

The Evil Alien Plan to take over America

Vol. 2, No. 1

What is Plan 9?

Aside from being one of the worst sci-fi movies ever made, Plan 9 from Outer Space is a home-grown alternative newspaper. Tired of reading the same old rehashed "things-are-so-messed-up-and-we-don't-know-why-but-buying-this-product-will-make-you-feel-better" crap in magazines and newspapers (not to mention the vast mind-sucking wasteland called TV), we decided to start our own paper.

The purpose of Plan 9 is to expand the discussion of the nature, direction and future of our society beyond the narrow confines of the American "left" and "right." Plan 9 maintains that the mindless consumerism of the past 50 years has devoured our planet, stolen the future from our children and probably condemned us, along with a large number of other species, to the ash bin of evolutionary history.

Plan 9 is dedicated to beginning the process of true education among a lost and confused people: us. That education begins by taking control over our own "opinions," so that we may make truly informed judgements on the ways that we wish to live in the post-consumerist age. As a result, Plan 9 does not discuss which toilet bowl cleaner is "friendlier to the environment," but whether or not we can afford to use such products at all.

As a result, Plan 9 does not accept advertising from commercial interests. We are supported entirely by goodness of the people around us.

Plan 9 believes that much of our current technology represents a devil's bargain, where short term benefits (whiter teeth, fresher breath, "freeway minutes away," etc.) are gained at the expense of long term costs: radioactive wastes, groundwater polluted by landfills, soil erosion, global warming, ozone depletion, and global genetic wipeout.

However, Plan 9 is primarily aimed toward addressing the societal issues which have given rise to our current predicament, not toward environmental issues per se. We at Plan 9 believe that the various environmental movements have demonstrated their inability to effectively address the core problem that has resulted in the destruction of the environment.

And that problem, let there be no doubt, is the view of the world as capital to be converted into individual wealth rather than as the sacred home of us all, to be shared equally among all human beings. However, please don't label Plan 9 as "communist," "leftist" or whatever. We reject all labels.

Plan 9 is against violence of any sort for any reason. We believe that killing only perpetuates the suffering, fear and hatred that give rise to killing. War solves nothing. We at Plan 9 believe that all life is sacred and must be treated as such. The issue of abortion troubles us, but we support the right of women to control their own bodies.

Likewise, we support all people in the pursuit of control over their own lives and destinies. We believe that gays, lesbians, homeless, and illegal "aliens" alike all deserve treatment equal to any in this land. All are human. And to survive these times, we have no choice but to honor, rather than to destroy, the human spirit that lives in us all.

It is time, we believe, for all people to stand up for sake of the future of humanity and our holy earth. We can no longer afford to apathetically allow things to continue as they have. It has become obvious that we are headed toward an exhausted and polluted world. We must stop that future from ever becoming a reality, or face the condemnation of our children. Whatever the cost, we can do no less.

Our Secret Plan

During the Second World War the people of Germany invested heavily in a secret plan. This plan was so secret that many Germans managed to keep it a secret even from themselves. Except in the highest military and political circles, the plan was never discussed at all. And even when it was discussed in high circles, it was discussed in a veiled way.

The plan I'm talking about was, of course, the plan to annihilate the Jewish race. Though many of them liked to remain silent about it, the people of Germany were on the whole behind Hitler in his ambition to rid the world of Jews. They invested a lot in this secret plan. They invested their consciences. They invested their place among the family of nations. They invested their self-respect.

We're going to go on consuming the world until there's no more to consume.

Well, as we all know, the secret plan failed—and the German people lost their investment. They lost an incredible amount—they and their children, and indeed their children's children. They're still paying off their losses for this dreadfully bad investment.

The people of the technologically advanced "First World" nations, the people of our culture, are also investing heavily in a secret plan today.

Intelligence comes into being only when you are free to question, free to think out and discover. Then you are a fully integrated individual-not a frightened entity who, not knowing what to do, inwardly feels one thing and outwardly conforms to something different.

- J. Krishnamurti

Imagine there's no heaven It's easy if you try No hell below us Above us only sky

Imagine all the people Living for today

Imagine there's no countries It isn't hard to do Nothing to kill or die for And no religion too

> Imagine all the people Living life in peace

You may say I'm a dreamer But I'm not the only one I hope some day you'll join us And the world will live as one

Imagine no possessions I wonder if you can No need for greed or hunger A brotherhood of man

> Imagine all the people Sharing all the world

You may say I'm a dreamer But I'm not the only one I hope some day you'll join us And the world will live as one

"Let's see what's in the new Plan 9!

Our secret plan is never discussed

openly. Someday perhaps we'll know

whether it's discussed at the highest

political levels and whether it's dis-

cussed in code or in plain language. We Continued on Page 7



In This Issue!

What is Plan 9?	
Our Secret Plan	1
Interested in Helping?	2
Editorial: Offended by the People Offende	d
by "Offensive Speech"	2
A Brief History of Plan 9	2
Gays are Just Like People	3
Nine Things You can do to Curb Your	
Consumption	3
Media Watch	4
What's Happening to the Media Industry?	.4
Huge Media Merger Taking Place	.4
What is Virtual Reality?	5
Zen TV	5
Vital Statistics	5
Racism Is OK Against Indians	6
Plan 9 Index of the Times	
Resources	8
Jesus was a Terrorist	.8

Editorial: Offended by the People Offended by "Offensive Speech"

The matter of "offensive speech" has been much in the news this year. Sometimes referred to, in its extreme form, as "hate speech," "offensive speech" is (we suppose) any verbal or written expression that is found offensive or insulting by someone. Controversies have raged in communities around the country about what to do about offensive speech. Some think that banning such speech will solve the problem.

The Constitutions of the State of California and of the United States state that no laws shall be passed limiting freedom of speech. The word "except" does not appear anywhere in either document. Unfortunate as it may seem, this means that neo-Nazis, racists, homophobes, etc., have the right to say their piece. Although there is no doubt that words like "kike," "nigger" and "faggot," are offensive to most people, censoring or banning such speech won't make the problems that these words express go away.

Wake up, people! You can't use force to stop hate. Force only breeds hate and fear. Force has never solved anything, settled any issue or ended any hatred. The use of law or policy to ban certain types of expression is only another kind of force. You can't legislate hate, fear or ignorance out of existence. And you can't stop racism, sexism or homophobia by preventing racists, sexists or homophobes from expressing themselves.

So how do you end hatred and fear? By education. People will stop hating and fearing each other when, and only when, they understand the fundamental humanity of all people. We stand here at the crossroads in the evolution of humanity, with a choice to either learn to all live together in peace or to perish. But we'll never learn to live together by banning "offensive speech."

Censuring speech is one thing, censoring speech is another. We should always strive to critically examine "offensive speech" in a constructive, educating manor; we should never attempt to censor speech no matter how offensive. All people must have the right to express their feelings. To deny that right to anyone is to deny them their fundamental humanity. Nothing will ever change unless we can openly discuss our problems. Plan 9 is dedicated to this principle.

Interested in Helping?

Want to continue to see Plan 9 spread it's evil creed across the length and breadth of the North American continent?

Want to be part of a subversive movement?
Want to get death threats from right wing fanatics?
Want to wear cool "Plan 9" T-Shirts?

Then help Plan 9! We're interested in contributions of all sorts, from ideas, articles and letters to trades "in-kind" and money. We're not-for-profit-just-want-to-pay-the-bills, and open to ideas.

If you'd like to help in any way, please write to us at the address below. We'd love the support.

Plan 9 From Outer Space



"Free Speech for All."

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We'd love to hear your point of view. Send all letters to:

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Please send SASE with all queries and manuscripts. Sorry, but we can't afford to pay for submissions.

A Brief History of Plan 9

by Anthony Dunn

This issue represents the re-birth of Plan 9. Plan 9 was first published last March while I was working at the nation's newest university, Cal State San Marcos.

The first university to be built in the United States since 1969, CSUSM represented something not seen by an entire generation of educators: the opportunity to build a university "from the ground up." As a result, CSUSM was founded upon the highest academic and social ideals. It was to be the "university of the 21st century," preparing students "to live cooperatively and competitively in a world of cultural and ethnic diversity, economic and governmental differences, shared resources, ecological restraints and technological change" (CSUSM Mission Statement). This was to be a campus which had learned from the mistakes of the past, eschewed artificial distinctions between faculty, staff and students, and used new technology to its fullest extent; a campus which thrived on discussion, innovation and new ideas. Diversity, tolerance, academic freedom, global awareness and multiculturalism were all catch words

frequently used in the same sentence with "CSU San Marcos."

Unfortunately, such was not to be. Somewhere along the line, the campus came under the control of a power-hungry bureaucracy, whose goal was (and is) to bring as much of the campus under its direct control as possible. In order to control the expression of ideas on campus, policies banning posting and limiting free speech were instituted by executive fiat. Students, as usual, were treated as second-class citizens, and faculty were tolerated as poorly behaved children.

The idea for Plan 9 came to me one morning at 2:30 while I was watching a CNN Headline News piece on the so-called "zine scene" (don't ask why I was watching CNN in the wee hours of the morning). "Gee," I thought, "I could publish my own paper!" Within days the first issue of Plan 9, four 8.5 x 11 xeroxed pages, hit the campus.

The resulting furor was encouraging, so I published another issue. There were four issues in all, covering topics ranging from state Senator Bill Craven's racist remarks about undocumented workers (He referred to them as being "on the lower scale of our humanity." Craven, who introduced the bill that created CSUSM, is considered the "Founding Father" of the campus, and as such is considered a sacred cow by the administration.), to freedom of the press, student activism in the 1960's, gays in the military,

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health effects of exposure to bureaucracy and satirical pieces on students caught in the administration building without proper papers.

In the last issue I took the university president to task for his manifest failure to uphold the campus' mission and for allowing the suppression of the First Amendment at a public university. Two months after Plan 9's debut, I was fired. No reason was given for my dismissal.

Of course, I understood the real reason behind my sudden and unexplained termination. Plan 9 had been critical of the administration's handling of the Craven affair, as well as other issues. Plan 9 railed against the explosion of bureaucracy on campus (With a ratio of one staff person to every six students, the administration of CSUSM is bigger than at most universities four times its size.). Plan 9 also staunchly supported the rights of students and encouraged the faculty to stand up for the ideals encoded in the university's Mission Statement. Plan 9, as far as the upper administration was concerned, had caused nothing but trouble. Plan 9, as far as the upper administration was concerned, had to go.

So I was expendable. Aside from the sheer relief of being rid of me and Plan 9, the administration got the added benefit of using my termination as a demonstration of what could happen to you if you rocked the boat.

I've been unemployed ever since, but I don't regret what I did. I felt that I had no other choice than to stand up for what I believed to be true, regardless of the consequences. There is no other way for the truth to prevail.

"I'm tellin' you boy, if I catch you readin' this Plan 9 filth one more time, I'm gonna have to haul you in!"



Gays are Just Like People

by Michael Swanson

When I was a child, I was never confused or bewildered about my sexual orientation. Indeed, I thought that I would definitely be damned by God, and, therefore, I kept away from all who attracted me.

As I was growing up, however, I realized that my sexuality was not the butt of one of God's cruel jokes. I also abandoned my insistent, but foolish, theory that He might be testing me and my faith. Rather, I focused my energy on more important issues. Issues that I will address here for all.

First of all, I must make my intentions clear. They are only to help all others in my situation to become proud of who they are, and, most importantly, to try to relate homosexuality to heterosexuals who misunderstand and/or oppose it. I will try to accomplish this by addressing issues which I believe to be most misconceived.

tion, some contradiction, or even compromise to this statement.

I remember reading about David and Jonathan's love, even about the "disciple that Jesus loved;" but no matter how hard I may have tried to convince myself, in the end, I always knew it wasn't the sort of love I felt for a man.

It took many painful years before I could accept the Bible again, without believing it to be that of a pagan's God. And although the Scriptures don't fully support me, I do not oppose them.

For those who enjoy quoting the passages at me, I would like to remind them that the Bible also encourages all of God's children to love each other and accept each other.

Spirituality means acceptance of all people, no matter their skin color, race, or sexual orientation.

When I love a man, it is for the same reasons that a man might love a woman, or vice versa: for the mind, the sense of humor, and most importantly, for the way he makes me feel when I am with him.

Gay is not sex. I address this issue first because I feel that it is the most misunderstood one. Generally people couple homosexuality with sex; for example, the most popular question I get asked as a homosexual is: "How do you do it?"

Indeed, this question is never put before a heterosexual. Why not? For it is as natural for one man to love a woman as it is for one man to love another. The key here, mind you, is love, not sex.

As with any other solid relationship, my love, though including the body, does not gratify only the body. When I love a man, it is for the same reasons that a man might love a woman, or vice versa: for the mind, the sense of humor, and most importantly, for the way he makes me feel when I am with him.

Is this odd? I don't think so. I feel it is natural; I feel that other men give me what many women would not, such as satisfaction and self-worth. For when I love, I do not ask if I am leading or being led, I do not dwell on my exterior looks, I leave all these petty traits behind and below me, unlike many heterosexuals in relationships who live in such petty turmoil on a daily basis.

Therefore, do not make the mistake in believing that homosexuality is sex. It is as much a part of homosexual relationships as it is part of stable heterosexual ones.

Sexuality is not a choice for homosexuals. Contrary to popular belief, this is another misconception about homosexuality. As I have stated before, I've known since childhood that I am gay. I tried hard to overcome this predicament by forcing myself to look at women, reminding myself how disappointed my parents might feel if they knew and other facts that continue to weigh heavy on many homosexual minds. However, this was unsuccessful and I never did date — nor have I ever dated — a woman.

Now I have come to the realization that I can no more force myself to be straight, than any heterosexual can force himself to be gay. Therefore, my only response to all those who believe that I can change my sexual orientation is this: Why would I, or any other homosexual, be willing to choose a sexuality that would make others hate me, ridicule me, and ostracize me? I would not; therefore, it is out of my powers and not a choice.

Homosexuality is against Christianity. I must confess, as a child, this statement plagued my mind every minute of the day. Many nights alone, I read the Bible cover to cover. I was looking for some indica-

rof eid ro llik ot gnihton

Therefore, it is hypocritical for those who follow the Bible to judge me; no man has the power to judge, only God has this power.

I believe that I have covered the issues of more importance and of greater misunderstanding. I hope that it will give some homosexuals greater self confidence and some heterosexuals more understanding and knowledge.

I am thankful, however, that I am able to freely voice my sexuality in this day and age, for it was not more than a decade or two ago that men suffered because they had to pretend to be straight and marry

women because they feared the soci-



Nine Things You can do to Curb Your Consumption

Here is a list of a few things that you can do to immediately cut your consumption of resources and energy. None of them is very difficult to do, though all of them require making minor sacrifices in the way of convenience. But that's little to ask of ourselves in order to pass on to our children a planet that's worth inheriting.

- 1. Walk everywhere that is less than a mile from your home. It takes 15 to 20 minutes to walk a mile. If you are going shopping, get one of those carts that little old ladies drag around. Costs: Slower than driving; can't carry as much. Benefits: Saves money; doesn't contribute to acid rain or smog; doesn't support the huge oil corporations; good exercise; provides opportunity to relax and clear the mind.
- 2. Take the bus or trolley as many places as you can. It requires a little re-arranging of your life to get used to mass transportation. But after a few weeks of frustration, it will become second nature. Costs: Have to adjust your schedule to that of the bus; slower than driving; doesn't always go where you want to. Benefits: Saves money; doesn't contribute to acid rain or smog; doesn't support the huge oil corporations; provides opportunity to do other things, such as read, study, etc.
- 3. Eat at home. Thirty percent of the food purchased by restaurants is thrown away as waste.
 Costs: You have to do your own cooking. Benefits: Saves huge amount of money; saves food.
- 4. Use a clothes line rather than a dryer. Electric clothes dryers use an amazing amount of electricity, and gas dryers can account for as much as 30% of your gas use. Costs: Clothes aren't as soft when dried on a line; can't dry clothes on overcast days. Benefits: A clothes line works for free; saves energy.
- 5. Get rid of your dishwasher. It takes, on average, about 10 to 15 minutes to wash dishes for a family of three by hand. If you get in the habit of washing your dishes right after you use them, then dish washing becomes a simple chore. Costs: You have to wash dishes yourself. Benefits: Saves water; saves energy; saves money.
- 6. Start a garden. Even a small herb garden can save you money and decrease the amount of pesticides applied to the earth. Tip: Start with a small garden of unkillable plants. Expand the garden in following seasons as your experience and confidence grow. Costs: Some time and effort involved. Benefits: You know where your food is coming from and what it has been through; contributes to sense of independence; saves money; reduces use of pesticides; improved diet by eating healthier foods.
- 7. Cut up your credit cards. Costs: Slight decrease in convenience factor. Benefits: Reduces money wasted on impulse buying; saves money wasted on interest payments; provides tangible increase in financial independence.
- 8. Shoot your TV. Read a book or play with your kids instead. Costs: none. Benefits: Saves energy, both psychic and electric.
- Read Plan 9 from Outer Space. Costs: You will suddenly lose all of your yuppie friends.
 Benefits: You will suddenly lose all of your yuppie friends.

Media Watch

What's Happening to the Media Industry?

Hi, I'm a high-powered media

exec, and I just want to assure

you that all of us here have

only our own interests at heart.

The end result is an "info-stratified" society,

where the affluent can afford to buy access to

information and where the poor can afford to

buy access to little or nothing.

Although you may be unaware of it, the vast majority of what you read, see and hear in the media is controlled by an ever shrinking handful of mass media conglomerates. The proposed merger between Paramount and Viacom is just the latest in a series of mergers which have taken place in the past decade. This "merger mania" began during the Reagan era with News Corp's (Rupert Murdoch) purchase of Twentieth Century Fox,

followed soon after by General Electric's purchase of NBC and RCA, Sony's purchase of Columbia Pictures and Columbia Records, Matsushita's purchase of MCA/Universal and Warner's 1990 purchase of the Time Inc. empire.

Whatever you may think of the media, the fact remains that these media conglomerates are in business primarily to make money. As such they have a vested interest in promoting views, opinions and lifestyles which will generate revenue. Since the bulk of the revenue generated in the media industry comes from advertising, the major media corporations must advocate consumerism if they are to survive and prosper.

Many large media corporations have subsidiaries in other industries, and use their media outlets to pro-

mote their other interests. For example, NBC, which is owned by General Electric (the nation's second largest manufacturer of nuclear energy systems), broadcast a documentary on nuclear power in 1987 entitled "Nuclear Power: In France It Works." Unsurprisingly, this documentary presented nuclear power in only the most positive light.

Computer, telecommunications, consumer electronics and media technologies are rapidly converging.

As a result, more and more large corporations are moving to buy companies possessing technological capabilities they need. For example, AT&T's recent

purchase of McCaw Cellular (telephone/satellite communications, TV stations) has placed AT&T at the forefront of several communications technologies. Recent moves by Hewlett-Packard and Germany's Bertelsmann AG (book & magazine publishing) to purchase small multimedia software companies indicate

the growing trend for corporations to control a wide range of media, both traditional and computerized.

As text, video, music, etc., become more and more dependent upon "hardware" (computers, networks, consumer electronics), the large media/technology conglomerates will find themselves in control not only of what we see, but also the means by which we see it. Their hope is that the software will sell the hardware

and that the hardware will sell the software. Sony, the world's second largest manufacturer of consumer electronics, is already exploiting the synergy between their "hardware" (CD players, VCRs) and their "software" (Columbia Records & Video). The more they sell of one, the more they sell of the other.

The end result is an "info-stratified" society, where the affluent can afford to buy access to information and where the poor can afford to buy access to little or nothing.

When virtual reality (VR) technologies come within the reach of the consumer, the major media corporations will be poised to take full advantage of it. By the year 2000, consumers will be wearing lightweight VR headsets manufactured by Sony or Panasonic; totally im-

mersed in the evening news, interactive TV shows, virtual sex or VR video games. The recently announced alliance between the makers of Sega video games and Silicon Graphics Computers (used in the production of Terminator 2 and Jurassic Park) to develop 3-D virtual reality video games is the first step in this direction. As the September 27th cover of Time Magazine declares, these new video games will be "Better than reality!"

And by all accounts, the coming VR revolution may

well be more alluring than reality. Certainly, if today's video games are addictive, then the 3-D total immersion of virtual reality will be even more

so. Throw in interactive programs, where you can play any role you wish, interact in "real time" with major movie stars, kill, maim and fuck without limit or restraint, and you have one powerful tool for escapism. And as the deterioration of our environment and our society accelerates, the temptation escape into a virtual reality fantasy may prove overwhelming.

Of course, the media only discusses the "good"

aspects of these new technologies. With a vested interest in their success, they would have to be stupid to do otherwise. But these technologies are the most powerful we have ever created. And given the history of technology, we can no longer trust in its beneficence, nor can we afford to indulge in the blind faith that "with technology all of our dreams will come

Huge Media Merger Taking Place

In early September, media giants Viacom Inc. and Paramount Communications announced their intention to merge. Viacom (which owns MTV, VH-1 and Showtime, see sidebar, next page), though the smaller of the two companies, was to be the buying organization, offering \$8.2 billion in stock and cash for Paramount. The combined value of the two companies has been estimated at \$18 billion.

This merger would create the fourth largest media conglomerate in the world, and the second largest US-based media corporation (behind Time-Warner), **** with annual revenues of over \$6.2 billion. Paramount-Viacom would control a wide range of faramount media services, including seven TV networks, 12 * 6
14 radio sta-TV stations, tions, cable TV services major movie and TV production studios, two theatre chains and a handful of small-tolarge book publishers. With such resources, Paramount-Viacom would be in a position to compete directly with Time-Warner Inc., which has a similar range of holdings (see sidebar next page).

The merger announcement set off a frenzy of speculation on Wall Street, driving stock values up and then down, as rumors circulated that Ted Turner of Turner Broadcasting and Barry Diller of the QVC home shopping network were going to attempt to make "hostile" counter bids for Paramount. Turner ultimately bowed out, leaving QVC to make a \$9.5 billion offer. QVC, itself a relatively small company,

is backed fiby the first largest panies in

BLOCKBUSTER VIDEO

nancially and third cable comt h e

country: Tele-Communications Inc. (TCI) and Comcast Corp. Though the QVC bid would raise the value of Paramount stocks, Paramount Chairman Martin Davis and his long time friend Viacom Chairman Sumner Redstone, were adamant that the Viacom-Paramount merger would take place.

In order to weaken QVC's bid, Redstone and Davis enlisted the help of Blockbuster Entertainment Corp. and Cox Enterprises. Each company pledged to invest \$600 million in Viacom, increasing Viacom's cash base by the \$1.2 billion needed for it to match the QVC offer. As Plan 9 was going to press, the Los Angeles Times announced that Nynex Corp., the nation's fourth largest telehone company (serving New York and New England), had invested another \$1.2 billion in Viacom, further strengthening their bid for Paramount.

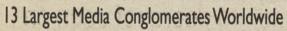
If the merger takes place, these companies will

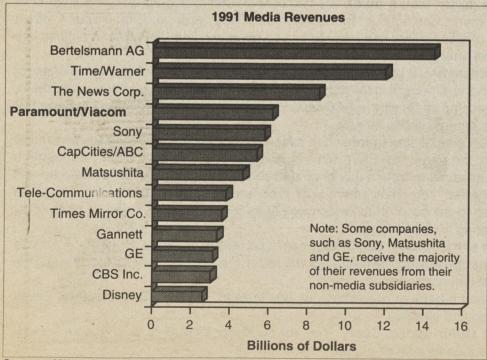
have major interests in Para-Viacom, creat-

vestment inm o u n t ing, in effect,

an even larger media conglomerate. Blockbuster, which operates 3,200 Blockbuster Video stores, as well as Sound Warehouse and Music Plus record stores, has an annual revenue of \$1.2 billion. Cox Enterprises, which owns five TV and 13 radio stations, several major newspapers, and Cox Cable (the six largest US cable company), has annual revenues of

Continued next page





Sources: Hoover's Handbook of American Business 1993 & The Los Angeles Times

Viacom-Paramount Merger (Cont.)

\$2.5 billion. Nynex, which is the largest cable TV operator in Great Britain, has annual revenues of \$13.25 billion.

Whoever finally buys Paramount, several things are clear. First of all, Paramount will be tied to a large cable services & TV network company, whether it is Viacom/Cox/Nynex or QVC/TCI/Comcast.

Why the interest from the cable companies? Both Viacom and QVC have been pioneers in the realm of "interactive" TV, where viewers can press a button on their remote to select viewing options. In the near future, interactive TV will include the ability to select plot lines in shows, buy goods, vote in polls, etc. In order to provide these services, it will be necessary to set up transmitting, as well as receiving capabilities for each TV. Cable companies have the resources and know-how to do this.

That's where the future is for Paramount and its purchasing company. The resulting conglomerate will have all the facilities needed to create, produce and distribute and control its interactive multimedia programming. And when the much-heralded infor-

What They Control

Viacom

(Annual Revenue: \$1.9 billion)

MTV Network Nickelodeon/Nick at Nite The Comedy Network (50%-Time-Warner) VH-1 Showtime The Movie Channel 5 TV & 14 Radio Stations Several Cable Services

(Annual Revenue: \$4.3 billion) **Paramount**

Paramount Pictures USA Network (50% -MCA/Matsushita) 7 TV Stations Festival Theatres (theatre chain) Simon & Schuster Publishing Prentice Hall Publishing **Oue Software Touchstone Books Pocket Books** Several other small book publishers Madison Square Garden New York Knickers (Basketball) New York Rangers (Hockey) Miss Universe, Inc. Paramount Parks (amusement park chain)

The Microwavable Encyclopedia

What is virtual reality?

Virtual Reality is a set of technologies designed to create an artificial, but realistic, reality using computers. Users typically wear a VR headset containing miniature video displays and headphones. Some systems include glove devices so that the user can manipulate the virtual environment and get tactile feedback. Users are immersed in a computer generated reality, unaware of their real surroundings.

To date, VR technology has been limited by the processing power of computers. But since processing speeds are doubling about every year, by the year 2000, virtual reality will be a mass marketable technology.



To see what VR looks like, watch the movie The Lawnmower Man, available on video. If you're curious as to what the VR future will look like, the Futurological Congress, by Stanislaw Lem, provides a chilling look a future based on artimation "superhighway" is complete, they'll be ready to pour their programming into your tube.

Of course, interactive TV is just a transitional phase. The ultimate goal is interactive virtual reality television (VRTV).

Three core technologies are required to make VRTV a reality: high-tech production facilities, interactive cable switching systems and VR hardware. When the virtual reality revolution comes, Paramount-Whatever will be in an excellent position to lead it, possessing the two most vital elements. VR hardware can be purchased from manufacturers, such as Sony and Matsushita. These companies themselves lack only cable distribution channels, so they too are well placed to lead the VRTV revolution.

By the time that the VRTV revolution is upon us, there will be even fewer media corporations than there are now. Don't be surprised if Sony and Matsushita attempt to buy a major cable company like TCI or Comcast. Expect most of the major media companies to begin swallowing up little virtual reality and multimedia companies.

The Paramount-Viacom merger is just the latest in what will be an accelerating trend as the computer, telecommunications and media industries converge. What it bodes for our society no one seems to care.

Find a relatively busy place, stand still and do nothing for 10 minutes. Do this with Beginner's Mind. Observe what goes on within you and without you. See what you can see. Watch TV for one half hour without turning it on. Do this with Beginner's Mind. Watch any TV show for 15 minutes without turning on the sound. Watch any news program for 15 minutes without turning on the sound. For the next week, every time you ride an elevator, step in and remain facing the rear. For the next week, every time you answer the telephone refrain from saying, "Hello," and when you finish your conversation refrain from

Watch TV for one half hour without turning it on.

saying, "Goodbye." Sit still in your house or apartment with all the power off for 15 minutes, then sit still with every appliance turned on for 15 minutes.

For 10 minutes simply count the "technical events" that occur while you are watching any TV show. Simply count the number of times there is a cut, zoom, superimposition, voice-over, appearance of words on the screen, fade in/out, etc.

There is an old Zen analogy that the way to calm, clear and quiet the mind is similar to the way to clear

a muddy pool-not by action, by doing, by stirring it up, but by stillness, by letting be, by letting it settle itself. The function of TV is to create, maintain and constantly reinforce what-in the Zen tradition-is often called "monkeymind." The question to ask is: What is the good of a jumpy, volatile, scattered and hyper monkey-mind?" Excerpted from Adbusters, Summer 1993.

Vital Statistics:

Matsushita Electrical Industrial Co., Ltd.

(Largest media/consumer electronics corporation in the world)

October 1993 Page 5 Plan C

Home Office: Osaka, Japan Annual Revenue: \$56.15 billion Employees: 193,000

Products/Services: Manufacture & sales of electronic products, video & audio equipment, home appliances, communications & industrial equipment, energy & kitchen related products, electric components; production & distribution of TV home video products; distribution of TV shows; production & distribution of motion pictures; licensing of merchandising rights & film property publishing rights; manufacture & distribution of records & tapes; music publishing; retailing & mail order of gift merchandise; book publishing; development & marketing of toys; recreation services; real estate development.

Notable American Subsidiaries:

MCA Records Geffen Records Putnam Publishing Berkeley Publishing Grosset & Dunlop

MCA TV **Universal Pictures Universal Studios** Panasonic Co. Quasar

Cineplex Odeon (Theatres) Yosemite Park & Curry Co.

Time Warner Inc.

(Largest US media corporation)

Home Office: New York, New York Annual Revenue: \$12.02 billion

Employees: 40,000

Products/Services: Cable TV Services; production, sales & distribution of record & tape products; music publishing; motion picture production & distribution; development, production & distribution of TV series, films & specials; TV networks; sales, rental & licensing of video cassettes; book & magazine publishing; venture capital; amusement parks.

Notable Subsidiaries:

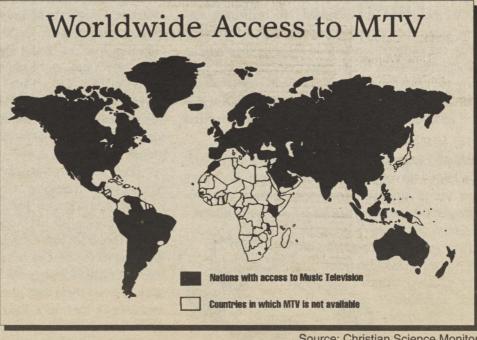
Little, Brown & Co. Book of the Month Club Fortune Magazine Warner Books Warner Bros. Studio Warner/Elektra/Atlantic Money Magazine **Lorimar Television** Home Box Office Six Flags Corporation DC Comics Mad Magazine

63 Cable services cos.

Time Inc. Life Magazine Time Magazine People Magazine Sports Illustrated **Parenting Magazine** Turner (19.1%) Whittle Communications (Channel 1) (37.5%)

Source: 1993 Directory of Corporate Affiliations

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Source: Christian Science Monitor

During the past couple of seasons, there has been an increasing wave of controversy regarding the names of professional sports teams like the Atlanta "Braves," Cleveland "Indians," Washington "Redskins," and Kansas City "Chiefs." The issue extends to the names of college teams like Florida State University "Seminoles," University of Illinois "Fighting Illini," and so on, right on down to high school outfits like the Lamar (Colorado) "Savages." Also involved have been team adoption of "mascots," replete with feathers, buckskins, beads, spears and "warpaint" (some fans have opted to adorn themselves in the same fashion), and nifty little "pep" gestures like the "Indian Chant" and "Tomahawk Chop.

A substantial number of American Indians have protested that use of native names, images and symbols as sports team mascots and the like is, by definition, a virulently racist practice. Given the historical relationship between Indians and non-Indians during what has been called the "Conquest of America," American Indian Movement leader (and American Indian Anti-Defamation Council founder) Russell Means has compared the practice to contemporary Germans naming their soccer teams the

must be just as hearty in their endorsement of the following ideas—by the logic used to defend the defamation of American Indians-should help us all really start yukking

First, as a counterpart to the Redskins, we need an NFL team called "Niggers" to honor Afro-Americans. Halftime festivities for fans might include a simulated stewing of the opposing coach in a large pot while players and cheerleaders dance around it, garbed in leopard skins and wearing fake bones in their noses. This concept obviously goes along with the kind of gaiety attending the Chop, but also with the actions of the Kansas City Chiefs, whose team members—prominently including black team members lately appeared on a poster looking "fierce" and "savage" by way of wearing Indian regalia. Just a bit of harmless "morale boosting," says the Chiefs' front office.

So that the newly-formed Niggers sports club won't end up too out of sync while expressing the "spirit" and "identity" of Afro-Americans in the above fashion, a baseball franchise-let's call this one the "Sambos"should be formed. How about a basketball team called the "Spearchuckers?" A hockey team called the "Jungle Bun-

making up the lexicon of American racism. Have we communicated yet?

Let's get just a little bit real here. The notion of "fun" embodied in rituals like the Tomahawk Chop must be understood for what it is. There's not a single non-Indian example used above which can be considered socially acceptable in even the most marginal sense. The reasons are obvious enough. So why is it different where American Indians are concerned? One can only conclude that, in contrast to the other groups at issue, Indians are (falsely) perceived as being too few, and therefore too weak, to defend themselves effectively against racist and otherwise

Fortunately, there are some glimmers of hope. A few teams and their fans have gotten the message and have responded appropriately. Stanford University, which opted to drop the name "Indians" from Stanford, has experienced no resulting drop-off in attendance. Meanwhile, the local newspaper in Portland, Oregon recently decided its longstanding editorial policy prohibiting use of racial epithets

should include names. The stance, are as "the Washand will conscribed in this franchise fensive monisales in Portfered no decline as a result)



derogatory team Redskins, for innow referred to ington team," tinue to be deway until the adopts an inofker (newspaper land have suf-

Such examples are to be applauded and encouraged. They stand as figurative beacons in the night, proving beyond all doubt that it is quite possible to indulge in the pleasure of athletics without accepting blatant racism into the bargain.

Historical Genocide

Between the 1880s and the 1980s, nearly half of all Native American children were coercively transferred from their own families, communities, and cultures to those of the conquering society. This was done through compulsory attendance at remote boarding schools, often hundreds of miles from their homes, where native chil-

We need an NFL team called "Niggers" to honor Afro-Americans. How about a basketball team called the "Spearchuckers?" A hockey team called the "Jungle Bunnies?" Hispanics? They can be represented by the Galveston "Greasers" and the San Diego "Spics."

"Jews," "Hebrews," and "Yids," while adorning their uniforms with grotesque caricatures of Jewish faces taken from the Nazis' anti-Semitic propaganda of the 1930s. Numerous demonstrations have occurred in conjunction with games — most notably during the November 15, 1992 match-up between the Chiefs and Redskins in Kansas City—by angry Indians and their supporters.

In response, a number of players—especially African Americans and other minority athletes—have been trotted out by professional team owners like Ted Turner, as well as university and public school officials, to announce that they mean not to insult but to honor native people. They have been joined by the television networks and most major newspapers, all of which have editorialized that Indian discomfort with the situation is "no big deal," insisting that the whole thing is just "good, clean fun." The country (needs more such fun, they've argued, and "a few disgruntled Native Americans" have no right to undermine the nation's enjoyment of its leisure time by complaining. This is especially the case, some have argued, "in hard times like these." It has even been contended that Indian outrage at being systematically degraded-rather than the degradation itself-creates "a serious barrier to the sort of intergroup communication so

Okay, let's communicate. We are frankly dubious that those advancing such positions really believe their own rhetoric, but, just for the sake of argument, let's accept the premise that they are sincere. If what they say is true, then isn't it time we spread such "inoffensiveness" and "good cheer" around among all groups so that everybody can participate equally in fostering the round of national laughs they call for? Sure it is—the country can't have too much fun or "intergroup" involvement-so the more, the merrier. Simple consistency demands that anyone who thinks the Tomahawk Chop is a swell pastime

necessary in a multicultural society such as ours."

nies?" Maybe the "essence" of these teams could be depicted by images of tiny black faces adorned with huge pairs of lips. The players could appear on TV every week or so gnawing on chicken legs and spitting watermelon seeds at one another. Catchy, eh? Well, there's "nothing to be upset about," according to those who love wearing "war bonnets" to the Super Bowl or having "Chief Illiniwik" dance around the sports arenas of Urbana, Illinois.

And why stop there? There are plenty of other groups to include. "Hispanics?" They can be "represented" by the Galveston "Greasers" and San Diego "Spics," at least until the Wisconsin "Wetbacks" and Baltimore "Beaners" get off the ground. Asian Americans? How about the "Slopes," "Dinks," "Gooks," and "Zipperheads?" Owners of the latter

Now, don't go getting "overly sensitive" out there. None of this is demeaning or insulting, at least not when it's being done to Indians.

teams might get their logo ideas from editorial page cartoons printed in the nation's newspapers during World War II: slanteyes, buck teeth, big glasses, but nothing racially insulting or derogatory, according to the editors and artists involved at the time. Indeed, this Second World War-vintage stuff can be seen as just another barrel of laughs, at least by what current editors say are their "local standards" concerning American Indians.

Let's see. Who's been left out? Teams like the Kansas City "Kikes," Hanover "Honkies," San Leandro "Shylocks," Daytona "Dagos," and Pittsburgh "Polacks" will fill a certain social void among white folk. Have a religious belief? Let's all go for the gusto and gear up the Milwaukee "Mackerel Snappers" and Hollywood "Holy Rollers." The Fighting Irish of Notre Dame can be rechristened the "Drunken Irish" or "Papist Pigs." Issues of gender and sexual preference can be addressed through creation of teams like the St. Louis "Sluts," Boston "Bimbos," Detroit "Dykes," and the Fresno "Fags." How about the Gainesville. "Gimps" and Richmond "Retards," so the physically and mentally impaired won't be excluded from our fun and

Now, don't go getting "overly sensitive" out there. None of this is demeaning or insulting, at least not when it's being done to Indians. Just ask the folks who are doing it, or their apologists like Andy Rooney in the national media. They'll tell you—as in fact they have been telling you—that there's been no harm done, regardless of what their victims think, feel, or say. The situation is exactly the same as when those with precisely the same mentality used to insist that Step 'n' Fetchit was okay, or Rochester on the Jack Benny Show, or Amos and Andy, Charlie Chan, the Frito Bandito, or any of the other cutsey symbols

dren were kept for years on end while being systematically "deculturated" (indoctrinated to think and act in the manner of Euro Americans rather than as Indians). It was also accomplished through a pervasive foster home and adoption program-including "blind" adoptions, where children would be permanently denied information as to who they were/are and where they'd come from-placing native youths in non-Indian homes.

The express purpose of all this was to facilitate a U.S. governmental policy to bring about the "assimilation" (dissolution) of indigenous societies. In other words, Indian cultures as such were to be caused to disappear. Such policy objectives are directly contrary to the United Nations 1948 Convention on Punishment and Prevention of the Crime of Genocide, an element of international law



"We just love the convenience of driving! In fact, we love it so much that we're going to do it until the air is unbreathable, the forests are destroyed by acid rain, our lungs are polluted by poison...Why, we're going to drive until every last drop of oil has been sucked from the ground. After that, who cares? We'll be dead by then!"

arising from the Nuremberg proceedings. The forced "transfer of the children" of a targeted "racial, ethnical, or religious group" is explicitly prohibited as a genocidal activity under the Convention's second article.

The Genocide Convention makes it a "crime against humanity" to create conditions leading to the destruction of an identifiable human group, as such. Yet the BIA has utilized the government's plenary prerogatives to negotiate mineral leases "on behalf of" Indian peoples paying a fraction of standard royalty rates. The result has been "super profits" for a number of preferred U.S. corporations. Meanwhile, Indians, whose reservations ironically turned out to be in some of the most mineral-rich areas of North America, which makes us, the nominally wealthiest segment of the continent's population, live in dire poverty.

By the government's own data in the mid-1980s, Indians received the lowest annual and lifetime per capita incomes of any aggregate population group in the United States. Concomitantly, we suffer the highest rate of infant mortality, death by exposure and malnutrition, disease, and the like. Under such circumstances, alcoholism and other escapist forms of substance abuse are endemic in the Indian community, a situation which leads both to a general physical debilitation of the population and a catastrophic accident rate. The average life expectancy of a reservation-based Native American man is barely 45 years; women can expect to live less than three years

Such itemizations could be continued at great length, including matters like the radioactive contamination of large portions of contemporary Indian Country, the forced relocation of traditional Navajos, and so on. But the point should be made: Genocide, as defined in international law, is a continuing fact of day-to-day life (and death) for North America's native peoples. Yet there has been —and is—only the barest flicker of public concern about, or even consciousness of, this reality. Absent any serious expression of public outrage, no one is punished and the process continues.

A salient reason for public acquiescence before the ongoing holocaust in Native North America has been a continuation of the popular legacy, often through more effective media. Since 1925, Hollywood has released more than 2,000 films portraying Indians as strange, perverted, ridiculous, and often dangerous things of the past. Moreover, we are habitually presented to mass audiences onedimensionally, devoid of recognizable human motivations and emotions; Indians serve as props, little more. We have thus been thoroughly and systematically dehumanized.

Everywhere, we are used as logos, as mascots, as jokes: "Big Chief" writing tablets, "Red Man" chewing tobacco, "Winnebago" campers, "Navajo and "Cherokee" and "Pontiac" and "Cadillac" automobiles. There are the professional sports teams-not to mention those in thousands of colleges, high schools, and elementary schools across the country—each with their own degrading caricatures and parodies of Indians and/or things Indian. Pop fiction continues in the same vein, including an unending stream of New Age manuals purporting to expose the inner works of indigenous spirituality in everything from pseudophilosophical to to-it-yourself styles. Blond yuppies from Beverly Hills amble about the country claiming to be reincarnated 17th century Cheyenne Ushmans ready to perform previously secret ceremonies.

In effect, a concerted, sustained, and in some ways accelerating effort has gone into making Indians unreal. It is thus of obvious importance that the American public begin to think about the implications of such things the next time they witness a gaggle of face-painted and warbonneted buffoons doing the "Tomahawk Chop" at a baseball or football game. Think about the significance of John Wayne or Charleton Heston killing a dozen "savages" with a single bullet the next time a western comes on TV. Think about why Land-o-Lakes finds it appropriate to market its butter with the stereotyped image of an "Indian princess" on the wrapper. Think about the real situation of American Indians.

This article was originally published in Z Magazine, March 1993.

Mitakuye Oyasin

- All My Relations!

Our Secret Plan (Cont.)

don't teach our children this plan, but they know all about it by the time they reach the middle of their schooling. It's The Plan. It's there in place, and we're investing everything we have in it. We're investing our future in it, our children's future in it-for generations to come.

We may actually be investing the future of the human race itself in this plan.

Our secret plan is this: We're going to go on consuming the world until there's no more to consume. This does not preclude consuming it "wisely" or consuming it as slowly as possible. It doesn't preclude supporting every conceivable conservation initiative. It doesn't preclude supporting every conceivable means of recycling.

We're going to recycle, we're going to conserve but we're also going to go on consuming until there's no more to consume.

We don't know when it will all be gone. We don't want to know-just as the people of Germany didn't want to know what happened to their Jewish neighbors when the Gestapo carried them away.

One thing we do know, however: It won't happen in our lifetime. It probably won't happen in our children's lifetime. It may not even happen in our grandchildren's lifetime.

I hope you won't think I'm being self-righteous or

condemnatory. I have a Subaru Legacy that runs on super unleaded, two computers, two printers, and all sorts of electronic equipment, including a new CD player and tape duplicating equipment. My point is not at all to make you feel guilty. What I'm proposing is that it's important for us to begin to bring the plan out into the open for a change. I'll tell you one reason why. When the people of the world finally understood the tremendous effort that the people of Germany had put into slaughtering Jews-and Gypsies and homosexuals and the physically and men-

October 1993 Page 7 Plan

tally handicapped-they said to themselves, "My God, what kind of monsters were these people?" If we continue to pursue our plan to consume the world until there's no more to consume, then there's going to come a day, sure as hell, when our children or their children or their children's children are going to look back on us—on you and me—and say to themselves, "My God, what kind of monsters were these people?" This is an idea that doesn't appeal to me at all. If you're like me and would like to avoid looking like a monster to your grandchildren, then I suggest you stop being silent about our plan to go on consuming the world until there simply isn't any more there to

From a speech to the Social Investment Forum. Reprinted from the Utne Reader, Sept./Oct. 1993.

The Clorox Company, with revenues of \$1.65 billion, is the largest producer of bleach in the US. Aside from Clorox brand products, Clorox

also manufactures: Brita (water filter systems) Combat (insecticide) Formula 409 (spray cleaner) Fresh Step (cat litter) Hidden Valley Ranch (salad dressing) Impact (insecticide) Kingsford (charcoal briquets) Liquid-Plumr (drainer opener) Litter Green (cat litter) Match Light (self-lighting briquets) Matox (insecticide)

28% of The Clorox Company is owned by German detergent and chemical giant, Henkel (1991 revenues: \$12.91 billion)

Source: Hoover Handbook of American Busi- 10 kill on contact



consume.

The "Wild West"

Pine Sol (cleaner)

Soft Scrub (cleaner)

Salad Crispins (croutons)

We did not think of the great open plains, the beautiful rolling hills, and winding streams with tangled growth, as "wild." Only to the white man was nature a "wilderness" and only to him was the land "infested" with "wild" animals and "savage" people. To us it was

x®bleach

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tame. Earth was bountiful and we were surrounded with the blessings of the Great Mystery. Not until the hairy man from the east came and with brutal frenzy heaped injustices upon us and the families we loved was it "wild" for us. When the very animals of the forest began fleeing from his approach, then it was that for us the "Wild West" began.

> Chief Luther Standing Bear, of the Oglala band of Sioux

nevaeh on s'ereht enigami

environmenta

wipeout-and a

fresh-smelling

crapper

"What do I really want from life?" Have you ever asked yourself that question? And isn't the answer always: gobs and gobs of

Yes, glorious, spendable money! You want it, you crave it, you'll even sell the best years of your life

to a large corporation to get it! Nothing gives you the raw purchasing power of money! Get some today!



Films:

Manufacturing Consent: Noam Chomsky and the Media. This must see film is showing October 10th & 11th at the Ken Theater. Everything you wanted to know about distortion, lies and self-serving in the media. Once you see this film, the news will never be the same again. See it!

Books:

In the Absence of the Sacred, by Jerry Mander. This is an excellent discussion on the nature and effects of the consumerist society and how its world-view differs from land-based societies

Reference:

The 1993 Directory of Corporate Affiliations. Available in the San Diego City Library, Downtown Branch. The in-depth guide to "who owns whom."

Hoover's Handbook of American Business 1993. Not as detailed as the Directory of Corporate Affiliations, but has summaries for each company.

Hoover's Handbook of World Business 1993. Same as the above, but for international corporations.

Magazines:

Adbusters. The "Journal of the Mental Environment". Absolutely the best anti-consumerist publication around. Intelligent, humorous, critical; it's got everything. Read this magazine!

Plan 9 Index of the Times

Number of tons of solid waste generated per person per year in California: 1.5 Percentage of solid wastes recycled: 19

Number of BTU's of energy used per person in the US per year: 312 million. Number of BTU's of energy used per person in Africa per year: 13.3 million.

Percent of the world's energy used by the US: 25

Number of acres of rainforest cut down every day: 115,000

Number of days it would take at that rate to deforest an area the size of Sequoia National Park: 3.5

Percent of forest land in the US considered "old-growth": 7

Percentage of waking hours spent in front of TV by average teenager: 21

Percentage of high school students who are functionally illiterate: 47

Average number of books read per year by American adults: 1

Percentage of US households with television: 98.2

Percentage of US population with high school diploma: 71.1

Total annual media revenues of ten largest media conglomerates: \$68 billion

Total annual federal outlay for education: \$26 billion

Number of televised acts of violence seen by average American by age 18: 200,000

Number of violent crimes in US in 1989: 1,646,040

Annual population growth rate in US prisons, 1985-89: 7%

Annual population growth rate in US, 1980-90: 1%

Rank of murder as cause of work-related deaths in US: 1

Total annual amount spent on jails by the 50 states: \$4.6 billion

Total federal budget for care of the homeless: \$676 million

Rank of San Diego among US cities with largest homeless populations: 5

Number of pages in The Universal Almanac devoted to the homeless: 1

Number of pages devoted to sports: 55

Sources: The Universal Almanac; The 1993 Information Please Almanac; The 1993 Information Please Environmental Almanac; The Los Angeles Times.

Plan 9 Production Costs

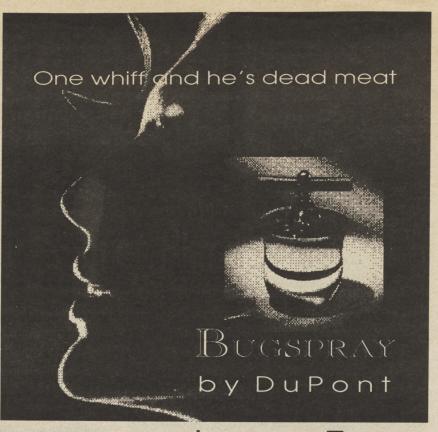
Researching, writing, editing: Donated Composition & layout: Donated Output: \$115 Printing (10,000 copies): \$600 Distribution: Donated Total: \$715

When we look at modern man we have to face the fact that modern man suffers from a kind of poverty of the spirit, which stands in glaring contrast to his scientific and technological abundance. We've

I'm going to tell all my friends about Plan 9! Why don't you tell yours!

learned to fly the air like birds, we've learned to swim the seas like fish, but we haven't learned to walk the earth as brothers and sisters.

-Martin Luther King, Jr.



Jesus was a Terrorist by Jello Biafra with NOMEANSNO

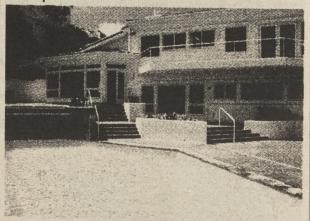
Jesus was a terrorist, enemy of the state. That's what the Romans labeled him. So he was put to death. He died for his beliefs. What's changed today? Today bible-thumping cannibals reap money from his name, buy cable networks and power with old ladies' checks. If Jesus saw Pat Robertson, what do you think he'd say? Tax free they re-write our laws and sick 'em on you. Women don't control their bodies, TV preachers do.

Censor everything from bathing suits to science books, from the schoolroom to the bedroom. They want our thoughts - or else. They treat us like the Romans used to treat the Christians. Even some church-going folks are scared. Modern catacombs of fear, built with money, power, and threats. Rock 'n Roll is labeled porn. Sell a record, you're under arrest. Instead of fighting AIDS, they try to stop us having sex. They brag that they won't quit till they take dominion over our lives.

Is freedom of speech such a terrorist act? Is spiritual peace such a satanic threat? Believe what you want, but we'll fight to keep our heads from being cemented in your sand.

A bargain at any price?

\$3.5 million La Jolla "villa" for sale by Prudential California Realty. Is this reality? And if so, for whom? What kind of person has amassed so much of the planetary wealth to be able to lay down that amount of money for a place to live?



SPECTACULAR OCEAN VIEWS ENJOY THE PANORAMA OF WHITE WATER, SHORES AND CITY VIEWS IN A MAGNIFICENT NEW LA JOLLA HILLTOP VILLA. \$3,490,000 • 294-3113



This paper is unacceptable! F+ at best. You've been rotting your brain with that Plan 9 garbage instead of doing your homework, haven't you? Well? Haven't you?"