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**BUSINESS BRIEFS**

**New Christian Committee Officers**

These are the new officers of the Christian Businessmen's committee of Birmingham which has become affiliated with the international organization recently. The officers, from left, are Carl Dila, executive committee; Charles Kinnison, executive committee; Fred England, treasurer; Hal McDonald, vice-chairman; Robert Brandt, chairman; Frank Higgs, executive committee; James McAlister, secretary, and James Garfield, executive committee. The members meet every Monday morning from 6:30 to 7:30 at the Birmingham House motel for a prayer hour.

**Average B'ham Family Loses to Inflation**

What has been the dollars and cents effect of inflation on the average Birmingham family in the past year? To what extent has the spiraling cost of living reduced its purchasing power?

On the strength of recent economic studies, it appears that the average local family had a loss of \$248, attributable to inflation, in the one year.

THAT IS THE amount of additional goods and services it would have been able to buy had the prices remained the same as they were in 1957.

The studies of inflation, conducted by the Tax Foundation, by the U. S. Bureau of Labor Statistics and by the American Institute for Economic Research, reveal that last year's dollar, in terms of its 1959 equivalent, was worth only 81.1 cents.

Lost to the American people, because of this deterioration of the dollar, was a total of \$200 billion in purchasing power during the 20 years, according to the American Institute.

THE \$248 LOSS in such buying power per family in Birmingham last year was related to the local income, which averaged \$3,013 per household, according to the findings of Sales Management.

The average loss for families in the United States as a whole, because of their smaller incomes, was \$169 per family.

The total cost of inflation in Bir-

mingham, with its 7,900 households, amounted to \$1,959,000 in 1958.

FOR THOSE of the population who are still actively employed, inflationary losses have been more than overcome by improved salaries. Those people, or most of them, have been able to raise their standard of living despite the fact that goods and services cost more than they did.

The victims of the inflation are the retired and the incapacitated people, living on fixed incomes such as pensions, on the proceeds of insurance policies and on savings.

Concern over the steady weakening in the value of the dollar and its ultimate effect on the whole American economy is being expressed in many quarters.

The Tax Foundation feels that much of this depreciation is the result of continued deficit spending on the part of government. Cited as the other major cause is the annual cycle of higher wages, which is followed, perforce, by an increase in living costs.

**Car Buyers Go Back to Economy**

A five-year survey of optional equipment offered by Plymouth indicates that, while the public demand for convenience equipment continues to grow, within the last two years renewed interest has been demonstrated in the more economical six cylinder engine.

The six cylinder engine, ordered in 52 per cent of all Plymouths produced in 1955, dropped to 25 per cent in 1957, as V-8 engines commanded three-quarters of all Plymouth sales. Since then the six has gained new favor, to 31 per cent in 1959, as some buyers have placed greater value on thrift.

on the head of a pin!



I once saw the Gettysburg Address carved on the head of a pin. It was in mighty small print, but it was there if you looked hard enough.

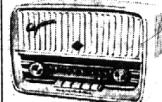
There's lots of small print on most insurance policies too. And what it says can be mighty important to you and your family. It can mean the difference between the complete protection you need and dangerous gaps in the insurance on your car, home, or business—the difference between safety and financial disaster—if you have a loss.

That's why it pays to buy your insurance through an Independent Insurance Agent. He sees that the fine print on your policies assures you complete quality protection. He helps you collect the full fair value of your claim if you have a loss. As an Independent Insurance Agent I will be glad to give you full, honest information about the insurance you now have—or should have. Just call—



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**Cost-of-Living Goes Up Again**

General Motors today announced an upward revision of one cent an hour in its cost-of-living allowance to approximately 320,000 hourly rate employees resulting from an increase in the nation's cost-of-living index.

The revision becomes effective with the first pay period beginning after December 1. The GM hourly rate employees will receive a total hourly cost-of-living allowance of 33 cents per hour for the months of December, January and February.

**Patterson Joins SKB**



Elliott S. Kinney, president of Snyder, Kinney & Bennett, Inc., is pleased to announce that Robert W. Patterson, 1369 Stanley, Birmingham, has joined the sales force of the firm.

Born in Ann Arbor, Patterson has virtually been a life-long resident of Oakland county. He is the son of the late Donald S. Patterson, son of the law firm of Patterson and Barrett, of Pontiac.

Patterson graduated from Cranbrook school and served with the United States Navy in World War II. After his navy service he attended Alma college, was graduated with a degree in history, and then studied law at the University of Michigan.

He brings to the real estate business a background derived from industrial purchasing, personnel, and several years in the real estate and mortgage field.



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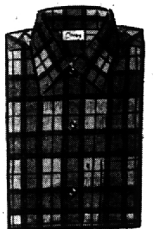
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