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'Traditional' values threatened

Movement discourages buying

United Press International
NEW YORK — The demarketing movement now appears to be part of an emerging "counter economy," that could have a great impact on the so-called "traditional" American values.

The movement — persuading consumers not to buy — probably grew out of the counter culture that mushroomed in the 1960s, but really came into focus during the 1973-74 energy crisis.

It is not the same as the "subter-

anean economy" described by Dr. Peter Gutmann of New York's Baruch College last year. Some of the denizens of this underground economic world are tax dodgers but many are dropouts from the regular economy who are looking for an alternative life style and work in jobs or businesses not counted in the Gross National Product.

In an address to the Direct Mail Marketing Association at Miami Beach early this year, Hazel Henderson, who runs what her pub-

lisher calls a "mom and pop think tank" called the Center for Alternative Futures at Princeton, N.J., gave a description of the counter economy.

She said its decentralized world is filled with people who question the competitive high technology urban rat race and "who think the goal of ever rising material wealth in mass consumption societies is no longer realistic."

The term was defined in the early 1970s by Philip Kotler and Sidney J.

Levy in the Harvard Business Review as the efforts of business to encourage customers from buying because future supplies were uncertain or because particular products were not very profitable to make.

But Henderson, who calls the movement "The Decline of Materialism," said the counter-economy people have their own de-marketing ideas and their impact is being felt.

She cited a 1976 study by Stanford Research Institute and a Gallup survey, both of which showed millions of Americans are determined to return to a simpler way of living not based on high technology or keeping up with the Joneses.

One of the most striking poll results showed the respondents felt a 2-to-1 margin that inflation can be better controlled by buying less of those products short in supply and high in price, rather than producing more goods to supply demands.

The counter economy also regards nuclear power as hazardous and interested in solar power and renewable sources of energy.

It considers the GNP economy excessively competitive. A common view is that competition has created a national neurosis of aggression that can't be reconciled with the tenets of Christian brotherhood.

"A far more important reason that the goal of ever-rising material wealth in mass consumption societies is simply no longer very realistic despite what advertising tells the public," she said.

This legitimate non-market component of the national economy is vastly bigger than realized. Henderson said it could amount to \$1 billion a year that is not included in the GNP. That's half again as much as Gutmann estimated for the terranean economy.

Carter calls for boycotts against anti-inflation foes

United Press International
ST. LOUIS — President Carter Monday urged the nation's urban leaders to boycott businesses that refuse to join his voluntary anti-inflation fight, saying "the future of our cities is at stake."

Carter addressed the National League of Cities meeting here before flying to Salt Lake City to accept the Mormon Church "Family Unity" award.

In St. Louis, he warned the

mayors there will be "severe limits" on federal aid for their cities in the 1980 budget and called on them to stop doing business with firms not in compliance with the administration's wage-price standards.

Columbus, Ohio, Mayor Tom Moody, president of the league, told Carter, "You have our full support in this crucial work."

There will be exceptions in his tight 1980 budget, the president said, but for the most part it will be

"bare," impacting on defense needs as well as social programs.

"Plainly," said the president, "the future of our cities is at stake in our fight against inflation. I call on you today (Monday) not to buy from firms that fail to comply with our wage-price standards."

"But these steps won't be enough," he added. "The 1980 budget will be very, very tight. It will disappoint those who do not take inflation seriously."

Big city people want out

United Press International
ST. LOUIS — One third of the nation's urban residents would move away from their cities if given the chance, according to a survey conducted for the National League of Cities.

Crime was given as the major reason for dissatisfaction with cities. The findings by the Gallup organization of Princeton, N.J., showed the proportion of those wanting to move holds for small and medium-size cities as well as for the largest urban areas.

By contrast, in communities with a population less than 50,000, only 15 percent would like to leave and in open country areas only 12 percent want to leave.

George H. Gallup, board chairman of the polling organization, reported the survey's findings at a news conference Sunday during the opening session of the league's annual convention.

President Carter delivered an urban policy address to the convention Monday.

Gallup said 4,000 residents of cities with populations of more than 50,000 were polled in the first three months of the year and an additional 1,200 urban residents were questioned in a sampling completed last week.

"Those people most likely to express the desire to leave their cities are from the same upper socioeconomic groups which have been moving away for the last three decades — residents the cities can least afford to lose," Gallup said.

"These include the younger, better-educated, more affluent population who provide the largest share of local tax revenues as well as most of the people needed to fill public and private leadership roles."

"Conversely, the least likely to want to move away are the older, less-educated, less affluent population segments, including the more public service-dependent groups such as the retired and the unemployed."

He said an important exception was low-income blacks, a larger percentage of whom want to move away than low-income whites.

"Key factors influencing the desire to move away from the cities are crime; overcrowding or population congestion; the poor condition; maintenance and appearance of residential housing; unemployment or low pay; air pollution; dirt; traffic congestion; racial problems, and poor schools," Gallup said.

FBI probe of King death called 'flawed'

United Press International
WASHINGTON — The House assassinations Committee Monday said the FBI's investigation of the Martin Luther King Jr. assassination was "flawed" because it failed to check a possible conspiracy among members of James Earl Ray's family.

Ray, the convicted assassin, was claimed for years he was the driver of a much wider conspiracy to take King's life, and that his contact with the scheme was a man named "Raoul."

Chief committee counsel Robert Blakey said the FBI should have closely investigated the activities of two of Ray's brothers, see if one or both could have been the mysterious Raoul. Blakey mentioned the FBI's response to a substantial evidence of contact between Ray and his brothers, and John, at various times before his escape from prison and the assassination, April 4, 1968, in Memphis, Tenn.

"Coupled with these indications of a family-based association, the indications that the mysterious 'Raoul' might actually have been one or both of the brothers," Blakey said.

He also cited "the notable absence of active participation" in the assassination investigation by Justice Department attorneys. He noted, however, that this may have been due to poor relations existing between the FBI and the department.

Blakey said the FBI closely investigated some 50 previous threats against King, but he seemed to lose interest once he was caught.

"Candor requires the committee that the evidence indicates the performance of the FBI, as with the Justice Department, was flawed," he said.

The flaw, he said, was not in the pursuit of Ray "but in the search for others who might have been involved in the assassination."

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