13	139	168	38	100	94	90
Oregon Caves	227	90	379	537	290	389	191	219	257	187	299	49	154	553	273	77	278	520	501	294	307	117	248	185	370	318
Pendleton	277	442	300	96	241	198	419	288	268	318	232	452	378	52	245	454	231	167		208	225	385	254	317	125	282
Portland	69	285	95	304	160	290	212	81	80	110	24	245	278	259	38	273	23	374	208		144	177	47	110	83	74
Prineville	140	216	262	221	35	113	255	145	164	144	175	259	172	230	174	229	172	250	222	146	19	209	148	141	117	219
Rainier	116	332	48	347	207	338	259	123	108	157	71	292	327	303	88	320	71	417	251	47	191	232	94	157	126	107
Redmond	121	216	239	230	16	147	235	126	144	126	164	256	153	256	156	228	139	268	225	144		190	129	122	114	204
Reedsport	120	181	206	438	211	341	27	108	137	89	173	141	244	442	150	169	162	472	392	185	209	73	150	87	267	141
Roseburg	111	108	266	421	192	323	85	111	140	71	182	68	171	437	157	96	164	453	385	177	190		138	68	260	201
St. Helens	98	314	66	329	189	319	240	108	89	139	53	274	306	285	67	299	52	399	233	29	173	206	76	138	108	103
Salem	24	240	136	350	131	262	177	35	15	64	50	199	234	306	26	227	30	392	254	47	129	132		64	129	74
Seaside	141	342	17	378	238	368	216	134	114	166	63	303	337	334	88	331	89	449	283	78	222	239	119	172	163	49
Sheridan	50	267	119	354	164	294	161	48	22	88	39	227	261	310	13	255	25	423	261	51	162	159	32	92	133	54
Silverton	36	252	132	347	130	260	183	47	29	77	56	211	246	296	40	240	30	359	244	42	128	145	14	77	120	88
Springfield	43	176	199	352	124	254	113	44	73	4	115	136	170	369	90	164	98	384	317	110	122	68	64		192	134
The Dalles	152	331	175	221	131	260	294	163	143	193	107	322	268	177	120	343	106	293	125	83	114	260	129	192		157
Tillamook	92	309	66	378	206	336	167	90	64	130	52	269	303	333	67	297	78	448	282	74	204	201	74	134	157	
Toledo	60	259	142	409	176	306	105	48	78	87	109	219	260	380	83	254	97	436	328	121	174	151	83	91	203	76
Union	343	482	366	35	282	199	486	354	334	384	298	519	419	14	311	494	297	107	66	274	265	461	320	383	191	348
Vale	367	413	484	89	244	114	481	371	390	372	402	454	349	132	402	425	403	17	185	377	252	436	375	368	309	450
Vernonia	106	322	64	349	204	334	228	100	79	140	28	280	316	305	54	308	54	419	253	45	187	214	80	146	128	61
Woodburn	40	255	121	333	146	276	186	51	32	81	45	216	250	299	33	243	19	403	238	30	144	148	17	80	113	92

An updated milage chart showing the distances between the principal cities in Oregon has been published by the State Highway Division.

The chart shows the distances between 67 of the state's principal cities in easily readable style.

The charts are available, free of charge, at the Travel Information window in the State Highway Building or through the Photocopy and Map Distribution Unit, Room 17, State Highway Building, Salem, Oregon 97310.

Flood Insurance Available

With the Snake River spilling over and parts of Eastern Oregon caught in the grip of a costly flood, victims have been discovering some hard truths.

While their autos, trailers and similar possessions may well be insured against flood damage, their homes and small businesses probably are not. But they could have been, according to the Insurance Information Institute.

The simple truth is that some Oregon residents and communities simply are not taking advantage of a relatively new industry-government program that makes flood insurance available in flood-prone areas.

In an attempt to lessen the impact of tragic devastation wreaked by floods, such as the Snake River disaster in Malheur County, the federal government and the private insurance business in 1968 arranged for a way to help people protect themselves against financial loss from flood, the National Flood Insurance Program. However, a few communities and many people are not taking advantage of the protection. In some cases after disaster strikes, residents seem surprised to learn it is available.

In a further attempt to encourage more home owners and small businessmen to purchase the protection, the federally subsidized flood and mudslide insurance was reduced by up to 40 per cent this past summer.

Despite the slashed rates, many Oregon residents and communities still have not availed themselves of the program's protection, and to date only about 1,900 policies in the state have been written and none in the flooding Snake River area.

Communities and counties can become eligible for flood insurance by applying to the U. S. Department of Housing and Urban Development, which is sponsoring the program jointly with the insurance industry. Local government must demonstrate that it has in effect land use and control measures to reduce future flood damage.

The program offers typical basic coverage of up to $17,500 for a single-family dwelling, and up to $5,000 for dwelling contents at an average cost to a home owner of around $60 per year.

Property owners in an eligible area may purchase the coverages from any local property and casualty insurance agent or broker, according to the Institute.

In Oregon, the coverage is now available in the unincorporated parts of Jackson, Josephine, Lane and Clackamas Counties and the city of Springfield. Those areas which have applied to HUD for flood insurance and have submitted resolutions of intents are the unincorporated parts of Curry, Douglas, Grant, Marion, Multnomah, Polk and Umatilla Counties and the incorporated cities of Gladstone, John Day, Milwaukie, Myrtle Creek, Pendleton, Portland, Roseburg, Salem, Winston and West Linn. Lincoln City will qualify for the emergency coverage December 22.

Property owners wanting more information about the National Flood Insurance Program are advised to contact the nearest HUD office or their insurance agent or broker.

Journal Classifieds Bring Results!

Floating Roof Keeps Water Supply Clean

Reservoirs and city industrial waste ponds are now being covered by plastic or rubber-coated roofs, manufactured by the Firestone Coated Fabrics Co., Magnolia, Ark.

In addition to protecting drinking water from airborne contaminants and other debris, the roofs reduce evaporation during the warmer months, retard or eliminate algae growth, and cut potential maintenance costs due to clogging.

At waste ponds and sewage tanks the roofs reduce air pollution by preventing most odors and other impurities from escaping into the atmosphere.

Employ the Handicapped

New Industry Funds Voted for Environment

New funds totaling $2.65 million have been approved by the American Petroleum Institute for the Institute's 1973 research program on improvement and protection of the environment.

These funds, together with some $2.25 million previously appropriated, will bring the total available for the 1973 research program to $4.9 million.

API President Frank N. Ikard said most of the money will be used to sponsor projects on air pollution problems and oil spills.

Ikard pointed out that API's program is in addition to the expenditures on air and water conservation which are being made by individual petroleum companies.