

no rebuttal "because it would be de-meaning on our part."

St. Regis Paper Co., which was accused in the report of serious foot dragging, announced soon before the report's release that it was doubling its planned expenditures for environmental protection and was closing two of its foulest mills. CEP does not gloat over this apparent success—it merely expresses pleasure that St. Regis is trying to do better. A St. Regis spokesman, while on the best of terms with the investigators, predicted that the impact of the report would be "zilch," and said "I don't think they're technically qualified to do it—they just don't understand" the complexities.

Favorable reactions came from the financial community. John Westergard, president of Equity Research Associates in New York, called the report "a serious work representing a major contribution to an understanding" of paper's pollution problems. "For the first time, security analysts will have at their fingertips the information and documentation necessary to make a fair determination" of the industry's needs in this area.

Economist Roger Murray said, "Paper Profits" is an excellent example of precisely what is required" for portfolio managers who are more frequently taking environmental matters into account when they make decisions. Aldrich of Chase Manhattan said the report would be valuable to spur companies to make their own, more detailed investigations into their problems.

CEP is more interested in getting its information around than in chalking up victories. And right now, says board member Thomas Alder, "the promise of the form is more important than the substance of the reports." Nevertheless, Miss Tepper claims that most of the information contained in the intensive studies has never before been made available to the public. In addition, she says, the council serves as a translator of technical material which, if publicized in its original form, would be incomprehensible to the inquiring investor.

As what Alder calls "a literary resource for activists," CEP supplies factual data to enable people, such as the victims of pulp mill pollution, to ask hard questions of companies whom they believe to be violating public interest. On a more organized scale, the council's antipersonnel contracting report was used as a reference by dis-

rupters at last year's meeting of Honeywell shareholders. At this meeting, shareholders requested the company to curtail some \$250 million worth of contracts for antipersonnel materiel.

Whirlpool and several other companies stopped manufacturing components of antipersonnel systems after the study was released. However, in this case CEP only contributed to existing pressures—Another Mother for Peace, a California group that dabbles in corporate prodding, had been conducting a rabid campaign against Whirlpool. In addition, such companies, whose war products constitute only a tiny percentage of their total output, are often subjected to compelling pressures from within to drop a controversial, and not particularly profitable, line.

#### Attitudes Change

As the CEP staff refines its techniques and as its name becomes better known, company managements are increasingly communicative. Since the publication of the pulp and paper report, "we have been finding a change of heart in a number of industries" involved in the current study of corporations, says Miss Underwood. Chemical companies were reluctant to talk, but now "chemical companies are calling back." Steel companies are a "relatively silent group," she says; but she is confident that the researchers will be able to develop a more effective approach.

The strength of CEP, says Timothy Collins, whose securities firm is donating space for the New York office, is that it is "built on a strong foundation of research" and is interested in "long-term continuity" rather than short-range campaigns. No study is over once it is completed—the council plans to issue follow-up reports on every major investigation. Future reports are already in the works: a study of Southeast Asia war contractors, a detailed look into minority employment practices in the communications media, and a survey of antipollution activities within the electric utilities industry.

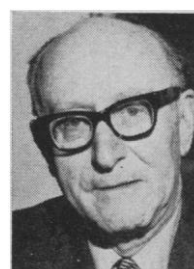
The council is too young for its influence to be assessed, but a growing list of subscribers is apparently satisfied that a team of "girl graduates" and their male aides are capable of mastering financial and technical complexities that industry has long maintained to be beyond the grasp of the outsider.

—CONSTANCE HOLDEN

## APPOINTMENTS



J. R. Silber



C. I. Schottland

**John R. Silber**, dean, College of Arts and Sciences, University of Texas, Austin, to president, Boston University. . . . **Charles I. Schottland**, former dean, Social Welfare Graduate School, Brandeis University, to president of the university. . . . **Paul E. Gray**, professor of electrical engineering, M.I.T., to dean, School of Engineering, M.I.T. . . . **George T. Reynolds**, director, Elementary Particles Laboratory, Princeton University, to director, new Center for Environmental Studies at Princeton. . . . **Allen F. Strehler**, associate professor of mathematics, Carnegie-Mellon University, to dean of graduate studies at the university. . . . **Christopher P. Sword**, professor of microbiology, University of Kansas, to chairman of life sciences, Indiana State University. . . . **Noel R. Rose**, professor of microbiology and assistant professor of medicine, Center for Immunology, State University of New York, Buffalo, to director of the center. . . . **John P. Long**, acting head, pharmacology department, University of Iowa College of Medicine, to head of the department. . . . **Richard F. Armstrong**, associate professor of sociology, Knox College, to chairman, anthropology and sociology, Eastern Kentucky University. . . . **Peter Bedrosian**, assistant professor of psychology, State University of New York, Buffalo, to chairman, psychology department, East Stroudsburg State College. . . . **Simon Horenstein**, associate professor of neurology, Case Western Reserve University, to chief of neurology, St. Louis University. . . . **Richard A. Kenyon**, associate dean, Graduate School, and chairman, mechanical engineering department, Clarkson College, to chairman of mechanical engineering, Rochester Institute of Technology. . . . **Ralph A. Llewellyn**, chairman, physics department, Rose Polytechnic Institute, to chairman, physics department, Indiana State University.