

a mystique around the dolphin. Although the animal has some interesting mental traits, and shows an endearing affinity for humans somewhat like a house pet, the save-the-dolphins fad is the work of a cult—and a highly lucrative one, at that.

Much of the interest springs from a scientist-turned-mystic named John Lilly. Lilly began by doing some purportedly serious studies of the dolphin brain in the 1960s, but by the 1980s was arguing with a straight face that dolphins relayed extraterrestrial guidance toward a higher consciousness. This notion attracted a swarm of those rigorous minds who are otherwise drawn to Hollywood, including Kris Kristofferson, Olivia Newton-John, and Phyllis Diller, all of whom communed and swam with Lilly's captive specimens in Los Angeles. Some aficionados apparently considered Flipper and his friends to be reincarnated intelligent beings from another planet—"Martians in wet suits," as *Time* magazine called them.

As the purveyors of the animal-rights hype began spreading their ideology to schoolchildren, saving the dolphins—that is, shutting down the tuna industry—became a *cause célèbre* for the super-sensitive and the earth-conscious.

One jet-setter who saw the spurious "dolphin-killer" film was Ani Moss, a former model whose husband, Jerome Moss, is the head of A&M records. She persuaded her husband to donate an A&M sound stage to put on a "Dolphin Awareness Evening" for the glitterati, and prevailed on him to lobby Anthony J.F. O'Reilly, the chairman of Heinz, with whom he shared some contacts through charitable activities.

On top of the Moss connection, there are rumors in the tuna industry that the Greenpeace group had been moving to accumulate a block of stock in the Heinz firm, and to otherwise influence shareholders through a corporate campaign. The *Wall Street Journal* reports that Heinz is now asking the government to strictly limit the number of "non-dolphin safe" tuna that can be imported, in a kind of back-door protectionist move.

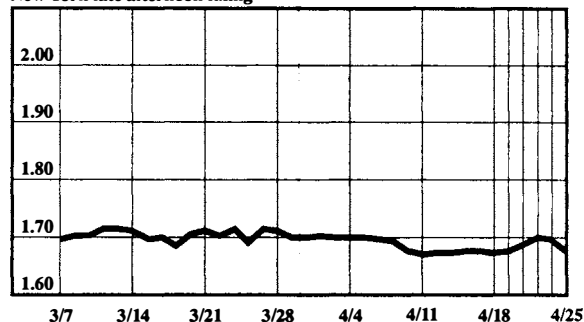
Ironically, while most U.S. tuna boat operators take care to preserve the dolphin for both economic and public relations reasons, other nations do not have the same view. According to one industry source, Peru harvests over 10,000 dolphins a year, and the meat sells for less than chicken in the market. In any event, squeezing U.S. tuna fishermen out of the eastern Pacific will leave these waters to South American operators with inferior technology and less painstaking practices, probably increasing the dolphin kill.

There are fewer than a hundred operating U.S. tuna vessels left, as two-thirds of the fleet was lost in the 1980s, along with 12,000 cannery jobs in southern California, in the last invasion of imports. Perhaps most ominously, the affair shows the influence a band of kooks can have when they cleverly play to the irrational feelings of an uninformed population.

## Currency Rates

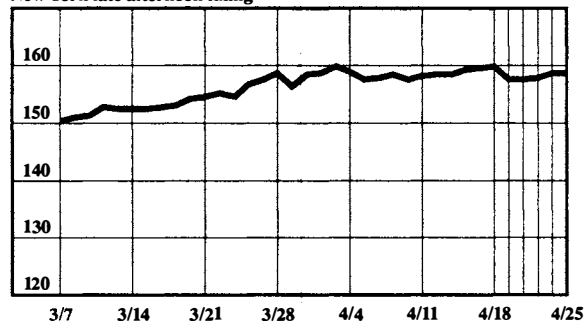
### The dollar in deutschemarks

New York late afternoon fixing



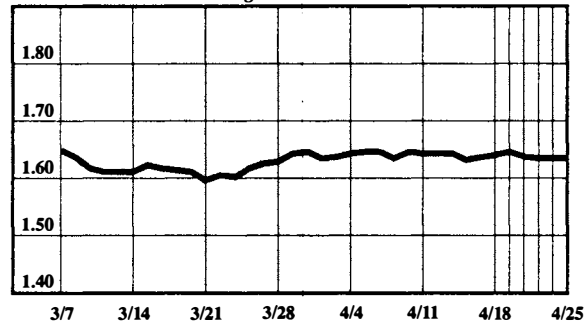
### The dollar in yen

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### The British pound in dollars

New York late afternoon fixing



### The dollar in Swiss francs

New York late afternoon fixing

