Household Questions

Brighter Pudding — Two teaspoonfuls of marmalade stirred into a ground rice pudding just before it is cooked will give it the delightful flavour of fresh orange, without the bother of grating peel. The kiddies will love it.

• • •

Cleaning Silverware — When your silverware becomes tarnished, place it in an aluminum saucepan and cover with hot water in which potatoes have been boiled. Leave for an hour, then rinse and it will look like new, without the usual cleaning.

• • •

Washing Flannels — Next time you are washing flannels or woolens put about a taspoonful of olive oil in the water. It will keep them beautifully soft.

• • •

For Scratched Furniture — Furniture scratches may be hidden by painting with iodine and then rubbing with furniture polish.

• • •

To Keep Icing on Cake — Sift a little flour over the top of the cake before icing it and the icing will not run off.

• • •

A Curtain Tip — Casement curtains will hang in even folds if small bags of silver sand are sewn to the corners of the lower-edge hems. The sand adds just enough weight to the curtains to prevent them rolling at the edges and these "weights" can be washed with the curtains.

• • •

Pineapple Sherbet — Two and one-half cups crushed pineapple, one and one-third cups sweetened condensed milk, one cup water, four tablespoons lemon juice, orange juice. Combine the lemon juice, water and crushed pineapple. Blend with the condensed milk and place in freezer. Let stand to ripen packed in the ice and salt for an hour after it is frozen and the dasher removed. Makes a quart and a half. Orange flavor always brings out pineapple, and half a cup of orange juice and only half a cup of water will prove delicious.

• • •

Double Duty for Soap — When I buy toilet soap I put it away among the sheets and pillow cases, to which it gives an attractive fresh fragrance and, of course, the soap is all the better for keeping.

• • •

A Warm Meal—Instead of putting food into the oven to keep hot for late-comers, cover it closely with a tin or basin, and set it over a saucepan of hot water. It will keep hot without drying.

WNU Service.

"Black Leaf 40" KILLS LICE
OUR "Cap-Brush" Applicator makes "BLACK LEAF 40" GO MUCH FARTHER
JUST A DASH IN FEATHERS... OR SPREAD ON ROOSTS

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No one can grow who does not profit by the criticisms of his friends.

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HOUSEHOLD

FREE

"Handy Helps for Homemakers" is a compact handbook of practical remedies for the common household problems. How to remove chewing gum from clothes is typical of the subjects dealt with. Other chapters cover cooking, lighting and heating. Each part of the book has been reviewed by prominent home economic experts and only the most valuable subjects are included. Copies of this are free. Write to Miss Boyd, 715 West Adams Street, Chicago. Include 5c to cover postage and handling. Write today

Watch Your Kidneys!
Help Them Cleanse the Blood of Harmful Body Waste
Your kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as Nature intended—fail to remove impurities that, if retained, may poison the system and upset the whole body machinery.
Symptoms may be nagging backache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—a feeling of nervous anxiety and loss of pep and strength.
Other signs of kidney or bladder disorder may be burning, scanty or too frequent urination.
There should be no doubt that prompt treatment is wiser than neglect. Use Doan's Pills. Doan's have been winning new friends for more than forty years. They have a nation-wide reputation. Are recommended by grateful people the country over. Ask your neighbor!
DOAN'S PILLS

SOMEONE'S PICKING YOUR POCKET!

It's the Hidden Tax Collector—He Respects Not Even the Real Necessities of Life, and How He Wallops Your Budget!

By WILLIAM C. UTLEY

DO YOU make $150 a month? If you do, you'll be interested—and perhaps a little surprised—to learn that the tax collector picks your pocket to the tune of one-eighth of your income. He sneaks enough from the family wallet in two years to buy a new car.

Yes, he picks your pocket. For this "take"—which amounts to 12.7 cents out of every dollar—represents indirect, or "hidden," taxes. They're not like your income tax or personal property tax or a state retail sales tax, for you rarely know when you have to "shell out" for them. They're concealed in the price of the goods and services you buy, even the bare necessities of life such as bread and shoes. "Death and taxes are inevitable"—and all too often invisible.

These are only a few of many illuminating revelations to come out of a survey just completed by the Family Economics bureau of the Northwestern National Life Insurance company, of Minneapolis. The study was started in November, 1935. Records of 206 concerns—public utilities, insurance companies, manufacturers, jobbers and retailers—were investigated "in an effort to measure as accurately as possible the proportion of prices paid by the consumer for which taxes—federal, state and local—are responsible."

All levies which would not normally be included in the cost of goods and services sold were omitted in the calculations which followed from the original producer to the retailer. The principal taxes entering into the picture then were: Farm and urban realty taxes, personal property and general property taxes of business concerns, excise taxes, licenses, fees and franchises, moneys and credits taxes, gasoline and oil taxes on motor truck deliveries, import duties and the tax element in freight costs involved in the various steps of distribution.

Taxes Are Passed On.

To understand the figures it is necessary to understand how some of these indirect taxes work. "In the case of a retailer who owns the building which houses his store," says the report, "real estate taxes are shown on his books as an item of overhead, and their participation in the 'makeup' which he must add to his cost prices can be measured with considerable certainty.

"However, if he rents his store building, the taxes on the building are necessarily contained in the rental paid, and are just as surely a portion of his overhead expense, even though concealed in the entry 'rent.'

"In the wholesale price which the retailer pays for his merchandise is necessarily contained an overhead element consisting of the real estate taxes on the building occupied by the wholesaler, and just as necessarily, taxes on the factory which produced the goods contribute a portion of the price charged the jobber by the manufacturer.

"This study," the report continued, "has undertaken to include in the figures finally attained the principal elements affecting ultimate prices charged, whether actually listed as 'taxes' on the books of the business, or contained as a portion of some other entry."

Social security taxes were not considered, "because they are in a sense deposits for future withdrawal." Gasoline taxes were computed, because gasoline and oil are subject to local taxes in all 48 states and the District of Columbia, in addition to the federal levy.

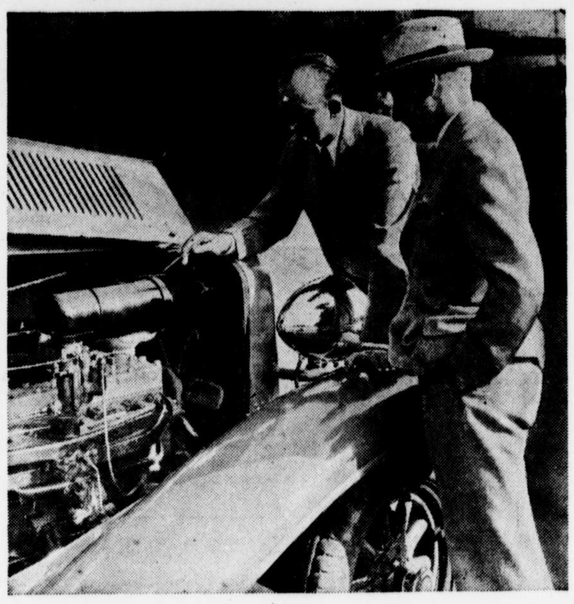
Tax-Grabber Is Killjoy.

The researchers estimated that the average worker's family with an income of $150 a month spends $43.50 for food; of this 7.1 per cent, or $3.09, goes to the hidden tax collector. Of the $30 spent for shelter, hidden taxes take more than a quarter, $7.59. They account for 8 per cent of the $16 clothing bill, or $1.28. Fuel and light cost $11, but 9.5 per cent of this, or $1.05, represents indirect taxes.

The tax-grabber really cuts into the family's enjoyment of life. The cost of an average used car, including license, and gas and oil sales tax, is $14.50 a month; hidden taxes get 20.1 per cent—$2.91. And the $3.00 the $150-a-month family can set aside for recreation includes 30 cents for the tax-grabber, who seldom shows his face.

Insurance bears a lighter tax load. Of the $5.00 spent monthly for that protection, only 2.6 per cent, or 13 cents, falls into the hidden tax barrel. Sundries and miscellaneous items—toothpaste, jewelry, tobacco, etc.—which cost $27 a month are burdened with taxes amounting to 10.2 per cent, or $2.75.

The hidden taxes which eat away at an $80 monthly income are slightly less in proportion, since it is assumed that such an income does not ordinarily permit the ownership or operation of an automobile.



What the salesman doesn't always tell you: The cost of a used car and its operation include hidden taxes amounting to 20.1 per cent. If it were a new car, the figure would be 21.4 per cent.

Here's the way the tax collector fares with that one:

	Cost Per Month	% of Taxes Found in Cost	Amount of Tax in Dollars
Food	$27.00	7.1	$1.92
Shelter	18.00	25.3	4.55
Clothing	9.00	8.0	.72
Fuel and Light	6.00	9.5	.57
Transportation (Streetcar)	4.00	11.0	.44
Recreation	2.00	10.0	.20
Insurance	2.00	2.6	.05
Sundries & Miscellaneous	12.00	10.2	1.22
Total	$80.00	Av. 12.0	$9.67
Annually	$960.00	12.0	$116.04

Taxes on $200 Income.

There is a slight difference in the proportion of hidden taxes to the spending of a family with an income of $200 a month. This is again accounted for by the automobile, as shown:

	Cost Per Month	% of Taxes Found in Cost	Tax in Dollars
Food	$48.00	7.1	$3.41
Shelter	38.00	25.3	9.61
Clothing	22.00	8.0	1.76
Fuel and Light	14.00	9.5	1.33
Transportation (Auto bought new)	20.00	21.4*	4.28
Recreation	6.00	10.0	.60
Savings	5.00	**	**
Insurance	12.00	2.6	.31
Sundries & Miscellaneous	35.00	10.2	3.57
Total	$200.00	Av. 12.4	24.87
Annually	$2,400.00	12.4	$298.44

*Also includes license, and gas and oil sales taxes.

**Tax ratio to total time and demand deposits in banks studied was .2 per cent. However, the effect of this tax would obviously not be to increase the savings depositor's outlay, but could only affect him by reducing the interest yield on his savings. The moneys and credits taxes levied by many states are paid directly by depositors, with wide variation in rates and in minimum exemptions.

"After arriving at general tax ratios for the various lines of goods and products represented by the concerns studied," says the report, "further studies were made of individual products in certain lines—in the case of food products, bread, pork, beef, sugar etc. The results of these studies gave an additional series of checks though, necessarily, individual items varied rather widely in some cases from the tax proportions arrived at for the general group of goods."

You'll never recognize 'em, madame, but hidden taxes will account for 8 per cent of what you pay for that dress!

The loaf of bread for which you pay a dime bears in its cost .64 of a cent in hidden taxes, the study disclosed. Beef prices contain indirect taxes amounting to 8.14 per cent; pork prices, 8.04 per cent. A five-pound bag of sugar costs a nickel more than it would if there were no indirect taxes concealed in it.

Rent Boosted by Taxes.

If the man of the house buys a suit of clothes for $25, a portion of that amounting to $2.62 helps clothe the tax collector. If the lady spends $5.00 for a pair of shoes, she will never be happy to learn that she could have bought them for $4.58, were it not for the inevitable taxes.

The great proportion of indirect taxes to residential rental costs was investigated with the aid of real estate companies in 48 cities; records on representative local properties were taken at random from their files.

A total of 7,964 single and multiple family dwelling units were covered by the final averages. These revealed that taxes represented 28 per cent of the current rental rate of the one-family dwellings studied; 19.2 per cent of the rental rates of the duplexes and 13.6 per cent of the rental rates of the apartments.

"The notably lower ratio of taxes to apartment dwellings is due," says the report, "first to the fact that a portion of the apartment rental dollar represents fuel, water, rent, janitor service, etc.; second floor space is more intensively occupied in apartment buildings, and third, apartment rental rates have in general recovered somewhat faster than house rental rates. In many communities, however, tax rates are mounting approximately as fast as rental rates are recovering."

Average Motorist Taxed $48.

The automobile today has passed the stage where it may be classified as altogether a luxury. But it's a free luxury for the tax-grabber; in fact it's soft picking for him. Motorists paid an average of $48 apiece in taxes, direct and indirect, contributing a total of $1,349,000,000 or 10½ per cent of the nation's entire tax revenues during the fiscal year ended June 30, 1937, according to the study.

In a detailed advance estimate, the report sets total federal, state and local tax collections at $12,872,000,000 for the fiscal year just ended. General property taxes contribute $4,718,000,000, and income taxes—federal, state, and local—$2,629,000,000 according to the study, with the owners of twenty-eight million motor vehicles ranking a strong third as a source of revenue.

Gasoline and oil taxes, totaling $884,000,000, make up the bulk of motorists' current tax contribution. Combined federal and state taxes on gasoline average slightly over five cents per gallon, for the country as a whole.

The purchaser of a new low-priced car pays $101 in taxes, direct and indirect, during his first year of ownership, according to the study.

He pays approximately $64 in taxes as a part of the original purchase price, the study shows. This figure includes $3.30 estimated tax content in the freight costs, $14.41 in excise taxes, and numerous direct and indirect taxes which accumulate in material and production costs to an estimated amount of $46.10.

Computations Conservative.

If the motorist operates his car 7,200 miles a season, his gasoline and oil sales taxes will total approximately $23; with an average cost for his new car license of $14.50, a motorist thus contributes some $101.50 in taxes during his first year of ownership.

If, however, the $64 of taxes contained in the original purchase price is averaged down to an annual depreciation basis of $10.42, assuming resale or trade-in at the end of the third year for $350, the motorist's average tax cost becomes $48.14 annually for the three years, the study shows. This figure is computed on the very conservative operating basis of 7,200 miles per season, the report points out.

The owner of a used car in its fourth to seventh year of service contributes an average of $35 annually in taxes, the study shows, if he operates his car a modest 6,000 miles per season.

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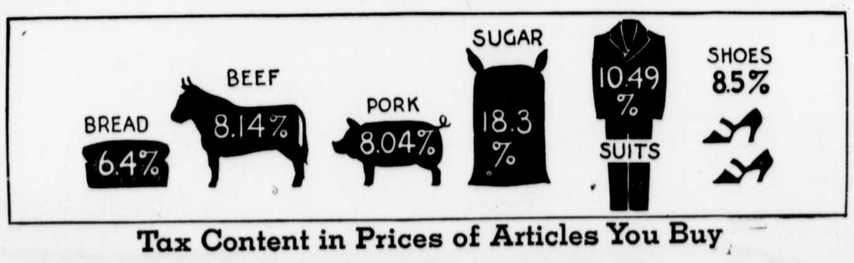

Tax Content in Prices of Articles You Buy

Judge Often Handed Down Humor "From the Bench"

Late Lord Darling Livened Drab Scenes With Pleasantries.

Many are the stories told about Lord Darling—better known as Mr. Justice Darling, "England's wittiest judge"—who died recently. He was a poet, with several published volumes to his credit. But it was his humor "from the bench" that made his name almost a household word.

On one occasion, a talesman claimed exemption from jury duty on the ground that he was completely deaf in the left ear.

"You can go," said Judge Darling, gravely; "I cannot have anyone in the jury box who cannot hear both sides."

During the hearing of another case he was much disturbed by a youth who kept moving about in the rear of the court.

"Young man," he exclaimed, "you are making a good deal of unnecessary noise. What are you doing?"

"I have lost my overcoat and am trying to find it," replied the offender.

"Well," said Darling, "people often lose whole suits in here without all that fuss."

A lawyer who had the misfortune never to have acquired the ability to use the letter "h" (relates Silvain Mayer in his "legal" reminiscences), was engaged before Justice Darling in a case which had relation to a horse. For some time the lawyer kept referring to the animal as "an orse." After a while, Darling looked down and said:

"Was the animal a large horse or a little one?"

"Oh, a little one."

"Then," said the judge, "may we, for the remainder of the case, call it a pony?"

In another case before Justice Darling—in which a Cockney caterer was suing to recover the cost of a picnic luncheon he had provided for a large number of people—the plaintiff waxed highly indignant, under cross-examination, when it was suggested that his sandwiches were mostly "bread and bread," with the ham conspicuous only by its absence.

"I h'am amazed; I h'am surprised; I h'am—," he sputtered.

"That will do!" interrupted Darling. "I suggest that had you been more generous with your hams on another occasion and a little less liberal with them here, you might not have found yourself in this situation!"—Kansas City Star.

Mongols! Madam, Barked Sir Howorth

Sir Henry Howorth was taken aback one day when introduced to a gushing lady who declared that she was so charmed to meet him because she wished to talk to him about her little dog.

"But I know nothing about dogs," he protested.

"Oh, how can you say so," she said, "when you have written books about them?"

"Never, madam, never!"

"But surely," she persisted, "you have written a history of the mongrels?"

"Mongols, madam, mongols!" he barked. "Not mongrels."—London Answers.

Enemies' Sorrows

Could we read the secret history of our enemies, we should find in each man's life sorrow and suffering enough to disarm all hostility.—Longfellow.

Think It Over

BY THE street of Bye-and-Bye one arrives at the house of Never.—German proverb.

People who have half an hour to spare usually spend it with somebody who hasn't.

Dignity is one thing that can't be preserved in alcohol.

Epitaph: He walked on the suicide of the road.

Many have made up their minds what they are going to do if temptation comes their way. They are going to fall.

When one is unimportant, he can attract attention in many noisy ways.

The Cuckoo Clock

No hanging clock has ever attained the popularity of the cuckoo clock among the people of every land.

When this sprightly bird pops out from his little chalet, not only do the youngsters get a thrill, but even the elders take notice of it. There is a fleeting vision of Alpine peaks, lordly pines and babbling mountain rivulets.

The first cuckoo clock was made more than 200 years ago by a village clockmaker in the Black Forest. He was Anton Ketterer, and he was one of the pioneers who started the manufacture in that region. The clockmaker produced everything by hand.

Identifying Houses

Before houses were numbered, London's business streets were lined on both sides by a succession of gay signboards exhibiting an almost infinite variety of blue boars, black swans, red lions, flying pigs and the like. Even with these signs it was often hard to find one's destination, for the signs were often so badly painted that it would have puzzled a naturalist to make out the animal meant.

HERE'S WHY FIRESTONE ALWAYS GIVES YOU SO MUCH
More for your Money

Higher Quality Raw Materials! More Efficient Manufacturing! Lower Distribution Cost!

These All Combine to Give You Extra Values at No Extra Cost

FROM the day of its introduction, the Firestone Standard Tire has more than lived up to its name by setting a new high standard of tire values. Hundreds of thousands of car owners have already bought it because they saw in it more value for their money.

"How does Firestone do it? How can they build so many extra value features into Firestone Standard Tires and yet sell them at such low prices?" The answer is simple — Firestone controls better-quality rubber and cotton supplies at their source, keeps manufacturing costs low by efficient factory methods and sells in such huge volume that distribution costs are held to a minimum. That is why Firestone has been able to give you such extra value features as Gum-Dipping and two extra layers of Gum-Dipped cords under the tread.

Make no mistake about this! The Firestone Standard Tire gives you the blowout protection of Firestone's patented Gum-Dipping process. Its scientifically designed tread gives greater non-skid protection and longer wear. And those two extra layers of Gum-Dipped cords under the tread guard against punctures.

Before you buy ANY tire at ANY price, see today's top tire value — the Firestone Standard Tire. Don't risk your life with thin, worn tires on your Fourth of July trip. Join the Firestone SAVE A LIFE Campaign today. Let your Firestone Dealer or Firestone Auto Supply & Service Store equip your car with a set of new Firestone Standard Tires.

THE GATEWAY TO GREATER TIRE VALUES

TODAY, from the jungles of Liberia, there has arisen a great rubber plantation on which the world's finest rubber is being produced.

From the Firestone-owned and Firestone-developed rubber plantations in Liberia there comes an ever-increasing supply of rubber, bringing greater savings to car owners in the form of extra values at no extra cost.

Firestone STANDARD FOR PASSENGER CARS		HEAVY DUTY			
4.50-21	$9.05	4.50-21	$11.40	4.50-21	$6.35
4.75-19	9.55	4.75-19	11.75	4.75-19	6.70
5.25-18	11.40	5.00-19	12.95	5.00-19	7.20
5.50-17	12.50	Firestone SENTINEL		5.25-18	8.00
6.00-16	13.95	4.40-21	$5.65	Firestone COURIER	
				4.40-21	$5.43
				4.50-21	6.03

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HORNS Their commanding blast compels attention and clears the ways $6.95 pair

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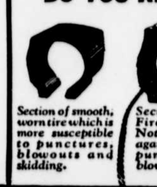
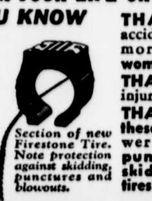
DO YOU KNOW

Section of smooth, worn tire which is more susceptible to punctures, blowouts and skidding.

Section of new Firestone Tire. Note protection against skidding, punctures and blowouts.
THAT last year highway accidents cost the lives of more than 38,000 men, women and children?
THAT a million more were injured?
THAT more than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to unsafe tires?

JOIN THE Firestone Save a Life CAMPAIGN TODAY!

Listen to the Voice of Firestone, Monday evenings over Nationwide N. B. C. Red Network

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