

Needs, Accomplishments Of Senior Citizens Noted

New York - With the nation's attention being focused on the needs of older citizens—recently through the White House Conference on Aging—one thing that cannot be overlooked is the record of accomplishment that has been established over the years by older persons themselves.

These accomplishments cover a broad area, the Institute of Life Insurance reports. Among them are "bread-and-butter" considerations, such as wider ownership of homes, and continuation of income after retirement. And they also include the achievement of important goals of a non-material nature—stepped-up service to the community, church activity and recreation.

The growth of home ownership makes a striking illustration. A generation or more ago a prevalent custom was for elderly parents to reside with their children, usually a married daughter. This is far less common now; two out of three older families who live in cities and the suburbs today own their own homes. What is more, reports the Federal Reserve board, a majority of the homes are mortgage-free.

While the typical older couple cannot be described as wealthy, they are not without financial assets. Social Security couples with homes, for example, have an appreciable equity—more than a \$8,000, on the average—in their homes, a government study shows. Equity in homes happens to be the most important asset of older persons.

Liquid Assets Small

Their "liquid assets"—readily available dollars in bank accounts and U.S. Savings Bonds—are not large. But this circumstance is somewhat offset by the typical older family being entirely free of debt; where money is owed, the amount is likely to be small.

In connection with financial assets older persons definitely tend to keep up their life insurance. This is borne out by a recent Social Security study of retired couples receiving payments, showing that life insurance was carried by 70 per cent of couples in the survey, and 50 per cent of single and widowed persons.

If you were to sit down with a number of older people and discuss their problems, you would quickly discover that one of their major concerns is continuation of income. This need was highlighted not long ago in a Bureau of Labor Statistics report that a retired couple, 65 years or older, need a minimum of \$2,800 to \$3,400 a year to cover their expenses, depending on the city they live in.

Obviously this need has not yet been fully met. But in the past quarter-century older families have come quite a distance along the road to financial independence; conditions today are a far cry from times gone by, when so many elderly parents had to move in with their children's families because of an abrupt cessation of income when they stopped work.

Improvements Listed

Two things have brought about improvement, mainly. One is the increasing number of persons who have acquired a share, often through their own contributions, in pension plans where they work. Then there has been Social Security, to which they have contributed during their working life.

Pension plans in particular have become widely available in the last generation, among them the group annuities administered by life insurance companies. In 1930 fewer than 3,000,000 persons were enrolled in private retirement plans; today, there

are more than 21,700,000. And as each new year rolls around, a substantial number of families begin to draw these retirement benefits, in addition to those already receiving pension checks.

Jubilee Cake Recipe Published

Through the courtesy of Sears, Roebuck and company, Rogue valley families will be able to savor old-fashioned applesauce cake like Grandma used to make. In honor of its Diamond Jubilee, currently being celebrated, the old-fashioned applesauce cupcakes are being served tonight to customers in each of Sears 740 retail stores across the country.

The recipe, which was developed by the General Mills kitchens, was adapted from an old favorite used widely throughout rural Minnesota in 1886. It was originally brought to the United States by European immigrants.

So that housewives may also recreate this old-fashioned favorite in their streamlined 1961 kitchen, General Mills has developed a family-size version.

For the cake use 2 1/2 cups sifted Gold Medal "kitchen-tested" enriched flour, 2 cups sugar, 1/4 teaspoon baking powder, 1 1/2 teaspoons soda, 1 1/2 teaspoons salt, 3/4 teaspoon cinnamon, 1/2 teaspoon cloves, 1/2 teaspoon allspice, 1/2 cup soft shortening, 1/2 cup water, 1 1/2 cups unsweetened applesauce, 2 eggs, 1/2 cup chopped nuts, 1 cup raisins, cut up.

Sift dry ingredients together. Add shortening, water and applesauce. Beat 2 minutes using medium mixer speed or 300 vigorous hand strokes. Scrape sides and bottom of bowl constantly. Add eggs. Beat 2 more minutes, scraping bowl constantly. Fold in nuts and raisins. Pour into 2 greased, floured round layer pans 9 by 1 1/2 in. Bake 35 to 40 minutes in preheated 350 degree oven. Cool.

Put layers together with butter filling made by mixing 2 tablespoons soft butter, 1 1/2 cups sifted confectioners' sugar, 1 1/2 tablespoons cream and 1/2 teaspoon flavoring (vanilla or lemon). Spread a thin coating of apricot jam or clear jelly over top of cake.

Cut 2 apple designs from thin red candied pineapple slices and 8 leaf designs from thin candied green pineapple slices. Use cloves for stems. For thin slices of pineapple: Cut each slice in half making 2 half circles. Stand half circle on cut edge and slice down through cutting into 3 equal parts.

Circle cake plate with waxed paper to catch drip of glaze. Make a thin glaze: Stir over boiling water until mixture is hot, about 5 minutes, 2 tablespoons water, 2 cups sifted confectioners' sugar, 2 1/2 tablespoons white corn syrup and 1 teaspoon flavoring (vanilla or lemon). The glaze must be very thin. Pour over cake while glaze is hot. It should barely coat cake. With a knife scrape glaze from paper and ice side of cake. Arrange apple designs around edge of cake.

Yield: 12 to 16 servings.

Applegaters Club Dance Saturday

The Applegate Square Dance club will hold a dance Saturday, Feb. 4, at the Provelt Grange hall. Round dancing starts at 7:45 p.m. and there will be practice on new and old rounds.

Square dancing will begin at 8:30 p.m. with Byron Dibble calling. Refreshments will be potluck.

Social Events ♦ Women's News



For the past several weeks about 30 Medford junior and senior high school students have spent every Saturday on the slopes of Mt. Shasta learning to ski, and pictured here is a group on a recent Saturday. The project was sponsored by a group of parents and members of Rogue Snowmen, valley ski club. The first series of lessons ends Saturday, February 4, and another will be started if the students wish to continue the lessons, given by the instructor at Mt. Shasta ski school. The students, supervised by members of the Rogue Snowmen, leave Medford by bus at 6:45 a.m. each Saturday and return to Medford about 6 p.m. (Jim Henson photo)

Temptation to Shoplift Growing in This Nation

New York—The temptation to shoplift becomes greater and greater.

So says Saul Nesbitt, director of a packaging and industrial design firm in New York.

A study by the research department of the firm shows more kinds of merchandise in supermarkets and variety stores invites shopper theft.

The study consisted of interviews with managers of self-service stores, chain store executives and manufacturers.

"Our study indicates that today's larcenous shopper is a pretty ingenious person," Nesbitt said, "and the unguarded array of displayed products gives him or her a marvelous opportunity to exercise that ingenuity."

He cited the following examples of resourcefulness among shoplifters:

—The supermarket customer who desires a large bottle of 79 cent jug of salad dressing rather than the 41 cent size.

Campaign Entered By Assistants

The Southern Oregon Dental Assistants' society is participating in a nation-wide campaign being staged by the American Dental Assistants' association to recruit new members. Mrs. Harold Wilson is president of the Southern Oregon group, and Miss Donna Dale is secretary and membership chairman.

Mrs. Elma Troutman, La Porte, Ind., executive secretary of the American Dental Assistants' association, states that there are local societies in all 50 of the United States.

According to Mrs. Troutman, the major goal is "to promote the education of the dental assistant and to improve and sustain the occupation of dental assisting; to contribute to the advancement of the dental profession and the improvement of public health." The ADAA has national headquarters in La Porte, and state associations which coordinate the activities of the local societies.

The contest, made possible through the cooperation of the dental division of Johnson and Johnson, will award the ADAA member getting the largest number of new enrollees round-trip transportation to the 1961 ADAA convention in Philadelphia and \$150 to cover expenses. Cash prizes will be awarded to the runner-up and third place winner. The contest will close June 30, 1961.

The certification program of the ADAA has recently been approved by the American Dental association. This program, aimed at increasing the knowledge and proficiency of dental assistants is being conducted by the American Dental Assistants association.

"The membership drive will endeavor to reach the more than 75,000 dental assistants now serving the profession," Mrs. Troutman said.

Any dental assistant in the area interested in the local group may call Miss Dale at SPring 3-2984.

To Meet Friday Musical To Be Soon

The Broadway musical "Finian's Rainbow" is now in final rehearsals for production by the Medford High school Music department. It is scheduled for Thursday, Friday and Saturday, February 9, 10, 11.

The cast is headed by Joel Gregory in the title role. Others in the large cast are Mary Kay Harris, Kathy Allen, David Lundquist, Wally Huffman, Ralph Lobdell, Fred Harris, Larry Berg and Fred Lorish.

The show, which ran on Broadway for over 500 performances, is the story of a high spirited Irishman who comes to America with his daughter to plant a "bit of gold" at Fort Knox in order to have it grow into a fortune. With the magic gold comes a leprechaun and many problems.

Tickets for the production are now on sale and may be purchased at the high school or from any Medford High School choir member.

A social period will follow a short business meeting and Dr. Blackstone's talk. Refreshments will be served by the Jacksonville Parent-Teacher association.

Dental Clinic To Be Topic Of PTA Group

Dr. Billy Blackstone will speak for a meeting of the Medford Coordinating Council of Parent-Teacher associations to be held Thursday, February 2, at Jacksonville Elementary school. It is set for 7:15 p.m. in the Primary building, Hueters lane.

Dr. Blackstone, who is on the board of the county-wide dental clinic sponsored by Medford Kiwanis club, will tell the council of the progress of the dental clinic. The club is aided in the project by the Southern Oregon District Dental society, which Dr. Blackstone represents, the Jackson County Public Health department and the Jackson County court.

Customer Pays

"Few customers realize that the loss of goods pilfered in self-service stores runs into millions annually," said Nesbitt.

"Fewer than 20 per cent of those interviewed appreciated the fact that the consumer was the one who was ultimately out of pocket every time a shoplifter made a successful heist."

All-America Committee Lists Award-Winner Mums

Her Majesty, Apricot Sheen and Bingo are the three new outstanding chrysanthemum introductions for 1961 according to the All-America Mum Selection committee.

Her Majesty is described as an exquisite, slightly incurved, white decorative type. Strong and erect to 28 inches, the abundant 3 to 3 1/2 inch flowers are regally carried on long cutting stems.

Apricot Sheen is a wide cushion-type chrysanthemum of unique coloring. Cactus shaped flowers about 2 1/2 inches fairly blanket the 15-inch plants with a mounded form of 20 inches or more across, according to the committee. The plant is said to be compact and neat; the color blend is in pastels of peach, gold and apricot, finishing a clean primrose peach.

Bingo also is a compact and floriferous double cushion chrysanthemum. Making a perfect mound of 15 to 18 inches with somewhat wider spread, the 1 1/2 to 2 1/2 inch flowers grow in dense sprays of intense, rich crimson red, it is stated.

Many gardeners are enthusiastic chrysanthemum growers. Late summer and fall, when the other flowers have mostly faded and gone, mums are in their prime. The flowers bring a harvest of colors through September, October and November or until heavy freezing puts them to sleep for the winter.

Easy to grow, garden hardy and almost trouble free chrysanthemums are the favorites for long-lasting garden and cut flowers. Standing the weather and early frosts, they continue their riot of color for a glorious fall display.

There are hundreds of varieties, and dozens of new ones are offered each year. That is the reason for All-America mum trials—to thoroughly test them in various climates and soil conditions before distribution to the public. Trial locations are from southern Canada to Florida and across America. Only the most worthy and superior entries are highly recommended as All-America Mum selections.

Growers are reminded to look for the red, white and blue "All-America Mums" winner" plant tag with plant of a winning variety. None is genuine without it.

Ten other chrysanthemums have merited this highest award since the garden trials were started in 1954.

Winners in 1960 were Mardi Gras, which has big double cactus-type blooms in colorful red and gold; Headliner, a

Foodorama Planned

Extensive plans for the annual KYJC Foodorama are being made, the station announces. It will be held February 14, 15 and 16 at the Craterian theater.

The first day's program will be given by Mrs. H. Nancy Haven, San Francisco representative of the Western Beet Sugar Producers association. February 14 Mrs. Beverly Lyons, home economist for The California-Oregon Power company and Mrs. Gretchen Wade, Groceria home economist, will supervise the program and on the closing day Mrs. Betty Ashbaugh of the American Lamb council is planning the program.

The event is open to the public and many prizes will be given away, the station announces.

Lions Plan Zone Event

Shady Cove - The Shady Cove-Trail Lions club will be hosts for the annual zone social meeting and dinner dance of Lions at Rogue River lodge February 11.

Bruce Pingle, Butte Falls, zone chairman, has announced that the Butte Falls, Central Point, Eagle Point, Prospect and Gold Hill clubs will participate and will help to provide entertainment for the evening.

Earl Sheppard, president of the Shady Cove-Trail club, states that wives of Lions and other guests will also attend. Ray Chubb is secretary of the host group.

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