

true that the school is helpless to cope with the onrush of increasing specialization. Major emphasis can be given to the interrelationships of knowledge and to the points of contact and convergence. It may not be possible to keep the student up to date in the accumulation of new knowledge—or even to instruct him fully in the old. But what is possible is to define the significance of what is happening and to identify the juncture at which different areas of knowledge come together.

All this has to do with the student's ability to organize his time, to give his total attention to a difficult problem or objective, and to make himself clear. The school is not the only conditioning agent in the thought patterns and habits of the student, but it is possibly the dominant one.

Meanwhile, there is the ongoing problem of all those who are beyond the reach of the school. It is churlish and absurd to take the position that a poor communicator is locked into his low-level condition. The key to his liberation is the realization that effective communications, oral or written, depend absolutely on a clear understanding of his purpose. That purpose should be clearly identified. It should not be cluttered with extensive comment or side excursions. It should be developed point by point, with the rigorous attention to sequence of a professional bead-stringer at work.

IN verbal communication, the prime requisite is to anticipate the circumstances of a meeting or encounter. If it seems likely that the time available for meeting will be limited, then it is obviously suicidal to use up most of the time in clearing one's throat. Nor does it seem especially perspicacious to have overly long agenda, saving the most important items for last, when there is every likelihood that time will run out long before the main event.

In written communication, no better advice can be offered than to cite the favorite six-word question of Harold Ross, late editor of the *New Yorker*: "What the hell do you mean?" Ross was a great editor because he was death on ambiguities. Though he edited one of the most sophisticated magazines in the nation, he cherished the simplicities. He insisted on identifications for all names and places. And he hated extraneous words or observations. Under his rule, the *New Yorker* became a model of clear, effective writing.

My purpose here is not to drum up business for the *New Yorker* (I have a drum of my own), but to point out that institutions can be built on clarity. Also, that clarity is one of the truly distinguishing characteristics of the educated man.

—N. C.

Letters to the Editor

The Moon and Beyond

JOHN LEAR'S ARTICLE, "The Frontier Beyond the Moon" [SR, Jan. 18], contains some remarkable paragraphs touting Soviet space firsts (laudable though these are) while simultaneously discounting the U.S. astronauts and our own space expertise.

It is certainly incorrect to declare that *Apollo 8* could "not conceivably" have flown but for prior Soviet accomplishments. Since we do not share their launch data, or facilities, or tracking system, we in no real sense profited from the Soviet experience, or from the valuable empirical knowledge gained from their space program.

What *was* indispensable—high-speed computers; excellent and reliable telemetry; techniques of processing the telemetered data, integrating it with constant, accurate tracking information and celestial mechanics—are products of American technology. The fund of skills and the data from which precise calculations and guidance programming were developed are not Soviet, but are the dearly purchased fruit of previous U.S. space exploration—successes and failures.

The point that unmanned instrumented vehicles are preferable to manned ones is eventually made, and is a good one. But to couch the argument for this in terms which de-emphasize American technology and praise foreign originators seems peculiar, if not unworthy. Surely it is more than mere drama to send a human into the near reaches of space. Individual project aims

will dictate whether passengers are feasible or necessary—many times they will not be. But when they are, every safeguard, redundant system, or feature to sustain them should be provided, and no apology need be tendered for it.

A. W. EDWARDS,
Corpus Christi, Tex.

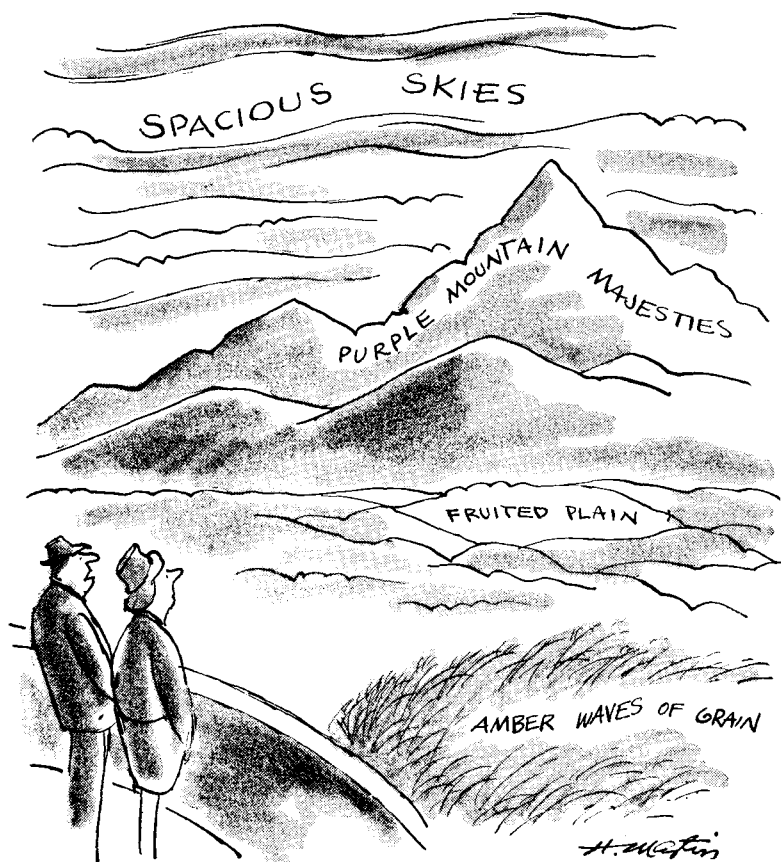
EDITOR'S NOTE: SR's science editor comments:

"I did not belittle *Apollo 8*'s voyage to the moon. I called it 'the grandest single episode in mankind's long adventure.' In referring to the Russian precedents (which I cannot conscientiously deny them credit for), I used the word 'conceivably' in a layman's sense, meaning that we would not have dared to risk human lives on such a hazardous exploit with only our own limited experience to proceed from. Getting to and from the moon by automatic pilot seemed much less reckless because the Russians had already done it."

Realtors Reply

SEVERAL BASELESS ... allegations against Realtors which appeared in Jeanne R. Lowe's article, "Race, Jobs, and Cities: What Business Can Do" [SR, Jan. 11], cannot go unchallenged.

Possibly the most serious—and most groundless—read as follows: "Simultaneously, realtors play on white owners' fears of economic loss and inundation by the in-



"It reminds me of an old song."

vidious practice of 'block-busting,' and force their flight."

The policy and standards of the National Association of Real Estate Boards—membership in which determines whether a real estate practitioner is entitled to use the registered trademark *Realtor*—has for years forbade such a practice by its members, and to the best of our knowledge, Realtors have not been engaged in this odious activity. Cases which have come to the attention of the National Association have involved greedy speculators, many of whom do not even possess real estate licenses. If SR has evidence of Realtors guilty of "block-busting," we urge that it supply us with the information so that the necessary steps may be instituted to penalize these violators. If this accusation is baseless, as we strongly suspect, we urgently request that in all fairness SR set the record straight.

Realtors strongly deny another allegation—that they along with builders, mortgage bankers, and others in the real estate field are largely responsible for the "ghetto problem." The author conveniently overlooks—or deprecates—the real reason why the black people find it difficult to move into white neighborhoods—the attitude of the residents. It's not because of some sinister conspiracy of the real estate industry, as she and so many so-called experts on urban problems glibly charge.

Realtors are in most instances the legal agents of the owners, and as such, prior to the *Jones vs. Mayer* Supreme Court decision and in the absence of local laws to the contrary, followed the dictates of their clients. Moreover, they were aware of the feelings of residents in any given area, and as businessmen were unwilling to commit economic suicide by opposing the prevailing sentiment and forcing a black family into a resisting neighborhood. Hence, Realtors were *not* leading a conspiracy to confine the blacks to specific neighborhoods—they were simply reflecting the attitude of the owners and residents. However, it should be recorded also that many of them in a quiet voluntary effort were introducing black families into formerly all-white neighborhoods where no resistance prevailed.

Fear of depressed home values, which so many so-called experts constantly blame for the resistance of all-white neighborhoods to welcome Negro families, is only a minor factor—a straw man which they set up and then try to knock down with a handful of inconclusive studies which purport to show that minority purchasers "tend to stabilize or even to raise" values. No sufficiently broad scientific study of the question has ever been made to substantiate any such all-encompassing claim. Each situation differs. In the few instances where some investigations have been made, the results vary. Property values have nose-dived precipitously in some. In others they have remained relatively unchanged. And in a few they have even gone up—eventually. The problem of open occupancy will truly be solved only after an educational program promoting tolerance and understanding begins to become widely effective.

In any event, NAREB in its most recent policy statement, adopted after the Supreme Court decision and the Civil Rights Act of 1968 erased the traditional freedom of choice of the owner to sell or rent to whom



"Now that we've learned to talk, let's not speak in vague generalities."

he chose, states: "Because we are dedicated to the rule of law, we urge all Realtors to comply with all legislative actions and judicial determinations which constitute the law on this subject" (banning discrimination on the grounds of race, color, religion, or national origin). Another section in the same statement sets forth as one of the six objectives of NAREB's Make America Better Program to help solve the major problems of our cities and towns the furtherance of "appropriate programs to assist property owners in marketing housing on a non-discriminatory basis."

Hopefully, the efforts of Realtors, together with those of church, civic, and other groups, will contribute considerably to this educational program to foster tolerance and acceptance.

One more error must be pointed out also. Throughout Miss Lowe's article, the term *Realtor* appeared uncapitalized. As a trademark registered in the U.S. Patent Office and as a coined term owned by NAREB, it should always carry a capital R. All major dictionaries, incidentally, while some may have erroneously failed to do so in the past, have agreed to capitalize the term in their next printings.

EDWIN L. STOLL,
Director of Public Relations,
National Association of
Real Estate Boards,
Washington, D. C.

Parent and Child

THOMAS J. COTTLE's article, "Parent and Child—The Hazards of Equality" [SR, Feb. 1], does an excellent job of expressing the

need of children for an authority figure, and I agree that parents should not delegate undue responsibility to children. I feel, however, that he has done a disservice to the returning "mother" college student in his several paragraphs concerning the expression of distaste by a coed at the thought of her roommate's mother attending school. Something must be very immature in the psyche of the girl to exhibit this type of dependency.

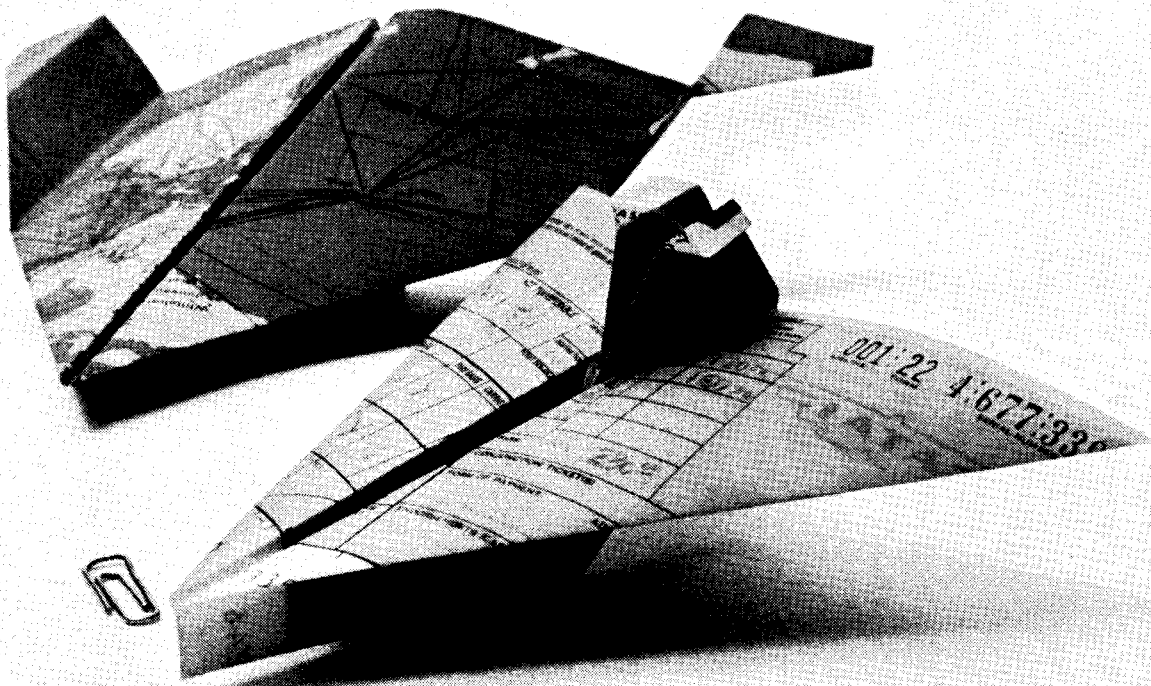
As a thirty-six-year-old college student and the mother of three girls, let me assure you that I am not trying to regain my adolescence. I am seeking the answer to questions that trouble modern women more and more. What does an intelligent woman do when her child-tending years are nearing completion? Do we not have a duty to ourselves and society to use and direct our talents and creativity to some other purpose than merely being a security symbol for children who wish to view us as *passé* at the age of forty? For what purpose does society educate women if the bearing and rearing of children, one-half of which are female, are to be their sole purposes in life?

MARILYN M. MACMILLAN,
Birmingham, Mich.

MR. COTTLE is so busy bestowing pity and generosity upon the escapists of my generation that he's incapable of seeing the realities of the majority . . . He must learn to see me as a young adult, striving toward a responsible position and for changes in society by orderly, responsible methods.

JUDY E. GEISSLER,
Brigham Young University,
Provo, Utah.

**would you
believe
coast to coast?**



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A Perspective Into the Future

"If a strong image is not conjured and adopted, the quality of our destiny may be impaired."

IN CELEBRATION of its fiftieth anniversary, the American Institute of Planners sponsored a two-year consultation that culminated in a week-long conference in Washington, D.C., in the autumn of 1967. The consultation's ambitious task: a look in depth into the future and—hopefully—the setting of a course for urban environment for "the next fifty years." Unlike most convocations of professionals, which tend to be introverted, the AIP consultation called on experts, thinkers, or spokesmen from a wide range of disciplines and fields for contribution and interaction. Each of the participants presented papers on specific aspects of the perspective into the future; several of these were presented at the Washington conference and served as the basis for panel discussion and cross-challenges.

The papers, edited by William R. Ewald, Jr. (who, on behalf of the Institute, had guided the consultation from its inception), have been published by Indiana University Press in three volumes: *Environment for Man* (320 pp., \$6.95; paperback, \$2.95); *Environment and Change* (392 pp., \$10; paperback, \$4.95); and *Environment and Policy* (480 pp., \$10; paperback, \$4.95). The titles roughly parallel the classical components of the planning process: goal formulation; evaluation of resources, restraints and trends; design and programming. However, the lines of demarcation are, in fact, not very precise. If, as Mr. Ewald states in the introduction, *Environment and Change* is to contain essentially the "philosophical" papers commissioned for the conference, then the meaning of "philosophical" must be stretched substantially: neither Herman Kahn's excursions into the future nor Buckminster Fuller's phantasmagoric parables about "spaceship Earth," valuable as they may be in developing future-oriented perspectives, can be rated as philosophical contributions. The flaws of structure, however, do not detract from the impact of the document as a whole.

The theme is set with startling clarity in the first essay, "The Future of Man," by Pierre Bertaux. After musing briefly about the probable emergence of man gregarious at the expense of man individual, and about the predictable transfer of the dominant role from the male to the female in future society, Bertaux presents a challenging thesis—the image of the future that a culture holds is, in effect, the key to its future: "... what is important is that the dynamic force of a strong and rich and powerful image of the future has exerted its action on us."

Futhermore, Bertaux suggests, for the first time in history man has reached the point where he can translate into reality the image of the future that he has adopted. "If we admit that the image of the future can be effectively introduced as an efficient—and a most efficient—element in the chain of causality; if we further admit that our image of the future is



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EDGARDO CONTINI, internationally known planner and engineer, is a Fellow of the American Society of Civil Engineers and a member of the American Institute of Planners. As a partner in Gruen Associates in Los Angeles he has directed numerous urban development and planning projects, most notably the Central Area Renewal Program for Fresno, Calif., and the Master Plan for Tehran, Iran.