

Murphy analyzes coming year

General Motors chairman Thomas Murphy has called for effective government action — even to the extent of new taxes on petroleum or an increase in federal gasoline tax — to reduce the nation's dependence on imported oil, to restore consumer confidence and to stimulate the economy.

In his year-end statement, the new GM chairman labeled 1974 as the "most turbulent in postwar automotive history."

"Car and truck sales fell 20 percent below the record levels of the previous year as the economy was buffeted by the Midwest oil embargo, double-digit inflation, growing unemployment and consumer uncertainty," Murphy declared. In spite of this, he said, the year is winding up as "one of the five best sales years in history."

On one hand, Murphy stated: "There are some encouraging economic signs... inflation is finally moderating. Employment is still at a near-record level with better than \$5 million Americans working."

On the other hand, he continued: "The nation has slipped into its sixth postwar recession, and uncertainty over energy supply shadows the 1975 outlook."

"Recovery," he declared, "now depends on prompt government actions to restore consumer confidence and to stimulate the economy and one area for action is the vital field of energy use and supply."

Specifically, General Motors proposes a four-part program to

encourage short-term conservation and to stimulate and hasten greater investment required for the long-term expansion of domestic energy supply.

Murphy outlined the program as follows:

• Part one: Reduce consumption of all energy, not just the energy used in transportation which accounts for only 30 percent of the total amount.

"All users of petroleum should assume their fair share of the conservation burden. The use of coal should be encouraged where it is best suited—in boiler and utility applications, for example — so that petroleum and natural gas can be conserved for uses such as transportation, where no substitute source is available."

He called on homeowners to reduce their use of energy, urged maintaining and enforcing of the 55 miles-per-hour speed limit, and encouraged car pooling and public transportation.

He also said a relaxing of emission standards by the government would, in addition to the question of cost, cut down on the use of fuel.

• Part two: Remove price controls from natural gas and petroleum products.

"This government policy, which has attempted by price control to provide cheap energy in the United States has carried a heavy price. It has worsened the shortage because it has encouraged the diversion of scarce energy resources, such as natural gas and oil, to uses that could have been served just as well by more abundant types, such as coal and nuclear fuel."

"At the same time, controlled natural gas prices have reduced the incentive for domestic exploration and development."

"Decontrol would tend to increase consumer prices, and inequities would have to be guarded

against. But the crucial goals of conservation and self-sufficiency would be assisted by greater reliance on the market mechanism."

• Part three: Provide incentives for private development of American energy resources.

"Immediate attention should be given to the rapid licensing of nuclear power plants and an expanded use of coal," Murphy declared. "The need is urgent to accelerate research and development in the areas of shale coal and breeder reactors, geothermal, solar, fusion and other energy sources."

• Part four: Adopt other measures, including taxation, if necessary.

"If price decontrol and other measures do not achieve the necessary balance between demand and supply," said Murphy, "GM would support other steps, including new taxes on petroleum or an increase in the federal gasoline tax."

"We also urge consideration of other measures specifically designed to reduce our national dependence on imported oil."

"We would concur in such extreme and unpopular steps," he said, "only because of our conviction that the conservation of energy and reduction of oil imports are nothing short of essential to the national future."

On the recession, Murphy said he expected it to "be reversed in 1975 and, in any case, it is not to be compared with the catastrophic depressions of other times."

He predicted a mid-1975 recovery phase, with a four percent annual growth rate in real gross national product in the second half of the year, and a solid five to six percent growth rate in 1976.

"Although unemployment has increased in the past two months, the number employed has been relatively well maintained, holding almost level with a year ago."

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Gorback studio moves to Franklin

Gorback Studio of Photography—an established firm in the Detroit metropolitan area for 22 years—has moved to a new location in the Franklin Village Historic District.

The firm is owned and operated by four members of the Gorback family. Jack and Esther Gorback, their son Les, and daughter Joy Gorback. The studio occupies approximately 2,200 square feet of space at 3731 Franklin Road, the former location of the Franklin Hardware Store.

The interior of the building has been

redecorated and furnished in the style of country English to fit in with the style of the village, Mrs. Gorback said.

The studio offers all types of photographic and related services, including restorations and framings, and does natural color shots for parties and weddings, individual and family portraits and commercial work, Jack Gorback said.

The studio opened in Detroit 22 years ago and later moved to Telegraph Road at Ten Mile.

Fred and Pitcher getting together

Two Birmingham barber shops — Fred's and Pitcher's — have merged and will continue as Fred's Barber Shop at 1496 S. Woodward.

"People just aren't getting their hair cut as often these days," said Pete Brenner, owner of Fred's, "so we decided to put our two five-chair shops together. We've also cut down to three chairs."

Fred's Barber Shop has been in Birmingham for 37 years. It was started by Fred McCullough in 1938 and was located at the corner of Brown and Woodward.

In 1966, Brenner purchased the business.

"We were at Brown and Woodward for 20 years," said Brenner, "and moved to our present location in 1967."

Pitcher's, owned by Bill Pitcher, was located at 1846 S. Woodward for 18 years.

The third chair at Fred's is "manned" by Bud Davis, who has been working for Brenner since 1966.

"We charge the standard prices for hair cuts," said Brenner, "\$3.75 for children and \$4 for adults. We do hair styling for the entire family, and charge according to the individual job."

Brenner went to work for McCullough in 1947 and when he died

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