



Happy 120th Commencement, NU!

Northwestern will award approximately 3,000 degrees June 17 when it celebrates its 120th commencement in McGaw Hall. As usual, the University is concentrating its honorary degrees on significant contributions to the academic and intellectual world.

Receiving honorary degrees on June 17 are: Allison Davis (Doctor of Laws); John King Fairbank (Doctor of Humane Letters); George Evelyn Hutchinson (Doctor of Science); Ephraim Katzir (Doctor of Science); Abba Ptachya Lerner (Doctor of Science); Carl Ransom Rogers (Doctor of Science); Leonard Paul Spacek (Doctor of Humane Letters); and Sarah Vaughan (Doctor of Fine Arts). On May 3, an honorary Doctor of Laws was presented to Menachem Begin (see related story on page 16).

Allison Davis is John Dewey Distinguished Service Professor of Education at the University of Chicago. John King Fairbank has been

a member of Harvard's history department faculty since 1936.

George Evelyn Hutchinson, educator, biologist, limnologist and ecologist, is Professor Emeritus at Yale. Ephraim Katzir, a biochemist and educator, served as president of Israel from 1973 until this spring.

Psychologist Carl Ransom Rogers is the author of many books on psychology, counseling and psychotherapy. Leonard P. Spacek is a member of the Accounting Hall of Fame and has devoted his life to public service.

(Continued on page 16)

Expect the Unexpected!

In bumper sticker est veritas. When the 1978 Wildcats begin their football season this fall, brace yourself. Expectations should disintegrate like a West Coast card section in a squall.

Rick Venturi, NU's dedicated new head football coach, recruited a number of talented new players to team up with last year's brightest stars. And expect some unexpected, exciting new strategy: multiple, man-in-motion offenses; more passing; complex formations or sets; a tough, aggressive defense; a wide-open game every season-ticket Saturday.

When you glance up at the sky this season, you may not see the Goodyear blimp. Instead, you'll see something more aerodynamic — and in far greater numbers — an unexpected frequency of spiralling footballs. The 1978 Wildcats:

(Continued on page 8)

(Continued on page 5)

Infoswitch is great; here's how to make it even greater

Northwestern has realized a significant savings on its telephone bills since INFOSWITCH, a long-distance cost-reduction system, was installed in February.

The University's March 1978 phone bill (\$26,700) was \$5,482 less than it paid in March 1977 (\$32,182), James Lyphout, general services manager, said.

But these figures are misleading, Lyphout said, because Illinois Bell raised its rates last year.

Lyphout said a more significant statistic is that in 1975, 1976 and 1977,

Northwestern spent 30.7 percent more for phone service in March than in January. But this year under the INFOSWITCH system, the University paid 27 percent less in March than in January.

INFOSWITCH is a minicomputer that routes long-distance calls through the least expensive WATS line available at the time the call is placed.

Lee Ellis, senior vice president for business and finance, estimates the University can save more than

Heidi Waterman

Northwestern will award about 3,000 degrees June 17

VJ

P815

**DON'TS IN
RECREATIONAL SPORTS**

1. DON'T SWIM ALONE.
2. DON'T DRINK AND SWIM.
3. DON'T DRINK AND OPERATE ANY BOAT.
4. DON'T WATER SKI AT NIGHT.
5. DON'T JOG AT NIGHT WITHOUT REFLECTORS.
6. DON'T DRINK WATER FROM STREAMS WHEN HIKING OR BACKPACKING.
7. DON'T DIVE INTO WATER WITHOUT FIRST CHECKING THE DEPTH.
8. DON'T JOG ON HARD-TOP ROADS OR PATHS.
9. DON'T UNDERESTIMATE THE HOSTILITY OF A SUMMER ENVIRONMENT.
10. DON'T ENTER A RACE ON A LARK.
11. DON'T IGNORE PAIN.

Prof Says We Need the Needy

By John L. McKnight
*Professor of Communication Studies
and Associate Director, Center for
Urban Affairs*

Americans like to think of themselves as the people whose hard work makes the world work. We are Carl Sandburg's people making steel, stacking wheat and butchering hogs. Our image is not the reality.

Most of America's employed people never touch ingots, hogs or wheat. Instead, we are teachers, bankers, therapists, sales clerks, lawyers, consultants, motel-keepers, doctors, counselors, bureaucrats. Rather than making hard goods, two-thirds of us derive our income by producing those "soft" things called services.

This shift to a work force that produces services rather than goods fulfills an ancient dream: liberation from hard work in order to do good works — caring, curing, developing.

There is a dilemma in the growth of our service economy. To provide universal work by serving one other, we need *more* clients who need help, or clients who need *more* help. Full employment in a serving society depends upon more people who are understood as lacking, disabled, deficient. To develop a serving economy we depend upon more crooked teeth, family disarray, psychic malaise, educational failure, litigious conflict and underdeveloped human potential.

The growing "deficiency" market is now measured as a major national benefit: Our gross national product is increasingly the quantification of the

"productivity" gained from services purporting to deal with our "growing" deficiencies.

Consider your own value in a serving economy should you die of cancer next year. If you have a long, fully treated, "quality care" death, its value could appear in next year's gross national product as \$150,000. There are very few people who can be that productive in one year, or several years.

Consider all of your other "valuable" deficiencies, those that you perceive, those you have been taught by your servers to perceive, and those that you don't know you have but that your professional servers can identify.

A service economy's need for need explains the three basic categories that have come to define American lives: We are educated, we work, we retire. Each year, the number of people who are educated and retired expands. They constitute the majority of the "deficient" people who are said to depend on the service of those who work. The reality is that working people depend upon an increased supply of the young and old in order to justify an income. Therefore, we extend the number of years of education required to secure a job and mandate earlier retirement.

Increasingly, our serving society depends upon young and old people who can be defined as problems rather than productive participants.

President Carter recently outlined the economic crisis that could result from our current patterns of energy consumption. That crisis would be a minor tribulation if we suddenly

viewed the young and the old as competent, able, productive citizens rather than deficient, consuming clients in need of the good works of a serving economy.

An economy based upon the sum of its peoples' *deficiency* is a served society — a nation of clients whose well-being is measured by their capacity to consume good works.

A society based upon the sum of its people's *capacity* is a democracy — a nation of citizens whose well-being is measured by their ability to do good work.

Our democratic prospect depends upon the ability to distinguish between good work and good works. A served society based upon the "humanistic" ideology of service is sewing the seeds of tyranny. It teaches our people that they will be better because someone else knows better. A nation of clients is fertile ground for totalitarianism.

In a society of clients, our problems are understood as technical issues resolved by the good works of elite professional servers. In a nation of citizens, our problems are understood as political issues dealt with by the good work of people who have the capacity and competence to make a human community.

*Reprinted with permission from the
New York Times.*

John J. McKnight



Uldis Saule