Opinion

U.S. cars: are higher prices the answer?

If you think you understand how the economic laws of supply and demand work, consider this: When the US auto industry posted its rebate program in early March, sales flourished. Then, when the industry reduced its cash-discount program, sales plummeted 17 percent. So what does industry leader General Motors do? It boosts its price an overall average $351 per unit, or 3.5 percent, the fourth price hike on GM's 1981 model year cars. Every GM car will thus go up in cost by at least $100.

It does make one wonder whatever happened to the old free-market system.

The new GM rate hike, coming at a time when the industry is pressuring Washington to reduce Japanese imports, raises troubling questions about the ability of Detroit to show the leadership needed to restore its competitive primacy in the face of major challenges from overseas competitors — and from a car-buying public shopping for the most fuel-efficient car at the best price.

That the industry is in trouble need hardly be recounted here. Suffice it to note that for at least 18 months now Detroit manufacturers have been economically pummeled, losing $4.2 billion in 1980 alone. While some car analysts believe that industry-giant GM will show a profit for the first quarter of 1981, the other auto manufacturers may well post losses.

For that reason the new deregulatory steps just announced by the Reagan administration should help ease some pressures on the industry as it goes forward with its multibillion-dollar retooling plans to convert from large to small cars. But the deregulatory steps (which will save the industry $1.4 billion in capital costs over the next five years) will not by themselves sell cars. Nor will they solve many of the deeper problems of the industry, including high wage scales and management costs in some firms.

The administration proposes easing or scrapping some 34 safety and air-quality regulations. This adds up to the first significant pullback from increasing regulation of the industry over the past decade and signals the Reagan administration's intent to let market forces, rather than the federal government, guide Detroit in its response to competition.

However, if the administration and Congress press ahead with deregulation, Detroit cannot logically at the same time ask for import restraints. In other words, the industry should accept federal regulation, which will ensure the fuel efficiency and other safety and emission standards necessary for Detroit to compete worldwide. Or, alternatively, it should compete head on with imports and let market competition bring about better fuel efficiency and higher safety standards. Otherwise, the public is left victim to repeated price increases, without assurance that US cars are ever changed to meet optimum fuel and emission standards.

While it would be unwise for the US to retreat from enforcement of its overall emission and mileage standards, the basic thrust of the newly announced regulatory pullbacks seem reasonable. They include, for example, eliminating stringent emission standards that would have applied to all cars by 1984 but are specifically designed for exhaust emissions for cars in high altitude areas. The savings from scrapping the regulation, which would require congressional approval, are reckoned at $1.3 billion over five years. There may be more question, however, about scrapping or modifying bumper-crash worthiness or passive restraint standards. Would any short-term savings be lost in higher accident and insurance costs? As far as passive restraint systems are concerned, while there are technical problems still to be resolved with the air bag, there is little dispute about the effectiveness of shoulder straps and other belt-harness mechanisms. The harness on some Volkswagen models, for example, runs around $80, hardly exorbitant when safety is considered.

On the other hand, will drivers deactivate restraint systems? And changing bumper standards (to make them lighter) could save fuel.

In justifying their recent price hikes, GM officials say that they will be required to raise $40 billion through 1984 to retool their plants. Also, that they posted a loss in 1980 and that they have recently slashed their dividend to stockholders. Surely the nation's premier US automaker must be enabled to earn the profits necessary to ensure its future well-being. But in the end it is not the accumulation of mere dollars that will enable the industry to survive — but whether it can put its labor and management house in order and turn out a well-built, price-competitive car. That, after all, was how Henry Ford himself did it, and he was the one who set the US industry on course. Getting back on course is now Detroit's real challenge.

— The Christian Science Monitor

Guest Editorial

Your part in curbing inflation

By Ray Mackey, President
Kentucky Farm Bureau

Last November President Ronald Reagan was elected by a landslide.

He was given a clear mandate from the people to curb inflation by reducing taxes.

The tax cuts, the people said, must be accompanied by reduced spending. The two must go hand-in-hand to avoid larger federal deficits, and the now familiar creation of more money by the federal government to cover the deficit gap.

Now it is April and the will of the people, expressed so articulately at the ballot box in November, is in jeopardy.

Instead of the voice of the people, we are hearing — again and again — the special pleadings of powerful Washington spenders.

We are seeing a last ditch stand of tax spending agencies and a horde of politicians trying to hang on to the tax funded empires they have built for themselves — with our money.

The big spenders are going to the trenches with all of their heavy artillery, where they seek to reinflate the new budget before our very eyes.

They would hold our nation on the same course of economic disaster that caused the people to turn to a new president last November.

Unless the Administration and its allies in Congress are able to curb spending and entitlement programs now, the big spenders will again prevail.

The will of the people is in danger of being reversed. But it's not too late, if we act now.

We have a chance to see at long last some significant action to reduce taxes, curb spending, eliminate excess regulations and reform monetary policy to bring the supply of money and credit back in balance.

The people who are trying to hold back the spenders and revitalize the economy — namely President Reagan, his administration officials and sympathetic members of Congress — need to know they have your support.

Kentucky farmers — the leaders and members of our Farm Bureau organization — have asked repeatedly for Congress to adopt policies that would reduce inflation. These same farmers now strongly support Mr. Reagan's program as the most sensible approach for economic recovery put forward to date.

We urge that you set aside political party allegiances and communicate your support of reduced spending and taxes to your representatives and senators, and to the White House itself.

When the Easter Congressional recess is over later this month, deliberations on these important matters will intensify. Now is the time for your input. Tell your elected leaders that you expect them to stand firm against the efforts of the big spenders.

Tell them you would like to reduce the amount of your money going to Washington, and increase the portion that stays in your pocket.

Tell them you will remember next election if they cast their votes with the taxers and spenders — or with you.

"Wonders are many, and none is more wonderful than man." Sophocles

Down Memory Lane

Conley catches five-pounder

Thursday, April 20, 1961

The Department of Parks has nearly completed plans to build a swimming pool in Blue Licks Battlefield State Park, Gov. Bert Combs announced recently.

The Townsend Dry Cleaning business, located on West Main Street, was sold Friday to Misses Edith and Jewel Ishmael of Tunnel Hill.

Mrs. Clarine Lynam, employee of the Nicholas County school lunch program for 15 years, was the alternate winner in the recent contest sponsored by the Kentucky School Food Service Association, to which she submitted a 500-word essay about the benefits of membership in the Association.

The Nicholas County Future/Farmers of America held their annual father-son banquet and elected officers: Paul Judge, president; Keith Hildreth, vice president; Bobby Joe Ritchie, secretary and treasurer; Bud Ledford, reporter.

Warren R. Fisher, editor and publisher of **The Carlisle Mercury**, attended the spring meeting of the Executive Board of the Kentucky Press Association held at Jamestown on Lake Cumberland.

BORN — To Mr. and Mrs. Clarence Jackson a daughter, Brenda Lee, April 11 at the Nicholas County Hospital. — To Mr. and Mrs. Albert Matthews a son, Ricky Allen, April 12 at Nicholas County Hospital.

DIED — Matthew F. Taylor, 46, Wednesday. — Thomas Lee Jackson, infant son of Clarence and Mary Lou Jackson, Tuesday at the Nicholas County Hospital. — Mrs. Mary Allen, 82, Wednesday at a Lexington nursing home. — Mrs. Arta G. Insko, 74, Thursday at the Nicholas County Hospital. — Mrs. Nancy Jane (Macie) Linville, 87, Sunday at the Bourbon County Hospital. — Mrs. Mary Lou Atherton, 51, Monday at Evansville, Ind. — Mrs. Lizzie Deel Vice Reid, 94, Monday at King Nursing Home in Eminence. — Mrs. Elizabeth Barbee Wallace, 90, Monday at the home of her daughter. — Mrs. Fannie Lamb Franklin, 69, Wednesday at the Good Samaritan Hospital in Lexington.

Thursday, April 17, 1941

At a recent meeting of the Fiscal Court, a quarry site containing about four acres was purchased from A.K. Hostetler and wife. It is located a short distance from Carlisle, near the Moorefield road. Also purchased after received bids, a caterpillar engine and rock crusher to be used by the county.

Bill Conley holds the record so far this season for the largest fish caught, a bass weighing five pounds and six ounces, and taken from the reservoir.

J.W. McClanahan of the Myers section, was taken to the St. Joseph Hospital, Lexington, Friday afternoon after he suffered a broken leg above the knee, when a horse kicked him.

Three-year old Billy Gibson was injured fatally Saturday when struck by an automobile at Myers Station driven by Henry Letcher, of Pleasant Valley. The child's mother, Mrs. June Fuller Gibson of Harrodsburg, who witnessed the accident, exonerated Mr. Letcher of all the blame.

Harry Kennedy, present county treasurer, was unanimously re-elected county treasurer for a new term of four years which began April 1.

MARRIED — Miss Beatrice White, 21, and Woodrow Smilson, 24, both of Lexington, Saturday, April 12. — Miss Ruth Alice Myers, of Nicholas County, and Courtney Gumm, of Compton, at Paris, Dec. 15. — Miss Jean Feeback of Harrison County and Arlie Lee Gray of Myers at the bride's home Saturday afternoon at 5 o'clock.

DIED — Lloyd C. Frakes, 69, a native of Bracken County, Monday at his home on the Jackstown-Little Rock Pike near Paris. — Mrs. Rosa Lee Hinton, 49, wife of James Hinton, Thursday at her home near Paris. — William Berry McKee, 73, of the Myers section, Friday at the Johnson Memorial Hospital. — Mrs. F.O. Kelley, last Monday in Cincinnati, according to word received by her aunt, Mrs. James Allison, near Headquarters.

An editor's random thoughts . . .

By Warren R. Fisher Sr.

"Youth, large, lusty, loving —
Youth full of grace, force, fascination!
Do you know that Old Age may come after you, with equal grace, force, fascination?"

Here's hoping Whitman was right. For a certain radio program came as a decided shock the other night to one who is not anywhere near that Byronic age where one "calls his old debts in...to square the accounts of evil and find a deuced balance with the devil." No indeed, not even of middle age, in these bowling days, when no difference is to be noted between Grandma and Fanny the Flapper, both going yon and at street level, except that one is "sure that she wears cen" in the case of both.

But here came that program, "for the old folk," as the announcer put it, in the exuberance and ignorance of his youth — "Comrades" and "Rosie O'Grady," "Little Annie Rooney" and "After the Ball." And waves of memory poured in with the ether waves. Lord, how they poured! and for a moment swamped one secure in his conviction that a man is only as old as he feels, so long as he keeps away from mirrors in the morning and doesn't rush in where angels fear to tread and attempt to dance with the jeune fille of these quick stepping days. They were quiet memories, but more exciting somehow than the most barbaric jazz that ever had its birth in the beat of Congo tom-toms. And that's a bad sign for the case we would make for sainted youth.

"Comrades, comrades; ever since we were boys.
Sharing each other's sorrows, sharing each other's joys."

Barefoot boys idling along a winding branch; riding an old fat mare that wagged her ears with the rhythm of her runnin' walk. The long, long dreams of youth. Some day men might fly like birds. Huh! "On eagles wings and light on daddy's woodpile", that's what they'd do! And this fool talk of a horseless carriage — daggonit! I'd take a good trottin' mare and a Moyer runabout every time. Yes sir, I would!

"Sweet Rosie O'Grady I used to know;
She's my pretty lady — O, everyone knows;
And when we are married, so happy we'll be
For I love sweet Rosie O'Grady,
And Rosie O'Grady loves me!"

Folks with tubes in their ears and wearing silly expressions hearing of the saccharine charms of the Irish Rosie by way of Edison's graphaphone. Would wonders never cease? Some said the Wizard was going to make a record that wouldn't scratch, a flat record that needn't be lifted with two fingers splayed out inside and wrapped carefully in cotton. No telling. Why, you could reproduce your own voice, though the resultant performance might give your descendants a weird idea of grandpa's vocal powers. Still, these inventors couldn't do everything. A lot of fool talk and prophesying some folks did.

"It won't be a stylish marriage;
I can't afford a carriage —
But you'll look sweet upon the seat
Of a bicycle built for two."

These "safeties" sure were the thing and now they were making "tandems" and you could take your girl on the front seat and "burn the wind." (That was before the day of "making time.") But the fool contraptions scared horses, people said, and some young smart alecs wouldn't stop and pull off to the side of the road. They made boys hump-shouldered, the oldsters claimed, but goeha' mighty! didn't a pneumatic tire ride easy, after you'd gotten used to an old iron wheel velocipede? Youth and progress were in accord in the roaring nineties, as always and forever.

"Kissing my sweetheart, as only lovers can...
Down fell the glass, pet, broken — that's all —
Just as my heart was after the ball!"

One looked on, while "bright lights were gleaming in the grand ball room." It was a little devilish, to dance, in our community, even the graceful measures of that poetry of motion, the waltz. Devilish, though one stood a yard removed from his partner and muffled all tactile sensation with a handkerchief, where the right hand touched the whalebone. And the boisterous gallop of that newfangled dance, the two-step. Well, hellish it was, quoth the oldsters, and the youngsters, themselves, dallied with this sinful lope cautiously.

Hohum! Not so long ago, not so long ago. But long enough, the Lord knows! Dadblast radio programs reminiscent, anyhow! They leave the receiving set of memory tuned in afterward. For an hour after that program, memory wouldn't quit receiving. Mercy on us! where did they all come from?

Kathleen, mavourneen, the grey dawn is breaking; the horn of the hunter is heard on the hill...white wings that never grow weary; I'll spread out my white wings and sail home to thee...my Pa owns a billygoat farm; keeping billygoats ain't no harm — tararara boomdeay! tararara boomdeay!...the World's Fair, the only one ever, at Chicago, the lagoons, the Midway, waiters beating boomdeay on their tin waiters...wide straw sailors, with a black cord to hook to one's lapel...the whaleback steamer, wheel chairs...but no automobiles, only whisperings of a "horseless carriage."

And one's son talks of airplanes and riding in the contraptions with as much insouciance as one thought of mounting the narrow seat of a Columbus buggy and dangling a left foot out with nonchalant self-consciousness, in the days of the linen duster.

Old age? Dum vivamus vigilamus! Which, if our paltry knowledge of the language is no worse than it was in the "mauvee decade," is one way of saying "while we live let's keep awake." Charles Henry Webb, who was born in 1834 and died in 1905 puts it into verse:

"Friends I have had both old and young.
And ale we drank and songs we sung.
Enough you know when this is said,
That one and all, they died in bed.
In bed they died and I'll not go
Where all my friends have perished so."

And so it is, that at midnight, one with whom memory has been playing strange and sentimental pranks, shuns bed and manufactures this editorial space-filler.

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Letters from our readers

To The Carlisle Mercury:

Recently I was asked by my minister to write a news article about Rev. Paul Neal, a native of Nicholas County, who was scheduled to conduct a revival here. The article was not intended to serve as free publicity for the revival as a sizable ad had been purchased for this purpose. I contacted your office, told of my intentions and asked if such an article would violate any policies concerning solicitation of free advertising for the church.

I spent several hours researching information provided to me, contacting members of Mr. Neal's family, talking with his mother, gathering information that I felt would give my story some history and human interest.

To my disappointment I found the article that made its way to the back page of the **Mercury** was very BORING. Much of what I had written was omitted, the article read like an obituary.

I don't profess to be a journalist, I expect corrections and deletions from the articles I submit but I feel your excessive editing of such articles discourages creative writing and makes for very dull reading.

I'm not suggesting my articles merit front page coverage or special consideration but I do think Rev. Neal deserves more interesting publicity from his hometown newspaper or at least equal to that of Jack Arnold, Charles T. Manatt and a 56-foot sloop named the Dee of St. Mary's.

Signed:
Judy Judge

To The Carlisle Mercury:

Farm Bureau is strongly in support of President Reagan's four-point plan for economic recovery. Our members have, for at least the past 25 years, been calling for inflation-fighting cuts in federal taxation and spending. More recently, farmers have urged a reduced federal regulatory presence and a balanced monetary policy.

As you know, Farm Bureau in Kentucky and nationwide is a non-partisan organization of farmers, working for the best interests of agriculture. We applaud President Reagan's avowed intent to trim federal taxing and spending, and our only criticism is that he's not going far enough. In fact, we are asking Congress to go the President one better and enact further spending reductions, particularly in the area of indexed entitlement programs. We also believe he should strive to balance the federal budget immediately.

But we recognize political realities, and we praise the new President as the first White House occupant in modern times to seriously attempt to control government growth. In that light, we are in full support of his program, and we are asking Congress to approve the fiscal package in its entirety.

Consideration of the Reagan proposals will intensify following the upcoming Easter-season Congressional recess. I hope your readers will join me in communicating support of these programs to Kentucky's Congressional delegation.

This is our best chance in memory to actually see progress made in the fight against federal government growth. Let's make sure we take full advantage of the opportunity.

Sincerely,
Ray Mackey
President,
Kentucky Farm Bureau Federation

To The Carlisle Mercury:

I would like to take this means to tell the people and the business people what they mean to me and my husband.

I have lived in Carlisle for eight years. When I first moved to Carlisle I was like lots of other people here, I took everything for granted. When I turned on the water, gas and electricity and had to have a doctor I expected them to come if I needed them, but I remarried five years ago to my second husband. He worked on the police force then. But he took sick and the doctor said he would have to quit his job. On account of his health he was out of a job for quite a while, then Bill Power gave him a job working for the city which he is still on. Gayle Vanlandingham is his boss. I have heard people tell me, oh, when you need them for something you can't get them to do nothing; also you can't get a doctor when you need them and the police won't do anything either for you. Well let me tell you all the experience we have had with them all. My husband and I have been sick all winter. He was in the hospital back in the winter for 11 days and has had two accidents, one while he was working, the other one at home. When he gets sick or has an accident and has to go to the hospital the first one he calls for is Mr. Gayle, then he says, call Dr. Allen Hamon. I have never called on Mr. Gayle that he wasn't there quick as he could get here. My husband and I love him and his sweet wife dearly for I have never called on her that she wasn't here. Vernon says Mr. Gayle is the best boss he ever worked for. He says Mr. Gayle won't put you on any job that he wouldn't do himself and it's one of the hardest and dirtiest jobs there are, but he loves his boss and Carlisle is our hometown. I wouldn't give Carlisle for any other city.

Thanks for doctors. We have such few doctors here. Dr. Hamon is one of the nicest, kindest and one of the best there is. My husband loves and will die by him if Dr. Hamon is still here. He has never turned us down when we needed him. Now we have had to call on all of them people in time of need even on the police force and the Carlisle Drug staff. Not one of them has ever turned us down. Even the staff at the City Building, also my dear ex-sister-in-law, Mrs. Hensel Grey, and my son and daughter-in-law, Bud and Dorothy Grey and J.W. Ecton and Owens Wade and dear wife Margaret have all come in time of need. Now please give them all credit; they are all human beings just like us. At times they just can't get to you quick as we expect it, so thanks from the bottom of my heart. I pray God's richest blessings on each and everyone for what they did for us. Let's give them the roses while they live, from one who knows.

Thanks,
Mr. and Mrs. Vernon Willoughby

To The Carlisle Mercury:

Enclosed is an article from today's Post about Rep. Perkins.

Usually our paper is plastered with accounts of Congressmens' pilfering, perversions, and power grabbing; therefore, isn't it great that when our 7th District is written up it's about a man who gives more than he takes, who champions people not represented by high-powered lobbyists and who devotes his energies to education, libraries, hungry children, and sick miners.

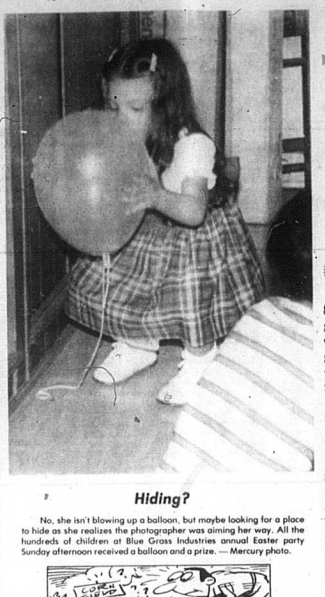
The criticism that too many chicks go to the 7th isn't bad either.

I don't know about copyright laws but thought you might want to run this.

Regards to Kay and Ann.

Sincerely,
Helen Hamilton
904 S. St. Asaph Street
Alexandria, Va. 22314

Editor's Note: The Sunday Herald-Leader and The Courier-Journal have recently run articles on Congressman Perkins. Both are circulated in this area and are copyrighted — thus we are not permitted to copy.



Hiding?

No, she isn't blowing up a balloon, but maybe looking for a place to hide as she realizes the photographer was aiming her way. All the hundreds of children at Blue Grass Industries annual Easter party Sunday afternoon received a balloon and a prize. — Mercury photo.

The ears of corn we eat today were, in their wild form hundreds of years ago, only an inch or so long.

PROCLAMATION

WHEREAS — The National Fair Housing Law of 1968 prohibits discrimination in housing and declares it a national policy to provide, within constitutional limits, for fair housing in the United States.

AND WHEREAS — The principle of Fair Housing is not only national law and national policy, but a fundamental human concept and entitlement for all Americans.

AND WHEREAS — April has traditionally been designated as Fair Housing Month in the United States.

NOW, THEREFORE, I, William Power, Mayor, do proclaim April as Fair Housing Month in Carlisle, and do hereby urge all the citizens of this municipality to practice the letter and spirit of the Fair Housing Law.

IN WITNESS WHEREOF — I have affixed my signature and the Seal of the Office of the Mayor of the city of Carlisle on this 14th day of the month of April in the year of our Lord, nineteen hundred and eighty-one.

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time to think about dressing up for Easter

Start your new spring wardrobe with a brand new Easter outfit . . .

Choose from our expertly-styled separates for women to our expertly-tailored sportcoats and suits for men. . .

We've just received a fantastic selection of fine-quality spring clothing in the newest fabrics and shades

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