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Good Morning! It's Saturday, April 23, 1977

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State taxes burden middle class most

Story on page 13

M.U. faculty pay is falling behind

By Claudia MacLachlan
Missourian staff writer

University faculty salaries have not kept pace with other Big Eight and Big Ten faculty salaries during the last five years.

Nationally, faculty salaries have risen nearly twice as fast as those at the University since 1973.

Exactly how University salaries compare with those of other universities is sometimes difficult to ascertain.

Various associations and schools have attempted to make their own comparisons, sometimes with different results.

A recent study by the University of Oklahoma, for example, showed University salaries ranking about midway up the Big Eight ladder, while another study made by the American Association of University Professors (AAUP) showed the University last.

This discrepancy results from use of different components in the two studies

of total faculty compensation.

In today's article the Columbia Missourian attempts to explain some of the discrepancies which have added to the confusion about who's on top, who's on bottom, and who's average.

In 1970-71, University professors' pay ranked 11th among the 17 Big Eight and Big Ten state-supported schools. In 1975-76, University professors' pay ranked 13th. These figures include retirement benefits.

The national average faculty salary in 1973-74 was \$23,360 while the University average was \$21,200. In 1975-76, national average faculty pay was \$27,700. University average was \$23,100.

According to figures compiled by the AAUP, the school ranked 17th in 1975-76 among Big Eight and Big Ten institutions with respect to salaries paid professors, associate professors and assistant professors.

AAUP, in its annual report, does not credit the University with retirement benefits because University faculty are not eligible for benefits until they have

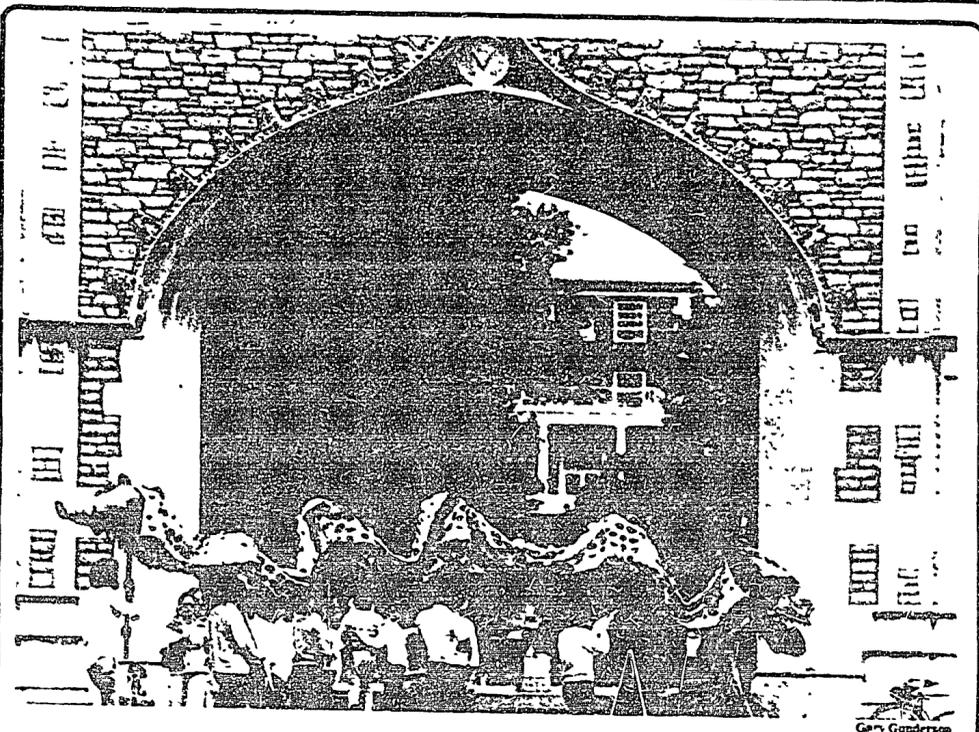
been employed for 10 years. AAUP requires that faculty be eligible for benefits after five years before it will include the benefits in its data.

In presenting AAUP data to the Senate Appropriations Committee Jan. 6, University President James C. Olson explained that there are problems in making meaningful comparisons of faculty pay between schools.

"Because of the way in which AAUP handles retirement provisions, our comparative position would improve if we look at salaries only."

Olson added, "What bothers me most as I look at the salary situation is no matter what scale we use, we have lost ground."

AAUP figures show that professors' salaries at the University went from 14th place to 17th place among Big Eight and Big Ten institutions between 1970 and 1975. Salaries for associate and assistant professors also went from 14th place to 17th place during the same time. Instructors' salaries went from (See TREND, page 13)



Gay Gooderson

Dragon train

Students from the Republic of China (Taiwan) used a dragon costume Friday at the University Memorial Union to draw attention to the Chinese Goodwill Mission. The performing group will present a program on Chinese culture at 7:30 p.m. today in Jesse Auditorium. The 90-minute program is free and open to the public.



Gary Gooderson

Time will tell an hour's loss

Want to see time fly? Stay up until 2 a.m. Sunday.

That's when Columbians will lose an hour of sleep, party time or what-have-you, thanks to the resumption of Daylight Saving Time. Clocks should be turned forward one hour in observance of the Uniform Time Act.

For those persons who don't cherish the idea of staying up until the wee hours just to save daylight, it is suggested they make the change before going to bed.

And don't fret about the lost hour. It will be reimbursed in full on Oct. 30 when the country returns to Standard Time.

Controversy engulfs Laetrile's popularity

By Anne Hurley
Missourian staff writer

Fifteen-year-old Kerry Ann Phillips has leukemia. Eight months ago she and her mother decided to stop the radiation and chemotherapy treatments she'd undergone in St. Louis for

Insight

nearly a year. Her hair has almost grown back now, though her brown eyes are glazed and sunken. She is 30 pounds (13.5 kilograms) underweight.

"I know I'm going to die one of these

days. So I thought, What's the use of losing my hair and making myself even sicker? I've felt better since we've stopped, and the Laetrile makes me feel stronger. It kills the pain," she says with a weak smile.

"It's the best thing to happen to her in a long time," Mrs. Phillips says. "I only wish we'd tried it sooner. Maybe it (the disease) could have been arrested."

Kerry and her mother traveled to Mexico to get the illegal Laetrile, a chemical found naturally in the pits of apricots and other fruits, and manufactured in Mexico and other countries. Kerry says they smuggled it

(See DOCTOR, page 16)

Stephens boycott planned

By Lou Jakovac
Missourian staff writer

A group of Stephens College students sent out more than 1,500 notices Friday asking students to boycott classes May 2 and questioning recent decisions by the college's administration.

The students, calling themselves the Committee for the Betterment of Stephens College, sent the notices to students, faculty members and administrators. They questioned a planned cutback of 26 faculty members during a four-year period and the creation April 15 of three new vice presidencies.

Meanwhile, Robert Funk, vice president and dean of the faculty, has refused to reveal the names of faculty members who have received terminal contracts for next year.

The Columbia Missourian, however,

has learned seven of the 10 names. Their names and areas of expertise are: Martha Rainbolt, English; Princess Morris, dance; David Gold, fashions; Joan Casey, social science; Burt Gordon, fashions; Mary Lou Spradling, foods; and Joanne Macher, physical education.

There are also at least three part-time faculty members who did not receive contract renewals. Funk would not comment recently and a public information officer said Friday he was too busy to be interviewed.

The part-time teachers are: Carolyn Dickinson, English; William Trogon, English; and Karen deBres, social science.

Administrators met with the faculty Thursday. Leslie Bates, president of the Faculty Personnel Board, said President Arland Christ-Janer disclosed that Stephens' budget deficit

is \$639,000. The administration had thought the deficit was \$439,000.

Asked if the increased deficit would mean more faculty cuts, Ms. Bates said, "I don't think so, since they didn't mention anything about it."

Funk previously stressed that all of the terminal contracts were not issued as part of the college's four-year cost-cutting plan to reduce the faculty by 26 members.

Of the seven persons who received terminal contracts, Ms. Morris and Gordon were cut because they were denied tenure, they said.

Ms. Morris is appealing to the Faculty Senate and would not comment. Gordon, however, has exhausted all appeals and said, "There is nothing else I can do."

"It's politics. Pure and simple," he said. "I was denied tenure by people who don't know what fashion is all

about."

Gordon, head of the fashion department, said a department tenure committee recommended that he be given tenure, but the college tenure committee denied it. He appealed to the Faculty Personnel Board, and the board also denied him tenure.

Leonard Dean, a New York fashion designer, commutes from New York to Stephens to work in the college's fashion department.

People who know him (Gordon) knew it was worthwhile to come here because he was here. Not because of Stephens," Dean said. "Without him, there is no fashion department."

Bates would not comment on Gordon's failure to receive tenure because, he said, the board "respects the confidentiality of those meetings." The other five teachers who received terminal contracts (See STUDENTS, page 13)

Walkin' Joe



Mary Bradford

Last Tuesday, Gov. Joseph Teasdale's administration completed its first 100 days. During that time, Teasdale's style of government has pleased some, angered others and prompted one Jefferson City wag to describe the governor's approach since the wintry inauguration as evolving from "Freezedale" to "Pleasedale." On Sunday, Vibrations analyzes the criticisms and Teasdale's own perception of his first three months. The picture that develops is a mixture of successes and shortcomings that may foretell the issues of the next 1,000 days.

In this week's cover story, share the anguish and futility of a cancer patient's final days. In the words of his daughter, discover how she lived with the knowledge of her father's inevitable death while he was never told he was dying.

Also in Vibrations, visit Tokyo with an American woman who learned to live with a foreign culture and language. Follow the story from her summer arrival to her first date, which turned out not at all as she expected.

Advertising head named new M.U. business dean

S. Watson Dunn, 58, head of the advertising department in the College of Communications at the University of Illinois-Champaign, has been appointed dean of the University's College of Business and Public Administration effective Sept. 1.

Dunn will succeed Robert W. Paterson, who resigned last September to return to teaching. Owen Koeppe, University provost for academic affairs, has acted as interim dean. The new dean will be known academically as professor of marketing.

"I hope to work with the various directors of units and faculty in research and working out planning," Dunn said in a telephone interview. "I can't be too specific until I'm on the job."

Dunn received his bachelor of arts and master of business administration degrees from Harvard, and received his doctorate degree at the University of Illinois in 1951. He then spent 15 years at the

University of Wisconsin as professor of journalism and commerce and chairman of the advertising sequence. Besides teaching at the University of Illinois advertising faculty for a year, Dunn spent two years as assistant professor of commerce at the University of Pittsburgh.

He was an instructor in business administration for a year at the University of Western Ontario.

Dunn has supervised research in external affairs of multinational corporations in the United States and Europe, and in international marketing and communications in the United States, France, western Europe and the Middle East.

He also has done research in newspaper and magazine advertising for the Magazine Publishers Association and the University of Wisconsin.

Dunn was chairman of international advertising and marketing seminars in Portugal, Angola and Mozambique, and

has lectured on international business communications in India, Yugoslavia, Portugal, New York, Stockholm and Athens.

He was a Fulbright lecturer in France in 1959-60.

Dunn has been awarded a Media/Scope certificate from Harvard and the Silver Medal award of Printers' Ink.

He has written three books on advertising as well as the section on advertising in the last two editions of Encyclopedia Britannica. He also contributed articles on communications and international advertising, French retailing and the common market.

A native of Vanderbilt, Pa., Dunn is married and has two children.

"When I came to the University I was very impressed with the caliber of people there in the College of Business and Public Administration," Dunn said. "I think there is a lot of potential."

In town today

9 a.m. "Spring Fair" bazaar, First Presbyterian Church, 16 Hitt St.

9 a.m. Columbia College's Creation '77, a fine arts and crafts festival, Dulany Hall, Columbia College.

7:30 p.m. Prince of Wales Club benefit horse show, Stephens Stables, Stephens College.

7:30 p.m. Chinese culture performance, Jesse Auditorium, University.

7:30 p.m. "The Cop-Out" and "The Kid," Gentry Hall, University.

Exhibits
New: Columbia Art League, oil and watercolor landscapes by Martha Straub, rural landscapes by Billie Pringle, and acrylics and watercolors by Evelyn Jorgensen; Betty Robins Art Gallery, Columbia College, student art display, 8 a.m. to 5 p.m. See Sunday's Vibrations for continuing exhibit schedules.

Movie listings on page 15A