

Small is Beautiful spreads message

by P.S. Zachernuk

If you are interested in international development or the problems of industrial societies, Ernst Schumacher is a man worth listening to. *Small is Beautiful*, the title of his well known book, is also the title of a 1978 National Film Board production soon to be shown at Dalhousie.

The film offers a portrait of Schumacher and his ideas. It is also an opportunity for us to re-evaluate some of our own ideas about growth, technology, and progress.

In the early part of his career, Schumacher used to assume, with most other economists in post-war Europe, that growth was necessarily good, bigger was better, and high technology was the answer. His faith was undermined, however, by what he saw in the post-war world.

The quantity of manufactured goods being produced and the extent of human misery were both unprecedented. "Progress" was robbing people of useful work, stripping them of their dignity, and threatening the environment.

Searching for a better way, Schumacher turned to many sources, including his rural roots, Christian ethics, and Buddhist thought.

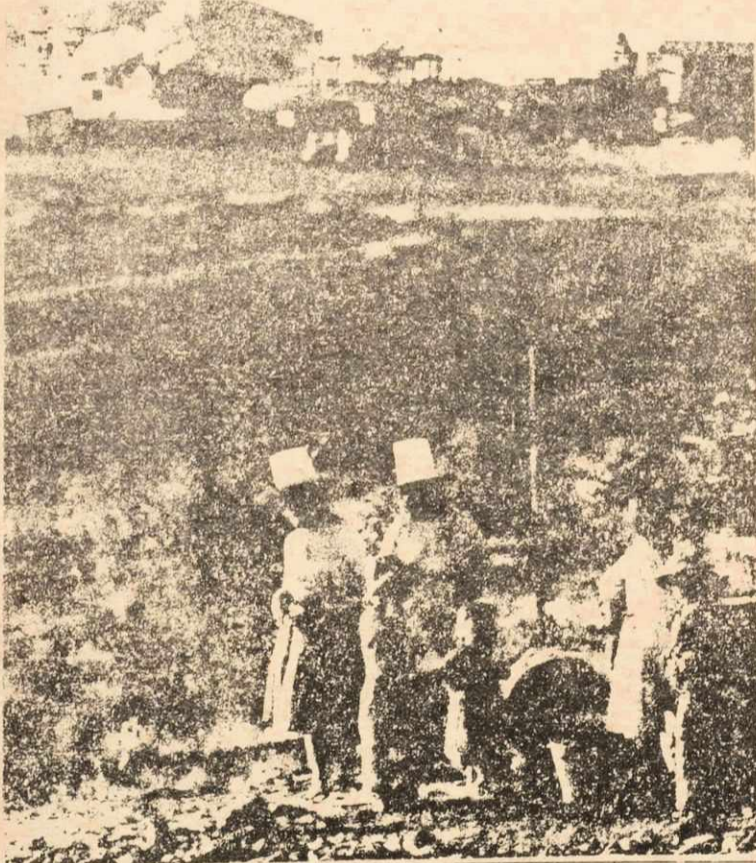
When he first challenged prevailing economic assumptions with his concept of small as beautiful most other economists ignored him. Since then however, events have revealed the virtues of his ideas.

Schumacher now stands as a leading figure in the movement towards appropriate technology. Until his death in 1977 he energetically advocated this new approach to development.

To illustrate Schumacher's ideas, the film uses examples of "high" and "low" technology in Newfoundland. Images of some human-scale machinery being used in the inshore fishery contrast sharply with the imposing, yet abandoned, structure of the oil refinery at Come By Chance. In this case, big was neither beautiful or successful.

The film is being shown as part of a series on development issues being co-sponsored by the Dal CUSO Committee and the International Student Coordinator. Noreen Marshall, a Research Assistant at the Dalhousie Centre for Development Projects, will lead the discussion after the film.

"Small is Beautiful" will be screened in the SUB Council Chambers on Tuesday November 16 at 8:00 p.m. Admission is free.



The Who! In person! (almost)

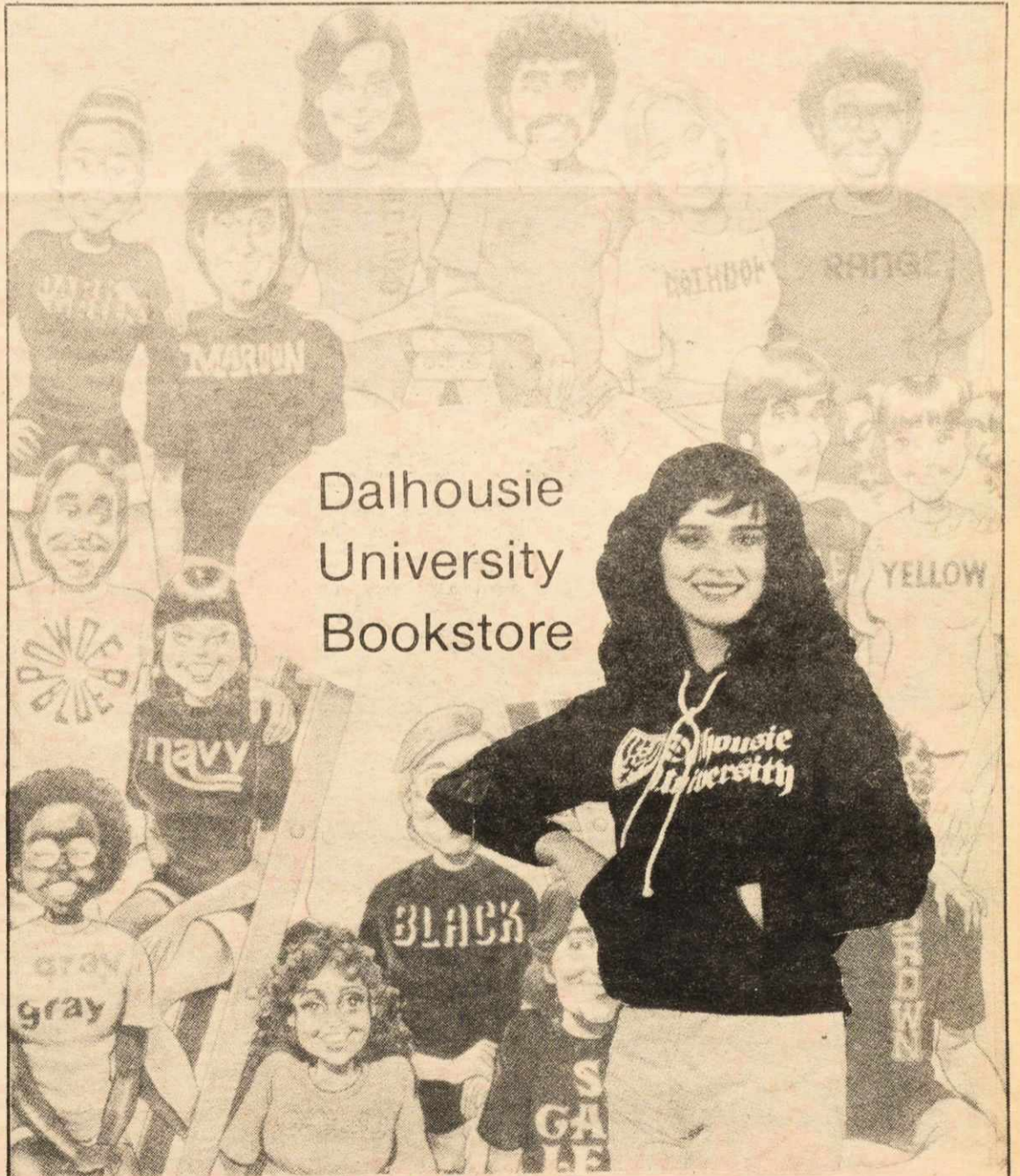


The Kids Are Alright is coming to Dal. Soon. Very soon. Watch the Gazette.

CKDU Record Chart
"C" indicates Canadian talent
** indicates fast rising talent

TW	Album	Artist	Label
*1.	Famous Last Words	Supertramp	A&M
2.	Love Over Gold	Dire Straits	Polygram
3.	I Advance Masked	Andy Summers & Robert Fripp	A&M
C4.	Unveiled	The Blushing Brides	RCA
5.	Avalon	Roxy Music	WEA
6.	The Album/Da Da Da	Trio	Polygram
7.	It's Hard	The Who	WEA
*8.	Security	Peter Gabriel	Geffen
9.	Imperial Bedroom	Elvis Costello	CBS
C10.	Arias & Symphonies	The Spoons	Ready

The CKDU record chart is compiled by Lawrence Brissenden. It is based on frequency of airplay, listener requests and announcer preference at CKDU.



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