

editorials

UPC deserves three cheers

One more time . . . After the recent performances, speeches and events there's still one more round of applause to be given.

It should go to the Union Program Council and its committees which have sponsored or helped sponsor these events.

First it was Fleetwood Mac, the first concert in the new Sports Complex and a success. Then it was a speech by William Buckley, the conservative columnist.

More recently actress Jane Fonda, a radical from the '60s, and the reunion concert of Crosby, Stills and Nash. Toss in a few other concerts and events and you have a fairly wide range of entertainment that can please almost any palate.

Sure, there has been some controversy. Buckley's and Fonda's appearances drew criticism. There were some complaints about the concerts.

Maybe you can't please everybody all the time, but UPC has pleased a good number of people quite a bit of the time this semester.

Lots of people deserve plaudits. Gary Gilger, UPC program adviser, has put in time and effort. Several committee members also have worked hard.

The Council's work stands out as an excellent example of student fee use. Of course not all the money for the events came from student fees. Ticket receipts helped pay for some of them.

But the success of such things as Buckley's and Fonda's appearances would not have been possible without fees. Officials agree that if everyone had to pay to hear the speeches (UNL students were admitted free) not as many would have come.

In other words, the fees are providing for something that enhances the education of students that otherwise would not be possible.

That's the philosophy behind student fees. With fees, everybody pays a little to help support events for the common good.

This idea probably is why most of those testifying before the university's task force on student fees supported fees.

Now, how about some encores?

Chris Knowles

I spent the first half of the concert listening to stories of another concert-goer's other concert appearances and dope-selling antics.

I cut short my attendance at a business meeting in North Platte and drove back just for the concert. Those who pay to the likes of CS&N pay for the right to hear them. Those who can appreciate their music only as a background for their own tales of egomania should stay at home and turn on their stereos.

Finally, I was forced to move to empty seats directly behind the stage to find a quiet audience. Apparently those who forsake the sights for the sounds of CS&N are the true lovers of music.

Homecoming publicity

This letter is in regard to the article on Homecoming (*Daily Nebraskan*, Oct. 24). Specifically the last paragraph: "Arterburn attributed the small concert crowd to a lack of publicity. The concert was sponsored jointly by Corncobs, Tassels and the Union Program Council (UPC). UPC handled publicity."

I spoke with Mr. Arterburn about his comment since the way in which it was phrased sounds as though UPC botched its part of the deal. This assumption is incorrect. Since student fees were used it is important that the students know what really happened.

Since I handled publicity, I can state that there wasn't a "lack" of publicity. Granted it could have been more but one can always look back and say I should have done more.

I attribute the small crowd to three things: 1) partial lack of support from Tassels organization. I talked with Tassels personnel and they realized this and were upset about it. 2) total lack of support from Corncobs. I spoke with Mr. Arterburn about this and he admitted that no one from his group wanted to come. 3) General apathy towards Homecoming.

When two major co-sponsored organizations do not support their own program, it is bound to be poorly attended.

Judie Braun, Chairperson, UPC Performing Arts Committee



letters to the editor

Casey McCabe's review of the Crosby, Stills and Nash concert (*Daily Nebraskan*, Oct. 31) was very nicely done and described well the atmosphere of this fine concert.

Steven Stills "Love the One You're With" however, was not the first but the second song of the concert. The automobile and railroad traffic was heavy before the show, so perhaps Casey missed the first song which was a pleasingly electric version of Graham Nash's "Pre-Road Downs".

Also, the group has four, not three, albums to their credit as reported in the review. I was hoping too that the review would have contained a complete list of songs played. The review left out at least a couple of my favorite such as David Crosby's "All Along the Lee Shore" and "Just a Song Before I Go."

Curtis W. Roelle

Audience detracts

The promotion for the Crosby, Stills and Nash concert claimed that the acoustics and seating were ideal and without obstruction.

The acoustics were perfect with the exception of one drawback: the audience.

Government rules cause auto industry 'revolution'

Dearborn, Mich.—Auto makers have trumpeted the wonders of their new models for so long that we tend to turn a deaf ear to this enormous industry. But now the rulers of autodom have a message worth listening to. It tells us what we will be driving in the next few years and how our economy will change because of it.

Simply put, most people won't be able to buy the cars they are accustomed to, what they will drive will feel different, will eventually cost more, but will be less expensive to operate.

"This is a revolution," says Robert Alexander, vice president of product development at Ford Motor Co. "Our industry tended to be evolutionary rather than revolutionary. We used to design and style cars for what we perceived was consumer demand. Now we do it to meet government-mandated requirements. The big ice-cream cone is always what sold. Now the government tells us what ice-cream the cone must be."

nick thimmesch



Detroit is spending billions to trim down future models, so their performance will improve from an average of 18 miles per gallon in 1978 to 27 1/2 m.p.g. by 1985. Federal laws caused Detroit to engage in a "downsizing" effort, as it is called here.

Consider how formidable the auto industry is in our economy.

One of every six workers makes his living from motor vehicle and related industries. When auto sales drop \$1 billion, 57,000 jobs are lost. The industry's whopping appetite consumes 60 percent of all the synthetic rubber produced in the United States and also these amounts: malleable iron, 47 percent; steel, 19 percent; zinc, 33 percent; aluminum, 12 percent.

Cars, cars, cars

Americans spend nearly 10 percent of their disposable income on cars. While the United States has 6 percent of the world's population, 41 percent of the world's passenger cars are here. There are now some 140 million cars and trucks on our highways.

If the statistics are heavy, the future car won't be. At Ford, cars produced now average about 4,000 pounds. By 1980 that number will be 3,500, and by 1985 only 3,000 pounds.

To cut weight, Detroit will build more front-wheel drives (allowing a lighter-frame), create thinner doors and use more aluminum, high-strength, low-alloy steels and plastics.

Only last week Ford announced it was using super-light, expensive, graphite fiber in some of its better cars and will eventually build a prototype 1979 car, using graphite extensively, weighing only 2,750 pounds. A graphite drive shaft weighs five pounds less than one of steel, and a graphite hood is 25 pounds less than a steel version.

Economy altered

"The U.S. economy will be altered considerably," Alexander says. "Radial tires will virtually become standard on future cars because they affect fuel economy favorably. There will be more and more cars on the road, but gasoline consumption is going to drop substantially."

"We are moving toward a maintenance-free car requiring no scheduled work for the first 50,000 miles. We're already into engines where the oil needs to be changed only at 7,500 or even 10,000 miles. New cars with four cylinders need tune ups only every 30,000 miles."

There's wholesale application of electronic ignition devices on 1978 cars, and electronic engine controls are coming. This means the viability of the small service station could be threatened because they'll need more sophisticated tools, diagnostic equipment and skilled technicians. We've already seen the trend to self-service gas stations which got out of the repair business.

"I think there is misunderstanding in the consumer's mind about what's happened to our industry. The consumer might want one thing, but the government tells us to build something else and that's a permanent condition we are willing to live with."

Not easy

The term "horsepower" is as much a part of American

folklore as "Panama Canal," and it won't be easy for Americans to drop it and start thinking in terms of "horsepower-to-weight-factor" or "cubic-displacement."

"Horsepower won't mean much," Alexander explains, "because less will be needed for these much lighter cars. In the '30s, we had a Ford V-8 engine with only 65 horsepower."

Car buyers, five to 10 years from now, will see much smaller models, but they still will be loaded with popular options like automatic transmission, power assists and air-conditioning. There will be less emphasis on styling, and buyers will have to pay premium prices for larger models.

"All the companies face the same problem of conforming to the new laws, so that gives us a chance to change our traditional share (25 percent) of the market. Whoever does the new work best should improve his share of the market," Alexander says.

Unrealistic

Prod any auto man and he'll grudgingly agree the new standards are necessary but he will also mutter that the federal timetable is often unrealistic.

"It implies that invention can be legislated, which we know isn't true," Alexander says. "It's difficult to meet tougher emission standards, which cut fuel economy, and at the same time meet new standards for fuel economy."

Whatever, there is no sign that Americans want to give up their beloved cars. As one of Jimmy Carter's own officials in the Department of Transportation observed: "If the car didn't exist, the first thing I would do is invent it because it is such a marvelous transportation device. I don't see a substitute for it in the next 50 years."

Those are words Detroit likes to hear, while fending off imports (now about 20 percent of market), coping with federal regulations and trying to persuade customers accustomed to big, soft-ride cars, to the new, stiff-ride, more basic models coming up.

Copyright 1977, Los Angeles Times Syndicate

