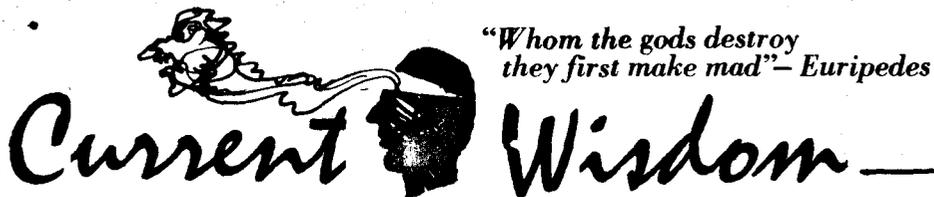


"Whom the gods destroy  
they first make mad"—Euripides



# Current Wisdom

## CREDIBILITY

**Proof that no one is going to put one over on Frank Reynolds:**

After a brief talk to the New Hampshire legislature, Muskie went outside to, as his printed schedule put it, mix with the citizens, most of whom were high school age and practically all of whom were recruited by his staff.

— Frank Reynolds  
ABC News  
Jan. 6, 1972

## MORE CREDIBILITY

**Proof that there remain exceptions to every rule, as the oracular Dr. Reynolds takes a bath:**

Muskie will not say tonight what he plans to do, but he will announce tomorrow that he is supporting George McGovern and will ask his delegates to vote for McGovern on the first ballot in Miami Beach.

— Frank Reynolds  
ABC News  
June 8, 1972

## INCREDIBILITY

**Proof that even while admitting to a mortifying botch some fellows can strut if they whip up enough melodrama and gas:**

Muskie will not say tonight what he plans to do, but he will announce tomorrow that he is supporting George McGovern, and he is asking his delegates to vote for McGovern on the first ballot in Miami Beach. So, not for the first time I was wrong. You are looking at a man whose political education is obviously an ongoing process. Let this reinforce your skepticism about what you read and hear. It has certainly reinforced mine about what I am told by a certain member of Muskie's staff, who has never suggested that he did not know what the Senator was going to do. However, since Muskie himself now claims that he did not know, perhaps all mindreaders should now go to the woodshed. With a strong push from the Muskie Headquarters, I'm on my way.

— Frank Reynolds  
ABC News  
June 9, 1972

## TABLE ETIQUETTE

**Poor David Brinkley shows how difficult it is to talk intelligently while everyone else is eating:**

Wallace has grabbed the busing issue, clutched it to his chest as if it were a bowling trophy with his name engraved on it, and he has held on to it.

— David Brinkley  
NBC News  
March 13, 1971

## DROLLERIES

**Mr. Eric Sevareid, generally appraised as television's most powerful intellect, flourishes his cerebral staff:**

Long ago Frank Lloyd Wright remarked that the continent is on a tilt and everything loose is sliding into Southern California. Now, a lot of things are sliding out of southern California. Richard Nixon was at loose ends and slid eastward right into the presidency. Now, Mayor Sam Yorty of Los Angeles, having produced peace, love, beauty and fresh air locally is sliding east to campaign for the Democratic presidential nomination. Why not. The ultimate meaning of the one-man one-vote principle is that everyone may run for office and vote for himself. Those with the most cousins and brothers-in-law on their private payroll will be elected.

— Eric Sevareid  
CBS News  
November 16, 1971

## CANDID CAMERA

**A rare moment of candor in David Brinkley's delirious Journal:**

John, I have only a few random, aimless, pointless, disjointed rambblings about holding a political primary down here in Florida. It's an interesting, curious state. At the northern end, there is often extreme poverty, marginal farmers in tar-paper shacks with privies out back and hand-wringer washers on the front porch, whereas down here in Miami Beach it must be possible, averaging about three people to a car, for the entire population to ride around in Cadillacs. It's the only place I've seen where they have traffic jams of all Cadillacs.

— David Brinkley  
NBC News  
March 14, 1972

## BRAIN DRAIN

**Mr. Eric Sevareid, the handsomest man in television, pops his shower cap:**

In New Hampshire Muskie won but lost, while McGovern lost but won. In Florida Muskie lost but lost, McGovern lost but lost, Humphrey lost but won and Wallace won but won.

— Eric Sevareid  
CBS News  
March 15, 1972

## TELEVISION HUMOR

**While commenting after Mayor David Kennedy of Miami, Florida had endorsed Senator Humphrey for the presidency, Roger Mudd, humorist, archly sketched several large truths:**

How warm, wonderful and beautiful it is to have a Kennedy on your side, even though his first name is David and he has a Baltimore accent.

— Roger Mudd  
CBS News  
Nov. 16, 1971

## CAUSE AND EFFECT

**The art of causality as practiced by one of television's great minds:**

Two years ago Senator Joseph Tidings ran for re-election from the state of Maryland. He had introduced federal gun control laws, so the gun lobby mounted a massive attack and defeated him. Those who did so may now survey the conspicuous fruit of their zeal — the shooting of George Wallace, in Maryland today. One feels hopeless protesting the gun cult that prevails in this nation, as in no other nation, but one has to do it.

— Howard K. Smith  
ABC News  
May 15, 1972

## VISIONS OF AN OPIUM SMOKER

**Another curious passage from David Brinkley's Journal, a program that NBC fancies as political commentary:**

New York City's Metropolitan Opera, on tour, opened last night in Cleveland with *La Traviata* and in the Opera House was Humphrey. Well, on the stage, Alfred's father was complaining that Alfred had to end his sinful relationship with Violetta because it was scandalizing the family and making it difficult for Alfred's sister to marry anyone of good family and money. While between the acts, Humphrey was in the audience shaking hands and saying if elected he would get the economy back on its feet. While on the stage, Violetta could not stay on her feet because she was dying in Alfred's arms, though, of course, not until she had finished singing her aria. Well, after she expired Humphrey said he liked the opera a lot and he hoped all these folks would vote for him. And that was today's episode in the system at work, somehow making democracy live.

— David Brinkley  
NBC News  
May 2, 1972

## POLARIZATION

**Another specimen from the candidate of gentleness who promise to bring us together:**

Any young person who supports President Nixon is too confused to know which end is up.

— George McGovern  
ABC News  
Sept. 10, 1972

## DELECTATIONS

**George McGovern talks of politics and South Dakota cuisine in a memorable, in depth, interview with CBS:**

If I don't win any delegates in Wisconsin, I'll personally eat a crow on April 5.

— George McGovern  
CBS News  
March 29, 1972

CONTINUING CRISIS  
(continued from page 2)

Govern appeared on Wall Street with a revised set of miscalculations for economic joy. His new policy will cost the government more, but not the citizens. Lightning struck the *Wall Street Journal* on September 19. A Brazilian company has produced a hot dog made of fish, and Detroit's 1973 models are out.

• The Olympics are over as are the Nineteenth World Plowing Championships held in Vernon Center, Minnesota and won by Mr. Willi Flatwitzer of Austria. The SALT agreement was accepted by the Senate, and Congress agreed to the accord on September 26. Apparently, ignorant of the result of a recent Puerto Rican election in which only 4,205 of 702,601 voters desired independence, an organization calling itself the United Nations Committee on Colonialism took up the question of American imperialism in Puerto Rico. Shortly thereafter, the United States showed displeasure at bankrolling 31.5 per cent of the UN budget, though on September 25 the *New York Times* editorialized that the United States could be assessed as much as thirty-five per cent.

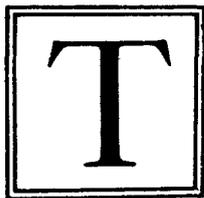
• Left wing and right wing students entered into an internecine dialectic in the streets of Chile while schools opened quietly in much of the United States. HEW announced that overall enrollment was the lowest in twenty-eight years even

though the college population was up 500,000, bringing the grand total of prospective truth seekers and wowers in the American Empire to nine million. One cause for the tranquility on the campuses might be that many universities featured updated curricula which drew students away from mischief and into serious study. Universities began offering courses in comic book appreciation, jews' harp tuning, advanced ghetto jargon, yogurt culturing, transcendent metaphysical dialogue and conversation, the phonics of peace, elementary Gullah, Trauma I and II, slang for beginners and much more. One eastern university offered a comparative biographical study of Richard Speck, Charles Manson, Charles Whitman, Bob Hope and Richard Nixon. So the universities remain the cultural centers of the nation, but tension did show through at Scottsdale Community College where the state judiciary and university administration ganged up on students when they voted to nickname their athletic teams the "Artichokes" with colors of pink and white. Denying any jocose intent, Student President Roger Brooks put a serious tone on the affair when he bespoke the highest ideals and intentions of younger generation by declaring that the students' preference represented a "nonaggressive symbol and showed the students' preference for academics over athletics."

• Mr. Bobby Fisher became America's first World Chess Champion by beating

Boris Spassky of Russia. Mr. Clyde Helmen of Waynesboro, Pennsylvania grew a stalk of corn measuring fifteen feet, eight inches. And Preston Broder of New Haven, Connecticut announced that he has collected one pound of body lint since he began college. Furba, the oldest polar bear in the world, passed away at his Frankfurt residence, while in Chicago, Charles J. Correll, radio's Andy of "Amos and Andy," suffered a fatal heart attack.

• James Hoffa was taken for a ride by the renowned Mr. William L. Taub, LL.B. On September 12 the Senate Armed Services Committee began disinterring the records of General John D. Lavelle, who seems to have conducted an unauthorized war. Mr. Kissinger continued to serve the President from thirty thousand feet, traveling this time to meetings with Leonid Brezhnev, the North Vietnamese, the South Vietnamese and several French ladies whose names have been withheld. President Chester Arthur's life shone in a new light when much new evidence concerning his career turned up amongst the possessions of the recently deceased Chester Arthur III, a Los Angeles Guru. And finally congratulations must be extended, even at this late date, to a twenty-three-year-old youth from Temperance, Michigan who hit upon a mode of youthful revolt commending itself to popular emulation, when he did himself in on a national shrine in Washington, D.C. □



here is opportunity...

MANUFACTURING

Tuner Division  
Semi-Conductor Division  
Broadcast Equipment Division  
Air Trimmer Division  
Magnetic Tape Division

NEWSPAPERS

Bloomington Courier Tribune  
Lawrence County Topics  
Greencastle Banner-Graphic  
(Morning and Evening)  
Morgan County Gazette

RADIO

WTTS-Bloomington  
WTTV-Bloomington  
WATI-Indianapolis  
WPTH-FM-Ft. Wayne

TELEVISION

WTTV-Bloomington, Indianapolis  
WPTA-Roanoke

in America!



**SARKES TARZIAN INC.**

east hillside drive - bloomington, Indiana - telephone 812-332-7251

# Don't Forget Your Professor!

Think of the dreadful stuff he has to read—scholarly journals, the *New York Review of Books*, notices from John Gardner, reports from faculty committees.

He needs a change. He needs a change that will shake him up and lift him out of his gloom.

Why not send him *The Alternative*? The first number will make him yell, but he will be waiting for the second, and the third will make a new man of him. His lectures will improve. He will begin to forget the revolution.



Enclosed is \$.....for .....one-year (nine issues) gift subscriptions (\$3.00 for students and faculty members, \$4.00 for others)

If you have no professor, then what of the poor graduate student down the street, or the afflicted teaching assistant? Shouldn't they be reading a *good* magazine?

Send to: The Alternative  
Circulation Dept.  
R.R. 11, Box 360  
Bloomington, Indiana 47401

If you say so we'll tell the Prof. who is sending him the magazine.

Shall we tell him?  
YES ( )  
NO ( )

My Name and Address

.....  
.....  
.....

Name .....

Address .....

.....Zip .....

College Year  
or Univ. Studies End

Name .....

Address .....

.....Zip .....

College Year  
or Univ. Studies End

THE ALTERNATIVE  
c/o The Establishment  
R.R. 11, Box 360  
Bloomington, Ind. 47401

Nonprofit Organization  
U.S. Postage  
**PAID**  
Indianapolis, Indiana  
Permit No. 8

Address Correction Requested