

We Have More Than Sixpence To Spend

Special to the Eccentric

NEW YORK—Birmingham stands out as a strong consumer market, with an increasing amount of money available to the average family for discretionary spending.

That is borne out by studies made by the U. S. Department of labor and others and by data on income and spending, prepared by the Standard Rate and Data Service.

BY DISCRETIONARY money is meant that part of a family's income that does not have to be allocated for taxes, housing, food and clothing.

In some parts of the country, where incomes are at a low level, there is little or no discretionary spending ability. Practically all the income is needed for the basic necessities.

Such is far from the case in Birmingham. The most recent figures on incomes and costs show that the average local family can take care of its food, clothing and shelter expenses with the use of only 48.9 percent of its after-tax income.

OF THIS AMOUNT, 23.1 percent goes for food, 15.3 percent for clothing and approximately 10.5 percent for housing, including fuel, light and refrigeration.

The result is that local families have a considerable amount left over to use in other directions—for discretionary spending. It goes for automobiles, washing machines, cosmetics, home furnishings, insurance and the great host of other products and services.

The 51.1 percent remaining to the average family in Birmingham, after taking care of the bills for food, clothing and housing, amounts to \$5.548 per household.

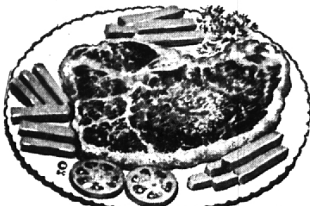
IT COMPARES with \$4,038 per household available in the United States and \$4,349 in the East North Central states.

Despite the continuous rise in the cost of goods and services in recent years, there has been an equally steady rise in living standards in most parts of the country.

The answer to the riddle lies in the fact that incomes have been advancing faster than prices, say the economists.

STEAK

U.S. Choice or Prime SIRLOIN



PROPERLY AGED
BEEF AT
ITS FINEST

99^c
lb.

West Virginia, Semi-Boneless

Smoked Hams

Round or

Swiss Steak

Freezer Wrapped In 1-lb. Pkgs.

Ground Beef

Ready-to-eat
Whole or Half 69^c lb.

89^c lb.

10 lbs. \$3⁸⁹

Country Style Roll Butter Cold Water	69c lb.	Kraft Velveeta Cheese	2 lbs. 79c
Sharp Wisconsin Cheese	79c lb. Reg., Thick & Thin Sliced	Hormel Bacon	Armour Flanks 59c lb. All Meal

- Hills Bros. Coffee, 1-lb. 65c
- Hawaii Punch, 46-oz. can . . . 2 for 69c
- Realemon Lemon Juice, Qt. Btl. . . 59c
- Marios Stuffed Olives, No. 10 . . . 39c
- Reynolds Ready Wrap, 50 Sheets . 49c
- Nutty Brown
Bar-B-Q Sauce, 16-oz. Btl. 79c
- Ready German Style
Potato . . . 29c Mayonnaise Style . 37c
- Forman's Piccadilli, Hot or Plain . . 29c
- Olivo Book Matches, 50 ct. 2 for 25c

Maywood Colossal
Ripe Olives 2 Tall Cans 89^c

Pert Napkins white 200 ct 25^c

Cliff-Char
Charcoal 3 5 lb pkgs \$1

Mix or Match Swanson
Meat Pies 5 Chicken, Beef or Turkey \$1

Frozen
Snow Crop Lemonade 6 cans 59^c

FROZEN FOOD DEPT.

- BIRDS EYE**
- Orange Juice, 12-oz. 39c
 - Chile Ripe Punch, 6-oz. 5 for 95c
- FOX DE LUX**
- Turkey Slices, 5 1/2-oz. 35c
 - Ham Slices, 4 1/2-oz. 35c
 - Ham & Yam Dinner, 11-oz. 59c
- STOUFFERS**
- Macaroni & Cheese, 12-oz. 37c
 - Spinach Souffle, 12-oz. 39c
 - Potatoe Au Gratin, 11 1/2-oz. . . . 39c
 - Scalloped Chicken & Noodles, 11 1/2-oz. . 69c



- Chewy Almond Nut Wafers . . . 68c Dozen
- Sugar Crunch Sweet Rolls 4 for 33c
- Almond Crunch Coated Dunkers, 6 for 43c
- Danish Cashew Apple Filled
Coffee Cakes 82c Each

PICNIC ROLLS FOR THE HOLIDAY OCCASION!

- Hot Dog Buns (Package of 8) 29c
- Sandwich Buns (Package of 6) 25c
- Sesame Sandwich Buns (Package of 6) 29c

(FRIDAY & SATURDAY ONLY)
Banana Layer Cakes . . . 78c Half; \$1.55 Ea.

Writer's Prize

Miss Barbara Morgan, a member of the class of 1963 at Mount Holyoke college, has been awarded the Louise Sprague prize of the class of 1930, which is awarded to the freshman who shows the greatest promise for a gift for writing. She is the daughter of Mr. and Mrs. W. R. Morgan of 1343 Brookwood, Birmingham.

Editor

Sandra Shukait, daughter of Mr. and Mrs. John Shukait, 17233 Kirkshire, Beverly Hills, was recently appointed editor of the 1960-61 yearbook "Les Bois," at St. Mary's of the Woods college, St. Mary's of the Woods, Ind. She is a junior, majoring in art.

Being Trained In 'Job' Therapy

Miss Barbara D. Ott, daughter of Mrs. P. J. Ott, 1319 Melton, Birmingham, began her final occupational therapy affiliation May 30 at Detroit Orthopedic clinic. It will continue until July 30.

As a part of her academic training she must spend nine months of hospital affiliation in such areas as pediatrics, orthopedics, psychiatrics and tuberculosis. Barbara is a student at Western Michigan university, Kalamazoo.

Charter Members

Two Birmingham women have been inducted as charter members of Alpha Lambda Delta, national honorary scholarship society for women at Miami university, Oxford, Ohio.

Woman of Year

Miss Susan Little, daughter of Mr. and Mrs. Sheldon G. Little, 1311 Lake Park, Birmingham, has been named "Freshman woman of the year" at Alma college, Alma, Mich.

Biz Ad Citation

Miss Annetta Robinson was cited by Butler university during Home day for scholastic achievement during 1959-60. Daughter of Mr. and Mrs. Kenneth Robinson, 6343 E. Dartmouth, she was named to the college of business administration honor roll. She is a junior at Butler.

Sells Papers

Barry Ludwig, son of Mr. and Mrs. Roy W. Ludwig, 2969 Bradford, Birmingham, has been appointed circulation manager of the Michigan Daily—student publication at the University of Michigan. He is a junior.

To Continue at Stephens College

Miss Linda Kay Greenwalt, daughter of Mr. and Mrs. Harlan G. Greenwalt, 1536 Willow Lane, Birmingham, is enrolled in the expanded education program at Stephens college in Columbia, Missouri, which will lead to a Bachelor of Fine Arts degree.

Elected Treasurer

Julie Pardoner, daughter of Mr. and Mrs. F. Pardoner, 320 Fairfax, Birmingham, was elected treasurer of Delta Psi Kappa, honorary women's physical education sorority at Central Michigan University. She is a sophomore at central.

Journalism Workshop Takes Local Girl To U of D Campus

Christine DeRoiser, daughter of Dr. and Mrs. Arthur DeRoiser, 18053 Bedford, Beverly Hills, is attending a summer journalism workshop on the campus of the University of Detroit. The workshop, sponsored by the university and the Detroit Student Press association extends from June 27 through July 8.

Aircraft Carrier Summer Home

NORFOLK, Va. — Participating in a six-week summer midshipman training cruise aboard the attack aircraft carrier USS Saratoga, operating out of Norfolk, Va., is Miss 1 1/2 Richard G. Hubbard, son of Mr. and Mrs. Eugene A. Hubbard of 1321 Pierce street, Birmingham, Mich.

Miss Hubbard is a member of the class of 1961 at Miami university, Oxford, Ohio.



Gets Top Spot at Monticello College

Miss Anne Graham, daughter of Mr. and Mrs. W. F. Graham of 471 Overhill, Birmingham, has been elected chairman of the house council of Monticello college, Alton, Ill. She is a junior at the two-year liberal arts college for women.

Tri Delt Treasurer

Lisbeth M. Reed, 923 Wimbledon, Birmingham, has been elected treasurer of Delta Delta Delta, social sorority at Knox college, Galesburg, Ill.

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\$4 ³²	Parke Davis Combex	100's	\$3 ⁰⁷
\$4 ⁹⁸	GERITOL TABLETS	80's	\$3 ⁴³
\$3 ⁹⁸	Bexel Formula Number 21	100's	\$2 ⁵³
\$2 ⁹⁸	MILES ONE-A-DAY	100's	\$2 ⁰⁰
67 ^c	BAYER ASPERIN	100's	55 ^c
\$1 ⁸⁹	GELUSIL TABLETS	100's	\$1 ³⁹
\$1 ⁰⁹	SAL HAPATICA	Economy Size	88 ^c
\$1 ⁸⁹	MODESS	48's	\$1 ³⁹
\$3 ²⁵	AYDS	Small	\$2 ³⁸
97 ^c	CEPACOL	16 oz.	69 ^c
98 ^c	J & J BABY CREAM		72 ^c
98 ^c	Palmolive Rapid Shave		72 ^c
69 ^c	Gleam Tooth Paste	Economy Size	56 ^c
98 ^c	WILLIAMS AQUA VELVA		69 ^c
89 ^c	VITALIS	7 oz.	70 ^c
98 ^c	Ban Roll On Deodorant		72 ^c
\$1 ⁰⁰	RINSE AWAY		73 ^c
\$2 ⁰⁰	LILT HOME PERMANENT		\$1 ⁴⁰
\$1 ⁷⁵	BRECK SHAMPOO	Giant Size	\$1 ²¹
\$1 ⁰⁰	Lady Clairol Creme Bleach		69 ^c

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