

# Grads remember Point pressure

By Terry Frieden  
Missourian staff writer

Two Columbia men who lived by West Point's sacred honor code express tolerance, and even a touch of sympathy, for some of the cadets now accused of violating those standards.

Michael F. Easley and Robert E. Kren say they know well the intense and constant pressures of the academy. They understand the fierce competition. But, they say they did not have to endure temptations of the kind faced by those now accused in the cheating scandal.

Lt. Col. Easley is now commander of the University Army ROTC unit and professor of military science. Robert E. Kren, a retired lieutenant colonel, is

University director of the office of public information.

Both men say they believe the faculty at the U.S. Military Academy must shoulder much of the blame for the cheating scandal that has rocked that institution.

The alleged honor system violations that led to the current cheating scandal at West Point occurred when junior class cadets compared answers on a take-home examination in an electrical engineering class.

Forty-eight cadets have been charged formally; 98 more may be charged. Four others accused already have resigned while 65 cadets have been exonerated.

"I never had to take a take-home exam while I was at West Point," says

Easley. "This assignment created a difficult situation of interpretation. Ordinarily, cadets can discuss classroom work in their barracks. Where do you draw the line on what's a violation?"

"These cadets were placed in a very tempting position," says Kren. "I have to question that practice."

Both Easley and Kren say the faculty made a mistake in giving a take-home assignment.

"I don't think that's the proper way to test a very competitive group of people — especially since the cadets are allowed to talk with each other in general terms about their subjects," says Easley, who was graduated from the academy in 1958.

He says he thinks the current

problem at West Point is misunderstood by the public. "Army cadets live in an environment in which they are striving to maintain an ultra-high, idealistic plane of conduct that's incomprehensible to most people."

Kren points to the enormous pressures to achieve high academic class ranking. "Promotions are based in part on the graduating order of merit."

Kren retired from active duty in 1967 after completing a three-year tour of duty as information director at West Point. He was graduated from the academy in 1946. Kren returned to West Point last week for his 30-year class reunion.

While Easley and Kren share the (See TWO, Page 16)



Robert E. Kren  
Recalls cadet competition



Lt. Col. Michael Easley  
"Faculty must share blame"

## Insight Ford drops 'thoughtful' approach

He prefers new  
'slice-of-life'  
TV commercials

By Joseph Lelyveld  
N. Y. Times Service

LOS ANGELES — President Ford has drastically changed his campaign's approach to television advertising, replacing commercials that portrayed him as a thoughtful and effective President with a new series of TV spots that employ techniques used to sell toothpaste and floor wax.

The change in tactics became apparent Tuesday night with the airing of three new TV spots on California stations. The commercials used by the Ford campaign for the last four months have been mostly shelved and, as a result of the new approach, the two top advertising executives in the campaign have resigned.

The new material closely adheres to the conventions of what ad men know as the "slice-of-life" commercial. One person who has had a good experience with a product enthusiastically describes its special qualities to an interested friend or relative who then is transformed into a satisfied user. In this case, the product is the President.

"Ellie," exclaims a housewife to her friend when she encounters her on the sidewalk in front of a campaign headquarters, "Are you working for President Ford?"

"Only about 26 hours a day," Ellie replies as the two friends walk down the street and stop in front of a supermarket. "Notice anything about these fruit prices lately?" Ellie says, making her pitch.

"Well," the friend acknowledges, "They don't seem to be going up the way they used to."

"President Ford has cut inflation in half," Ellie declares with careful enunciation.

"In half? Wow!" The friend replies in the astonished tones TV housewives use when they discover that their brand of paper towels does not absorb water nearly as rapidly as a friend's.

"It's just that I hate to think where we'd be without him," says Ellie, leaving five seconds in the 30-second spot for an anonymous voice to say: "President Ford is leading us back to prosperity. Stay with him. He knows the way."

The two housewives are obviously professional performers as are two "hard hat" construction workers and the father and son who appear in two other new commercials.

In those, the conversation supposedly is taking place on the edge of a crowd gathered for a campaign appearance by President Ford. Film clips of Ford are cut into the commercials to lend a touch of authenticity.

The new spots were designed and written by James J. Jordan, president of BBDO, Inc., a New York ad agency that does not handle political accounts. Jordan reportedly was brought into the campaign as a volunteer at the urging of Don Penny, a former comedian and

(See FORD, Page 16)



Jerry Lynn Stout  
May be released

# Columbia Missourian

68th Year — No. 216

Good Morning! It's Saturday, June 5, 1976

16 Pages — 15 Cents



## Consuming interest

John Burruss, Columns IV Trailer Court, has his eye on a 1950 Ford on display at the Parkade Plaza. But, lest he get carried away — or swallowed up — his mother, not quite as interested, is ready to guide him away to other things. The Ford and several other antique autos are on display at the plaza. (Missourian photos by Michael Sherrod)



# Pop! Bicentennial firecrackers to fizzle

WASHINGTON (UPI) — The Consumer Product Safety Commission has ordered a ban on all firecrackers larger than the "ladyfinger" size, leaving this Fourth of July the last noisy one except for commercial displays, agency officials said Friday.

In an order to be published next week the commission cast aside objections both from oriental religious groups — who wanted no ban at all — and from safety groups who wanted a total ban in place before Independence Day.

The principal victim of the ban —

which will go into effect next December — are the 1.5-inch (3.75-centimeter) Chinese firecrackers of the type that comes strung together.

The order specifies that no firecracker may contain more than 50 milligrams of powder. The one and one-half inchers generally contain about 130 milligrams, or two grains, of powder, the upper limit under current regulations. Larger devices such as cherry bombs and M-80s have been illegal for some time.

The order also imposes new safety

requirements involving construction and labeling on fireworks for personal use. The printed warnings will advise users of flammability and other potential hazards with such devices as Roman candles, fountains and pinwheels.

The State of Hawaii, the Chinese Chamber of Commerce of Hawaii and the Oklahoma Pyrotechnic Association had asked the commission to allow firecrackers of up to two grains to continue for religious and "cultural" reasons.

The State of Hawaii said "ladyfinger" sized devices do not create a sufficient "emotional awe inspiring feeling within the user."

The commission rejected that argument however. Its four members voted to let stand a tentative order on the subject issued last March. At that time agency officials said they felt there was no correlation between the size of the explosive charge and its "impact on the spirits."

The National Society for the Prevention of Blindness and other

safety groups had argued that an emergency situation existed and that a total ban on firecrackers was needed before the Bicentennial Fourth of July celebrations.

The commission said it recognizes that this year's celebration is something special, but there is no evidence of an emergency situation.

The order becomes effective 180 days from publication in the Federal Register, which probably will happen Tuesday.

## Petitioning is hard work

# Rate reform sought

By Roger Toppins  
Missourian staff writer

The Citizens for Reformed Electric Rates are finding that it is a difficult job to persuade persons to put their "John Hancock" on a dotted line.

Sarah Gorin, Betty Scarpino and Curtis Synhorst are three of about 30 Columbia volunteers asking registered voters to sign a petition calling for an initiative to be put before Missouri voters in the November election.

The initiative, if approved, would prevent the Union Electric Co. of St. Louis from including "construction work in progress" costs in the rates it charges wholesale customers.

Columbia buys most of its electricity wholesale from Union Electric.

At about noon Friday, Synhorst, Ms. Gorin and Mrs. Scarpino attempted to gather signatures of persons entering and leaving the Columbia post office at Walnut and Sixth streets.

Ms. Gorin, who had been there alone Thursday, said, "It's not easy to do by yourself. While you're talking to one person, four more go by."

"I try to get people coming out," she said, "when they hesitate a little. One guy walked up to me yesterday and grabbed it (a clipboard) out of my hands and said 'What the hell have you got here?' He was really a nice guy, though. I'd rather have people like that

than the ones who look at you and kinda say, 'Bug off, kid.'"

Ms. Gorin approached a middle-aged man coming out of the post office.

"Good morning, sir. Are you a registered voter?" she asked.

"No, I'm not old enough to vote," he told her and walked away.

She asked another man the same question.

"No," he said, "I can't vote. I'm an ex-con." Ms. Gorin was stunned and silent.

"No," the man said laughing. "No, I've already signed it."

Synhorst says the job is not too bad. "You get into some really fun (See SIGNATURES, Page 16)

## House finds little relief in Ray-Hays limericks

N.Y. Times Service

WASHINGTON — Talk about the presidential primaries has diminished. The debate on legislation each day seems more listless than usual.

The House of Representatives, which normally thrives on talk and gossip, is uncomfortably distracted these days by gossip about itself, worried about how the voters are reacting back home, and trying — not always successfully — to find a lighter side to the gloom.

Since the disclosure of allegations

by Elizabeth Ray that Rep. Wayne L. Hays, D-Ohio, and one of the House's more powerful figures put her on his House Administration Committee payroll at \$14,000 a year to do virtually no work except be his mistress, representatives have exchanged unprintable limericks and barracks room jokes on the House floor.

"She didn't have a no-show job, it was show-and-tell," was one of the tamer ones.

Some secretaries in the Longworth House office building, (See HUNGATE, Page 16)

# Stout could be released in July 1977

By Roger Toppins  
Missourian staff writer

Jerry Lynn Stout, who pleaded guilty to a reduced charge of manslaughter in January 1973 in his second trial for the 1968 bludgeon killing of Judy Frieders, may be released from prison in July 1977 after serving 4½ years of a 10-year sentence.

Ferd Sturm, a member of the state Board of Probation and Parole, said Friday Stout has asked the board not to consider his annual application for parole this summer.

Sturm said that in May, when a parole officer talked to Stout in preparation for a review of his parole application, Stout told him he wanted his application withdrawn. Stout had

been denied parole in 1973, 1974 and 1975.

Sturm said the July 1977 release date depends on the amount of time Stout has accumulated for good behavior in prison.

Stout, a former Columbia shoe salesman and part-time University student, was indicted by a Boone County grand jury in 1969 for the July 1968 beatings of Gary and Judy Frieders in their Locust Street apartment.

Deborah Welsh, a prosecution witness who lived across the street from the Frieders at 1110 Locust St., testified at his trial she was awakened the night of the murder by someone entering her apartment. A man left her apartment and she awakened her

roommate, Susan Scott. She said she then went to the door and saw a man going into the Frieders' apartment. He left soon after, she said, carrying a long, thin object.

She said she and Mrs. Scott went to the Frieders' apartment and saw Gary Frieders. Mrs. Welsh followed Frieders into the bedroom and saw him kneel beside his wife. She did not enter the bedroom, but looked in and saw Mrs. Frieders covered with blood. She then went outside to wait for the police, who had been called by Mrs. Scott.

At this point, Mrs. Welsh testified, Stout came up to her and asked if there was any trouble as he had heard a cry for help. She said she noticed "blood splatters" on Stout's right hand.

Police found the Frieders in bed, an

unconscious Mrs. Frieders being held by her husband, who was conscious, but in a state of shock. He was unable to talk to police and stated in court he did not remember anything from the time he went to sleep until he woke up in the hospital.

Frieders, a University football player, recovered from his injuries, but Mrs. Frieders died without regaining consciousness in September 1968.

Stout, now 29, pleaded innocent in Boone County Circuit Court to charges of first-degree murder and assault with intent to kill.

It was reported at the time of the indictments on Stout that a case of mistaken identity could have been involved in a possible motive for the beatings.

In March 1970, Circuit Court Judge John Cave granted a change of venue for Stout's trial to the Cass County Circuit Court in Harrisonville.

Stout's trial began June 24, 1970, and five days later a jury deliberated 7½ hours before finding him guilty of second-degree murder. He was sentenced to 35 years imprisonment.

In March 1972, the Missouri Supreme Court reversed his conviction on grounds that a blood analysis submitted as evidence in the trial was unacceptable and the case was sent back to Cass County for retrial.

In January 1973, Stout pleaded guilty to a reduced charge of manslaughter and was given the 10-year sentence.

Stout is imprisoned in the Missouri Training Center for Men in Moberly.