

# The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

Wednesday, December 21, 1960

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Much of what we do, as we travel over life's long roads, is akin to "trail blazing" . . . not exactly the kind that leads men through wild forests, inhabited by beasts and primitive peoples . . . but activities that require us to "figure out some things for ourselves." Trial and error is another name for it. Life is filled with the need to "take risks." Learning how to "manage risks" can bring good results.

## BUSINESS BRIEFS

### Bob Frost Leaves B'ham Dealership

After more than six years with the Bob Frost Lincoln Mercury dealership, 4795 S. Woodward, Birmingham, Bob Frost, recently joined the sales staff of the Evans Lincoln Mercury dealership in Detroit.

In his new position Frost will function as manager of Lincoln sales at the Evans' Grand River dealership.

The Bob Frost dealership in Birmingham will continue under the ownership of Cecil Haught.

Frost has been associated with Ford for 30 years in various capacities. He was a partner for more than six years in the Frost-Avis Ford dealership in Detroit before joining the Birmingham dealership in 1953.

### Our Offices

To Close Monday;

Please Get Your

Ad, News Copy in

By 4 p.m. Friday

### Rising Prices Cost B'ham Community \$1,384,000 in 1959

Special to The Eccentric

What has been the effect of the rising cost of living on the purchasing power of Birmingham residents? In dollars and cents, how much have they lost in the past year because of inflation?

A measure of this cost is revealed in studies made by the American Institute for Economic Affairs, the U. S. Chamber of Commerce, the Tax Foundation and others.

They show that prices in general edged upward by nearly two per cent in the year, reducing the value of the dollar to 48 cents in terms of its 1939 value.

THE AVERAGE Birmingham family, it is found, sustained a loss of approximately \$173 in 1959 alone as a result of this inflation. For the community as a whole, taking into account the average earnings locally and the number of families, the year's inflation bill comes to an estimated \$1,384,000. Government deficit spending is charged with major responsibility for the annual deterioration of the dollar. "Yet," states the Tax Founda-

tion, "contrary to general belief, the bulk of recent Federal spending increases (1955 to 1960) has not been for our nation's defense.

WHILE DEFENSE spending has risen about 12 per cent in that period, spending for domestic programs has gone up 37 per cent."

Affected chiefly by the erosion in the value of the dollar are the wage earners with fixed salaries and the millions who are dependent on pensions or other set income, it notes.

The \$173 loss in buying power per family last year in Birmingham was in proportion to the local income, which averaged \$9,292 per household, according to Sales Management.

FAMILIES WITH lower earnings had losses that were relatively smaller and those with above-average earnings, correspondingly larger ones.

At the \$2,500-a-year income level, the cost of inflation came to \$47 in the year. It rose to \$93 for the \$5,000-a-year family, to \$149 for those earning \$8,000 and to \$196 for the \$10,000 families. What happens next in the way

### Thompson Named Department Chief

John W. Thompson, 2752 Derby, Birmingham, has been appointed Chief of Research and Product Development at the Jervis B. Webb Company, Detroit conveyor engineers and manufacturers.

Thompson joined the company in 1943 and since has progressed through all phases of conveyor engineering. He was chief engineer of the Jervis B. Webb Company of Georgia before accepting his recent appointment.

As head of Research and Product Development Thompson will be in charge of exploring new products and industries in addition to developing the company's present lines.

### Ralston Appointed General Manager

John L. Ralston Jr., 24850 Springbrook Drive, Farmington has been appointed general manager of Glass Pool Inc. in Royal Oak, manufacturers of fiberglass products.

The firm has recently designed the swimming pool industry's largest one-piece swimming pool for owner or professional installation.

of inflation is up to the incoming administration. Will it support the theory that a little inflation is a good thing, permitting quick economic expansion, or will it line up with those who believe that only with price stability and a strong dollar can growth be healthy and sound?



### Number, Please?

Mrs. Martin J. Kensey, 1510 Groton, Bloomfield Hills, demonstrates the Michigan Bell Telephone Company's new home communications system that can serve as step-saver, baby sitter, page and door-answer all rolled into one. The Home Interphone combines home telephones with small speakers and microphones for the first time to form a modern intercom system.

### Michaels Named Vice President of Broadcasting Firm

Bill Michaels, 5 Woodbury Drive, Bloomfield Hills, vice president and managing editor of WJBK-TV, has been appointed television regional vice president of the Storer Broadcasting Company. He will assume his new position Jan. 1.

Michaels will be responsible for the company's television stations in Detroit and Cleveland. He joined Storer Broadcasting Company in 1953 when the firm purchased station KABC in San Antonio of which Michaels was the manager.

Michaels has headed the Detroit station since 1954, was elected a vice president in 1956 and was named to the company's board of directors last year.

### Consulting Engineers Establish New Firm

A new firm, McWilliam and Kekkonen, consulting engineers, has recently opened in Birmingham at 950 N. Hunter Boulevard. The firm offers services as structural consultants to architects.

Donald R. McWilliam, P. E., 19010 Lauderdale, Beverly Hills, and Ernest V. Kekkonen of Royal Oak, were formerly with Cuddie Engineers, Inc., of Birmingham.



DERRICK JOHNSON

### Two Promoted At Burroughs

Two Birmingham area men have been assigned new responsibilities with the International Division of Burroughs Corporation, according to L. J. Peters, 4305 Meadowland Court, general service manager of Burroughs International Division.

In their new capacities, Frank S. Derrick, 1748 Mansfield, Birmingham, area service manager for the Far East, and George R. Johnson, 16157 Reemere, Beverly Hills, area service manager for Burroughs' activities in Latin America, will provide additional executive support required by Burroughs' expanding operations overseas.

Headquarters for Derrick and Johnson will be at Burroughs home office in Detroit.

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The GANT Traditional Button-Down Style with Back Button and Back Pleats.

White \$5.95 Hairline Stripe \$6.50

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The EXCELLO English Tab in White & Colored Oxford Cloth or Hairline Stripe. French Cuffs.

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