

3 pp (Rotary) 35/8

Department of Information
OFFICE OF PRICE ADMINISTRATION
Portland, Oregon

ADVANCE RELEASE FOR MORNING PAPERS OF THURSDAY, JUNE 3, 1943. TO BE HELD IN STRICTEST CONFIDENCE AND IS NOT TO BE USED BY PRESS OR RADIO BEFORE 9 P.M., EWT, WEDNESDAY JUNE 2.

Beginning next Sunday the preferred cuts of beef--such as steaks and roasts--will cost the housewife substantially more red stamps, although fewer points will be required for numerous items of lamb, veal and variety meats, the Office of Price Administration stated today in making public the third official table of consumer point values for meat, fats, fish and cheese.

The increases in the point values for beef, ranging from one to three points per pound, reflect continued large consumer demand for these items in the face of lower production.

Consumers who purchase more of the lamb, pork, and veal, and variety meats, some of which have been reduced in point value, will be able to maintain their weekly meat consumption at present levels. However, those who continue to use most of their red stamps for beef will find that they are eating less meat, it was said.

The point values contained in today's table will be effective from June 6 through July 3 and, barring unforeseen emergencies, no additional changes will be made during this period.

In addition to the changed point values, the table includes the newly rationed evaporated and condensed milk, with a one-point per pound point value. A new cheese group (II) also is added to cover the creamed soft cheeses which have been added to the list of rationed products.

In the canned fish category four types are dropped from the table. Point values, except for oysters, are raised one point per pound for fish products remaining under rationing.

(The complete list of changes in Red-stamp food point values appears at the end of this release)

The basis of any rationing program is the maintenance of a reasonable balance between supply and demand, OPA officials pointed out. "This", it was said, "Can be achieved partly--but not wholly--through changes in ration point values. We must depend also upon the consumer abandoning past buying habits and learning to consume those types of meat which are, for the present, in greatest supply.

Pork is now coming to market in relatively greater quantities than beef. As a result, most pork cuts remain unchanged in point value, and will represent better point buys for some weeks to come.

"Available figures indicate that beef slaughter for the period March 26 to May 21 was almost 10 per cent -- less than was forecast for the period. Beef available for civilian consumption in June will be less than the estimated quantities available for consumers in April or May.

"As a result, the point values of beef have been increased, and, at the same time, many cuts of lamb, veal, and variety meats have been given lower point values. In this way OPA hopes to ease the pressure on beef supplies and encourage consumers to buy more of those items whose sales are normally slow during the summer months.

"Consumers who eat more pork, veal, and variety meats during the next four weeks--and probably throughout the summer--will be able to get just about the same number of pounds of meat for their points as they did during the last ration period."

Removal from point rationing of four categories of canned fish has been done mainly to lessen the paper work of retailers, OPA stated. The items eliminated from the table--canned crabmeat, sea-herrings, sea mussels and a half-dozen other types grouped under "all other"--represent but 2 per cent of the total canned fish pack and but 3.5 per cent of total civilian supply. The relatively small importance of these fish items does not justify the records retailers are required to maintain regarding sales, inventory, etc., it was explained.

The extension of rationing to all cheeses and cheese products, (except for creamed, cottage cheese containing 5 percent or less of milk fat) announced by OPA and the Department of Agriculture on May 24, is reflected in the addition of a new group--No. II--of cheeses. This comprises the newly rationed creamed soft cheeses and all are assigned a value of 3 points per pound. Group III cheeses--all other rationed cheeses--are reduced in value to 6 points, as against 8 points in the May table.

Officials stated there is little evidence that American Cheddar cheeses are piling up in the hands of retailers and the point value for these (Group I) is kept at 8 points per pound. Reduction in point values for cheddar would be undesirable, it was pointed out, as the quantity available for civilian consumption is limited. American Cheddar normally constitutes about 75 per cent of total cheese consumption.

Evaporated and condensed milk, which were placed under point rationing as of 12:01 A.M., June 2, appear in the table for the first time, with a value of one point per pound.

The main changes in the ready-to-eat meat groups are a 4-point increase in dried beef and the addition of barbecued pork to the rationed list.

Foods under Ration Order 16 which have been assigned new point values beginning June 6 are as follows:

<u>COMMODITY</u>	<u>NEW POINTS PER POUND</u>	<u>PRESENT POINTS PER POUND</u>	<u>CHANGE</u>
<u>BEEF</u>			
Steaks:			
Porterhouse	11	8	Up 3
T-Bone	11	8	Up 3
Club	11	8	Up 3
Rib - 10 inch cut	10	7	Up 3
Rib - 7 inch cut	11	8	Up 3
Sirloin	11	8	Up 3
Sirloin-Boneless	12	9	Up 3
Round	12	9	Up 3
Top round	12	9	Up 3
Bottom round	12	9	Up 3
Round tip	12	9	Up 3
Chuck or shoulder	8	7	Up 1
Flank	12	9	Up 3
Roasts:			
Rib - Standing 10"	9	7	Up 2
Blade Rib cut	8	6	Up 2
Rib - standing 7"	10	8	Up 2
Blade Rib cut	9	7	Up 2
Round tip	11	8	Up 3
Rump - bone in	7	5	Up 2
Rump - boneless	10	8	Up 2
Chuck or shoulder-bone in	8	6	Up 2
Chuck or shoulder boneless	9	7	Up 2
Stews and other cuts:			
Short ribs	5	4	Up 1
Plate-Bone in	5	4	Up 1
Plate-boneless	6	5	Up 1
Brisket-boneless	7	6	Up 1
Brisket-bone in	5	4	Up 1
Flank meat	6	5	Up 1
Neck-boneless	7	6	Up 1
Heel of round-boneless	7	6	Up 1
Shank-bone in	5	4	Up 1
Shank-boneless	7	6	Up 1

MEATS (In tin or glass containers)

	NEW POINTS		PRESENT POINTS		CHANGE
	PER	POUND	PER	POUND	
Corned beef	9		7		Up 2
Dried beef	16		12		Up 4
Potted and deviled meats	5		4		Up 1
Tongue, pork	7		6		Up 1
All other	3		7		Down 4

CANNED FISH:

(All canned fish products are raised

one point to eight points per pound,

with the exception of canned oysters

which remain at three points per pound.

Crabmeat, sea herring, sea mussels, and

"all other" are dropped from rationing.

EVAPORATED OR CONDENSED MILK:

1 (new item)

CHEESES - GROUP I

Cheddar (American) 8 (No change)

GROUP II

Cream Cheese 3 (new item)

Neufchatel 3 (new item)

Creamed cottage cheese

(containing more than 5 percent butterfat)

3 (new item)

GROUP III

All other rationed cheeses including

the newly rationed blue, brie, camembert,

Liederkrantz, etc.

6 8 Down 2