

Aged Buyers To Get Help

Reflecting the Administration's seeming intent to take up the problems of the dispossessed one by one, a Senate subcommittee heard testimony on the bleak life of the elderly consumer.

It was the first set of hearings held by Senator Harrison A. Williams' (D-N.J.) subcommittee since its scope was expanded from fraudulent exploitation of the elderly to consumer interests in general.

The elderly, however, pose special problems. They are not a single dispossessed group in the same sense as ghetto children, for instance. The only thing they have in common is age. Some are wealthy, but more are surviving on precariously thin margins. Some are healthy and employed, more are ill and retired.

Because of the nature of the problem, the government is not prepared to undertake the kind of social action program employed against poverty. But, it can, move in limited areas with considerable impact on the lives of the aged—that is the area of the consumer.

Large numbers of the 19 million citizens over age 65 have special dietary and medical needs which must be met on the tightest of budgets (one in five of all the poor is in the "age 65 and over" category, says Mrs. Esther Peterson, Presidential Assistant for Consumer Affairs). Consequently those hardest hit by hidden charges, promotional devices and gimmicks are the aged. Beyond that, food packaging geared to young families and other marketing practices penalize the aged.

What legislation the Subcommittee will produce is not yet decided, but it can act in such areas as packaging, labeling and cooperative stores—in other words, those areas Mrs. Peterson has only been able to publicize. The subcommittee is not expected, however, to take strong action on drug prices.

For the large numbers of well-to-do elderly, Geneva Mathiasen, director of the National Council on Aging, proposed different action—for business.

She points out that business, preoccupied with the "Pepsi-generation," has forgotten what a rich market exists among the elderly. People over 65 have between 35 and 40 billion dollars in income and are spending it all, she says. But they are often unable to find products suited to their needs, "from clothing, to furniture, to automobiles, to bathtubs."

Films of the Week

Listing for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor listed.

ADMINISTRATIVE AND MEDICAL ASPECTS OF HOSPITAL INFORMATION SYSTEMS. 16mm, b&w, sound 30 min. John F. Imrie Jr., administrator, Georgetown University Hospital moderates a panel on medical, administrative, and architectural aspects of information systems. Audience: hospital administrators and staffs. Rental \$5 per day for 3 days plus \$1 per day extra. American Hospital Association Film Library, 840 Lake Shore Drive, Chicago, Ill. 60611.

AGRICULTURE, RESEARCH, AND YOU. 16mm, color, sound, 28 min. Underscores the continuing need for agricultural research by universities, colleges, industry and government in such areas as animal disease prevention and control, and control of crop insects and diseases. Audience: high school, college, farm organizations, general. Loan information from Farm Film Foundation, 1425 H St. N.W., Washington, D.C.

CARPAL TUNNEL SYNDROME. 16mm, color, sound, 20 min. Complete story of a patient with carpal tunnel syndrome from the beginning of diagnosis through treatment and absence of symptoms. Audience: physicians and medical training programs. Further information from Ohio State University, Department of Photography, Motion Picture Division, 1885 Neil Ave., Columbus, Ohio.

EXTRACORPOREAL IRRADIATION OF BLOOD AND LYMPH. 16mm, color, sound 7½ min. Shows how blood and/or lymph can be irradiated in a well-shielded gamma ray outside the body through a closed circuit of teflon tubes from artery to vein. Audience: professional. Purchase \$45.63 from B & O Film Specialists, 619 W 54th St., New York N.Y. 10001. Free loan information from Audio-Visual Branch, Division of Public Information, Atomic Energy Commission, Washington D.C. 20545.

MEDICAL-DENTAL TEAM IN ORAL REHABILITATION UTILIZING GENERAL ANESTHESIA. 16mm, color, sound, 23 min. Demonstrates a safe and practical method of general anesthesia for the ambulatory patient undergoing oral rehabilitation in the dental office. Audience:

medical and dental professions. Loan information from Ideal Pictures, 321 W 44th St., New York, N.Y. (Produced for Ayerst Laboratories, New York, N.Y.).

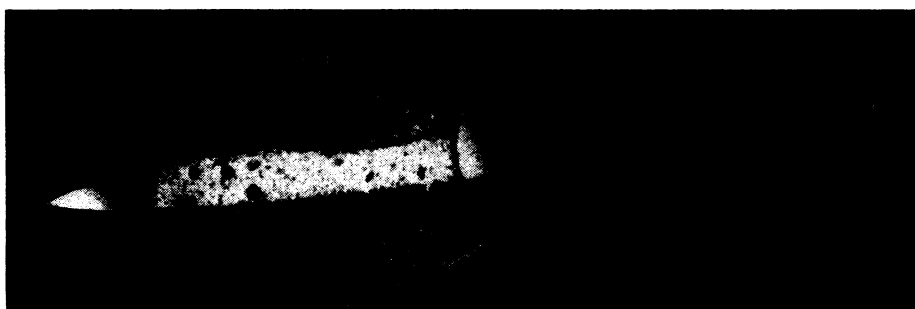
OF MEN AND MACHINES. 16mm, color, sound, 26 min. Illustrates the vital part engineers play in the development of new machinery for new processes. Audience: postgraduate technical audiences, engineers, science clubs. Free loan to audiences previously mentioned from Sterling Movies Inc. 43 West 61st St., New York, N. Y. 10023.

THE MODERN CHEMIST—DIAMOND SYNTHESIS. 16mm, color, sound, 13 min. designed to motivate student's interest in the study of chemistry by dramatizing a recent discovery—diamond synthesis. Documents the work of Dr. H. Tracy Hall, Brigham Young University. Audience: high school. Purchase \$130 from Sutherland Educational Films, 201 N. Occidental Boulevard, Los Angeles, Calif.

MOOSE BABY. 16mm, color, sound, 13½ min. Simple wildlife story to present ecological relationships of forest animals. Starts when Moose Baby is less than one hour old, and follows him to five years of age. Audience: primary and elementary. Purchase \$150 from Arthur Barr Productions, 1029 N. Allen Ave., Pasadena, Calif.

MOTHER LOVE. 16mm, b&w, sound, 26 min. Using a colony of new-born rhesus monkeys, Dr. Harry Harlow of the University of Wisconsin, tests their reactions to a variety of inanimate mother substitutes to study the bond between mother and child, and the effects of denial of maternal love. Audience: high school, college, adult. Purchase \$135 from Carousel Films, Inc., 1501 Broadway, New York 10036.

NEED A LIFT? 16mm, color, sound, 14 min. Shows use of a 162-foot-long helium-filled balloon capable of flying 10 tons of logs over rugged terrain to permit economical harvesting of timber from previously inaccessible areas. Audience: logging industry, general. Loan from Public Relations Department, Goodyear Aerospace Corporation, Akron, Ohio 44315.



Oil-tempered carbon steel blade with "zero edge" can slice fresh bread 1/16 inch thin.

Who else wants really sharp knives?

Send for free brochure "Kitchen Cutlery that Really Cuts"

Think they don't make sharp knives any more? Comus PRO knives are different — they really cut! And you can try these professional quality knives for 30 days without risking a penny.

The Secret is the Steel

The remarkable Comus PRO knives are *not made of stainless steel*. The blades are not scalloped or saw-toothed. Instead, they are razor-keen, high-carbon, cutlery steel — forged, ground and oil-tempered to hold their edge. This is the steel used for professional cutlery . . . These are the knives used by professional chefs.

Still Sharp in 1976?

Yes! Carbon steel does make an astonishing difference. Comus PRO knives are

so sharp you can thin-slice ripe tomatoes and fresh bread — carve rare chuck as if it were finest tenderloin — chop and mince vegetables like lightning. And a few occasional swipes on steel or stone keeps your Comus PRO knives factory-sharp for ten, twenty years, or even more!

Send for Free Brochure

Comus PRO knives are not sold in any store, so send today for our free brochure. By return mail, we'll send you pictures, prices and facts on the new Comus PRO knives. Then *you* decide whether you want to try them for 30 days at *our* risk.

Write today to:

Comus Division, Breck's of Boston
U-42 Breck Bldg., Boston 10, Mass.