'Bud-is-a-dud' boycott campaign; a bust

ST. LOUIS (AP) — One month after Operation PUSH announced a national boycott of Anheuser-Busch, the world's largest brewery says the campaign isn't working.

But the Rev. Jesse Jackson, head of the Chicago-based, self-help group, says, "The word is out across black America that Bud is a dud and that you drink something else."

Anheuser-Busch disagrees.

"We haven't been able to detect any effect of the boycott," said Wayman Smith III, a vice president at Anheuser-Busch which markets Michelob, Budweiser Light and Busch beers. "We're still making the same amount of beer and selling the same amount of beer.

"In fact, we're having record sales," he said. "We're not sure if the boycott is hurting us or helping us."

The dispute started in August when Jackson came to St. Louis and proposed the national boycott, charging that only one of the company's 950 distributors was black and two were Hispanic.

On Sept. 3, Anheuser-Busch announced a $5 million grant to train minorities to become distributors. The grant, the company said, had nothing to do with the threat of a boycott by PUSH, an acronym for People United to Serve Humanity.

The following day, Jackson announced the boycott. He accused the brewery, as well, of attempting to discredit him.

"Why are we boycotting Anheuser-Busch?" he asked. "Because they have 950 wholesale distributorships, but only one is black-owned; they are spending $254 million in advertising this year, yet less than 2 percent is with black advertising firms and black media; while 18 percent of their total employment is non-white, blacks are concentrated in the lower positions and their employment does not reflect reciprocity.

"Anheuser-Busch is lacking in reciprocal trade with the black community," he said. "They claim they reinvest between $40 million and $45 million in the black community annually, but we doubt these figures."

Much of the dispute stems from another boycott 13 years ago.

In 1969, the Congress of Racial Equality asked its members to shun Budweiser to protest Anheuser-Busch's record of hiring blacks. At that time minorities accounted for less than 3 percent of the company's more than 5,000 employees.

The next year, the company adopted an affirmative action program. Minorities now make up 18 percent of the company's nearly 14,000 employees.

Most of the minority employees are hourly workers, but the company says 17.5 percent of its technicians and 9.6 percent of the managers are minorities.

The company also instituted a minority purchasing plan, which will do an estimated $18 million business this year. And it puts $10 million into minority banks and $7 million into advertising with predominantly black media.

Excluding its payroll, Anheuser-Busch does an estimated $50 million business a year with the black community, said Smith, one of the company's two black vice presidents. The company make a profit of $217.4 million in 1981 on sales of over $3.8 billion.

Brewery officials point that that they are already doing more than the target figures called for in PUSH contracts with other industries. Coca-Cola signed a one-year $30 million contract, while Seven-Up agreed to a five-year commitment to put $61 million into the black community. Heublein Corp., which owns Kentucky Fried Chicken, had previously accepted a five-year $60 million pact.

So far, few black groups have endorsed the boycott.

"Anheuser-Busch is the last company in this country that I would want to see pressured on behalf of the black community," said William Douthit, president of the Urban League of Metropolitan St. Louis. ". . . Busch has done hundreds of things for the black community on its own — without any push from anyone."

Regional directors of the National Association for the Advancement of Colored People met several weeks ago in New York and decided it would not support the boycott.

"The NAACP does not have a campaign against the Anheuser-Busch Co. nor have any of its (1,800) units been authorized to form coalitions with other groups for that purpose," it said.

Two of the three major black newspapers in St. Louis have opposed the boycott and criticized Jackson's approach. Jackson has sued one of the papers, the Sentinel, a weekly, for $3.3 million.

Antelope ain't the same ol' town

RAJNEESHPURAM, (AP) — The police force is decked out in burgundy, the garbage trucks are named Miss Piggy, Kermit and White Trash and a window at the motor pool in this Oregon city sports flowers and a poster of Bhagwan Shree Rajneesh.

By law, every City Council meeting begins and ends with a new joke.

The permanent population here is about 400, but the number has been more than doubled by people who come to work and be near Rajneesh, an Indian guru they consider their spiritual master. The population could decline when cold November rains and December snow pelt the former sheep ranch in juniper and rock-covered hills 150 miles east of Portland.

The 2,000-acre commune city in the middle of a 100-square-mile ranch gained official status in a May 18 election, but delayed setting up municipal shop until the Aug. 10 election of a six-member City Council — all Rajneesh disciples. A land-use group and some neighbors unsuccessfully opposed the new city.

City hall is a trailer, where , Mayor Swami Krishna Deva works from a cluttered desk. Outside, bulldozers, dump trucks, school buses and ambulances are at work in the growing city.

Disciples take new names when they join, often changing them legally. "K.D." as the mayor is known to virtually everyone, once was a Southern California psychologist named David Knapp.

Harry Hawkins and Marvin Pattenaude were Jefferson County sheriff's deputies, but after working on the ranch during a festival, they applied to become the city's first police force.

Their burgundy uniforms blend in with disciples, who all wear clothing in shades of red. But they can be identified by their silver stars, holstered revolvers and because they lack the wooden "mala" bearing a picture of Rajneesh that all disciples wear.

"Who knows?" Hawkins laughed when asked if the officers would add the mala to their temporary uniform of burgundy jeans, shirt, vest and cap. A permanent uniform is being designed — also in burgundy. Their patrol car is a four-wheel drive, burgundy pickup.

Ma Prem Sunshine said commune membership is not required for employees or private contractors. "If it happens, it happens," she said. "We had a solar consultant and one day I looked up and he was wearing red and a mala. Now he's Swami Anand Paul."

Rajneesh preaches love, brotherhood and loss of individual ego, and subscribes to no organized religion. His commune city has become a tourist attraction, with some 350 tourists touring the commune by bus each month. The disciples ask a $2 donation they say covers costs.

Meanwhile, three disciples are running for the six-seat City Council of Antelope, 18 miles away. The Antelope City Council once tried to disincorporate the town rather than see it taken over by disciples, but that was defeated by voters — most of them disciples. About 65 disciples now live in Antelope with about 35 earlier residents.

et al.

MEETINGS

The Returned Peace Corps Volunteer Organization of Eugene will be holding a meeting tonight from 7 to 9:30 in 101 EMU. All former volunteers and anyone else interested in the Peace Corps are welcome to attend. Slides will be shown and refreshments will be provided. For information call Marsha Swartz at 686-3235.

The University Badminton Club, sponsored by Club Sports, will meet tonight at 6:30 in 54B Gerlinger. All interested please come.

Students for a Nuclear Free Future (SNuFF) will hold a meeting tonight at 5 p.m. in 111 EMU. All are welcome.

The Gay and Lesbian Alliance will sponsor the first "Gay Mens Rap and Support Group" of the year tonight. The group will meet from 7 to 9 p.m. downstairs at 1414 Kincaid. For more information call 686-3360 for GALA.

The Christian Science Organization meets this and every Tuesday of the term at 6:30 p.m. in the EMU. Readings from the Bible and the Christian Science textbook, as well as testimonies of healing through prayer, are part of our regular meetings. Everyone is welcome.

The Oregon Computing Association (ORCA) will hold its first meeting of 1982-83 tonight at 7 in the Forum Room, EMU. All CIS students and faculty are encouraged to attend. For more information contact Greg Stewart at 342-8528.

The Gay and Lesbian Alliance will hold a General Business meeting today from 3:30 to 5 p.m. in 318 EMU. For more information call GALA at 686-3360.

There will be an organizational meeting for the OXFAM FAST tonight at 7:30 in Century Room 111, EMU. Please help support OXFAM by giving your time and resources to make this year's FAST a successful one. For more information call Suzy Bader at 344-7221.

The Oregon Women's Softball Team will hold a team meeting tonight from 5 to 7 p.m. in the Lettermen's Lounge at McArthur Court. New head coach P.J. Harlin will announce the team workout schedule for fall term at the meeting. Women interested in being a member of the team in the spring are expected to attend. Interested persons unable to attend the meeting should call Harlin at x3393 or stop by her office in 110 Gerlinger Hall.

SEMINARS/WORKSHOPS

"Where in the world are you going?", a workshop offered by the Academic Advising and Student Services Office, will be held today at 3:30 p.m. in 164 Oregon Hall. The workshop will study opportunities in the U.S. and abroad without transferring from the University.

The Impact of National Development on Indigenous Cultures, with lecturer Phil Woods, Anthropology Professor, is the first topic of the Search Class with the Eugene Council for Human Rights in Latin America. Other topics will address currrent issues facing the countries of Guatemala, Nicaragua and Brazil. The class will be held every Tuesday at 7:30 p.m. at the Latin American Cultural Center, 1236 Kincaid. The class is open to the public and a small fee will be charged to cover expenses.

The University Counseling Center will be offering the following professionally led groups fall term:

Here-and-Now therapy group, Tuesdays from 3 to 5 p.m.

Older-than-average student counseling group (25 years and up), Thursdays from 3 to 4:30 p.m.

Psycho-social aspects of weight issues, Mondays from 3:30 to 5 p.m.

Eating disorders group, Tuesdays from 1:30 to 3 p.m.

Personal growth through artistic expression (no talent required), Thursdays from 10 a.m. to noon.

There is no charge for these groups but space is limited. Call now at 686-3227.

The Eugene Family YMCA is currently offering a progressive fitness program for all fitness levels. Participants are evaluated and referred to the level appropriate for their needs. For more information call the Eugene Family YMCA at 686-YMCA.

Multi-adult Relationship Discussion group deals with achieving the best of traditional marriage and new age promiscuity via committed group marriage. Free weekly meetings will be offered Tuesdays at 7 p.m. in 107 Gilbert. Call 345-5626 or 343-7412 for more information.

The Wesley Foundation will sponsor a series, "Growing Spiritually: A Way to God." Meeting times will be each Tuesday from 7:30 to 9 p.m. in the Wesley Center lounge, 1236 Kincaid. Stu Shaw, campus minister, will guide the process. Call 344-4219 for more information.

INTERVIEWS

Sign-up for interviews begins on Wednesday morning at 7:30 a.m. in Susan Campbell Hall. The following recruiters will be on campus the week of Oct. 11 to Oct. 15:

Oct. 12 — M & M Mars (Fall grads — B/M — Bus for Sales Trainee Group Meeting — Oct. 11, 6:30 to 8 p.m., Dad's Room, EMU

Oct. 14, 15 — Price Waterhouse & Co. — (Fall, Winter, Spring, Summer '83 grads — BM — Acct for Staff Accountant)

Oct. 14 — Upjohn Company (Fall, Winter, Spring grads & previous grads — B/M/Ph.D. — Biol/Chem-/Microbiol/Health Educ/Bus w/30 qtr hrs in Life Sci for: Pharmaceutical Sales Representative)

Oct. 15 — Laventhol & Horwath (Fall, Winter, Spring, Summer grads — B/M — Bus w/Acct emphasis — GPA of 3.0 for Staff Acct in Tax, Audit or Mgmt. Advisory Services)

MISCELLANEOUS

The University School of Architecture and Allied Arts will hold an AAA Exhibition Oct. 4 through Oct. 14 in Gallery 141, the school lobby and courtyard. The gallery is open weekdays from 9 a.m. to 4 p.m.

Rhodes Scholarships are post-graduate scholarships to Oxford University. Applicants must be 24 years old or less, U.S. citizens, unmarried, and have academic standing to assure the completion of a bachelor's degree before Oct. 1983. All students interested in applying contact Joseph Hynes in 114 Friendly Hall. A meeting of all students planning to apply will be held Oct. 7 at 3:30 p.m. in 109 Friendly.

Marshall Scholarships are for post-graduate study in British universities. Applicants must be 24 years old or less and preference is given to unmarried applicants. Applications are available from Joseph Hynes in 114 Friendly. A meeting of all students planning to apply will be held Oct. 7 at 3:30 p.m. in 109 Friendly.

Mellon Fellowships in the Humanities are new awards to be administered by the Wilson Foundation. Students must be nominated by faculty members, rather than by themselves, by Nov. 5. The award is intended for humanists only, it must be used at a United States university, and may be extended through the acquiring of the doctorate. Brochures may be picked up in 114 Friendly Hall.

DOONESBURY by Garry Trudeau

BLOOM COUNTY by Berke Breathed