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Friday 'til 9 P.M.



## Only Casually

Patricia Quart, 4, looks at the only casualty of the accident in which a car driven by Ernest F. Kern, Bloomfield Hills hit the front end on their house at 1200 Pilgrim. The impact on the front of the house knocked the storm windows off a sun porch at the back. Note the angle of the window at left. The impact also broke some water pipes. Mr. and Mrs. Leonard Quart and their children, Steven, 13; John, 11; Joanne, 9, and Patricia were asleep when Kern lost control of the car and hit the house at a high rate of speed at about 6 a.m. Kern was hospitalized.

## Decent Advertising Is Your Business

"Make decent advertising your business", Ernest A. Jones, president of MacMannus, John & Adams, Inc. advised members of the Men's Club of Kirk In The Hills.

"The vast majority of advertising is honest in purpose and beneficial both to the consumer and the national economy", Jones said, "and business, advertising agencies and media are moving speedily to wipe out that portion which is not."

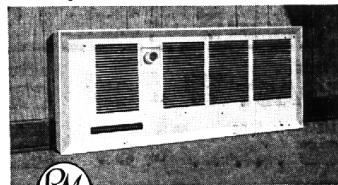
But the key to an efficient advertising action, he feels, is public participation in the drive. Listing moves the individual can make to

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## Northland

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## ALICE HIGGINS RISE FASTER THAN COGS

(Special to the Eccentric)

NEW YORK—Some idea of the extent to which taxes and inflation affect the income of the average wage-earner in Birmingham may be obtained from a new study released by the National Industrial Conference Board.

It shows that gets less than half the mileage out of his dollar that he would have gotten in 1939. Take the figures on net income in Birmingham, compiled by the Standard Rate and Data Service for the last fiscal year. They averaged \$10,857 per household. Adjusted to gross amounts, before tax and social security deductions, they show that the earned income locally was \$14,813 per household.

A MARRIED MAN with two children, who had such earnings available to him in 1939, would have had to pay \$70 in Federal income and social security taxes, the study reveals. There would have been left a comfortable \$14,243 to take care of other taxes, including State and local, food,

shelter, clothing and the rest. Today, in contrast, a man in that bracket must turn back \$2,869 in Federal income and social security taxes. This cuts his spendable income, out of which he must pay other taxes, to a net of \$11,853. But that is not the whole story. He is at another disadvantage, for this money will not buy as much as it did in 1939.

From it must be deducted an additional \$9,969, which represents loss in purchasing power, as determined by the conference board study.

ALL BOILED DOWN, the average Birmingham wage earner, if he could have had an income like his present one during the 1939

era, would have had an effective \$40,000 a year, based on present day costs. The \$3,000 income of 1939 could be no less than \$7,156 today just to break even in terms of former purchasing power, states the board. Conversely, the \$5,000 a year man of 1939, would have to be earning \$12,007 now to be left with the same purchasing power as he had in 1939. The answer is after Federal taxes and inflation have taken their share, than costs have.

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