

U.S. Consumer Income, Spending Intentions Show Gains Over 1964

During March of 1968 a nationwide survey of 1964 income levels was conducted by the Commerce Department's Bureau of the Census. The resulting statistics heavily underscore the continuing prosperity of our nation's families, according to Frank A. Alter, Director of the Department's Detroit office.

In 1964, for example, the median income of families in the United States was approximately \$4,600—up 6 per cent from 1963 and 57 per cent over 1964, according to the estimates.

Compared with 1963, nearly half a million families moved above the \$5,000 income bracket, and 1.4 million families in the U.S. in 1964. The study revealed that about 8.4 million families had annual incomes below \$3,000 while 10.8 million families enjoyed incomes in excess of \$10,000.

Predictably from the above data, the percentage of U.S. families with incomes below \$3,000 has decreased greatly during the last 10 years. In 1954, 31 percent of our families earned incomes under \$3,000; since that time the figure has steadily dropped to 23 percent in 1960, 16 percent in 1963 and 18 percent in 1964.

On the other hand, families with incomes of \$10,000 or more have increased from only 6 percent in 1954 to 15 percent in 1960, 20 percent in 1963 and 22 percent in 1964. The median income for men advanced 3 percent over the 1963-1964 period to \$4,800. Concurrently, median income for women rose 6 percent to \$4,400.

Alter further mentioned that consumer intentions to purchase household appliances were higher in April 1965, than in April 1964, according to a sample survey taken by the Department's Bureau of the Census.

In the 1965 survey, 68 percent of the sampled households reported intentions to buy any of the selected household items within three months, compared with 63 percent a year earlier.

For the six months following the survey, intentions to buy the seven household durables showed no significant change because of a decline of intentions to buy during the second three months of the six-month period. Items covered in the survey are washing machines, refrigerators, TV sets, air conditioners, clothes dryers, dishwashers, and high-fidelity and radio equipment.

April 1965, consumer intentions to buy new automobiles

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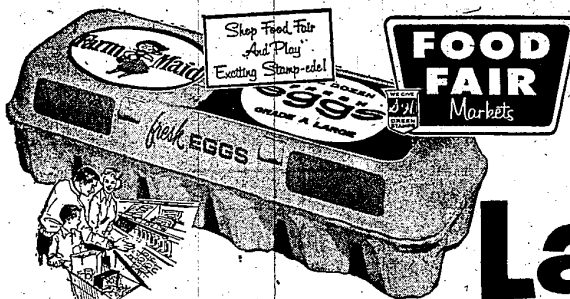
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Where else can you get a dozen Grade A large Farm Maid eggs at such terrific savings? Probably nowhere! You'll always find the very best in foods and the very lowest of prices when you shop Food Fair.

These Farm Maid eggs are rushed to Food Fair fresh from the country every day to assure you of the freshest eggs you can buy. It's another Food Fair bonus item. Just clip the coupon today and save!



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Large Eggs

29¢

WITH PURCHASE OF \$10 OR MORE AND COUPON AT LEFT

CENTER CUT Chuck Roast LB. 59¢

U.S. CHOICE English Roast LB. 69¢

FLAVOR-RICH BLADE CUT

U.S. Choice Pot Roast

LB. 49¢

USDA CHOICE

DOZEN LARGE EGGS DOZ. CTN. 29¢

With this coupon and a purchase of \$10 or more, excluding beer, wine and tobacco products, thru Sept. 14, 1968. Limit One Coupon.



JUICY, SKINLESS, GRADE 1 Hygrade Ball Park Franks 1-LB. PKG. 69¢

WRAP FRANKS IN SOFTNESS Lady Linda Hot Dog Buns 10-CT. PKGS. 49¢

LARGE SLICED, GRADE 1 Peters Delicious Bologna 1-LB. PKG. 49¢

MAGIC MIX TEXTURE Lady Linda White Bread 11-LB. 8-OZ. LVS. 49¢

ECONOMICAL AND DELECTABLE Allsweet Margarine 4 CTN. 1/4" \$1

FRESH SQUEEZED FLAVOR Birds Eye Orange Juice 5 6-OZ. CANS \$1

GRADE A FOOD FAIR FARM FRESH

Whole Fryers

LB. 29¢

You May Use 1000009 Self Stamp!

WESLEY'S QUAKER MAID

Refreshing Sherbet

1/2-CAL. CTN. 39¢

A QUICK HOT LUNCH Campbell Tomato Soup 10 1/2-OZ. CAN 10¢

FLAVORS UP COFFEE Pet Evaporated Milk 14 1/2-OZ. CAN 14¢

INTRODUCTORY OFFER—8 FLAVORS Refreshing Tico Pop 1 PT. 8-OZ. BTL 10¢

A MEAL IN MINUTES Hunts Pork & Beans 15 1/2-OZ. CAN 10¢

MAKE A TASTY SALAD Food Fair Chunk Tuna 6 1/2-OZ. CAN 23¢

1 LB. DOLE OR 1 LB. 1 OZ. Del Monte Fruit Cocktail CAN 23¢

MOUTHWATERING FLAVOR Del Monte Pink Salmon 1-LB. CAN 49¢

HILLS BROS. OR Chase & Sanborn Coffee 2-LB. CAN \$1.49

CREME RINSE, DRY OR Regular Breck Shampoo 1 PT. BTL. 88¢

REAL FRUIT FLAVOR

Kraft Pure Grape Jelly

1-LB. 2-OZ. JAR 29¢

WITH COUPON BELOW

1000 SHEETS PER ROLL

Scot Tissue

3 ROLLS 29¢

WITH COUPON BELOW

Play Stamp-ede. It's Fun... It's Easy

JUNBO 27 SIZE

California Cantaloupe

4 FOR 99¢

Food Fair Coupons Mean Savings

A 50 EXTRA 56H GREEN STAMPS With this coupon and a purchase of \$5 or more, excluding beer, wine and tobacco products, thru Sept. 14, 1968. Limit One Coupon.

B GRAPE JELLY 1-LB. 2-OZ. JAR 29¢

C SCOT TISSUE 3 ROLLS FOR 29¢

D With this coupon and purchase of \$5 or more, excluding beer, wine and tobacco products, thru Sept. 14, 1968. Limit One Coupon.

FOOD FAIR Markets

State Fair Calls Queens, Twirlers

Michigan's prettiest girls and most talented baton twirlers were reminded Monday that entry deadlines are approaching for the Michigan State Fair's beauty queen and baton twirling contests.

The Fair itself opens Friday evening, August 27, and runs through Labor Day, Monday, September 6.

The deadline for entering the Miss Michigan State Fair contest is August 28. Only winners of other beauty contests during the past year in the state of Michigan are eligible.

Preliminary judging will be in the Community Arts Auditorium at 8:30 p.m. Wednesday, September 1, with the finals at 7:30 p.m. Thursday, September 2, in the Music Shell.

For baton twirlers, the entry deadline is August 23. Classes include novice girls and boys, freshmen girls and boys, junior girls and boys, senior girls and boys, junior and senior teams, and junior and senior corps.

Application forms and further information are available from: Clighton Miller, director of music and parades, Michigan State Fair, Detroit, 48203.

35323 Plymouth
at Yale
Livonia

Kendallwood Center
12 Mile at Farmington Road
Farmington

27428 W. 6 Mile
at Inkster
Livonia

27415 Schoolcraft
at Inkster
Livonia

Wonderland
Shopping Center
Livonia

705 South Main
at Linden
Plymouth

27200 Joy Road
at Inkster
Redford Township

Downtown Farmington
Farmington Road, South
of Grand River

23632 Plymouth
at Telegraph
Redford Township

8244 Merriman
Near Ann Arbor Trail
Nankin Township

Livonia Mall
7 Mile at Middlebelt
Livonia