

## Responsibilities of Business

Predicting trends of the long-term future is always a risky business. At the same time, if we are to be prepared to meet the needs of the nation, it is imperative that we seek to predict to the best of our ability what those needs will be, how rapidly they will grow and how changing political, economic and social conditions may affect our ability to meet them.

A few months ago, Mr. J. Irwin Miller, chairman of the board of the Cummins Engine Company, Inc., took a look at some of the changing conditions which he felt would affect the role of business in America between now and the end of the century. To start with, he observed that the first obligation of a corporation is to survive and make an adequate return for its shareholders. The catch is that a corporation can survive only "by serving effectively and well some real current need of the society in which it exists. . . Societies never stop changing and needs never stop changing, and the businesses which do not anticipate change go broke, either rapidly or over time." There, in a nutshell, is the reason why the US free enterprise system can be counted upon to remain responsive to the wishes of its customers which, in the mass, add up to "society" or the "consumer."

The changing pressures which Mr. Miller foresees are many and varied. For example, the US has a fixed amount of land and a limited volume of natural resources. Set off against these assets we have a growing population with the expectation of a continually rising standard of living. Each of us will consume more as time progresses. Land use planning at the national, state and local levels will intensify. Both companies and individuals will be told, to an increasing degree, how they can use the land which they own. Environmental restrictions will limit what types of production can be undertaken in certain areas and perhaps in the nation as a whole. Pollution control requirements will increase the cost of production as will rising costs of construction and raw materials. By 1985, college graduates will outnumber those without a high-school education in the US labor force." This

higher intellectual capacity is expected to accelerate the pressure against such things as repetitive, boring, dirty, dangerous or psychologically unrewarding employment. It is probable that we will export to developing countries many of these jobs which cannot be eliminated by automation.

Many of the problems which the future holds can be drastically modified one way or the other by government action. Unless federal spending is controlled for example, the rate of inflation will be totally unpredictable and possibly ruinous. Unless public policy encourages domestic development of our natural resources, as well as research to either augment the supply or find substitutes for those resources, we will be increasingly dependent on foreign nations for the sinews of our civilization. Oil and natural gas provide an example of the situation in which regulatory, price and tax restraints have discouraged adequate domestic development of basic natural resources and fostered growing dependence on foreign nations. Without compensating action, this could flood the world with dollars and destroy their value in world trade markets. Such policies must change.

As Mr. Miller puts it, "The miracle of private business. . . is the speed and flexibility with which it can react to almost any new set of conditions." He believes government should avoid regulatory stifling of this ability to change. Instead, government should use it by providing tax and other incentives to encourage business action in line with the national interest. An era of great accomplishment would be the reward of such a policy. The problem is to substitute realism and long-range vision for the politics and short-run self-interest that too often influence the policy decisions of both government and business. To the extent this can be done, we will vastly enhance our ability to create a future to our liking and preserve the heritage of freedom that must remain the destiny of the United States.

## Inflation Hits Everyone

Few, if any, budget messages submitted to Congress by a President of the United States have more forcefully advocated governmental fiscal responsibility than did President Nixon's. He declared his moves for economy in government spending reflected a "change in direction demanded by the great majority of the American people." Skeptics who question whether such a majority exists or whether, when economy begins to pinch, it will fade away should consider the action of the American Farm Bureau Federation. The president of the Farm Bureau, Mr. William J. Kuhfuss, has emphasized in an Address the reasons why farmers have, as do all other citizens, a stake in bringing government spending and consequent inflation under control. He observed, "The index of prices paid by farmers, interest and wage rates is now 440 percent of its 1910-14 base. Farm production expenses in the first half of 1972 were estimated at an annual rate of \$46 billion, about \$2 billion above 1971. Farm prices have not kept pace with farm costs." The Farm Bureau official noted that from 1939 to 1972 there was a 40 fold increase in federal tax revenues—we still had a 1972 deficit of \$23.2 billion.

If inflation is to be controlled, citizens' groups such as the American Farm Bureau Federation will have to make it clear that it must be

stopped at its source—in the halls of Congress where the spenders have outnumbered the savers for longer than most of us can remember.

## Grassroots Opinions

BUCKHANNON, W. VA., RECORD: "A certain national organization paid a team of researchers more than \$200,000 to conduct a study of driver education across the country. After digging for facts, assembling them, shuffling them, and then recapitulating all reports, the researchers turned in their conclusions. Two of the basic findings were these: There isn't any real definition of good driving. And a further study is needed."

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CHESTER, ILL., HERALD TRIBUNE "To hear political aspirants talk about their opponents it would appear there is no candidate worthy to be elected to any state or national office. From the conditions which are allowed to exist after the election, it sometimes appears there may have been more than a grain of truth in what the unsuccessful candidate said about his opponent before the election."

**NOW IS  
THE TIME . . .**

Max Smith  
County Agr. Agent  
Telephone 394-6851



**To Keep Banker Informed**

The use of credit in commercial agriculture is becoming a more important factor each year. Your banker can best serve if he is kept fully informed regarding the farm operation and family money matters. The better your banker knows the farm situation, the more willing he may be to make credit adjustments. An invitation for the banker to visit the farm might be very profitable toward continued progress.

**To Buy Feeder Pigs Carefully**

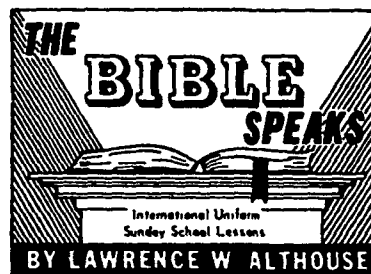
The threat of another hog cholera outbreak continues to exist, as long as we have a high hog population and considerable traffic between farms and sales events. Even though the Pennsylvania cholera situation has eased there is still risk present; feeder pigs should be purchased only with approved health papers. Pigs of unknown origin may be cheaper when purchased but may bring disease and end up very expensive. Garbage should be well cooked, 212 degrees for at least 30 minutes, before being fed to hogs. "CLOSED DOOR" management may prevent serious infections.

**To Stop Panic Selling**

In recent weeks we are aware of the rapid changes in the beef and hog market. It is difficult to know when to sell or to keep on feed. However, it is not a good practice generally, to sell animals under-finished and too high in weight because of the fear of a lower price ahead. In this case, the feeder is sacrificing additional efficient gain that usually means greater profits. Also, the holding of heavy, finished hogs or cattle hoping for a higher market is also risky. Feed conversion is lower, production costs increase, and many experiences have resulted in a loss to the feeder. Sell when weight and grade meets market demand.

**To Follow Directions**

The proper use of many drugs and pesticides depends upon exact amounts, timing and withholding periods. To do anything else is jeopardizing the product and asking for more regulations. The following of label instructions very carefully should be stressed to every farmer or custom applicator. Chemicals have a definite place in commercial agriculture, if properly used, Don't be guilty of inviting penalties and additional restrictions.



### THE BUM RAP

Lesson for April 8, 1973

Background Scripture: Isaiah 53:1-12; Matthew 26:1-5, 26-29; I Peter 2:21-25.  
Devotional Reading: Psalms 22:1-8.

A convict in the state prison was patiently listening to the Chaplain explain the story Christ's arrest, trial, and crucifixion. When the Chaplain had concluded, the convict exclaimed: "Gee, that was sure a bum rap!"

As a prisoner he was particularly sensitive to the injustice which Jesus suffered on that first Good Friday. The convict was struck by the fact that this innocent man was Rev. Althouse falsely accused, victimized, and made the scapegoat. He had seen some "bum raps," some grossly unfair verdicts in his time, but this man Jesus, it seemed, was the most tragic of victims.

**Our griefs, our sorrows**

The convict was quite accurate in his observation: the trial and crucifixion are glaring examples of injustice. Jesus had done nothing to deserve punishment. The charges were trumped-up and he was the victim of manipulation. In order to convict him, people had been bribed to lie about him and his teachings. In the parlance of the American underworld: "he was framed."

Yet, not only was Jesus blameless himself, but he was willing to suffer for the sake of others. The prophet Isaiah, man centuries

earlier, had caught this idea:

Surely he has borne our griefs and carried our sorrows; . . . But he was wounded for our transgressions, he was bruised for our iniquities . . . upon him was the chastisement that made us whole, and with his stripes we are healed. All we like sheep have gone astray; we have turned every one to his own way; and the Lord has laid on him the iniquity of us all. (53:4-6)

The suffering and death of Jesus seem even more unjust when we realize that Jesus suffered for the sins of other people, not his own. And we are among those other people for whom he suffered. He had to pay what was really our debt. Most of us have a hard enough time accepting the suffering that is rightly ours, but the thought of suffering for the sake of someone else's sins and errors seems unthinkable.

**Healed by His wounds**

Yet, when we read Isaiah 53 and the gospels it becomes evident that Jesus was not a victim. Though he did not seek death, he did accept it for the sake of all men. When one willingly bears a cross, he cannot be a victim of it; instead he is a victor because he has been unconquered by it.

Unlike so many who had been handed a "bum rap," the convict saw that Jesus faced suffering and death without bitterness: "He was oppressed, and he was afflicted, yet he opened not his mouth" (53:7). There was intense admiration from the convict for this man Jesus.

Maybe, he concluded, that's what life is really all about: willingly, lovingly bearing someone else's "bum rap."

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