

4-10-1975

The Knothole, April 10, 1975

SUNY College of Environmental Science and Forestry Student Body

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SUNY College of Environmental Science and Forestry Student Body, "The Knothole, April 10, 1975" (1975). *The Knothole*. Book 319. <http://digitalcommons.esf.edu/knothole/319>

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STATE UNIVERSITY OF NEW YORK

COLLEGE OF ENVIRONMENTAL SCIENCE AND FORESTRY

Students vie for \$10,000

In an unusual step to find an innovative design for an open-space area adjacent to its world headquarters in midtown New York, W.R. Grace & Co., the international chemical company, is sponsoring a national student design contest with \$10 000 in prizes.

The purpose of the contest, according to Grace, is to give students across the country an opportunity to apply their skills and directly match wits with a real life urban design problem, while at the same time doing something which will benefit both New York residents and visitors. Each contestant has been asked to submit elevations, perspectives, and sketches of his design of a large plaza area measuring 100 feet by 200 feet at Avenue of the Americas and Forty-third Street. Designs for the plaza must be submitted by June 10, 1975.

Competition kits, containing contest rules and regulations have been distributed to students, deans, department heads, and instructors of the National Association of Schools of Art, the Accredited Schools of Architecture and the Accredited Schools of Landscape Architecture. An independent panel of architects, industrial designers and city planners will evaluate the entries, and awards of the \$10 000 in prizes will be announced in the fall of 1975.

First prize is \$3 000 to the student submitting the winning design, with a \$1 500 grant in aid to the students school. Second prize is \$2 000 to the student and \$1 000 to his school, and third prize is \$1 000 to the student and \$500 to the school. Ten honorable mentions of \$100 each will also be awarded.

Greenlee-Hess Industrial Design, 11328 Euclid Ave., Cleveland, Ohio, 44106, is acting as the coordinator of the contest for Grace.

NOTE: the librarians in Moon would like it to be known that they were not responsible for the recent tragic demise of the Big Daddy Jade Tree

P.A.C.E.

To further promote efforts in community service, and to advance the professional and educational objectives of its curriculum, the School of Landscape Architecture at ESF has joined the organization Planning Approaches for Community Environments - P.A.C.E. A consortium of five schools -- Harvard, Massachusetts Institute of Technology, Rhode Island School of Design, U of M at Amherst, and ESF -- P.A.C.E is a faculty-supervised design and planning service organized primarily to widen the student's academic experience, while at the same time, benefiting community development. In the two years of its existence, P.A.C.E has helped 66 communities in 40 projects throughout New England. P.A.C.E planning efforts range over rural, urban, and even regional projects, and include an already completed design for a new town and a state-wide land-use study in Massachusetts. Within its own central New York region, ESF has traditionally been involved in community service programs, and a number of planning/design projects in Syracuse and the surrounding area have been accomplished by the college's students in recent years.

SMALL STORE HOURS

Small Store Hours will be extended for the remainder of the semester.

Regular hours are:

- Monday 11:40 - 1:00
- Wednesday 11:45 - 12:40
- Thursday 10:40 - 11:25

New extended hours are:

- Tuesday 7:00 - 8:00 P.M.

The Knothole is (obviously) in desperate need of a few more typists. If you have a couple hours to spare on weekends and can type 10 wpm or faster, come to our meeting in Nifkin Lounge next Wednesday night at 6:30 PM or leave your name and phone number in the Knothole mailbox located in the basement of Marshall.

Sue Rogers

LETTERS TO THE EDITOR

NOTE: The attitudes, opinions and/or statements contained within these letters are those of their respective authors, and do not in any way represent the attitudes, opinions or statements of the Knothole or its staff in general. The Knothole invites commentary on its content or any topic of interest from responsible sources.

Sue Rogers
Editor-in-Chief

To the Editor:

What goes up must come down. Applied to life it is a pessimistic viewpoint. Applied to reality, it seems often to reflect fact. Is this the axiom which can be applied to the current apparent environmentally regressive actions?

Since 1970 and the Clean Air Act, followed in 1972 by the Water Pollution control Act, pollution control and environmental concern have seemed to be in an upswing. Passage of the National Environmental Policy Act and Establishment of the Environmental Protection Agency were further increases in the environmental progression evaluation record. These acts have all had a significant impact on past and present federal, state, industrial, municipal and private practices. Their constitutionality had been held up in court, and the strength of their policies demonstrated by many public suits against ill or incompletely planned projects. It had appeared the ideology behind it all was supported by the American people.

Due to "unforeseen circumstances" a national energy crisis loomed into the scene, which precipitated more quickly a growing economic crisis, which has further yielded an environmental back-lash crisis. Suddenly the high hopes and enthusiasm of the environmental movement have been interceded by "more important" national concerns. Set auto emission standards and deadlines have been continually denounced by auto companies, as have other air and water quality standards. What had seemed to be full backing by the Nixon administration for fighting environmental degradation, had changed to emphatic support for East Coast off-shore drilling in the name of "energy independence." Is this right, that we are setting aside at our convenience, environmental goals? Should they be altered in light of the fact of our present economic situation? Has our sense of values for these environmental goals changed so quickly with the threat of having to alter our lifestyle a little more than we thought would be necessary? Or were the ideals superficial in the first place?

(cont. 2nd column)

Perhaps it was just an issue to fill headlines and keep people busy. (After the activism of the '60's). Possibly, the industrial and business influences over government controls in the past are becoming re-established to past in-equilibriums.

We hope that this period is just a slowing in environmental concerns' great advancement. So maybe we do go down somewhat. What says that what goes down must stay down? The answers to these questions can only be reached by statements from people involved on both sides, and by waiting for the future. If indeed the ideology of the movement is retained by most Americans, then we are experiencing a temporary setback. But if this ideology was but a superficial concept, then there is no strong base from which to re-establish our goals in the near future.

Any response to this article would be appreciated in Letters to the Editor,

D. Smith and J. Mapes

To the Editor:

I would like to take this space to discuss a problem which Tom Zelker and others have addressed themselves to on these pages. This is the problem of improper plant maintenance.

This letter is being written as a reaction to the recent spraying of the jade plant in the library, but I am not concerned specifically with that one incident. The fact that this did happen though, shows that the attention brought to this type of problem earlier in the year did no good whatsoever.

This college has some of the world's foremost authorities in various fields. It is foolish not to ask an expert for help when a problem arises which he can solve properly. I am sure that they would be willing to help. These people make a great contribution as it is, but if they were made aware of problems which exist, their contributions could be greater.

I am not so much concerned with what people off campus think when they see these things but rather with the way we view ourselves. We should have some pride in the way our campus looks. I am afraid though, that with some of the things that have happened, a lot of people just don't care or have given up. Students, faculty, administration and maintenance can all do more.

Steve Goodman



To the Editor:

In response to Mr. Smith's derogatory letter concerning the Papyrus Club's functions, I have a few comments that should be noted. First, under Council regulations, all Papyrus Club functions are open to the entire school--thus participation by non-members has never been restricted. All functions are geared toward the tastes of the club members though, thus our activities are attended by over 90% of our own members. We have continually met the Student Council's regulations regarding notification of club events--this includes meetings, trips, speakers, and social events, (the "s" at the end of each word is for plural; we have had more than one of each!).

I feel that it is unfortunate that when only 2 or 3 non-members participate in the non-social aspects of the club, we are still expected to open our rather small social budget to fulfilling the needs of the entire school at a club party. Like any organization, we try to maintain good standards in all our functions; this means you can't effectively have a trip or party which includes 50 or more non-members on a budget of \$100 or so. As it stands all functions (both social and non-social) that our club has held have been partly funded from the members own pockets.

Thus, I maintain that if there are any more complaints over the way the Papyrus Club (or any other Club for that matter) operates its functions, either those interested enough to protest should join the club and institute some changes (there's no charge to join), or else the Student Council should distribute its budget so that when a club has a function and is required to open it to the entire school body, it can afford to do so.

Paul Leuzzi, Secretary

To the Editor:

Well, I must say that it is about time we had some controversy on our campus again. And this time it isn't even about the quad.

When Mr. Caufield first approached me with his article on Nature films, I was delighted. It looked as if there had finally surfaced a person at this institution with the time and daring to write a little sarcasm. It is something I feel we all need some of, just to make us look at things a little more closely.

When I talked to Marc about his article and any subsequent articles he might be inclined to submit, I warned him that he would probably make some enemies by virtue of his having a "poison pen". Well, it certainly came true.

At this time I would like to turn my attention to the letter by (Ms.) (MR.) (check one) Bernhardt.

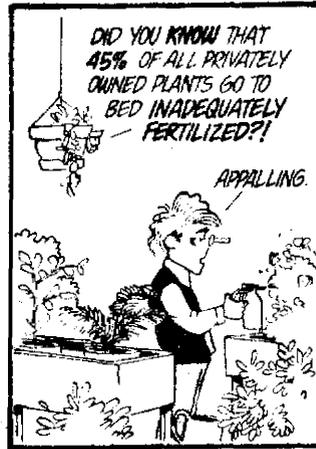
Some years ago we had another non-quad controversy raging on this campus: An underground paper named Free Speak was being distributed. The Knothole editor at that time was upset about it, and so were a lot of other people. For my own part, when I was editor I never considered Free Speak to be competition. They reported on entirely different matters, those being on national and local interest.

It was, and is, my contention that the Knothole should report on College affairs only. We have never had enough of a staff to be able to devote time to consumer information, co-ops, etc. For that one should refer to the Daily Orange or other available publications.

Finally, I highly resent the reference to myself and my hard-working staff of five (count 'em five) as "hacks". If you were so dissatisfied with the quality of the paper, Ms. or Mr. Bernhardt, why in hell didn't you ever offer to help? A little of your input might have pulled the KH out of its alleged mediocrity. I suggest that all you armchair editors with your 20-20 hindsight motivate yourselves to put forth some tangible help instead of simply berating us. Try running a newspaper, no matter how small, with a staff of five sometime. It's no bowl of cherries.

I would like to thank Bill Coons for coming to my defense and the defense of others who worked with me.

Mary F. Butler



ETHIC \$ (WHAT'S MORE AMERICAN) THAN MONEY?

What is the American ethic of business? Although there has been much debate over what constitutes the American ethic of business, there appears to be one major theory that is gaining wide acceptance. This concept holds that business "produce for the sake of profits without regard to the effect that production has on society as a whole." Proponents of this theory justify their argument in two areas that are closely associated. These areas are: (1) Wastefulness of resources in the production process, and (2) Pollution. They also contend that business has been lead into this type of philosophy because of our system of Free Enterprise, ample supplies of "unlimited" resources, and the willingness of people to keep consuming products that they consider beneficial to their well being.

The aim of the proponents of this theory is not to take sides in regard to whether this doctrine is beneficial to our society or not (Even though this doctrine has had a major impact on our society as a whole). Rather, it is their intention to inform the public as to what they believe is the "real" ethic of American Business and to let the public take the course of action that it decides to be right. I believe that this philosophy deserved some exposure because of its merit and have written this brief article on it as a public awareness campaign. For more information on this, I suggest reading the Wall Street Journal, Business World, Time, and Newsweek, as this ethic, if true (as I believe it to be), will have to be modified in order to insure the continuance of man in this highly technicalized world of today.

Robert Odebralski

▲ Poor JADE IS DEAD...



Now that the Jade plant has been killed or practically so, it makes one think of the plight of the hackberries. These also have been the objects of mismanagement and poor care. The trees are characterized by low hanging branches and foot long stubs left from poor pruning.

Now it has been revealed that a stand of larch trees on Mt. Olympus was cut down one autumn because their needles all fell off. This awful disease was quickly controlled by SU maintenance men who all knew that conifers aren't supposed to loose their needles. This is another great example of cooperation between the various disciplines in our university community.

While on the topic of cooperation, NYC and Upstate should start working together on the use of water from upstate streams. Dams are being proposed all over the state to supply water and electricity to the Big City.

NYC residents now leach their water off Upstate without really paying for it. Watermeters are a no-no down there and people can waste all the water that they want without worrying about the cost. Recently, 12 000 unmetered swimming pools were found on Staten Island by use of air reconnaissance; it is estimated that there are at least 200 000 other pools in other parts of the city. Water is wasted at the expense of the Schoharie, Delaware, Croton and other streams. Their flows are greatly decreased during the summer without regard to recreationalists, farmers, and fish and wildlife. New York should not be allowed to live high on the hog at the expense of the rest of the state.

Tom Zelker

TRI-STATE '75 T

GSA → SA FUNDING

FORESTRY CLUB NEEDS YOU!



Do you like to run? How about trying something new such as running with a 50 lb. pack? Well, if not that, there are a few other events which might catch your eye. How about a little splitting or felling? Maybe sawing is more your style; there's bowsaw and crosscut. Try your hand at pulp throw or axe throw. There's a little of everything and a whole lot of fun.

The Forestry Club needs people (and that means you!) for these and other events. Why don't you come out and give it a try? Tryouts are this weekend - April 12 & 13, behind Walters from 1 - 4 pm. This year "West-By God-Virginia" is hosting the annual Tri-State, April 19. You're sure to have a good time. Y'all come down now, ya hear?

JA Casey

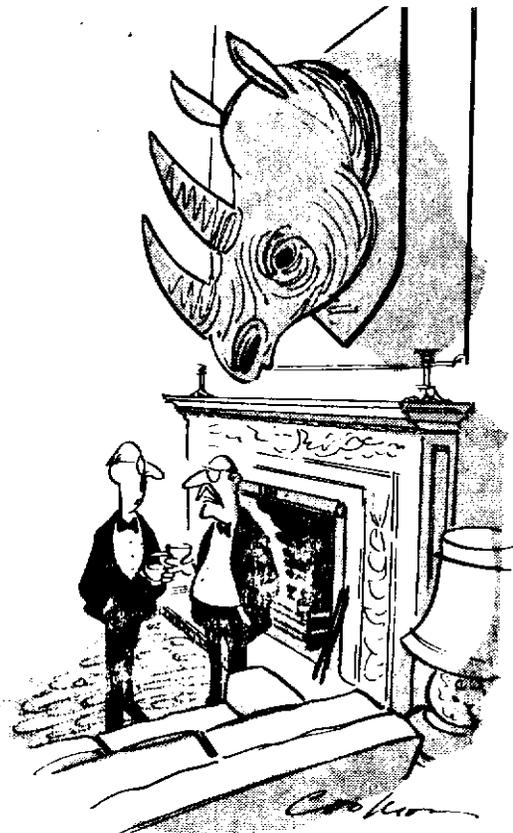
The Graduate Student Association (GSA) here at the College pays a certain amount annually for the participation of graduate students in undergraduate financed activities. This year the amount was \$800. The graduate students are invited to all Student Association functions, and are encouraged to participate in the wealth of social, academic, and cultural activities financed by the undergraduate student fee and the graduate's contribution.

It should also be stated that the contribution is thrown into the same general fund with the undergraduate's fee, and is not earmarked for any particular function. However, most of the graduate participation takes the form of attendance at the Barbeque, Unbarbeque and dances. This mixing can be only beneficial and more contact in the club activities are encouraged.

Chris Smith

FINANCIAL AID MATTERS

Applications for financial aid programs are currently being reviewed. If you have not yet applied and are interested, please file your application immediately. Application forms and information about Financial Aid are available in Room 111, Bray Hall.



"Had to bag one, Harry—in case this damned Conservation thing doesn't work and they become extinct."

ROBIN HOOD BOOK COLLECTION

The Robin Hood Book Collection is part of the leisure reading section of Moon Library. In the past the book selection was made by a small group of people usually members of Robin Hood and Alpha Xi Sigma. This year we hope to get more student participation and a wider variety of books from which to make selections.

Starting FRIDAY APRIL 11 there will be a book selection sheet posted in the main lobby of Moon Library. If you know of any books that would be suitable for the leisure reading collection please jot them down on the list. Remember it is your money that is used to buy these books, so use this opportunity to have a say in what is purchased.

Mark Heidt

Quote of the week:

"Jeepers, Duke, if you don't want to argue don't talk."

Nick "Solidago" Annese
Summer 1939

Student Center in NYC.

The Council on International Educational Exchange is pleased to announce the opening of the CIEE Student Center in New York City. This year-round facility has been established by CIEE to provide low-cost accommodations in New York City for the traveling student. The Student Center is located in the Hotel McAlpin, Broadway and 34th Street, in midtown Manhattan. All rooms in the Student Center are air-conditioned and have private bath and television. CIEE feels that this facility will provide a useful service for CIEE member institutions. International program staff can use the Student Center to provide an overnight stay in New York for program groups prior to their overseas departure or upon their return. The Student Center can also be used by independent students traveling to or through New York. Rates are as follows:

Groups (min. 15)

3-4-bedded room: \$5.40/person
twin-bedded room: \$6.75/person
single room: \$10.80/person

Individuals

3-4 bedded room: \$6.00/person
twin-bedded room: \$7.50/person
single room: \$12.00/person

The Student Center is able to provide a variety of other services for groups using the facility. Bus transfers to or from New York airports and other transportation terminals can be inexpensively arranged. Complimentary meeting space for groups is available at the Center. Special rates are also available for individual faculty members, as well as facilities for professional conferences and meetings.

If you have any questions about the center please contact:

Joe Hickey
Director, Foreign Student Services
CIEE Student Center
Hotel McAlpin
Suite 2200
Broadway at 34th Street
New York, NY 10001

↓ BOTANY CLUB NEWS ↓

On Thursday March 27th at a general meeting of the Botany Club, the election of new officers was held. The new officers are: President - Linda Anderson, VP - Darcie King, and Sec-Tres. Jim Lawler.

On Wed. April 16 a lecture entitled "Spring Wildflower Preview" will be held by the Botany Club at 7:30 pm in 212 Marshall. The speaker will be Dr. Faust, professor emeritus of plant taxonomy at SU. Dr. Faust will give a slide presentation and lecture discussing the spring wildflowers of different plant communities, the sequence of wildflowers which occurs annually and some unique and protected wild flowers to look for.

On the following Sat., April 19th, a wildflower field trip will be held (weather permitting) to the Brookside Development, located near Green Lakes State Park. This is a morning trip and we plan to be back on campus before noon. Departure time is 8:30 am behind Moon Library. Anyone planning to attend the field trip should attend the lecture on the 16th. A sign-up sheet for the trip will be at the lecture; drivers are needed. Plan on coming to the lecture and the field trip to see some of our local wildflowers (provided it stops snowing!!!).

SUMMER INFORMATION

IMPORTANT

NOTE CAREFULLY

a. SUMMER SCHOOL AT SYRACUSE UNIVERSITY

All students should note especially the fact that ES & F students will not be able to register through the College of ES & F for courses taken this summer at Syracuse University or University College. ES & F students who desire to take courses at SU or UC must register directly with SU or UC and must pay the tuition specified for their summer sessions.

b. Undergraduate College of ES & F students who plan to attend any summer session anywhere should file an appropriate petition through the Faculty Advisor. Failure to do this means that students risk the loss of credit for summer work.

c. Graduate Students are advised to discuss summer plans with their Major Professors in the near future.

d. A special bulletin regarding summer sessions will be available in Room 107, Bray Hall, starting April 14.

EAGLE REWARD! (Flyin' Free)

The National Wildlife Federation announced that it will pay a \$500 reward to a Tennessee duck hunting guide for supplying information that led to the conviction of a Memphis physician last month for killing a southern bald eagle.

The reward will go to the Frederic Alfred Hamilton, 25, of Route 4, Union City, who saw a hunter shoot down an eagle from a duck blind at Reelfoot Lake, Tenn. on January 4. Hamilton supplied a detailed description of the hunter, his companions, and a pickup truck in which they left the scene to the U.S. Fish and Wildlife Service of Nashville.

His description, which was "near perfect" according to Special Agent William Parker of the Fish and Wildlife Service's Nashville Office, was broadcast throughout the state. Three weeks later, on January 27, Dr. John W. Toshi, 50, admitted to U.S. Attorney Thomas F. Turlay, at Memphis, that he had shot the eagle. On Feb. 6 he pleaded guilty before U.S. District Judge Bailey Brown to a charge of killing the eagle, an endangered and protected species, and was fined \$1000.

Judge Bailey, who could have imposed a \$5000 fine and a one-year prison term, said he wanted to "make an example," of the doctor, who told the court that he mistook the eagle for a hawk. "We must protect our endangered species so that our children will have something to look at," the judge told him.

Under federal law it is illegal to kill either a hawk or an eagle. The eagle shot down at Reelfoot Lake, a wintering site for more than 60 of the endangered birds, had a wingspan of about six feet and was approximately three years old.

The \$500 reward to Hamilton is the fifth to be paid by the National Wildlife Federation, the country's largest nongovernment conservation organization. The reward was posted in 1971 after disclosure before a Congressional committee that airborne hunters, hired by ranchers, had killed more than 65 golden and bald eagles in Wyoming. The reward is paid, specifically, for "substantial assistance" in obtaining a conviction for shooting a bald eagle in violation of 16 USC 668.

"The main threat to our dwindling eagle population is not hunters, but the destruction of eagle habitat," said Thomas L. Kimball, executive vice president of the National Wildlife Federation, in announcing the reward to Hamilton. "That is why we are working to provide and protect habitat for our national bird. But the shooting of eagles must be stopped, and that is why, as a deterrent, we offer our \$500 reward."

The Interior Department's Office of Endangered Species estimates that there are now approximately 2,000 northern bald eagles and fewer than 1,000 southern bald eagles in the lower 48 states. The bald eagle was adopted as the national symbol by the Continental Congress in 1782.

FINE Protection for Rare Plants

Last September a new law became effective which empowered the DEC to draw up a list of unique, endangered or rare plant species to be protected. The list, put together by a committee working with the DEC, includes all orchids and almost all the ferns. Flowering dogwood, wild crabapple, rhododendron and winterberry are the only woody representatives on the list, the remainder of which consists of well known and little heard of wildflowers.

The statute is meant as an informative law as well as protection for less abundant species, and it will be useful in defining unique natural areas in the state. By publicizing such a list an awareness of rare species may help in preventing accidental destruction of rare plants, and at the same time spark interest in continuing their survival. In addition, the law is intended to act as a deterrent to persons who might harvest a species completely from an area for commercial sale.

Specifically the law prohibits the removal of designated species from state land or from private land without the owners permission. Persons caught picking or removing protected species from an area will be fined a maximum of \$ 25.

Some plants which you might look for close to campus that are protected are flowering dogwood, bloodroot, bayberry, and bittersweet.

Persons interested in obtaining copies of the list of protected species may write to the following address:

Jim Aldrich
50 Wolf Road
Albany, NY 12233

P. O'Connor

PRESCRIBED BURNING FOR WILDLIFE



Smokey Bear is doing a great job of alerting people to the waste of natural resources caused by uncontrolled forest fires, and he is right. Uncontrolled forest fires lay waste to thousands of acres each year and the bulk of these fires are the result of man's carelessness. Prescribed burns, on the other hand, can be an especially useful tool.

Every piece of undisturbed land is destined to grow eventually into climax vegetation. Across much of New York State this a northern hardwood forest consisting of beech, yellow birch, and sugar maple, regionally combined with other species such as hemlock, or oak. Birch, beech, maple, and hemlock, but not oak, can regenerate well under their own shade, so that once established, have the potential of going on and on. Stands of white pine that early settlers found in many places in the northeast started on sites where some natural catastrophe, or possibly fire set by Indians, had eliminated shade and competitive vegetation.

Man has been changing the face of the earth to meet his needs and has developed a warehouse full of tools to accomplish this. Bulldozers are great for stripping bare the soil of all signs of former vegetation. Herbicides can also kill existing plants and cause a return to the bottom of the plant succession ladder. With a chainsaw and logging equipment, forests can be clearcut, setting back plant succession.

A wildfire can be even more traumatic. Many Adirondack burns from early in this century are still in the blueberry and bracken stage, unable to move on to the next plant community because the soil and its humus and nutrients were so depleted by the intense fires. Not all fire, however, need be so devastating. Many resource managers are recognizing that under certain conditions, a carefully controlled fire, or prescribed burn, may be able to destroy or encourage certain plants much more efficiently and economically than other means yet devised.

Prescribed burns can be used for many different things, such as eliminating competition from around fire-resistant types of trees, controlling certain tree diseases, reducing the amount of fuel on the forest floor, thus reducing the hazard of wildfire, and for maintaining the quality and quantity of food for wildlife.

Part of the prescription for a controlled burn is in establishing conditions under which it will be accomplished so that there is a minimum probability of the fire getting out of hand. Fortunately for wildlife burns, which are used primarily to prevent open areas from growing into shrub and forest types, the grass and shrub cover to be burned dries first and will burn before the understory and leaves of adjacent woods cover is burnable. Other precautions, such as prepared firebreaks and the presence of trained firefighters are always included in the plan.

Using experience gained through ten years of research and prescribed burns for wildlife habitat control by Cornell University, if weather conditions are just right, Region 7 is going to conduct five carefully controlled prescribed burns on the Connecticut Hill and Howland Island Wildlife Management Areas this spring.

Prescribed burning, although efficient and economical, should not be attempted by the inexperienced private landowner in an effort to maintain open land for game. Timing of a prescribed burn must be just right. Advance weather and wind conditions are critical and the time of day can make the difference between a prescribed burn and a wildfire.

The Environmental Conservation Law contains a number of sections dealing with forest fires and fires in the open. These sections of law have evolved over the years to protect our forest resources as well as property of our neighbors. One must first obtain a permit from the Department if an open fire is contemplated and these are only issued for specific and limited purposes.

This has been another Conservation Comment, brought to you by Paul M. Kelsey, New York Regional Conservation Educator. For further information call Arthur Woldt at 518 - 457 - 5400.

NOTE:

Methuselah, a wizened 4,600 year old bristlecone pine in the White Mts. of California, was long believed to be the worlds oldest living thing - no longer. The rival, a 6,000 year old sun tree (*Chamoecyparis obtusa*), was discovered by Prof. Chow Hui-yen of the College of Chinese Culture (Taiwan, not the mainland). The tree was discovered in the central mountain range at the 550 ft. level while Chow (the professor, not the dog food) was leading a student exploration team.

credit: Cons. News

-8-

Who knows what you'll find on your next dendro field trip???

FOOD DAY

PARTICIPATE IN FOOD DAY ACTIVITIES.....
FOR MORE INFORMATION CONTACT VIOLA
CHISHOLM AT THE SYRACUSE NEIGHBORHOOD
HEALTH CENTER...476-7921 EXT. 259.

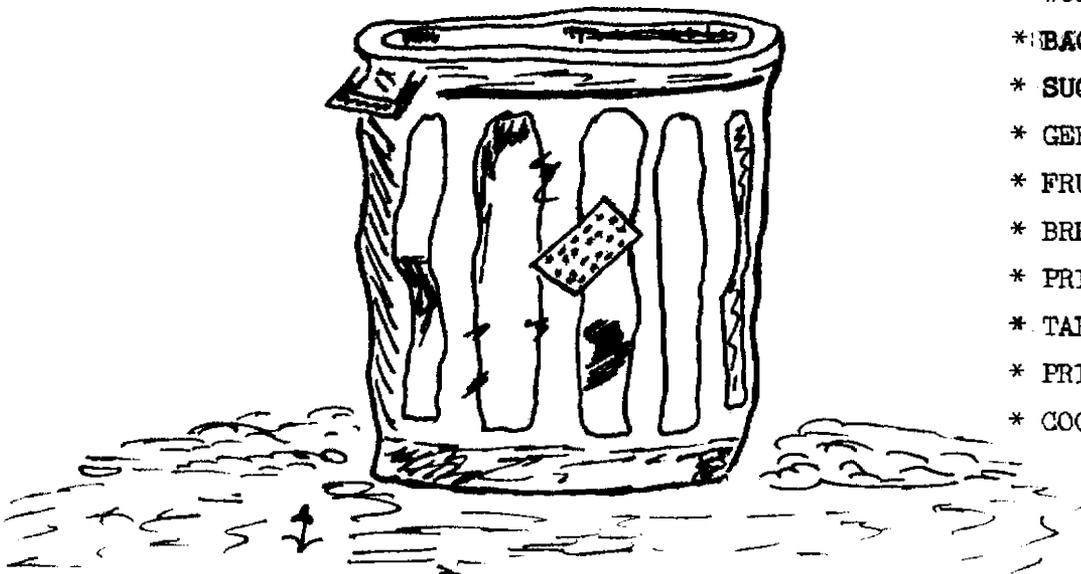
APRIL 17

The TERRIBLE TEN foods described on the back epitomize everything that is wrong with the American food supply. Many of the foods are high in sugar or fat and contribute to such major health problems as tooth decay, obesity, bowel cancer and heart disease. Most of the foods are made by giant corporations that have driven smaller companies out of business and now control the market. Many of the companies have been accused by the government of monopoly and price fixing.

Only strong citizen pressure will bring about changes. Start educating and organizing in your community. If you see a food like the TERRIBLE TEN, Junk it! Base your own diet to a large extent on whole grains, vegetables, and fruit-avoid sugar and fat. Press for needed changes in your home, school, workplace, and at the local and national level. Organize FOOD DAY activities

on
April 17th.

JUNK IT!



- * WONDER BREAD
- * BACON
- * SUGAR
- * GERBER BABY FOOD DESSERTS
- * FRUTE BRUTE
- * BREAKFAST SQUARES
- * PRIME GRADE BEEF
- * TABLE GRAPES
- * PRINGLES
- * COCA COLA

The TERRIBLE Ten

- 1** WONDERBREAD - plain ordinary enriched white bread, made by Continental Baking, a division of ITT (which also owns Sheraton Hotels and makes military supplies). 'Wonder Bread' costs up to 30% more than other white breads, and the FTC recently accused ITT-Continental of using unfair marketing practices to try to monopolize the baking industry.
- 2** BACON - perhaps the most dangerous food in the supermarket, bacon contains nitrosamines, which the government admits "are a family of chemicals, some of which have been shown to cause cancer in test animals". These fatty strips of porkbelly cost as much as \$1.95 per pound -- a good investment for masochists.
- 3** SUGAR - the Justice Department recently indicted six big sugar refiners for alleged price fixing and conspiracy to reduce competition. The Health Department should indict sugar for contributing to obesity, tooth decay, diabetes, and heart disease.
- 4** GERBER BABY FOOD DESSERTS - the major ingredient of these baby foods is water, which costs 40¢ per pint. All the desserts contain added sugar, which helps foster a child's sweet tooth. Eating junk baby foods may lead a baby down a lifetime path of junk foods and ill health. Gerber controls 60% of the baby food market.
- 5** FRUTE BRUTE - this breakfast cereal-candy contains about 40% sugar and costs \$ 1.40 per pound. The cost does not include dental bills, but does include the cost of TV advertising aimed at children. General Mills, symbolized by Betty Crocker, has been the junk breakfast cereal leader for years. Four companies control 90% of the cereal industry.
- 6** BREAKFAST SQUARES - this is another marvel from Betty Crocker's chemical kitchen. The two main ingredients of this "Gainesburger for people" are sugar and fat. The undesirable effects of these ingredients are not canceled out by the added vitamins and minerals. The acronym for Breakfast Squares is uniquely appropriate.
- 7** PRIME GRADE BEEF - high in fat, high in cost, high in cholesterol. This beef is fattened up in feedlots on grain that could otherwise be consumed by hungry people. The food shortage has contributed to millions of deaths in the past few years; an estimated 400,000,000 more are at risk.
- 8** TABLE GRAPES - the Unieted Farm Workers are conducting a nationwide boycott, because growers refuse to sign UFW contracts. It is easy to forget that the people who harvest much of our food are hungry, ill-housed, and in great need of schools and health care.
- 9** PRINGLES - the ultimate insult to the potato, a terrific vegetable. This reconstituted, preserved chip is one-third more expensive than regular chips and at least thirteen times more expensive than real potatoes. Pringles' long shelf life permits nationwide distribution and may enable Procter & Gamble to monopolize the potato chip market.
- 10** COCA COLA - contains no nutrients; costs more than milk and beer(cheap beer). The COCA-COLA CO. peddles its wares in under-developed countries, where the beverage is a cause of economic hardship and nutritional harm. If you want the "real thing", get something real, like milk or fruit juice or water.

FOR MORE INFORMATION ON THE TERRIBLE TEN ... CONTACT VIOLA CHISHOLM AT THE SYRACUSE NEIGHBORHOOD HEALTH CENTER476-7921 Ext. 259.