

High School Students Spend, Spend, Spend

By JULIE CANDLER

If money really talks, things ought to be very noisy around Birmingham high school. In one year, the students spend over \$712,075.00.

The average Birmingham high school boy has \$13.91 to spend each week. Girls have an average of \$7.56 for spending during a normal week. Both sexes spend a sizable amount of money on such items as recreation, records, gifts, clothing, dates and food (mostly lunches).

These facts were brought out in a recent study compiled at Birmingham high school by two Wayne State university seniors, Ronald Gardner and Joe Paonessa. The two business administration students undertook the project with the cooperation of Miss Vida McGiffin and the high school journalism department, for credit in a marketing research course.

IN MAY THEY questioned 1295 of the 1453 students at the school to determine how much money the average student spends. The average student spends it, spends it.

Breaking down the 1295 students' \$712,000, purchasing power, Gardner and Paonessa discovered that the 581 males will spend approximately \$429,000 in a year, while the 714 female students an average will spend about \$292,000, far less than the boys.

Where does their money come from?

About 44 per cent of the boys and 20 per cent of the girls have regular part-time jobs.

Adding to the males' higher purchasing power are their average earnings of \$1.44 per hour, while the girls earn only an average of 84 cents hourly. Boys even earn more than girls doing odd jobs like washing cars or baby sitting. Since Jan. 1, boys made \$611.0 and girls made \$35.16 at such tasks.

The boys said they worked 23 hours per week, compared to the average girls 13 hours.

NEARLY ALL THE students said they received an allowance. Boys get \$7.69 weekly, while girls get \$7.20. Asked if they received an allowance for doing odd jobs at home, 58 per cent of the boys and 46 per cent of the girls replied affirmatively.

Gardner and Paonessa next sought the answers to that frustrating question, "Where does the money go?"

In two weeks Mr. Typical Birmingham High School gets rid of \$7.54 of his money at lunch counters and on coke dates. Miss BHS pares her lunch and coke budget to \$4.27 for two weeks.

Expenses for personal items have flattened most high school wallets by \$1 to \$50 since Jan. 1. About 15 per cent claimed they spent over \$100 in this category.

LESS THAN ONE-FOURTH paid for their clothing out of spending money, but many said they partially shared in their clothing budgets.

58 per cent of the boys and 65 per cent of the girls indicated they bought their clothes in Birmingham. Most students said their parents "sometimes" helped them select clothing.

Cars, their own and their parents' accounted for more expenses, particularly for the boys, 39 per cent of whom own a car. Only 7 per cent of the girls own a car.

Social affairs and sports functions take another \$1. to \$6. for the average student.

THE AVERAGE DATE costs a BHS boy \$2. to \$4. A little more than half the students said they sometimes go "dutch treat" on a date.

Christmas, birthday and other gifts take up to \$75 a year for most students, with less than ten per cent allocating more than \$75 a year for gifts.

More girls by records than boys, with most spending from \$1. to \$4. monthly.

WITH ALL THEIR spending, the majority of students are saving, too. The average boy deposits \$12.90 per month in a bank account, and his female counterpart deposits \$13.69. Many of the savings account holders admitted that funds for deposits did not come out of allowances or job earnings.

"In this age of automation, hi-fi and hot-rod, the high school student has emerged as a new market for American industry," say survey authors Gardner and Paonessa.

In summing up Birmingham high school students' purchasing power, the marketing researchers labeled it "quite a nice sized 'small' market!"

Local Man Appointed To Engineering Post In Virginia Company

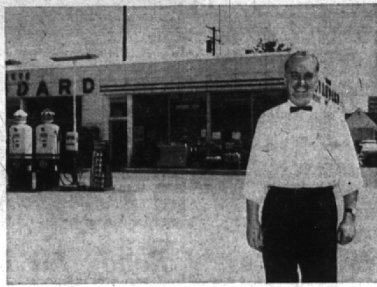
The president of Island Creek Coal Sales company, Huntington, W. Va., has announced the appointment of M. W. Dadd, 888 Madison avenue, Birmingham, as assistant

Sam Reeve's Fabulous Station

By Bob Webb

To add to the oppressive heat last Sunday afternoon, this reporter found when he stopped at a local station for gas his battery was so low his car had to be pushed.

"Just a minute, Buddy," a neat-looking station attendant said as he hopped into a red service truck and pulled up behind the car.



SAM REEVE poses outside the "fabulous station" at Maple and Telegraph roads which has become a legend among Standard gas stations.

ON THE HIGHWAY under my own power. I drove up next to the truck.

"What's the damage?" I inquired, pulling out my wallet.

"Think nothing of it," came the smiling reply as he turned and sped back to the station.

The incident was not at all unusual I learned later, as I heard about the station owner who would do anything for his customers—from quashing their stray dog to checking their houses when they were away on a trip.

"SAM REEVE (the station owner) is pretty good to everyone," a regular customer told me.

"And his customers are good to him. Sam was broke about eleven years ago. Today he's earning over \$18,000 a year."

Reeve's station pumped more gallons of gas last year than any other Standard station in Michigan: 1,084,437 gallons.

HE OFFERS FREE pickup and delivery service for all cars to be repaired or repaired.

A courtesy car is at the disposal of all customers. When a car is in for repairs, or when a housewife is stuck for transportation,

the car is hers, gassed and ready to go—free of course.

When the snow piles deep, Reeve's men are out in three jeeps and two tractors plowing the driveways of all credit customers without charge. Even in light snow, when Reeve does not send out crews, a customer may have the service on request.

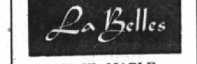
The jeep-planes also clear neighborhood skating rinks free.

Customer loyalty is his best secret, says Reeve. The best way to keep happy customers is to have happy employes, he believes. The

customers trust his men, and Reeve is especially careful about the kind of men he hires.

CASE IN POINT: Reeve's car washer. A wash cost \$1.50, of which \$1 goes to the employe. A polish costs \$1.5—the employe gets \$1.0. Forty to fifty cars are handled each day, and a washer can make up to \$9,000 a year.

How many employes does he have? 31. How many regular customers? 1250. What were his annual sales last year? \$500,000. No wonder his success is something of a legend in Standard circles.



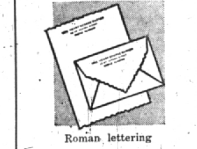
137 W. MAPLE

July Sale
Personalized
Stationery

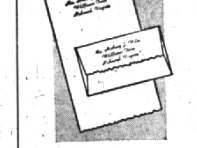
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An outstanding value, the famous writing classic by Rytx—cylato-imprinted with your name and address. Choice of Windsor white, antique grey or wedgewood blue vellum in any type styles shown.

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- 100 double club sheets, 100 envelopes
- or
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only 2.85



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Isn't this a wonderful, romantic wedding gown? And look at the lovely bridesmaid's dress! There's no do-ibit about it... this is bridal elegance supreme.

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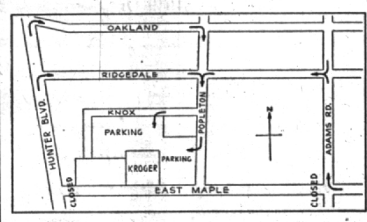
Ballerina \$49.95 & up
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For discriminating taste, see our Custom Designer.

INGRIDS

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LI 8-0010 (2 Blocks South of 12 Mile)

East Maple is closed but KROGER IS OPEN!



CORRECTION:

In the Kroger Ad on Page 7 of Section C the item Santa Rosa Plums should read:

SWEET JUICY DELICIOUS SANTA ROSA PLUMS lb. 29c



Vice-President

Dwight Davis, son of Mr. and Mrs. Hubert Davis, Bloomfield Hills, was recently elected vice-president of the University of Michigan men's glee club for the 1957-58 year. A sophomore in the U of M college of engineering, he has been a member of the glee club two years. He is a member of the Chi Psi fraternity and toured the west coast with the glee club during the university's spring vacation this year. His father is a teacher at Cranbrook school.

Proper Drainage May Be Required

There may be some basis for a building code amendment that would permit closer control over drainage on private property, Birmingham commissioners learned Monday night.

City Attorney Richard Adams cited the 1917 housing act which permits local governments to require proper drainage "of courts, areas and yards."

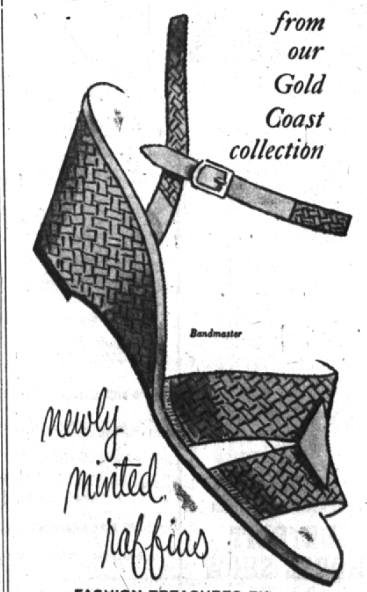
Commissioners instructed him and Building Inspector Andrew Butt to see what sort of a proposed amendment can be worked out.

Behind the commission's deliberations is a request from Dr. Carleton Fox, 321 Lake Park, who claims a builder on the property to the west has raised the natural grade so that rainfall damages portions of the Fox rear yard.

to the consulting engineer.

In his new position, Dadd will have responsibility for special engineering projects assigned by J. D. Doherty, consulting engineer.

Dadd has been associated with Island Creek since 1938 as service engineer in the company's Detroit division.



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newly minted raffias

—FASHION TREASURES BY—

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