

Rising Living Costs Said Not Due To Food Prices

New York—Food prices are not contributing to the increased cost of living shown in statistics recently released by federal governmental agencies according to Paul S. Willis, president of the Grocery Manufacturers of America.

A statement on "Cost of Living" just issued by President Willis follows:

"A recent release by the U.S. Bureau of Labor Statistics announced that the 'cost of living' is at an all-time high and that the month of July recorded the eleventh consecutive monthly increase. This release was widely publicized, and immediately some statements attributed this new peak in living costs to higher food prices. These statements, while untrue, were undoubtedly made because of the long-time habit of always blaming food prices for higher living costs.

"Instead of food prices contributing to the higher cost of living, they have actually helped to reduce the overall increase. The prices which consumers pay at the grocery store today are about 2 per cent below the peak prices prevailing in August, 1952.

Food Prices Decline
During this five year period since 1952, while food prices declined 2 per cent, the overall cost of living index advanced 5½ per cent. If grocery store prices of food had increased as much as other items in the government's Consumer Price Index, then the cost of living increase would have been 8 per cent instead of 5½ per cent. So it is plain to see that food prices held down living costs.

We are referring especially to the food that consumers buy at the grocery store which is identified in the index as "Food At Home." The government's overall Retail Food Price Index includes not only this "Food At Home," but also food consumed in public eating places. Prices at these eating places, because of the cost of extra services, are about 5 per cent above 1952. That explains why the government's figures show total food prices to be about ½ per cent

higher than in 1952. The lower prices for food eaten at home are overbalanced by the higher prices of food eaten away from home.

The government's index is based on regular store shelf prices. This does not take into account the savings which the consumer derives from smart shopping for specials and from money-saving coupons and other price concessions like free goods. And moreover, she avoids buying items out-of-season or when in temporary short supply.

For its index the government has used for years the same products in the market basket for its comparison. But it doesn't follow that consumers buy these identical products. It is reasonable to assume that over these years some of these products have from time to time been in short supply and temporarily higher priced. The government statisticians are obliged to use these items in order to maintain the same comparisons, but the smart shopper probably does not.

The primary reason why living costs have hit new highs is the steadily climbing price of "services." During the past five years, the price of "services" included in the index advanced 16 per cent, whereas there has been practically no change in the overall level of retail "commodity" prices.

In these five years prices have increased 14 per cent for beauty shop services, 15 per cent for rents, 16 per cent for physicians' fees, 19 per cent for men's haircuts, 20 per cent for public transportation, 26 per cent for television repairs, and 41 per cent for water used in the home. It is in these "service" areas that we find the real explanation of rising living costs.

The food industry has worked hard to achieve maximum efficiency in production and distribution. It would be unfortunate if its accomplishment of holding grocery store food prices about 2 per cent below the level of five years ago were to be lost in a statistical shuffle, and through slanted interpretations."

Casual But Elegant



9071
12-20
by Marian Martin

The perfect style for almost every fabric—casual in cotton, elegant in crepe or faille, dramatic in satin! Note the shirtwaist styling, dropped shoulder, cavalier cuffs! Printed Pattern assures easier sewing.

Printed Pattern 9071: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 4½ yards 45-inch fabric, pattern part. Easier, accurate. Send FIFTY CENTS (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

Adventure is where you find it—and you can find a great deal of adventure in books at your Medford Public Library.

Family Ties, Traditions, Fun May Be Promoted at Mealtime

Corvallis — Mealtime offers an ideal opportunity for developing family ties, traditions and fun, according to an Oregon State college family life professor.

Too often, however, the opportunity is "missed or slighted" and mealtime fails to be the pleasant and profitable experience it might be, Dr. Lester A. Kirkendall believes.

The dinner table is the major meeting place for families separated most of the day by work, school or play, he points out.

For that reason, he urges parents to make mealtime a special time when members of the family can share their experiences and accomplishments, can talk over and learn new things, can formulate family plans, and can "find happiness".

From surveys made in his classes, Kirkendall is convinced that many families find great satisfaction in making meals a time for discussion.

Many students emphasized in the survey that "no rushing" should be allowed at mealtime. Reserve that period and let other things wait, students say.

Special activities can often be planned at dinner that add interest and enjoyment, Kirkendall noted. One student said his mother made dinner "something special" with "surprise" dishes. Others said having table topics to discuss or inviting guests to dinner with an eye on getting a new and broadened viewpoint on things was one of the things they most remembered from home.

Using mealtime to get better acquainted with neighbors and friends also was suggested.

Mealtime is a good time for family councils, students reported. Activities and plans can be talked over and agreed upon to the satisfaction of all.

Main complaints of mealtime were that it is used too much for "dressing down" the youngsters, for discipline purposes and for airing gripes and criticisms that depressed rather than uplifted the family.

"Keep mealtime a happy and worthwhile time," the students, and Dr. Kirkendall, stressed.

Council Meeting Is Recent Event

Beta Sigma Phi City council held its first meeting of the 1957-58 year September 23 at the home of Mrs. Tom Shoop, 130 White Oak drive.

The president, Mrs. Maynard Paup conducted the business meeting and activity for the coming year was discussed.

Refreshments were served by Mrs. Shoop.

Company Soup

Prepare this elegant soup for company. Pit and peel one large soft avocado and mix in electric blender with ½ cup table cream. Add 1½ cups chicken broth and blend until velvety. Season with salt and light squeeze of garlic. Serve chilled, garnished with chopped chives.

Avocado Salad

Mold crushed pineapple, diced avocado and chopped walnuts in lime flavored gelatin. Use syrup drained from the pineapple for part of the liquid, and add the juice of half a lemon to brighten the flavor.

Dr. Frank A. Freeburger OPTOMETRIST

Announces that he is now equipped and prepared to fit CONTACT LENSES to those of his patients desiring this service.

213 East Main, Medford Phone SP 2-2210

Sunday, September 29, 1957

MEDFORD (OREGON) MAIL TRIBUNE—SEVEN

McLain's

We Feature—

THESE WELL KNOWN LINES

Many well known all over the world and many are exclusive here.

OPEN WEEK DAYS

8:30 a.m. to 10:30 p.m.
Sunday, 10 a.m. to 10 p.m.

COSMETIC, MAKE-UP AND SKIN TREATMENT

- Revlon • Coty
- Helena Rubinstein
- Dorothy Gray
- Jacqueline Cochran
- Germaine Monteil
- Max Factor
- Yardley • Marcelle
- AZIZA
- Famous French Eye Cosmetics

We also have a complete stock of perfumes and colognes in many of the above lines!

FOR MEN

- Faberge Men's Lotion
- Aphrodite and Woodhew
- Kingsmen
- Old Spice
- Sea Forth
- Yardly
- English Lavender
- Coty—Preferred Stock
- Atkinsons—Made in England
- Royal Briar
- Lotion Eau de Cologne
- Marcel Rochas
- Moustache
- Lanvin for Men
- Charbert
- Of Thee I Sing
- Gourelli
- Here's How, Tang
- The House for Men
- His

Prescriptions OUR SACRED TRUST

Work hand-in-hand with your physician is our number-one rule in helping to preserve your most priceless possession . . . your health!

PERFUMES and COLOGNES

- EYVIAN
- White Shoulders
- Most Precious
- Menace
- Golden Shadows
- MARCEL ROCHAS
- Femme
- 4711
- Tosca, Troika, Mascato
- LANVIN
- Arpege, My Sin
- Scandal, Rumeur
- Pretext
- RAPHAEL
- Replique, Plaisir
- DANA
- Tabu, Emir, Voodoo, Platine, 20 Carats, Ambush
- LUCIEN LELONG
- Tailspin, Indiscret, Balalaika, Sirocco
- ANJOU
- Side Glance, Apropos, Devastating
- LENTHERIC
- Tweed, Miracle, Shanghai, Adams Rib,
- GOURIELLI
- Something Blue, Moonlight Mist, Five O'Clock

- CHRISTIAN DIOR
- Miss Dior, Diorama, Fleurs' Fraiches
- SHULTON
- Old Spice, Escapade
- CARON
- Bellodgia, Christmas Night, and Others
- CHARBERT
- Breathless
- GUERLAIN
- Shalimar, Mitsouko, L'Heure Bleue, etc.
- FABERGE
- Flambeau, Straw Hat, Aphrodite, Act IV, Tigress, Woodhew
- EVENING IN PARIS



As Brilliant As A Fine Diamond!

THE NEW BROPHY BUILDING BRINGS THE MODERN LOOK TO DOWNTOWN MEDFORD

Johnston and Stewart
QUALITY SHOES

Johnston and Stewart
JUNIOR BOOT SHOP

Victor C. Sether
INSURANCE

E. L. Bartholomew
AGENCY
Insurance — Real Estate

Chicago and Northwestern
SYSTEM
Bert Harvard, General Agent



Brophy's
JEWELERS
MEDFORD, OREGON
Quality Diamonds Honestly Priced for Over a Quarter of a Century



McLain's
DRUG CENTRE
Prescriptions and Cosmetics

Dr. Frank A. Freeburger
Dr. Robert L. Harland
OPTOMETRISTS

Occidental Life
Insurance Co. of California
William M. Caldwell, Gen. Agent

Jeanette T. Marshall
LAWYER

John A. Graff Jr.
CERTIFIED
PUBLIC ACCOUNTANT