

## Ideas For Sale

By Bayard Rustin

Back in 1968, a group of exceptionally clever and talented marketing experts, most of them from the business world, performed a miracle: they repackaged and sold Richard Nixon, a man who was viewed by many people as a bad loser, and a shady character. In a real sense, the election of Nixon was not so much a triumph for a political strategy or ideology as it was a victory for a carefully-planned advertising campaign. Voters "bought" Nixon instead of Hubert Humphrey in much the same way that they choose Crest toothpaste over Ultra-Brite.

Because of Nixon's success in selling himself, many political candidates have turned to media strategies, emphasizing image over issues. As a result political campaigns, including presidential ones, have been trivialized and debased. Indeed, far too many people now view campaigns as repulsive displays of sheer nonsense.

Having succeeded in marketing candidates, the media consultants are now turning to a new and financially lucrative endeavor — the selling of political ideas. The pioneer, of course, in packaging ideology is the Mobil Corporation, whose conservative political views are regularly scrawled on the Op-Ed page on the New York Times. The Mobil ads, which cost thousands of dollars to print, are concise, brilliantly-written, and even humorous. But they are also mis-leading and one-sided (which shouldn't be too surprising, considering Mobil's heavy investment in the ads).

Following Mobil's example, other corporations have begun producing political messages — some blatant, some subtle — in the pages of America's newspapers and magazines. Almost every day one can find the opinions of Union Carbide, SmithKline Corporation, Citibank, or Amoco quietly lurking in some magazine or newspaper.

SmithKline's advertisements are perhaps the best, since they have colorful layouts, nice pictures, and a special air of sincerity. One recent SmithKline ad even included a patriotic message from Robert F. Deo, the company's chairman and chief executive officer. Deo reminded his readers that "only you as a private citizen can make good government a vigorous reality." He continued by expressing the hope "That the ideas of the SmithKline Forum will help you form your own opinions."

What's wrong with this type of advertising? First of all, there is a serious danger that political ideas in our society will go the way of political candidates. In other words, complexities will be grossly simplified, political ideas will be reduced to slogans, and political decisions will be based on images rather than understanding.

What is worse, political debates carried out in the advertising columns of our newspapers, and on the screens of our television sets will insure that the side with the most money — not the best case — will prevail.

For the have-nots of society, such a situation could be disastrous, since many of the business-sponsored ads have taken clear aim at programs designed to aid workers and the poor. Several months ago, for example, SmithKline ran an ad denouncing the minimum wage. Union Carbide has argued for even bigger tax breaks for business, and legislation that would curtail the government's ability to expand social welfare programs and other companies have zeroed in on the "over regulation" of business, especially safety rules and consumer protection measures.

Deo of SmithKline is certainly correct when he writes: "In our society, public policy is often the key to solving problems. If policy is to be sound, it must result from government by the people." Unfortunately, civil rights groups, trade unions, and community organizations — which represent millions of people — can't afford a full-page ad in Time or Newsweek to present their opinions — opinions which frequently run counter to the views of the corporate elite. In effect, then, we seem to be moving rapidly toward a situation where discussion of political issues will be limited to those who can pay for slick advertisements and intriguing jingles. If you can't pay, you won't be heard.

## Letter To The Editor

Two weeks have passed since the May 6 Primaries. Now that the dust has settled it is time to undertake an analysis of important results from the pattern of voting at the polls. All the dominant political forces and groups in Durham County made the race for county commissioner's the central objective.

A certain political group attempted to confuse the voters concerning actual key issues and qualifications of candidates, using the "match-box five" package. This projected an all male, all white slate as "very Best" and by implication that Mrs. Elna Spaulding, William Bell and Mrs. Becky Heron were inadequately qualified and lacked the accomplishments or social position of white males.

However on Primary Day "a funny thing happened on the way to the polls." Mrs. Spaulding came in first in the important race for County Commissioners while Easley of the match-box five came in fifth. Bell was re-elected by nearly 10,000 votes and Mrs. Heron, making a first-run, received the promising vote of over 7,000.

Of course results of the May 6 vote were mixed and the all white, all male political forces can find success in electing three out of five candidates. There is a changing political scene, however, in Durham County. The voters have given important signals to those who preach and practice divisiveness, racism and sexism. A large percentage of voters regardless of creed or color expressed their independent political will at the polls. With a little additional vigor by certain progressive political forces Mrs. Becky Heron would have been among the top five. Their leaders did in fact underestimate the decency and independent spirit of the voters at large.

Samuel Reed  
Durham



According to a recent radio broadcast sponsored by Columbia - Presbyterian Medical Center and Prudential Insurance Company, British investigators have linked traffic accidents and the use of common tranquilizers.

Oxford University epidemiologist David Skegg collected information on prescriptions made out for over 40,000 people and matched this with hospital admissions and deaths from traffic accidents.

Dr. Skegg explains his findings: "When we compared the patients given minor tranquilizers with other comparable people in the population, we found that they had a substantially increased risk of involvement in a serious road

accident." This risk was found to be five times normal. Dr. Skegg says this could be explained either by the medical condition being treated by tranquilizers or by the influence of the tranquilizers themselves: "But whichever the explanation, we think it's important that these patients should be aware that they may be at special risk."

Dr. Skegg stops short of saying that all people using tranquilizers should not drive. However, he does stress that tranquilizer users "avoid taking alcohol as well as the tranquilizers, because these drugs can enhance the bad effects of alcohol on driving skills."



## N.C. Central Foundation Establishes 'Living Legacy' Program

The North Carolina Central University Foundation has launched a program to enable the university's friends and alumni to make memorial gifts in the names of their professors, classmates, and friends through a single university conduit.

The foundation's 'Living Legacy' program will accept the memorial gifts and will distribute the funds received according to the wishes of the donors.

Dr. Walter Brown, NCCU alumnus and a member of the foundation's Board of Directors, outlined the

program to the foundation board at its winter meeting. Dr. Brown said he himself found satisfaction in making contributions in the name of classmates, friends, and former teachers.

"This program will establish a route through which contributions to the university may honor or memorialize any person the donor wishes to designate," he said. "The size of the gift will not be important."

Under the Living Legacy program, donors will receive cards acknowledging their gifts in memorial or to honor living persons.

Honorees, or families of memorialized persons, will receive a card indicating that a gift has been made by the donor, but will not be informed of the amounts of the contributions. Similar cards will be used, when appropriate, to inform university units of the contributions made in the names of their alumni or former teachers.

William P. Malone, executive director of the NCCU Foundation, said the Living Legacy program is expected to increase memorial contributions to the programs of the university.

"Within the past few months, we have received approximately \$5,000 in memorial contributions. Those gifts honor former faculty members, relatives of present faculty members, alumni, and other friends of the university."

Names in which the memorial contributions have been made include Dr. Marjorie L. Browne, Wayne M. Dunn, H.O. Whiting, Dr. Alfonso Elder, Carlin P. Graham, John D. Lennon, Mrs. Charlemagne Hill Rollins, Ann Jenkins and Daniel Eric Moore, and the Lightner/Lewis families.

At least one living former faculty member — Dr. Theodore R. Speigner — has also been honored by contributions during the year, as has Mrs. Louise Elder, widow of the late President Alfonso Elder.

"Many of these contributions have been made only after a specific fund in the name of the honoree has been established. Our new Living Legacy fund will permit the individual alumnus or alumna, friend, or faculty member to initiate a meaningful memorial to the honored person," Malone said.

Malone said Living Legacy contributions might be made for a designated purpose. "We also encourage unrestricted gifts through this program. Unrestricted contributions will be used in ways that honor the spirit and memory of those who have, over the years, made North Carolina Central University a great institution — for scholarships, to support special programs for our students, and for other significant purposes."

"These are the times that try men's souls." Thomas Paine

## Durham College Launches First Phase Of Funding Drive

DURHAM—The first phase of the new fund raising drive for Durham College was launched this week, according to President James W. Hill, with the initial emphasis upon Alumni giving. This phase will be conducted in conjunction with a mammoth state-wide fund raising raffle. A total of \$10,000 has been set as the goal for this first phase of Alumni giving. The Trustees of the College are calling upon the alumni throughout the state to participate actively in this drive. The total fund raising effort, estimated to raise \$100,000, will be ending on June 31. According to president Hill's office, these funds are needed to assist the College in its preparation to resume classes this fall. Because of its earlier financial problems, The Trustees of the College suspended classes for the second semester in January of this year.

Several weeks ago, the Trustees filed a Chapter XI petition with the federal court and subsequently, has instructed President Hill to proceed with the necessary preparations to resume all classes this fall. September 8, 1980 has been set as the beginning date for the fall semester. The fund raising drive will be conducted in three phases, 1. The Alumni giving, 2. Corporate and Industry giving and 3. Friends and fund raising activities. Persons and businesses desiring to make contributions may do so by sending such donations to: Durham College Education Fund, P.O. Box 987, Durham, N.C. 27702. Individuals interested in staff positions may write to: The President, Durham College, College Plaza, Durham, N.C. 27707. Personnel selections for the fall semester will start in early June.

## SOC Blasts

(Continued from Front)

the Klansmen and Nazis who took part in the massacre have never been arrested, and now trials have been postponed again for most of those who were indicted."

It has been estimated that between 35 and 40 men took part in the caravan that attacked the November 3 demonstration. Only sixteen have been indicted. A trial date of June 16 has now been set, but only six of the defendants will be tried at that time.

Rev. Chavis and Mrs. Braden called on Schlosser to drop all charges against the anti-Klan demonstrators and asked Governor Hunt to use his executive authority to see that this happens. They also asked that all of the Klansmen and Nazis who were involved on November 3 be arrested and prosecuted vigorously, that "police complicity" be acknowledged, and that North Carolina officials uncover "what people everywhere suspect — that the FBI was also involved."

**PRE-MEMORIAL DAY SALE**

# Sears

## SAVE \$2!

on Misses Trim Tops and Shorts

**Pull-On Shorts**  
Pull-on walking shorts make perfect companions for the shirt, because they come in the same great colors. Easy-care polyester. Misses' sizes.  
\$6.00 Women's shorts ..... 4.49

**Misses Shirts:** Button up a solid shirt in bright colors—royal, yellow, green black and white. Smooth polyester makes care a breeze. Misses' sizes.  
\$10 Misses Sleeveless Print shirt ..... 6.49  
\$9 Women's Sleeveless Solid shirt ..... 5.99  
\$10 Women's Sleeveless Print shirt ..... 7.49

**Sleeveless Top**  
4<sup>99</sup> Reg. \$7

**Regular \$5**  
3<sup>49</sup> each

Ask about Sears Credit Plans

Sale ends May 24

Styles shown are representative of those available. All styles and colors may not be available in all stores.

## \$1 to \$2 OFF! SAVE 20%!

Sunny looks for a bright Sunnyday

**For Bigger Girls Sundress or Romper**  
We've sale-priced summer dresses and rompers bigger girls will love. Popular summer styles in lightweight fabric will be cool all summer long. 7-14.  
Regular \$8.99  
**6<sup>99</sup>** each

**For Little Girls Sundress or Sun Set**  
It's the perfect time to dress her for the warm months ahead. Shop these great savings on bright, light dresses and outfits that will keep her comfortable and save you money. Juvenile and toddler sizes.  
Regular \$3.99  
**2<sup>99</sup>** each

Shorts and Tops for Boys and Girls...

Get the kids ready for summer play with great savings on casual shorts and tops. Choose from assorted colors styles and lightweight fabrics.

**For Little Kids**  
\$2.29 Girl's Y-back striped top ..... 1.83  
\$2.69 Nylon Mesh tank top ..... 2.15  
\$3.99 Girl's and boy's camp shorts ..... 3.19

**Bigger boys and girls**  
\$4.99 Boy's camp shorts, reg. or slim ..... 3.99  
\$3.99 Boy's numeral shirt, S,M,L ..... 3.19  
\$2.99 Girl's track shorts ..... 2.30  
\$2.99 Girl's tank tops ..... 2.30 ea.  
\$6.99 Boy's tube socks, package of 6 ..... 5.59 pkg.

SHOP YOUR NEAREST SEARS RETAIL STORE  
N.C.: Greensboro, Winston-Salem, Raleigh, Durham, Fayetteville, Wilmington, Burlington, Goldsboro, Greenville, High Point, Jacksonville, Rocky Mount  
VA: Danville

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