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Introduction

This fifth edition of *The Value of a Dollar*, like its predecessors, is all about practical economy: what things cost and how much money people have to buy them. The economic conditions surrounding the publication of this 2014 edition has everyone—from elected officials to electricians—thinking much more carefully about how to spend their money. With this in mind, the comparative nature of *The Value of a Dollar* is so much more than a fascinating look into the history of our nation’s economy, although it is indeed that. This edition will serve as a valuable study guide to students of American history, economy, and even mathematics. It offers insight into our previous spending habits that could very well guide us into smarter spending in the years to come.

The Value of a Dollar includes actual pricing of thousands of items that consumers purchased from the Civil War to the present, along with facts about investment options and income opportunities. History shows that consumers do not make personal economic decisions based on models, indexes and trends, but on weighed options: the need to pay a home heating bill vs. a desire to buy a new flat screen TV; the short-term pleasure of eating in expensive restaurants measured against the long-term satisfaction of owning an upscale automobile; buying farm fresh produce vs. a fancy cup of coffee.

Pricing is an inexact science. In any given year the same item—a lawn mower, for example—might be sold at widely varying prices at the same store, based on season, availability, retailer’s need for cash, and consumer’s demand. Within the same city the price of a laptop computer, for instance, may vary based on the cost of inventory, overhead, competitive pressures, customer demographics, holiday sales promotions, cash flow or simply the whim

of the owner. While many statistical studies accurately trace wholesale prices, few attempt to define the value of a dollar to the consumer at the point of purchase. The sources of prices reported in *The Value of a Dollar* are the same sources used by consumers at the time: trade cards, newspapers, magazines, catalogues, direct-mail letters and posters. In all, more than 500 sources were used.

SECTION ONE: 1860–2014

The first section of this book is divided into eight chapters, all of which follow a standard format. The first chapter covers the era from the Civil War to 1899, when the groundwork was being laid for a national consumer economy. To some degree, less information is available for that period. For most of this first 40-year span, government statistical gathering was in its infancy, few newspapers (and fewer magazines) carried specific product advertising, and ads for jobs were sparse. Trade cards, a handful of publications, and several government reports served as the primary resources for this period.

All of the subsequent chapters (except the last two) cover 20-year periods: 1900–1919; 1920–1939; 1940–1959; 1960–1979; 1980–1999; **2000–2009**; **2010–2014**. Each chapter begins with a background essay describing the major social and economic forces of the period.

Currency Conversion Charts

Currency Conversion Charts appear at the end of each chapter background. To find out what any item in any year would cost in 2012 (most recent year with reliable comparisons) simply multiply the cost of that item by the dollar amount in the chart. For example, if you know that a man’s shirt cost \$3.00 in 1950, multiply \$3.00 by \$9.53 (per chart on page 246) to

discover that that same shirt would cost \$28.59 in 2012. Each chapter contains price and income reports grouped in five-year subchapters. Each subchapter includes the following elements:

Historical Snapshot

A chronological look at the key economic events and historical happenings. For example: 1910 creation of the Carnegie Corporation; 1933 default of the city of Chicago; 1955 creation of Chase Manhattan Bank; 1979 prime lending bank rate of 14.5%; 1997 30-year mortgage rate of 7%; 2009 price of crude oil at \$46, down from \$100 in early 2008; and 2013 lifting of the ban on women serving in combat.

Selected Income

Here you'll find jobs listed in the want ads of major newspapers and reported in the language of the ad. This section represents the types of jobs available and the wages offered across the country, and allows a view of the job market unavailable in average-wage tables. Until fairly recently, for example, many ads specified the sex, age and race acceptable to the employer. When compiling this section care was taken to include newly created, or trending, jobs, such as advertising copywriters in the 1920s, female factory workers during World War II, a bilingual administrative assistant in 2009, and dietician in 2014.

Consumer Expenditures

A report on per-capita consumer prices of the day nationwide to serve as a benchmark for specific wage and price information. This information, based on reports compiled by the U.S. Bureau of Economic Analysis, is available annually from 1929 to present. Before 1929 it was compiled only for certain years (1909, 1914 and, from 1919, in two-year intervals). Prices listed are minus any taxes, and include a wide range of categories, from clothing to health insurance to religion activities.

Investments

A selection of investment returns compiled from Federal Reserve reports, including a diversified portfolio of common stocks, monitored annually with splits and dividends noted. Dividends were not reported in a standardized fashion

until 1927, and thus annual dividends are not included before that date. Use this section to identify the interest rate roller coaster, and volatility of common stock prices.

Standard Jobs

This section provides a selection of national average wages paid for representative jobs traced annually and based primarily on reports compiled by the Bureau of Economic Analysis. Though job opportunities and wages varied from region to region, this section provides a general guide to the wage-earning capacity of the average American. From Construction to Transit Workers, you'll find annual salaries in about 20 industries, with terms based on both SIC and NAICS codes.

SECTION TWO: PRICING TRENDS

The second section of *The Value of a Dollar* compares the cost of everyday products, services and jobs not only over a specified number of years, but it also shows how those prices compare to today's dollar. **Pricing Trends** uses both bar charts and numeric tables to illustrate, for example, that a first class postage stamp was actually more expensive in 1900 (.49 by today's standards) than in 2007 (.41), and that the salary of the President of the United States is worth considerably less today than in earlier years.

Categorized in 7 main headings from Around the House to Travel & Entertainment, **Pricing Trends** includes 90 products and services, including a bath towel, major league baseball player's salary, 1 pound of butter, hiking boots, airline ticket from NYC to Chicago, and a roll of film.

This fifth edition of *The Value of a Dollar 1860–2014*, with a new 2010–2014 chapter, more images, and new Conversion Charts, is an invaluable research tool for all those researching, or simply curious about, social history: students studying topics that require knowledge about everyday life in America; teachers seeking information to enliven classroom discussions while broadening students' understanding of the quality of

American life; writers who need access to the basic facts of American commerce; business historians seeking data to establish a framework of wage and price information during a specific period; reporters seeking to enhance a story with economic details. *The Value of a Dollar* is for both the user who simply wants to know

what life was like during the time of his or her great-grandparents as well as the serious student engaged in historical research.

In addition to this print book the fifth edition of *The Value of a Dollar* is available as an ebook. For more information, visit www.greyhouse.com

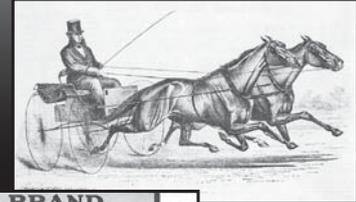
1860–1899

The Age of Endeavor

PRESIDENTS

Abraham Lincoln*	1861–1865
Andrew Johnson	1865–1869
Ulysses S. Grant	1869–1877
Rutherford B. Hayes	1877–1881
James A. Garfield*	1881–1881
Chester A. Arthur	1881–1885
Grover Cleveland	1885–1889
Benjamin Harrison	1889–1893
Grover Cleveland	1893–1897
William McKinley*	1897–1901

* assassinated



Historians disagree about whether the Civil War was a revolutionary stimulus to the American economy, a violent interruption of industrial development, or something in between. It is clear that after the war, business and industry came to dominate American life. The combination of advances in technology, increases in manufacturing capacity, the development of a national system of railroads to transport goods, and the accumulation of capital that allowed the industrial barons of the age to build financial empires, established the United States as a world economic power and transformed Americans into the world's most avid consumers.

Railroads were the nation's pioneer big business. They delivered raw materials to manufacturing centers, finished goods to market, food from the farm to the city, and people to centers of commercial opportunity. From 1865 to 1900 track mileage nationwide increased from 35,000 to 192,556. During the same time the total labor force more than doubled, the amount of capital invested in manufacturing increased tenfold, and the gross national product tripled.

The energy required to drive the industrial boom was enormous. Between 1860 and 1900, the total horse-power generated to meet the needs of the economy increased 500 percent, with railroads and factories accounting for 76 percent of the total by 1900.

By 1890, 25 percent of the world output of coal was mined in the United States. Annual production of crude petroleum went from 500,000 barrels in 1860 to 63.6 million in 1900. With the introduction of electricity in the 1870s a powerful energy source was made available that had relatively little effect in the nineteenth century but profoundly affected consumers in the early years of the twentieth century.

Innovation was significant in the Age of Endeavor. Not only were goods manufactured on a scale unimaginable before the Civil War, but entrepreneurs created new products, and ways to produce them. Between 1860 and 1869, 77,355 patents were issued; by 1899 the number rose to 234,749. The Pullman sleeping car and the Westinghouse air brake expanded the uses of trains. Barbed wire, the wind-powered electrical generator, the hay baler, and the twine binder revolutionized farm life; the telephone, typewriter, cash register, and adding machine contributed mightily to the development of commerce.

Despite the financial promise of the Age of Endeavor, the economy was unstable, due partly to irresponsible speculation but more generally to the stubborn adherence of the federal government to a gold standard as the basis of value for currency. Prices went into a steady decline after the Civil War, reaching bottom with the Panic of 1893, and only then beginning

HISTORICAL SNAPSHOT

1860–1899

1860

- ◆ Abraham Lincoln elected president with 40 percent of the popular vote
- ◆ U.S. cotton exports equal \$192 million of the nation's export total of \$334 million
- ◆ John D. Rockefeller enters the oil business
- ◆ Elizabeth Cady Stanton urges women's suffrage in an address to a joint session of the New York State Legislature
- ◆ Oneida Community grosses \$100,000 from the sale of the Newhouse animal trap
- ◆ First Pony Express Riders deliver mail from St. Joseph, MO, to Sacramento, CA, in ten days; Rates range from \$2 to \$10 per ounce, depending on distance
- ◆ Palmolive Soap created using a new soap-milling machine demonstrated at the St. Louis Exposition
- ◆ New York's Tiffany & Co. sells a pearl necklace for \$1 million
- ◆ Checkered Game of Life board game is introduced by Springfield, MA, lithographer Milton Bradley
- ◆ U.S. population reaches 31.4 million, double its 1840 level

1861

- ◆ Ten Southern states secede from the Union
- ◆ Civil War begins when Fort Sumter, in Charleston Harbor, SC, is fired upon
- ◆ New York's Bellevue Hospital Medical College is established
- ◆ Louis Pasteur refutes the idea of spontaneous generation and advances germ theory
- ◆ Congress levies first U.S. income tax; law taxes incomes in excess of \$800 at the rate of 3 percent
- ◆ U.S. banks suspend payments in gold
- ◆ MIT, University of Colorado, University of Washington founded
- ◆ I. M. Singer sells more sewing machines abroad than in America, has profits of \$200,000
- ◆ John Wanamaker opens a Philadelphia menswear shop, becomes pioneer of fixed-price sales

- ◆ Elisha G. Otis patents a steam-powered elevator
- ◆ The McCormick reaper sells for \$150, up from \$100 in 1849
- ◆ Baltimore canner Isaac Solomon reduces the average processing time for canned goods from 6 hours to 30 minutes using calcium chloride

1862

- ◆ Homestead Act provides 160 acres, free to settlers of western land
- ◆ Western Union's telegraph forces Pony Express into bankruptcy
- ◆ John Hancock Life Insurance Company founded
- ◆ Land Grant Act funds land grant college for the education of farmers
- ◆ Beer taxed at \$1 per barrel to finance war effort

1863

- ◆ President Abraham Lincoln's Emancipation Proclamation takes effect, frees nearly 4 million slaves
- ◆ Government guarantees Central Pacific and Union Pacific Railroads \$16,000 for every mile of track laid, \$48,000 per mile through mountains
- ◆ Boston College founded
- ◆ Travelers Insurance Company created to insure accidents
- ◆ Bay Sugar Refining Company starts in San Francisco

1864

- ◆ Ulysses S. Grant given command of Union Army
- ◆ Inflation devalues Confederate currency to \$4.60 per \$100
- ◆ The University of Kansas and University of Denver formed
- ◆ George M. Pullman and Ben Feld patent railway sleeping car
- ◆ U.S. wheat prices reach \$4 per bushel
- ◆ European immigrants pour into U.S. for Homestead Act free land and factory jobs left vacant due to the war

1865

- ◆ Civil War ends and President Lincoln assassinated; War claims a total of 360,222 Union men, 258,000 Confederate

- ◆ Union Pacific Railroad construction reaches Kansas City
- ◆ Inflation reduces value of Confederate money to \$1.76 per \$100
- ◆ Linus Yale patents Yale Lock
- ◆ W.R. Grace & Co. formed to engage in South American trade

1866

- ◆ Prices begin rapid rise following war
- ◆ Tin can with a key opener is patented
- ◆ Breyer's Ice Cream founded
- ◆ Jack Daniel's Tennessee Sour Mash Whiskey introduced
- ◆ Nebraska admitted to Union

1867

- ◆ French engineer George Leclanche invents first practical dry-cell battery
- ◆ Pacific Mail Steamship Company begins service from San Francisco to Hong Kong
- ◆ University of Illinois and University of West Virginia founded
- ◆ More than half of all U.S. working people employed on farms

1868

- ◆ House of Representatives votes to impeach President Andrew Johnson
- ◆ Navajo chiefs forced to sign treaty establishing 3.5-million-acre reservation
- ◆ Metropolitan Life Insurance Company founded under reorganization of National Travelers Insurance Company
- ◆ Rand McNally & Co. founded
- ◆ U.S. wheat prices fall to 67 cents per bushel
- ◆ Tabasco sauce introduced by Edmund McIlhenny

1869

- ◆ Union Pacific Railroad and Central Pacific reduce New York to San Francisco travel time from three weeks to eight days
- ◆ Wall Street suffers first "Black Friday," ruining many small investors

SELECTED INCOME 1860–1899

Job	Source	Description	Pay
Actor	Philip B. Kunhardt, Philip B. Kunhardt III, and Peter W. Kunhardt, <i>P.T. Barnum, America's Greatest Showman</i> (1995)	Three-year contract of Commodore George Washington Morrison Nutt with P. T. Barnum Circus, beginning in 1862	\$30,000
Circus Owner	Kunhardt, <i>P. T. Barnum, America's Greatest Showman</i> (1995)	Annual income of P. T. Barnum in 1879	\$87,850
Composer	Edwin S. Grosvenor and Morgan Wesson, <i>Alexander Graham Bell</i> (1997)	Payment to Richard Wagner to compose the patriotic <i>Centennial March</i> for the International Centennial Exhibition in 1876, staged in Philadelphia to celebrate the signing of the Declaration of Independence	\$5,000
Golfer	Vincent Tompkins, ed., <i>American Eras: Development of the Industrial United States, 1878-1899</i> (1997)	Purse to Horace Rawlins in 1895 for winning first U.S. Open	\$150 and Gold Medal worth \$50
Photographer	James D. Horan, <i>Mathew Brady: Historian with a Camera</i> (1965)	Payment to Mathew Brady by Congress in 1875 to purchase his collection of historical and war photographs; the famous photographer was in bankruptcy and forced to sell his life's work (valued at more than \$150,000)	\$25,000
Photography Retouching	<i>San Francisco Examiner</i> (1895)	Ladies, training provided	\$10/wk
Political Cartoonist	J. Chal Vinson, <i>Thomas Nast, Political Cartoonist</i> (1967)	Annual salary of Thomas Nast at <i>Harper's Weekly</i> in 1871; Nast turned down a \$50,000 bribe to leave publication from William Marcy "Boss" Tweed	\$5,000
Teacher	Robert A. Margo, <i>Race and Schooling in the South</i> (1990)	Average annual income of black teachers in Alabama in 1890	\$255
Teacher	Margo, <i>Race and Schooling in the South</i> (1990)	Average annual income of white teachers in Alabama in 1890	\$215

INVESTMENTS 1900–1904

Investment	1900	1901	1902	1903	1904
Basic Yield, One-year Corporate Bonds	3.97	3.25	3.30	3.45	3.60
Short-term Interest Rates, 4–6 Months, Prime Commercial Paper	5.71	5.40	5.81	6.16	5.14
Basic Yield, Common Stocks, Total	4.50	3.85	3.71	4.65	4.18
Index of Common Stocks (1941–1943=10)	6.15	7.84	8.42	7.21	7.05

COMMON STOCKS, CLOSING PRICE AND YIELD, FIRST BUSINESS DAY OF YEAR

Allis Chalmers (Inc. 5/7/01)				82 ¹ / ₈	50
AT & T (5/15/00 first date of issue)		93	96	163	126
American Tobacco (Inc. 10/19/04)					
Anaconda (Inc. 6/18/1895)	40 ¹ / ₂	48 ⁵ / ₈	30 ⁵ / ₈	99	76
B & O (Chartered 1827)	58 ³ / ₄	85 ⁷ / ₈	108 ¹ / ₈	101	78 ¹ / ₂
Bethlehem Steel (Inc. 12/10/04)					
Corn Products				30 ¹ / ₂	17 ¹ / ₂
General Electric (Inc. 4/15/1892) (66 2/3% stock dividend, 6/25/02)			282	183	170 ¹ / ₂
Intl Harvester (Inc. 8/12/02)					
National Biscuit (Inc. 2/3/1898)	90 ¹ / ₄	41 ³ / ₄	43 ¹ / ₄	45 ¹ / ₈	36
US Steel (Inc. 2/25/01)			43	36 ⁷ / ₈	11 ³ / ₄
Western Union (Inc. 4/1/1851 as NY & Mississippi)					
Valley Printing Telegraph Co.; name changed to Western Union in 1856)	84 ³ / ₄	83	92 ¹ / ₂	88 ³ / ₄	86



SELECTED PRICES 1900–1904

Item	Source	Description	Price
Alcohol			
Whiskey	<i>The New Orleans Picayune</i>	White Line Whiskey	\$3.50
	(1903)	Gallon	\$1.00
Whiskey	<i>Atlanta Constitution</i>	Golden Grain; a whiskey that will make good with all who know good whiskey	\$1.00/quart
Wine	<i>Atlanta Constitution</i>	Zinfandel; 12 quarts	\$5.00/case
Apparel, Children's			
Hat	<i>The New Orleans Picayune</i>	Children's lawn or straw hats, trimmed worth \$0.98; Special	\$0.49
Hosiery	<i>Ladies' Home Journal</i>	Black Cat; serviceable five-thread hose for boys; fine mercerized hose for girls	\$0.35/pair
Overcoat	<i>Yorkville Enquirer</i>	Boy's, 6 to 12 years; best quality	\$2.50
Play Suit	<i>Ladies' Home Journal</i>	Little Tudor; a complete top-to-toe garment	\$0.50
Silk Bonnet	<i>Southern Christian Advocate</i>	60 Children's silk bonnets; reg \$1	\$0.50
Suit	<i>New York Times</i> (1901)	Three-piece; a camera free with every suit; reg \$5	\$2.98
Underwear	<i>The State</i>	Jersey ribbed, fleeced, lined vests and pants	\$0.15
Apparel, Men's			
Hat	<i>New York Times</i> (1901)	Alpines and derbies	\$3.49
Heel Cushions	<i>Ladies' Home Journal</i>	<i>Gilbert's</i> ; make yourself taller; worn inside the shoe; 1/2"	\$0.25
Overcoat	<i>New York Times</i> (1901)	Spring weight	\$6.50
Shirt	<i>New York Times</i> (1901)	Madras, open back and front, two detached cuffs	\$0.94
Shirt	<i>Sears, Roebuck</i>	French percale; fast colors, yoke back, pearl buttons	\$0.40
Shoes	<i>New York Times</i>	<i>W. L. Douglas</i> ; My large business permits me to buy the high-grade leathers used in \$5 shoes	\$3.50
Shoes	<i>Greenville News</i>	Satin calf	\$0.93
Suit	<i>The State</i>	<i>Fitzmaurice</i> ; sack business suit; worn by most business men of your acquaintance	\$8.50
Suspenders	<i>Harper's Monthly Magazine</i>	President suspenders make walking easy; the "give and take" principle; metal trimmings cannot rust.	\$0.50 to \$1.00

STANDARD JOBS 1910–1914

Job Type	1910	1911	1912	1913	1914
Average of All Industries, excl. farm labor	\$630/yr	\$629/yr	\$646/yr	\$675/yr	\$682/yr
Average of All Industries, incl. farm labor	\$574/yr	\$575/yr	\$592/yr	\$621/yr	\$627/yr
Bituminous Coal Mining	30¢/hr	31¢/hr	32¢/hr	32¢/hr	32¢/hr
Avg hrs/wk	51.60	51.60	51.60	51.60	51.60
Building Trades, Union Workers	52¢/hr	53¢/hr	54¢/hr	56¢/hr	57¢/hr
Avg hrs/wk	45.20	45	45	44.90	44.70
Clerical Workers in Mfg. & Steam RR	\$1156/yr	\$1213/yr	\$1209/yr	\$1236/yr	\$1257/yr
Domestics	\$337/yr	\$343/yr	\$350/yr	\$357/yr	\$355/yr
Farm Labor	\$336/yr	\$338/yr	\$348/yr	\$360/yr	\$351/yr
Federal Civilian	\$1096/yr	\$1133/yr	\$1140/yr	\$1169/yr	\$1197/yr
Federal Employees, Executive Depts.	\$1108/yr	\$1116/yr	\$1128/yr	\$1136/yr	\$1140/yr
Finance, Insurance & Real Estate	\$1301/yr	\$1355/yr	\$1338/yr	\$1349/yr	\$1368/yr
Gas & Electricity Workers	\$622/yr	\$648/yr	\$641/yr	\$661/yr	\$651/yr
Lower-Skilled Labor	\$506/yr	\$496/yr	\$521/yr	\$536/yr	\$492/yr
Manufacturing, Payroll	19¢/hr	19¢/hr	20¢/hr	21¢/hr	21¢/hr
Avg hrs/wk	59.80	59.60	59.30	58.80	58.30
Manufacturing, Union Workers	40¢/hr	41¢/hr	42¢/hr	43¢/hr	44¢/hr
Avg hrs/wk	50.10	49.80	49.50	49.20	48.80
Medical/Health Services Workers	\$338/yr	\$352/yr	\$352/yr	\$357/yr	\$366/yr
Ministers	\$856/yr	\$802/yr	\$879/yr	\$899/yr	\$938/yr
Nonprofit Org. Workers	\$715/yr	\$763/yr	\$784/yr	\$802/yr	\$837/yr
Postal Employees	42¢/hr	43¢/hr	44¢/hr	45¢/hr	46¢/hr
Avg hrs/wk	48.00	48.00	48.00	48.00	48.00
Public School Teachers	\$492/yr	\$509/yr	\$529/yr	\$547/yr	\$564/yr
State and Local Govt. Workers	\$699/yr	\$712/yr	\$724/yr	\$779/yr	\$788/yr
Steam Railroads, Wage Earners	\$677/yr	\$705/yr	\$721/yr	\$760/yr	\$795/yr
Street Railway Workers	\$681/yr	\$685/yr	\$674/yr	\$704/yr	\$737/yr
Telegraph Ind. Workers	\$649/yr	\$670/yr	\$669/yr	\$717/yr	\$742/yr
Telephone Ind. Workers	\$417/yr	\$419/yr	\$438/yr	\$438/yr	\$476/yr
Wholesale and Retail Trade Workers	\$630/yr	\$666/yr	\$666/yr	\$685/yr	\$706/yr



MISCELLANY 2011–2013

Safety on the Home Front, The Latest News From The American Academy of Pediatrics

Just eight weeks before the tragedy in Newtown, Connecticut, the American Academy of Pediatrics (AAP) called for new community safety efforts and gun control legislation. But the buck does not stop on Capitol Hill or the offices of your local school district. It's important for parents to make similar steps in their own homes. Did you know that a three-year-old has the finger power to pull the trigger of a gun? That's scary, especially since more than a third of American families own guns, and many of them are stored loaded and unlocked. Firearms-related injuries are one of the top three causes of death in children.

"Young children are curious and are often unable to remember to follow safety rules," said Marion Burton, M.D., a past president of the AAP. "Older children and teens naturally tend to be moody and impulsive. When you combine these traits with access to guns, the consequences can be tragic and permanent."

Parenting, March 2013



Open the Door and Let 'em In, The Opponents of Immigration Reform Are Hampering the Economy—and Hurting All of Us

From an economic standpoint, the battle over immigration reform has always been utterly baffling to me. Immigrants, or the children of immigrants, founded 40 percent of the country's Fortune 500 firms and untold millions of smaller businesses. They are the key reason the U.S.'s population growth, and thus its economic growth,

is predicted to be higher than that of most of the rest of the rich world over the next couple of decades. Immigrants are the difference between an economy growing at a healthy 3 percent rate and a sluggish 2 percent. Why wouldn't we want to get as many of them as we can get?

Sadly, many House Republicans, who have been debating the issue in recent days, don't agree. That means the Immigration Reform bill that passed the Senate with bipartisan support a few weeks ago is likely to be scuppered. Conservatives continue to insist that creating a job path to citizenship for undocumented immigrants would unleash a torrent of new low-skilled workers from Mexico that would drive down U.S. wages.

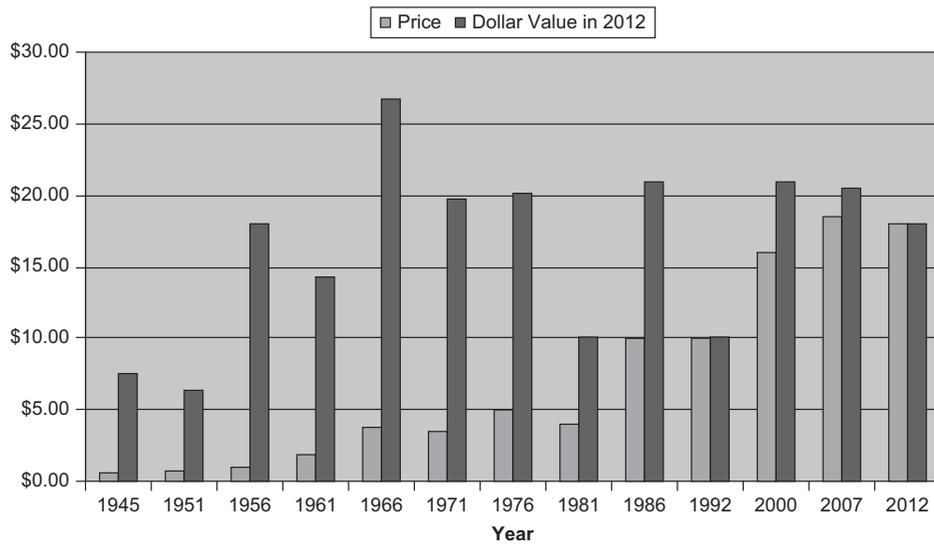
The truth is that the net flow of immigrants from Mexico into the U.S. has been slowing for a decade. It has now essentially stopped and is likely to reverse later this year, with the number of Mexicans returning home from the U.S. exceeding the number crossing over to America. Increased border patrols and tougher U.S. laws have clearly played a part, but a more important reason is that the economic calculus of immigration has changed. The recession hurt prospects in the U.S. Meanwhile, a booming Mexican economy and better educational and job opportunities in Mexico have led many Mexican immigrants—who make up 28 percent of the native-born population of the U.S.—to go home.

Time, July 22, 2013



AROUND THE HOUSE

Bath Towel



	1945	1951	1956	1961	1966	1971	1976	1981	1986	1992	2000	2007	2012
Price	\$0.59	\$0.72	\$0.98	\$1.86	\$3.77	\$3.48	\$4.99	\$3.99	\$9.99	\$10.00	\$15.99	\$18.50	\$18.00
Dollar Value in 2012	\$7.53	\$6.36	\$18.00	\$14.28	\$26.72	\$19.73	\$20.13	\$10.08	\$20.93	\$10.08	\$20.93	\$20.49	\$18.00

For Pearly White Teeth

Use Dr. Graves Unequaled Tooth Powder

nobody loves you

IF IT'S KISSIN' YOU'RE MISSIN' TWICE A DAY... AND BEFORE EVERY DATE... USE COLGATE DENTAL CREAM

When you have Bad Breath!

Its salty tang
THE SATURDAY EVENING POST

WHAT?
Tooth Powder in a Tube!

ANYWAY, IF I'M BEIN' WASHED OUT, I GOT A RIGHT TO KNOW WHY!

BUT BUCK HONEY, A GIRL JUST CANT TELL A FELLOW TO SET A COURSE FOR HIS DENTIST'S -FOR A THOROUGH BREATH OVERHAUL!

like paying
99¢

More than 1/4 POUND of tooth paste in the double size tube - 40¢
Regular size tube, 25¢

LISTERINE TOOTH PASTE
LAMBERT PHARMACEUTICAL COMPANY
25¢

The quality dentifrice at the common sense price

Listerine ad with "What? Tooth Powder in a Tube?" (1937). Clockwise from Cupid in the top right: Rubifoam at 25 cents (1895); Listerine toothpaste at 25 cents (1933); mom showing daughter the benefits of brushing with Colgate in ad that offers "proof but no price (1950); wife doting on lounging husband for Ipana toothpaste (1933); Listerine toothpaste at 40 cents a quarter pound (4 ounces) for the "double size" or 25 cents regular size (1937); 99 cents for Colgate (2013); Dr. Graves tooth powder in 25 cent and 50 cent sizes; Pebecco toothpaste (1928); Colgate with "if it's kissin' that you're missin'" (1942) and Colgate cartoon ad with a sailor and gal (1944).