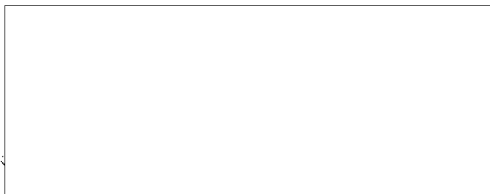


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STAT



### Reveille in Arizona

Publisher Robert B. Choate launched a new magazine in Arizona this week and confidently predicted it "will run in the red." Certainly nothing he says seems aimed at winning friends or advertisers. "Phoenix," declares transplanted Bostonian Choate, "is a town of escapists. They have the most shallow comprehension of society's problems. There is a staggering apathy and ignorance, far surpassing that in the East, in matters concerning race, economics, housing and religion."

Appropriately called Reveille, the new monthly begins with a circulation of 3,000, a first-year budget of \$13,500 and a determination to awaken Arizona's conscience and summon the "escapists" back to reality, Choate-style. "Reveille will attempt the most exciting features of The New Republic, Le Canard Enchaîné, Punch and The Texas Observer," says the 41-year-old Choate, whose late father published The Boston Herald.

In one article, Reveille first reminds its readers that Phoenix, with no housing code, has "some of the most run-down, dilapidated housing to be seen in urban America," then lists slum owners. "This is the land of hypocrisy," says Choate. "But there's nothing wrong that a little truth wouldn't cure."

*Pres Choate, Robert B.*

# ARIZONA CRUSADER STARTS MAGAZINE

## Liberal Republican Designs Publication to Irritate

Special to The New York Times

PHOENIX, Ariz., Feb. 13 — Robert B. Choate Jr., a transplanted Boston Brahmin, is bestowing on his fellow Arizonans this week a characteristic sort of valentine: A magazine designed to irritate them.

The new monthly, entitled Reveille ("to wake up the hide-bound Establishments of this state," Mr. Choate says), will focus a liberal eye on the many things he finds wrong with Arizona, from poverty and racial frictions to its alleged cultural superficialities.

It is the latest of a score of causes aimed at social reforms that the affluent 41-year-old civil engineer, a liberal Republican has promoted since moving here eight years ago. Many of his campaigns have irked people, if only because they jostled the status quo. But irritation has been tempered by Mr. Choate's beaming, relaxed amiability.

"I don't claim to be always right," he says. "But I'm engaged up to my neck in the social revolution of our day."

### Conference on Poverty

A typical enterprise was the staging, through his nonprofit Choate Foundation of a conference on poverty in the Southwest a year ago. Its 1,700 participants, including Vice President Humphrey and Sargent Shriver, Federal antipoverty director, contained a cross-section of the impoverished people, invited "to speak for themselves." The roster of other Choate activities includes Careers for

Youth, an agency to combat the school dropout problem, and Arizona Opportunity for Action, an organization for statewide economic development.

Mr. Choate has three children and a wife who enters zestfully into his crusading. Two nights out of three he is involved in making speeches or attending meetings. The only cause he has given up on was his first one on arriving here: To popularize freshly squeezed Arizona orange juice, which was virtually unobtainable.

For some months the Choates got up at 4 A.M. to squeeze juice and distribute it throughout the city. "But," he says, "it turned out to be just an expensive hobby."

The son of a former publisher of The Boston Herald, Mr. Choate developed a liking for Arizona as a prep school student in Tucson, before going on to Harvard and Stanford.

### 'Fendalistic State'

"I like the state so much that I can't overlook its faults," he says. "A lot goes on in this fendalistic state because no one voices any opposition."

The first issue of Reveille gibes at the Phoenix Art Museum as being "filled with mislabeled and misidentified paintings and other art of dubious value," scrutinizes Phoenix's slums; criticizes complacent "Uncle Tom" Negro leadership; and examines ethnic attitudes of Arizona's 15 per cent Mexican-American population.

"We know this effort is doomed to commercial failure in this ultra conservative area," Mr. Choate says. "But there still needs to be a voice to rattle the Establishments. It's admittedly a shoestring operation, but we're solid for one year, and then we'll study the potential and the impact."

Mr. Choate disclaims political ambitions, because "in Arizona it seems more a matter of personal popularity than of leadership."

"I'd rather work with causes than merely mouth words that people want to hear," he says. "I know my ideas are too new to gain acceptance with many. But I must take the stand that I feel is right, even if it's unpopular."