



Focal point of Earth Day in New York was Union Square, where pupils from Convent of the Sacred Heart School pitched in with brooms and trash removal sacks, setting an example for those who turned out by the thousands—and created litter by the ton—in their one-day campaign to call attention to polluted environment.

Further uptown, more imaginative members of protest generation mourned over pollution by building mock funeral pyre of garbage at the Coliseum . . . and leaving it where they had dumped it, neither burned nor buried.

Earth Day

Massing Against the Mess

FOR ONE DAY, at least, Americans by the millions tried last week to clean up their environment. In observance of the world's first Earth Day, they engaged Wednesday in a campaign to prevent pollution of their ground, water and air.

The observance was a symbolic gesture. In a world with an exploding population of more than 3.5 billion, only this country of 200 million undertook the attack on a global problem.

In some places, the drive backfired. New York City antipolluters left 18.2 tons of litter in sections from which a normal day's collection by the Sanitation Department would be about one ton.

But the observance was carried out in a peaceful, holiday atmosphere, and the point was made, in hundreds of demonstrations, rallies and teach-ins, in cities and towns across the country, that the people did want to improve their environment.

New York City produced the biggest impromptu demonstration. Fifth Ave. and 14th St. were closed to traffic, and crowds estimated at more than 100,000 strolled in festival spirit along thoroughfares normally clogged with fume-belching cars and buses.

Mayor Lindsay rode an electric car to a rally at Pratt Institute in Brooklyn, returned by subway, and walked down Fifth Ave. to Union Square. While a breeze blew candy wrappers and antipollution leaflets around the square, he said in a brief speech:

"This Earth Day shows the sudden realization that we must end this self-pollution before it ends us."

Gov. Rockefeller rode bicycles in Albany and Brooklyn. He was booed faintly in Union Square by spectators who wanted no part of politics. He signed a bill coordinating the state's antipollution program in a single Department of Environmental Conservation.

While the federal government did not participate officially in the activities, Congress recessed for the day and legislators spread out across the country to speak for conservation.

Sen. Gaylord Nelson (D-Wis.), originator of the idea of Earth Day, was the most sought-after speaker.

He suggested last Sept. 20, in a speech to a Washington State conservation group, that a one-day teach-

in on the environment should be held in classrooms around the country.

The idea caught on quickly. Eventually, about 10,000 high schools, 2,000 colleges and 2,000 communities joined in marking Earth Day.

Much of the organization was managed by Denis Hayes, 25, a native of Washington State, a recent graduate of Stanford University and national coordinator of Environmental Teach-in, a group of about a dozen young volunteers with headquarters in Washington, D.C., who put the idea into effect.

Nelson, 54, who has three children, emphasized in his speeches that "the land is a heritage that must be passed on to future generations."

At Indiana University, he said: "The battle to restore man to his proper place in the environment will take a commitment beyond anything we have done before."

Sen. Edmund S. Muskie (D-Maine), a congressional leader in the cause of conservation, called in a Philadelphia speech for "an environmental revolution."

Sen. Edward Kennedy (D-Mass.), who encountered heckling at Yale, put aside his prepared text on pollution and spoke instead about the military draft and the Black Panthers.

Earth Day was not universally welcomed. When Nelson went home to Madison, Wis., he found that the City Council, fearing violence, had canceled a permit for a parade.

Activists with other interests—like civil rights, campus reform or city rehabilitation—resented the diversion of national interest toward the environment.

Banner in Union Square Park is an example of pop art that popped up all over town to carry Earth Day message.



Some troublemakers succeeded in disturbing the generally orderly observance. In Boston, 13 persons were arrested for blocking a ticket counter at Logan international airport with coffins. They said they were protesting air pollution by supersonic planes.

Some people simply failed to catch the enthusiasm that promoted the occasion. In Earth, Tex., Tony Martin, president of the Chamber of Commerce, said the city did not observe Earth Day because:

"It just slipped up on us."

After the organization of Earth Day, generally regarded as a non-political success, the group called Environmental Teach-in planned to change its name to Environmental Action, Inc., and get into politics.

Hayes, its leader, said it would engage in election campaigns and other conservation activities.

By coincidence, a similar group disbanded last week. The Vietnam Moratorium Committee, which organized the nation's largest protest last Oct. 15, closed its Washington headquarters. One of the organizers commented sadly that mass demonstration had been a "political fad" that had passed.

Italy

That Little Old Wine Faker

THE VERITAS about Italian vino came out last week—much of what is called wine is not.

"Yes, I am the king of the wine fakers," Gianfranco Ferrari, one of Italy's leading wine makers, testified in a courtroom in the town of Ascoli Piceno. "But there are many others besides me."

Ferrari was arrested three years ago at his home near Verona after police, in helicopters, pursued his tank trucks and found that they contained false wine.

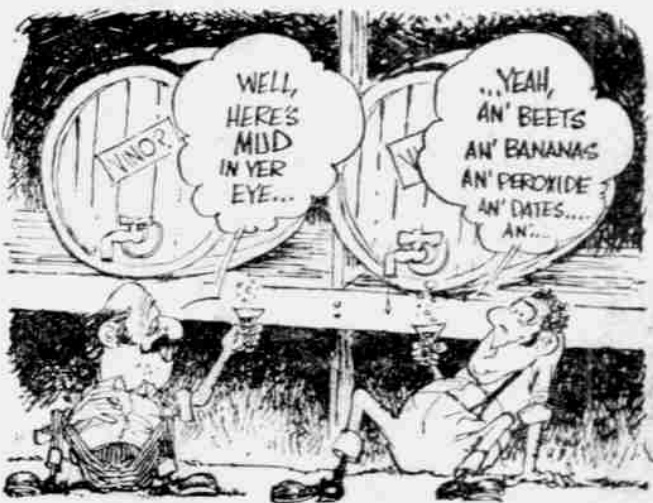
When the case finally came to trial, 300 other wine makers were also named as defendants. The hearings were suspended to give the prosecution time to bring in 200 more producers and make the trial a showcase of the artificial wine business.

The prosecution charged that the liquid Ferrari sold as wine contained bananas, dates and beets and was treated with peroxide and chloroform "to take away the fat content."

After the exposure of the Ferrari case, Italian authorities hoped to restore the good name of vino and assure that what is sold as wine is really wine.

Vincenzo Dona, head of the national consumers' union, headed a campaign to clean up the wine industry. He proposed a complete catalogue of all wine labels, provided by the makers with guarantees that the descriptions were true.

A law authorizing officially guaranteed labels was



enacted seven years ago, but only two wine regions—those making the sturdy Barolo and the mellow Barbaresco—were policed. Funds appropriated for the government catalogue were bottled up by producer resistance and bureaucracy.

The repentant vintners promised to police themselves.

The War at a Glance

PRESIDENT NIXON announced last week 150,000 more American troops would be withdrawn from Vietnam within year, bringing U.S. strength to 284,000 next spring . . . North Vietnam and Viet Cong accused U.S. of planning to prolong war, conquer all Indo-China . . . Communist attacks died down in South Vietnam but increased in Cambodia . . . Viet Cong threatened capital, Phnom Penh, from east and south . . . Cambodian Premier Lon Nol, who overthrew Prince Norodom Sihanouk March 18, received slight response to appeals for Western aid . . . U. S. command reported 14 planes lost in two-day period over South Vietnam and Laos . . . Weekly casualty list showed 101 Americans killed, 40 less than previous week . . . South Vietnamese dead increased from 542 to 740 . . . Some casualties incurred in fighting Vietnamese Communists in Cambodia . . . Enemy dead estimated at 2,962.