

Understanding Marshall McLuhan / Felix Greene at /5.6

# Ramparts

April 1966

Seventy-five Cents

The university on the make  
[or how MSU helped arm Madame Nhu]



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**"Is old Mexican saying:  
He who is served cocktails made  
with Kahlúa has good fortune;  
He who cooks desserts made  
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# Ramparts

VOLUME 4, NUMBER 12

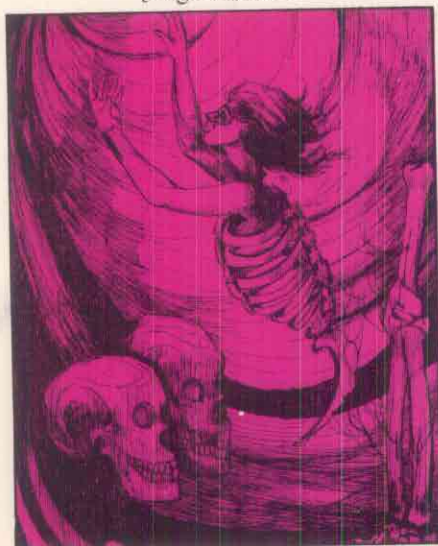
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## Apologia:

**C** MENLO PARK, CALIFORNIA, when you really think about it, is a ridiculous place to publish a magazine. We thought about it recently and moved to San Francisco. RAMPARTS' new camping grounds is a big, brown building with its offices painted variously mustard, raspberry, white, green, and/or lemon. But mostly mustard. We are a herring's breath from the city's old sin quarters, the international settlement and at the tail end of a street of mead halls featuring girls with bottoms without tops. We

just wanted you to know where we were.

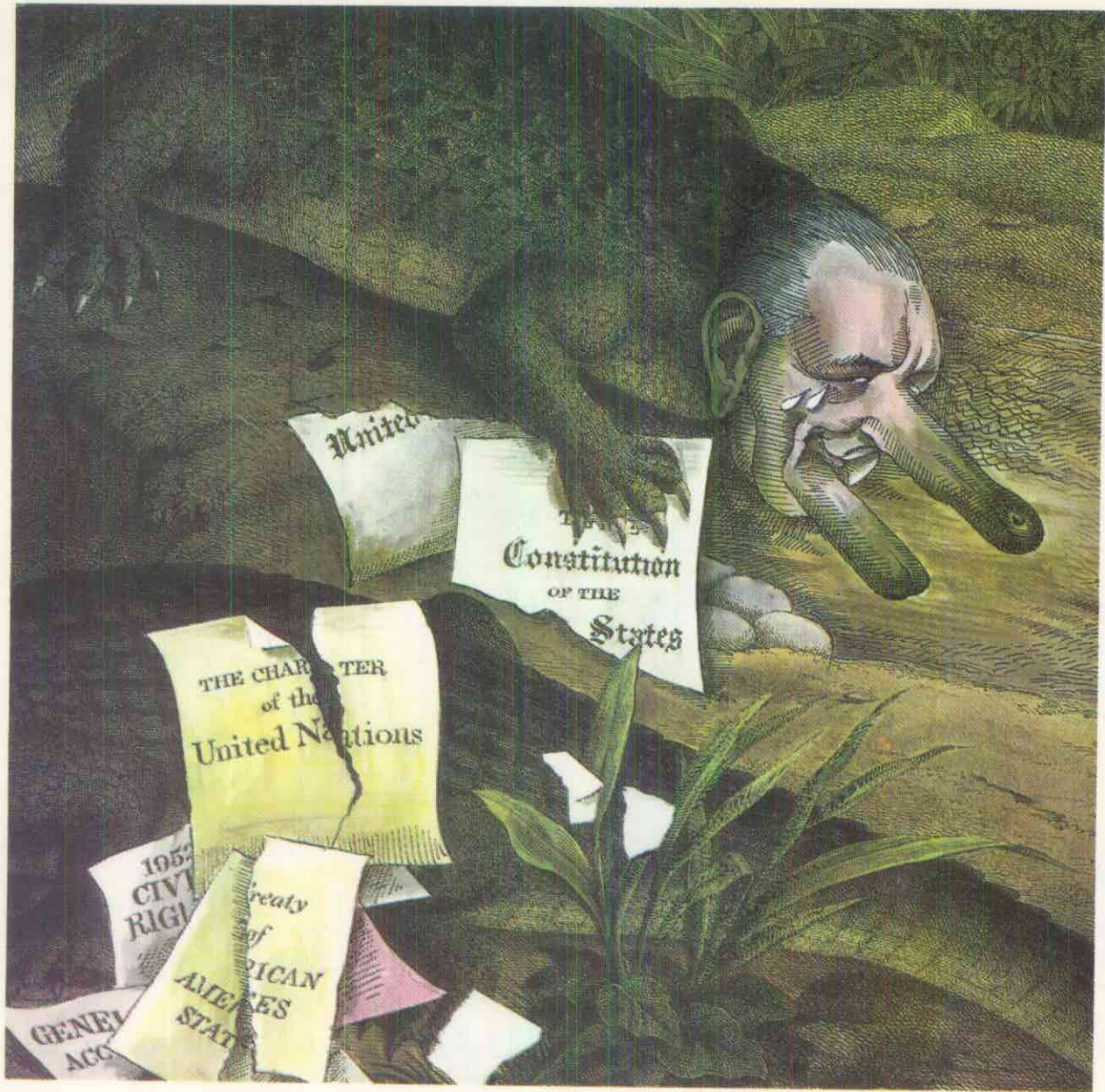
Every genius needs a keeper, and for Marshall McLuhan we nominate Howard Gossage. Howard and his sidekick, Dr. Gerald Feigen, our peripatetic expert, were marshalling McLuhan's commentary long before *Understanding Media* assumed the crest of the undergraduate popularity wave that once carried J. D. Salinger and then Ayn Rand. The Great Man, in fact, once remarked that Gossage understood McLuhan better than McLuhan understood McLuhan. On page 37 you can judge for yourself.

The Pen is Mightier Than the Sword, Especially When It Writes 16,000 Words Dept. — In the week after RAM-

PARTS published its massive study of the civic disaster that is Oakland (RAMPARTS, February 1966) two things of interest occurred: (1) the mayor resigned, and (2) the police chief quit.

I. F. Stone made a big funny in New York during the RAMPARTS' Town Hall forum on Vietnam. He felt a little strange, speaking at a meeting sponsored by a Catholic magazine, he told the sold-out (the term is used in a show-biz connotation only) audience. Catholic? Then Stone looked up and down the masthead and blinked. "There haven't been so many Jews involved in a Catholic operation," he said, "since the 12 Apostles." w.h.

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## SOREL'S BESTIARY

### The Crocodile

[*Tyrannosaurus tex*]

NUMBER 3

The Crocodile is easily recognized by his squinting eyes, scarred abdomen, and by his long, protrusile, bifurcated tongue with which he is able to bellow out of both sides of his mouth simultaneously. Directly descended from reptiles of the Mesozoic era, the Crocodile migrated to the Potomac during the Age of Roosevelt and there thrived on a diet of *state's rights* verbiage, *separate-but-equal* cornpone, and *ladybird* lettuce. He was immediately popular with the White Crappies, Deep Sea Anglers and other under-the-water fauna. Whether he is near the oily tidewaters of the South or the murky waters of Baker's Creek, the

Crocodile is always ready for a refreshing dip in the till. Although deeply and sincerely "concerned" about the predatory nature of the White-breasted Nuthatches who prey upon his black feathered "friends," the Crocodile is nevertheless sensitive to all the legal ramifications that might ensue if he interfered with the traditions and customs of a sovereign southern country. In spite of these infuriating legalities the Crocodile has been able to liberate over 80,000 blackbirds for service in Vietnam and hence is sometimes referred to as "The Great Emancipator" by some naturalists. His motto: *We shall overkill.*