

Market Researchers Advised to Keep Eye on Oldster Population

By REYNOLDS KNIGHT

Marketing men who have been eyeing the growing population trend in this country in terms of new babies might do well to take a long, hard look at another segment of our population, the so-called oldster, as a potentially sound customer.

The senior market — ostensibly embodying persons over 65 or retired — has now risen to 17 million, more than 10 per cent of our population, and is growing at the rate of 300,000 to 400,000 annually, according to Sales Management. It says this market is "virtually untapped."

There were about 16 million people over 65 in this country in 1960, and they had an income of \$32 billion, a tidy sum stemming from savings, liberalized government pension plans, more and better retirement plans by business, part-time jobs, gifts from children and other relatives, etc.

MANY PEOPLE in this age bracket apparently have been overlooked by the marketing man through ignorance as to what they like, what they have to spend and how they spend it; how they live, eat, dress, play; what their objectives, hopes and hobbies are, and how they differ from younger groups.

A great misconception is that all elderly people immediately upon retirement head for Florida, California or Mexico, or become world travelers with only a floating hotel as their abode. Sales Management finds that, although older people do travel, the majority prefer to remain where they have roots.

DIET NOTE — Cordials and liqueurs have been given the nod over apple pie and chocolate layer cake by internationally known food and nutrition expert Morrison Wood.

Speaking at a recent meeting called by DuBouchett Cordials in San Francisco, the food authority and author stressed the low caloric content of cordials as compared with "traditional" American desserts. Wood pointed out that many diet-conscious hostesses and businessmen are switching from rich desserts to cordials.

MOST CORDIALS average less than 100 calories per serving, compared with 400 for pie and 300 or more for cake.

Wood said cordials are not as expensive as popularly believed. Actually, he noted, fine domestic cordials are lower in cost than most desserts. They average less than 15 cents per serving, he said.

"Cordials are 'smart' to serve," Wood said, "because they provide a stimulating and glamorous finale to any meal."

DESK DECOR — Executives who long ago relinquished their roll-top desks in favor of sleekly modern office furniture are still using "roll-top era" desk pen sets — and one of the nation's leading pen makers plans to do something about it.

With an assist from an advisory panel of the American Institute of Interior Design members, the W. A. Sheaffer

Pen Co. is introducing a line of exclusive writing sets designed to fit harmoniously into the hundreds of offices now being styled by leading decorators.

Soon, the pen firm anticipates, well-dressed executive office desks will wear sets with uniquely shaped bases of teakwood, walnut, mahogany or leather, and with trim of simulated pewter or bright-finished metals. Even the barrels of the pens will be of golden moire or simulated pebble-grain leather.

Distribution of the decorator desk sets now is limited to members of the design profession. Within a year, however, Sheaffer expects to produce them in quantity sufficient to glamorize the desk of every esthetic boss and style-conscious secretary.

THINGS TO COME — Latest in attack warning systems is an electronic device that can be built into new radios, FM or AM, or adapted to present sets to turn them into warning alarms. . . . A shoe sanitizer capable of destroying germs without harming shoes is being introduced for bowling alleys where shoes often are rented. . . . To prevent lint and static electricity from forming on apparel in dry cleaning plants, we now have a spray for use in all natural and man-made fabrics. . . . And if starlings or other birds are your problem, there is an odorless repellent which gives a sticky footing for the birds, who avoid it like humans avoid the "hot foot."

MILK CONSUMPTION — New Yorkers were in most cases deprived of their milk supplies last week because of a strike, but throughout the nation there is by no means any shortage. Production is rising toward a near record 125 billion pounds this year, up from 123 billion pounds last year, and the highest since 1957. Consumers are doing little to take up the slack, since Americans are expected to consume the equivalent of 646 pounds of milk apiece, down from 820 pounds in 1930. Weight-conscious fads and declining farm population, where consumption has been high, are blamed for the situation.

BITS O' BUSINESS — Sentiment against the Castro regime apparently has taken its toll in the importation of Cuban cigars: smokers now are leaning toward Philippine smokes. Imports from Cuba in the eight months ended Aug. 31 dropped from 18 million to 7.6 million. . . . If you're in the market for half an elk, the Interior Department can provide it for about \$50 at its Wichita Mountains refuge in Oklahoma.

Hoop Signups Set

Boys interested in playing league basketball are now being registered at the Alondra Park gym. Leagues are being formed for all ages from 9 to 17. Only fee is a 50-cent insurance charge. Birth certificates are required at time of registration for proper placement in the leagues.

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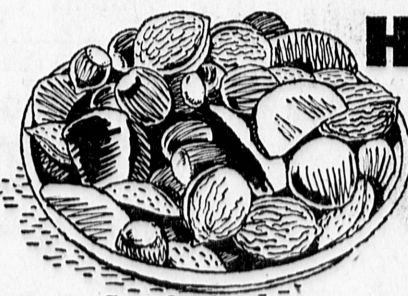
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