

### 10.9 Per Cent of County Population Is 65 Years Old

New York - How large an "over 65" population does Jackson county have today? How much has it expanded in the last 10 years? What impact does it exert on the local economy?

Figures show that this age group has been one of the fastest growing parts of the population, and that it has emerged as an influential segment of it, politically, as well as an important consumer market, economically.

For the first time, enough senior citizens have sufficient income and good enough health to warrant enterprising business firms aiming special pitches at them.

**Number in Jackson County**  
As of last year, when the census was taken, the number of people in Jackson county who were age 65 or over came to 8,062, equivalent to 10.9 per cent of the total population. This is revealed by the Census Bureau in figures just released.

Ten years ago that age group accounted for only 9.2 per cent of the local population.

The increase in the proportion of people living to age 65 and beyond reflects the advances in medicine and public health that have occurred in the last decade.

It is particularly in evidence in Jackson county, where the proportion of senior citizens, 10.9 per cent, is above average.

It compares favorably with the proportion elsewhere in the United States, 9.2 per cent, and in the Pacific States, 8.8 per cent.

**Have Better Health**

Nowadays, it is found, people are reaching age 65 in better health and with more zest and ability to do things than was the case 10 years ago. They work around the house, they golf, they garden, they play bridge, they travel and many of them continue holding down their regular jobs.

As for spending ability, although most people over 65 have much less money available than younger people do, they do have enough, in the aggregate, to make their presence felt in the market place.

In figures released in January, the department of commerce reported that the median income of American families in this age bracket was \$2,831 in 1959. Many fell below that figure, but an equal number rose above it. In addition, the majority of them are in the happy position of owning their own homes.

# FIRST of the MONTH STOCK-UP



Here's the Safeway sale you've waited for! Homemakers tell us this is the time of month they like to restock depleted food shelves. So here's an event especially planned to help you do just that... at remarkable savings! We have great bargains in a tremendous variety of foods. Brands you know... the fine quality for which Safeway is so famous. Come in and stock up with good foods for your family at these special low prices... shop Safeway!



Celebrating 40 years serving The Northwest

- Grapefruit Juice** Town House Natural or sweetened 4 46 oz. cans \$1
- Del Monte Grapefruit** Fancy sections 4 303 can \$1
- Wesson Oil** Pure vegetable oil for all your cooking and salads 48 oz. bottle 73¢
- Preserves** Strawberry or Raspberry 4-lb. can \$1.39  
Finest Empress... a special low price
- Vegetables** Bel-Air Frozen 2-lb. Bag 59¢  
Peas, Kernel Corn, Mixed Vegetables or Green Beans (1 1/2 lb.)—59¢
- Pet Foods** Tyrell's Beef, Chicken or Beef-Veg. Dog Food, Halibut Cat Food 6 14 oz. cans 98¢
- Jell-well** Gelatin Desserts 3 oz. pkg. 5¢  
Seven popular real fruit flavors

- Ivory Soap** PERSONAL SIZE Mild, gentle... it floats! Each Bar 5¢
- Lady Elberta** Freestone Peaches 3 2 1/2 cans 89¢
- BEL-AIR FROZEN Pies** Apple, Boysenberry, Peach, Cherry, Pineapple, Apricot. Values up to 53¢ each. 3 24 oz. 8 inch \$1
- Eggs AA Large** CREAM-O-CROP Guaranteed FRESH BY SAFEWAY Doz. 37¢

**Piedmont**  
**MAYONNAISE**  
Fresh-Tasty AT A NEW LOW PRICE **39¢** Qt.  
**Piedmont**  
**SALAD DRESSING**  
AT A NEW PRICE Qt. **33¢**

- BEANS-PEAS CREAM CORN** 6 303 cans 95¢  
or Tomatoes. GARDENSIDE Here's a thrifty buy.

**Few Hours Sewing**



Want a new dress now? Sew this slim, sleek, easy sheath in a matter of hours! Two main pattern parts, no waist seams—cinch with narrow belt or the Choose from 3 smart necklines.  
Printed Pattern 9161: Misses' Sizes 10, 12, 14, 16, 18. Size 16 requires 3 yards 35-inch fabric.  
Send FIFTY CENTS (coins) for this pattern—add 10 cents for each pattern for first-class mailing. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.  
100 FASHION FINDS—the best, newest, most beautiful Printed Pattern for Spring-Summer, 1961. See them all in our brand-new Color Catalog. Send 35¢ now!

- Don't Forget These . . .**
- Cigarettes** Camels, Luckies, Old Golds P. Morris, Chester, reg. sz. ctn. \$1.69
  - Cigarettes** Your Favorites King size or Filter cart. \$1.79
  - Liquid Detergent** Brocade 22 oz. can 39¢
  - Real Roast Peanut Butter** Creamy or chunky. Safeway new low price. 3 lb. \$1.29
  - Mazola Corn Oil** A Favorite qt. 59¢
  - Canned Milk** Carnation, Fet, Borden, Sego; 11 can 2 for 29¢
  - Coffee** Maxwell House Reg. or Drip lb. can 58¢
  - Coffee** Nob Hill. A full flavored coffee Ground Fresh at Safeway lb. pkg. 51¢
  - Soda Pop** Cragmont 7 Delicious Flavors 12 oz. can 10¢
  - Cheese Loaf** Van Zee Why Pay More 2 lb. pkg. 69¢
  - Tomato Sauce** Del Monte 8 oz. can 3/29¢
- Skylark Bread**
- Party Rye** or Ballerina 15-oz. loaf 29¢
  - 100% Butter Bread** Fresh loaf 28¢
  - Western Farms Bread** Poly bag Large loaf 35¢
- More Grand Buys!**
- Wesson Oil** A Safeway Low Price qt. 49¢
  - White Magic Cleanser** 14 oz. can 2/25¢
  - Twinkle Copper Cleaner** 4 3/4 oz. pkg. 49¢
  - Nine Lives Pet Foods** 2 6 oz. cans 29¢
  - Riviera Chili Beans** 40 oz. can 39¢
  - Vegetable Raviolas** Riviera 40 oz. can 39¢
  - Riviera Minestrone** 40 oz. can 39¢

For the **FINEST** fruits and vegetables... it's Safeway!

TOMATOES

2 10 oz. tubes 29¢

Red-ripe, perfect slicers, snappy with flavor... A salad favorite.



- Fresh Pork ROAST** Picnic style. From finest grain-fed porkers. lb. 29¢
- PORK STEAKS** Blade cuts, flavorful a family favorite lb. 49¢
- PORK ROAST** BONELESS BUTTS. Easy to carve; delicious lb. 49¢
- PIECE BACON** Lean streaked, fully smoked whole or 1/2 slab lb. 49¢
- GROUND ROUND** Extra-lean, fresh dairy lb. 59¢
- SLICED BOLOGNA** Delicately seasoned lb. 49¢
- HALF A HOG SALE** Young, grain-fed Eastern porkers... cut and wrapped for your freezer FREE of charge. lb. 39¢

- NEW POTATOES** U.S. No. 1 Long whites 10 Lbs. 49¢
- CUCUMBERS** Crisp 'n crunchy Ea. 10¢
- CABBAGE** Large all-green heads; mild flavor for slaw. Head 15¢
- RHUBARB** Zestful flavor for pie or sauce 3 lbs. 19¢
- GRAPEFRUIT** Indian River Large Pinks 8 for \$1

**WE GIVE VALUABLE GOLD BOND STAMPS**  
An EXTRA dividend from SAFEWAY.

**REYNOLD'S WRAP Aluminum Foil**  
25 ft. Roll **35¢**

**Lux Liquid Detergent**  
32 oz. Btl. **99¢**

**Tree-Tea Finest Black Tea**  
Pkg. of 48 bags **57¢**

**Plain or Peanut M&M Candies**  
1 1/2 oz. Pkg. **55¢**

SAFEWAY

Prices effective Monday, May 1, through Wednesday, May 3, at Safeway in Medford. We reserve the right to limit.