

## American Consumers About Richest Group in Entire World

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UPI Financial Editor

New York—UPI—Consumers in the United States—little people like you and me who make up the backbone of our economy by their billions in purchasing power—are just about the richest group in the whole world if you add up their assets.

National Consumer Finance association did that bit of adding and came up with a big number. Based on Sept. 30, 1959 figures—latest available—consumer assets aggregated \$1,493,100,000,000. That reads one trillion, four hundred and ninety-three billion, one hundred million dollars.

There are two kinds of assets—fixed assets, like homes and durable goods, and current assets such as money in the bank.

Of the near trillion and a half dollars of consumer assets, current assets amounted to \$915,600,000,000. These were made up of \$179,500,000,000 in currency and bank deposits; \$56,400,000,000 in savings shares; \$200 billion in insurance and pensions; \$101,

600,000,000 in government securities and \$378,100,000,000 in corporate and other securities.

### Fixed Assets

Fixed assets totaling \$577,500,000,000 were made up of \$386,900,000,000 in home ownership; and \$190,600,000,000 in durable goods.

Current liabilities of consumers—what they owe immediately—stood at \$49,400,000,000, with fixed liabilities of mortgage debt at \$115,800,000,000. These two items brought liabilities to a total of \$165,200,000,000.

When total liabilities are subtracted from total assets, American consumers have a net worth of \$1,327,900,000,000.

National Consumer Finance association looks for economic expansion to continue throughout 1960 but at a slower pace in the last half of the year.

### New Highs Expected

Earnings, output and employment should reach new record highs about mid-year, the association estimates.

"Housing starts may be down," it says, "farmers' income down, and consumer credit expansion may be slower."

"Inventory rebuilding will accelerate in the first half of

1960; consumer spending will be up around \$18 billion; personal income after taxes, up around \$20 billion.

"Gross national product should reach a rate of \$520 billion by the end of the fourth quarter of 1960, averaging between \$505 billion and \$510 billion for the year."

"Consumer prices may be reduced somewhat as business fights back against three depressants operating in January 1960—the stock market decline, disappointing pattern of new auto sales, and continued tight credit."

### Record Disposable Income

All this means that consumers will have a record high amount of what is called disposable income for 1960. Disposable income is personal income after income taxes.

The higher disposable income the higher is the potential spending of the consumer. Also the savings potential rises. Consumer spending and saving are two major requisites of a strong economy.

### SERVICE STATIONS

Chicago—There are more than 210,000 service stations in the U.S., 95 per cent of them owned or operated by independent local dealers.

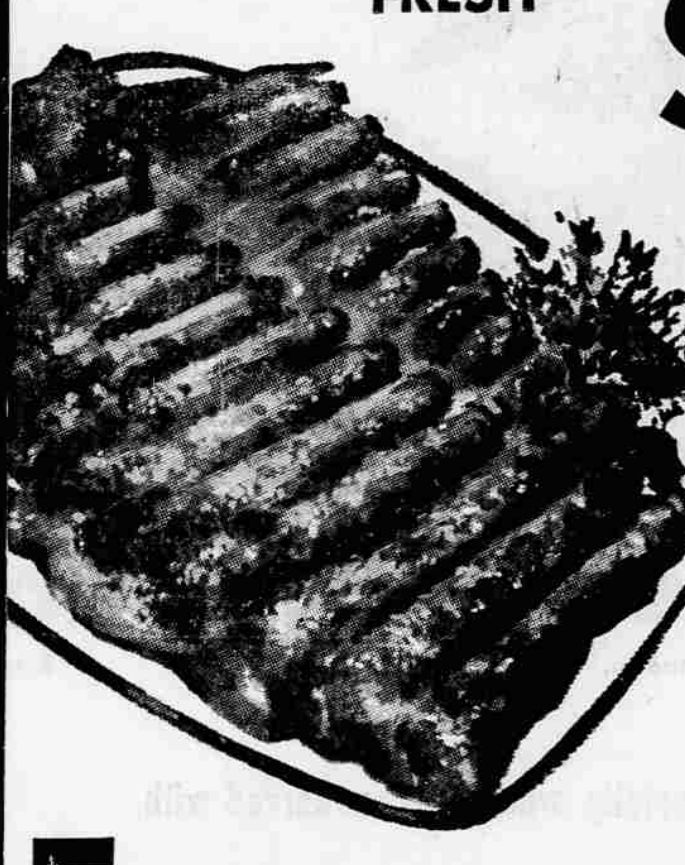
MARCH

# Food Festival

GREATER SAVINGS FOR YOU!

PLUS SILVER DOLLAR STAMPS

FRESH



## SPARERIBS

# 39¢

lb.

Haley's Frozen

### Veal Cutlets

4 for 79¢

OK'S Famous  
2½ to 3½ lbs. Avg.  
No Chemicals Used

## Fryers

\$1.19 each

No Limit On Specials at OK MARKET



### Klamath Beef

Choice or Good Grade

## HALF BEEF

200 lbs. Avg.

Cut and Wrapped for the Locker

NO MONEY DOWN  
On Approved Credit

# 53¢

lb.

Margarine 4 : 89¢

Good Luck Brand  
All Vegetable

Green Beans 5 : \$1.00



### Hills Bros. COFFEE

1 Lb. 65¢ 2 Lbs. \$1.29

INSTANT Hills Bros.

6-oz. 10c off, \$1.07  
10-oz. 20c off, \$1.59

### CORN

5 for \$1.00

STOKELY'S 303 WHOLE KERNEL

### PEAS

6 for \$1.00

STOKELY'S 303 Honey Pod

MIXED SIZES

### CORN

6 for \$1.00

STOKELY'S 303 CREAM STYLE



### TUNA

White Star Chunk Style

Halves 3 for 89¢

For Quick One Dish Meals

Celery Hearts

Fresh—Crisp SNOBOY

## 29¢

Pkg.

Cauliflower

Large White Heads

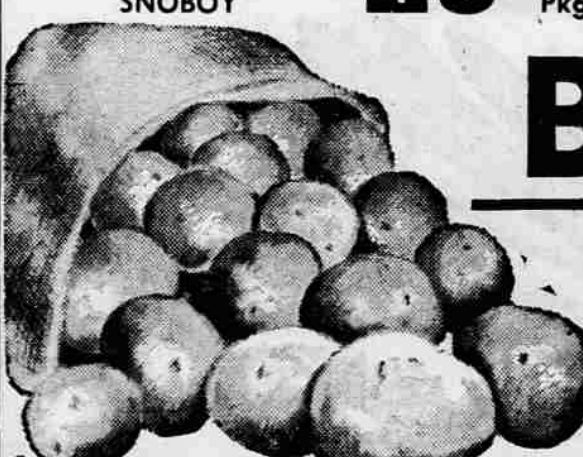
## 23¢

each

Avocados

For Good Salads

## 2 for 15¢



## SPUDS

U.S. No. 2

# 10 LBS 49¢

## BANANAS

Golden Ripe

## 2 lbs. 29¢

Radishes and Green Onions

## 2 bunches 13¢

## OK Super Market

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7 DAYS A WEEK

SILVER DOLLAR TRADING STAMPS

1202 NORTH RIVERSIDE

WHY IS MIRACLE WHIP THE WORLD'S BEST-LIKED SALAD DRESSING?

KRAFT WILL PAY YOU

# 25¢

TO FIND OUT!



Just mail in the major portion of a MIRACLE WHIP label (quart size). Kraft will send you 25¢.

Mail with your name and address to: Miracle Whip, P. O. Box 6, San Francisco 1, California. Limit one refund per family.



See what it does for salads, sandwiches! Men, especially, relish the lively flavor from Miracle Whip's can't-be-copied blend of seasonings. Miracle Whip's got more zip!

## MIRACLE WHIP'S GOT MORE ZIP! *Extra richness, too!*

Those who've tried to copy it just can't! Miracle Whip has a one-and-only flavor—zippy, spicy, but never sharp or strong. Extra rich, too—from extra eggs and finest light vegetable oil. You're really missing something if you've never tasted the all-time favorite—famous *Miracle Whip* Salad Dressing by Kraft. Try it today—get 25¢ from Kraft when you do!

Millions prefer it... to any other dressing!