

Editorial

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Perennial problem

Multinationals violate ethical practice

There were quite a few turned heads when this year's Newport Folk Festival debuted as the Nestle Folk Festival Newport.

Nestle Foods Corp. invested \$20,000 in the festival in order to get the name change. The symbolism was important for the company, which for seven years was the object of a worldwide boycott protesting its pouring of free baby formula into Third World countries. According to UNICEF, at least 1 million infants die annually from complications associated with bottle-feeding.

In 1984, Nestle signed an agreement to stop the dumping, and the boycott was halted. This summer's festival, with such social-conscience spokespeople as Joan Baez, Arlo Guthrie and Judy Collins singing under the Nestle banner, helped to solidify the company's return to America's good graces.

The only problem is that the dumping has not stopped. According to sources quoted in the Aug. 25 Village Voice, the shipment of formula is at the same level as before the boycott for most countries and has even increased in some. Yet Nestle has succeeded in convincing many that the problem is over. Apparently, this is all they wished to accomplish through their 1984 agreements.

The Nestle ploy is just the latest example of a perennial problem — rampant unscrupu-

lous ethical practices of giant multinational corporations. For example, the Daily Nebraskan is investigating the destruction of South American rain forests to create pastures on which to graze inexpensive beef cattle. The World Bank, Campbell's Soup Co. and the Marriott Corp. are just a few of the American interests contributing to this ecological disaster, according to the World Rainforest Movement.

The World Rainforest Movement had a major victory this summer when Burger King responded to a national boycott and announced that it would rid itself of all rain-forest beef by Sept. 1. We can only hope that Burger King isn't taking a page from Nestle's playbook.

With great opportunity comes great obligation. The seduction of the dollar is almost overwhelming, but America's multinationals must begin to take seriously the example they are setting. The humane treatment of the world's population and the responsible treatment of its ecosystems and resources are minimal requirements for participation in worldwide economics.

Companies that choose to violate these basic human guidelines should be boycotted and protested until they agree to act civilized. The expression "business ethics" is already considered oxymoronic by many. Let's not make it into an overt contradiction in terms.

35 bicyclists ticketed; special lanes needed

Thirty-five bicyclists have been ticketed for traffic violations in the last month. Ninety percent of the offenders were University of Nebraska-Lincoln students.

According to the law, "Bicycles operated upon a roadway are subject to all duties and rights applicable to motor vehicles." Bicycles also are prohibited on sidewalks between L and Q streets and between Ninth and 16th streets.

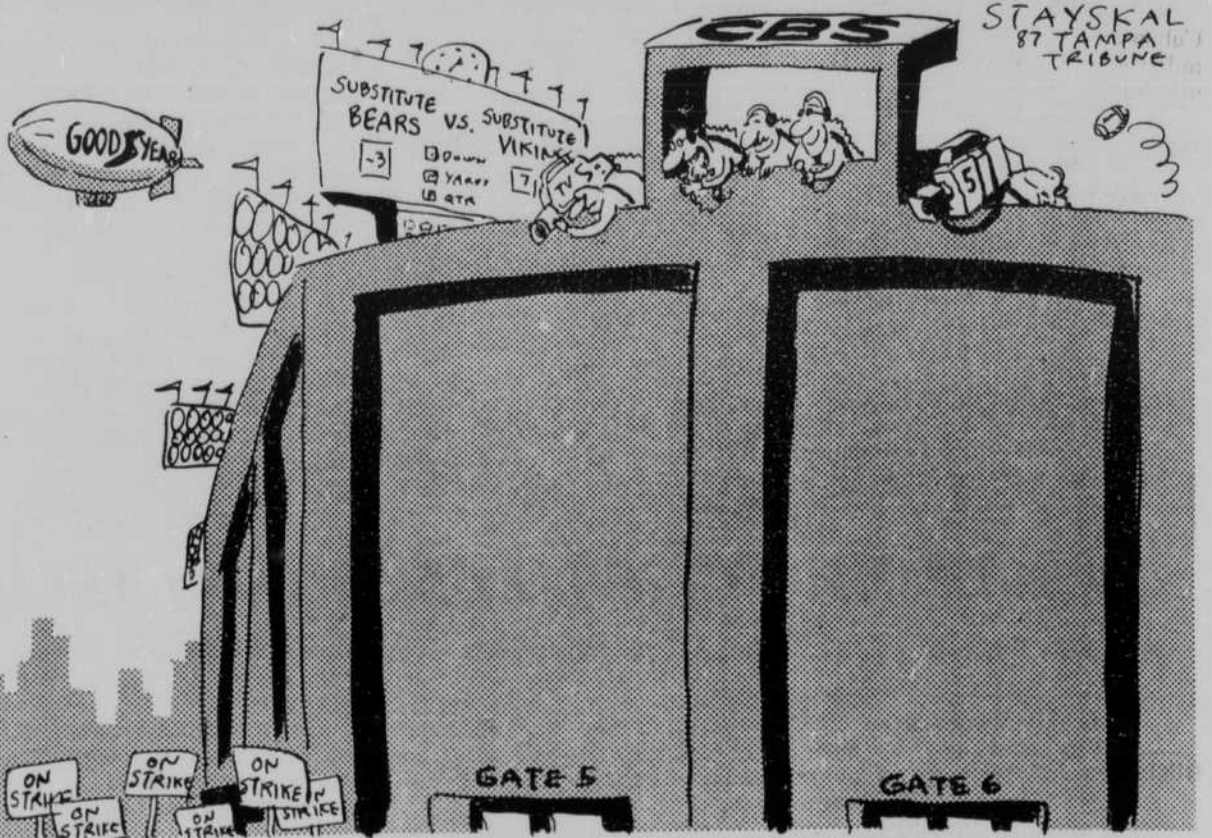
Although the tickets are in accordance with the law, bicyclists aren't always accorded the same courtesies as motor-ve-

hicle operators.

For many UNL students, bicycles are the only mode of transportation, and they are considered a danger on the sidewalks and in danger on the streets.

One solution is to designate lanes just for bicycles such as Boulder, Colo., and Madison, Wis., have. The lanes are needed especially in the downtown area and near campus where there is a plethora of cyclists.

This way both cyclists and pedestrians would be safe. It would save police time and money, and students would be spared the cost of tickets.



"SOME REAL ACTION THERE, FANS... PAYTON FAKED LEFT, SPUN RIGHT AND SLASHED HIS WAY TO THE HEAD OF THE PICKET LINE!"

Iran, Iraq continue the struggle

'Brats' need to be spanked, but who should act as daddy?

It's amazing how much death, damage and destruction can result when angry little countries like Iran and Iraq go to war. The childish leaders of these nations and their zombie-like followers continue to fight an eight-year war that neither side seems likely to win.

It was during the Iranian Revolution that Iraqi President Saddam Hussein decided the time was right to pick a fight. The Iraqis launched an invasion into southern Iran, hoping to secure the long-disputed Shatt-Al-Arab waterway and a more fortified route to the Persian Gulf for its oil tankers.

They got more than they bargained for. The quick victory that Hussein anticipated became a stalemate, and a real military victory seems unlikely in the foreseeable future.

By now, most other fighting nations would have given up, but we must remember that Iran's and Iraq's leaders are incapable of rational adult decisions. Iraq began the war like a bully kicking another kid when he wasn't looking, and Iran fights on with the vengeful maturity of a 9-year-old.

Hussein and the Ayatollah Ruhollah Khomeini are like two stubborn brats wrestling in the desert. Iraq is nearly exhausted and would settle for a tie, but Iran is hell-bent on revenge, unwilling to accept anything less than the capture of Baghdad. Iraq's allies, Kuwait, Saudi Arabia and other conservative Arab states, are terrified of Iran's "revolutionary fever" spreading to their lands, and will join the fray before allowing Iran to win. In short, the war is far from over and more likely to expand than it is to see a truce.

What does the rest of the world think of this fight between 9-year-olds? Naturally, the United Nations

wants to break it up. After all, the United Nations has pleaded for a cease-fire for years now. The United Nations behaves a bit like a mother trying to break up a fight between boys who are too big to spank. The mother can scream at the children to stop, but Iran and Iraq keep fighting on.

Most of us know what happens when mommy's screaming doesn't

Curt Snodgrass



work. Daddy comes home, spanks the boys and sends them to bed without any supper. But who's daddy in this family squabble?

Will it be the United States or the Soviet Union that finally steps in and arbitrates — or forces — an end to the war?

This is where the similarities to a fight between children ends. The result of the war is, by itself, relatively unimportant. But if either of the two superpowers gains influence in the strategically vital Persian Gulf as a result of the war, then the other superpower is sure not going to just stand by and watch.

The Third World can no longer engage in isolated wars, because each strategic hot spot has become a battlefield between East and West. Each superpower picks a favorite, bets on him, trains and equips him, and watches uneasily as its proxies fight it out. It is the way wars are being fought in Nicaragua, Angola and Afghani-

stan. It is how they were fought in, among other places, Cuba and Vietnam.

Iran and Iraq present us a strange case in this modern depiction of warfare in the Third World. Both sides fail to see the greater stakes in the eyes of the superpowers, and this is likely to cost them. Iran hates the United States, doesn't trust the Soviets, and resorts to North Korea, China and even Israel for arms. Israel hopes that by keeping them both fighting, the Muslims eventually will kill themselves off.

Iran is a maverick, an overconfident rookie in a game much larger than it realizes. As a child, it has much to learn about the complex political realities of seeking major power shifts in the strategic Persian Gulf. The superpower that feels shortchanged will walk all over whatever gets in its way.

Unfortunately, children learn slowly, and Iran and Iraq are particularly slow learners. Some day they surely will realize that the little war they are fighting means a lot more to the powerhouses than they know. Both Iran and Iraq stand much to lose in the end, because a tug-of-war would certainly cause as much damage to the rope as to the teams pulling at each end.

We would all be much better off if peace could be negotiated and the crisis prevented. If the children could learn a little faster, then mommy might keep daddy from spanking them. But for now, the stubborn little brats keep punching. It's too bad that even a guy as old as Grandpa Khomeini still behaves like a child. The people of Iran and Iraq will suffer for the ignorance of their leaders.

Snodgrass is a senior economics major.

Letter

Project explained

We were pleased the Oct. 1 issue of the Daily Nebraskan carried a feature photograph of a joint project between one section of the University Foundation's program and a textile, clothing and design department class. Its caption "What the . . . ?" raises some of the issues involved in the two-hour cooperative project. This letter is to clarify the purpose of the event, which occurred Wednesday, 10:30 a.m. to noon.

Ten groups of TDC students were given colored plastic, an ordinary

material, and one hour to design a preselected space. They were asked to alter the environment in some way so that pedestrians would feel invited to interact with it. The University Foundation students were to define interaction and to observe individual responses to the structure, counting the number of men and women who interacted with it.

During the construction and observation periods, issues relating to the larger role of public art became apparent. Students observed a broad range of responses from extremely hostile to euphoric, which reflect the range of

response that public art generates.

We hope that this brief exercise was an opportunity for both the artists and the college community to pause for a moment and consider our relationship to the environment. A simple and temporary manipulation of the space alters how one perceives and responds to it.

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