

MICHIGAN OUTDOORS

LICENSE SALES HIT ALL-TIME HIGH

The Sports Fishing Institute has just released a full report on fishing license sales nationally—and the grand total sets a new record on the books. In 1952, according to these figures, 1,127,896 anglers' licenses went over the counter to the tune of \$3,890,520. Sales are going up at the rate of a million a year, and fishing everywhere in the good old U.S.A. is big business.

As most of you know, Michigan leads them all with 1,124,338 licenses, and is crowding out the top with 1,088,711. Without going into elaborate numbers, Minnesota, Ohio, New York and Tennessee follow in that order.

California Tips Revenue

However, despite Michigan's dominance in numbers, we're more than a million dollars shy in the cash register department, as compared to California. One might suspect that this could be the result of a large number of non-resident, higher-priced license sales in the west coast state, but such is far from true. Actually California sold licenses to a mere 11,229 visitors.

A Birmingham resident, Mort Neff's "Michigan Outdoors" television show appears every Thursday at 7:00 p.m. over station WJW-TV.

while Michigan welcomed an army of 282,422 non-residents to her lakes and streams. The answer is obvious: California charges the resident a fee of \$3.00, but the non-resident they say it's worth it because of the extended season.

Alaskan Sales Small

Surprising revelation to this reporter was the total license sales from Alaska—only a little over 40,000 of which about 13,000 were sold to non-residents. Total revenue approximated \$15,000, and by law half of that goes back into Uncle Sam's treasury while the other half goes to the Alaskan school system for use in fisheries management or improvement.

License Cost Small Item

To the average angler the cost of the license is an almost insignificant part of his annual fishing budget. Estimate what YOU spend on fishing each year, multiply it by the 17,000,000 fellow fishermen in this country, and you'll get some idea of the commercial importance of sports fishing and what it means to the economic health of those states lucky enough to offer this attraction. And above these all rides Michigan, where more fishermen spend more time and money than in any other state in the entire nation.

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Lauson Lumber Co. Fires Boosts February Losses Past Last Year's Total

February's fire losses were nearly 30 times as large as the losses for the entire year of 1952.

The monthly report issued by Fire Chief V. W. Griffith showed estimated damages totaling \$151,800 in the 30 alarms answered. Figures for 1952 showed a total loss of \$7,700, most of those reported in the month of June when \$4,900 property damages were reported.

The fire on Feb. 14 at the Lauson lumber company accounted for the sudden upswing in losses, according to Griffith's comment. A breakdown of calls shows the department responded to 20 for fires and fire investigations, 4 for gas investigations and 2 each for miscellaneous and first aid.

Want ads cannot be accepted after 5 p.m. each Tuesday.

Village Nursery School

3200 Franklin Road
FRANKLIN VILLAGE
A FINE SCHOOL FOR
LITTLE PEOPLE
Transportation Furnished

PLAYSCHOOL available
2 or 3 days per week
Transportation NOT Furnished
in this Department

PHONE
Mayfair 6-2790 or
Mayfair 6-3020

SPECIAL SAVINGS

JEWEL BOXES

in 24 carat gold-tooled
calfskin-finish Leatherette . . .

\$3 plus tax

Made to sell for much more!

Crush-resistant velvet lining in pastel shades of Wine, Green, Ivory, Baby Blue, and Rose. Floral designed satin lid. Roomy enough to hold a large collection of jewelry. Size: 10 x 7 x 3 1/2".

Jacobson's
BIRMINGHAM

873 Questionnaires Returned in Survey Of Shopping Habits

The opinions of 873 Birmingham families supplied data for a shopping analysis obtained last November by the University of Michigan research bureau. It was revealed in a report to local businessmen on March 10.

Sponsored by the Birmingham Chamber of Commerce, the report was compiled from questionnaires returned by 873 families.

Charles S. Moore, speaking for the U of M bureau, discussed the several classifications of local business and the data received on them. The analysis, compared to those of other communities in which the university had worked, showed Birmingham above the average in all but two fields—furniture and "work" clothing. In these classifications, a great deal of dissatisfaction was expressed by a large majority of persons who said they shopped for these two items in Detroit and other cities.

MERCHANTS questioned the report that Birmingham prices were generally high, as claimed on some questionnaires. The merchants pointed out that brand names were priced the same in all communities. They claimed that fair trade practices automatically would make such a claim without foundation, since Birmingham merchants have no desire to go contrary to the trend of good merchandising.

In commenting on the number of families who said they were unable to find wide variety of stocks to choose from, Moore said he felt this was almost a request for department stores.

"I HAVE a feeling that what they want is a bigger store which offers them a choice in several lines of related merchandise," he said.

Moore also pointed out that in the summary, typical runarounds picked at random from among the questionnaires, complaints were nearly always balanced out by compliments.

We would find two families complaining of service, stock and prices and two others saying they were satisfied with shopping in Birmingham. The report does show, however, and very clearly, that home furnishings and men's clothing are bought largely out of town. "Home furnishings are not as plentiful in towns like Birmingham as they are in the larger cities, so that is understandable."

"AS FOR men's work clothing, I think that it is a perfectly normal situation. The analysis shows that almost majority of Birmingham families derive their income entirely out of town. This means that the men are working in neighboring cities and those who do any or part of their own shopping apparently do it out of town."

In speaking on the problem of off-street parking, William Watkins of the university's shopper research bureau said that while it did have an important part in retail shopping, it was not "all important."

In a big city a shopper will consider himself lucky if he parks within five or ten blocks of where he wants to make a purchase. In a smaller community, he feels very unfortunate if he has to walk more than a couple of blocks.

"THE ANSWER? Frankly, I don't know. It is a question which must be worked out by the community itself, where the character of the shopper is known by the merchants and city officials. Your parking problem bears the characteristics of the city in which you live. In Birmingham the shopping center is compact and

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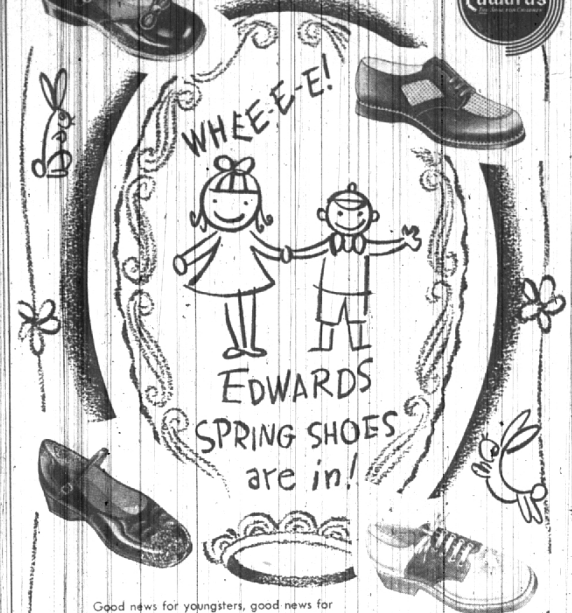
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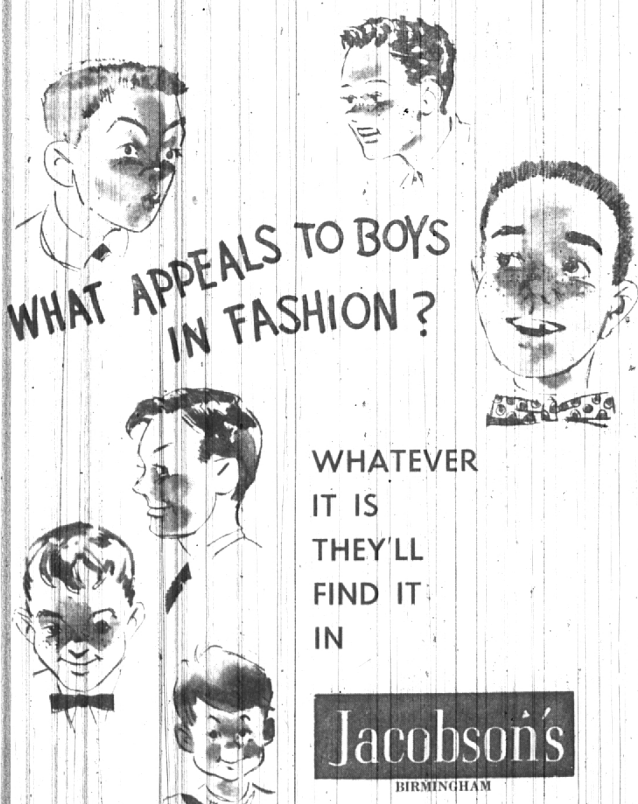


Good news for youngsters, good news for mothers, too! We've just received our new Easter styles of famous Edwards shoes for children. Here is all the comfort and smartness a youngster could wish for, plus the sound protection and long wear matter looks for. What's more, our skilled fitters assure a fit your doctor could approve. Stop in soon . . . while stocks are complete.

Jacobson's

BIRMINGHAM
CHILDREN'S SHOES
PARKING LEVEL

PARKING AREA FOR YOUR SHOPPING CONVENIENCE



WHAT APPEALS TO BOYS IN FASHION?

WHATEVER
IT IS
THEY'LL
FIND IT
IN

Jacobson's

BIRMINGHAM

BOYS' DEPARTMENT

DETROIT TRUST CO.

SAFEGUARDING YOUR SECURITIES

A Securities Service Account provides physical protection for your securities, relief from bookkeeping detail and as much investment assistance as you may desire. This service can be adjusted to fit your particular needs. Ask for our folder "The High Cost of Neglecting Your Securities".

FOR AT SHELBY
WD 2-5670