



## Chalking Up the Goal

Anthony G. DeLorenzo, GM vice-president-public relations, who will move to 2290 Broadway after Christmas, (left) and Wilfred D. MacDonnell, 1375 N. Gleggery, president of Great Lakes Steel, will head up the new Junior Achievement fund drive for 1960. These men, both of Birmingham, will be seeking \$240,000 for the JA organization. DeLorenzo is campaign chairman.

## Name Laidlaw New Director ARF Chapter

Duncan M. Laidlaw, 704 Tottenham, Birmingham, has been appointed executive director of the Michigan chapter of the Arthritis & Rheumatism Foundation (ARF), with headquarters in Detroit, it was announced by H. J. McLaurin, president.

For the past four years Laidlaw has been a naval officer. He frequently addressed military audiences on health problems involved in advanced warfare techniques.

## 'Emotional Appeal Sells Cars'—Marker

"It's the emotional appeal that sells automobiles today rather than information or facts," Robert S. Marker, 4161 Orchard Hill, Bloomfield township, vice president of MacManus, John & Adams, Inc., told members of the Advertising Club of Columbus, Ohio, recently.

"GRANTING THAT today's buyer is smarter, more mature and more sophisticated," Marker said, "we live by our emotions, more by impressions, more by the irrational than by logic, information and facts."

## B'ham Power Rates Among the Lowest

Do residents of Birmingham pay more or less for electric current than people in other cities? How much electricity is consumed each year by the average family?

Answers come from the Federal Power commission, which has just released a report on typical electric bills in effect in some 4,772 cities across the country, from the Edison Electric Institute and from other sources. The figures are for the beginning of this year.

IN BIRMINGHAM, states the FPC, the average monthly bill for 100 kilowatt hours of electricity, which is the amount generally used for lighting, small appliances and refrigeration, was \$3.73.

This compares with an average of \$3.98 throughout the United States. In the 250 kilowatt hours-a-month category, a more usual amount of consumption, the typical monthly bill locally was \$7.74. Nationally, the average cost for this quantity was \$7.36, however.

FOR 500 kilowatt hours a month, which covers lighting, refrigeration, cooking, water heating and small appliances, the typical bill locally was \$10.41 a month, as against \$10.51 in the country as a whole.

Since 1961, it is noted, there has been a slight upward movement, year by year, in the cost of electricity in the United States.

This reversed a trend toward rate reduction which had been in progress since 1952, when the industry began. At that time electricity for home use was priced at 24 cents per kilowatt hour.

SINCE THEN, the demand for service has more than doubled every ten years, requiring the installation of millions of kilowatts of capacity annually to keep pace. At the present time, reports the Edison Institute, electricity is available to over 98 per cent of the occupied homes in the country, urban and rural.

The rise in the amounts of current consumed in the home, as more and more gadgets and conveniences come into use, has been impressive.

In the region embracing Birmingham, the rate of use has risen 35 per cent in a period of five years, going from 2,567 kilowatt hours a year to 3,467.

## THE GARDENER'S CORNER

The Answers to Your Gardening Questions

By Bob

QUESTION OF THE WEEK: Is there any difference between plants used for ornamental hedges and those used for wind breaks?

BOB'S ANSWER: Although much the same types of shrubs, vines and dwarf trees are used for windbreaks as are used for ornamental hedges and dividing lines, the shrubs and plantings are essentially different. Our personal advice in this matter is yours for the asking.

For a brighter Christmas... we will have

- Boughs
- Wreaths
- Roping
- Holly
- Christmas Trees
- Mistletoe

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WABEEK BUILDING — BIRMINGHAM

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Pick an unusual gift for him from our gift center. Ceramic animals, clothes brushes, wall plaques and many other ideas.

## Shirts ★

WHITE DRESS SHIRTS by Manhattan and Arrow; in broadcloth and oxford cloth in wash and wear, all collar styles; from \$4.25 with convertible cuffs ..... from \$4.00

## Slacks ★

SPORT SLACKS by Manhattan, McGregor and Arrow ..... from \$10.98

## Accessories ★

BELTS by Hickok—stretch and regular models ..... from \$1.50

HANDKERCHIEFS—all linen ..... from 39¢

JEWELRY by Hickok—cuff links, tie clips, etc. .... from \$1.50

## Robes and Pajamas ★

MANHATTAN PAJAMAS ..... from \$4.00

ROBES ..... from \$8.98

## Sweaters ★

McGREGOR SWEATERS in all the popular styles ..... from \$8.95

## Jackets ★

McGREGOR 3/4 LENGTH JACKETS—lined ..... from \$25.95

## Pendleton Sportswear ★

SHIRTS ..... \$11.95 up

TOPSTERS ..... \$17.50

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# BOY'S WORLD of Christmas Gifts

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- **Pajamas**  
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- **Dress Pants**  
Wash 'n' wears, all wool, mixtures  
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By Kaynee, button-down oxford and wash 'n' wear broadcloth.  
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