

Older Beauties Take Play In Charm Chart for 1952

Older girls are the real beauties of this generation, say beauty experts. And Leap Year, 1952, will see more of them tossing orange blossoms into the marriage ring along with their younger sisters.

If you need proof that glamor shouldn't be nipped in the bud when the 30 mark rolls around, glance down the roster of America's most popular beauties—stage screen, radio, television stars—most of them admit to being "over 30."

Up until now girls have been embarrassed to utter "21-plus" at the voting booth, but these days they're taking bows because they "do not look their age." The frankly 30's and 40's make beauty headlines every day in the week, and members of the "over 50" set, taking a cue from charming Gloria Swanson, lead the glamor parade.

As the ranks of the "over 30" set swells, more of the girls are willing to hop on the bandwagon—there is satisfaction in numbers.

"Age is not a time of life—it's a state of mind," says John Robert Powers, rounding out a quarter-of-a-century as model agent.

Mr. Powers recalls that a generation ago only the very young girls were in demand as models. But today his most successful models are in the older-girl bracket. Says he:

"Two of my outstanding models are Connie Johannes, mother of three children and Ellen Alford, who has four children. Both of these girls, who have been modeling for me for 15 years are smarter and lovelier than ever."

Powers believes that women today look younger because they make the most of everything God gave them. No woman need be frustrated about her age if she takes an interest in herself he believes.

He is firmly convinced that women aren't perfectly coordinated in body and mind until they are about 40 years of age. He points out that any woman can be lovely until she dies "if she uses her senses to the full." The most charming woman he has ever known is 76 years of age, he says.

Dr. Martin Gumpert, physician, author and lecturer on Geriatrics, noting that woman's life expectancy is now 74 years, believes

that in about ten years women will cause a complete upheaval in America, merely by the fact that more of them will accept age as an asset and will begin to leave the imprint of their years on politics, emotional problems and fashions. Says he:

"Industry can do much to making older people comfortable and happy. We have Junior, teenage, misses' and even maternity departments in stores. Well why not see for departments where older people can find things designed for their special needs?"

He believes we must discard our present standard of measuring consumers and give a break to the mature person without tagging her as "old-aged." Cosmetics could do this, according to him, by selling older women an "Indian summer beauty" or some such attractive plan.

Mme. Helena Rubinstein, pioneer beauty authority, who has spent almost a half-century advising the ladies on the whys and hows of beauty says:

"Women over 35 hold the center of interest for 1952. They have become fascinating, youthful and glamorous. One of the reasons for this new age of beauty is that older women are taking more interest in their personal care... They plan for longer years of activity in their chosen fields, so they must continue to look young and smart."

Mme. Rubinstein expresses the opinion that women have learned to conquer every mark of age in their appearance. Says she:

"In 1910 a girl of 20 looked 30, and a woman of 35 often looked 55. Even 20 years ago a woman of 30 looked 45. Today it is just the reverse—mothers look as young as their daughters. It is difficult to guess any woman's age if she takes care of her looks and

keeps a youthful attitude."

Diet and our increased knowledge of nutritional values, calories and vitamins, play a big part in the little young figures one sees today. Thrilling new discoveries in and new techniques of application in the past generation have brought more advances than in the past 500 years, she says.

Mme. Rubinstein recalls that when she first came to America in 1915 she was shocked at the crude makeup—purple noses, dead white faces, gray lips, and a generally colorless drab look of U.S. women. Today she finds beauticians are doing more to enhance a woman's natural beauty, so that instead of one shade of face powder, there is one for every coloring. There are flattering shades of lipstick and nail polish and eye makeup now is skillfully applied and not in clown-like beads as it was in the old days.

One reason advanced for woman's youthful look today by Cosmologist Dr. Erno Laszlo is that women do not get bored easily. Says he:

"The recipe for glowing eyes is a form of atrophy and the modern woman wants no part of it. Women are interested in their careers, or find fascinating things about their homes. Labor saving home appliances contribute to her youthfulness as well as interest in her home."

Exercise, says the doctor, is important for grace and youthful-

ness. Older women exercise more today, and keep interested in outdoor sports and dancing which helps keep the figure beautiful. Perspiration created by exercise is one of the two great beautifiers, according to him. The other one—and he emphasizes that it is free—is warm water. This plus good soap can help a woman to keep a beautiful complexion, says Dr. Laszlo.

"If water were bottled prettily and sold at a perfume counter for a high price, perhaps even more women would discover the beauty value of it."

And last but not least, many nutritionists point to the recent successes of food fads to illustrate how modern woman fights to keep her youth and beauty. As the cre-

ator of one controversial food fad recommend to women for beauty, women look and feel better of the moment says: The true test of any beauty treatment is in its performance. If that it does not benefit them?

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Fresh Vegetables Turn Down In Price This Week; Some Meat Items Reduced

By The Associated Press

Retail prices of several fresh vegetables turned downward this week in most stores as growing areas enjoyed favorable weather and more shipping sections began supplying distant markets.

New cabbage and lettuce led on the downward, but also lower were carrots, cucumbers, eggplant, peppers and tomatoes.

New government limits on retail potato price mark-ups resulted in widespread reductions but these depended on many varied factors and were far from uniform across the nation.

Margarine eased one to 3 1/2 cents a pound, reflecting lower prices recently on vegetable oil ingredients and sharp market competition among the margarine makers.

Incidentally, margarine consumption in this country is estimated to have climbed from three pounds per capita in 1935 to around 6.7 pounds in 1951—while butter consumption in the same period dropped from 17.1 to 9.7 pounds.

Meat, poultry and dairy product prices showed little overall change from last week-end.

Food shoppers willing to scout around for bargains could find beef ribs roasts off as much as 6 cents

or more a pound in stores featuring them, as week-end specials, and similar temporary reductions on such items as fresh hams, lamb shoulder, pork loins, broiler turkeys, sirloin steaks, stewing fowl and frozen sea foods.

The reductions on white potatoes at retail depended on how previous mark-ups of individual stores compared with the new limited ones set by price stabilizers. These mark ups vary with the size of the stores, how the spuds are sold, bulk or packaged, what type of potatoes are involved, and so on.

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By JEAN OWENS

Junior and senior international relations league students are now in the midst of a forum of three topics which will be discussed at the state convention of the IRL at the University of Oregon, February 15 and 16.

The three topics are: 1) US policy toward Russia, 2) US policy toward European democracies and 3) US policy toward China and Japan.

Approximately 15 students of the Klamath IRL group will participate in the conference at Eugene.

Four discussion leaders will be chosen from the local club to lead groups of 24 at the convention.

Noon recreation committee has changed their facilities slightly so that chess and checkers are played in the cafeteria annex and a study hall is in room 206. Ping-pong and dancing are featured in the girls' gym.

Students are asked to take advantage of these facilities provided by this committee, especially during the weeks that we have the split noon hour program. Because classes are going on students are not allowed in the halls.

Don't forget to listen in on KFJI at 7:15 for the Klamath Sports Album.

Win your free tickets tonight!

30 percent or approximately 400 students were absent from school yesterday, mainly due to the flu epidemic.

Mr. Brown announced yesterday that the ill students are asked not to return to school unless their temperature is normal and that they are completely over the sickness. Co-operation concerning this would probably lead to a faster decrease in the large number of absentees.

Union Army Vets Fading

WASHINGTON (AP)—The Veterans Administration figures there will be any one Union Army Civil War veteran on its pension rolls in the year ending June 30, 1953.

In contrast, it estimates an average of 1,671,907 World War II veterans will be receiving pensions or compensation. And VA spokesmen estimated benefits will be going to about 3,521,604 veterans and dependents of deceased veterans.

President Truman's budget requests to Congress for the VA list an average of three Union Army veterans on the pension rolls for the fiscal year ending this June 30. Actually four are still alive, according to VA records. They include Israel A. Broadsword, 105, Samuels, Idaho.

The four veterans are receiving pensions this year at an annual rate of \$1,440. Next year's budget includes only \$1,440 for one. In 1950-51 there were 10 Union veterans on the pension list getting \$1,418 a year each.

The federal government does not pay pensions for compensation to Confederate Veterans of the Civil War and does not keep a list of those surviving.

Hayden Seeks Assessor Job

Austin Hayden, 64, is the first to announce candidacy for County Assessor. He filed yesterday afternoon.

Hayden will seek the Republican nomination at the May 16 primary election.

The office currently is held by Otis Melsker, Democrat, who is expected to be a candidate for re-election.

Hayden, native of Calahans, Calif., has been a Klamath County resident since 1906. He lives now at 700 N. 3rd. During the war years Hayden was local manager of the federal housing units.

He was the second person to file for public office here. Ed Gowen, 1855 Portland, announced himself a candidate for re-election as County Commissioner Jan. 21.

Gowen is a Republican.

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Broccoli Small stems, good head lb. 16¢

TOMATOES Cello tube 19¢

GREEN ONIONS bu. 7¢

PEARS "SUCCESS" No. 2 1/2 tins 35¢

PEACHES FREESTONE 2 1/2 tin 39¢

SWIFTNING 3 lb. tin 89¢

PREM SWIFT'S 12 oz. tin 45¢

SHRIMPS Broken 5-oz. tin 35¢

JELLY Kerrs 12-oz. Assorted tumbler 19¢

CAKE FLOUR Swansdown 39¢

"CAMPFIRE" MARSHMALLOWS 1 lb. Pkg. 35¢

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VARIETY PACK Kellogg's Cereals 34¢

SWIFT'S Cleanser 13¢

BABO Cleanser 13¢

AJAX Cleanser 14¢

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