

## Just Chattin'

### Death of Primo Carnera Closes Most Sordid Chapter in Sports

By W. W. EDGAR

From a little village in Italy the other day came the news that cancer had claimed the life of Primo Carnera, the former heavyweight boxing champion of the world. And thus came to an end one of the most sordid chapters in the history of sport.

The big hulk of a man who stood six feet, six inches, and weighed 260 pounds in his prime, forever will stand as the innocent pawn of one of the most glaring and daring bits of maneuvering in a sport that long has been known for its shady dealings.

Despite his size, the "Ambulating Alp," as he was known at the height of his career in the 30's, lacked punching power and was far from nimble on his feet. Yet, through the shrewd dealings of his handlers, he was maneuvered through a series of synthetic victories to the richest prize of all — the heavyweight championship of the world.

The climax came in 1934, when midway in the sixth round, his hand was raised as the knockout victor over Jack Sharkey who dropped from a punch that no one had seen. It was the boldest bid of chicanery ever perpetrated on the boxing public.

THE SIGHT of him standing in mid-ring being declared the champion is not the mental picture of him that I have carried through the years. The one I can never forget is the expression on his face when he felt one of Joe Louis' punches for the first time.

It was a summer evening in 1935 in Yankee Stadium and Louis was making his first appearance in the "big time" on his way to the title.

Joe had built up quite a reputation in and around Detroit and it was felt the time had come for him to step out and make a real bid for high honors.

Who would be the best man to show him against in New York?

His managers pondered the question a bit and then decided that Carnera would be the man because he would give Joe a good target. So, the bout was arranged.

Carnera had fallen victim to Max Baer a few months before in a match that was what the industry calls a "hippodrome." Now Carnera and his handlers were anxious to get the Ambulating Alp back on the high road again.

No sooner was the match made than there were rumors that an attempt had been made to make a "deal" with Louis. It was the way Carnera's handlers always had worked. But this time the plea went unheeded. Louis didn't do business that way and he was on the course to the title. He wouldn't bow to anything so sordid.

Joe set up camp in Pompton Lakes, N.J., and it was the first exposure he had to the big time. He was bound to make the most of it.

It was at the time of the Italian-Ethiopian War and the meeting of the two caused quite a stir throughout the entire world of boxing.

THERE were many who figured Joe couldn't handle such a hulk of an opponent. He was just a lad of 21 years and being pitted against a giant wasn't the easiest assignment in the big city or so they thought.

But once the bell rang, the pattern was set, and it provided a picture that never will be forgotten by those who saw it.

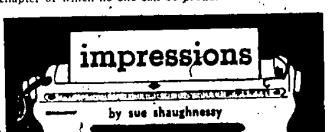
The echo of the opening bell hadn't faded away before Joe measured his giant opponent with a left jab and then crossed with a right to Carnera's jaw. It landed flush. Carnera's eyes popped. His mouth opened. His face took on a sickly grin. It was the first "honest" punch he had felt in his career. Never was there such a look of amazement on any man.

From the time the punch landed, Primo was a beaten man. That first blow was the moment of truth and in that fleeting second he had come to realize he had been the pawn of the connivers and sordid characters who handled his affairs.

He never was the same and finally went down for good and was counted out.

The memory of that face will live forever for two reasons. First, the reaction to the first real punch he ever had been hit. Second, it was over his stunned and beaten body that Louis climbed as his first real step to the heavyweight championship.

Now Primo is dead. The chapter is ended. And it is a chapter of which no one can be proud.



Just what is an advertisement supposed to do? I asked a friend of mine, who earns her living turning out copy for many of the ads you see in the newspapers and magazines.

What prompted the question was a negative reaction to a campaign for a new toothpaste. The campaign seems to be based upon the idea that the use of the product will help one acquire sex appeal.

My reaction was that the ad was stupid. My friend, who is a pretty sharp gal and knows her business, disagreed.

I think it's a pretty smart campaign based upon some very good research.

"That's how people want to feel," she said pointing to the toothpaste ad that was pitched on the idea that its use made your mouth feel clean and good.

"I think that people have decided that all toothpastes will help to guard against cavities and now they want something more," was her conclusion.

The final test of the effectiveness of an ad is how well it works, she explained. How this is accomplished is through research, knowledge of the market and some creative writing and thinking on the part of the copywriter and account executive.

The young lady pointed to the fact that this particular product was in a highly competitive market and noted that any product has to live up to the ads or the consumer will not buy it more than once.

All very interesting.

Having learned this I can't criticize the "Madison Avenue flack" for the contents.

I could criticize society in general for its preoccupation with sex. Of course, the comeback is that advertising feeds upon this preoccupation. That might be true, but answering that argument is somewhat like answering the question about which first, the chicken or the egg.

About four years ago a young American, who had lived and traveled throughout the world, told me that Americans were the most concerned of any nation about that famous three letter word.

I didn't really agree with him, but maybe he was right. I have no sound conclusion to draw or ready program for the solution to the mental attitudes of society.

Personally, however, I can still retain the opinion that the ad is an insult to my intelligence and beyond the product. Unfortunately, it seems that I am a minority.

## Follow These Rules in Making Report

# It Isn't Hard to Figure State Income Tax

The State Legislature has passed a state income tax, effective Oct. 1, and the job of parceling out allotments in the state budget will start when the legislators get together again later this week.

Then, it is expected that negotiations between teachers and School Administration will move along quickly—there has been a strong suspicion that both groups have been holding back until they see what kind of a package the legislature will come up with for additional state aid.

The state income tax itself appears complex, but from those close to the situation in Lansing, it isn't as difficult as thought.

Taxpayers must first take the number of personal exemptions, wife, children and all other dependents allowed by federal law and multiply that number by \$1,600. Subtract the total from the total family income to get the taxable income.

Then multiply that by the personal income tax rate of 2.6 per cent. From that amount deduct property tax credit and any city income tax credit and one has the state income tax owed.

The new state tax, like federal and city income taxes, will be deducted by employers from paychecks. Individuals will file a final return by April 30—15 days after the federal tax deadline. The 1987 return will cover the three months the personal exemption would be a \$390 a person.

Credits for property taxes and city income taxes will not apply until 1988, and may not be deducted from the three-month 1987 return.

For 1988 it will work this way:

To compute the property tax credit, fit the amount of property tax you pay into the following formula. (If you are a renter, take 20 per cent of your annual rent, and

## Teamsters Picked As Agent

Teamsters Local 614 was certified by the National Labor Relations Board (NLRB) Tuesday as the bargaining agent for employees at Diamond Automation, Inc., 23400 Haggerty.

An employee agreement with Communications Workers of America Local 4000 (AFL-CIO) expires Aug. 19.

In the election at the company, the Teamsters received 91 votes to 55 for the present labor representative, CWA.

Two other votes were cast for "no union representation" with 148 of the company's 164 employees voted.

The NLRB scheduled the election when more than 30 per cent of the employees signed cards petitioning representation by the Teamsters.

## To Place Signal At US-24, 14 Mile

The State Highway Commission has announced that a "Stop-and-Go" traffic signal will be installed at the intersection of US-24 (Telegraph Rd.) and 14-Mile Rd. within 30 days.

The new signal, which will replace a flashing light, will have oversize 12-inch signal lenses, facing Telegraph Rd. which has average daily traffic volumes of 30,000 to 35,000 at this intersection.

A warning sign with yellow letters will be installed on Telegraph Rd., 1,000 feet south of the intersection to provide northbound motorists with advance warning of the signal.

## DO IT YOURSELF Upholstery CENTER

Wholesale Retail

LIVONIA INTERIORS

and FABRICS

34399 Plymouth Rd. S.E.

Chrysler Plaza

125-4760

use that figure as your "personal tax" in the formula.

If the property tax is between 0 and \$100, your credit is 20 per cent; if it is from \$100 to \$150 the credit is \$20 plus 10 per cent of everything over \$150; \$200 to \$10,000 is \$32.50 plus 5 per cent of everything over \$200, and over \$10,000 is 4 per cent.

Any city income tax credit is figured on the same formula, except that the credit for \$200 and above is \$32.50 plus 5 per cent of the amount over \$200 with a maximum credit of \$10,000.

Thus for a typical family of five, with an income of \$7,500 a year, property taxes of \$300 a year and a city income tax bill of \$45, the new state income tax obligation would be computed as follows:

Five exemptions at \$1,200 per exemption equals \$6,000. The \$7,500 family income minus \$6,000 exemptions equals \$1,500. State tax rate of 2.6 per cent times \$1,500 equals \$39.

Property tax credit equals

\$32.50 plus 5 per cent of \$45, or \$39.

\$100 - \$37.50 = City income tax credit equals 20 per cent

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equals \$46.50. Subtracting \$46.50 from \$39 equals a

minus \$7.50.

In this case no income tax would be owed to the state, but even though the family involved has more credits than income tax owed, no money would be returned.

The law is written so that property tax and city income tax relief are given only as a credit against income tax owed, not as a rebate.

Had the family involved been renting an apartment at \$1,200 per year their property tax for purposes of determining their credit would be 20 per cent of \$1,200, or \$240.

Dropping that into the formula, their credit would be \$32.50 plus 5 per cent of \$40, or a total of \$34.50.

Computations for some typical families show that the state package hits those with larger incomes and smaller families much harder than those with low incomes and large families.

A family with an income of \$4,500 per year or less with two or more children will not have to pay any new taxes, regardless of whether

they are subject to a real-estate, non-resident or no city income tax.

A family of four with an income of \$9,000 per year, who pay non-resident city income taxes, would pay \$62.50 in new taxes to the state. The same family would pay only \$56 if it is already subject to a resident city income tax, of \$99.20 if subject to no city income tax.

For the family of five with a \$8,000 annual income, the net new taxes would be \$26 if they live in a city with an income tax, \$32 if they are subject to a non-resident city income tax, and \$38 if subject to no city income tax.

An income of \$18,000 per year for a family will result in much higher state income taxes—almost five times as much as the \$9,000 per year family.

With two children an \$18,000-per-year family living in a city with an income tax would pay about \$265.60 in new taxes.

The same family, subject only to a non-resident city income tax will pay \$274.10 and where there is no city income tax, \$293.60.

THURS. FRI. SAT!

KRESGE'S

SUMMER SALE

3 Days Only - Cannon Quality

"Concord" Solid and "Cabana" Stripe Bath Towels and Wash Cloths

14¢ 43¢

Wash Cloth Towel

24x12 24x12

Solid white, fresh pink, red, blue, beige, butter yellow, shocking pink, venetian green. Soaps in venetian green, blue, beige, majestic purple, old gold, shocking pink.

Like It? Charge It!

Reg. 2.96 Chair, 5.96 Chair

3-Day Sale! Folding Aluminum Furniture

2.5 4.96

Chairs Chairs

Cool looking green and white or yellow and white polypropylene plastic on strong tubular aluminum frame. \*4 Chairs adjusts to five positions, folds easily for storage.

Like It? Charge It!

Handyman's Choice of Twenty

Big Tool Bargains

2-88

Pliers, wrench sets, hammers, file sets, screwdriver sets, and many, many more.

Like It? Charge It!

3 Days Only - Our Reg. 14.99

20" 2-Speed Box Fan

12.88

Totally mounted handle and rotary switch. Chrome-plated aluminum guards. 3-bladed aluminum prop.

Like It? Charge It!

Junior Miss FASHION COLORS NYLONS

36¢

PAIR

3 Days Only - Our Reg. 63¢ lb.

Summer Bridge Mix

38¢

Your year-around favorite mix of cool, casual, sexy and sporty covered with a thin, non-sticky candy shell. Save!

Like It? Charge It!

3 Days Only - Reg. 3 Pts./99¢

Stretch Nylon Socks

3-68

Size 6-8 and 9-11. Strong, stretchy, durable. Snuggly fitting. Available in white and pastel.

Like It? Charge It!

3 Days Only - Women's Reg. 4/1

Acetate Panties

4-74

Four pairs in a pack. Assorted or all white, pink, blue or multi-colored. Tricot knit.

Like It? Charge It!

3 Days Only - Misses' Reg. 9.96

Bare-arm Blouses

68¢

Scoop-neck blouses and ruffled-bottom crop tops in cotton, broadcloth or tulle. Prints and solids. \$2 to \$8.

Like It? Charge It!

3 Days - Misses' Reg. 1.87-2.33

Sleeveless Blouses

1.37

Fine quality combed cotton in pretty prints. Choice of Peter Pan, Italian or Bermuda collar styles. \$2 to \$8.

Like It? Charge It!

3 Days - Only - Misses' 1.87

Jamaica Shorts

1.37

Transitional colors in fine fabrics: cotton homespun