

**\$15,000**

**\$20,000**

**\$30,000**



**\$60,000**



2









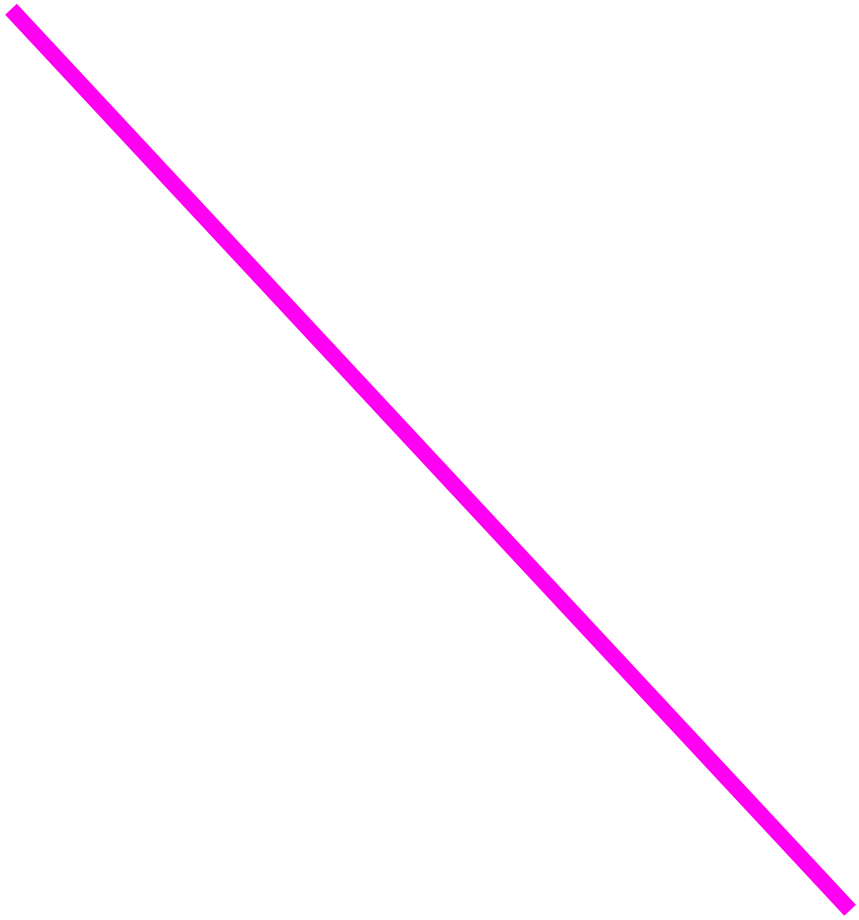
**\$900,000**





















Szekelys are now Richer

**An increase in Incomes shifts  
Demand to the right**

**Poor Szekely's  
Demand**

**Rich Szekely's  
Demand**

**Buy more  
as income  
increase**

**Demand  
increase**





























# An increase in Incomes shifts Demand to the right



