



WINS PRIMARY ELECTION—A happy James Mitchell waves to well-wishers at his headquarters in Newark, N.J., after he won the New Jersey GOP gubernatorial primary election. Mitchell was Secretary of Labor in the Eisen-

hower administration. In the November election he will face Superior Court Judge Richard J. Hughes, who won the Democratic nomination overwhelmingly. (UPI Telephoto)

Businessmen Advised To Pay Attention To Old Age Market

By HENRY J. BECHTOLD
UPI Financial Editor
New York — Old — Junior executives who are 25 today should plan on living beyond 100.

So stated Dr. Clement Martin in giving the following advice to businessmen: Pay more attention to the old age market. It has a benign growth.

The medical director of the Continental Casualty Co. of Chicago pointed out that there currently is a population boom in aged persons that parallels the baby boom. More than 1,000 Americans are passing the 65 mark daily, and a conservative estimate is that there will be more than 30 million over-65ers by 1970 — possibly 10 to 12 per cent of the population.

What's more, Dr. Martin said this segment of the population cannot help but increase its percentage of the total, thanks to medical breakthroughs in the office.

Of the three major causes of death among people past middle age — hardening of the arteries, cancer, and strokes —

cures to the first two are expected by medical science in the not too distant future, he said.

And, he added, if more people take better care of themselves in terms of good diet and regular exercise, hardening of the arteries and strokes will occur less frequently no matter what medical science accomplishes.

Getting back to the businessmen and the old age market, Dr. Martin cited the many goods and services the older people will want more of.

These include investment advice, travel services, books, hobby materials, educational opportunities and materials and the like to enable oldsters to realize ambitions they put off during their years on the treadmill.

The older people also want more of the special forms of clothing that are easier to get on and off and more informal sportswear. Health foods will be important as will special exercise equipment.

Back To Cities
Special convenience features will be required in homes, and older people will continue to return from the suburbs to the cities.

Dr. Martin also suggested that the auto industry could come up with special features

for this group because "there's no reason an alert older man or woman can not continue to drive, subject to regular physical examinations."

As an example he cited hand controls, rather than foot, which he said would be a boon because hand reactions are better. Power features also will be important, he added.

Insurance Offered
The insurance industry's reaction to this growing segment of our population is to offer more new and different forms of insurance to older people.

Dr. Martin feels that the private insurance industry can meet the needs of old age hospitalization insurance because the overwhelming majority of oldsters can easily meet necessary premiums.

Continental's surveys show that older people want to be self-reliant, can pay normal doctor bills, but need and want ways to save them the costs of prolonged hospital stays which eat into life savings.

California-Pacific Seeks Bond Sale OK

Salem—UPI—California-Pacific Utilities Co., San Francisco, has made application with the Oregon Public Utility commissioner for authority to sell \$2 million in series 1, 5 per cent first mortgage bonds.

California-Pacific said proceeds from the sale are needed to pay short term bank notes issued for construction and to finance part of a \$3.6 million construction program to get underway this year.

California-Pacific owns and operates electric, gas and telephone service facilities in Oregon, Nevada, Idaho, Wyoming, Utah and Arizona.

Discussed Red China
London—UPI—Prime Minister Harold Macmillan said Tuesday he discussed with President Kennedy the question of Communist China's admission to the United Nations.

But, he told the House of Commons: "It is not an urgent question—there is a little time before it is necessary to face the next stage of this problem at the autumn meeting of the United Nations."

The Family Council

Editor's Note: The Family Council consists of a judge, a psychiatrist, three clergymen, three editors and a women's editor. Each article is a summary of an actual case history. The Council reports on problems that have been dealt with by responsible agencies and counselors. (Copyright 1961—General Features Corp.)

Mrs. T. A.—We're concerned over the flighty kids she pals around with.

Hazel A.—My parents shouldn't criticize and condemn my friends.

Mrs. T. A.—I thought we'd helped Hazel develop enough taste and discernment to choose her friends carefully. Surely she knows that she will be judged by the company she keeps.

But her best friend moved away a few months ago, and then she quarreled with another close pal, a sidekick from kindergarten days. So when a girl in her official class at school invited her home one afternoon, she accepted.

After she'd been staying so close to Sandra for several weeks, I asked her to turn the tables and bring Sandra to our home. She hemmed and hawed, but a few weeks later she turned up with Sandra plus three boys with the rooster hairdos who were Sandra's entourage.

This girl is supposed to be Hazel's age, 15, but looks like 25 and acts like a "femme fatale." Being with her isn't going to help Hazel's marks. Sandra's favorite subject

seems to be boys.

Hazel A.—My mother jumps to conclusions about any friends I have who aren't bookworms. She thinks Sandra is a bad influence on me because she dances well, knows how to curl her eyelashes (and mine), and can talk about Greenwich Village instead of the Franco-Prussian War.

But she's a wonderful friend for me. She opens my eyes to new tricks and she's no dope, either. She writes poems, and she helps me with French. I can help her squeeze through math and social studies.

I can't "take" to a girl simply because my mother likes her. That's why I quarreled with my former chum. My mother kept pushing us together, inviting her for dinner, buying concert tickets for us, even though the girl was an awful square and bored me.

Sandra is a live wire and that's for me. My mother doesn't have to like her. I don't like her friends particularly, either.

The Council: Of course people "pick" their own friends, but parents are around to check on whether a teen-ager picks wisely and for what reasons—the right one or the wrong.

Here's where a good relationship between Mrs. A. and Hazel will pay off, or a poor one becomes glaring. To improve matters we recommend

REALLY GOOD!
like home made



Perfume Behind Ear Called 'Wasteful'

Chicago—UPI—It's a waste of good perfume to dab it behind the ears, advises beauty expert Jeanne Bryant.

Researching the subject for a soap manufacturer, she came up with these tips for more effective use of perfume:

—Apply it at the pulse spots—temples, inside of wrists, base of throat—where body warmth keeps fragrance alive.

—Use enough perfume for it to be noticeable; otherwise, it's a waste.

—The best time to apply perfume is right after the bath.

—Don't mix cologne with perfume unless it's the same scent.

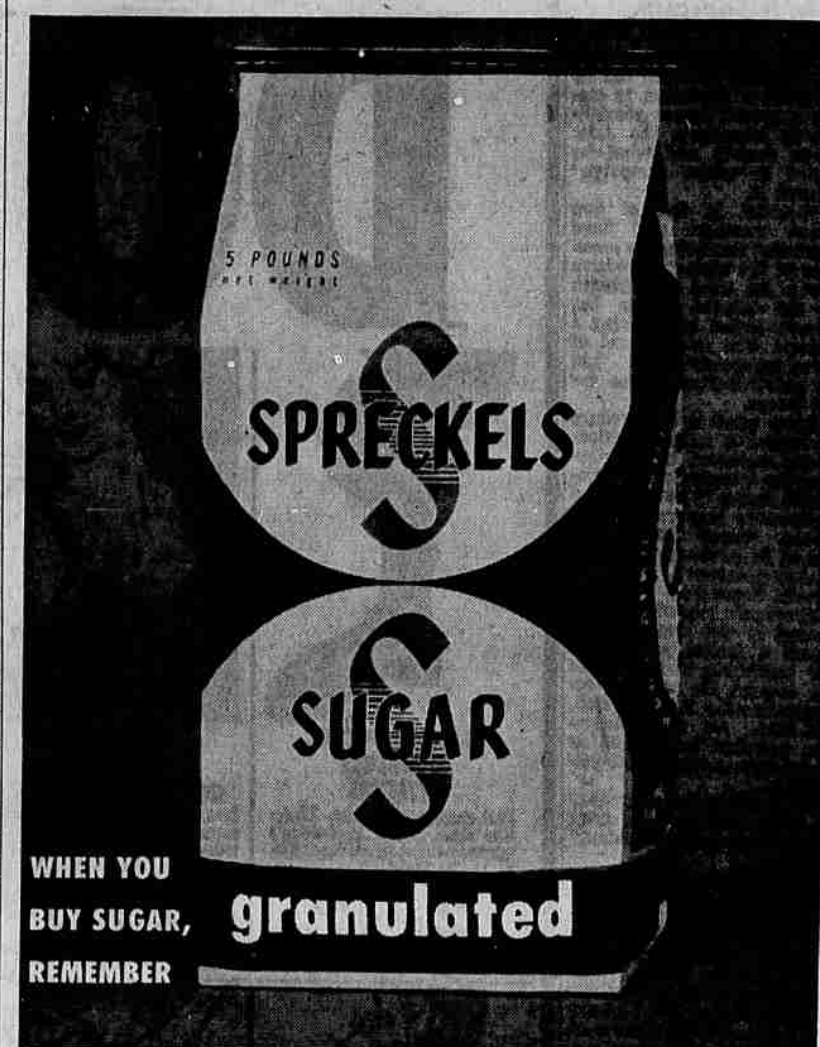
—Don't stroke perfume into fur or rub on clothes. It may stain and fabrics often change the aroma. Then, too, you may want to use a different scent the second time around.

—Don't hoard perfume. An opened bottle gradually loses strength. So, if you vary your perfumes, buy them in small flacons so they'll be used before they dry up.

that Mrs. A. stop finding fault with Sandra, because this is guaranteed to make Hazel rush blindly to her friend's defense. She'll be too busy fighting her mother to scrutinize Sandra and see the faults, as well as the attractions, for herself.

If Mrs. A. can dismiss her sense of panic, and rely upon the 15 years of "steering" of-

fered to Hazel, she can confide her comments about Hazel's friends to matters of the moment. No dire predictions, no threats, no ultimatums. This might slow Hazel up and give her a chance to see the association with Sandra in all its implications. Chances are, Hazel rushed to accept Sandra's bid, the way a ship docks at any port



WHEN YOU
BUY SUGAR,
REMEMBER

granulated

1. You can't buy a better sugar than Spreckels Sugar
2. Spreckels Sugar is grown and produced right here in the West...by Westerners

Look for the bright Spreckels Sugar packages at your grocer's and buy from the complete line: Granulated, Powdered, Light Brown, Dark Brown, Superfine, Cubes, and Sugar-and-Cinnamon Mix. You'll find out why...

WESTERNERS ARE SWEET ON SPRECKELS SUGAR

Beginner-Easy



by Alice Brooks

Full-Blown Rose—It should be called Beginner's Choice, it's that easy to crochet.

Do these medallions in white or in 2 shades of a color—most effective! As you can see, they'll work up quickly. Pattern 7262; crochet directions.

Send Thirty-five cents (coins) for this pattern—add 10 cents for each pattern for 1st-class mailing. Send to Alice Brooks, care of Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Cheltenham Station, New York 11. N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

JUST OUT! Our 1961 Needlecraft Book. Over 125 designs for home furnishings, for fashions—knit, crochet, embroider, weave, sew, quilt—40s, gifts, bazaar items. FREE—six designs for popular veil caps. Quick—send 35c TODAY.

Cat Receives Daily Meals While in Jar

Dallas, Tex.—UPI—Kitty is outgrowing his three-gallon glass jar, but he's still getting his bits of liver without interruption.

When Mr. and Mrs. Rudy Stubbenvoll adopted Kitty a year ago, the cat watched Mrs. Stubbenvoll feed slivers of liver to tropical fish in their various jars and tanks each day. Kitty learned to pick an empty jar, pop into it about mealtime and wait for some liver to come his way.

Now Kitty has grown into a cat, and has just about grown out of his three-gallon jar. He slips in frontways, squirms around inside until he's no longer bottoms-up, then sticks his head and forepaws out to receive the daily tidbits.

BRIDE WANTED
Chicago—UPI—Lincoln Park Zoo resumed its search today for a suitable young mate for Mike, a 5-year-old bachelor polar bear. Zoo Director Martin Perkins rejected a \$1,250 candidate Tuesday because she was "all baggy. Her teeth weren't good and she even had a dewlap—a sort of vertical double chin."

"We want a bride for Mike, not a grandmother," Perkins said.

MAKE DELICIOUS GRAVY in 2 min.

LOW in Calories

GRAVY QUICK

Send Thirty-five cents (coins) for this pattern—add 10 cents for each pattern for 1st-class mailing. Send to Alice Brooks, care of Medford Mail Tribune, Needlecraft Dept., P. O. Box 163, Old Cheltenham Station, New York 11. N.Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

JUST OUT! Our 1961 Needlecraft Book. Over 125 designs for home furnishings, for fashions—knit, crochet, embroider, weave, sew, quilt—40s, gifts, bazaar items. FREE—six designs for popular veil caps. Quick—send 35c TODAY.

Eastside SUPER MARKET

LYNN'S PERSONAL SERVICE MEATS
WEEK-END SPECIALS ON TOP GRADE MEATS
ARMOUR CAMPFIRE

SLICED BACON 55¢ lb.

MORRELL IOWA HAM 49¢ lb.

PORK Spare Ribs 49¢ lb.

Try Some Bar-B-Q'd or Bake Sweet 'n' Sour

Pure Fresh—Nothing Added ALL GOOD BEEF

GROUND BEEF 39¢ lb. 3 lb. pkg. 1.17

PLUS SILVER DOLLAR STAMPS

FRESH RED-RIPE STRAWBERRIES 25¢ BSKT.

FRESH GREEN PEAS 2 LBS 29¢ | **New White SPUDS 5¢ lb.**

DUNCAN HINES CAKE MIX 2 for 39¢
With Coupon on Page 30

FRESH!!! LOCAL EGGS 2 doz. 89¢
Korner Farms Large and Extra Large

NESTLE'S CHOCOLATE CHIPS 3 LB. PKG. 1.00

STANDBY CATSUP 18¢ 14-oz. Bottle

GERBER BABY FOOD STRAINED 10 for 99¢ JUNIOR 4 for 49¢

CHASE & SANBORN COFFEE 58¢ lb.
With Coupon on Page 30

SANKA INSTANT 79¢ 6-oz. Jar

COUNTRY KITCHEN SYRUP 37¢ 24-oz. Bottle

DELICIOUS MARGARINE 4 lbs. 89¢

ZUCCHINI 2 LBS 29¢

SWEET JUICE ORANGES DOZEN 29¢

TEXAS SWEET PINK GRAPEFRUIT 4 FOR 29¢

NEW CROP ONIONS 3 LBS. 29¢

JUMBO GLOBE ARTICHOKE 3 FOR 29¢

New Crop Tender Green Beans 29¢ lb.

SWEET, RED RIPE WATERMELON ICE COLD

608 East Main Eastside SUPER MARKET

OPEN DAILY 8 a.m. Till 9 p.m. SUNDAY 10 a.m. Till 7 p.m.