

Health Insurance Coverage Records Phenomenal Increase

By HENRY J. BECHTOLD
New York—UPI—One of the more phenomenal success stories of the past decade was that of the major medical insurance plans.



This type of "catastrophe" health insurance coverage jumped from zero in 1951 to about 26 million persons at the end of 1960. The odds are about one to twenty that you or your family will be faced with health expense bills of \$1,000 or more in the new year.

Realizing this and that medical expenses are perennially rising, more and more American firms are moving to eliminate even that one-in-twenty gamble for their employees by helping them to protect themselves against the crushing blow of a major medical bill.

Firms Aid Employees
Harold Perry, vice president-personnel of C. I. T. Financial Corp., estimates that 90 per cent of this major medical insurance is sold under group policies managed by companies and organizations, and in many cases with a substantial part of the cost borne by the employer.

Perry said personnel executives are aware that this increasingly popular fringe benefit can mean the difference between solvency and bankruptcy for an employee when unusually heavy medical bills must be paid.

Major medical insurance can provide up to \$10,000 and even higher in some policies for nearly any illness to employees or members of their families, usually starting slightly above the level at which a regular health policy stops.

Popularity Increases
The popularity of major medical coverage has increased sharply in recent years, registering an annual rise of more than four million persons from 1957 through 1960.

The market for this type of insurance is not close to saturation. And in line with population and medical cost increases, a strong upward trend is projected for major medical insurance in the 1960s, according to Perry.

The amount of benefits paid under major medical expense policies has been increasing

Teacher Training Progress Report Heard by Board

Salem—UPI—The State Board of Education was told Wednesday that if the Food Foundation approves a draft of Oregon's proposed five-year training program next spring or summer, the project can begin as scheduled next fall.

Mrs. Joy Hills Gubser, assistant superintendent of the Oregon Education Department, gave a progress report and said the State's draft will probably go to the Foundation by the end of March. The Foundation would pay for the biggest share of the program, aimed mainly for grade school teachers.

A similar training program has been established for high school teachers. A select number of counties will participate and the board is now receiving applications from local school districts. These districts will also pay for part of the program.

For Eight Years
The initial project is for eight years, with Oregon colleges taking part since the last year of training would be on that level. Purpose is to improve quality of teachers. The Board approved three school district reorganization plans in Lane, Yamhill and Umatilla counties. They are: Lane—Merger of common school districts 28J, Fern Ridge and 66-Crow-Applegate, into administrative District 28-J. Yamhill—Resignation of District No. 40, McMinnville, as

Sears Observes 75th Anniversary

The Sears, Roebuck and Company store in Medford joined with 739 other Sears stores last night in holding open house to start the company's year-long 75th anniversary celebration.

A feature of the diamond jubilee was the serving of a birthday cake baked from a recipe dating back to 1886, the year the company began. Open house proceedings got under way at 6:30 p.m. with the cutting of the cake. The exterior and interior of the store had been decorated with jubilee flags and pennants.

"The celebration which was held in our store last night is just a preview of a number of exciting events we are planning during the year-long observance of Sears 75th anniversary," R. Jacobson, manager, said. The local store opened in the Medford Shopping center Aug. 20, 1959.

This Label Labels You



As A Person of GOOD TASTE



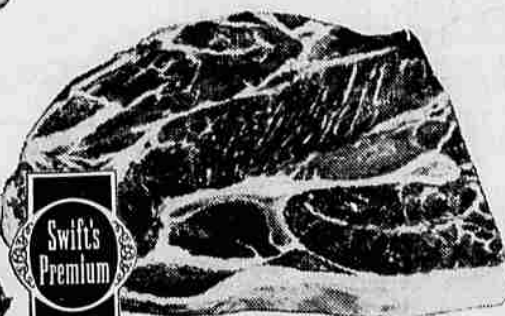
The Whole Family's Talking about Matlack's

POT ROAST 'N' POTATOES

Swift's Premium Fed Idaho BEEF

Blade Cut

49¢ lb.



50 lbs. No. 2 Potatoes \$1.29

We interrupt this ad to announce LOU has a girl and RALPH has a boy—The women report both husbands and babies are doing nicely.

- Beef Roast 7 Bone Lb. 59c
- Round Bone Roast Lb. 69c
- Ground Chuck Extra Lean Lb. 59c
- Fresh Sliced Baby Beef Liver Lb. 33c
- Pork Steak Lean and Meaty Lb. 49c

Pork Chops Center Cuts Lb. 59c

Turkeys 13 to 15 lbs. TOM 43¢ lb

Valcrest Grade A Oven-Ready

LETTUCE

Firm, Crisp

7c each



Oranges Juice Size 3 doz. 99c

Grapes Emperor 3 lbs. 39c

Tangerines California Best Lb. 10c

FRADELLIS FROZEN TV DINNERS 43c each

OUR SHELF SPECIALS WILL SAVE YOU MONEY

Cigarettes All brands, plain short	Carton	\$1.69	Tomatoes Hunt's, 300 Size	7 for \$1.00
Cigarettes All brands, long, filters	Carton	\$1.79	Tuna Concord Chunk, 6 1/2 oz.	4 for \$1.00
Cookies Fireside 1 1/2 lb. sandwich creams		39c	Mayonnaise Kraft, 24-oz.	39c
Fig Bars Fireside, 2 lbs.		49c	Nylons Best Quality, 15 Denier	2 pair 99c
Crackers ABC, 1 lb.		5 for \$1.00	Nylons Seamless, 15 Denier	2 pair \$1.49
Apricots Hunt's, 300 size		7 for \$1.00	Beef Stew Dinty Moore, 24-oz.	43c
Cookies Rippon Good, Assorted		29c	Margarine Blue Bonnet	4 lbs. \$1.00
Tuna Sea Call Grated, 6-oz.		7 for \$1.00	Shrimp Lou Z Ana Broken, 4 1/2-oz.	3 for \$1.00
Glam Chowder Salsesa 1's		4 for \$1.00		

Borden's Sweet Milk Buttermilk
BISCUITS
5c each LIMIT OF 5

Good 'n Rich, 8-oz.
CAKE MIX
10 for \$1.00 WHITE DEVIL FOOD YELLOW

- Plush Lon—Interlock 100% Orlon Acrylic SWEATERS... \$3.98
- Men's Long Sleeve SPORT SHIRTS \$1.98
- Ladies 3/4 Length Sleeve SHIRTS... \$1.98

- Alka Seltzer Reg. 54c—25 Tablet Size 37c
- Bayer Aspirin Reg. 25c—24 Tablet Size 17c
- Fasteeth Reg. 67c—2-oz. 46c
- Bromo Quinine Reg. 79c—30 Tablet Size 56c
- Vicks VaTroNol Reg. 75c—Largest Size 53c

THIS WEEK'S COUPON
Splendid
BREAD 4c 1 1/2 lb.
Not Day Old — Fresh Daily
With \$5 Purchase or More
WHITE or BROWN

We'll pay you 25¢ to taste why so many people say:

"I'm an utter nut about Butter-Nut!"

Cup after cup, you'll find that "bonus blended" Butter-Nut flavor can't be matched at any price. We're so sure, we make you this offer! Buy a can of Butter-Nut Coffee...clip the last 2 inches from the "key-strip"... mail with your name and address to Butter-Nut, P. O. Box 913, Omaha, Nebraska... and Butter-Nut will send you 25¢.

...the bonus blend coffee

Matlack's SUPER MARKET
West Main at Ross Lane
Sale Prices Good Thru Sunday Night NOSALESTO DEALERS