"A grim picture of the controls being extended over mass communications by a select few."

The First Freedom

By Bryce W. Rucker

Introduction by Morris L. Ernst

Foreword by Howard Rusk Long

"The book is concerned with the reduction in the variety and the number of voices in the marketplace of ideas."

The book: The First Freedom.
The speaker, and the book's author, Bryce W. Rucker, professor of journalism at SIU.

The First Freedom, which is being published May 13 by the SIU Press, is the first book in a new series, "New Horizons in Journalism." It is also a book which, in Rucker's words, was "much needed."

"I don't say, of course, that it was necessary that I write the book," Rucker said. "But it was necessary that someone did."

The First Freedom is really a "second" book; the original book, under the same title, was published in 1946, the work of noted lawyer-author Morris L. Ernst. It has served as an important reference book for journalists since its publication.

Ernst's book, however, is now 22 years old, and developments in the communications industry since it was first published warranted a new and more involved study.

Ernst, a good friend of the faculty at SIU's Department of Journalism, continued on Page Two...
The Right to Know
as a Constitutional Promise

---Continued from Page One

ism, had visited Carbondale in 1963, and had talked with Howard R. Long, chairman of the department, to discover what was needed to update The First Freedom. Rucker, who serves as journalism graduate assistant and research director for the department, was approached by Ernst and Long on the subject, and on the possibility of his writing a new book. Yes, he was interested—very much so, in fact—and the evolution of the present volume of The First Freedom began.

For Rucker, the subject of the book—the idea of decreasing voices in the communications media—was not a new one. He had, as a professor of journalism, been interested in it for many years. 

"I had been very interested in the first book," Rucker said. "My regard for Morris Ernst has always been very high, and his offer was quite an honor."

Rucker came to the task well qualified. A native of West Virginia, he had attained his A.B. from the University of Kentucky in 1947, his M.S. from the University of Wisconsin in 1949, and his Ph.D. from the University of Missouri in 1959. He has served in various journalism academic posts at the University of Texas, Southwest Texas State College, and the University of Missouri. He came to SIU from the last-named institution in 1969.

In addition, he is the author of Twentieth Century Reporting as its News Barometer (Modern Journalism, and has written frequently for various publications dealing with journalism.

The road to completing "The First Freedom" proved to be one which ultimately required more than three and one-half years of intensive research. Rucker wanted the book to stand as an updating of Ernst's book, and something more:

"No two people write a book alike," he said, "and as it now stands, The First Freedom is really an entirely new volume. It was impossible for me, for Morris Ernst to cover, say, television in his book, since it was a very new form of communications in the 1940s. The testimony had never been made public; much of it is highly controversial and quite critical of mass media practice.

"I found myself in a large House committee hearing room, taking notes from the testimony as rapidly and inconspicuously as possible," Rucker said.

The sources of information extended also to the U.S. Senate, the Department of Justice, the Federal Communications Commission, and many other government bureaus and offices. The search through numerous files, many containing information never before released to the general public, was not one which, as Rucker said, should "give rise to charges of governmental secrecy," however.

"The material is available," he said. "You simply have to know exactly what you want." "Eventually, I gathered much more material than I could use," he said. "The communications industry is so vast and complex that I had to omit material on the broadway stage and the motion picture industry and limit discussion of book publishing. At the end of the day, I needed to cover what I omitted in an effort to keep the present book from becoming too long.

During the preparation of The First Freedom, Rucker kept in close touch with Ernst, even to the extent of submitting a copy of the first draft to the book to him for comment after it was finished last August. Rucker continued, however, to update the material until the final page proofs went to the printer in January.

A "side-product" of Rucker's work on the book came about earlier, however, when he was selected to testify before the U.S. Senate's Anti-trust and Monopoly Subcommittee last July. One of only two journalism educators selected to testify, he cited his study of the book, and spoke in strong terms about his opposition to Senate Bill 1312, "The Falling Newspaper Act." The bill, Rucker told the subcommittee, would aid the growth of monopolies in journalism, and added that "...I resent the eroding of our basic freedoms by the expansion of these conglomerate media-industry giants made possible by our tax laws and tax court decisions.

The First Freedom points out the abuses of the monopolies and chains. It presents a grim picture of the controls being extended over mass communications by a select few, but it also offers practical suggestions for reversing this trend and restoring the First Freedom—that of freedom of speech and expression—its original, Constitutional force.

"I think the outlook for more varied and numerous voices in the communications media is right, now rather dim," Rucker said. "We don't even know who the controlling interests are in many areas of communications today. We should own who owns the paper we read, the television network we view, what they finance. In any other fields are, and other information media as well. The owners should be the ones to provide the public with this information, for we have a right, as U.S. citizens, to know.

The right to know, how that right has been violated, and how we can regain it, then is the subject of The First Freedom. It is a book which is, as Morris Ernst states in the volume's introduction, "of distinction and timely significance.

Censorship and the Press

Originally listed in the SIU Press' catalog of spring publications, Ralph E. McCoy's book Freedom of the Press encountered printing difficulties and is not scheduled to come off the presses until October or November 1968. McCoy is Director of SIU Libraries and former chairman of the Department of Journalism faculty.

Freedom of the Press
An Annotated Bibliography

ByRALPH E. MCCOY

Foreword by Robert B. Downs

An invaluable reference work, this book covers causes of censorship in mass media from the sixteenth century to the present.

Ralph E. McCoy thoroughly examines the ever-recurring problems exemplified in the suppressions in English-speaking countries during the last four centuries. The word "press" in the title of this annotated bibliography is used generally, for the 4,000 entries include censorship and its opposite, the freedom of expression, as found in all media of mass communication: books, pamphlets, periodicals, newspapers, motion pictures, radio, television, and stage plays. Geographically, Freedom of the Press includes entries for the United States and Great Britain as well as Ireland, Canada, India, Australia, and other present and former Commonwealth countries.

The subject index offers easy reference to court decisions which have reshaped Anglo-American laws and our response to changes, such as D. H. Lawrence's Lady Chatterley's Lover and John Cleland's Fanny Hill, and decisions on libel and invasions of privacy. Blacklisting in the broadcasting and motion picture industries, religious freedom, as seen in the English freedom thought movement, in the Tennessee "monkey trial," and in the Catholic Church's opposition to the movie The Miracle; efforts of pressure groups to prevent the sale of books or to remove objectionable figures-from scratch, and to examine a much wider field of vision in his book, since it was a very new form of communications in the 1940s. The testimony had never been made public; much of it is highly controversial and quite critical of mass media practice.

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Freedom of the Press: "A Relative Thing"

By Dean Rebuffoni

There are few topics of conversation more popular today than that of "Freedom of the Press," charges of a "credibility gap," of government-imposed censorship on newspapers and television networks, and the old one of "you never know half of what really goes on" are leveled daily across the nation. While the charges usually focus on a particular individual or event, they are often gathered under one common heading: freedom of the press.

Does real freedom of the press exist today? Has it ever existed? If there are restrictions on the communications media, who imposes them? Such questions have been answered in books and magazines, on radio and television, and in public lectures, but they are still being asked—perhaps more in 1968 than ever before, and by more people.

One SU educator interested in this subject is Howard R. Long, chairman of the Department of Journalism. With forty years background in journalism in a variety of positions ranging from a Missouri newspaper publisher to the guest editorship of China Post in Taipei, Taiwan, he is well acquainted with the subject. For Journalism Week, 1968, Long was asked to comment informally on the subject of "Freedom of the press.

His comments:

I always recall, whenever the subject of "Freedom of the press" is mentioned, a speech often given by a Journalism educator and former colleague of mine, the late Dean Frank Luther Mott. Frequently he was called upon to give a lecture entitled "Freedom of the Press and a standard procedure on such occasions to say: "Ladies and gentlemen, I've been called upon to give a speech on Freedom of the Press," since there is no such thing, I have no speech to make, and I will sit down." Actually, freedom of the press is a relative thing. This is the real point. Absolute freedom of the press does not exist, and never has. We are all members of a social order—ever so "flower children" who have elected to drop out—and as long as we are members of a social order, then we are subject to that order's disciplines. The formal laws we lack—or don't lack, as the case may be—are simply a means of structuring the attitudes and values of the people who make up the social system. The people of the press are no exception to this.

The only real justification for being concerned with press freedom is in the terms of the public interest. A publisher can, of course, point to the 1st and 4th amendments of the Constitution and say that these guarantee him the right to publish a newspaper. This is fine and true, but unless he publishes his newspaper in the public interest then, in my opinion, he is an impostor, and is imposing upon the public.

At the time we adopted the Constitution, the only real threat to freedom of the press was from government, English history is full of attempts on the part of government to restrict press freedoms. The founding fathers of our nation were determined to be free of these restrictions, but this was truly impossible—and became increasingly so over the years. We have never really been free from governmental regulations on the press, as the laws passed by the Federal government in 1798, and the censorship laws evoked during the Civil War indicate.

There are innumerable cases on record of material which should have been published in the public interest remaining unpublished because it serves the interests of strong economic groups not to publish. For every instance of a federal official withholding information, I am sure that there must be a dozen instances on the part of various pressure groups in keeping information from the eyes and ears of the public.

By "pressure groups" I mean not only the large industrial corporations and trade associations, but also professional groups, labor unions, so-called "patriotic" organizations, and some very well-meaning people who have banded together to support a particular cause. All these think they are serving the public best by not disclosing information which the public actually has a definite right to know.

I don't blame any particular segment of society for the type of censorship we have today. One, for example, to sit at an editor's desk in a comparatively small newspaper to encounter many kinds of pressures—including actual threats not to publish certain information.

In fact, it is almost impossible today for a newspaper editor or reporter to go "right down the middle" on any particular pressures from the right and the left to do otherwise. It seems that the real badge of honor for an editor or a reporter today comes to him when both sides are unhappy with his stance on a particular news story.

Where Angels Fear to Tread

April 20, 1968
DAILY EGYPTIAN
Page 3

This volume is a reprint of a 1961 version of a 1937 publication designed to be a study guide for adults who wished to examine the mass media. The emphasis is directed toward the effects of television, one might question how ‘modern’ is the work, in which the original is described as the new medium. The text is divided into sections, each characterized by an empirical data and are ‘old’ in comparison with the bulk of today’s population.

The questions posed by this volume are relevant today as when they were first formulated, however many years ago it was that someone might have asked (possibly about the penny press) “Do the mass media operate in such a way as to encourage conformity and dependence?” The answer is a practical one, who knows? Conformity to what? Dependence upon whom? The emphasis on conformity in behavior today than there was in the small isolated community of 100 years ago? In what kinds of behavior? Is the conformity as rigidly enforced or is it more voluntary?

Reviewed by L. Erwin Atwood

A Short Period in the Long Life of Creative Independence


One observes the popular arts as the product of the search for the least common denominator as conducted by owners of printing presses and other communications devices hired by manufacturers to expedite the production of consumer goods.

Once achieved the formula was found to be deficient in commercial value as demonstrated by the decline and demise of periodicals and programs designed to appeal to random audiences, rather than to selected audiences. Mass communicators who survive do so by elevating their appeal to the Upper Slavonian appetite of the American middle class—the largest number who spend the most. While these adjustments to merchandising pressures are helping to elevate popular taste from the level of the carnival, to the level of cultural carnival, it is a problem of our times to find in the commercial press, or in the air, anything that resembles an idea or an aesthetic experience.

Where, then, is the salvation of that few who refuse to join, on a participating basis, that mob of readers, listeners and viewers under the spell of the manipulators? Where is the creative thinker of integrity to find a vehicle for his output?

If the past, as revealed through history, offers solutions to problems that are current, the intensive investigations of Nicholas Joost into the impact of that little magazine of criticism known as The Dial are of considerable value.

Professor Joost’s current book, which treats in detail with a short period of that publication’s rather long life follows a previous volume published in 1964 by the Southern Illinois University Press under the title, Schiffield Thayer and The Dial: An Illustrated History. Because Professor Joost, a member of the humanities staff on our university’s Edwardsville campus, treats his subject minutely and definitively the serious reader need not feel guilty to give his attention to both volumes.

The new work, as well as the old, is for those interested in the story who savors every nugget from the mother lode of twentieth century American literature. For the student of the common cation process this book offers a taxonomy of the manner in which obscure people of creative talent, while denied access to the pages of more widely circulated publications, still may set a cultural tone for years to come through a medium designed specifically for the perceptive and the articulate.

Reading about The Dial certainly whets one’s appetite for a truly critical journal free of commercialization and independent of the propagandists, however, and MacArthur against getting involved in a land war in Vietnam...” The trouble with escalation in this part of the world is that you can never level off. Each time you try to do so you land in the position you were before escalation.”

Prophetic words, in 1965. The book is valuable for those interested in political campaigns, and for Lindy watchers interested in keeping tabs on this possible comer within the Republican party.
Weighing Yardsticks

Of Consumer Demand

by Dennis Schick

Advertising & Consumer Demand


Dr. Jules Backman, economics professor at New York University, was commissioned by the Association of National Advertisers to study the role of advertising in the relationships between advertising and competition. The result of his eight-month analysis is a highly literate, well-documented defense of advertising.

Backman deals extensively with brand switching and the fragility of market shares. One of his major points is that advertising does not operate in a vacuum. No market share is inviolate simply because of heavy advertising support. Consumers change tastes. They shift their purchasing in response to such factors as price differentials, more effective advertising, product dissatisfaction, health scares and a variety of other desires.

To the charge that advertising makes people buy things they don't want, Backman points out the failure of Ford to win acceptance of the Edsel. More than $18 million was spent on advertising the Edsel, and people went to see it, but few bought the ill-fated car. Only two years ago, Campbell Soup, despite its leadership in wet soups, could not win public acceptance of its "Red Kettle" dry soup mixes and dropped the line after spending $10 million in advertising.

To the charge that advertising is wasteful, Backman concedes that, in a narrow sense, duplication and waste is unavoidable in a competitive economy. But, he asks, wasn't advertising as compared with what? Advertising is one of several marketing alternatives, and businessmen are hardly going to seek the high-cost alternative. Backman argues that avoiding advertising could be even worse.

The book may be challenged in that it contains little that is new. The arguments here have been reviewed before by other authorities. But herein lies its value. Dr. Backman's analysis is of such importance that the A.N.A., supported by contributions from throughout the advertising industry, has widely distributed the book free of charge to government officials, businessmen, and educators. It is a necessary addition to the library of anyone who would better understand advertising, a pervasive institution in our society.

Review of *Weighing Yardsticks* by Jules Backman

"The First Amendment may well have to be reinterpreted."

Mr. Ernst's views on other aspects of the freedom guaranteed by the First Amendment are challenging. He sees danger in the trend to emphasize the power of the media at the expense of public officials and in lowering the threshold of the invasion of privacy. Then he asks the provocative questions: "How many people really want a world with unlimited freedom of expression?"

The book is subtitled "A Legal Sampler." In one sense it is accurate. Dr. Ernst is in effect sampling of ideas rather than the chronicle of a notable career. There are interesting sidelights on his successful defense of "Ulysses," which was a landmark in the fight against censorship, his crusade against the birth control laws, and his tills with the big corporations.

In view of the current turmoil over civil rights, Ernst's observations on the problems of the Negro are significant. He suggests that now that the advances of integration have brought many Negroes into the "beauties and cruelties of America's Just Society," many of the real Negro problem is only now arriving. When he can no longer blame his every defeat on the color of his skin he will have to look inward for the first time and blame himself for some of his disappointments. He will become a part of our Just Society, cruel but righteous, tough but wonderful.

"Woven into Ernst's "sampling" are fascinating glimpses of members of the bar, Justice Louis Brandeis, Samuel Untermyer, John W. Davis, Clarence Darrow and Judge Learned Hand, as well as such public figures as President Franklin D. Roosevelt, Mayor Fiorello La Guardia of New York and Heywood Broun. Mr. Ernst was the legal advisor of newsmen in the organization of the American Newspaper Guild and the defender of the philosophy laid down in *Warren vs. New York*. The book is a valuable addition to the libraray of any who are interested in their clients than in people.

Our Reviewers

Reviewers for the special Journalism Week Edition are members of the Department of Journalism.

Howard R. Long is chairman of the Department of Journalism and editor of "Grassroots Editor," a bi-monthly journal for editorial writers, and has long crusaded for liberty of the press.

Daily Egyptian

Published by the Department of Journalism

Retracted from Book Lover's Guide to the Library (1966 edition), H. H. Webster, ed. (Pennsylvania State University, University Park, Pa., 1964), p. 514, "Today, the average college student makes use of the library more than at any other time in his life. The Library may be the key to success in college."

The Daily Egyptian will be published in a new edition this year.

April 20, 1968
The Greatest Myth About Journalism

By Nat Hentoff

On March 17, the Public Broadcast-


cast Laboratory (shown on Channel

13 here) presented a carefully pre-

pared incisive analysis of the press.

A rare event on television, and an im-

portant one, has been given no men-

tion of the program in any of the

New York dailies. I think Jack

Gould, being the most conscientious

and influential of the television re-

viewers, is particularly at fault for

having ignored the story since the

press was seldom covered on televi-

sion and because this was so well done.

PBL's focus was on coverage of the Wash-

ington demonstration by the Jeannette Rankin Brigade on Jan-

uary 15. First PBL covered the story

itself at considerable length and then

contrasted accounts by the Times,

the Washington Post, UPI, and the

Huntley-Brinkley report on NBC-

TV. As Variety commented, "Only

the Washington paper sur-

vived PBL's critique uncathed. PBL

uncovered a serious factual

error in NBC's account, errors of

omission in the Times story, and il-

luminating prose in the UPI dis-

patch, which described the demonstra-

tion's 87-year-old leader as 'docile,

innocent, and to really understand

a man is a bystander, he

made up his mind to agree with Mi-

ss Rankin as it reconvened. The

women were

and police, who work on

borders, and by those especially in the mass me-

dia, with some exceptions, treat

it as a non-event, and then look back:

'I was on one Midwest campus re-

cently,' Moyers said, and 'a stu-
dent said to me, . . . 'Mr. Moyers, you

have served in both government

and journalism. It is doubly hard, there-

fore, to believe what you have to say.'

But Bill Moyers, publisher of New-

Yorker magazine, who revisits the
time, there's been a myth about jour-

nalism, a myth shared by people who

read and write, and a myth shared by those of

us who are in the profession. That myth has been

that newspapers are sort of, simply,

mirrors of the world . . . that we sim-

ply mirror what happened?'

'This, I think,' Moyers continued,

'sheer nonsense, because all the

lessons I've learned, in government

and journalism, is that the greatest

myth about journalism is objectivity,

... There really is no such thing, in

journalism, as an innocent bystand-

er. If a man is a bystander, he isn't

innocent, and to really understand

what's going on so that he can make

sense to the reader, he has to be

part of it and see it as a participant

and record what he feels. You do

do not have to accept it, if you're

the reader; you do not have to

report it, but you do have to get a feel-

ing that here's a man trying to do

his best to tell you what happened,

he has seen and felt about something

that has happened, and this will open

the creative processes of jour-

nalism. It is doubly hard, there-

fore, to believe what you have to say.'

The press section of Time maga-

zine did dare four predictably

superficial paragraphs to Lib-

eration News Service (March 12).

Ignored was the fact that LNS exists

because there are publications like

Time. At last count, LNS has 385

subscribers—underground and col-

lege newspapers, political journals,

union newspapers. An office has

been opened in Oxford, England,

from which LNS dispatches and fea-

tures are sent to Europe in French,

German and Italian. In turn, news

and interpretation are coming back

from European sources.

LNS will now accept individual

subscribers. For $10 a quarter, you'll get at least three mailings—

about 100 pages a week. It's not all first-rate, but much of it you're not

likely to see elsewhere, and exactly

all of its weight is written, to quote Moyers again, by the kind of reporter

and analyst who is part of each story, sees it as a participant, and records

what he feels, Liberation NewsSer-

vice is at 3 Thomas Circle, Washing-

ton, D.C. 20005.

But then there's another differ-

cence in writing fiction as history. When it works, the shock of recogni-

tion is like no other. For example, I've read books about Robert Ken-

dedy; I've talked to people who knew

him; and his presence, especially now, is pervasive. But the most illu-

minating writing about him I've

seen is a short story by Donald Bar-

thelme, "Robert Kennedy Saved

from Drowning," part of a new Bar-

thelme collection, "Unspeakable

Practices, Unnatural Acts" (Farrar,

Straus and Giroux). Not journalism,

not fact, but essence. And maybe it's

not "about" Kennedy at all.

Reprinted from the Village Voice
Myths and Realities of Freedom of Information

By Paul Fisher

Director of the Freedom of Information
Center at the University of Missouri.

Prepared for Delivery at the Journ-
Alism Week Banquet

I have in mind to commission a pair of murals for the Freedom of
Information Center. One would de-
ote the concept, the principles of
government, pale and wane for lack
of it, and in the vanguard of this sortir
will be a small group of reporters bar-
tering a door behind which we see a
bureaucrat saddle and whisper, their talons
clutching the records of the public's
business.

My other mural would present
the people similarly encumbered before
televison sets while reporters, fin-
gers punched in their ears, are threatsen with suffocation in the
city room as records and news
releases are raised on them by public servants who hover and habble
over people and reporters.

Fisher was speaking at the Center—a collage of people, and
past publications—we lack for commission pieces and those,
I think, the murals might make. A
story was with the reporters and
Realities of Information. Every
visitor would make his own reading path to the
Center.

The American people, are, of
course, not stared for information.
The telephone, the press release, the
record slip give no word out. They
seek ways to escape the glut out
and do so with a large portion of
TV entertainment now said to enthral
the bread winner some 40 hours weekly.
The eyes of news of government slips through to the
doorstep of the citizen who wrote a letter to the St.
Louis Post-Dispatch condemning the practice of flashing local election
returns at the bottom of the screen, he said. "When he gets
from work, I want to eat and watch my
shows. I don't want that junk."... The radio
radio-broadcast laboratory has with the grace of Ford Foundation millions given the people
since out of sight. Local television
was not to give their all.

In another declaration of the Freedom of
Citizens Act is to be
in the eyes of a large and growing number of the people
in the center.

In the West, the freedom
reporting has been a decade of
work. The last year has brought
a flurry of novelty has worn off. are
now suffering from the disease of
government. The people have
newspapers and radio and the Public
Services Act, which was in
the Public Broadcasting Act, which was
therefore in force, brought this
out of the public's eye.

In any event, men who
radio-publishers. The meetings
were open; at least, no one had odered
the matter to know anything. The
was the boards met at night. Repor-
ted. To that end, the meetings
way, all the boards were friendly to
the papers and the secretary or
member who brought such a
on to the telephone in the next

The press in its oft-proclaimed role of watchdog of the public
interest is a counterpart to the
dog here. However, for the
dog's keeper, the economies are

In Washington the friendly secre-
tary or board member is re-
place to the end of the public
information officers who daily deposit
bank of copying at the
front doors of steps of reporters, I don't know
this experience, from only public
and article against information by
hand-out, the paper curtain of
Washington.

Assume the news managers, the
creative gage, that you have
ceased their ministra-
tions to the press. What
would happen. We are
went out of business? What
then in the absence of

Economies in news gathering
inevitably benefit the public servant
who is not in the public domain. The
should be released but which, for
one reason or another, the
reporters will not want to release. He can play a
cat and mouse game with the reporter,
who has to make the decision to
keep or release the
while the public servant is
the person's money. Not
and the public servant.

In the Freedom of Information
Center, periodically tests laws designed to
open records and meetings, As-
sessors. Theirs are open to in-
formation the under the terms of

Fisher Foregone marvel at the openness
of the information, Alan O'Brien,
recently selected as the New Statesman, calls America
"the floodlight continent. Even-
tually, in the absence of such
appearance, the documents
leaked to the press, the
spokesman spoken to an audience
of gossips...

"Is there any there any year-rule
in American government, putting off the revelation of state
secrets until not only the actors
but the audience are dead? 16 weeks
is nearer the average of the
time between the performance of
a significant and public maneuvers
which preceded it."

Political headline hunters, as
Talbert, Huber, Minton, and
sacred public servants do not total-
ly account for the flood of news of
government. I make it that some
15 percent comes to us despite, if
not, to open up a big picture of
actions of public servants. Well, may be 25 percent, going whole hog, 35
percent you name it and I'll agree as
long as you credit the people for a litt-
le piece of the information and
their public servants for the
biggest piece of all, Reporter's report lean more of go-

PUBLISHER & POLITICAL LEADER
April 25, 1968
DAILY EGYPTIAN
Page 7

Source text:


3. Fisher, Paul. "I have in mind to commission a pair of murals for the Freedom of Information Center. One would denote the concept, the principles of government, pale and wane for lack of it, and in the vanguard of this sortir will be a small group of reporters bartering a door behind which we see a bureaucrat saddle and whisper, their talons clutching the records of the public's business." Daily Egyptian, April 25, 1968, Page 7.

4. Fisher, Paul. "My other mural would present the people similarly encumbered before television sets while reporters, fingers punched in their ears, are threatened with suffocation in the city room as records and news releases are raised on them by public servants who hover and habble over people and reporters." Daily Egyptian, April 25, 1968, Page 7.

5. Fisher, Paul. "Fisher was speaking at the Center—a collage of people, and past publications—we lack for commission pieces and those, I think, the murals might make. A story was with the reporters and Realities of Information. Every visitor would make his own reading path to the Center." Daily Egyptian, April 25, 1968, Page 7.

6. Fisher, Paul. "The American people, are, of course, not stared for information. The telephone, the press release, the record slip give no word out. They seek ways to escape the glut out and do so with a large portion of TV entertainment now said to enthral the bread winner some 40 hours weekly. The eyes of news of government slips through to the doorstep of the citizen who wrote a letter to the St. Louis Post-Dispatch condemning the practice of flashing local election returns at the bottom of the screen, he said. "When he gets from work, I want to eat and watch my shows. I don't want that junk."... The radio radio-broadcast laboratory has with the grace of Ford Foundation millions given the people since out of sight. Local television was not to give their all." Daily Egyptian, April 25, 1968, Page 7.


8. Fisher, Paul. "In the West, the freedom reporting has been a decade of work. The last year has brought a flurry of novelty has worn off. are now suffering from the disease of government. The people have newspapers and radio and the Public Services Act, which was in the Public Broadcasting Act, which was therefore in force, brought this out of the public's eye." Daily Egyptian, April 25, 1968, Page 7.

9. Fisher, Paul. "In any event, men who radio-publishers. The meetings were open; at least, no one had ordered the matter to know anything. The was the boards met at night. Reported. To that end, the meetings way, all the boards were friendly to the papers and the secretary or member who brought such a on to the telephone in the next." Daily Egyptian, April 25, 1968, Page 7.

10. Fisher, Paul. "The press in its oft-proclaimed role of watchdog of the public interest is a counterpart to the dog here. However, for the dog's keeper, the economies are apparent." Daily Egyptian, April 25, 1968, Page 7.

11. Fisher, Paul. "In Washington the friendly secretary or board member is replace to the end of the public information officers who daily deposit bank of copying at the front doors of steps of reporters, I don't know this experience, from only public and article against information by hand-out, the paper curtain of Washington." Daily Egyptian, April 25, 1968, Page 7.

12. Fisher, Paul. "Assume the news managers, the creative gage, that you have ceased their ministra-tions to the press. What would happen. We are went out of business? What then in the absence of..." Daily Egyptian, April 25, 1968, Page 7.

13. Fisher, Paul. "Economies in news gathering inevitably benefit the public servant who is not in the public domain. The should be released but which, for one reason or another, the reporters will not want to release. He can play a cat and mouse game with the reporter, who has to make the decision to keep or release the while the public servant is the person's money. Not and the public servant." Daily Egyptian, April 25, 1968, Page 7.

"Retablo" is a word that is employed with quite correction for reference to a collage of figur­es or paintings with the adorns or ornaments modelled after the ones that accompany and that are placed beneath the altar of a church, or even simpler, for referring to an array of figures that interpret among the arts plastic and aconception historico-religious. The artists popular in Spain, Portugal, Italy, and other countries of the Americas have been dedicated during almost a millennium to the art of the retablo, in a manner that was expected that was continued in the American Latinas, for instance, as the case may be.

Among the centers in which he has formed a "escuelas" of this art popular are extensively per­severed now; Mecatepec in the Sta­ted of Mexico, Ayacucho in the Perù, and others amongs the others in the other countries of the habs españa and portu­guese. The most popular are also the Nacimiento de Jesús, the Benidiction of the Animals, the eves­trying to make an impression of the Virgin Mary, or of Jesus Christ, or the acts or martyrs of the santos patrones of the nations in which he elaborates the retablo.

In the fabricación of the retablos are employed various materials, but the rule generally is that in the arts populares common is the one that is used to produce it. The art is made up of an illusion of reality.

In an attempt to make a film an important social issue is an often eloquent and funny dis­cussion. Although unashamedly on the one hand side, it is an ex­ceedingly entertaining, deeply moving, and a drama that should be the seen. Without reaching for great philosopfical signification or property, but marked social fervor or biting insight, "Guess Who’s Coming to Diner?" will see the light of day, from the arrival in, and the possibility of a human being-a reality rather than half a thought. Without reaching for great philosophical signification or property, but marked social fervor or biting insight, "Guess Who’s Coming to Diner?" will see the light of day, from the arrival in, and the possibility of a human being-a reality rather than half a thought.

The "would-you-want-your­daughter-to-marry-one?" theme is given a new twist in that the girl’s liberal parents have taught her not to be prejudiced. The crisis is of the liberal conscience of—liberal philosophy—suddenly confronted with an unreal world.

In on the plus side, however, it should be noted that this is one of the few times that a movie has created a Negro as a whole man. In most films, Negros seem to be merely symbols that come from nowhere; in this film, Potier’s character has a real human being—a reality rather than a representation.

To point out acting highlights is to cite the entire cast. This is the ninth teaming of Tracy and Miss Hepburn, and the last, unh­fortunately. Tracy died shortly after principal photography was com­pleted, and in his final, personal speech on the transcending powers of love and the need for tolerance is very, very moving. Miss Hepburn is marvelous; she uses all her familiar stylishtalents in a performance that was rewarded with this year’s Best Actress Academy Award. Potier also gives a performance that cannot be faulted, and Miss Houghton (Miss Hepburn’s niece in real life) makes her film debut, is both an attractive and talented newcomer. Other performers are equally outstanding.

An acquaintance of mine who was an ASU’s girl for the last year told me that one of her big­gest complaints from parents was concern about dating Negroes. I would like to recommend to those parents that they see "Guess Who’s Coming to Dinner?"

In the film, Tracy also says that there are no Negroes in the United States who are shocked, offended and appalled by interracial couples; they should see this film too, "Guess Who’s Coming to Dinner?" is, by no means, a definite "social document" offering a final answer; it is an entertaining comedy-drama that explores a problem. Hopefully, viewers will get its "mes­sages" but will get much to listen and think who would otherwise not bother to do so.
Four Illinois Editors Receive Awards

Four southern Illinois editors have been selected as Golden Em recipients and therefore are entered in the Department of Journalism's Hall of Fame.

Golden Em winners are selected each year during Journalism Week at SIU. The awards, sponsored jointly by the Journalism Department and the Southern Illinois Editorial Association, recognizes contributions made in community journalism.

Citations were given during the Journalism Banquet last night.

The four men honored are H. Clay Tate, editor of the Daily Pantagraph, Bloomington, Ill.; Verle V. Kramer, Gibson City (Ill.) Courier; and Robert and Thomas Bliss, Hillsboro and Montgomery County (Ill.) News.

Harlon W. Matthews, vice president and executive director for Bill Hudson and Associates, Inc., was honored Friday night as the SIU Journalism Alumnus of the Year.

The award was presented at the annual Journalism Dinner in the University Center Ballroom. Making the presentation was Edward R. Long, chairman of the Department of Journalism.

The award, one of the features of Journalism Week, is given to an SIU journalism alumnus who distinguishes himself professionally. Winner last year was Warren D. (Rick) Talley, executive sports editor of the Rockford Morning Star and the Rockford Register-Republic.

Matthews, who received his degree in 1958 in journalism with a concentration in advertising, is a native of Bowling Green, Ky., but attended grade and high school in Herrin.

As a senior at SIU he won the "Selling St. Louis" campaign award from the Advertising Club of St. Louis and worked as a space salesman for the Southern Illinoisan, Carbondale-daily newspaper.

Before joining Bill Hudson and Associates, a Nashville based advertising and public relations firm, Matthews worked as advertising and sales promotion manager for the Kroger Co., grocery chain, in Carbondale and Ft. Wayne, Ind., as an account executive for the Interstate Advertising Corp., in Indianapolis; and as account executive, radio and television producer for Buntin and Associates, Inc, in Nashville.

Golden Em Recipients

Four Illinois Editors Receive Awards

H. Clay Tate

Verle Kramer

Robert Bliss

Thomas Bliss
WSIU (FM) to Broadcast Debate

Dow Chemical policies will be debated by a faculty member and a student of the University of Michigan, and a representative of the Dow Company during the Special of the Week at 8 p.m. Sunday on WSIU (FM).

Other programs:
1 p.m. Metropolitan Opera presents "Carmen," by Bizet.
5:05 p.m. Seminars in Theatre 12 presents Circle-In-the-Square Theater with Ted Mann.
5 p.m. Feature Film: "I am a Doctor."
7:30 p.m. Public Broadcasting Laboratory.
9:30 p.m. N.E.T., Playhouse; "1984."

Monday Film on WSIU-TV
To Feature Story of Inventor

Henry Fonda and Loretta Young star in the Monday Film Classic, "The Story of Alexander Graham Bell," at 10 p.m. on WSIU-TV.

Other programs:
7 p.m. "Cowboy's Castle," starring Henry Fonda and Olga Saný.
9:37 a.m. "Law in the News: The 1968 gold rush.,
2 p.m. "The Turning Point features William R. Duggan of the U.S. Department of State.
8 p.m. Business Roundtable.

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VIRNA LISI and the turned group
A Van Johnson musical

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3rd Hit Riviera
"DON'T MIND YOUR LIFE:" 3rd Hit Campus
"GO NO MANIA:" STARTS SUN.
RIVIERA
Betty Davis in
"THE ANNIVERSARY"
"ALICE" "THE ST. VALENTINE DAY MASSACRE"
Jason Robards STARTS SUN.
CAMPUSS
"THE PENTHOUSE"
Terence Morgan ALSO
"THE PRESIDENT'S ANALYST"
James Coburn

LA DOLCE VITA

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MARY TYLER MOORE
CAROL CHANNING
JAMES FOX

RIVIERA BY THE METROPLEX

ANCIENT ART AFRICAN
AFRICAN ART
ANCIENT ART

TERRY MOLLOY
STAGE MANAGER

AT 7:30 PM, DOW CHEMICAL POLICIES
WILL BE DISCUSSED BY A FACULTY MEMBER
AND A UNIVERSITY STUDENT.

ALPHA KAPPA PSI
INITIATES PLEDGES

Alpha Kappa Psi, professional business fraternity, has selected 20 pledges following spring rush. Initiated as members of the Chi pledge class are: John Henry, Bud Anderson, Bob Luscombe, Ron Schmitz, Martin Larson, Bob Donner, Sam Sullivan, Charles Kieffer, Jerry Meinhardt, Michael Dukci, Michael Maloney, John Bruder.

Jim Simonis, Rick Pietran, John Norrislet, James Prohaska, Mike Reda, Pat Casey, Jeffery Glover and Larry Mitchell.

NEW Analyses

NO LATE SHOWS TONIGHT!

UNIVERSITY THEATRE

TERRY MOLLOY STAGE MANAGER

NOW SHOWING

MUSIC JUKE BOX OF THE YEAR

"968 GODD" long running hit

1968 GODD'S "968 GODD"

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50 Area Newspapers Cited

SIU Board of Trustees named the two new 17-story residence halls, building one and two on the Grinnell Hill campus. The two high rise dorms, part of the University Park housing project, are scheduled to be called Schneider Tower, in honor of the late William B. Schneider, and Mae Smith Tower, in honor of the late Mae Troyer Smith. Both were members of the Department of English faculty.

The first of the dorms, named after the late Robert Faner, chairman of the Department of English, will be called Grinnell Hall, in honor of John Grinnell, retiring SIU vice president.

The new Humanities and Social Science Building, to be built north of the University Center, will be called Faner Hall. In honor of the late Robert Faner, chairman of the Department of English, the main campus loop road was named Lincoln Drive after Abraham Lincoln, and the loop road around Lake-on-the-Campus was named Douglas Drive, after Stephen A. Douglas. The campus road leading to Southern Hills will be called Logan Drive, after Civil War general John Logan of Murphysboro.

The office and classroom wing of the Arena was named Lingle Hall, for late SIU track coach Leeland Lingle, Student Theater in University School will be known as Cline Theater, in memory of Wm Cline, late principal of the SIU training school.

President Delyte W. Morris told Board chairman, Kenneth Davis of Harrisburg, that committee of the General Classroom Building renamed Foundation will have to go to the committee.

The group, whose spokesman is student Dan Thomas, wants the building named the Dr. Martin Luther King Hall. Thomas and Wednesday the group would appear at the Board meeting, but was not present.

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Scholarships Granted

Journalism Awards Presented

Presentation of four scholar­ships from newspaper com­panies and a newly initiated International Scholarship Award highlighted the Journalism Awards Assembly Friday afternoon.

David Tracy, sophomore, won the $400 cash award from the Minneapolis Star newspaper, Gary Blackburn, junior, was awarded $500 cash from the Copley Newspaper Corp.

The Garnett Newspaper Corp. scholarship was given to Dean Rebuffoni, senior, while Inez Rencher was presented the St. Louis Globe Democrat Award.

John Durbin, a junior, received the Brenner, a sophomore; and for the award was presented the International Journalism Awards Assembly.

The Outstanding Service Key Award of Alpha Delta Sigma was presented to both Steve Templeton, a senior, and Dick Rush, a senior. Wayne Markham was presented a $100 cash award from the Stu Press Club as outstanding sophomore, Mary Lou Manning, a junior, was presented an identical cash award from the Theta Sigma Phi sorority. Jackie Fancher, a junior, and Templeton were presented awards from the College Awards Program Advertising Club of St. Louis. Staff members of the Obelisk Yearbook who received service awards were: Shirley Rohr, sophomore; Marilyn Kretchert, sophomore; Catherine Ashley, sophomore; Roland Holliday, sophomore; Dale Taylor, sophomore; and Mimi Sandefur and Blackburn, Daily Egyptian recipients for outstanding laboratory work on the campus newspaper were Markham, Terry Peters, a sophomore, Mrs. Manning and Jo Ann Fischel, a junior, Don Hustedde, a junior, and Andrew Lauren, a senior.

Scholarships Granted

Summer Fun at WILSON HALL
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All rooms are individually air conditioned
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Check your wallet now for your favorite picture. Give a poster to your best friend, or family and keep one for yourself.

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16th and Monroe, Harris - Dr. Conrad, Optometrist 943-5500

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Friday & Saturday
Pan American Festival Slates Lectures Today

MONDAY

Fifteenth Annual Pan American festival is presenting lectures on Latin American Theater in Morris Library Auditorium. The lectures are:

- "The Beginnings of Contemporary Drama in Brazil," 2 p.m.
- "Crown of Shadows" as a drama, and the laboratory production, 4 p.m.
- "Three Latin American Dramatists," 8 p.m.
- and "Aspects of Contemporary Latin American Drama," 9 p.m.

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On-Going Parent Orientation will be held 10 to 11:30 a.m. in Ballroom A, University Center.

Free School will meet from 7:30 to 11:30 p.m. in the University Center Ballrooms A, B, and C.

The University School Gym is open for recreation from 4 to 10 p.m.

Room 17 of the University School will be open for weight lifting for male students from 2 to 10 p.m.

The Christian Science Workshop will have private interviews from 8 a.m. to 8 p.m. in Room D, University Center.

The Activities Programming Board meetings are as follows: Special Events Committee, 6:30 to 7:30 p.m.; in Room C; Recreation Committee, 7:30 to 8:30 p.m.; Room C; Communication Services Committee, 7 to 8 p.m.; Room D; and Educational Cultural Committee, 7 to 8 p.m.

The Southern Illinois Peace Committee will meet from 9 a.m. to 5 p.m. in Room II, University Center, and at 9 p.m. at the Student Christian Foundation.

The Regional Economic Technical Assistance Program will hold a luncheon-meeting from noon to 1:30 p.m. in the University Center Lake Room.

A fine arts exhibit is scheduled from 10 a.m. to 4:30 p.m. in the Old Main Museum.

The Council for Exceptional Children will meet at 7:30 p.m. in the University School Studio Theater.

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Political advertisement paid for by Young Democrats; Terry McKinney, Treasurer.
Will Get Under Way on May 6

The annual intramural horseshoe tournament will be conducted on May 6 according to a spokesman for the Intramural Office. The tournament is a single elimination affair. All games will be decided by the first participant to achieve 50 points. Three points will be given for a ringer and one point for the shoe closest to the stake for each throw. Horacehoe pit locations will be arranged east of the Arena with equipment provided by the Intramural Department. Winners will be responsible for turning in score sheets since no officials will be employed. Last year’s winner was Bob Johnson of the Independent League, defeated Washington University and Eastern Illinois in earlier outings. Dick Pemberton was bettor recently, "They'll provide good competition for the boys," Pemberton said. "They've progressed as far as I would have liked to, as well." Pemberton is the shotput 40 feet before I got out of high school," Miss Stout said. Raising in a family of four girls, Miss Stout was born near Waterloo, Iowa, but moved to New Mexico when she was in fourth grade. Primarily, her interests center around all phases of sports, but she especially enjoys basketball.

According to Miss Stout, the women's shot put high school weighs eight pounds compared to 12 pounds for the high school boys. The weight change to 16 pounds for the college men's shotput and to four kilos or about 10 pounds for college women.

Does she enjoy competing against other men?

"I enjoy that very much, that is what makes athletic competition so exciting, knowing that there is someone better than you and that you can have a chance to compete against them," Miss Stout said. "I used to lift weights but I build up my arm muscles in high school but I neither have the weights nor the time nowadays." Miss Stout added, Miss Stout use to dream of making the 1968 Olympics, but because of the lack of time to practice and restricted PE scheduling she probably won't reach her goal this year.

The discuss is one of her biggest interests now, Miss Stout only learned how to throw the discuss a year ago. "I threw the discuss 75 feet at Illinois State last year which is not too good since the world record is about 130 feet," Miss Stout said, "I enjoy throwing it around," Miss Stout said. "Time is a very important factor."

Emperor Nero made athletic history by winning every event he entered in the Olympic Games of 646. The paunchy monarch turned the games into a farce. In the chariot race, he stumbled from his chariot and nearly was killed. His rival laughed, however, and waited until Nero remounted his chariot and took the lead.
Raid Postpones SIU-Ohio State Doubleheader

Soccer Opener
At EIU Sunday

After losing only once during the fall season, the SIU International Soccer Club returns for the spring season by facing Eastern Illinois at Charleston. SIU’s record during the fall was 7-1-1. The club has its entire back line, plus additional players with soccer experience.

1964 Chevy Impala, 3 - 4 spd. auto, blue, very clean. 2, 495. 452-1884.
1968 Ford Fairlane fastback. 1968 Ford Fairlane. 100 miles on top over payments. 540-3113.
Barrett XLC1 6 engine or entire bike. Must sell. 2,400. 452-6631.
1974 Honda CB550, 7 inches. 3,800. 452-9979.
1969 Yamaha 100. 1000' car truck $500. 446-406-20.
1965 Magnavox 75 watt stereo-vinyl turntable amp. model 280 with a set of matching speakers. $125 or best offer. Ph. 452-6818 or 452.

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DAILY EGYPTIAN

Rain forced the postponement of a doubleheader Friday between Southern and Ohio State teams last week. The games have tentatively been rescheduled for Sunday. Today’s 1 p.m. doubleheader will go according to schedule.

The visiting Buckeyes are

State took the Salukis 7 - 5 last season. SIU’s athletic department is scheduled to make a final decision on Sunday’s doubleheader today.

UNDERGRADUATE MEN INTERESTED in DEDICATED
to the SOLUTION OF PROBLEMS of
certain problems, they are especially invited to a DISCUSSION on
HOUSING
MARCH 28, 1968, 7:30 P.M.
SEMINAR ROOM, AGRICULTURAL BLDG.

JERRY LACEY, Executive Director
Jackson-Williamson Community Action Agency, will lead the discussion.

Sponsored by SIU CIRCLE CLUB

The Daily Egyptian reserves the right to reject any advertising copy. No refunds on cancelled ads.
By John Eppenheimer

The SIU Board of Trustees approved Friday a master plan for the Vocational-Technical Institute campus. The Board also approved preliminary drawings for the first classroom building for VTI.

The master plan, prepared by Gunnar Birketta and Associates of Birmingham, Mich., is for an enrollment of 2,500 students with provisions for expansion. VTI now has 1,500 students.

At the same time, President Delyle W. Morris told the Board that VTI, located 10 miles west of Carbondale and now consisting mostly of buildings constructed during WW II, expansion plans will have a new role in the future.

Morris said VTI will pioneer programs in technical training, provide training in areas that junior colleges can't, and help train technical education teachers for junior colleges.

Morris said this is the first time that comprehensive plans could be made for VTI. The VTI master plan was authorized only when the Illinois Board of Higher Education developed the master plan for all of Illinois higher education, and the master plan calls for a connected complex featuring four “fingers” extending from a triangular common area.

Self-Determined Hours

Now in Effect for Women

By Nancy Baker

Many American newspapers are engaged in monopolistic business practices while at the same time trying to justify them under the freedom of press provisions in the first amendment to the Constitution, a Senate Investigator said here Thursday night.

Jack Blum, counsel for the Anti-Trust and Monopoly Subcommittee of the Judiciary Committee, made the charge in presenting the 15th annual Elijah Parrish Lovejoy lecture in conjunction with the fifth annual Journalism Week observance on campus.

Referring to testimony presented before the monopoly investigators, and two documents in the possession of the Department of Justice, he accused a number of large newspapers of being in violation of the anti-trust act.

Among them, Blum said, are the Los Angeles Times. Newspapers in this area engaged in questionable business practices include the St. Louis Globe-Democrat and the St. Louis Post-Dispatch, Blum said.

The Globe-Democrat and the Post-Dispatch make the pretense of being “red-hot competitors” yet get together at the end of the year to split the take, Blum charged.

Blum cited newspapers functioning under a joint operating agreement and those pooling profits as prime violators of anti-merger laws.

According to Blum, the Lindsay-Schaub chain, of which the Southern Illinoisan is a member, attempted to obtain a monopoly situation in the state. Illinois.

Sen. Carl Hayden of Arizona was among sponsors of a bill introduced a year ago to exempt newspapers from anti-trust laws. Blum said, yet newspapers in Tucson are now involved in anti-trust litigation.

The outcome may determine the future of other legal action against newspapers, Blum said.

Since established newspaper chains such as Scripps, Newsouth and the Pulitzer company are partners “in one deal or another,” he questioned how they could actually be competitive elsewhere. He said that instead of exposing economic misdeeds in the newspaper industry, they prefer to restrain competition while increasing their own profits.

Their methods may involve an across buying of exclusive material, a sliding rate to keep advertising in the paper whether or not the newspaper makes a profit on it, and soliciting subscribers in areas where circulation does not pay.

Blum criticized the newspaper industry for its reluctance to adopt new means of technology.

Gus Bode

Gus says he'd make a good newspaper owner—he learned how to play monopoly when he was a kid.

Contract Awarded for Completion of Library

The SIU Board of Trustees Friday approved a $1,624,202 contract for completion of the upper four floors of Morris Library at the Carbondale campus.

The award went to the R and R Construction Co. of Alton. Work will include interior finishing of the seven-story building's tower section, which was erected as a shell only, in 1964.

In another construction item the Board approved a contract totaling $29,957 to the John J. Cahm Co. of Chicago and Cunningham Electric Co. of Chicago for construction of piping, painting and electrical work in a steam tunnel extension between Wham Education Building and the General Classroom Building.

The Board also amended its operating lease with the Southern Illinois Airport Authority to include operation of a new airport terminal building and hangar now under construction. VTI runs the airport under a 20-year lease.

VTI Campus

Newspapers Monopolistic, Senate Prober Charges

A view from the back of the model of the planned Vocational-Technical Institute campus shows its strong diagonal thrust. The view is from the southeast. The towers are residence halls, the “fingers” extending towards the classroom areas, and the triangle shape is the common area.

By Nancy Baker

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