

Dollars And Good Sense

by William J. Martin
Mr. Martin serves as special consultant to Avco Financial Services. All questions should be sent to him at P.O. Box 24436, Los Angeles, CA 90024. Those containing a name and address will be answered in this column or by direct

return mail. No names will be used in print.
We've all heard how the young people are taking over these days. Did you know that the number of young families is now about one-fifth of the total households in the U.S. and in the next decade will increase to one-third?

The rising importance of the young will have significant consequences for a wide range of consumer industries. Not only will it affect the level of demand, but also the design and quality of products as well as the advertising messages. The coming generation will be better schooled and

more prosperous than ever before. By 1980, one out of every three U.S. adults under 35 will have had at least some college training and partly because of this increased education, three-fifths of all families under 35 will have purchasing power equal to at least \$10,000 per year at today's standards.
Consumer spending will definitely take on a younger look in the 70's. Today,

about 25 percent of the nation's total family income is earned by families whose head is under 35. By 1980, that figure should top 40 percent, according to the U.S. Department of Commerce.
In case you're wondering, the median family income in the U.S. in 1969, the last year for which information is available, was \$9,400. That figure is triple the total of just 12 years earlier.

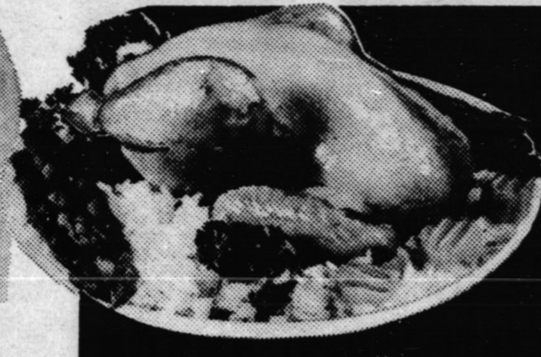
In that year the average income rose from \$6,600 for households in which the head was under 25 years of age to \$12,182 for those headed by a person between 45 and 64 years of age. It declined to \$5,196 for households in which the head was 65 years of age or over.
By mean income, the average income among the total group, where the median income is defined as the middle figure of all incomes within the group.
Families headed by females in the U.S. had a median income of \$4,822 in 1969, less than half the \$9,965 for families headed by males.
Speaking of incomes, do you know what an hour of your time is worth? Based on 244 eight-hour working days a year, it's worth \$31.15 if your income is \$10,000 per year. That's 8.52 cents per minute. In a year, that one hour per day is worth \$1,250. Think about it.



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Supplied by THE OSHAWA WHOLESALE LIMITED supply depot for progressive independents
- KELLOGG'S**
RICE KRISPIES 9-OZ. PKG. 2 PKGS. **69¢**
OR
CORN FLAKES 12-OZ. PKG.
ROSE SWEET MIXED PICKLES 24-OZ. JAR **43¢**
IGA CHOICE PEAS 2 14-OZ. TINS **29¢**
IGA KETCHUP 3 11-OZ. BTL. **49¢**

- "IGA SPECIALS"**
- IGA Beans & Pork**
2 19-OZ. TINS **35¢**
- TREESWEET UNSWEETENED Fruit Juice**
BLENDED OR ORANGE 48-OZ. TIN **39¢**
- Coca Cola**
CASE OF 24 16-OZ. TINS (LIMIT 3 CASES PER CUSTOMER) **\$2.39**
- WE RESERVE THE RIGHT TO LIMIT QUANTITIES

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from **Mr. IGA**



- GRADE "A" Eviscerated**
2 1/2 TO 3 LB. AVERAGE **39¢ lb.**
- MAPLE LEAF READY-TO-SERVE
DINNER HAMS CRYOVAC LB. **89¢**
- OLD MILL BREAKFAST STORE PACKAGED 1 LB. DEVON OR CAMPFIRE RINDLESS **LINK SAUSAGE** 49¢ **SIDE BACON** 1/2 LB. VAC PACK **49¢**

- "IDEAL WITH ICE CREAM"**
- Cantaloupe** PRODUCE OF U.S.A. No. 1 GRADE SIZE JUMBO 27s **3 \$1**
- TROPICAL TREAT CABANA
BANANAS 11¢
FRESH LOCAL GROWN CANADA No. 1 GRADE
CABBAGE SIZE 16 2 FOR **39¢**
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CARROTS 2 FOR **29¢**
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- PROD. OF U.S.A. No. 1 GRADE LUSCIOUS SUN-BLUSHED
PEACHES 3 1/2 IN. **69¢**
- PROD. OF UNION OF SOUTH AFRICA SOUTH AFRICAN NAVEL
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- PROD. OF UNION OF SOUTH AFRICA CRISP GRANNY SMITH
APPLES CANADA FANCY GRADE 5 SIZE 113 **59¢**
- FRESH LOCAL GROWN CANADA No. 1 GRADE
LETTUCE 2 SIZE 24 **39¢**

- "IGA SPECIAL"**
- IGA Hamburg or Wiener Buns** FIG. OF 8 FOR **4 \$1**
- IGA ROYAL GOLD Ice Cream** (ASSORTED FLAVORS) 1/2 GAL. CARTON **79¢**

- "FROZEN FOOD SPECIAL"**
- MORTON'S **MACARONI & CHEESE** 2 8-OZ. PKGS. **39¢**
- FOOD PRICES EFFECTIVE WED. THRU SAT. JULY 28, 29, 30, 31

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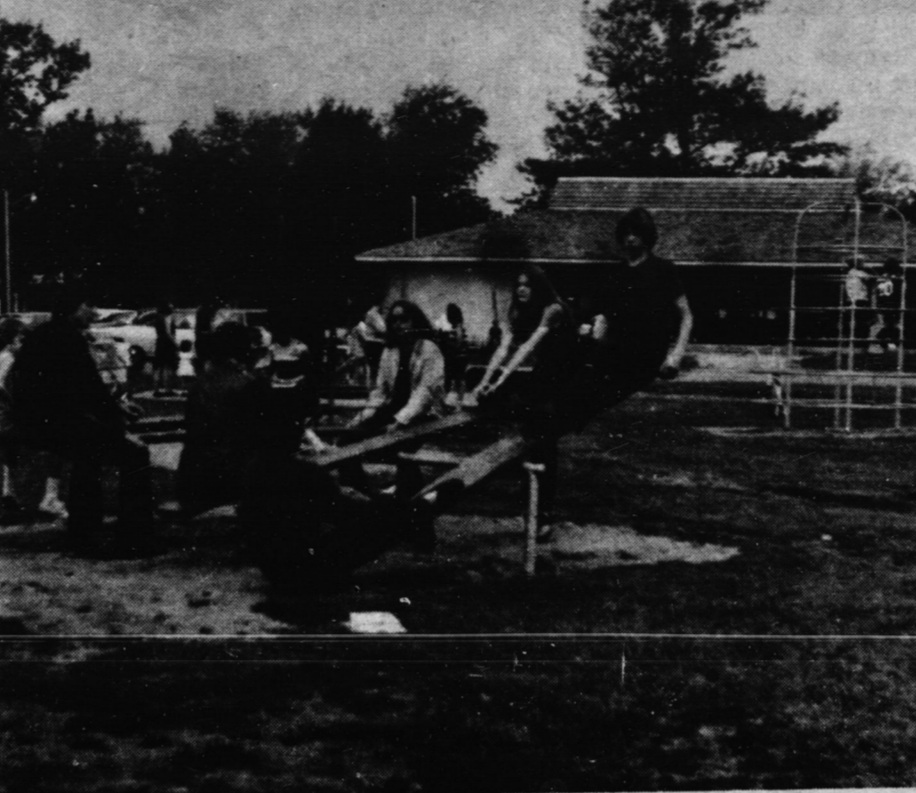
I.G.A. BREAD 5 LOAVES 95¢

KING STREET HAGERSVILLE

THE WH RECORD

Serving West Haldimand

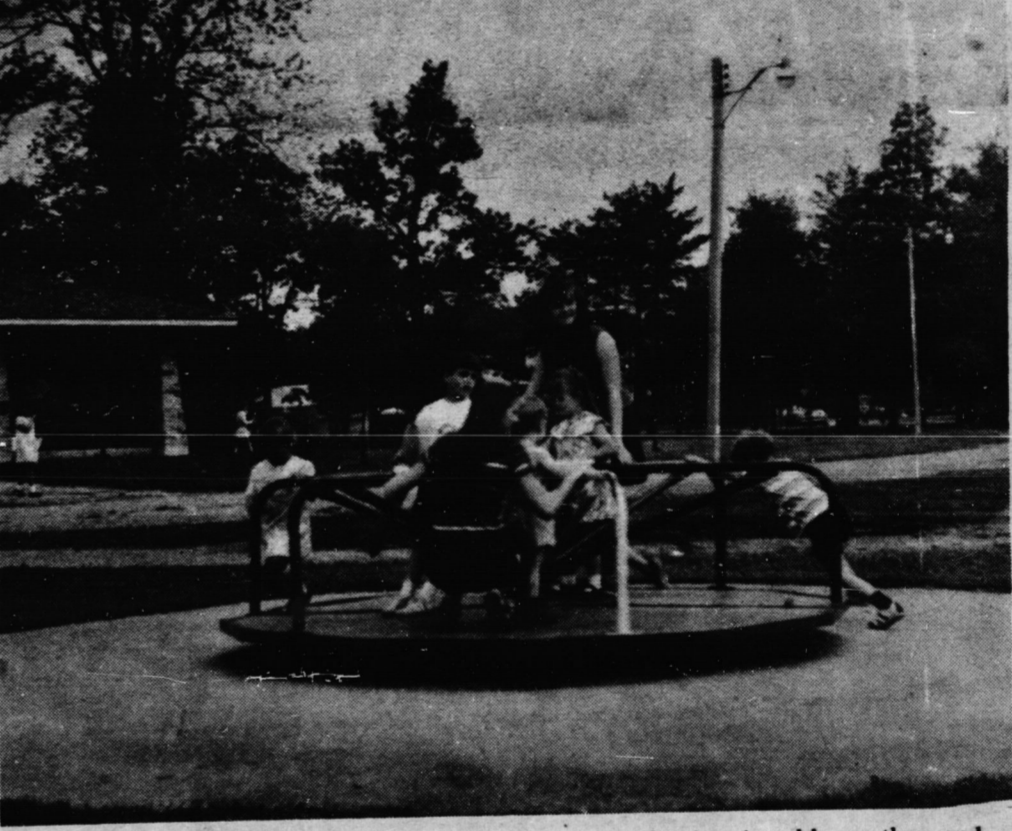
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Hagersville park areas are well used during the warm months for community individual as well as family picnics and other groups. Shown are boys and girls taking advantage of the teeter-totter on the grounds. (Staff Photo)

Record Crowd For Golden Horseshoe Days

CALEDONIA — A record crowd participated in the 24th annual Golden Horseshoe Antique show here last weekend. The attendance was estimated to exceed 20,000 people.
The highlight of the show was the antique steam engines. They ranged from models that a foot long to the full size that once ploughed the land as well as power shovels and tractors.
The prize for the most interesting steam engine was awarded to Dennis Webb of Caledonia. John Dekruif was first for the most interesting farm engine and Jeff Strom along with Jeff Klein of Ridgeway won top honors for junior steam engines.
Harvey Bowerman of Hamilton won first prize in the antique car competition with a 1928 Dodge.
Also highlighted at the affair was a Wells Fargo express for the children and a stage show for adults.
Ontario Dairy Princess Dianne Gunning and Haldimand Dairy Princess Valerie Bradford were hits of the day when they fed George, a mule, an ice cream cone which was devoured in a few seconds.
The show was closed with a parade of engines, cars, horses and bicycles. The judges for the show were the directors of the Caledonia Fair Board.

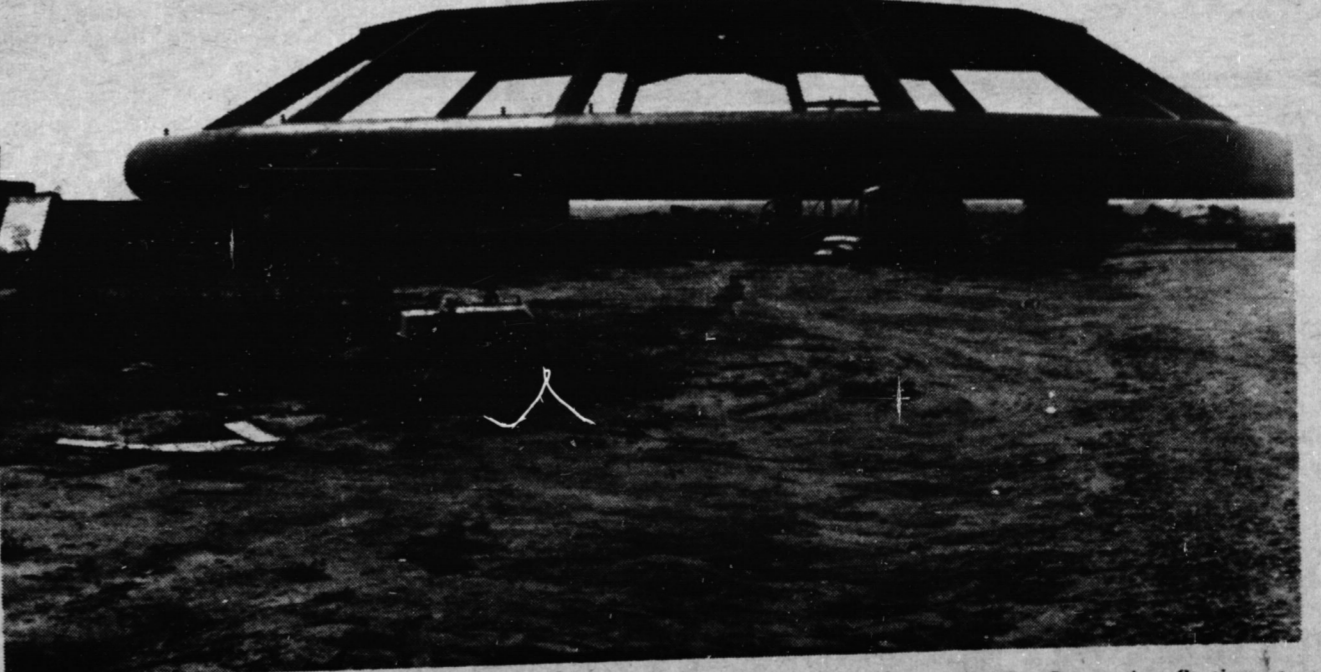


Another amusement in the park is this merry-go-round that is enjoyed by mothers and children alike. (Staff Photo)

Bring 'Em Back Live!

the driver behind you is lagging, slow down and encourage him to pass, says the Hamilton Automobile Club. You're safer if a larger car is ahead of you. Behind, play it cautious and "Bring 'em Back Live!"

Don't let the heat force you to rash driving decisions this summer, says the Hamilton Automobile Club. The pressure becomes too great, pull off the road, cool your temper and your car. Play it cool this year and "Bring 'em Back Live!"



This will be the intake valve end for the water supply for Lake Erie for the Ontario Hydro Generating Station at Nanticoke. Workmen have constructed the valve end at dockside in Port Dover. (Staff Photo)

Jarvis To Get House Numbers

Jarvis is to get numbers for all residential and commercial business property. This was announced yesterday by Village Council after a survey had been made by the Jarvis Women's Institute.

Council To Get Cash In Lieu Of Land

HAGERSVILLE — Amendments for a subdivision agreement are to be studied after a special meeting with council Wednesday.
Council directed its solicitor Ed McCarthy to study the subdivision agreement as well as the bylaw and to prepare an amendment to the Village bylaw.
It was decided to leave it to the discretion of Mr. McCarthy on whatever changes are made whether it be an amendment to the old bylaw or a new bylaw to be presented at the next meeting.
The changes came about in negotiations on a request from Haldimand Building Products Ltd., who are in the process of setting up a new subdivision.
Conditions suggested by the Community Planning Branch was the subdividers dedicated five percent of the lands in the 53-lot subdivision for a public park or pay five percent cash on the value of the land.
Coun. Robert Gedye, finance chairman, suggested the town consultant be asked to put a dollar value on the land if the subdividers want to pay cash instead of donating the land.
Solicitor McCarthy said he would make a firm proposal to the subdividers on the value of the land.
A resolution was passed for council to accept \$9,000 as a cash settlement instead of five percent of the land in the new subdivision.

Clerk Robert Lysch told The Record that the public utilities section of the Village will send out its bills according to street numbers to familiarize each owner or tenant resident with their property number and street.

He said the object of the WI request for street numbers is to provide everyone with an exact street address so that any resident can be easily located by a stranger visiting the town.

"This will replace the system whereby a stranger had to make a number of enquiries to arrive at the place he wanted," he said.

The WI urges all residents to obtain the numbers for their property and install them so they are plainly visible from the street.

"The WI would like all our residents to take part in the program to make it a success," he said.

Hagersville Youth Charged

HAGERSVILLE — Harley Snively, 18, of RR 5 Hagersville, was arrested and charged with possession of stolen property after an investigation here Friday night.

A set of keys were reported missing from Heap Motors on Main Street at 9 p.m. A call was received about 2 a.m. Saturday and police investigated the lot. They found a youth in possession of the missing keys and attempting to break into the cars on the car lot.

Chief Warren Burger and Const. Syl Mowatt were the investigating officers.

Weekly Weather

Warm for the next few days is the regional outlook of the Simcoe Weather Bureau. Friday, Saturday and Sunday will be fair and warmer, the forecaster said.

Highs in the upper 70's rising to mid 80's by Sunday. Lows will be in the 50's increasing to the mid-60's by Sunday.