



Wins Top Honors

P. J. Turner (right) 1251 Lenox Road, Birmingham, real estate representative for Shell Oil company has won first place honors in his company's state-wide real estate contest. He is shown receiving congratulations from E. P. McGee, Shell's sales manager for Michigan.

Milen Signs New Car Wash Members

Jack W. Milen, operator of Jaxi Milen and William H. Coy, 105 Kar Wash, Birmingham, and pres. E. Square Lake road, Troy town-ship, executive director of the association, has returned from Chicago where he signed up nearly 40 car wash operators as members of his trade Lakes area state operators.

Local Purchasing Power Keeps Pace With Costs

NEW YORK, Feb. 19—Just how well off, relatively, is the average worker in Birmingham? For his weekly pay check how much can he buy?

Because of inflation and higher prices, which have reduced the dollar to less than half its one-time value, the sole measurement of his current income is the amount of goods and services he can purchase with it.

FROM THIS standpoint, he is comparatively well-off today, according to studies by the Bureau of Labor Statistics, the National Industrial Conference Board and others.

For, despite the declining dollar, he can buy more clothing, more food and more of the other necessities now than he could with his pay checks in former years. The reason is that his earnings have been rising fast enough to more than compensate for the loss through inflation.

Today, in Birmingham, the average worker can buy a dozen eggs with 10 minutes of his labor, a pair of nylon stockings with 16 minutes, a house dress with 56 minutes, a refrigerator with about 64 hours and a man's wool suit with approximately 15 hours.

THESE FIGURES are based on current market prices and on average earnings locally.

The same purchases, if made five years ago, would have cost at least 10 per cent more in working time. Certain other items, however, such as a visit to the doctor, a haircut and a movie admission, have gone up in terms of work time.

WORKERS in Birmingham have improved their economic status through their greater earning capacity, which ran 68.7 per cent higher last year than it did in most parts of the United States.

The Tax Foundation points out how much of man's working time is devoted to earning money for his taxes—federal, state and local. On the average it takes 2 hours and 29 minutes of his daily labor, it states. This compares with 1 hour and 39 minutes for food and 1 hour and 25 minutes for housing.

It urges the people of the country to demand a sharp cut in national spending and a program of debt reduction to prevent further deterioration of the dollar.

Wizner Earns Certificate

William W. Wizner of Princeton Shops, Inc., 237 Pierce, Birmingham, was awarded a certificate of completion from Dean Charles M. Edwards, Jr., of the New York University School of retailing at ceremonies closing the fourth annual executive seminar in men's wear store management.

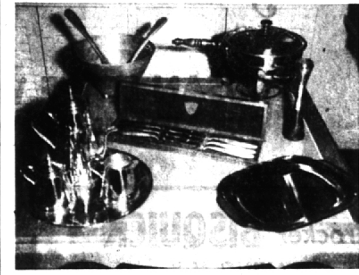
The seminar, which took place recently, was conducted by the school in conjunction with the Na-

tional association of Retail Clothiers and Furnishers.

Name McGinnis Editorial Manager

John J. McGinnis, 650 Lakeview, Birmingham, has been named editorial representative of the Advertising Age magazine branch office in Detroit.

McGinnis, formerly a newspaper man in Grand Rapids, was a press relations staff member with General Motors.



At The Community House

during the Cooking School

See Our Distinctive Display

including

- Northern Birch Salad Bowls
- Stainless Trays
- Copper Chafing Dishes
- Coffee Sets
- Our Leather Top Card Table
- Gerber Steak Knives



137 W. MAPLE

Prudential Opens Division Office

The Prudential Insurance company has opened a division office in the Creson building, Cranbrook and W. Maple roads.

Floyd T. Pierce has been named division manager and the office will serve Birmingham and the Oakland county areas.

According to SUSAN LOWE:

The taste of FINE FOOD is enhanced when prepared in a PRETTY KITCHEN



Many of Birmingham's MODERN KITCHENS Are Decorated With—

AMERICA'S FAVORITE ENAMEL

KEM-GLO

...It's so easy to apply with brush or roller ...

- For kitchens, bathrooms, all woodwork
- Dries to a smooth finish in 3 to 4 hours
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- Looks and washes like baked enamel

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MAGIC KEM PAINT BRUSH AND ROLLER CLEANER*
Just work into brush and rinse clean under running water!
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"Color is Our Business"

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Susan Lowe suggests . . .



After Cooking School stop in at Ira Wilson's for FREE COFFEE

DOOR PRIZES
1/2 gallon of ice cream

Compliments of

Angelo, formerly of the Kingsley Inn

Ira Wilson & Sons

DAIRY PRODUCTS

120 S. Woodward

Birmingham

Attend . . .

"Susan Lowe" COOKING SCHOOL

at the

Community House

- February 24th—8:00 p. m.
- February 25th—2:00 p. m.



DOOR PRIZES

- Cosmetics to a Lucky Lady
- J & J Gift Package for the newest Mother

Compliments of

BIRMINGHAM DRUGS

1220 S. Woodward

Birmingham

SUSAN LOWE Advises - -

"When Special Care is Needed in the Preparation of DIETETIC or LOW CALORIE MEALS, Make the WILSON DRUG CO.

Your Headquarters!"



At WILSON'S you will find Food Products and Cooking Aids designed for Special Diets of all kinds. They have been developed by the Leading Pharmaceutical Firms and approved by Medical Science.



"Serving the Birmingham Area for More Than 35 Years"

WE INVITE YOU . . . to visit our PROFESSIONAL DISPLAY at the COOKING SCHOOL

. . . and take advantage of Free Literature and Cook Books Available to You.

del Gaudio invites you . . . to a Special Showing of our Exclusive Table Settings at the Susan Lowe Cooking School

We have selected a fine group of exclusive china, silverware and crystal for our display at the Community House. Don't miss this distinctive showing when you attend the cooking school.

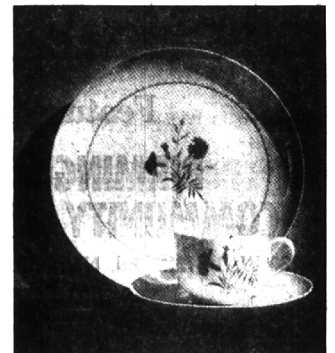
Our Display Will Include

- Spire . . . Porcelain from Norway Place Setting \$15.00
- Prince Harald . . . Silver from Norway Place Setting \$38.10
- Baccarat . . . Crystal from Paris Wine and Water Glasses each \$6.25
- Cornflower Blue . . . China from Denmark Place setting \$18.00
- Jensen . . . Cactus Silver 6 pc. place setting \$71.50



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...the ultimate in quality, design and craftsmanship timeless table silver which increases in value through use and years. We invite you to see our distinguished collection of **GEORG JENSEN** table silver and complementary serving pieces.



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