

B'ham Rates As Quality Local Mkt.

NEW YORK—A nationwide business survey just released, rates Birmingham high as a quality market.

The rating, which is for accomplishment during the past year, is based on such factors as spending potential, retail consumer buying and growth trends.

Just how the local market compares with those in other parts of the country is revealed in Sales Management's new, copyrighted "Survey of Buying Power," a 702-page book that analyzes the 1963 business results in detail. Every section of the United States is covered.

It shows that local residents had a net income last year, after payment of their various taxes, of \$79,096,000, topping the 1959 total of \$74,537,000.

This was a high figure, especially in view of the fact that it was reached in a year that included six months of recession.

It represented net earnings per household of \$2,520, an average arrived at by dividing total income by number of households.

This was more than was netted by people in most other parts of the United States, their average being \$6,723 per household.

How good a year it was, locally, it would have to be judged on a spending standpoint, it is indicated by the fact that Birmingham, which has only 574,639 people of the national population, was able to account for 3221 per cent of the national purchasing power was reflected in the volume of retail business, which was high, as a result. The survey shows that local retail merchants accounted for some \$88,719,000 in sales in the year.

SINCE EXPENDITURES were greater than earnings, it is seen that the city serves as an important hub for the region.

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Each community in the country is rated in the survey to show how it compares with others in market potential, taking into consideration income, spending, growth and the like.

Birmingham's rating, called its "ability of market index," is given as 176, or 76 per cent better than the national average.

Weekly Visit

She's 'Sold' on Keeping Busy

By IRMA N. DAVIS
Staff Writer

"People ask me to do one for them and so—of course I do."

Mrs. Marion B. Smith, clerk at Himelbock's local store, was speaking of flower arrangements, one of her hobbies, but her remark comes up her attitude toward life.

She has devoted it to her family. With two daughters married, another working as a dentist's assistant in Birmingham and her youngest daughter a freshman at Western Michigan University, she finds life a bit lonesome "sometimes, especially after a full social life and a happy marriage."

"But when Katherine is home from college the telephone rings incessantly and my grandchildren, the three who live here in Birmingham, come over quite often."

"YOU KNOW," they came to the store one day with their mother—she married a Smith, too, by the way, and you know what they did? They married me and called out, "There's our Nanna" at the tops of their voices."

A widow for ten years, Mrs. Smith was a living widow when she was called to Birmingham in 1951. She took her first job during the Christmas season several years ago and has worked at Himelbock's

Twinkle, Twinkle, Little Stars

By IRMA N. DAVIS
Staff Writer

It's recital time again. Let's move the clock back slightly and attend the annual performance staged by ballet and ballroom students of Barbara McCall Seaver. In many respects it is representative of other area recitals. . . .

Behind the curtains and in the dressing rooms, a sort of organization confusion reigns. "Plum" the ballerina from the "baby class" griggle and quiver as they wait their turn on stage.

Prim little seven and eight-year-olds practice arabesques while their older sisters don an air of bored sophistication.

OUT FRONT, fond fathers crouch in strategic locations with their cameras—in positions no dancing teacher would recommend. . . .

The theme is "Dancing in the Spring." In some cases, there is more chore than dance as enthusiastic little ones bounce around the stage. As in other years, some of them have their parents in the audience; some miss a step or two.

No one minds. After all, there is no official chairman to call the grace of beginning ballet students.

A 20-MINUTE, full-length ballet highlights the performance as Miss Seaver's more advanced students, ages 10 to 14, demonstrate their proficiency on toe.

The ballroom dancers—six fifth, sixth and seventh grade boys and girls—weave through their steps with grace and ease. The boys look tense but no one stumbles.

The recital represents weeks of class instruction and hours of rehearsal, including three Sunday dress rehearsals.

Miss Seaver, blond and sweet, says she can recall only three "real crises" during the recitals presented in 18 years of teaching at the Birmingham area.

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"IT WAS ABOUT 12 years ago when one of the smaller girls came down with molesles after a rehearsal. We wound up with only two from that class in the recital."

"Another time—well, one of the girls was bound to dance although she had not been feeling well all day of the performance. She did beautifully but after she left the stage, she fainted in the wings."

Years of training have fitted Miss Seaver for the ups and downs of teaching. She studied first with Florence Young and later under Audrey Hutchins and with the balletists in New York.

SHE SPENDS EACH summer at Stone-Camryn Ballet School in Chicago, taking three or four lessons every day for six weeks.

She pauses to herd a group of leggy misses into position for the next scene. They slide out onto the stage and begin their dance. Scattered applause indicates the presence of individual parent fan clubs.

"Oh, yes," she says. "That other crisis. That was the time when the water pipe broke in the dressing room just before curtain time."

"It wasn't too bad and they fixed it very quickly. My one's spirits were that set bit dampened."

After years of ballet lessons, Janis Fuller, 12, (top left) of Southfield, in tutu costume, demonstrates the grace that will some day be duplicated by four-year-old Debby Jane Roseberry (lower left) of West Bloomfield, who is practicing a curtsy on her first day at dancing school. Meanwhile, Meg Diehl, 6, kneels in position while her teacher, Barbara McCall Seaver, shows Lee Ann Parker, 5, the correct position of her hands and arms. Meg, Lee Ann and Miss Seaver are Birmingham residents.

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One, Tutu, Three

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100 YEARS AGO

McClellan Advances From Ohio to Virginia

Gen. George Brant McClellan advanced from Ohio into Western Virginia 100 years ago this week amid the cheers of Unionists in both states.

McClellan, 31-year-old commander of the department of Ohio, had watched and waited for a favorable opportunity for the move.

In early June, when his troops had defeated a Confederate force at Phillipi, he had stayed in Ohio to organize his department and to visit strategic points. But in mid-June, northwestern Virginians met at Wheeling and began the process of taking that part of Virginia out of the Confederacy and back into the Union.

That was enough. Leaving Cincinnati, McClellan and his staff headed east, meeting, he wrote his wife, "a continual ovation all along the road." At every station, he wrote, he was "greeted by old men and women, mothers holding up their children to take my hands, girls, boys, all sorts, cheering and crying, God bless you!"

They reached Marietta, on the Ohio River, before daylight, June 21 and immediately crossed by boat to Parkersburg. Within 48 hours, McClellan was setting up headquarters and enjoying the mountain air at Grafton.

There, McClellan issued two of his typically fervent proclamations—one to the people of the area and the other to his troops. "Soldiers," he wrote, "I have heard that there was danger here; I have come to place myself at your head and to share it with you. I fear now for one thing—that you will not find foeman worthy of your steel."

MEANWHILE, the convention at Wheeling also took important steps. On June 19, it passed an ordinance reorganizing the state of Virginia, and next day, Francis Pickens was appointed governor of the re-organized state. A July 1 meeting of the state legislature was called—to be made up of the men who had been elected to represent the area at Richmond. This done, the convention adjourned until August.

Confederates in the area were active, too. On that same June 19, four companies of Tennessee volunteers waded waist-deep across the Potomac near Romney—120 miles east of Wheeling—and attacked a small Union detachment, sending the northerners fleeing in all directions and capturing two pieces of artillery.

Across the mountains in the Shenandoah Valley, Thomas J. Jackson (just appointed brigadier general), destroyed a number of railroad cars and bridges on the Baltimore and Ohio Railroad. And in East Tennessee, only a short distance from McClellan's Grafton headquarters, newly-arrived Confederate Gen. Robert Garnett was reorganizing troops to stave off the federal advance.

WHILE THESE EVENTS were taking place in western Virginia, other developments occurred elsewhere in the nation.

At the Illinois state fairgrounds at Springfield, Col. Ulysses S. Grant assumed command of the 2d Illinois and began to issue orders to get the unit fit for battle.

And at New Orleans, Capt. Raphael Semmes weighed anchor on

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Cultural Climate Changing in State

The general attitude toward Michigan culture has undergone profound change in the last several years.

The various arts previously were considered something that a limited number of people were interested in.

In attempting to attract large amounts of unskilled and semi-skilled labor to Michigan previous to World War II and during it, nobody gave much thought to what things might attract people besides jobs and a winning array of Tigers.

BUT THERE has been a big change along with the automation and diversification of Michigan industry and services.

A large number of more highly educated people are coming to the state to design the new things that replace unskilled labor, and also to man the pushbuttons.

Within the state there is also deep hunger for something to appreciate which is not above attending a Lions game.

At Wayne State University somewhere around 80 per cent of

STRICTLY FRESH

Nice thing about rock-and-roll records is that you can't tell the difference when they wear out.

The best advice some guys can give when their wives drive off in the car is: "If you must hit something, hit something cheap!"

The present job of the committee of the Commission is to make anything of Michigan's top artists talents. No state in the nation has anything that approaches it in make-up and goal.

Dr. William Birnbaum, assistant vice president at Wayne State is chairman of the group.

The Commission is to make up the state's cultural program and to come up with a life and to make it richer.

The Commission hopes by next winter to have a program to recommend to Governor Swainson.

sons and daughters of auto plant workers. They are being exposed to literature, art, drama, music.

IN ORDER to satisfy the demands expected in the future for a higher level cultural level a good deal of serious planning is being done by such groups as the Michigan Cultural Commission.

The Commission also is interested in making the cultural climate sufficiently rich to attract the skilled and highly educated people want to come to Michigan.

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A lie can be like a yo-yo. It can bounce back and tangle you before you know what's happening.

Our dentist is featuring a great little deal: a set of 1949 open blades traded in by a little old lady who chewed nothing harder than oatmeal.

MSUO Acquires 4 Faculty Members

Michigan State University Oakland recently appointed a new dean of students and three faculty members to its staff.

Dr. Leonard Sells, recently director of the financial aids office at Cornell University, is the new dean. He was named assistant professor at Case Institute of Technology and named assistant professor of psychology.

KARL E. ODWARKA, instructor at the University of Detroit, is the new director of the program at Louisiana State University. He was named foreign language instructor.

The appointments were approved by the MSUO Board of Trustees at the monthly meeting in East Lansing.

The appointments is effective July 1; the others, Aug. 15.