

Fee hike bitterness

Dispute at Meth-Wick aired

(Growing Older, page 12C)

Iowa wins, 61-54

Beats Dayton invitational host

(Sports, page 1B)

Weather

Occasional rain today and tonight possibly changing to snow before ending early Monday. Highs today around 40. Lows tonight around 30. Highs Monday in the mid 30s. Weather details on page 2A.

The Gazette

VOLUME 97, NUMBER 348

EASTERN IOWA'S LEADING DAILY

Sunday

DECEMBER 23, 1979

CITY FINAL

75 CENTS

CEDAR RAPIDS



CITY OF FIVE SEASONS

TODAY

General news

Marion

A group of Marion Independent School District administrators had a special Christmas meal. Page 12A.

Metro Iowa

Sweet business

A Monticello couple found that the combination of a bakery and a candy kitchen could be a sticky business. Page 17A.

Sports

Looking back

Jack Ogden looks at the past decade in Eastern Iowa sports. Page 6B.

Financial

Big gamble

Over the past 18 months, Edward Piszek has acquired more than a million shares of Chrysler stock. Page 11B.

Trend

Special education

Waiting lists for youngsters who have learning disabilities are causing controversy among parents and teachers. Page 1C.

Entertainment

For Hollywood, the '70s began with a whimper and ended with a roar. And many were toppled. Pages 15, 16C.

Want ads

For the shopper

The want ads are Eastern Iowa's market. Pages 1-12D.

Focus: Family

Working women

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Home features

Travel

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Today's Chuckle

Most people would agree that the only thing worse than sick kids when you're well is well kids when you're sick.

Peace Corps hostage home for Christmas

Gazette leased wires

NEWARK, N.J. — Deborah Loff, a Peace Corps volunteer held hostage by leftist militants for 11 days in El Salvador, returned to the United States Saturday night, announced her engagement and said she wants to go back to the Central American nation.

Miss Loff, 25, and 10 other people were taken hostage Dec. 11 by a band of leftist militants attempting to win economic concessions for workers in the central marketplace in San Salvador, the nation's capital.

They were released Friday.

At a news conference at Newark Airport, Miss Loff, a native of Succasunna, N.J., said she will marry George Like, a fellow Peace Corps worker from Portsmouth, Ohio, next spring.

Like, who flew from San Salvador with Miss Loff, told reporters he has been a teacher in El Salvador for 2½ years and plans to leave the Peace Corps soon.

Despite her ordeal, Miss Loff said she wants to return to El Salvador, where she has been a health specialist volunteer in the country for the past 14 months.

"I'm going to spend Christmas with my family and after that, I'm not sure," she said.

"Personally, I feel very good about the people in El Salvador. I would like to return and finish my work."

On Friday, the militants announced their demands had been met and released all the hostages unharmed. They had demanded better working conditions and lower rents for those who use the marketplace.

Stall vendors pay about 60 cents a square yard per month for space in the markets, and want the rent reduced to 30 cents. They also complain policemen help themselves to food and other items while on duty.

San Salvador Mayor Julio Adolfo Rey Prendes said he would offer a remedy immediately after the Christmas holidays.

Though she was the only American among the prisoners, Miss Loff said she did not believe she was taken hostage for "personal or political" reasons.

She said although she was frightened at first, she was "treated fine" by her captors.

The tanned, blonde woman was met at the airport by her mother, Carol, and her 17-year-old brother, Gary. Mrs. Loff said she was glad to have her daughter back for Christmas, but expressed reservations about Miss Loff's plans to return to El Salvador.

"As her mother, I would like her to stay

home," she said. "But she's a Peace Corps volunteer and I'm all in favor of whatever decision she makes about it."

Several Peace Corps officials greeted Miss Loff at the airport, including Richard Celeste, director of the agency. Celeste read a statement from President Carter, who expressed "deep personal joy" over Miss Loff's release.

Celeste said Miss Loff was randomly seized by the militants.

Celeste said Miss Loff "exemplified" the agency's mission. During her 14-month tour in El Salvador, she worked to improve health, day care and sanitation programs in the country.

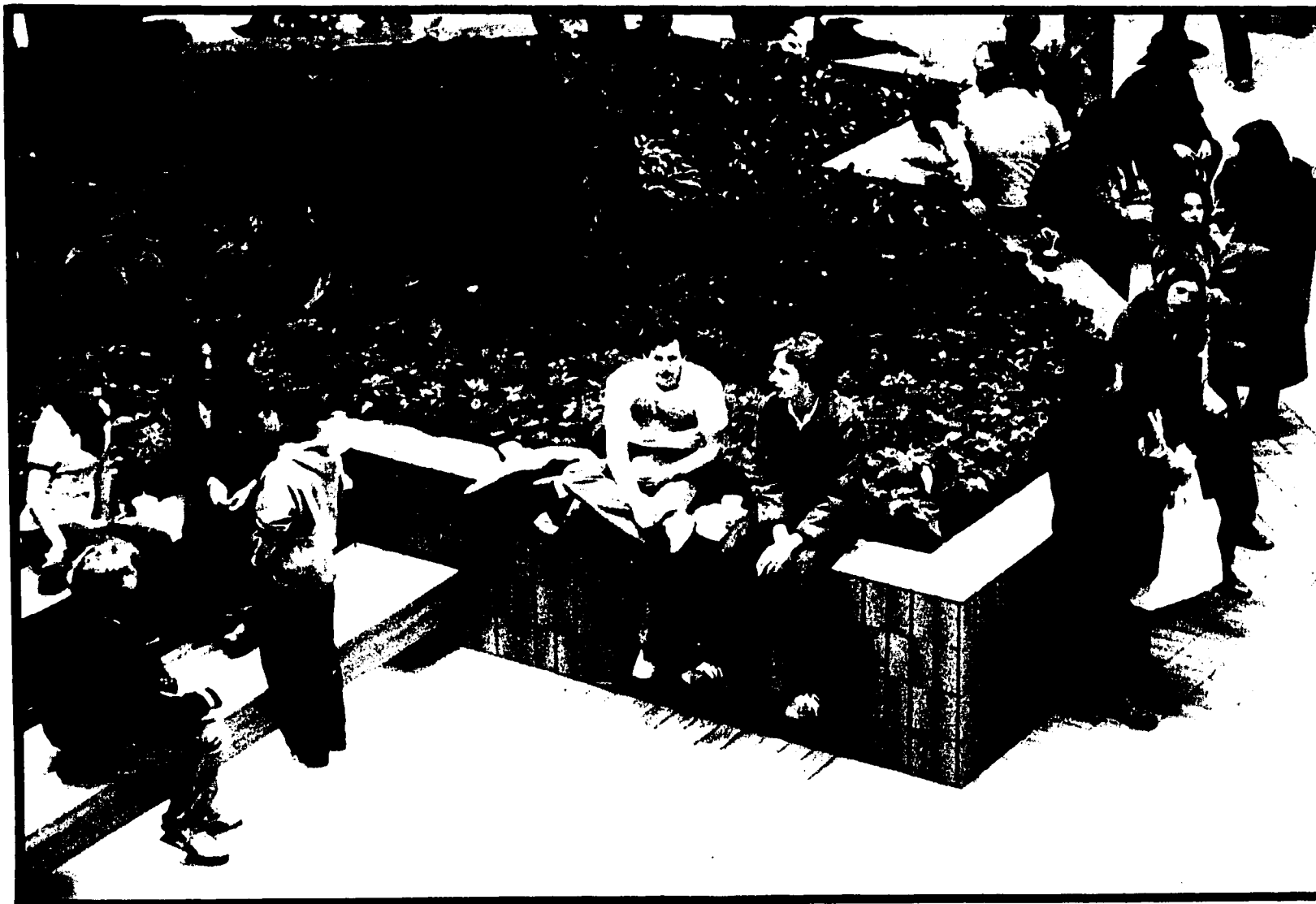
For her "enthusiasm and excellence," Celeste said, a medical clinic Miss Loff helped establish was named after her several months ago.

The militants involved in the hostage holding were members of the February 28 Popular Leagues. On Feb. 28, 1977, army and police forces fired on demonstrators protesting fraud in the election of Gen. Carlos Humberto Romero as president. More than 100 people died in the main plaza during the shooting.

Romero was overthrown in a coup in October.



Deborah Loff and her fiancé, George Like, arrive at Newark International Airport Saturday night from El Salvador.



Gazette photo by Paul Jensen

Taking time to relax amid shopping rush

Christmas shoppers making late rounds to buy a few more presents enjoy a pause Saturday near poinsettias adorning Westdale Mall in southwest Cedar Rapids. Most stores throughout the city will be open Sunday and most of Monday to accommodate last-minute gift-hunters.

Many of our pursuits turned inward

The '70s in Iowa: A decade of change

Editor's note: In eight more days, history's chapter on the 1970s will come to an end.

"Thank God it's over!" some will say. Some also said that when the 1960s expired.

What did the 1970s throw at us? How have we changed as a people in 10 years? Have we graduated to a higher plateau of civilization, or have we regressed? What were the top news stories?

The 1970s will be the subject of review in The Gazette for the next 10 days. In addition to staff-produced articles, a number of Iowans — including Gov. Robert Ray — will analyze the decade from personal perspectives.

By necessity, the look back will include events and developments that know no geographic boundaries, but the emphasis will be on Iowa, particularly Eastern Iowa.

By Dale Kueter
Gazette staff writer

Just think back 10 years.

The daughter who was in second grade, still fond of her Baby Drowsy doll, will graduate next June. She wants to study law.

The college kid who almost poked you in the nose during an argument over Vietnam now heads a computer firm's district office.

The wife worked at home then. Now she holds another job, too, and attends assertiveness class at night.

Jim and Bonnie, the kids who were in Scouts when the decade began, now are in an "arrangement" and "cohabitating."

Ten years ago you complained because hamburger was 83 cents a pound. Now it's \$1.89.



Much has happened during the last 3,652 turns of the world. For some it was a great decade. For others it was disaster. For most, the 1970s was probably a mixed bag.

Those whose task it is to write the decade's obituary are having a tough time finding an epitaph that fits tidily on the tombstone. Few are eulogizing the '70s.

"The Sexed-Up, Doped-Up, Hedonistic Heaven of the Boom-Boom '70s" is the way one Life magazine writer saw it.

Some view the '70s as a period when we, as a nation, soured by Vietnam, backed off from the world. It is the premise that we underwent a national metamorphosis — from omnipotence to impotence in 10 years.

Many look at the decade as a time when we, as individuals, turned our pursuit of happiness almost totally inward: Do your own thing. If it feels good, do it. Take care of No. 1.

"If you can't be with the one you love," says a '70s song, "love the one you're with."

It's not too surprising that many reviewers are calling it the "Me '70s."

Perhaps the 1970s never had a chance. It inherited a war from the '60s. Vietnam wrecked any chance at cohesiveness. It

inherited a president who became the first ever forced to resign. Watergate smashed our trust.

We were held up by inflation and long gas lines. We blamed Washington, big business, labor and the Arabs. There was good news and bad, and often we disagreed on which was what.

Dan Hefel was a sergeant in the Army when the decade began, a door gunner on a helicopter in Vietnam. He was 19 then.

"We weren't on any mission," recalls Hefel of Guttenberg. "We were just on our way to get the altimeter on the helicopter fixed. The next thing I saw was treetops."

"When I came to, I was 50 feet away. I was on fire. The pilot helped me. I don't know how I got out of that helicopter. I still dream about it. Maybe some day I'll dream how I got out."

Hefel spent the next three years and two months as a captive of the Viet Cong, first in a jungle prison, then at the "Hanoi Hilton."

In the spring of 1973, the POWs were released. Hefel came home. So did Robert Naughton and Gary Anderson of Cedar Rapids, Michael Khome of Decorah and others.

It was one of the emotional peaks of the decade. Husbands and wives, dads and children, sons and parents raced open-armed toward one another at airports, captives rejoined with family, hopes turned to reality.

Dan Hefel's back was crushed in the helicopter crash. "I can get around, but I can't do heavy work. I'm not employed. They'd have to give me a helluva good job before I'd work."

The Gazette's banner headline Jan. 1, 1970, read: "U.S. Toll Tops 40,000." That was the number of American dead after nine years of fighting in Vietnam. That same day one more

Please turn to Page 10A: Iowa in the '70s

Continued from Page 1A: The '70s in Iowa

Decade began with Vietnam, youth revolt...

died. The mother of John M. Reilly, 20, Cedar Rapids, received the notice Jan. 3, 1970.

Ten years ago Cedar Rapids school officials launched a campaign to reduce teen-age smoking. The Buchanan County attorney said there was a serious drug abuse problem among young people in that area.

A couple from Cedar Rapids' southwest side protested a proposed sex education program in the schools, contending it would invade a family's privacy.

Ten years ago an ROTC student felt uneasy walking across the University of Iowa campus. Spring riots were triggered by the war and shooting deaths of students at Kent State.

Then for three sweltering days in July and August of 1970, a cow pasture near Wadena in northeast Iowa tasted the sweat of 40,000 rock festival fans. For Iowa it was a firsthand look at the free-wheeling world of the young.

Just think back 10 years.

It was the last time for gas wars. In January of 1970, regular gas cost 35.9 cents per gallon at a Cedar Rapids station, but a gas war late in the year saw the price drop to 25.9.

It was the last time married couples had to have a reason to be divorced in Iowa. The Legislature in 1970 approved "no-fault" divorce, and called it "dissolution."

It was the last time the average price of Iowa farmland was below \$400 an acre. Today the average is nearly \$2,000 an acre.

It was the year when women's liberation was launched, the 50th anniversary of the women's suffrage movement.

"No one believed then that women were worth more, oh, excuse me, worth as much (as men)," said Alice Johnson, craftily glancing at her husband, the Rev. Roland Johnson. The retired couple live at 1647 Memorial Drive SE.

"Our American society said the one that produces is the one that counts, so women went to work," Mrs. Johnson continued. A few couples reversed tradition, and the male worked at home.

Inflation forced many married women to seek outside work. A house that cost \$25,000 in 1970 now is priced at about \$60,000. "Money is a part of it," said Ken Torno, a clinical social worker for Lutheran Family Service in Cedar Rapids, "but in part it has to do with worth."

In 1970, there were 18 million wives in the labor force. Today there are 24 million, almost half of all married women.

Marriage and family faced unprecedented upheaval in the '70s. Debate continues on whether either can survive. The revolution in sexual attitudes and behavior pushed to near the pervasive point.

Young and old, male and female, married and single, rich, poor and in between spent much of the decade either learning to cope or in trying to find themselves. More married people found themselves with new bed partners, and a growing number of singles skipped marriage altogether.

"Extramarital relations is now a bigger factor in divorce than alcoholism," said Leon Schmidt, director of Lutheran Family Service's Cedar Rapids branch. "One man came to see me saying he was afraid to have his wife work at a certain factory office because of the number of rumored affairs there."

"With both spouses working, there is less nurturing of one another," Schmidt claimed. "The extramarital affair is another way of dealing with dependency needs, like drinking. They are symptoms."

"Whether you cry in your beer or on someone else's shoulder, it's still avoidance of the issue," added Torno. There is a climate for divorce, said Schmidt. "A person sees the high statistics and feels everyone's doing it. Why not me?"

In Iowa there were 11,123 divorces in 1978, compared to 7,188 in 1970. There were 28,030 marriages in the state in 1978, and 24,648 marriages in 1970.

Schmidt said the same dream for a good marriage is present when a couple marries today, "but then the rough times come. Many are saying life doesn't have to be a drudgery. Part of it is (a question of) spiritual commitment."

"I believe the pressures on families and the individual are increasing," said Julia Anderson, associate dean at Iowa State University, "even though there is a move to simpler lifestyles."

"We see a search for simple answers in the complicated economic and social milieu of our times. New groups form with a kind of dogma of specific answers, and some of this worries me," she said.



Gazette photo

In 1970 the Woodstock generation — some dressed in American flags and others not dressed at all — paid a visit to a 220-acre farm near Wadena, Iowa, for a rock festival during the week-end of July 31-Aug. 2. Attendance ran close to 40,000. State and Fayette County officials later filed a \$1 million civil suit against the festival's promoters to recover costs of law enforcement but they managed to collect only \$22,500.

"There is such diversity on campus. I was just thinking that perhaps students were starting to come out of themselves a little, but then you have to contrast that with how much they are goal-oriented."

Mrs. Anderson believes there is a great deal more openness among people today than 10 years ago. "Women are moving toward a broader definition of their role. I don't like the word assertive, because that sometimes means aggressive, but women are building more confidence without coming on like a truck."

The change in young people is noticeable at home, too. The generation gap doesn't seem to be quite as

wide as early in the decade. "I think the tension between parents and children has eased," said Schmidt.

"I wonder if adults are beginning to realize that young people have something to say in this world, that they are human beings," he added.

"I'd say there is better understanding between parents and kids," agreed C. Edwin Moore, former chief justice of the Iowa Supreme Court. "I think both sides have bent."

But if parents and children are compromising, others aren't. People have what Moore calls "sue-itis. Inside of us," he said, "we kind of lost the effort to get along. We

said, 'If you fool around with my property line, I'm going to sue.'

"There was far less compromise, and plenty of lawyers willing to take the cases. The philosophy now seems to be to make them pay and pay good. To heck with your neighbor. I'll see you in court."

Even the weather was disagreeable in the '70s. Iowans began 1971 with the worst blizzard in 29 years. On April 9, 1973, Ol' Man Winter had a late fit and dumped a foot of snow on Eastern Iowa, with 50 mph winds creating 10-foot drifts.

There was a severe drought in the first half of 1977. Private and town wells dried up. Water became one more item in short supply. Iowa crops suffered \$3 million in damage.

Then on Aug. 7, 1977, six persons died in the Delaware County town of Buck Creek when lightning set a house afire. The same storm produced the worst flooding in 20 years in Cedar Rapids. The Mississippi River went on a rampage in the spring of 1973.

Think back 10 years.

Iowa had no nuclear power plant. Neither did it have January presidential caucuses. Abortion was illegal. The energy crisis was not a public issue. Interstate 380 was still on the drawing board.

The Palo nuclear plant began producing commercial power in May of 1974. The U.S. Supreme Court legalized abortion in January of 1973. Nuclear power and abortion became, and continue to be, two of the most controversial subjects in the nation.

First work on I-380 began near Iowa City in 1970. The first section of the long-awaited "Cedar Valley Expressway" opened in September of 1973. At the same time, debate raged as to the location of I-380 between Cedar Rapids and Waterloo. Farmers continued to fight an I-380 diagonal route to the end of the decade. Other farmers in northeast Iowa contended their fight against a proposed crude oil pipeline.

In 1972, Iowa Democrats moved their precinct caucuses from March to January. Four years later, Republicans did the same thing. Now Iowa joins New Hampshire as a power broker in presidential party politics.

Now every four years, for months upon months, presidential aspirants inspect Iowa hog pens. It's where the action is, the road to power. It's where George McGovern was "discovered" in 1972. Jimmy Carter was a nobody until Iowa made him a somebody in 1976.

Iowa voters, traditionally moderate to conservative with a strong independent streak, were as changeable as the weather in the '70s. In 1972, Iowans handed Democrat Dick Clark an upset victory over incumbent Republican U.S. Sen. Jack Miller. Six years later voters reversed themselves, and handed Sen. Clark an upset defeat by electing Roger Jepsen.

At the end of 1974, Harold Hughes gave up his U.S. Senate seat for work with religious organizations. John Culver defeated David Stanley to succeed Hughes.

Some things didn't change. Robert Ray was governor for the decade. Donald Canney was mayor of Cedar Rapids throughout the '70s.

But Cedar Rapids voters elected four different safety commissioners in the '70s, largely because of turmoil within the Police Department. One safety commissioner, Ed Colton, squared off in a bitter verbal shootout with his chief of police, Wallace LaPeters. Neither survived. LaPeters was fired. Colton served only one term.

"Politically, the '70s were strongly marked by the deterioration of the two-party system," said Harry Boyd, retired editor of The Gazette. "Other institutions have suffered, too."

"The same can be said about churches, the professions and the press," Boyd continued. "These institutions don't have the unquestioned standing they used to have. In the long run, that is good, because you come closer to the truth than before. But it tends to make for a lot of unrest in between."

Sister Mary Lawrence, former administrator at Mercy Hospital in Cedar Rapids and now president and executive director of the Mercy Hospital Foundation, saw the decade going off in opposite directions.

"There was so much emphasis on self-fulfillment, doing your own thing," she said. "I saw freedom become more like license. I don't want to say we regressed in the '70s, but affluence must learn self-discipline."

"We must have leadership with love of God in heart. We need structure. A contractor puts things into a

Please turn to page 11A

Polls show country more liberal

By Evans Witt
Associated Press writer

Americans say this country made a good bit of progress during the 1970s on easing racial tensions, ensuring equal rights for all and cleaning up the environment.

But they have seen little progress toward solving the problems of the cities and making government work better, a recent Associated Press-NBC News poll indicates.

The turbulent decade of the '70s left many Americans' attitudes changed, but some opinions remained untouched.

For example, Americans are more likely to say they have grown more conservative over the past 10 years than more liberal, the AP-NBC News poll indicates, but they think the country as a whole has become more liberal. The public may be right: The decade's crosscurrents have left it more conservative on some issues, more liberal on others, AP-NBC News and other polls indicate.

Americans favor women's rights more strongly at the end of the decade than at the beginning and they are more accepting of premarital sex. They continue to favor gun control.

But public support for the death penalty for murderers has gone up as has backing for increased defense spending. The public continues to oppose school busing to achieve racial desegregation.

Progress in civil rights

On five specific topics, the public sees the 1970s as a time of some progress in civil rights and environmental concerns.

Thirty-seven percent of those questioned Nov. 27 and 28 said a lot of progress has been made during the 1970s in easing the tensions between blacks and whites. Forty-six percent said some progress had been made, 15 percent said little progress and 2 percent of the 1,381 adults interviewed nationwide were not sure.

Thirty-one percent said a lot of progress has been made in ensuring equal rights for all in this country. Half saw some progress; 16 percent not much progress and 3 percent no progress at all.

On environmental concerns, 24 percent

say a lot of progress was made in the 1970s in cleaning up the environment. Half said some progress, 24 percent little progress and 2 percent were not sure.

But the public says it has seen little progress in curing the problems of the cities and making government work better.

Only six percent say a lot of progress has been made in making government work better. A third said there has been some progress and 57 percent say there has been little progress. The rest were not sure.

Only one out of 10 said there has been a lot of progress in solving the problems of the cities; 43 percent said some progress and 40 percent said little progress. The remainder were not sure.

Many Americans — 45 percent — say the '70s left their political views mostly unchanged. Thirty-two percent said they have become more conservative, while 18 percent have become more liberal. Five percent were not sure.

But they add that the country has gotten more liberal. Fifty-four percent say the country has swung to the left in the 1970s, versus 22 percent who say it has moved to the right. Seventeen percent say there has been no change and 7 percent were not sure.

Getting down to specific issues, Americans have indeed become more liberal and more conservative — perhaps indicating that the '70s have made those labels even less useful.

Women's movement

They are more supportive of the goals of the women's movement. Nearly two-thirds of those questioned in a recent ABC News-Louis Harris poll support changes to improve women's status in society today, while 28 percent oppose such changes. In 1970, the public was split 42-41 on the question.

Eighty percent of the public would vote for a woman for president now. Only 58 percent told the Gallup Poll they would in 1969.

They are more liberal in their views on sex. Fifty-nine percent now say premarital sex is not wrong, up from 23 percent in 1969, according to surveys by the National Opinion Research Center.

And the public continues to back gun control. Seventy-four percent of those questioned in a September 1978 AP-NBC News poll said they support requiring permits for handguns. In a 1967 Gallup survey, support stood at an almost identical 73 percent.

But in other ways, public opinion has moved in the opposite direction.

Death penalty

In 1969, the Gallup Poll found 42 percent of the public backed the death penalty for murderers, while 47 percent opposed capital punishment. By July of this year, 65 percent backed the ultimate penalty, while 27 percent opposed it, an AP-NBC News poll found.

The Vietnam War — and opposition to it — were raging as the decade began. As it ended, America was being taunted as a helpless giant, with this country being dared to use its military power.

This change in circumstances has helped swing more support for defense spending. The September AP-NBC News poll found 38 percent favoring increased defense spending; 36 percent favoring no change; and only 16 percent favoring cuts in the Pentagon budget.

In 1971, only 11 percent backed higher defense spending; 40 percent backed no change; and 49 percent were for cuts in spending.

And on busing, opposition remains strong. In September this year, the AP-NBC News poll found 73 percent against busing school children for racial desegregation, with 23 percent in favor of the practice. In 1972, 80 percent opposed busing, while 20 percent backed it, the National Opinion Research Center found.

The results of the AP-NBC News polls and all others can vary from the opinions of all those across the country because of chance variations in the sample.

For AP-NBC News polls with 1,381 interviews, the results should vary no more than 3 percentage points either way simply because of sample error. That is, if one could talk to all adults in the country, there is only one chance out of 20 that the results would vary from the findings of this poll by more than 3 percentage points.

How U.S. population changed in 10 years

WASHINGTON (AP) — Here is a summary of Census Bureau data describing the changing face of America during the past decade. Most of the recent figures are for 1978.

Total population:
1970 — 203,849,000.
1978 — 219,530,000.

Annual population increases:
1970 — 1.09 percent.
1978 — 0.80 percent.

Fertility rate (lifetime births) expected per 1,000 women:
1970 — 2,480.
1978 — 1,795.

Median age of the population:
1970 — 27.9.
1978 — 29.7.

Percent of population under age 18:
1970 — 34.1 percent.
1978 — 29 percent.

Percent of population over age 65:
1970 — 9.8 percent.
1978 — 11 percent.

Number of divorced persons per every 1,000 married persons:
1970 — 47.

1978 — 90.
Unmarried couples living together:

1970 — 523,000.
1978 — 1,137,000.

Population living in central cities:
1970 — 62,876,000.
1978 — 59,723,000.

Population living in suburban areas:
1970 — 74,182,000.
1978 — 83,324,000.

Population in non-metropolitan areas:
1970 — 62,761,000.
1978 — 70,421,000.

Regional population change from 1970 to 1978:
Northeast — up 21,000.
North Central — up 1,661,000.

South — up 7,814,000.
West — up 5,262,000.

Percentage of people in the labor force:
Men 1970 — 78 percent.
Men 1978 — 76.8 percent.

Women 1970 — 42.6 percent.
Women 1978 — 49.1 percent.

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then many of our pursuits turned inward

Continued from page 10A

building that will hold it together. We have to have supportive structure in our life."

On the other hand, she said, the decade produced "a religious spree that scares me, too, from Jonestown to the Moon cult." She said it isn't self that is important, "but what we do for others. Mother Teresa is service at its best."

Mother Teresa of India won the 1979 Nobel Peace Prize for service to the poor. A Cresco, Iowa, native, Dr. Norman Borlaug, won the same prize in 1971 for research on high-yielding wheat strains.

Even as church-going declined, Pope John Paul II on Oct. 4, 1979, celebrated mass before 340,000 persons at Living History Farms near Des Moines. It was the largest gathering in Iowa history.

Ten years ago in Iowa, 18-year-olds couldn't vote. No one had heard of streaking. Pornographic films were beginning to move into neighborhood theaters. Where gas stations went out of business, massage parlors opened shop.

The Legislature in 1972 lowered majority age in Iowa from 21 to 19, and the next year dropped it to 18. In 1978, it raised the legal drinking age back to 19.

In March of 1974, 50 male and female students ran around the University of Iowa campus naked. It was called streaking. Two began their romp by disrobing atop a light pole. Five streakers were arrested. Des Moines passed an anti-streaking law.

Just the year before there was an energy crisis. Students with their clothes on were shivering inside classrooms. Some schools had to close when they ran out of fuel oil. Gas stations cut hours and closed weekends.

By the end of the '70s, gas shortages loomed again. We stopped filling up with gasoline from Iran and began buying gasohol. In 1970, there were 1,387,368 cars in Iowa, and 2,825,368 people. Today there are about 100,000 more people in the state, and 150,000 more cars.

No boom in population

Iowa's population growth is the sixth slowest in the

nation. The number of births during the decade in Iowa is estimated at 425,000, with the 48,406 births in 1970 the highest in the 10 years. Deaths for the decade are estimated at 275,000. Since births will have exceeded deaths by about 150,000, and Iowa's population gain for the decade is about 100,000, it will mean Iowa had a slight out-migration of people.

There are fewer people on farms. In 1970 there were 145,000 farm units in the state, with an average farm size of 237 acres. Today there are 128,000 units averaging 270 acres in size.

Iowa, in the '70s, continued to have an increase in population of older people. There was a 145,000 drop in the number of persons below age 20, and an increase of 50,000 in those 55 and over.

The decade saw many schools closed and new nursing homes opened. Better elderly care was one of the hallmarks of the '70s. Many Iowa communities began hot-meal programs for the elderly. Transportation systems for the elderly were started.

Ten years ago there wasn't double-digit inflation. You didn't have a pantry full of empty pop and beer cans. (The bottle bill became effective in 1979.) There was no 55 mph speed limit. There was no Iowa-Iowa State football game.

The start of the '70s witnessed a burgeoning of the arts in Iowa, led by events at C.Y. Stephens Hall at Iowa State University and Hancher Auditorium at the University of Iowa.

Cash farm receipts in Iowa 10 years ago amounted to \$4 billion. In 1979 it was \$9 billion. Per capita income in Iowa went from \$3,750 in 1970 to \$9,000 today, rising even faster than inflation.

Tragedies of the decade

The 1970s were about Guy Heckle, Lynn Schuller, Maureen Farley, Karen Streed, Charles Plucar, Michael Servey, Maureen Connolly, Atwell Junior Conner, George Nowlin, Ronald Brewer and Clarence and Patricia Edwards.

Schuller, 26, disappeared from her Cedar Rapids home in August of 1972 and was never seen again. Heckle, 11, was on a Boy Scout outing near Toddville in

February of 1973. He didn't return to the camp. The search went on for days, but the boy was never found.

Farley and Streed, both of Cedar Rapids, were murdered in 1971. Plucar of Luzerne was slain in 1977. The three cases are among the area's unsolved crimes. Servey and Connolly were the Cedar Rapids teen-agers brutally slain in March of 1974. Nowlin of rural Keystone and Conner, rural Cedar Rapids, were convicted in the killings.

Mr. and Mrs. Edwards were shot to death in their home in Anamosa Jan. 25, 1975. Brewer, an inmate at the Men's Reformatory serving a life sentence for a previous murder, was convicted of the killings. He had been allowed to sign himself out that night to teach a first-aid class outside the reformatory. After the killings, policy at the reformatory was changed, and few inmates were allowed outside the walls.

There was other crime and tragedy. In 1971, 142 implement dealers across the state were indicted for conspiring to fix prices. The next year, 34 were convicted. In October 1973, the KCRG tower near Walker collapsed, killing five workmen.

Reapportionment, a hot topic in Iowa in the '60s, was settled by the Iowa Supreme Court in 1972. After tossing out two plans drawn by the Legislature, the court drew up its own legislative districts.

How the economy fared

Iowa's economy, stabilized by diversity and agriculture, nevertheless felt the effects of recession in the early '70s. One of the major business stories was the near financial collapse of Collins Radio Co.

Collins' work force of 12,000 persons in Cedar Rapids was cut in half. Eventually it became a part of the giant Rockwell International corporation. Today its work force is again nearing the 12,000 mark in Cedar Rapids, and the firm has branched out to Anamosa, Decorah, Manchester and Mason City.

Cities and towns revamped business districts. Downtown Iowa City, which resembled a battlefield for much of the decade, began to reshape in the late '70s. Cedar Rapids' core underwent major changes, too.

The Interstate cut its way through town. The IE Tower and Five Seasons Center were constructed. There was a tremendous surge in apartment building. At the beginning of the decade, 70 percent of Cedar Rapids residents lived in homes they owned. Today, home ownership has dropped to near 60 percent.

As the '70s closed, a new threat to the economy was unfolding. Two of the state's major railroads, the Rock Island Lines and the Milwaukee Road, were bankrupt and struggling for survival.

In 1976, Iowans marched to fire stations, schools and doctors' offices to get swine flu shots. The same year they marched to the beat of bands and set off fireworks celebrating the country's Bicentennial. Many towns, such as Osceola in 1973, celebrated their own centennials during the decade.

Iowa and Iowans changed. Historically, the state is bombarded by trends flowing inward from the East and West coasts. After careful consideration, Iowans sanction some new ideas, and reject others. Has the process changed?

"I have an idea that in some ways Iowa is setting the pace," ex-editor Boyd said. "The kind of moderation typical in Iowa is spreading outward. If not setting the pace, Iowa is demonstrating that it is a place more stable and satisfying. I have a feeling Iowa is doing pretty well compared to the rest."

One state official noted that Iowa, which has had less pollution than many states, has made more progress during the '70s in cleaning up the environment. It was Iowa that opened its doors, unlike any other state, to Vietnamese refugees.

"It is an oversimplification to cast the '70s strictly as the Me Decade," said Ron Akers, chairman of the Department of Sociology at the University of Iowa. "We haven't moved totally into the 'me' syndrome."

"This is a transition period, and it's not over by a long way," said Boyd. "We haven't arrived at where we want to go."

Monday: A review of how business and transportation in Eastern Iowa fared during the 1970s.

Perspectives on '70s

The Gazette has invited a number of Iowans to list the top events and developments of the 1970s from their personal perspectives. The following comments are by Dale W. Hackett, 53, an elementary school principal in Anamosa for 21 years. He and his wife, Joan, have three children — all who graduated from high school in the '70s. Here are the major developments Hackett selected for the decade:



Dale W. Hackett

1. Expanded Iowa Public Broadcasting Network.
2. Videotape recorders and cameras at school prices.
3. Availability of computer-assisted instruction in school.
4. Bicentennial.
5. Watergate.
6. Duane Arnold nuclear power plant at Palo.
7. Paramount Theatre.
8. Continuous growth of vocational colleges (Kirkwood).
9. Improved elementary school libraries.
10. "Roots" — Alex Haley.

I do not presume to delete any event or even to rank those I have included.

I list IPBN because children today see and identify with many peoples and places that only a few years ago were black-and-white pictures in textbooks. I also list it, rather than commercial networks, because it provides school-time TV directly related to school curriculum.

Videotape recorders and cameras are now available at prices permitting schools to use them. The main advantage here is the immediate playback of presentations or performances for personal evaluation and improvement.

Computer-assisted instruction is included because of the vast amount of material now available to students and teachers. Pupils in our elementary schools develop confidence and improve concentration skills while doing lessons with the computer.

I mention the bicentennial because I feel that many of the ac-

tivities related to this celebration were service projects: They involved families and communities — people relating to people and learning — or becoming aware of — more about their own cultural heritage. Everyone counted full measure with no "back seats."

Watergate spells trouble for all of the citizens of our nation because it symbolized destroyed confidence. It won't be easily overcome or forgotten. Education has a responsibility to help create values that will prevent a recurrence of Watergate.

The Duane Arnold Energy Center — nuclear power — is on the list because I believe we should be using our technology to solve problems. I hope science and American ingenuity will discover uses for the waste products of nuclear energy so it will become an asset instead of a growing liability.

Paramount Theatre (and all the similar ones over the country) deserves mention because they enable many people to enjoy the finest entertainment at reasonable cost.

Continuous growth of community vocational colleges indicates a healthy respect for continuing education.

I include "Roots," the Alex Haley phenomenon, not so much for his projects (book and TV) as the social changes they accompanied — from the longtime "melting pot" cultural aspects of America to the current legislation demanding study and awareness of each culture's contribution to society.

Prices kept rising through decade

By Dave Rasdal
Gazette staff writer

When Jon Smith hopped in his car the morning of Dec. 23, 1969, it wouldn't start. The battery was dead.

A replacement at Sears Auto Center cost \$16.88, and it included a 36 month guarantee. Today that same battery — now the well-advertised Sears Die-Hard — costs upwards of \$50. The guarantee has been extended to "as long as you own your car," but the function of the battery is still the same.

That higher-priced battery is just one of the many higher costs Iowans have experienced during the last decade. The consumer price index rose 98.6 percent from July, 1969, to July, 1979, and energy — whether it was stored in a battery or pumped from the ground — was one of the biggest causes of that inflation.

In the early 1970s, it wasn't unusual to see gasoline wars that lowered the price of gasoline to 20 cents a gallon. Today, a gallon of gasoline can't be purchased for less than a dollar, and indicators show prices will double in the next year or two.

"Gasoline is going to get very expensive," said Dave Hammond, economist with the Iowa State Extension Service. "I suspect most of the cars we're driving now we'll be putting \$2 gasoline in them before we junk them."

"Energy has always been a low-cost steady thing up until the early '70s. Now it's become a major expense," he said.

Based on 1967 prices, the consumer price index shows that a tank of gasoline costing \$10.54 in July, 1969, rose to \$28.00 in 1979. The cost in 1967 was \$10.00.

The consumer indexes for other goods show similar increases.

Piped natural gas for heating homes increased 202 percent. Costs of owning a home were up 126 percent. Food increased 115 percent, notably ground beef (127 percent), fresh fruits (114 percent) and milk (78 percent). Medical expenses climbed 110 percent, transportation increased 102 percent and reading and recreation jumped by 74 percent.

New awareness of prices

So along with rising energy costs in the '70s came a new awareness of inflation. The average annual inflation rate has been 4.3 percent in the last 20 years. This year the rate is running at 13 percent, and there seems to be no relief in sight.

Jon Smith was driving a 2-year-old car — a 1968 Chevrolet Impala — when 1970 arrived. He had just paid \$2,097 for it at Rapids Chevrolet in Cedar Rapids. Today a similar used automobile — a 1978 Impala — is advertised for \$4,295.

Smith paid \$22,000 for his three-bedroom ranch home in late 1969. Today he turned down \$52,000 for the same house.

And as housing costs increased, a new mode of shelter was added to American's selectivity —



the condominium. Condos, as residents call the apartments they purchase, are less expensive than a new house of similar size, and owners like the idea that they're not throwing away money on rent.

At the grocery store, Smith picked up a T-bone steak for \$1.17 per pound and a six-pack of Pabst Blue Ribbon beer for 99 cents. That was in December 1969. Today T-bone steak is \$2.79 per pound and beer is \$2.39 plus a 5-cent-per-can deposit.

When Smith took his wife out for dinner that night, he paid \$5.95 for a steak dinner for two at the Flame Room in Cedar Rapids. Today he pays the same price for one meal.

Still some bargains

But in light of the rising costs, there are still some bargains left. Consider the cost of \$2.50 or \$3 to see a movie today. Ten years ago admission price was \$2. (We didn't say anything about more expensive popcorn.)

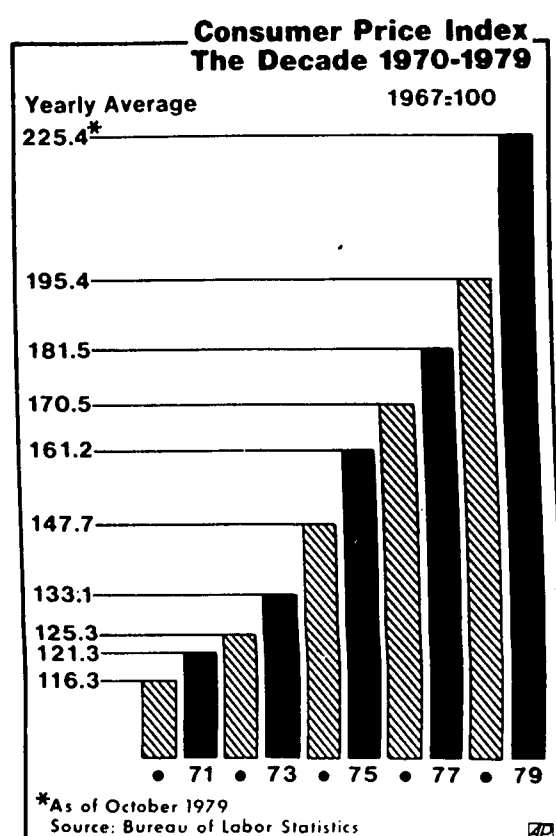
When everything is added up, the best buys today relate to electronics. If anything, they can be traced to the intense space program of the '60s that landed a man on the moon in the summer of 1969.

Hand-held calculators were beginning to enter the market in 1970. Prices were \$50 and up. Today, calculators cost less than \$10, and they can solve more complex problems than the early models.

Home stereos followed the wave of FM radio. Sound separation and distortion became household words as consumers opted for \$500 component stereo systems instead of \$100 hi-fi's. And as people spent more to pump the deep bass sounds of disco and rock music into their homes they received higher quality merchandise.

So what do we have to look forward to in the 1980s?

Hammond predicts at least one recession in addition to the one some people think is occurring now. Americans faced three recessions in the '70s — one in 1969-70, one in the mid-'70s (remember the Whip Inflation Now buttons?) and the current one.



This will cause the inflation spiral to slow some, he said, but the country will not experience the low 2 percent or 3 percent inflation figure of the '60s.

Interest rates will decrease as demand falls off. Fast-food restaurants will continue to consume a good-size chunk of food budgets.

The automobile, which reached its zenith in the '70s, will revert back to basic transportation.

Interstate construction will continue, mostly to cater to larger trucks that will be required to carry a heavier burden of our transported goods.

Taxes will continue to increase despite movements like Proposition 13 in California. Rebates on both taxes and consumer goods are politically beneficial, so they will continue at a more intense rate than they did in the record-setting '70s.

Unemployment will decrease, primarily because there will be fewer people looking for jobs. The decrease is due to the birth rate decline of the early '60s. Employers, in fact, could be looking for workers more than they have in the past.

Residents of Cedar Rapids "fared as well as anybody in the past and perhaps better than most," Hammond said. He predicts Jon Smith will see an even better life in the 1980s.

Auto expenditures

By The Associated Press

Americans are spending more than 2½ times as much on motor vehicles and parts today as they did a decade ago. In contrast, they are spending less than twice as much as they did on food.

Here are some figures showing total personal spending, in billions of dollars, in 1970 and in 1978, respectively:

Motor vehicles, parts: \$34.9; \$89.7.
Furniture, household equipment: \$36.7; \$77.7.
Other durable goods: \$13.3; \$30.0.
Food: \$136.3; \$269.4.
Clothing, shoes: \$46.6; \$89.0.
Gasoline, oil: \$22.0; \$51.2.

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