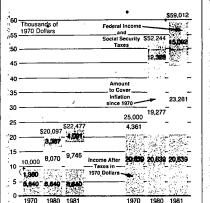
10D(O)(T-8D,S,Ro-8C,F-10C)



This chart showns the pre-tax income in 1980 and 1981 necessary to equal 1970 purchasing power. Federal taxes, Social Security and inflation are shown for the three years compared.

## You need \$12,000 more to stay even

A family of four must earn more than \$22,200 today to maintain the purchasing power of \$11,000 in 1970, according to the National Consumer Finance Association.

Will need \$22,477 in 1981 to maintain constant purchasing power.

Of the \$22,477 in 1981 to maintain constant purchasing power.

Most of this required increase is due to inflation that has cut purchasing power by more than half since 1970.

Although federal income taxes have been cut over the decade, inflation of money income pushes middle-income families into higher effective tax rates. Social Security taxes and limits also have increased.

Of the \$22,477, \$9,746 of after-tax income is needed to cover inflation since 1970. Federal income and Social Security taxes will siphon off another \$4,091 this year.

The same family in 1981 paid
The NCFA reports that the \$10,000 \$15,092 in federal taxes and required 1970 family needed \$20,097 in 1980 and \$23,281 to cover inflation.

## marketplace

APRIL home-sized mortgages rose slightly above the March level despite sligh interest barriers but were still well behind those of April 1980 in Oakland, Wayne, Maonth and Livingston counties. Lenders accepted applications from 3,652 families for loans totaling \$120,477,286 in April, according to Lawyers Tille Insurance Corp. These compared to 4,303 home mortgages worth \$164,129,908 in April 1980, and to 3,238 for \$112,551,912 in March 1981.

AMERICAN Motors Corp. President W. Paul Tippett Jr. describes today's U.S. built cars as excellent values compared to almost anything else the consumer might be interested in Tippett, who spoke at the annual convention of the

Pennsylvania Automotive Association, says cars cost more than in previous years but people are actually paying less for their cars now as a percent of their carnal income and the product has improved. He said the average expenditure for a new U.S. built car, including options, taxes and title, was about \$2,900 in 1990 — more than 50 percent of the median family income of \$5,707. In 1980, the average car expenditure of median family income of \$5,000 — or 43 percent of median family income of \$1,000 more than \$1,75,600.

CORE Industries Inc. of Birmingham reports the highest third quarter earnings in its history. Earnings were \$3,754,000, or 38 cents per share, an increase over the

previous record earnings of \$3,729,000 last year. Officials said earning would have been more ex-cept for the truck body division op-erating at low volume levels throughout the third quarter and the farm equipment group suffering from the recession in the agricul-ture industry.

G.P. FORTE, president of the 2,400-member Builders Exchange of the control of the

CONFLICT is a positive force and can be a boom to business, says Richard Shemetulskis. The presi-dent of the Southfield based human resource consulting firm of Em-mons-Labus & Associates admits mons-Labus & Associates admits that while conflict can be positively managed, it seldom is. Managers typically handle conflict by playing ostrich or running around with candy or club in hand. He says effective management of conflict is possible only when it is recognized as a constant and ordinary mart of comparish

## business people



JOSEPH CRONIN of Bloomfield

JOSEPH CROINI of BIODITIES Hills was named manager of Dodge Car and Truck Advertising for Chrysler Corp. He was vice president and na-tional account supervisor of the Dodge Dealer Association Accounts for Kenyon and Eckhardt.

RUTH MESSINGER of Southfield was appointed executive director of Health Saving Services, an organiza-tion of five aurosing homes in the metro-politan area. She was university super-visor for Wayne State University and the University of Detroit.











ROBERT PERKINS of Birmingham was elected vice president-Far East of Chrysler Corp. He was director-inter-national liaison for the firm.

TIMOTHY ENOCHS joined D'Arcy-MacManus & Masius Advertising of loomfield Hills as manager of office services. He replaces WARREN CRAIG, who retired after 28 years with the agency. Enochs was coordinator, office services for the Industrial Con-trols Division of Bendix Corp.

vate rehabilitation hospital in the De-troit Medical Center, recently elected new officers and trustees. DANIEL BURLINGAME of Birmingham was re-elected chairman of the board. He sive tree president and trust officer of Man-ufacturers National Bank. Vice chair-nan is DR. DUANE BLOCK of Bloom-field fills, medical director of For-man is DR. DUANE SLOCK of Bloom-field fills, medical director of For-Motor Co. JAMES KARLING of West Bloomfield was elected treasurer. He is an audit partner with Arthur Young & Co. JOAN KELLER, a consumer rep-resentative from Birmingham, and PHILIP MOON of Birmingham, a sen-

ior vice president with the National Bank of Detroit, were re-elected board members.

STEVE LAURENCELLE of Troy was appointed executive assistant manager of the Northfield Hilton in Chroy. He was catering manager of the Conrad Hilton in Chicago.

KENNETH ROSS PUMO was appointed manager and MARILYN BRANNIGAN assistant manager of Frames Unlimited in the Bloomfield Plaza.

Pontiac 3



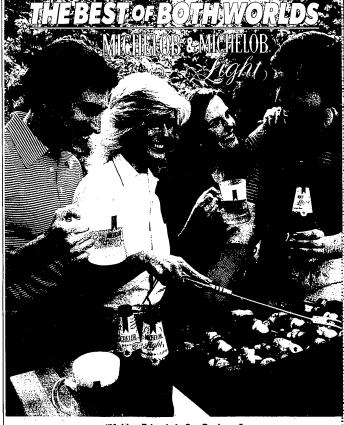








1740 W. Big Beaver St., #100 (313) 649-4790



"Making Friends Is Our Business" **HUBERT DISTRIBUTORS, INC.** 

125 E. Columbia **SINCE 1937**