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Criticism of the Press



(photo by Nelson Brooks)

Journalism
Week
issue
of the
Saturday
Daily
Egyptian

DAILY EGYPTIAN

Volume 52 Number 124
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Criticism of the Press....

By Irving Dilliard

Advance reprint from May-June Grassroots Editor
(C) 1971

"He who dishes it out should be able to take it."

These words are not exactly biblical. But they or a reasonable facsimile thereof state a proposition that almost everyone cites from time to time as central, basic, fundamental.

These blunt, unadorned words express a conviction that those who hold others to sharp account for conduct should be ready and willing to be held accountable themselves.

Sometimes, however, this axiomatically is honored more in the breach than in observance. The press—the journalism of the United States in whatever

almost entirely hitting back.

Criticism of the press from within the press is something else. It too may well have its limitations and these need to be seen for what they are. But criticism of the press by those inside the press can be serious, valuable and indeed crucial to the press' welfare. Practitioners of journalism are untrue to their own interests as well as inconsistent with their treatment of others if they ignore this criticism or seek to pass it off with the minimum of public attention.

Back in 1946 Morris L. Ernst of New York, the celebrated civil libertarian, published "The First Freedom" His

with Morris Ernst's full support and cooperation, published under the Morris Ernst title a serious carefully detailed effort at finding out "how the public interest has fared in the intervening twenty years of banker control of the industrialized system of communications." Here the quoted words are from the introduction of the Rucker book by Howard Rusk Long, director of the School of Journalism, Southern Illinois University.

One major reason for the updating of Morris Ernst's important book was the rapid rise of radio and television after World War II. This was shown by the fact that when Bryce Rucker had finished his inventory of the news media he had five chapters on newspapers and seven on television and radio, plus one that jointly concerned the print and electronic fields by reporting on "broadcasting control by chains and newspapers." One chapter dealt with magazines and a final section presented the author's "blueprint for action."

After four years Rucker's "The First Freedom" is still largely an unreviewed, inadequately noticed book. Any newspaper editor or publisher who wanted to write a review or an editorial or a news article about its findings and recommendations could have obtained a press copy.

Now a paperback edition is being issued by the same publisher, the Southern Illinois University Press, Carbondale, Illinois, 62901. It will be more than a little interesting to see what effect the appearance of the new, low-cost edition has in producing public attention for the book—with its searching, constructive, thoughtful criticism of the daily press and the television and radio system as they exist today.

However one swallow does not make a summer. Is the Rucker book on the press the only one to get this generally hands-off reception? Not exactly. Ask Aronson, author of "The Press and the Cold War," published last year by the Bobbs-Merrill Co., Indianapolis and New York.

Now Aronson and Rucker are two substantially different people. Rucker is a scholarly teacher of journalism at Southern Illinois University, Carbondale, where he also is Director of Journalism Research. While he has had newspaper experience as well, he is primarily the research man beginning back in his Ph. D. degree days at the University of Missouri.

On the other hand, Aronson is a career reporter and editor. After working on the *Boston Transcript*, the *New York Herald Tribune*, the *New York Post* and the *New York Times*, he helped found the weekly *National Guardian* in 1948. From 1955 on he edited it for a dozen years and specialized in the probing and revelatory reporting that characterized papers on the left.

But different though their careers have been, Rucker and Aronson share similar experiences with their books. Aronson's "The Press and the Cold War" is getting about the same cold shoulder from the press that was turned against Rucker's "The First Freedom."

"The Press and the Cold War" was published in November. It was not reviewed in the *New York Times Sun-*



Bryce W. Rucker

day Book Review until March 7 when it was grouped with three other books. On March 23 it was reviewed in the daily *New York Times* along with John Hohenberg's "Free Press-Free People." Most interesting was the fact that before the book was reviewed by the *Times*, the *Times*' new "Op Ed" page, which is under still another editor, printed an article by Aronson entitled "Mr. Nixon and the Bishops of Journalism." This article, which appeared, Feb. 15, carried a footnote identifying Aronson as "a working journalist for over 30 years" and "author of the newly published 'The Press and the Cold War'."

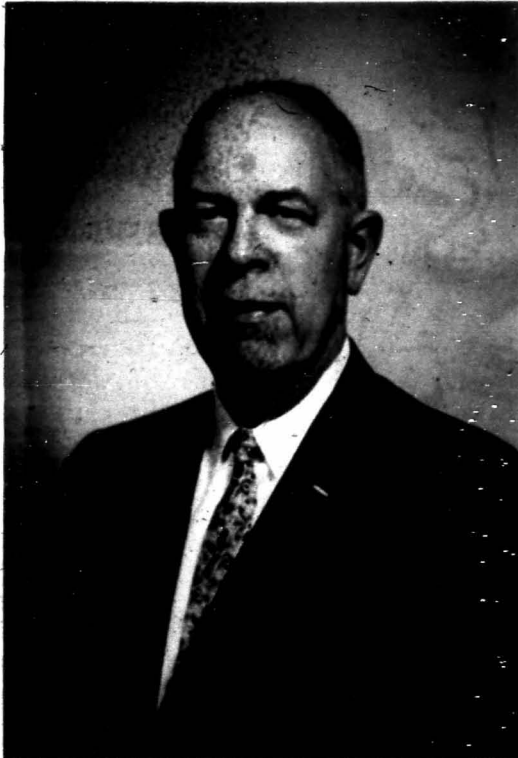
Meantime other books on the press were reviewed much more promptly. Can it be said that "The Press and the Cold War" was without merit and so does not deserve the press' attention? *The Army Times*, a publication primarily for military service personnel, could hardly be classed as a radical, leftist or even muckraking journal. Yet it was quick to review "The Press and the Cold War" and said that Aronson had produced "Quite possibly the best book ever written by a journalist about his former profession."

Then, noting that although the weeks were passing, "The Press and the Cold War" was getting little attention, the *Army Times* said "The daily press appears to be giving it the silent treatment."

So far as Aronson knows, the first newspaper to review his book was the *Fayetteville (N.C.) Observer*, Dec. 6. One of the earliest to call attention to his thesis that the press is part and parcel of the Cold War and the mistakes that go with it was the *Toronto (Canada) Star*, Jan. 16. Other publications to review it include

The Guardian, Jan. 4; the *Daily World (Communist)*, Jan. 9; *Kansas City Star*, Jan. 16; *Yale Daily News*, Jan. 28; *The Nation*, Jan. 25; *The Militant (Trotskyist)*, Feb. 19; *San Francisco Chronicle*, Feb. 21; *Boston Globe* (written by Louis M. Lyons, former Nieman Foundation curator), Feb. 21; *The Village Voice* (written by Nat Hentoff), Mar. 4, and *The Quill (Sigma Delta Chi)*, March April.

There may have been a few others but across the country there is no doubt that "The Press and the Cold War" has



Irving Dilliard

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form—to choose a relevant example, is not always as ready "to take it" as "to dish it out."

Here let us not concern ourselves with criticism of the press by public officials who may or may not have a partisan, even selfish ax to grind. Criticism by officeholders may be sound and fair, yet it may also be wholly one-sided, steeped in bias, uninformed. It may be

trail-blazing book showed in effect that whatever else the press had done—and a large amount that it had done was beneficial—it had turned itself into what the late William Allen White of the *Emporia Gazette* predicted it would become: namely, "an eight per cent business."

Two decades later Bryce W. Rucker,

..... from within the Press

been treated by the press for the most part as though it did not exist. Many metropolitan papers as well as the smaller city dailies seem to prefer not to defend themselves against Aronson's far from gentle charges. What the *Army Times* calls "the silent treatment" is for all practical purposes still in force. This is the treatment for a book on the press about which Cosliss Lamont, in *Rights* magazine for April, can say:

"James Aronson, veteran reporter, editor and civil libertarian, has written the most important book on public affairs that I have read during the past 10 years and one of the most convincing indictments of the American press ever produced. It is a reasoned and masterful report, richly documented and based throughout on undeniable facts. Aronson has a free-flowing, hard-hitting style and the book is eminently readable."

I. F. Stone, who has notable credentials in the matter of how the press is "to a large degree a voluntary arm of established power," writes "This is more than a book about what ails the press. It is a book about what ails our society."

What is happening to "The Press and the Cold War" has happened to "The First Freedom" for four years. Some 250 review copies of the Rucker book were distributed originally and others were sent out as requested. These copies went to metropolitan dailies, small city papers, weeklies, magazines and other types of periodicals, such as law reviews and religious publications, and to individual figures of the media world.

To be sure some excellent reviews appeared. The *Atlanta Journal*, for example, said: "Rucker and Ernst are appealing to the public to take the time to see what has been going on, and to judge for itself if there is a threat to freedom here." The *Terre Haute Star's* review concluded: "This is a highly valuable book for all those interested in the various media and also for the layman who listens, reads, watches and thinks. The *Christian Century Review* was high in its praise... probably the most important book in its field since the Hutchins Commissions' *Free and Responsible Press*, issued more than 20 years ago. Every citizen—and this includes the clergy—should read it."

The article in the *Utah Law Review* expressed the hope that "Professor Rucker will not rest on his well-deserved laurels, but will follow with a second volume examining the economic forces underlying mass media competition." The review concluded "The mechanics of competition in the mass media must be explained before steps can be taken to prevent further concentration and to rationally unravel existing concentration. By virtue of this effort, Professor Rucker has demonstrated he is exceptionally well qualified to undertake the task..."

Some reviews were mainly denunciatory. James Boylan, writing as editor of the *Columbia Journalism Review*, belatedly told readers of the *New York Times* it was nothing less than "astonishing" that Rucker offered the conclusion that weekly newspapers held out the best current hope for the press.

Bryce W. Rucker

The First Freedom

\$2.85



Introduction by Morris L. Ernst
Foreword by Howard Rusk Long

Published in 1968 originally, this book received little official notice.

But the point is not that Rucker's "The First Freedom" was commended or was opposed. The point is that not nearly enough newspapers shared with their readers the book's criticism of the press and other news media. Those who dish it out regularly did not find it so pleasant to take it when they were on the receiving end.

As for the magazines, a clipping service turned up no reviews or even shorter notices in *Harper's*, the *Atlantic*, *Life*, *Newsweek* or *Time*. Yet one chapter had some disturbing things to say about what has been happening in the magazine field.

Let's close this report on the press' "non-reception" of the Rucker and Aronson books by referring to two that are still newer. Respected Ben H. Bagdikian's "The Information Machines" (Harper and Row) surely will have wide attention. But we may wonder about another. It is "Don't Blame the People" by Robert Cirino, a former merchant seaman who studied at colleges in California and the University of Hawaii. His subtitle is "How the News Media Use Bias, Distortion and Censorship to Manipulate Public Opinion."

Since that is a pretty strong challenge to the integrity of the press, it would seem that a lot of editors will want to take him up and show, with chapter and verse citations, where he is wrong—if and when he is. His book can be obtained from Diversity Press, Box 45764, Los Angeles, Calif., 90045.

Robert Cirino tackles a wide range of aspects of the press, from misleading leads, headlines and captions to censorship, from religious news to the handling of the war in Vietnam. Newspaper workers generally ought to be concerned with Cirino's findings. They ought to get busy refuting his conclusions if they can.

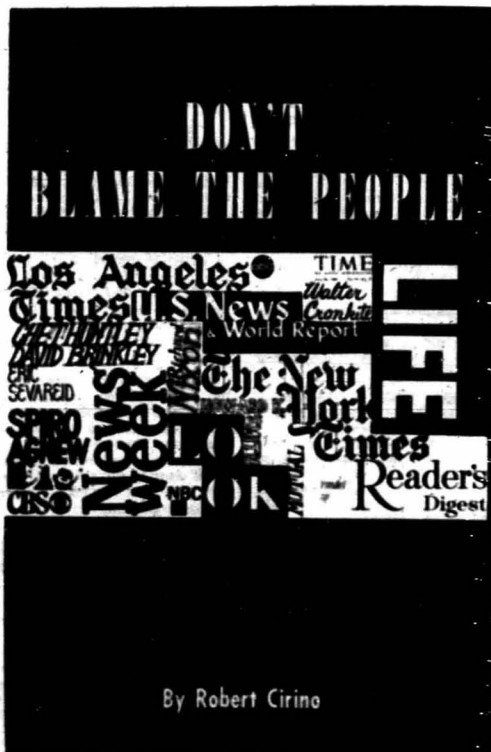
Once again, rebuttal invited!

Editor's Note:

Robert Cirino's *Don't Blame the People* is reviewed by Bryce Rucker on p. 5 of this issue.

John Hohenberg's *Free Press—Free People* is reviewed on p. 4 of this issue.

The First Freedom, by Bryce W. Rucker, is available in paperback in the Journalism School Office.



Recent book critical of the Press, cited in article.

Study of Press Freedom

**FREE PRESS—FREE PEOPLE:
THE BEST CAUSE.** By John Hohenberg
Columbia University Press: 1971,
514 pp., \$9.95.

Reviewed by Howard R. Long

This attempt to explore what the author characterizes as a sensitive and little understood relationship between free people and a free press emerges as a work too pervasive to resolve the confusion of the layman and too superficial to serve the needs of professionals concerned with criticizing the strictures of the media.

No other writer concerned with journalism shares Hohenberg's capacity to digest mountains of secondary sources and the ability to homogenize his materials for systematic presentation. There is a value in relating press history to the contemporary context of political forces. It is interesting to read in digest form about the inability of reporters and editors to function effectively in such crisis situations as the beginning of World War I, to review the World War II frustrations of American newsmen in Chungking, and to touch ever so briefly upon situation after situation of equal or greater significance in press history. But in the end Hohenberg is betrayed by his gift, because this sweeping synopsis ranging from the unsuccessful attempt of a Sumerian king to grant a measure of freedom to his people to the repressive antics of Spiro Agnew leaves too little space for an effective confrontation with the problems of press freedom today.

Hohenberg's bondage to the "status quo" is revealed in his myopic projection of the newspaper in its present form as the principal news and information source of the future. Apparently he sees no change from the current secondary role assigned by him to the electronic media. In contrast he neglects to comment upon parallel developments in the broadcasting industry. Hohenberg not only ignores CATV but he forfeits entirely the opportunity to explore potential benefits to the public interest implicit in the cross fertilization of print and electronic media by application of technological advances already achieved.

Hohenberg's narrow definition of press freedom as freedom from governmental restraint is a further disservice to the general reader. By failing to concern himself with the problems of centralized control of the media (chain ownership and local monopoly), by ignoring the influence of the merchandisers of consumer goods, by declining to comment upon the overall influence of the military industrial complex upon the content of the printed page and the airwaves, the author clearly reveals himself as a generation behind the current thought on these basic issues.

In other areas Hohenberg ranks among the leaders, even if his treatment is much too sketchy. He defends the rights of minorities with a statement in which he credits the *Post-Dispatch* with the conclusion that a newspaper should not suppress unpopular opinions. Hohenberg advocates the development of press councils patterned after the British model as an improvement over "the philosophical anarchy so beloved by most journalists." He supports the move of the *Louisville Times and Courier-Journal* to establish an ombudsman to represent the people in their relationships with these newspapers. He thinks it feasible for publicly owned newspapers and broadcasting firms to welcome employees and spokesmen for the public, including young people, to their boards. Editors, Hohenberg believes, should go out of their way to meet the public. A great book could have been built around these topics.

Howard R. Long is chairman of the School of Journalism

BOSS

BY MIKE ROYKO

RICHARD J. DALEY OF CHICAGO



Two Reporters Judge Mayor Daley

DALEY OF CHICAGO, by Bill Gleason,
Simon and Schuster, 1970, 384 pp.,
\$7.50.

Reviewed by James Hodl

To a Republican he is a kick in the stomach. To an editor of an underground newspaper he is a bad trip. To a Yippie he is a pig. To a Chicago journalist he is a nightmare. To a down-stater he is what's wrong with Illinois. To a historian he is a relic of the past. To a typical Chicagoan he is an Irish Buddha.

He is Richard J. Daley, mayor of Chicago.

Lately, nobody loves him but the public. Daley is not a man what can't win for losing. He is a man who can't win for winning.

Bill Gleason in his book *Daley of Chicago* attempts to describe the man who has run Chicago for the last 16 years. The conclusion he arrives at is that Daley is good at what he does. Daley is a politician.

Daley always wanted to go into politics. He started as a clerk on the South Side of Chicago and worked his way up through the ranks. He was first elected as an artificial Republican and within 20 years was Cook County Clerk.

Most people say Daley has never lost an election. This is untrue. He was once defeated for Cook County Sheriff.

Outside of that, Daley has naturally advanced from a small job to larger ones. In 1955, Daley played his cards right and unseated incumbent mayor Martin Kennedy in the Democratic primary. In the process, he also beat the wolf away from his goor—Ben Adamowski.

Adamowski has since become a Republican and ran against Daley for mayor in 1963.

Daley has been quoted as saying, "Good politics is good government and good government is good politics." Throughout his career, he has tried to practice both, even if the emphasis has been on good politics.

Daley does have some handicaps. For one thing, he resembles the political cartoonist's character of the fat

politician. He has overcome this by being a snappy dresser.

He is also handicapped by having a strong Chicago accent. "Tanx" and "d same 't you" is part of his vocabulary. Daley overcomes this by giving few speeches.

When he does speak, he is prone to malapropisms such as, "The police aren't here to create disorder, they are there to preserve disorder."

One of Daley's best tactics is his "pillow" tactic, which Gleason describes. When Dr. Martin Luther King Jr. came to town, Daley agreed with everything he suggested but did not push King's recommendations. He convinced blacks he was for them while not losing the support of whites.

One thing that bugs a lot of Republicans is that in 20 years, they have never pinned a scandal on Daley. It is to be expected that the Republican mayoral candidate will call Daley a crook a minimum of 1,349 times during the campaign.

During 1968, Gleason portrays Daley as a man who got emotional at a time everyone else got emotional. Daley's shoot-to-kill-arsonists order was about as benevolent as some radicals' symbolic dynamiting of public buildings. However, Daley never killed anybody with his order which was technically in effect but a few weeks.

During the 1968 Democratic convention, Gleason admits that journalists were not on his side to begin with. When overworked and tired police began beating people, they blamed it all on Daley.

However, Daley knew how to rebound from such publicity. He allowed Walter Cronkite to interview him and came out the victor twisting the interview to his favor.

Gleason does a good job in writing about Daley. While Gleason is a lifelong Chicagoan, he is also a sports writer for the *Chicago Sun-Times*. While he portrays some of the journalist's disgust for Daley, the Chicagoan in him comes out and Daley's finer points emerge.

Because of this, one seems to get both views of the mayor, making the book worth reading.

As another lifelong Chicagoan and

journalist, I liked the book. I also like Daley as a mayor, so one should take what I have written into account before deciding to read this volume. You may not like what you read.

Daley is human in Gleason's book.

James Hodl graduated from SIU in 1970 and is an employee of Palatine (Ill.) **HERALD** and Rolling Meadows (Ill.) **HERALD**.

BOSS: RICHARD J. DALEY OF CHICAGO, by Mike Royko, E. P. Dutton and Co., Inc.: 1971, 215 pp., \$5.95.

Reviewed by Judith H. Kidd

Mike Royko fans will be disappointed in this book. Daley-haters will probably not find much new material here, but it should give them that warm glow of satisfaction which comes from being right. Readers of Royko's column in the *Chicago Daily News* will miss his characteristic subtle (sometimes like a sledge hammer) style and humor. *Boss* contains the major theme of Royko's writings—Chicago is inhumane to the poor, the unimportant, the minorities and anyone else who doesn't have political clout and Mayor Daley is the symbol of all those things—but the style is dry and declarative and the sense of why is missing most of the time.

Royko traces Daley's career and in the course of doing so, describes how a machine works and how a man gets to be in charge of such an apparatus. It is a depressing and detailed picture of the interlocking nature of politics, graft, expediency, apathy and bigness. Royko describes Daley's moral code. "Thou shalt not steal, but thou shalt not blow the whistle on anybody who does." (He also suggests that the city's motto be changed to "Ubi Est Mea," which means, roughly translated, "Where's Mine?")

Following Daley's career, Royko repeats the information that Daley was and is a member of a neighborhood "social" group known as the Hamburg Social and Athletic Club. This club was one of several singled out in the Illinois Commission of Human Relations three-year study of the 1919 Chicago race riot. This club and several others were considered to be the leaders of many of the mob actions during the riot. Royko implies guilt by association, for lack of anything more concrete. (Daley has never publicly mentioned the 1919 riot.)

Royko devotes a large section of the book to the 1968 Democratic Convention. He goes into detail concerning the attempts made by the demonstrators to obtain permits and cooperation from the city. He describes the city's refusal to listen to reason from any source. Royko terms the mayor's decision not to allow the demonstrators to stay in the parks past 11 p.m. the decision which "may have determined the election and altered the course of world history."

After reading *Boss*, those who deplore the machine will continue to do so. Those who don't will continue to point out all the good the machine is able to supply the citizens. And the remaining readers will deplore the machine but ask if there is any alternative in a large city. This book won't do anything to settle the argument.

Judith H. Kidd is a graduate student in Journalism.

Daily Egyptian

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Libel and the Printed Media

DEFAMATION AND PUBLIC OFFICIALS: THE EVOLVING LAW OF LIBEL. by Clifton O. Lawhorne. Southern Illinois University Press: 1971, 356 pages, \$15.

Reviewed by Charles C. Clayton

Freedom of the press is guaranteed, insofar as anything in this uncertain world can be guaranteed, by the First Amendment to the Federal Constitution. Contrary to popular belief, it is a right of the people, not of the press itself. It will continue to exist only so long as the people want it to exist. If the people become indifferent, or if they can be persuaded this right is being abused, it will inevitably be restricted or abolished. The public's response last year to some of Vice President Agnew's vitriolic attacks on the news media is a reminder of this potential danger.

This warning is the significant theme of Dr. Lawhorne's comprehensive and penetrating study of the evolving law of libel as it relates to public officials. He points out in his foreword that our libel laws, whether statutory or common, are largely what the courts say they are. While judges have always been responsive to public needs and public desires in interpreting the law, there is a significant increase in their response in recent years. More important, the response now follows more closely on the heels of social change. In law, as in journalism, teachers should remind their students that there are no positive answers in the back of the book and what is accepted as true today may be outdated tomorrow.

Dr. Lawhorne wisely recognizes this "crisis" and as he explains in his foreword, one of the purposes of his study is to identify the trends as a clue to what to expect in the future. He has concentrated on one of the controversial and least understood areas of libel—what constitutes defamation of public officials and the government itself. In considering this question he has also given us the most concise picture we have of the long, tortuous and often devious trail that has brought this country to the liberal interpretation of the right of fair comment we enjoy today.

The issue began with the invention of movable type in the Western World. Leaders in the church and in governments quickly recognized that an idea is a dangerous thing and soon they were insisting that the greater the validity of

the idea, the greater the danger of its dissemination. This same reasoning motivates the dictatorial control of the press in Communist countries and in most of the developing countries in the Twentieth Century.

In tracing the development of both seditious and schismatic libel laws, the study reveals how those who fled to the New World from England brought with them the intolerance of the British libel law. But the 3,000 miles of water separating them from the mother country and the heady wine of freedom inspired some modifications even before the well known trial of John Peter Zenger in New York established the principle that truth is a proper defense.

It was the repressive acts of the British Parliament and the resulting indignation in the colonies, rather than any changes in the law, that led to the outspoken criticism of public officials in the decade before the Revolutionary War. Partisan politics with some papers owned or controlled by those in government led to the reckless freedom that was temporarily halted by the passage of the Sedition Act.

Since that time, as the author's carefully documented study reveals, there has been considerable confusion as to how far writers and editors could go in commenting on the fitness and character of public officials and those who aspired to public office. Laws varied from state to state and from period to period in our history.

It was not until 1964 that the United States Supreme Court clarified the situation. Dr. Lawhorne suggests that the court's decision in the case of the *New York Times v. Sullivan* marked a turning point in the jurisprudence of libel as it was known in this country. It was in this decision that the Supreme Court accepted authority to review state court judgments in civil libel suits to ascertain whether such judgments violated the First Amendment's guarantees of freedom of speech and press. Moreover, it held that truth is not a valid criterion for the discussion of public issues. The guidelines were malice and the statements made with a knowledge of falsity.

What the court said in effect is that discussion of the conduct of government and of public officials is the right of the people, and only when deliberate malice and knowledge of the falsity of the statements made are proper grounds for civil libel. In his summary, Dr. Lawhorne points out that with the

possible exception of a dozen or so years immediately after the Revolution, "the freedom to discuss public officials is as broad today as it has ever been in the history of the United States." He could have added that no nation in the world has any greater freedom in this respect.

Freedom, however, carries with it responsibility. While the concept of freedom of speech and of the press is deeply ingrained in our thinking and it seems unlikely Congress would pass any law curtailing that freedom, abuse could result, as the author warns, by judicial modification of the laws of libel. Dr. Lawhorne's final word is worth noting. He writes:

"Abuse of the right to discuss public officials could lead to curtailment of our present level of liberty. Conversely, moderation could lead to even greater liberty. Since an extensive freedom for

reporting the news truthfully, accurately and sincerely. The total weight of these standards, regardless of legal freedom, requires that sincere efforts be made by all newsmen to provide the public with truthful and accurate reports about their public officials."

The scope of this study is confined to the printed media. Federal licensing of the electronic media alters the problem, primarily because of the threat intimidated by the Vice President last year. The federal government has gone much further in controlling radio and television, both as to advertising and news content. There are other factors which affect the situation today, as Dr. Howard R. Long points out in his foreword. In contrast to the impetuous editors of the Nineteenth Century, newspapers and newspaper chains now are controlled by wealthy corporations and are much more inviting targets for civil libel suits.

In tracing the evolving law of libel, the author has concentrated on court decisions rather than statutory law, and the courtroom battles make this study fascinating reading. Although intended primarily for journalists, it is valuable as well for political scientists and for the average citizen who has a direct concern with his right to discuss his government and his elected officials. Lawyers will find it helpful in making their own research in this field easier since it offers in one volume the compilation of cases and precedents never before wrapped up in one package. It can be said with assurance that Dr. Lawhorne's book will be the authority in this field for many years to come.

The author, now chairman of the Department of Journalism at Texas Christian University, was a working newspaperman for twelve years before he began his teaching career. His specialization is the law of the press and this book is the result of the research done for his doctoral dissertation at Southern Illinois University. His simple readable style makes his study a delight to read.

This is the seventh volume in the "New Horizons in Journalism" series of the Southern Illinois University Press under the editorship of Dr. Long. International in scope, this series is without doubt the most exciting and significant venture in the literature of the news media in recent years.

Charles C. Clayton is a member of the faculty in the School of Journalism.



Clifton O. Lawhorne

discussing public officials in the future could very well depend on moderation today, those who are in the business of communicating information about public officials have a somewhat frightening responsibility. It would appear that the responsibility is twofold. The first is to inform the people as to what their government and their government officials are doing. The second is an ethical responsibility to deal fairly with all, including public officials, in

Media indicted by 'Outsider'

DONT BLAME THE PEOPLE: HOW THE NEWS MEDIA USE BIAS, DISTORTION AND CENSORSHIP TO MANIPULATE PUBLIC OPINION. by Robert Cirino. Diversity Press: 1971, 341 pp., \$2.95 (paper).

Reviewed by Bryce W. Rucker

This book should gain wide circulation. The sub-title tells why.

As with valuable antiques, this gem comes from a most unlikely source—it is written by a California high school history teacher and former secondary school football and swimming coach. But don't let those credentials dissuade you: this book is extremely well documented. Information from virtually every book, report and article which illuminates the subject is summarized.

But Cirino did not merely "borrow" from others. He generated data, especially on the coverage and lack of coverage by the *New York Times*, *Los Angeles Times*, the three television network evening news programs, radio network newscasts and *Reader's Digest*. He documents the lack of coverage and distorted coverage on such subjects as pollution, dangers in cigarette smoking, automobile safety, hunger in America, the space program, the Roman Catholic Church, Vietnam and antiballistic missiles, blaming some of this on what he calls "the establishment's military-industrial-media complex."

For example, in one of Cirino's numerous references to advertising's

influence on media content, he quotes Ralph Nader to the effect that the automobile industry "has obscured the relation of vehicle design to life and limb" by "dominating the channels of communication."

He also points out that Dr. Raymond Pearl of Johns Hopkins University established the link between cigarette smoking and early death in 1938. Yet the first television network documentary on the dangers of smoking was broadcast by CBS in 1955. NBC's first came in 1962 and ABC's even later. The newspapers did little better.

Among other citations on media censorship, Cirino refers to Warren Breed's 1958 study in which Breed traced 200 items censored by the media. Two-thirds of them concerned "the behavior of a wealthy or powerful individual or group obtaining privilege through a non-democratic means...next... (were) items reflecting unfavorably on religion, foreign policy and doctors."

Cirino interjects a comment which will rattle most journalists—"nobody has granted news editors the authority to decide what is in the national interest. They have arrogantly assumed for themselves this semi-official role as censor."

He laments the oil industry's heavy advertising campaign to propagandize their anti-pollution efforts when they are the prime polluters of water, beaches and air. And he calls forth then Senator Harry S. Truman's World War II wrath in branding financial ties between American oil companies and

industries in Fascist Germany as "treason."

In addition to questioning, underreporting, ignoring and reporting sympathetically on industry, Cirino questions failure to report on illegal bribery of congressmen by way of loans, campaign contributions, paid vacations, expensive gifts, high legal fees to congressmen's law firms, stock tips, free transportation, high lecture fees and underwriting parties.

Cirino, as did Ferdinand Lundberg in *The Rich and The Super Rich America's Sixty Families*, alleges a conspiracy among the wealthy, government and the media. Indeed, both men charge the three basically are one, as the following quotation suggests:

...Those with the most to hide will naturally strive hardest to monopolize the media, as they know their selfishness would easily be recognized in open competition among ideas. Laws and the politicians that cater to special interests would be exposed for what they are. That the big corporation and their politicians have for decades been able to hide their greed and clothe themselves in an aura of respectability is testimony to mass media's complicity and its effect upon the public.

Cirino proves he is no Afghanistunist. He aims some of his most telling blows for the *Los Angeles Times*, which he admits has improved vastly in recent years.

Possibly influenced by the more than \$4 billion in defense contracts granted to area industries, the *Times*, he says, strongly supported ABM in its editorials and chose, during a six-

months period in 1969, not to publish 11 news items supplied the *Times* by Associated Press and United Press International which "would tend to cast doubt on the *Times*' editorial position."

Cirino, while highly critical of the mass media as herein indicated, recognizes some of the problems the media face. And he tends to make allowance for some of these. Hence, the book is not quite all of one hue. Yet the evidence is over powering and damning.

It leads one to wonder why the mass media, so prone to invoke Thomas Jefferson's defense of newspapers, ignore this Jeffersonian quotation:

I really look with commiseration over the great body of my fellow citizens, who, reading newspapers, live and die in the belief that they have known something of what has been passing in the world in their time.

At the very least, this book lays before us media behavior which is open to challenge. It might heighten the chorus of those who criticize what some call the "pig" press. More people may join the ranks of the cop-outs who argue our system is beyond repair. At best it might challenge some journalists and media owners to rectify practices which clearly are undesirable and may threaten our form of government.

Possibly this book doesn't come from such an unlikely source, after all. Who among "journalism educators" or journalists would risk their "professional" futures by going after lions who have been known to bite back?

Dr. Rucker is a member of the faculty in the School of Journalism.

CABLE: The New Medium of Communication

By Marvin H. Rimerman

(c) 1971 Grassroots Editor

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The technology of cable communication has emerged, after 20 years of evolution, as a new medium of communication.

The December 7, 1968, publication of the *Final Report of the President's Task Force on Communication Policy* and the December 13, 1968 FCC issuance of *Interim Rules for CATV* established this system as distinct from other vehicles of public and private communication. Because of its youth and dimension of service, cable communication frequently is confused with other interests and systems of communications technology.

During the late 1940's, appliance dealers in small towns combined an enterprising spirit with inventive ability when they created Community Antenna Television (CATV) systems in order to bring television broadcast reception to their communities and increase TV set sales. Ed Parsons first erected a tall mast atop the hotel in Astoria, Oregon, and connected demonstration receivers in the town's appliance store to give customers their first look at television. He then rigged a substantial installation atop nearby Coxcomb Hill to increase reception for line-of-sight pickup from Seattle's KRSC-TV (now KING-TV), about 65 miles away.

At the same time, 1948-49, citizens of Lansford, Pennsylvania, built their tower on Summit Hill and wired their homes to obtain reception from Philadelphia, 70 miles distant. Those who established the early CATV systems combined available materials designed for rooftop antennas. They hitched common twin-lead wire to fence posts and trees and added a few basic amplifiers along the paths, sometimes up to ten miles long, between antenna sites and homes.

CATV, once merely a community antenna system for retransmitting refined radio and television broadcast programming through wires, now uses solid-state amplifier technology and coaxial cable to multiply and fabricate in a closed system the traditional and limited open-circuit electromagnetic spectrum. These advances reflect a move away from the older family-owned CATV systems and a move toward large-scale investment and new services for the public.

The new systems now are able to give the consumer burglar alarm and fire surveillance coverage, municipal news service on a continuous basis, cable networking, and other highly specialized consumer information and entertainment services. Prototypes of two-way communication services between home and retailer are off the drawing boards and are now being tested.

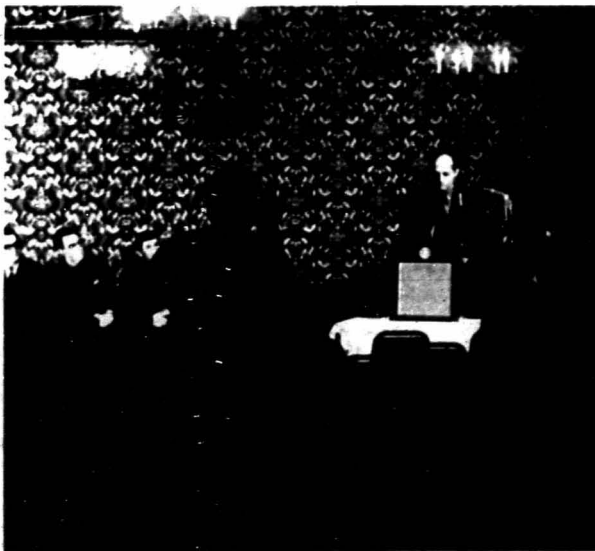
The transition occurring at this time is not appealing to all parts of the cable community. When Donald Taverner, president of the National Cable Television Association, addressed the Southern CATV Association meeting last spring, he urged the membership not to maintain the status quo. One writer responded:

Either way, he cut the umbilical cord that was still binding many small operators to the National Cable Television Association. Understand, I think he was correct when he said, "We cannot hold the status quo, and we frankly do not wish to attempt to hold the status quo." Yet, it is rather sad to hear the president of the association in effect, tell the Mom and Pop operators to go to hell.

The creation of new services by cable means that the television receiver is changing in form and function. The 20-channel cable television service is replacing the traditional 12-channel VHF broadcast service and requires a converter placed alongside or on top of the home set, although some converters are remote-controlled boxes. The two-way communication systems require "black boxes" resembling typewriters to be tied-in with the receiver at home. These new capabilities alter the appearance of the furniture and influence the life-style of the user. The number of



Members of Dr. Rimerman's class in Cable TV are shown using their equipment to tape April 12th political forum held at Ramada Inn. Tape was replayed April 14th in a local bank. (Photos by Nelson Brooks)



channels and types of services which might emerge by 1980 are to be determined largely by public demand, since the federal government has given the industry opportunity to develop.

The 1968 December actions by the FCC and the President's Task Force Report came after two decades of difficulty in determining a definition for CATV. CATV is a hybrid medium reflecting equally important influences of law and policy from the fields of communications common carrier, traditional broadcasting, newspaper, magazine, and public utility. As entrepreneurs allocated increasing amounts of venture capital to cable communications, they increasingly impinged upon the jurisdictions of government agencies at the local, state and national levels. Resolutions of legal differences developed over the years along both case-by-case and policy ap-

proaches and required the FCC to establish a separate CATV Bureau at the same level as the Common Carrier and Broadcast bureaus. Resolutions involved active participation in the decision-making process by municipalities, state public utility commissions, state and federal courts throughout the nation, as well as the Congress and state legislatures. The breadth of interest in CATV reflects the significance of this new medium of communication and its importance to those in the field of public communication, although the practical effect upon most of the citizens of the nation is not yet felt across the land.

After having reached its self-sustaining status during the late 1960's, CATV promised to be the major growth area in the communication media field during the decade of the 1970's. In 1970, 25 hundred cable systems were

available in 4.5 million homes, about seven per cent of the total households, operating from an investment base of approximately \$300 million. Conservative forecasts by government and industry figures indicate that in 1980, five thousand systems will be available in approximately 30 million homes and the industry then will annually gross \$4 billion.

The stimulant for such growth is the provision of new informational services which apparently reflect a revolution of traditional patterns and structures of public communication. Typically, the citizen traditionally looks to a few journalists of the mass media for information about the environment. The number of journalists has been limited by the number of mass media outlets available, as a factor of economics and physical limitations. The latter is particularly pertinent to the field of electronic communication, with its inherent restrictions of broadcast spectrum. The traditional limitations required dissemination of only those messages which had wide general interest, i.e., the mass media service. Although this pattern continues to apply to all vehicles termed mass media, influencing the training and careers of journalists for same, the pattern does not apply to all aspects of the new cable technology.

The new medium moves from a mass media posture of the few telling the many simultaneously whatever the few believe the many want or ought to be told, to a new posture where many citizens individually call upon journalists for information as desired. The receiver becomes a sender as a telephone caller sends a declarative or an interrogative message. The new approach for information is initiated by the individual citizen.

The new approach is reality now and not mere "pie-in-the-sky" aspiration of some dreamers. One example is operational in Weston, W. Va., where the cable system services approximately 22 hundred homes. Although the community has no newspaper, the cable system provides a continuous and repetitive sequenced news service of very local interest. The news editor punches his stories onto an endless paper tape which triggers a character generator displaying the typed news on one channel of the CATV system. The automated system permits citizens to tune in at any time to receive the day's news electronically in their living rooms. Other more common examples throughout the nation provide a refined wire service for continuous regional, national and international news.

Some established mass media organizations fear the new medium will cause them economic injury. The conflict today is very much like the press-radio war of the early 1930's, the motion picture-television hostilities of the late 1940's and the radio-television issue of the mid-1950's. The record shows that as the newer media developed, they did not liquidate the older systems. The traditional systems reshaped and became both more serviceable and more profitable.

Cable technology is a rapidly growing endeavor, in need of people educated and trained to understand it and to help contribute to the media needs of a society growing more complex.

Unfortunately, the media departments and schools of some institutions of higher learning in the country are inextricably tied to a limited mass media philosophy which sees cable technology only as "broadcasting warmed-over." This outlook leads to a defense of the status quo of the present media establishment and instruction for careers in that establishment. Such an outlook overlooks the "Receiver-Priority" revolution in media, as outlined above, and denies essential preparation for the new career field. Furthermore, it jeopardizes the security of those young people who seek jobs in the traditional mass media by neither leading nor participating in the revitalization of those media which is naturally upon us.

Newspapers and magazines hit by job squeeze as ads decline

By Michael C. Jensen
(2) New York Times
March 11, 1971

More than 1,000 jobs in three of the nation's largest newspaper and magazine publishing companies have been eliminated during the last year in the wake of severe losses of advertising revenue and rising costs.

In addition, hundreds of people in editorial, advertising and mechanical jobs with other publishing concerns across the country have left their companies as the result of attrition, early retirements and layoffs.

The job squeeze was most keenly felt in New York City, the nation's publishing capital. For example:

Time Inc. has eliminated 450 jobs by layoffs and attrition as advertising revenues for *Time*, *Life* and *Fortune* magazines dropped sharply.

The *New York Times* has let the equivalent of 300 jobs fall vacant, mostly through attrition, but also by early retirements and layoffs, as advertising fell during 1970.

The McGraw-Hill Publications Company, the country's largest trade publishing concern, has trimmed about 300 employees from its payroll as many of its 36 trade and business magazines declined in profitability.

The publishers of hardest-hit publications are far from optimistic that hard times are over. Garry Valk, publisher of *Life* magazine, said advertising revenue was off again this year, continuing the trend that began in 1970. He warned that any jobs that fell vacant would be closely examined before they were filled.

Arthur Oché Sulzberger, president and publisher of the *New York Times*, last week warned his employees in an internal memorandum that "more jobs will probably have to be abolished and it is doubtful that we can relocate all displaced employees elsewhere in the company."

And John R. Emery, president of McGraw-Hill, was pessimistic about any significant pickup in advertising before mid-1971.

At the heart of the problem is the fact that total advertising volume in the United States—including radio and television as well as the print media—declined last year (although revenue was up slightly because of rate increases).

That meant smaller profits for many advertising agencies, and for the media that are largely supported by advertising.

Television did some well-publicized belt-tightening around the end of the year, particularly when cigarette advertising was dropped, but over-all year-end figures show that it was the magazine and business publication field that was hardest hit in 1970, followed by newspapers.

Many of the biggest manpower reductions in publishing were made in mid-to-late 1970. In a few cases they ran as high as 2 per cent to 5 per cent in newspapers, mostly by attrition; and 15 per cent to 20 per cent in magazines, by layoffs and attrition.

An informal survey of publishing executives and analysts during the last two weeks indicates that the most drastic personnel cuts are probably over, although some publications are still enforcing a policy of not filling jobs that are vacated.

The publishers who were queried were quick to point out that despite personnel cutbacks, the volume of news being served up by newspapers and magazines in most cases has not declined appreciably.

Two causes of staff reductions are declining advertising revenues and higher labor costs. And although many publishing officials see little evidence of an advertising pickup for the first six months, most are optimistic about an upturn later this year.

The turnaround will come too late for some publications, however. One result of the financial shakeout was that at least 16 magazines, mostly trade and specialized publications, folded, and 22

daily newspapers either stopped publishing or cut back to weekly frequency in 1970.

Surprisingly, there also was a spate of new publications, many of them serving new constituencies. On the list of 62 new magazines and 19 daily newspapers such words as ecology, environment, liberation and black show up frequently. The number of dailies has remained remarkably stable since World War II. In 1945 there were 1,749 daily newspapers, and 25 years later there were 1,761.

Although many newspapers are closely held and others are members of large chains, and thus do not reveal financial breakdowns, some newspaper executives were willing to openly discuss their problems.

Buren H. McCormack, executive vice president of Dow Jones & Co., said *The Wall Street Journal* cut about 75 people from its 2,700-man payroll last year through attrition. A job freeze instituted July 27 is continuing he said.

No cuts were made in the editorial department, according to Mr. McCormack, who said advertising linage for the *Journal* was off about 18 per cent last year.

Donald A. Abert, publisher and president of the *Milwaukee Journal*, said he was "able to make a satisfactory net profit in 1970 only because our subsidiaries (including a television studio) did well, because we got a tax break, and because we did some cost cutting. It saved our bacon."

The *Journal's* revenue from advertising declined about \$2-million, according to Mr. Abert, and one result was that the company cut manpower by the equivalent of 50 to 60 people (which includes overtime reductions and job consolidations).

Records at *The Journal* are kept in man-weeks for 28-day periods. The January, 1971, figure was 2,689.9 compared to 2,760.9 for January 1970.

"We're still trying to gain some ground by attrition," said Mr. Abert. "We have no special goal set, but we're working on a game plan now—and cutting overtime."

A somewhat similar situation was faced by *The New York Times*, which slipped from second to third place in linage on a national basis when its 1970 totals were off nearly 12 per cent from the year before (advertising revenue was off by \$14.5-million).

"We lost about 2.5 million lines of advertising because of union slowdown in April and May, and another 5.5 million lines of employment advertising due to the recession," said Max Falk, advertising director of *The Times*. "The other 2.5 million lines we lost were pretty well spread."

"The key is help-wanted advertising, and I don't see any immediate improvement," Mr. Falk said.

The Times recently added a regional section in its Sunday paper, which goes to about 400,000 homes in Brooklyn, Queens and Long Island. The advertising is sold at about one-third the *Times's* normal rate.

Another recent move taken by the paper to add revenue was addition of pre-printed advertising stuffers (known in the trade as free-standing pre-prints) to the Sunday *Times*. A two-page stuffer costs an advertiser \$18,000 for the full run, and Mr. Falk predicted that 40 or 50 would be booked over the next year.

The *Times* has also been facing circulation difficulties, with declines of 9.9 per cent on weekdays and 3.6 per cent on Sundays for the last quarter of 1970 versus the same period a year earlier. Price increases from 10 cents to 15 cents for the daily, and from 60 cents to 75 cents for Sunday papers shipped beyond 30 miles, were blamed for the circulation slump, which was not as heavy as anticipated, according to *Times* officials.

In the face of all these problems, *The Times* last month paid 1,500 straight-time shifts per week less than it did in February, 1970.

This was equivalent to a reduction of 300 full-time employees. There was less hiring of part-time employees, and a 26 per cent reduction in overtime, accord-

ing to *Times* management.

The reduction equivalent amounted to: 31 from the 945-man news, Sunday and editorial departments; 188 from the 3,024-man production and distribution departments, and 81 from the 1,886-man commercial departments.

The *Chicago Tribune* is another major newspaper that had its share of troubles during 1970. Advertising linage declined 4.4 per cent from 1969, and revenue was off "close to that," according to Stanton R. Cook, executive vice president and general manager.

"And 1971 looks right now pretty much like the end of last year," said Mr. Cook. "There's nothing to indicate that it's getting any better."

The *Tribune's* overall revenue dropped from about \$124-million in 1969 to \$119-million last year, and that meant man-power cuts.

Of the total employe level of about 4,000, there were across-the-board reductions of "a couple of percentage points," Mr. Cook said, mostly through attrition and retirements.

All this is not to say that every major newspaper has been hurt by the recession. Although 10 of the 15 volume leaders showed losses in advertising linage in 1970, there were some notable exceptions. *The Phoenix Republic*, for example, showed a 6.8 per cent linage gain.

"What happened here in Phoenix," said 81-year-old Eugene C. Pulliam, president and publisher of *The Republic*, "is that we benefited from the fact that when you get a recession people look for greener pastures. We had a real influx of people, and they brought enough money with them to buy houses and to keep the merchants advertising."

Editorial staff reductions in major newspapers were generally small compared to the percentage cuts in some magazine staffs. An American Newspaper Guild official in the union's Washington headquarters said there was little evidence of significant newspaper editorial staff reductions, "although some locals have reported papers' not filling vacancies."

And Thomas E. Engleman, executive director of *The Newspaper Fund*, which keeps track of journalism school graduates, said there was no sign that last year's graduates had unusual problems finding news jobs on papers. He said about 1,277 journalism graduates went to work for dailies in 1970 compared to 1,076 the previous year.

Magazines were a different story, however.

When Garry Valk of *Life* cut his staff of 615 by 130 people last year, it meant a heavy percentage of editorial staffers were among the people severed.

"We had some attrition and retirement," he said, "in addition to layoffs."

Although business has not yet picked up, Mr. Valk said he did not expect any more major staff cuts. "There are no sharp reductions in view now," he said, "but as people leave through attrition, we will look the situation over."

The magazine intends to "sock the reader more" by raising its subscription prices about 20 per cent, probably later this year.

Life's problems are pretty much mirrored by those of its parent company, Time Inc.

"For the first quarter of 1971, we have two magazines up in advertising pages (*Time* and *Sports Illustrated*), one down slightly (*Life*), and one way down (*Fortune*)," said Time Inc.'s president, James R. Shepley.

What about layoffs at Time Inc.? According to Mr. Shepley the company last year cut about 450 of the 3,000 people on its New York payroll. That payroll includes the magazine staffs in New York and other American cities, and United States nationals in foreign countries.

About half the lost jobs were through attrition, he said, and the others resulted from layoffs.

Look magazine also had its share of troubles last year. Its publisher, Thomas R. Shepard Jr., said that in

late 1970 some 60 to 70 people were cut from a staff of 500.

"We just quietly let people disappear over a period of time," he said.

The reason is that *Look* was off more than \$14-million in advertising revenue.

Mr. Shepard said *Look* would show a 10 per cent gain in advertising pages for the first quarter of 1971, however.

Although 17 of the top 20 revenue-producing magazines showed declines last year, there were some exceptions. *TV Guide* was up 13 per cent, *Sports Illustrated* up 9 per cent, and *Woman's Day* up 19 per cent.

Some are also doing well this year. "We were up for the first four months of 1971," said George H. Allen, publisher of *Woman's Day*, who said revenue was over \$2-million ahead of last year.

Trade publishing had its troubles, as did the industries it covers.

"We pretty much reflected the aerospace industry," said R.A. Hubley, publisher of McGraw-Hill's *Aviation Week & Space Technology*.

The weekly magazine was off 38 per cent in pages last year, and the prospect is that it will be "off in pages again in 1971, although not as sharply," and there are hopes for an upturn later in the year.

The staff probably shares that hope. Last year it numbered 90 and today it stands at 80, with about equal cuts in editorial and advertising personnel, according to Mr. Hubley.

There were a number of exceptions to the trade magazine trend in 1970, and one was *California Builder & Engineer*. A tiny (circulation 11,666) free publication of an advertising page rate of only \$345 (compared to *Life's* \$42,500), it showed a 32 per cent increase last year, while many of its big brothers were suffering.

Throughout the publishing industry, the job picture remains gloomy.

"We thought the job picture had bottomed out, but it seems worse now than it did last March," said Adele Lewis, president of Career Blazers Agency, Inc., an employment agency with the names of more than 400 prospective magazine reporters and editors in its active file—and only two openings to fill.

"The tragedy of it is that most of the applicants we have in the magazine field were available six months ago too," she said. "You can almost see them deteriorate psychologically."

Costs are skyrocketing in the newspaper and magazine industry and adding to the publishers' general financial woes. Probably the most hotly discussed issue at the moment among magazine executives is the proposed rate increase by the United States Postal Service, which would raise mailing costs for newspapers and magazines by an average of 142 per cent over a five-year period.

Two other serious problems for newspapers are announced increases in newsprint prices, and above all the staggering increases in labor costs particularly in New York City.

Newsprint, which listed for \$140 per ton in 1966 (\$5 less in the West), had risen to \$151-2 last year, and the most recent increase, scheduled by many companies for later this year and already implemented by others, would take it to \$150-60.

On the labor scene, last year's pace-setting International Typographical Union settlement, called for wage increases amounting to 41.7 per cent over three years, further clouded the profitability picture for the city's publishers.

There is a bright side to the picture, however. As the Department of Commerce publishing specialist predicts that newspapers could gain 4 or 5 per cent in total revenue this year.

And James B. Kobak, in a survey conducted in mid-January for J. W. Lasser & Co., reported that almost two-thirds of the trade publishers queried expect advertising volume increases for 1971.

Wall Street analysts are wary about the first half but generally happy with the longrange outlook for both newspapers and magazines.

CONOZCA A SU VECINO

El periodismo ecuatoriano

La República del Ecuador, pequeña nación suramericana, cuya nomenclatura de su situación a horcajadas de la imaginaria línea divisoria entre los hemisferios meridional y septentrional, forma en su periodismo un ejemplo tipo de las actividades de imprenta en los países hispanoparlantes de población variada y con problemas de analfabetismo.

Dos periódicos diarios, EL COMERCIO de Quito y EL UNIVERSO de Guayaquil, tienen una circulación de más de 50.000. Quito, la capital, tiene una población de unos 650.000 y EL UNIVERSO tiene una circulación de 90.000, mientras que EL COMERCIO de Quito con una población de 500.000 saca diariamente unos 60.000 ejemplares. El diario más antiguo del país es EL TELEGRAFO de Guayaquil, fundado en 1894. Todavía pertenece a la familia fundadora. Su director Manuel Eduardo Castillo es el actual representante activo en el periodismo. Su circulación es de solo 25.000, principalmente local, mientras que los otros dos diarios mencionados tienen muchos lectores fuera de su lugar de publicación.

Tanto el ULTIMAS NOTICIAS como LA RAZON de Guayaquil, diarios de la tarde, tienen una circulación, principalmente local, de más de 25.000. Fuera de éstos solo el matutino EL TIEMPO, conservador y católico, de Quito llega a 10.000. Fuera de las dos ciudades principales del país solo hay diarios en Cuenca, Ambato, Loja, Paratovije, Machala, y Manta. En todo el país el total de diarios es de 22, y hay además 19 periódicos que aparecen semanalmente. Ninguno de éstos tiene una circulación de más de 5000. Machala y Loja tienen dos

publicaciones diarias cada una, pero la circulación seguramente no pasa de 2000 en cada caso.

El costo de la propaganda comercial en los periódicos principales varía entre \$-7.300 (\$282.00 USCy.) por una plana entera en las ediciones nacionales de EL COMERCIO los domingos, a \$-3.600 (\$144.00 USCy.) cualquier día menos los festivos de EL TELEGRAFO. Naturalmente cuesta menos en los periódicos provinciales.

Ecuador tiene una población de apenas cinco y medio millones, de los

cuales unos dos millones son mestizos y esta proporción constituye además más o menos el total de la población alfabeta. La población indígena forma el 30 por ciento del total y en general es analfabeta. La población blanca, principalmente de origen español es de medio millón. Si se comparan las cifras de circulación con la de posibles lectores en el país se ve que la gran parte de ellos no lee un periódico, aunque se puede calcular que hay varios lectores por cada ejemplar de la circulación pagada.

Además de los periódicos, hay en el Ecuador unas revistas de circulación más o menos igual a la de los periódicos. El más importante es VISTAZO, editado en Guayaquil, 70.000 ejemplares mensuales, que es de carácter general, y ESTADIO, también de Guayaquil, con 25.000 ejemplares, dedicado a los deportes. El primero tiene como norma un acervo de 100 paginas, y el segundo, 54. NUEVO SUCESO es una revista de unas 48 paginas y circulación de 12.000 editada en Guayaquil. Hay otras editadas en Quito, pero ninguna de mayor circulación.

Las revistas y periódicos que no pertenecan a alguna familia que desde hace años los edita son por lo general propiedad de algún grupo ideológico o político. Ninguna revista trae más de media docena de paginas de anuncios y propaganda comercial. Las de mayor circulación si traen continuamente inserciones pagadas tales como los informes presidenciales, de gobernadores de provincia, o de los ministerios. También es costumbre pagar las notas sociales tales como los matrimonios y bodas de plata y otras actividades de la alta sociedad.

Con una circulación de mil o dos mil los periódicos semanales existen apenas como parte de una imprenta general y sirven más que nada los intereses políticos locales y la limitada vida social de las familias bien de las capitales provinciales, y menos de la mitad de las provincias tiene su periódico aunque sea semanal. El periodismo verdaderamente refleja las normas sociales y económicas del país y sus recursos humanos.



Jose Abel Castillo (1854-1941), fundador de EL TELEGRAFO de Guayaquil, el periódico más antiguo de El Ecuador, con el avion "Telegrafo" que el patrocinó en los vuelos pioneros de 1920.

Three 'First Albums' Rate Good Reviews

Welcome to Goose Creek (Capitol ST-690) by the Goose Creek Symphony is just so much corn. But it's the nice buttered kind that just makes you want to dig in for seconds...and thirds. This album has got to be the American Gothic of country-rock, ranking with such classics as "Sweetheart of the Rodeo" by the Byrds and the Band's second album. It's that good. Unfortunately, it's also that obscure, which is amazing, to say the least.

As an entity, the album is essentially an autobiographical account, sometimes sad, sometimes whimsical, but always peace-filled and gentle, of the Symphony's continuing love affair with the simple existence of living off the land. Each song on the album complements the others and all eventually contribute some essence to the wholeness of the album's theme, which can be summed up beautifully in one line (from the song "The Corn Won't Grow, So Rock 'n' Roll"): "Man can't live by cornbread alone."

The variability of musical moods, despite the country flavor or because of it, is astounding in its range. Beginning with the title song, "Welcome to Goose Creek," which introduces both the Symphony and their philosophy, the first side bounces easily from bright exuberance to melancholy, then through several stages of casual intensity, back to an even greater affirmation of joy. Especially wonderful are "Back Here" and "Saga Neath The Sycamore." "Back Here" is the story of the Symphony's conversion to the rigors of Southern Kentucky and the effects if had on the music they began to make. The FCC probably won't allow this song to play over the air as it alludes more than occasionally to the joys of getting loaded on wine; but nevertheless, it contains some of the best instrumental work in many a moon. Fiddler Fred Weisz really steals the show during his solos on the track, which also features some finger-lickin' good bass runs and explosive punctuation by the drums just where needed. "Saga" is basically for fun, the

tale of a woe-begone character who takes charge of fifteen year-old Mary's favors, only to dump her in the face of her father's buckshot flying all around him. Simply great.

The Goose Creek philosophy is the predominant theme on Side two. "The Corn Won't Grow, So Rock 'n' Roll" has been already mentioned, but it deserves special credit where due for being the longest (8:08) and most musically complex song on the album. It starts slowly and tragically with guitar and fiddle intermingling in perfect harmony to the other, and progresses through several pitch, time, and melodic changes until the final result emerges in the form of a good old-time, foottapping, breezily executed hoedown, that ends not once, but three times. "Miana and Me" is a beautiful love ballad featuring the bare but excellent accompaniment of a solo banjo.

The album finally closes with "Finale for a Symphony," which seems to have an ambiguous meaning in the title. Does this mean for this particular record an end finale, or is this significant of the group's intentions for the future? But never mind. "Finale" is melancholy and moving, the Symphony at its very best. Particularly nice about this cut is the use of a grand piano to underscore the sorrowfully-sounding goodbye of the lyric... "Back home to the land where we really belong..."

This album is definitely worth some attention. Hopefully it will have what it surely deserves. One other note of interest: Tastefully lacking from the Symphony's melange of instruments is the pedal-steel guitar. They really don't need it. The "YEEELAAAHs" before each fiddle solo are alone worth listening for and will compensate aesthetic value in the long run.

Reviewed by Ken Townsend

To make comparisons about John and Beverly Martyn's *Road to Ruin* would defeat the purpose of it's music. On the cover of the album (a cover worth hanging on your wall, by the way)

there is a quote from John and Bev which reads "At the risk of being quoted (pause), after a close scrutiny and due consideration (emphasis) we think we can safely say quite categorically (emphasis) that this music has nothing to do with dying or anything like that."

What it does have to do with is sound, plenty of sound, country sound, folk sound, jazz sound, blues sound, and, for the most part, good sound.

Beverly, when she does sing on this album, which is not often enough, has a strong, warm voice, bubbling and full of life. In *Sorry to be So Long* she is at her best, beating out a funky jazz-blues type tune against a strong piano played by Paul Harris.

Following the school of folksingers who mumble their lyrics, John goes them one better by swallowing most of his. In *Free Green*, however, he gets it together in the soft country-folk style which he seems to do best.

It is on the title and final song on the album *Road to Ruin* however, that John, with Paul Harris, shows his true forte, as the arranger. It begins with John's usual slow, soft singing and then shifts into a high gear, instrumental jazz rag, again heavy on the piano, from which point it takes off.

The sound of John and Bev Martyn is, if a word must be used, unique. Since that word is rather ambiguous, let it be said that they are well worth listening to. But before you go out and buy their album, find someone who has it and listen to it a few times. Admittedly, because this is their first album and they are relatively unknown, this may be next to impossible to do. Precisely because their sound is so different, it is not the kind of sound that everyone will like. But if you do like *Road to Ruin* you will like it a lot.

Reviewed by Thomas J. Finas IV

England, among other things, gave us the Beatles and the Rolling Stones. Now this island across the sea is bestowing upon us another fantastic group, called *Road*.

What *Road* offers the listener, in their first album to hit this continent, is a nostalgic trip down memory lane.

Buddy Holly, the classic of rock and roll is featured in *Road*. His voice is as great as ever and he is the perfect master of ceremony on this rock and roll revival jaunt.

In addition to some of the old Buddy Holly hits that are included in this album, *Road* has also included some cuts that were never released as singles. *Road* has made these songs their own, with their professional comfort and ease and with utter confidence. They never cease to get better and better as the album progresses from cut to cut.

Another outstanding performer in the *Road* album is Bob Montgomery, who aids in the vocal in "Love's Made A Fool Of You." Montgomery's voice complements that of Holly's and what we end up with is a parallel to the early Byrds' "Turn, Turn, Turn."

Another artist that contributes his talent to the *Road* album, but is not mentioned in the credits, is Zed Jenkins. Jenkins is known in connection with some other top musical performers for playing the sitar and guitar. In this album his relationship with his sitar is brought to light on "What To Do" and his guitar mastery on the other tracks is enough to impress even the fussiest of tastes. Jenkins, incidentally, will soon release his first solo album and even now most of his cuts have been covered by other artists.

Road offers bundles of musical talent all wrapped up in a neat little album. Songs to reminisce to and songs to groove to, all there for the asking. The album relies on heavy rock and fine vocal tonality to make it a complete rock and roll revival. *Road* has everything going for it. Not only are the vocals outstanding, but the music that accompanies the singers is well organized, heavy, and unbelievably pure *Road*.

Reviewed by Fred Pittler

Recipients join Hall of Fame

Area editors awarded Golden em

Thomas O. Mathews, Charles Weidner Mills and K. R. Trigg have been named the 1971 recipients of the Golden em.

The awards, which were presented at the 8th Annual Journalism Week banquet held in the University Center ballrooms Friday night, recognize outstanding contributors to the field of journalism.

The Golden em is sponsored jointly by the SIU School of Journalism and the Southern Illinois Editors' Association. The recipients automatically become members of the School of Journalism's Hall of Fame.

Mathews, editor and publisher of the Fairfield Press and a native of Fairfield, attended the University of Illinois. He began his newspaper career as a printer's devil in the mechanical department of the Wayne County Press in 1928 and received his editorial training under the late E. H. Childress.

Under Mathews's editorship, the press has grown from an eight-page weekly with a 1,500 paid circulation to its bi-weekly status with a circulation of more than 8,000.

He has been active in promoting community improvements, including a 100-bed hospital and an 80-



K. R. Trigg

bed extended care nursing home. Mathews is a former officer of the SIEA and president of the Illinois Press Association.



Charles W. Mills

Mills, a native of Vandalia, is the editor-publisher of The Vandalia Leader and the Vandalia Union. He attended Vandalia schools and



Thomas O. Mathews

began working for his father at The Leader after graduating from the University of Illinois School of Journalism in 1937. Twelve years later

he became a business partner.

The partnership purchased the Union in 1958 and now operates both papers on a twice-weekly basis.

Mills is a former president of the SIEA and the Illinois Press Association. He is a member of Sigma Delta Chi, the American Legion and the Masons as well as Director of the Vandalia Chamber of Commerce.

Trigg is the editor and publisher of the Eldorado Daily Journal, the only privately-owned Southern Illinois daily.

The Journal was founded in 1911 as a weekly but twice weekly publication was started eight years later.

On Feb. 7, 1921 the schedule was changed to a six-day daily operation and Trigg joined the paper as a carrier. He completed 50 years with the paper on Feb. 7, 1971.

Trigg is a member of Sigma Delta Chi, a 25-year member of the International Typographical Union and a 30-year member of the Eldorado Lions Club.

He was named outstanding Eldorado citizen in 1963 by the Chamber of Commerce.

Alton newspaper wins six SIEA awards

For the second consecutive year the Alton Evening Telegraph has topped all entrants in the number of awards won in the 1971 Newspaper Contest of the Southern Illinois Editorial Association, carrying off six awards.

Fifty-six newspapers took awards in the competition. The presentations were made Friday at SIEA's annual spring conference at SIU.

Content entries were judged in three divisions: daily newspapers, and weekly papers of under and over 2,100 circulation. The seven categories in each division were general excellence, local news coverage, feature stories, photography, original column, editorial, and advertising excellence.

The Evening Telegraph won four first place awards for general excellence, local news coverage, photography and editorial. In addition, the newspaper won second place for advertising excellence and honorable mention for original column.

Tied for runner-up in the number of awards won were the Belleville News-Democrat and the Metamora Herald with five each.

Place winners by division:

Daily Newspapers

General Excellence: 1st—Alton Evening Telegraph; 2nd—Mattoon Journal-Gazette; 3rd—

Belleville News-Democrat. Local News Coverage: 1st—Alton Evening Telegraph; 2nd—Southern Illinoisan, Carbondale; 3rd—Belleville News-Democrat. Feature Stories: 1st—Centralia Evening Sentinel; 2nd—Olney Daily Mail; 3rd—Belleville News-Democrat.

Photography: 1st—Alton Evening Telegraph; 2nd—Lawrenceville Daily Record; 3rd—Carro Evening Citizen.

Original Column: 1st—Mattoon Journal-Gazette; 2nd—Effingham Daily News; 3rd—Carro Evening Citizen.

Editorial: 1st—Alton Evening Telegraph; 2nd—Mt. Carmel Republican-Register; no third place.

Advertising Excellence: 1st—Mattoon Journal-Gazette; 2nd—Alton Evening Telegraph; 3rd—Centralia Evening Sentinel.

Weekly Newspapers Over 2,100 Circulation

General Excellence: 1st—Sparta News-Plainsdealer; 2nd—Pike

Press, Pittsfield; 3rd—Wood River Journal.

Local News Coverage: 1st—Sparta News-Plainsdealer; 2nd—Vandalia Leader; 3rd—Wayne County Press, Fairfield.

Feature Stories: 1st—Pike Press, Pittsfield; 2nd—Highland News-Leader; 3rd—Metropolis News.

Photography: 1st—Wood River Journal; 2nd—Waterloo Republican; 3rd—Pike Press, Pittsfield.

Original Column: 1st—Metropolis News; 2nd—Fairbury Blade; 3rd—Vandalia Leader Honorable Mention; Petersburg Observer, Pulaski Enterprise, Mounds Vienna Times.

Editorial: 1st—Tazewell Courier, East Peoria; 2nd—Hillsboro and Montgomery County News; 3rd—Moultrie County News, Sullivan.

Advertising Excellence: 1st—Tazewell Courier, East Peoria; 2nd—Sparta News-Plainsdealer; 3rd—Greenville Advocate.

Weekly Newspapers Under 2,100 Circulation

General Excellence: 1st—Metamora Herald; 2nd—Auburn Citizen; Girard Gazette.

Local News Coverage: 1st—Metamora Herald; 2nd—Auburn Citizen; 3rd—Girard Gazette.

Feature Stories: 1st—Lawrence County News, Lawrenceville; 2nd—Metamora Herald; 3rd—Girard Gazette.

Photography: 1st—Lawrence County News, Lawrenceville; 2nd—Metamora Herald; 3rd—Cahoun Herald, Hardin.

Original Column: 1st—Bunker Hill Gazette-News; 2nd—Trenton Sun; 3rd—Millstadt Enterprise.

Editorial: 1st—Farmersville Press; 2nd—Metamora Herald; 3rd—Grayville Mercury-Independent.

Advertising Excellence: 1st—Arcola Record-Herald; 2nd—Gallatin Democrat; Shawneetown, Girard Gazette.

Journalism grad honored at banquet

Donald A. Stork, a 1961 graduate from SIU's School of Journalism, was honored Friday night as the SIU Journalism Alumnus of the Year. Stork was given the award at the 8th annual Journalism Week banquet held in the University Center ballrooms.

Stork was named general manager of Gardner Advertising's media department in St. Louis,

March 1970 and was made a vice president in June.

The company employs about 300 persons in offices in St. Louis, New York and Los Angeles. Some of its clients include Anheuser-Busch, Inc., Brown-Farman Distillers, Eli Lilly, Ralston Purina Company and the Southwestern Bell Telephone Co.

Stork has worked with Gardner Advertising since February 1964 as a media buyer, media planner and supervisor and an associate media director.

Before going to Gardner, Stork was associated with Naegele Outdoor Advertising Co., Commercial Letter, Inc., and Lynch Advertising, St. Louis advertising firms.

At SIU, Stork concentrated in advertising in the School of Journalism. He served as vice president of Alpha Delta Sigma, advertising fraternity, vice president of the Advertising Club and commander in the Arnold Air Society. Stork also belonged to the Journalism Students Association and Sigma Pi social fraternity.

He worked on the Daily Egyptian news staff and calls his employment a "wonderful learning experience."

After graduation Stork served in the Missouri Air National Guard. In 1962 he received a commission as a public information officer, editing a base newspaper and preparing news releases.

Stork was married in 1962 to the former Joan Gentry of Carleville. Mrs. Stork received a BS in education from SIU-Edwardsville in 1964. She teaches the sixth grade at the Abraham Lincoln School in Belleville.



Donald Stork

SIU professor receives citation for his book

Jim Allee Hart, associate professor in journalism at SIU, has received a special citation from a national honorary journalism society.

Hart was one of five authors honored by Kappa Tau Alpha (KTA) for outstanding research publications in the field of journalism. Hart is the author of "Views on the News: 1900-1960." The book was published in January by the SIU Press.

In his book Hart traces the origins of contemporary editorial and interpretive reporting techniques to the handwritten newsletters and moralistic ballads of 16th-Century England.

Judges for the awards included: Edwin Emery, editor of Journalism Quarterly and professor of journalism at the University of Minnesota; Calder Pickett, book review editor for the Journalism Quarterly and professor of journalism at the University of Kansas; C.S. McCarthy, national KTA president; John M. Harrison, professor of journalism at Pennsylvania State University; and William H. Taft, national KTA treasurer.

Harrisburg editor presented award

Curtis G. Small, editor and manager of the Harrisburg Daily Register was named winner of the third annual Arthur Darwin Jenkins Award for outstanding service to Southern Illinois journalism Friday night.

The award, donated by and named for the publisher of three Illinois newspapers, the Mascoutah Herald, New Baden News and Clinton County News, was presented at the combined School of Journalism—Southern Illinois Editorial Association banquet which climaxed Journalism Week at SIU.

Small was named Editor of the Year by the Illinois Press Association in 1963. He was honored in 1964 with a Golden em Master Editor award by the SIU School of Journalism and the same year was named Harrisburg Man of the Year.

The Harrisburg newsmen is the author of "Meat Old Jail," a book about the early days of the Saline County jail when his father was sheriff.

Small was a carrier boy for the Register Publications Co. for three years before going to work for the newspaper for 36 a week in 1930. He became a full-time employe in 1931 and was named news editor and circulation manager.

Small bought a majority of stock in the company in 1936 and in 1931 succeeded the late Roy Seright as editor.



Curtis G. Small

Campus and area events scheduled

Sunday
Stage Show: Rickie Havens, singer and guitarist, 8 p.m., SIU Arena. Tickets on sale at Central Ticket Office, SIU Arena Ticket Office, admission, students, \$3, \$3.50. *Public \$5, \$3.50, \$4.
Intramural Recreation: 9 a.m.-11 p.m., Pulliam weight room and gym; 1-5 p.m. and 7-11 p.m., Pulliam pool.
Hillel Foundation: Sunday supper and faculty-student dialogue. Donald Ugent, botany dept., 5:30 p.m., Hillel House.
Crisis Intervention Service (Rap Line): psychological information and service for people in emotional crisis or for those who want to talk, phone 457-3366, 8 p.m.-2 a.m.
Grand Touring Auto Club Auto Cross: register 12:30 p.m., Arena parking lot.
Baha'i Club meeting: 2-5 p.m., Agriculture Seminar Room.
Phytans (Plant Industries) Social

Hour, 5-9 p.m., Agriculture Seminar Room.
Women's Recreation Association: recreation, 1-5 p.m., Gym 207, 208.
Student Activities Film: "Genesis III," 7:30 and 11 p.m., Davis Auditorium.
Yoga Society: meeting, 8-10 p.m., Muckelroy Arena.
Sakaki Saddle Club: cook-out, 7 p.m., Sakaki Stables.
Free School: "Applied Friendship," 1 p.m., Wham 212.
Sakaki Flying Club: 2 cents a pound rides in a 4-seater Cessna Aircraft, 9 a.m.-5 p.m., SIU Airport.

Monday
Counseling and Testing Center: placement and proficiency testing, 8 a.m.-5 p.m., Morris Library Auditorium.
Carbondale Junior and Senior Orchestra: concert, 7:30 p.m., Shryock Auditorium.
New Student Activities-Orientation: parents and new students, 10

a.m.-noon, University Center, Illinois Room.
Society of Sigma XI: lecture, Eugene M. Shoemaker, Department of Geological Sciences, California.
"Geology of the Moon, as Revealed by Project Apollo," 9 p.m., Morris Library Auditorium.
University Senate: Meeting, 7 p.m., University Center 3rd Floor.
Intramural Recreation: 2-11 p.m., Pulliam weight room; 3:30-11 p.m., Pulliam gym; 8-11 p.m., Pulliam pool.
Crisis Intervention Service (Rap Line): psychological information and service for people in emotional crisis or for those who want to talk, phone 457-3366, 8 p.m.-2 a.m.
Vocational or Educational Counseling for Students: 805 S. Washington.
Women's Recreation Association: tennis, 4-5 p.m., north tennis court.
Chemistry Department: film, "His Land," 5-11 p.m., Neckers B-200.
Agriculture Student Council: meeting, 5-6 p.m., Agriculture Seminar Room.
Alpha Phi Omega meeting, 9-11

p.m., Home Economics Family Living Laboratory.
Alpha Kappa Psi: meeting, 9-11 p.m., Lawson 221.
Fish and Wildlife: meeting, 7:30-11 p.m., Life Science II-300.
Sailing Club: Executive meeting, 9-10:30 p.m., Home Economics 122.
Student Mobilization: meeting, 9-11 p.m., Cline Theater.
Free School: "Astronomy," 9 p.m.; "Philosophy of Ayn Rand," 8 p.m.; classes held in Free School

House, 212 E. Pearl.
Alpha Phi Omega: photo meeting, 5-11 p.m., Home Economics 208.
Egyptian Knights Chess Club: meeting, 7 p.m., University Activity Rooms C and D.
Soccer Club: practice, 4-5:30 p.m., soccer field.
Vietnam Student Association: meeting, 4-7 p.m., Home Economics Family Living Laboratory.
Phi Gamma Nu: meeting, 9-11 p.m., Cline Theatre.

Lib discusses objectives

Cosmetics and Women's Lib are about as compatible as Spiro T. Agnew and Ronald Davis. But while beauty techniques for trapping a man were discussed at a cosmetic demonstration in the Home Economics Building Lounge Thursday, Women's Lib concerned themselves with what they consider to be more important—trapping women's rightful place in society. Discussion at the Women's Lib meeting centered around women's roles in society. The members talked of how a woman is socialized from the time she is born to be a wife and mother. And how this socialization continues from infancy to death.

During the meeting the women were asked by Mrs. Mary Hicks, associate professor in child and family, to join her class on interpersonal relations. Women's Lib tried to point out some of their goals and objectives to the class. The class wanted to know about solving problems connected with those goals and objectives. Suggestions for solutions to the problems from the Women's Lib group took the form of socialized day care centers that would place responsibility on the father as much as the mother. Other solutions were an extended family system, which would allow for more adult supervision of the children.

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Economics, housing discussed

Candidates speak on Northeast ills

By Courtland T. Milley Jr.
Daily Egyptian Special Writer

Applause, hisses, questions and a few "Right On" groined candidates vying for mayor, City Council and city park board of Carbondale as they spoke to about 100 people Thursday.

The forum was on the problems facing Northeast Carbondale and what the candidates proposed to do about them. It was sponsored by the Northeast Congress at Attucks School.

Neal Eckert, candidate for mayor, said that his main concern was economics. "Business and economics," said Eckert, "are the areas I feel will serve the greatest needs of this town. I am particularly interested in citizen participation in decision making. This is where I think the Northeast Congress has given a great contribution to Carbondale."

Hans Fischer, also a mayoral candidate, cited discrimination, citizen involvement, lack of dental and medical facilities, and their inaccessibility when they are available, as problems confronting Northeast Carbondale. Fischer said, "Unemployment, underemployment, economic deterioration of housing, poor physical conditions generally, the lack of education and training for Northeast residents of all ages and the lack of youth programs where the young can determine their own roles and responsibilities as citizens are all problems which need solutions."

George Karnes, candidate for city councilman, stated that Carbondale "should be 10 years ahead, not 10 years behind, in its planning."

"We need only to look around our city to find areas where streets, lights and housing are insufficient."

Karnes said that he would not promise those things that he could not deliver. "I will not promise," said Karnes, "to lower the water rates, for example, because in August, 1965, Mr. Miller and his council entered into a \$1 million bond contract on which there will be no payment on the principle until 1997. This means," said Karnes, "that you and I, and even some of our grandchildren, will pay \$1,620,000 in interest, plus the \$1 million loan, for a total of \$2,620,000. This bond contract states that the city must maintain the present rates until the bonds and interest rates are paid."

Council candidate D. Blaney

Miller, former mayor of Carbondale said that he knows there were hard "fights" between him and the Northeast community while he was mayor. "We had fights," he said, "because we did not have adequate money, but we still made some headway, I think." Miller said that as record as mayor should be sufficient evidence of his qualifications. He also named several streets in Northeast Carbondale that were paved during his administration.

Gene Ramsey, also vying for a City Council seat, said that as chairman of the Business Industrial Development Association, he arranged a meeting with H. Miller of the FEA in Springfield for 100 percent loans on low incomes in the Northeast community. "Because of this meeting," said Ramsey, "eight families are now living in reasonable and good homes." Ramsey said that he was quite capable of serving as councilman because his main concern was the people.

Council candidate Clark Vineyard said he is running on his past record in the Northeast community. He noted that in 1959 he worked in the Northeast community to help control the mosquito problem. "In 1967," said Vineyard, "I contacted the city government and suggested that we work together to combat weeds and mosquitoes in the Northeast section. Together we worked to clear weeds, clean ponds, remove abandoned cars and many other things. My point in this is not what you owe me," said Vineyard, "I did these things only as a neighbor and

in the practice and belief that a man should help his fellow man, especially those who help themselves."

Running for city park board is Frank Kowal. Kowal stated that Carbondale needs more small, neighborhood west pocket parks. "As a park commissioner," said Kowal, "I will seek the federal and state funds available for neighborhood park development. Carbondale needs a recreation coordinating committee to prevent costly duplication of recreation programs and provide greater variety at lower cost."

A petition was circulated during the forum which stated the economic and political position of the Northeast community. "It is the goal of the voters and residents of the Northeast community," the petition read, "to improve the quality of their lives. It is felt that such improvement can be realized through emphasis on the creation of permanent jobs within and outside of the city structure, (b) the development of decent, safe and sanitary housing, (c) the delivery of

quality health and social services, (d) the development and implementation of sound education programs, (e) the provision of cultural and recreational activities, (f) the economic development of Northeast Carbondale. The major portion of the petition called on all candidates for public office to commit themselves to various principles concerning the planning, development, physical and economic organization and communications, etc."

All of the candidates signed the petition.

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my first grade teacher now,
I'd break her chalk."**



It all began in the first grade
But don't blame your first-grade teacher It wasn't
her fault! It was the system she had to teach
The old "run, Spot, run" method
You had to read it out loud Word by word And
that's the way it was until you became a second
grader Where your teacher asked you to read silently
But you couldn't do it
You probably stopped reading out loud But you
still said every word to yourself
If you're an average reader, you're probably
reading that way now
Which means you read only as fast as you talk
About 250 to 300 words a minute
And that's not fast enough any more
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8 hours of required reading for every day of classes
And since the amount of time in a day isn't about
to increase, your reading speed will have to
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April 17

10:00 or 1:00

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Criticism aimed at MP III plan

(Continued from page 16)

The plan has drawn criticism from almost every university administrator. The IBHE recently held a series of hearings throughout the state to discuss MP III.

Board members Martin Van Brown of Carbondale and Allen voiced objection to MP III during the meeting. Both men said they did not like the centralization of power that MP III implies.

Brown said that the proposed system of regional councils would probably slow down the implementation of programs.

The Board's statement also asks

that the role of the Vocational-Technical Institute be defined in an orderly and co-operative manner. MP III had recommended that VTI be turned over to John A. Logan Junior College.

SIU Edwardsville Chancellor John S. Rendleman reported to the Board that the Mississippi River Festival (MRF) will probably be funded. Rendleman said that Illinois Governor Richard B. Ogilvie has requested that the Illinois Arts Council give the MRF \$50,000. Rendleman said that several other private contributions have been received. The Board did not approve funds for the MRF.

Rendleman said that the MRF tent will require repair due to a recent snow storm. He did not have an estimate of the cost, but said that it would be more than \$5,000.

Rendleman said that the tent would have to be repaired even if MRF was not held because several University functions, including commencement, are held in the tent.

The Board was presented with a report on the proposed traffic and parking plans. Both presentations were for the Board's information. No formal action was requested on either matter.

The parking proposal involves the monorail plan and related parking areas. University representatives will be meeting in the near future with the staff of the IBHE about the plan.

The Board gave tentative approval to the rerouting of Highway 51 west of the campus as proposed in a Carbondale Area Transportation Study.

Under the plan, Rt. 51 would cut through 50 acres of University land and run north before connecting with a proposed east-west freeway north of Carbondale.

The Board also approved a list of changes in the faculty and administrative payroll. The list includes the addition of 46 persons who were named as clinical associates for the SIU Medical School. This group will work in an advisory capacity without pay.

In other action, the Board approved several honorary degrees for personnel on the Edwardsville campus, and approved allocations for planning studies on both the Carbondale and Edwardsville campuses. A financial assistance presentation was also heard.

Indochina experienced

Civilians meet against war

Civilian Perspectives on Indochina (CPI), a group of about 60 individuals who have worked in Vietnam or Laos in capacities similar to the Peace Corps, met in Washington, D.C., recently to declare their opposition to the war.

Attending the meeting from SIU were Donald E. Voth, assistant professor of community development, Danny J. Whitfield, assistant to the director of the Center for Vietnamese Studies, and Mark Brown, graduate student.

A position statement drafted by the group spoke about the "almost total lack of concern" by government officials and Congressmen about "what American fire power and tactics were doing to the people of Southeast Asia."

The statement called for total withdrawal of American forces from Indochina, adding that "the people of that area must be allowed

to decide their own fate, free of overwhelming American presence."

The group said there is little evidence that the administration is willing to seek a real peace, and that hopes based on pacification and Vietnamization programs are unfounded.

Voth said these programs would only bring tremendous violence to the people of Indochina.

The group spent much of its time talking with Congressmen and other government officials trying to gain support for the Vietnam Disengagement Act of 1971, said Voth. If passed, this act would require all troops be out of Vietnam by the end of this year.

Voth said he has "qualified optimism" about the bill's prospects for success. "I think the chances are good to get it passed in Congress, but the President will most likely veto it and the chances of Congress overriding the veto are not good."

Voth said he thought it was important for Congress to be put on the record as opposed to the war. "Then we'll know who is really waging this war—that it's not the American people," he said.

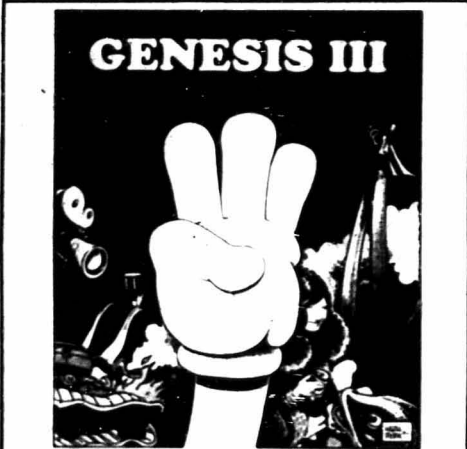
Although most of the Congressmen indicated they agreed to some degree with the position of CPI, many were busy with other things and not willing to commit themselves toward working for support of the bill, Voth said.

Sen. Charles E. Percy's aide told several of the group that although Percy agreed with them he felt he could do more working within the party and so wouldn't challenge the President, Voth said.

Voth said that although Sen. Adlai Stevenson was probably most in agreement with their position, his aide indicated that Stevenson was preoccupied with a bill concerning monitoring elections in Vietnam and was not willing to make a public commitment for the Disengagement Act.

Rep. Kenneth J. Gray said he also agreed with the group's position, Voth said.

Voth emphasized that all CPI members have worked on a one-to-one basis with the people of Indochina and speak the language of the country in which they worked. "This gives them a frame of reference that others don't have," said Voth.



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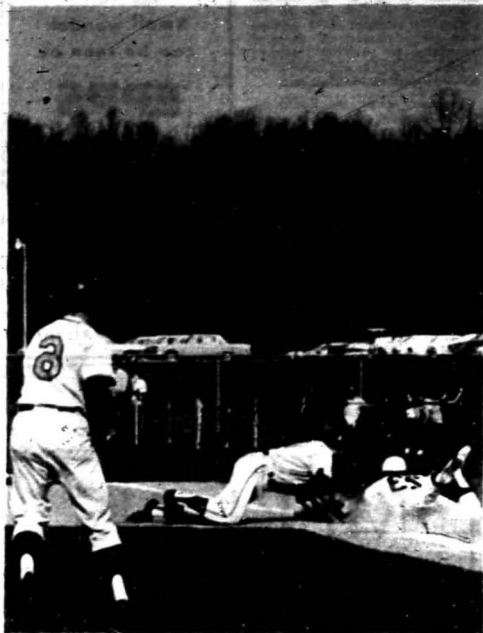
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Salukis tromp over Illinois, 14-1



Just a bit much

SIU infielder Danny Thomas dives back into third base just ahead of a throw by Illinois Dick Doty. Thomas overran third in SIU's triumph over Illinois Friday.

(photo by Dave Fitch)

By Fred Weinberg
Daily Egyptian Sports Writer

Whenever an athletic team from the University of Illinois invades Carbondale, all kinds of things are supposed to happen. People try to set these matches up as a David and Goliath affair between "upstart" SIU and the "big" Illini.

If there were any David and Goliath connotations to Friday's baseball confrontation at the SIU field, SIU played the Goliath role, smacking across 16 hits and 14 runs for a 14-1 rout of the larger Big Ten upstate rival.

The teams will meet for a noon doubleheader on the same diamond Saturday.

The Salukis started their scoring in the bottom of the second when Ken Kral made first on the third baseman's error and advanced to second on the same play when the left fielder couldn't hold on to the ball. These were number two and three of the 12 errors the Illini collected.

Bob Sedak then hit his third homer of the year to score Kral and himself. Pitcher Dick Langdon was up next and belted another homer over the center field fence for the last run of the frame.

That would have been more than enough for an SIU win over the impotent two-hit Illini attack but it was field-day-time for the now 17-4 Salukis and they made the most of it.

Dan Thomas got on with a fielder's choice in the fifth, Duane Kuiper singled and Thomas came home on an error, then Kral singled Kuiper home.

The sixth inning was the biggest for SIU as it brought home seven runs on six hits, though only four of the scores were earned because there were four errors.

Langdon lead off that frame with a double and when the order got around to him again that inning

cracked another double to end up three for four and the game's leading hitter.

He got the win, going seven innings and retiring 11 straight batters in the process while allowing only one hit. Gary Anderson absorbed the loss for the Illini, getting yanked in the sixth with the score 6-1.

Three teams on the road

Three SIU athletic teams are out of town for competition this weekend.

The trackmen are competing in the Dogwood Relays in Knoxville, Tenn., with teams from the Midwest and South.

The tennis team will meet Memphis State in Memphis Saturday and the golf team is in the final day of the Illinois Invitational Golf Tournament at the University of Illinois in Champaign.

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The SIU Roadrunners Club has announced it is having four runs at 2:15 p.m. Sunday at McAndrew Stadium.

First on the card will be a women's 15-minute and 30-minute run followed by 30- and 15-minute runs for men.

club should contact Miss Kubajda at the Women's Gym, Room 212 or call 543-2297

Cheerleading tryouts will be 1-4 p.m. Sunday at the Women's Gym. Positions on the varsity squad will be open to all men and women who will be sophomores next year.

Six meets are on tap for the SIU women's track club this season according to coach Pat Kubajda.

The contests will be against Eastern Illinois, Northern Illinois, Western Illinois, University of Illinois, Memphis State and St. Louis.

The women's track team meets from 4-5:30 p.m. daily and all undergraduates are invited to attend. No previous track experience is necessary and instruction will be given in all events.

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SIU Board raps IBHE power plan

By Steve Brown
Daily Egyptian Staff Writer

The Board of Trustees expressed deep concern Friday over the power given to the Illinois Board of Higher Education (IBHE) by the proposed Master Plan Phase III.

Individual board members were also critical of what they interpreted as a centralization of power over state universities in the IBHE.

The SIU Board approved a position statement on MP III but did not make it public, pending revisions.

The University News Service, however, issued a news release about the Board statement which said, "The University is deeply concerned with the

increased centralization of control, and questions the high degree of power assigned to the Illinois Board of Higher Education to manage the intrastate system."

Board action on MP III came on a resolution made by William Allen of Normal. The statement was written by the University Administrative Council, which is headed by Clarence Stephens.

MP III will be considered and possibly approved by the Illinois Board of Higher Education at its May meeting.

The plan is a comprehensive document designed to coordinate all state colleges and universities. Under the plan, six regional centers, one of which is SIU, would be created to develop higher education in the state.

(Continued on page 13)



Facing the Board

Members of the Southern Illinois Peace Committee present an ultimatum to the SIU Board of Trustees Friday, remove the Vietnamese Studies Center from the campus, or they will attempt to (Photo by Dave Fitch)

Board gets ultimatum

SIPC threatens to close Viet center

By Rich Davis
Daily Egyptian Staff Writer

Members of the Southern Illinois Peace Committee (SIPC), calling themselves the "Neurotic Youth for Off AID," Friday threatened to shut down the Center for Vietnamese Studies by acts of nonviolent civil disobedience unless the SIU Board of Trustees removes the center from campus.

Tom Dempsey, spokesman for the SIPC group, told Board members they were being given an ultimatum.

"If you don't remove the center," he said, "we will."

Dempsey said the antiwar group opposes the center because it is a technical assistance program, which the SIPC has claimed is implicated in the American war effort in Vietnam. He said SIU is spending "what amounts to \$1 million" on the center when University personnel are being fired in a

budget cutback.

The SIPC spokesman accused the Board of ignoring legitimate efforts to remove the center from the campus. Dempsey spoke calmly for about 12 minutes at the Board's meeting at the Vocational-Technical Institute. Seven or eight persons came into the meeting with Dempsey.

The Board answered with a prepared statement read by Board chairman Harold Fischer, Granite City.

Fischer said from the group's statement and news reports it appeared the group may be contemplating actions which would result in "violations of the Carbondale Campus's Interim Policy on Demonstrations."

"I urge you to consider the seriousness of the ultimate consequences of such violations on the welfare of your fellow students and of the thousands of others whose well-being depends on peaceful and continuous operation of this University," he said.

Fischer said the Board is aware of

criticism of the center and is aware that the criticisms "must be examined carefully before action can be taken."

He said, "The Board pledges that it will not tolerate any nefarious arrangements in connection with the AID (Agency for International Development) grant or any other University function. The Board will consistently protect the independence and autonomy of Southern Illinois University."

The SIPC group distributed mimeographed copies of a statement which had been presented to the Board in advance. It said that despite rewording of the AID grant and a campus committee's recommendations for safeguarding academic integrity of the center, the grant by law "cannot be used for anything that does not relate in some way to technical assistance."

The statement said officials had ignored a campus poll in which a majority had voted "to off AID."

"Students went through every available channel to try to make their

voices heard," the statement said. "They were systematically ignored by those few men who have all the power."

The statement said, "We are prepared to engage in acts of nonviolent civil disobedience and disruption if they are the only way CVS will be removed. The will and the power of the people are greater than any bureaucratic power plays by old men who care more about money than human life."

Dempsey said that a year ago the SIPC had approached the Board with four demands including two to restructure the center and get rid of the AID funding, but these were not acted upon despite large opposition to the center.

"If votes, petitions and rallies won't get the center off campus, what will?" he said.

Dempsey said, "I strongly urge you to consider the resolution and to think hard about the magnitude of student opposition to the center and to remove the center through normal channels."

Son-in-law employed by auditors

Councilman says vote not influenced

By David Mahman
Daily Egyptian Staff Writer

Carbondale City Councilman Joe Ragsdale's son-in-law, one of two councilmen who Tuesday night vociferously supported retaining Carbondale's auditing firm, is a staff accountant with that firm.

Darrel Dillon, Ragsdale's son-in-law, is employed by Leventhal Krekstein Horwath & Horwath, represented in Carbondale by partner Bernard Ross. L. K. H. H., who has done the city's auditing for the past 30 years, was not recommended for retention by City Manager William Schmidt.

Ragsdale said Friday that he did not show the auditing firm any favoritism because Dillon is employed there.

"At the time I voted (to retain the firm), I didn't think it was significant that my son-in-law works there," Ragsdale said. "I guess some people think that it is significant. If this was a new contract, I would think it is very significant. But because we merely renewed a contract, I think it is less significant."

Ragsdale asked, "Just because this firm hired my son-in-law, does this mean we deny them all city contracts?"

Ragsdale said that if he had a large family, he could be constantly abstaining from voting.

"He (Dillon) has never done any municipal auditing, as far as I know," Ragsdale said. "I don't even know if he is qualified to do so."

Schmidt Tuesday night recommended the firm of J. Hugh Shelmutt to do this year's audit. Shelmutt had bid \$4,000 less than L. K. H. & H. for the same work. Shelmutt did stipulate that he would charge an additional \$2,000 if he was not retained for at least three consecutive years because his firm would have to acquaint themselves with the city's books.

Tuesday night, before the Council voted, Ragsdale said, "It's hard to turn down the difference in cost, but they've done it for years and have given good service. I think it is unusual for the city

manager to make a recommendation. You are making a recommendation on who is going to audit you."

The Council voted 3-1 to retain the current auditor, with Ragsdale, Councilman Hans Fischer and Councilman Archie Jones voting to retain the firm. Mayor David Keene cast the only opposing vote. Councilman William Eaton was absent on vacation.

Gus Bode



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