

# N.Z. Seeks Lamb Sale Boost On N. American Markets

VANCOUVER (CP) — Some women claim its good for the complexion; South Africans attribute their rugby successes to it and New Zealand children cut their teeth on it.

Its lamb were talking about — at least Sir John Andrew is talking about. He's a big New Zealand sheep farmer now on a North American tour to promote the sale of lamb under the sponsorship of the New Zealand trade authorities.

In a recent Vancouver interview Sir John said New Zealand has 50,000,000 sheep—outnumbering the population 20 to 1—and earns two thirds of its national revenue from their wool and meat.

The nation consumes 93 pounds of lamb per person per year. Canadians, in contrast, outnumber sheep in their country 30 to 1 and eat only about four pounds of mutton per capita a year.

Although New Zealand has no surplus of good markets — it would like to sell more to Canada to earn dollar exchange and because they think it would be good for Canadians.

**LAMB IS BEST**

"After all," said Sir John who has 2,000 ewes at Hyde, New Zealand's South Island, "it's probably one of the best meats in the world."

In Japan, he said, consumption of New Zealand mutton in recent years has jumped to 40-600 tons from four tons a year.

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## BRITISH PEER BLASTS BEATLES

LONDON (Reuters) — Britain's ringing Beatles were called a "cheap, plastic, candy-floss substitute for culture" in the House of Lords.

A Labor peer, Lord Willis — playwright and television scriptwriter Ted Willis — said Beatle music was not culture but a cult and someone should have the courage to say so.

It fulfilled "some basic psychological function as primitive as the war dances of savage and backward people," he said.

It was an act of worship of phoney idols — an artificial breakthrough to excitement, a ritual pep pill, the peer added.

Lord Willis, who was speaking in a debate on how to use one's leisure, added: "We ought to see that the fault lies not with them but with us, because we see the people that left the vacuum that had to be filled."

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