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Vol. 54 No.66 (7) 6 Pages Serving the campus community for 54 years.   Thursday, July 17, 1980		Serving the campus community for 54 years.	

# On Campus And Off

#### **By TIM GILES** Staff Writer

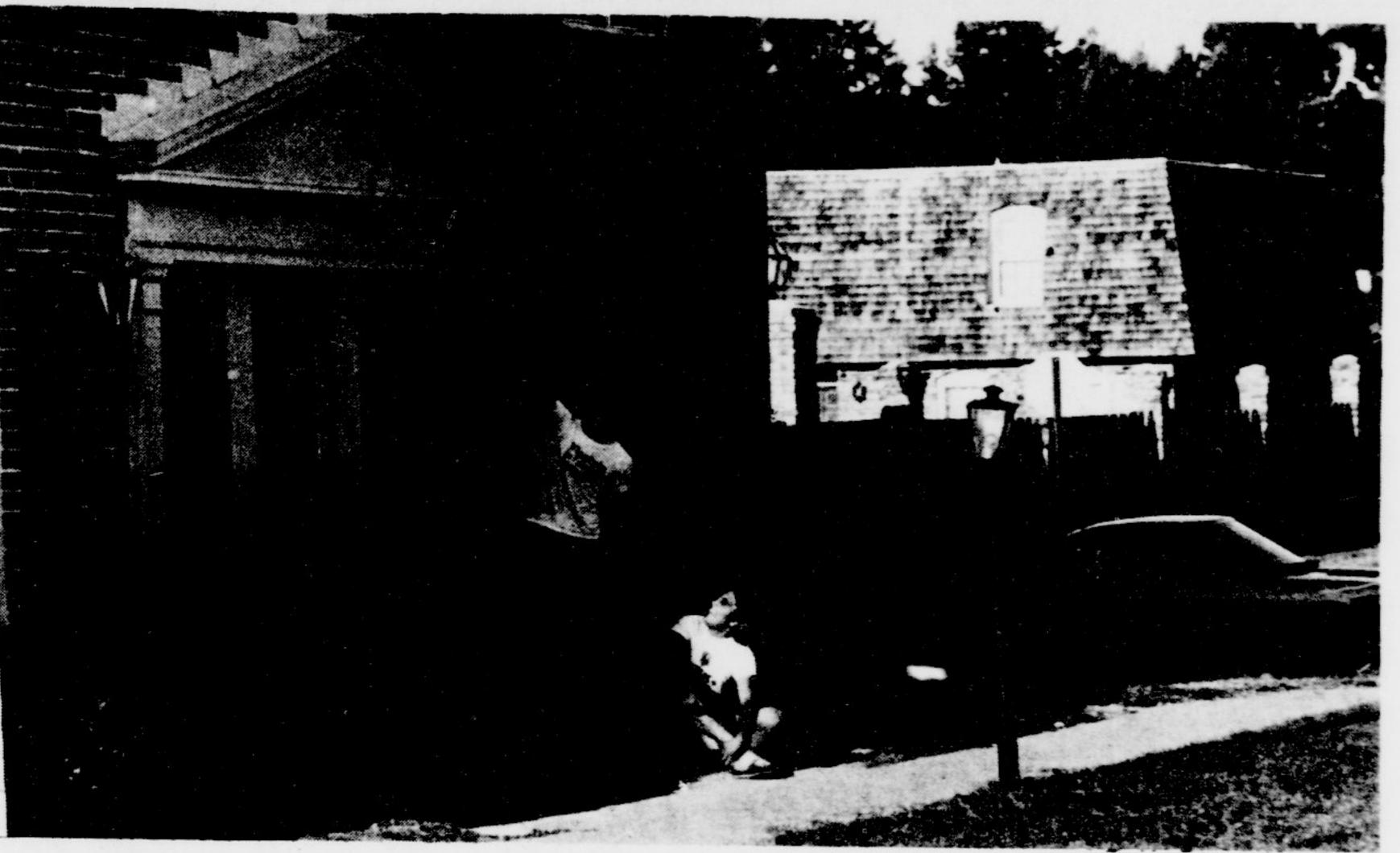
Housing will once again be a problem this fall when enrollment is expected to be over 13,000.

Fall semester is projected to be another record enrollment semester. Approximately 2500 freshmen have been admitted along with 500 to 600 re-admissions, 850 transfers, and 200 visiting students. The remainder of the enrollment figure is made up of continuing students.

Eastbrook and Village Green advised students to apply well in advance, since they had just been able to fill some requests for August that had been on the waiting list since November.

According to Joe Laney of the Greenville Housing Authority, the future in student housing will lie in the private market. ECU is already looking onto this matter by exploring the possibility of leasing commercially owned apartments to rent to students. As it is, housing in Greenville has a vacancy rate of 1.8 percent according to Laney. Another interesting fact is the high percentage of apartments compared to all housing. Out of 12,000 units in Greenville, about 3400 are apartments or about one-fourth of the housing in Greenville. Rising construction rates and interest on financing have slowed down apartment

a few openings. The management of One big factor in off-campus accomodations is that the people with the money to build do not want to overextend themselves. These people are looking ten and twenty years in the future when enrollment will doubtlessly decrease. The cause of decreasing enrollment is that which has plagued many educational institutions for the past twenty years, that is, the baby boom after World War II. Since then the birth rate has leveled off and today's college student is on the last of the fringes of that boom. However, at the rate that Greenville is growing, this paranoia seems needless. But until enrollment decreases, Greenville will continue to be a tight squeeze for housing.



There are expected to be 5500 students living in the dormitories. In some situations three students may find themselves assigned to one room. Also, in the women's high rises, the social rooms are being converted to living quarters for up to six coeds per room.

Freshmen are being given a preference in room assignments, but the rule requiring Freshmen and Sophomores to live on campus has construction. been suspended for the 1980-81 school year.

Another problem contributing to the overcrowded dormitory life is that increasing rent and utilities for off-campus living apparently make dormitory life more appealing to upperclassmen. Rent for a onebedroom apartment usually ranges from \$170 to \$225. A year ago, rent was usually between \$160 and \$175.

Off-campus housing will be difficult to find this fall. Eastbrook, Village Green and King's Row, which cater to ECU students were full for the fall. River Bluff, still has

Older houses are also available for rent to students, but they are often overpriced and suffer from landlord negligence, Laney said.

Some low income housing is available to students if they meet certain requirements. The basic problem lies in the fact that this type of housing is aimed at families. Married students could possibly qualify. ALso, a single handicapped student may qualify. But, unfortunately, the single student does not.

Student housing is definitely a problem that will continue to grow.

### **ECU Athletic Director Named**

**Apartments Are Numerous** 

... but are expected to be in short supply this fall.

### Aztecs Lose Karr To The Pirates

San Diego State University will cessful Division I contender. In didates who were considered for the qualified to lead the program." become ECU Athletic Director, ef- 1977, San Diego's football team was fective August 1. He will succeed ranked in the top 20, and its basket-Bill Cain, who resigned the post in ball team has competed in the May.

Karr comes to ECU after more than ten years at San Diego State, where he was Athletic Director between 1969 and 1979. During his last year there, Karr was chairman of the Department of Athletics.

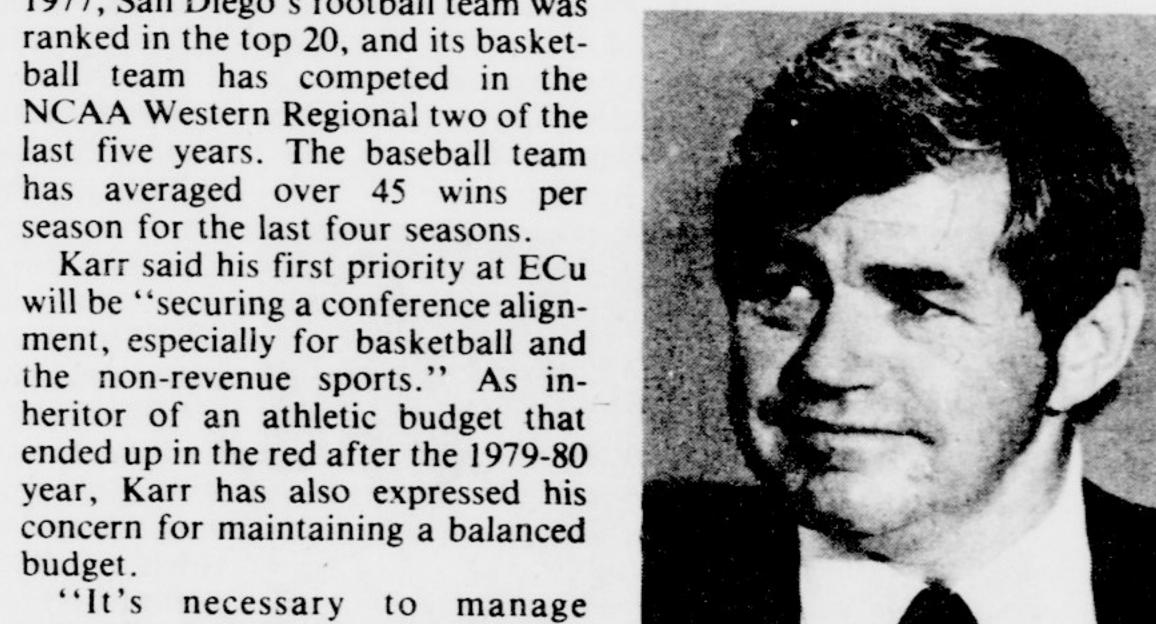
While at San Diego, Karr brought

**Two Phases Of Renovation** For Drama Dept. Building

season for the last four seasons.

budget.

University officials announced the athletic program from a NCAA ment, Chancellor Thomas Brewer job, Karr "clearly and quickly



July 11 that Dr. Kenneth Karr of Division II standing in 1968 to a suc- said that from among the 655 can- emerged as the most gifted and

Photo by CHAP GURLEY

There are some similarities between San Diego's and ECU's athletic programs. For a while, San Diego's football team, like ECU's, was independent. Kerr's eventual success in bringing the Aztecs into the Western Athletic Conference was an important factor in his selection as ECU's new AD, said Dick Blake, assistant to Chancellor Brewer. Also decisive in Karr's appointment were Karr's record as an outstanding schedule negotiator and his across-the-board improvement of women's and non-revenue sports, Blake added.

Karr left Greenville Wednesday morning for the trip back to California, but is expected to be Dr. Kenneth Karr back at ECU during the first week of August.

The renovations to McGinnis vide a good practical working place old theater complex was that there Auditorium and the other drama buildings are well underway. The completed project will be part of the new theater complex.

"This will be one of the finest theatres in the Southeast," said Edgar Loessin, professor and chairperson of the Drama Department.

The renovations consist of two phases. Phase I entails the renovations of the auditorium and the ballet studio. This first phase is expected to be completed in June of 1981 and will cost approximately \$1.9 million, according to James Lowry, director of the Physical Plant at ECU.

The second phase of renovations involves the other Drama Department buildings and includes the construction of a separate scenery shop. Phase II will cost about \$1.12 million and should be finished in December of 1981, Lowry said.

According to Loessin, the main purpose of the renovations is to pro-

for theater productions.

Loessin said. "The plans began scenery, thus posing a problem since eight years ago, but there were com- the stage was on the second floor of plications with money," he added. There were three main problems include a separate building with the old theater, Loessin specifically for scenery. pointed out.

First of all, the stage was too elevator to bring scenery to the small and poorly equipped. The new stage, according to Loessin. stage will be much larger: 40 feet deep with a 32 foot wide proscenium, and a 40 foot wide wing redone to make them cushioned. space to store scenery.

shows when you have room for The room has also been enlarged by Breeze stand to make some money. scenery," Loessin said.

theater was poor sight lines. All of the seats did not provide good stage visibility. The number of seats will not be increased, but seating will be improved because of the better slope, according to Loessin. The new theater will have 670 seats and will provide facilities for

the handicapped. The third major problem with the

was no scene shop. The basement of "This is a long overdue process," the theater was used to store the building. The renovation plans

The new building will have an

Also under renovation is the ballet studio. The floors are being Cushioning the floors will make it eastern North Carolina, the three "It is much easier to produce big safer for the dancers to work on. men who own and operate Solar knocking out a wall to combine two The second problem with the rooms. The dance studios will be company with a franchise to sell a completed by the time classes windmill manufactured by resume for the fall semester, Loessin Enertech, a pioneer in the wind said.

"This is a complete plan," said Rodney Hill, Bill Williamson and Loessin. "At one point, years ago, Matthew Boykin put up a working we were in nine different windmill to advertise the new buildings."

Theater will take place in A.J. Fletcher Hall.

yourself well and build a cash reserve, and we did that at San Diego," he said.

In announcing Karr's appoint-

### **Can The State Provide** Breeze **Enough To Run Windmills?**

#### **By TERRY GRAY** News Editor

If they can ever manage to get their machines twirling all over idea. Solar Breeze is a local, fledgling energy field. A few weeks ago, business and at the same time, pro-Due to the renovations, Summer vide energy for their offices, which are located on Highway 264 a cou-

Photo by CHAP GURLEY

But these July dog days aren't

producing much of a breeze, and the windmill has usually been idle. Per-

caught enough wind so far to dollar price tag. generate a little of the electricity used in the small offices. More impor- business is 'payback'. How long will tantly for Solar Breeze - named it take for the windmill to pay for thus because wind is actually a pro- itself in terms of savings in the light duct of the sun's effect on the at- bill? mosphere — it has generated a gust of public interest.

ask about it," Williamson said.

Basically, what the interested visitor finds out is that the windmill can cut electric bills by replacing monthly electric bill. part of the power that is normally supplied by the public utilities. When wind speeds reach 10 mph, prevailing winds in this part of the the windmill cuts on and begins feeding electricity directly into the home or business, reducing the need

for outside energy.

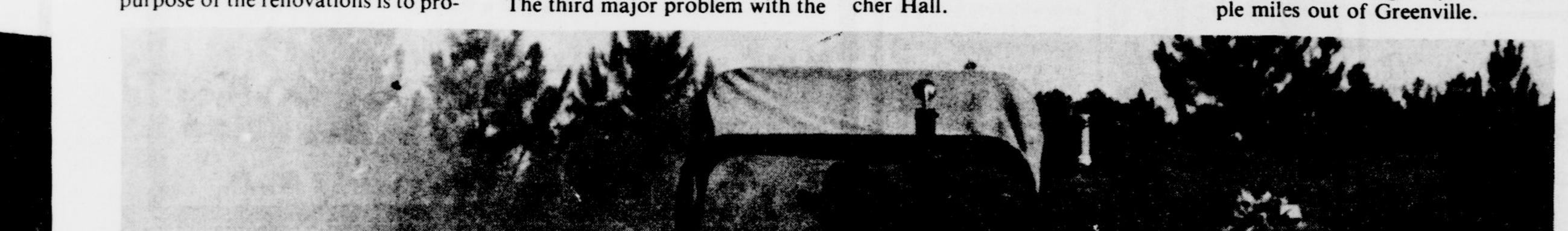
Of course, the amount of wind available in any given area deterched atop a 60-foot telephone pole, mines how economical the system it looks more like a stranded Cessna will be for the buyer. Although the engine than a lucrative business wind is free, the most economical windmill, including construction, Still, Rodney Hill said it has comes with a five- to six-thousand

A key word in the wind energy

Under very good wind conditions - when the windmill can supply 60 "In the last three weeks, I'd guess percent of household electricity about 300 people have stopped in to needs - Williamson calculates that the machine could pay for itself in just over ten years, based on current electricity prices and an average \$70

> The problem is that Solar Breeze cannot say with any certainty that state could ever be strong or steady

> > See DATA, Page 3, col.1



### Tobacco: The Crop That Built Greenville

A farm worker plows up the ground between rows of flourishing tobacco on major economic force in the city, tobacco served the citizens by providing a the outskirts of Greenville Tuesday afternoon, repeating a process that has source of income and stimulating the town to grow. Greenville has changed been going on in Pitt County for many decades. Long before ECU became a much since the early days, but tobacco is here to stay.

### National Scholarship Program Established For Cancer Nurses

nounced this month that it has fered a variety of fellowships for established a national scholarship cancer researchers, this is its first program for nurses who intend to national scholarship program of any teach cancer nursing or to become kind. clinical specialists in cancer nursing.

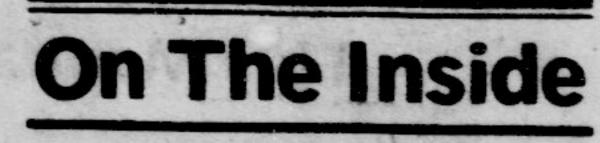
City, the Society's national president, said that the new program will complete a course leading to a become effective in 1981. Each scholarship will cover annual subsistence and tuition costs in the two years of full time study in a professional education. graduate school of nursing. The awards will be issued for only one year at a time, but qualified applicants are expected to be renewed for a second year. Up to ten new scholarships will be awarded each ycar.

The purpose of the scholarship program, Dr. Gusberg said, "is to screngthen nursing services to cancer patients by providing opportunities for advanced nursing education and

The American Cancer Society an- Although the Society has long of-

Award winners will be requied to Dr. S.B. Gusberg of New York attend institutions accredited by the National League for Nursing and to Master's degree in cancer nursing.

The program will be administered by the offic eof Dr. Nicholas C. amount of \$8,000 for a maximum of Bottiglieri, ACS vice president for



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Letters		226		
Editorials				
Muzak			See.	
Concert V	iew			

#### JULY 17, 1980 THE EAST CAROLINIAN

### Announcements

#### Summer Theatre

The Drama Department is now mer Theatre will take place in A... Eletcher Hall, Same Time Next Year will run from July 28 Aug. 2. Vanities will run from Aug. 4 Aug. 9 The cost to ECU students is \$3 per ticket.

#### Lost

One necklace on the ECU mall th Les on the back. Is a birthday pre belongs to Christin Fisher, Please call 758-8855 return to Les's shop on 5th Street Reward Offered.

#### Video Game

Asteroids" is here. The hottest have fun too with "Discount Day"

**Ushers** Needed Film feasibility of Christianity 00 Thursday, July 17, in Jenkins

#### Republicans

Auditorium.

Meet and talk with Senator Jesse Helms, John East and I. Beverly Lake on Friday, July 25th at the

Scott Pavillion on the State airgrounds in Raleigh. \$1000 grand prize will be award Reception is sponsored by the N ongressional Club. There will \$10 plate dinner following reception. Students may attend Poems of all styles and on any the dinner for \$5. The cost per per son for the reception is \$15. Rep. Phil Crane will be the spec guest speaker at the dinner. For merchandise awards.

Poetry Editor Eddie Lou Cole ticket or more information contact states, "We are encouraging Tim Mertz at 758 3903. poetic talent of every kind, and ex-

**Discount Day** Prices are 1/2 OFF every Friday

> Poetry, 2431 Stockton Blvd., Dept. N. Sacramento, Cal. 95817.

Sixth Annual

#### NTE

Students completing teacher preparation programs and ad Summer Theatre vanced degree candidates in Same Time Next specific fields may take the Na tional Teacher Examinations on any of three different test dates in 1980-81. Educational Testing Ser vice, the nonprofit, educational organization that administers this duction free as an usher in the air testing program, said today that conditioned A.J. Fletcher Hall. the tests will be given Nov. 8, 1980. Feb. 21, 1981 at test centers throughout the United States. **Poetry Contest** 

Prospective registrants should contact the school districts in which they seek employment state agencies in which they seek Poetry, a quarterly certification or licensing, their col leges, or the appropriate educational association for advice about which examinations to take and prize or for 49 other cash when to take them.

> The NTE Bulletin of Informa tion contains a list of test centers peneral information about the examinations, as well as registration form. Copies may be obtained from college placemen officers, school personnel depart ments or directly from National Teacher Examinations, Box 911 Educational Testing Service, Princeton, N.J. 08541.

> > said.

Last week Greenville Area Chamber of Commerce's request for a referendum concerning liquor-by-thedrink was turned down by the Greenville City Council. This action prompted several Greenville area restaurant owners to circulate a petition of their own.

However, it appears that the petition drive has run aground. According to Cliff Everett Jr., chairman of the Pitt Board of Elections, the Alcoholic Beverage Control Board has certain statues regarding the procedures for petitioning the ABC for a referendum.

The statutes require that the party, group or individual go to the board office and request a petition form, which the board then must supply and date.

The petitions have to be circulated and returned to the board within 90 days, according to Everett. When the board issues teh petitions, public notification must be made that the petitions are in circulation, Everett said. After the petitions are returned, the board has 30 days to verify the signatures. After the petitionsa re verified, the board must hold the referendum within 120 days, he



## Liquor Petition Runs Foul Of ABC Statutes On Procedure

### Search For Administrator Over; New Dean Chosen In Education

Dr. Richard W. ceed Dr. Douglas R. joining East Carolina challenge and oppor-Warner Jr., associate Jones, who has served University as he brings tunity," Warner said. dean for academic af- for 17 years as dean. us rich experiences in "I want to stress fairs and professor of The school is recogniz- the field of education," building on the strong counselor education at ed nationally as a said Dr. Robert H. foundation already Auburn University, will leader in training public Maier, vice chancellor laid, and to the become Dean of the school teachers and ad- for academic affairs. possibilities of expan-School of Education at ministrators. ECU next month.

**College Notes** 

From The National On-Campus Report

DORM RESIDENT ASSISTANTS need not be paid the minimum wage since their dorm work is a part of their overall educational process, said a Colorado U.S. District Court recently. The case involved a private institution, Regis College in Denver. Public institutions are already exempt from minimum wage rules. The Department of Labor brought suit against Regis claiming the RAs were employees because they received no academic credit for their work. "Keeping order in a dorm is hard work," argued one attorney. But the judge held that the RAs "did not come to Regis to take jobs," but rather to get an education.

TOTAL DARKNESS, rather than security lighting, may be the way to reduce burglary and vandalism of public buildings. A Missouri school district discovered that by leaving buildings in darkness, vandalism has dropped by as much as 51 percent. Leaving the building areas completely unlit, explained the district's security director, forces offenders to use their own lights — and expose their presence.

"His administrative ding with some new "I am pleased that and leadership perfor- and unique programs." Warner, 41, will suc- Dr. Warner will be mance at Auburn Warner has been at University and Penn- Auburn for eight years sylvania State Universi- and earlier served on ty have been recognized the faculties at Penn nationally and will be a State and State Univervaluable asset to our sity of New York School of Education as (SUNY) at Buffalo, contemplates the N.Y. He holds challenging years graduate degrees including the doctorate in

ahead." "Obviously I am education from SUNYlooking forward to this Buffalo.



According to Everett, no one representing the restaurant owners has requested a petition. He said he was aware that the petitions were in circulation around Greenville. September 19 is the latest date the referendum could be held prior to the November 4 general election, since the law stipulates that the referendum cannot be conducted within 45 days of the general election.

According to Margaret Register, supervisor of the Board of Elections, the petition group is unlikely to complete the necessary requirements and gain the needed signatures in time to hold the referendum prior to the November 4 general election. The earliest possible date for the referendum would be 45 days after the general election, she said.

Liquor By The Drink

... cocktails or brown bags in the future?

### **Teenager Caught With Battle Ax**

ing or using drugs, About 50 Charlotte police officers worked the show — the normal number for a concert at the coliseum. About 8,000 people attended the concert, police said. Police turned away some people they suspected of being intoxicated or using drugs but had no



A STUDENT BODY PRESIDENT who wrote an endorsement of a U.S. Senator faced criticism and possible disciplinary action. The president of the Associated Students of Brigham Young U. says he feels there was nothing wrong with making the endorsement, which was in a letter to editors of various newspapers, but says he realizes now it shouldn't have been written on student government stationery.

A MID-SEMESTER HOUSING FEE IN-CREASE caused the Trenton State College student government to consider legal action against the school. Some students didn't pay the \$100 increase, even though it is allowable under the on-campus housing contract. The student government planned to hire an attorney to represent those who hadn't paid until the dean of students ruled that SGA funds couldn't be used for that purpose. The student government then planned to raise funds on its own to fight the administration's right to increase fees without student approval.

THE GAP IN SALARIES between men and women will remain as long as women college students continue to study humanities, says a Long Island economist. Pearl Kamer says women pursue careers in such traditionally lowpaying fields as education, library science, and applied arts and languages in larger numbers than men. She predicts that by 1987, 71 percent of all doctoral degrees earned by women will still be in the humanities and recommends a major push to guide women into mathematics, economics, business and physical sciences.

Layout Personnel Call 757-6366 And Apply NOW!!

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Admission By ID Activity Card Or Mendenhall Student Center Membership

### -DRINKING PARLOR--DANCE HALL-REOPENING

Fridays and Saturdays thru August

## Data Is Incomplete **On NC Wind Speeds**



## Class Credit Without Classses

By PENNY AUSTIN Assistant News Editor

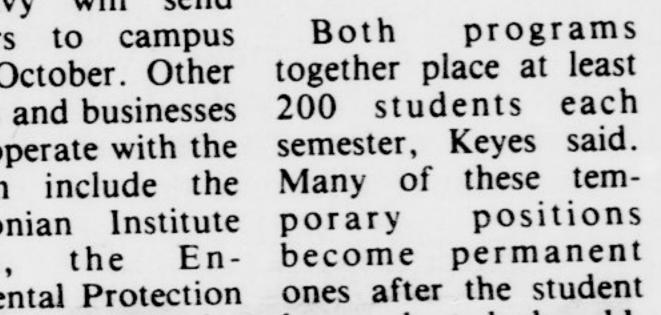
Acquiring a college degree is often a long through their work and cepts credit for the and arduous task. However, some

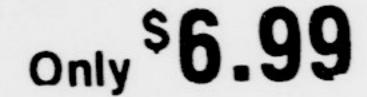
program. The tests universities accept all who transfers to a dif-ECU's program has were developed to of the CLEP tests for ferent school loses grown, Wiseman said. measure the knowledge credit, Wiseman cau- credit hours. Instead of Four years ago, only that they had acquired tioned. While ECU ac- retaking the courses in- about one student a volved, the student can month took the test. life experiences, general tests in math, take a CLEP test and Now she said.

THE EAST CAROLINIAN

JULY 17, 1980









### The East Carolinian

Serving the campus community for 54 years.

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CHARLES SUNE, Editorial Page Editor CANDI HARRINGTON, Copy Editor TERRY GRAY, News Editor STEVE BACHNER, Features Editor

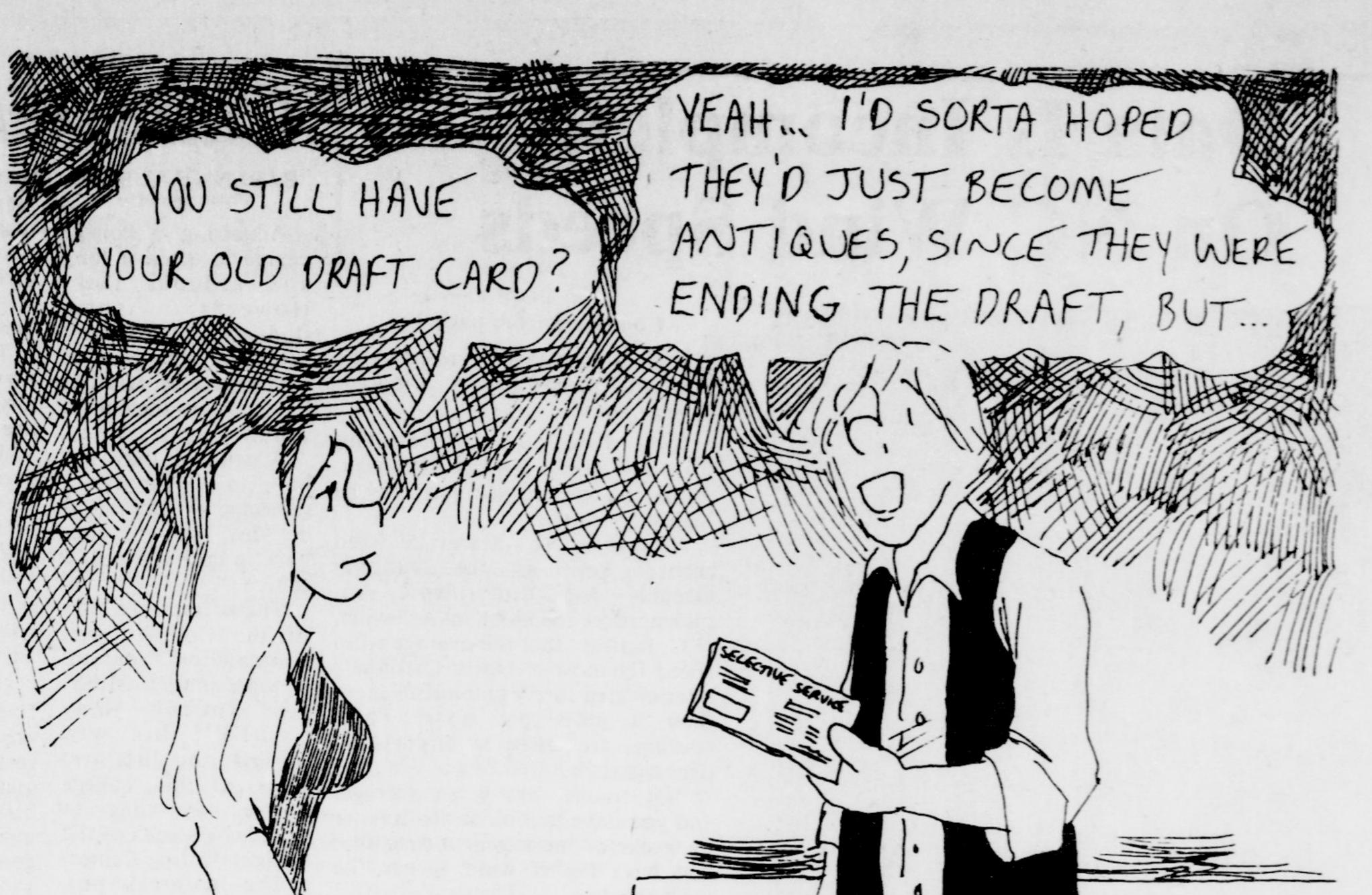
July 17, 1980

**OPINION** 

## Buccaneer

White Elephant Publication

The Media Board meets today to budget. Although the yearbook's finalize the media budgets for the budget is not the largest, it does re-1980-81 fiscal year. The board now quire the largest percentage of stuhas the difficult task of cutting dent activity fees - 45 percent. The \$20,000 in order to balance its \$70,000 Buccaneer activity fee subbudget. The annual blood-letting sidy represents a 20 percent increase process should take several hours over the 1979-80 budget. and will undoubtedly leave some with a bitter pill to swallow. Thus far the board has tentatively approved the following activity fee split between the respective media:



Buccaneer	\$72,215
The East Carolinian	\$44,725
WZMB	\$30,540
Rebel	\$15,443
Media Board	
<b>Executive</b> Council	\$15,005
Photo Lab	\$12,346

Although these figures do not necessarily represent the total \$10,000. budgets of each medium, they do show the amount of student activity theoretically entitled to a yearbook, fees that will be used by each divi- only one-third of the students can sion of ECU's media. For example, get one. The average cost of \$14 per coming from student activity fees. 5,000 will be able to get a book. This example does not necessarily Yearbooks are a dying breed. represent the budgets of the other Many schools have opted to disconbranches. Some media, by their tinue their yearbooks because of nature, cannot generate monies to decreased popularity combined with support themselves; instead, they exorbitant costs. The Media Board must be totally subsidized by the should see the writing on the wall. student activity fees.

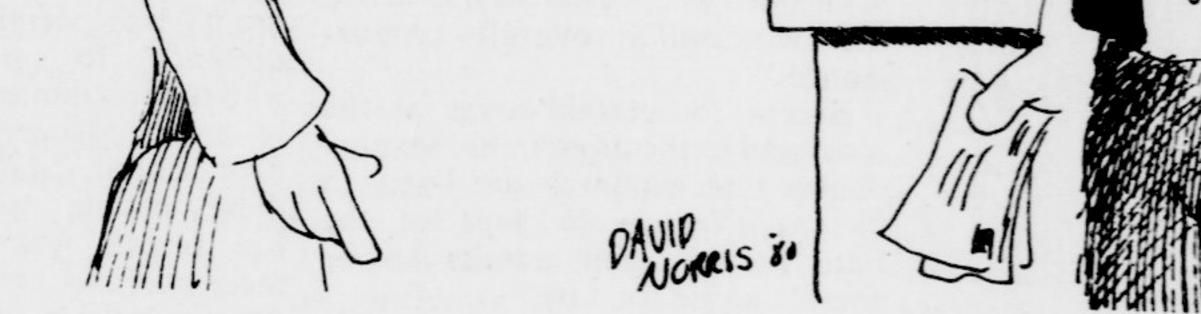
mine if the amount of fees invested whelming majority of students say-

The obvious question is whether the students of ECU want such an extravagance.

No other medium has requested such a high subsidy nor one that approaches \$70,000. The East Carolinian reduced its student fee dependence by 22 percent this year. Last year the Buccaneer printed 7,000 yearbooks and had 1,000 left over. At an average cost of \$8.60 each, roughly \$8,600 was wasted. This year the Buccaneer plans to cutback the number of yearbooks to 5,000, yet the budget will increase

Even though every student is The East Carolinian has a total book is a lot of money, especially budget of \$194,000, with \$44,725 when all students pay fees but only

The board cannot afford 20 percent Every year the board must deter- increases each year. With the over-



### **Campus Forum**

### Orientation Counselors: 'great help'

want to thank the orientation counselors, Neil Sessoms and Charlie Sherrod, for their outstanding help during my orientation. They answered all of my questions and were very pleasant in doing so. They made me feel extremely welcome at ECU, and I am really looking forward to my next four years here. Thanks again, Neil and Charlie, you were a great help!

> KITTY CREMINS Freshman General College

### Helms not Embarassment

Though I may have serious political and philosophical differences with Sen. Jesse Helms (R.-N.C.), I would not under any circumstances refer to him as an embarassment to the state of North Carolina. How could any elected official, who legitimately represents the concerns and interests of his constituents, be an embarassment to those who saw fit to put him in office? It also seemed irresponsible for a representative of the newspaper to refer to Sen. Helms

as "Senator No," especially in regard to maintaining a consistent approach to one whom has received editorial support in the past.

Foolhardy reactionism should not be the policy of an editorial column if it wishes to maintain the respect of its readers. This country was founded on the principle of free speech and political debate, and Jesse Helms represents the ideology of one of the major components of our political system, the conservative philosophy. If the country is to further grow, it must realize that a vital component of compromise is to recognize that one's political opponent has just as valid a conception of the world as the one we possess.

To refer to Jesse Helms as an embarassment is to deny him the respect that he has earned by becoming one of the most vocal supporters of his view of the American system. Though I do not agree with Sen. Helms, I respect his stature in the American political ideal. I regret that he was deemed an embarassment, and I am indeed embarassed that we should not have the proper respect for a great statesman.

ble would suffice: "Let he who is without sin cast the first stone."

#### PATRICK MINGES Graduate Student Counselor Education

#### Forum Rules

The East Carolinian welcomes letters expressing all points of view. Mail or drop them by our office in the Old South Building, across from the library.

Letters must include the name, major and classification, address, phone number and signature of the author(s). Letters should be limited to three typewritten pages, double-spaced, or neatly printed. All letters are subject to editing for brevity, obcenity and libel. Letters by the same author are limited to one each 30 days (14 during summer sessions). Personal attacks will not be permitted. Names of authors will be withheld only when inclusion of the name will cause the author embarrassment or ridicule, such as letters concerning homosexuality, drug abuse, etc. Names will be withheld only on the author's request.

in a publication is meeting the needs ing, in effect, they do not want a of the students. yearbook, the Media Board should

One budget which deserves closer consider phasing out the white examination is the Buccaneer elephant of student publications.

### Registration Good Idea

Monday will mark the first time air force and navy. The much since 1975 that adult males will have smaller U.S. Army currently conto register with the Selective Service. sists of volunteers. Quantitative Registration shouldn't be confused gaps that favor the Soviet Union are with the draft. There will be no great in nearly every category ...

Selective Service.

out a short form. The registrant will our own by almost three-to-one be required to record his name, per- (1,722,000 to 598,000)." manent and current address, telephone number, social security number and date of birth. Approximately 90 days later, the registrant will receive a letter acknowledging his registration.

Selective Service registration comes at a critical time when the

Draft Boards or Draft Cards to con- "Armies everywhere are still tend with. Only those who were manpower intensive, even in this born in 1960 and 1961 will be re- mechanized age. Active deployable quired by law to register with the personnel strengths ... thus are

significant.... Soviet personnel, less Registration will consist of filling command/support, now outnumber

> Collins made these statements in 1978, prior to any events of the last 18 months, before the fall of Iran and the invasion of Afghanistan. It is interesting to note that his book was prepared specifically for use by Congress.

United States cannot afford to ap-Although the American Civil pear weak. John Collins, in his Liberties Union in an effort to stop book, American and Soviet Military registration is suing the federal Trends Since the Cuban Missile government, registration will go on Crisis, had the following to say as planned. In every post office in about the U.S. Army compared to the United States those born in 1960 the Soviet Army: and 1961 will begin registering Mon-"A mammoth conscript army is day. Considering the consequences, the traditional source of Soviet it's a very good idea. President general purpose force strength. Carter's only fault may be that he Other services are subsidiary, did not institute the registration despite the emergence of a modern sooner.

And as far as speaking of "near reactionaries," perhaps a quote from the Bi-

### Republicans 'all smiles in Detroit'

#### **By RICHARD GREEN General Manager**

Andy Kooney, the CBS commentator for the weekly news magazine 60 Minutes, attempted to explain the complicated process of nominating and electing a president. In a special edition of 60 minutes on Monday night, Rooney began a description of each step of the process with, "It's just this simple...," but none of the steps ended up being simple, or even logical.

His comments about the way we choose a president were amusing and confusing at the same time, but he stopped one step short of explaining who could be choosing the next president of the United States the U.S. House of Representatives. Well, it's not really the House. Each state gets one vote, and it doesn't have to vote for the candidate who received the most votes in the electoral college. How could this happen? While the GOP Convention seems to be rolling along rather smoothly this year, the Democrats are far from unified. Teddy Kennedy and Jimmy Carter are battling for the soul of their party. The track record of the Democratic administration will be hard to live down with any 1980 platform. Likewise, Billy Carter's recent dealings with the Libyan government won't help matters any. And if predictions are correct, Independent candidate John. Anderson will gain the votes of disheartened Democrats. Republicans are all smiles in Detroit this year because they think they have a candidate who can win. To be sure, the GOP is more united for Ronald Reagan than it has been for any other candidate in its history, with the exception of Richard Nixon. But some creaky planks in the 1980 platform and the choice of a vice presidential candidate still lurk behind all those smiles. Phyllis Schlafly, of Illinois, a GOP leader of the far right, suggests: "We're smarter now, and more pragmatic." Republicans are certainly smarter in that they have railied behind the candidate who has received the most votes in the primaries. To strengthen the Democratic party, Kennedy would have been smart to drop out a long time ago, but he is stan-

#### ding up for principles.

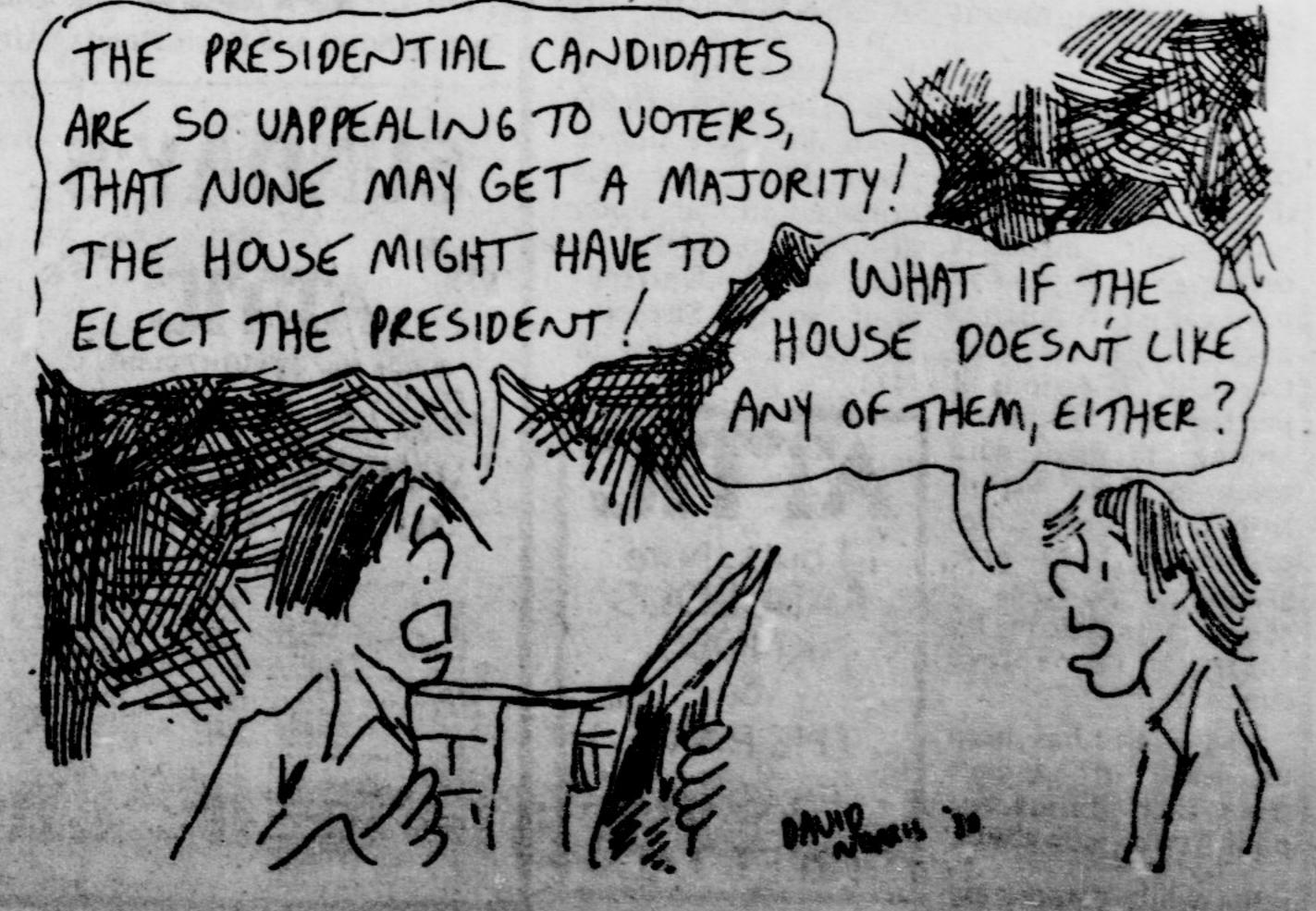
The GOP is certainly more pragmatic now, having dealt sharply with such issues as abortion, the ERA, defense spending and social programs. Riding the tide of the recent Supreme Court decision on abortion would seem logical enough, but withdrawing 40 years of support for the ERA may hurt more than it will help. Increasing defense spending at the expense of social programs will certainly alienate less fortunate voters, not to mention the kind of increases for defense.

The Republicans want long-range bombers, which probably couldn't make it past Soviet defense systems; more sealaunch cruise missiles, which would increase the national nuclear stockpile; and the MX system, which will be obsolete before it is completed. More so than the Democrats, the Republicans have overlooked the force which makes the U.S. Armed Forces tick - personnel. How does all of this affect the choice of the president? Both major parties could drive voters to the middle of the road, the Independent party, and the result could be that no candidate will receive a majority in the electoral college. What happens then?

The issue goes to the House of Representatives where each state casts one vote for the candidate of its choice, and the one receiving a majority of votes becomes the president of the United States.

If the Republican platform and the Democratic disunity and track record drive a significant number of voters to the Independent party, the final decision could very likely be made in the House. In 1824, the House was forced to decide between Andrew Jackson and John Quincy Adams because there was no plurality in the electoral college. Henry Clay, third runner up in that election, was the very powerful speaker of the House, and he used his influence to elect Adams over Jackson, although Jackson received more popular votes. If Ronald Reagan should win without a majority of the popular vote, a predominantly Democratic House could choose Jimmy Carter for a second term. Of course voters could simply go with a winner instead of a candidate they feel will do the best job, but there is good chance that the people will not choose the president of the United States in this tumultuous year of 1980. And that isn't simple or logical.







THE EAST CAROLINIAN

# Muzak Thought Control

Happy customers spend money and are more susceptible to sales pitches. Happy employees are more productive and more productive employees make for a more profitable business.

worker productivity. Muzak in Rocky Mount services approximately 50 industrial firms and approximately 300 firms total. Joe Warner, operator of Muzak of Rocky Mount, says that his operation is a small one. Imagine, then, the number of firms that a large operation in a highly populated area would service.

According to Warner, the music is stripped of



JULY 17, 1980

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#### **By JON YUHAS** Assistant Features Editor

Welcome to the world of thought control. "Big Brother," the insidious voice that followed Orwell's protagonist about in 1984, is here now. Even on campus, right here at ECU, you are not safe. He is in every major shopping area and restaurant in this country. Of course I am speaking of Muzak - or any of the canned boredom that is broadcast into public areas.

Muzak is a private corporation that sells franchises throughout the world. Every city and town in North Carolina is covered by one of the Muzak franchises. The local outfit is located in Kinston and covers ten counties.

Muzak is the largest company of its kind in the world. There are Muzak franchises in Europe, Asia and South America. Any competition that the company has is strictly on the local level. Here in Greenville, for instance, the competition is from the area radio stations; WITN and WGBR offer background music services, as does Capital Broadcasting Company in Raleigh.

Muzak's headquarters is in New York and employs a full-time staff of psychologists and psychiatrists who and distracting vocals. Then the Muzak orchestra records the new music and a tape is circulated among the franchises around the country. This year, however, the company is going to satelite broadcasting and in the next few months the tape system will be eliminated. Instead, each Muzak franchise will receive the same music, which will be played simultaneously in every business that subscribes to the Muzak service.

Muzak is also broadcast into some industrial firms because a recent study done at Black and Decker's home plant in Pennsylvania shows that Muzak increases

anything that is potentially distracting. "Anything that makes you tap your feet or makes you want to sing along" would not be appropriate to the Muzak mission and is therefore eliminated.

The purpose of the background music is to motivate the listener subconsciously. So-called foreground music - that broadcast by commercial radio stations - commands conscious attention. Muzak creates a feeling of well-being and warmth without ever making the listener aware that he is even listening at all.

Happy customers spend money and are more susceptible to sales pitches. Happy employees are mc 'e productive and more productive employees make for a more profitable business.

The secret of Muzak's effectiveness is its appeal to the subconscious. If a person concentrates on listening to the music, then the spell is broken; the sound is bland and dull and the effect created is the opposite of the one intended. The feeling caused is anything but well-being and warmth. The listener becomes angry or disappointed and is not a happy shopper or worker.

When Muzak goes to satellite the effects will be farreaching. Imagine, all of the customers in all of the businesses and industries that receive Muzak will be hearing the same music, or more importantly, not hearanalyze music and change it to eliminate heavy beats ing the same music, but being affected by it nonetheless. These people take music by modern composers such as Lennon and McCartney and Jim Morrison and even Bob Seger and turn it into something completely unrecognizable, at least as music. Then they use it as a weapon in the commercial wars that go on every day. Your mood is being manipulated while you ride in elevators, talk on the phone, eat in restaurants, and shop in department stores.

How long before THEY come into your home, pushing a dope that is as addictive as any now available. Big Brother is getting closer.

Muzak brings on the days of 1984 with a new "Big Brother" that watches you in the mall ... and some take it docilely while others react with angry violence.

## Alternatives To The Old-fashioned Wedding

#### **By J.C. BARDEN** New York Times

NEW YORK - When Mary Sheehan and David Vanderbilt Complete Book of Etiquette" (Doubleday, Naka began planning their wedding earlier this year in \$12.95) two years ago. "Who pays for the reception or Washington, her parents were expecting to pay for a whether the couple takes money instead should be based formal wedding and a reception for more than 100 on common sense and need instead of tradition," said guests. But the longer the couple looked into the costs of Miss Baldrige in an interview. "But this is the one time a reception the more disenchanted they became with the to do it up if you can afford it and you want to." The idea of having her parents pay about \$5,000 for an tradition of the bride's parents paying the big bills afternoon of food and drinks. related to a wedding is one "meant to change in an in-

reception. "My parents wanted to give us money when 1 power, along with the inflationary economy. told them how we felt," Mary Sheehan said, "so we're investing it in the money market and maybe will use it New Jersey college town paid all of the costs of their later to help pay for a house."

They are just one of many young couples who are do- pay for everything," said the woman, "but that would ing something different instead of having the bride's have meant having the wedding four months later and parents spend thousands of dollars on weddings and 500 miles south of where we wanted to be." receptions. They range from the couple's splitting the reception.

All of this is perfectly proper, according to Letitia Baldrige, who amplified and updated "The Amy

What they did, instead, when they were married last telligent fashion," she wrote in the revised version. month was have a families-only wedding and set aside It already has been changing, under the influence of part of the money her parents would have spent on the the women's movement and women's increased earning

A young couple who married several years ago in a formal wedding and a reception. "My father offered to

A caterer on Long Island said he began noticing the costs themselves to letting the bridegroom or his parents changing style in who was picking up the reception tab pay for everything. And sometimes, like Mary Sheehan six or seven years ago. Sonny Dee said it had reached the and David Naka, they prefer the money rather than a point where he found that roughly a third of his receptions were paid for by the bride's parents, another third

by the bride and bridegroom's parents, and most of the rest by the bride and bridegroom. Then there are the occasional cases in which the bridegroom or his family pays for everything, he said.

"A lot of these young people will live together four or five years before deciding to marry," another caterer said, "and when they do they just don't feel like their parents should pay any of the costs."

They are saving the parents a lot of money. There were 2.2 million marriages in the United States last year and even in the least expensive areas of the country a reception with food and champagne will cost \$25 per person, according to Miss Baldrige. And Bride's Magazine reports that its 300,000 readers spend an average of \$2,500 on receptions.

A top-of-the-line price for a reception in New York City can run \$100 a guest when catered in the home. When the prospective bride and groom or their parents don't agree on who is to pay for what in advance, as advised by Miss Baldrige, it can lead to some fractious and embarassing confrontations.

"I sometimes feel like a premarriage counselor," said Abe Yamali, president of Dover Caterers.

"Couples and their parents come in here and ask me

who should pay for different things and if they don't agree it can almost break up the wedding plans. With everything so expensive I don't feel like it is fair for one family to pay for everything."

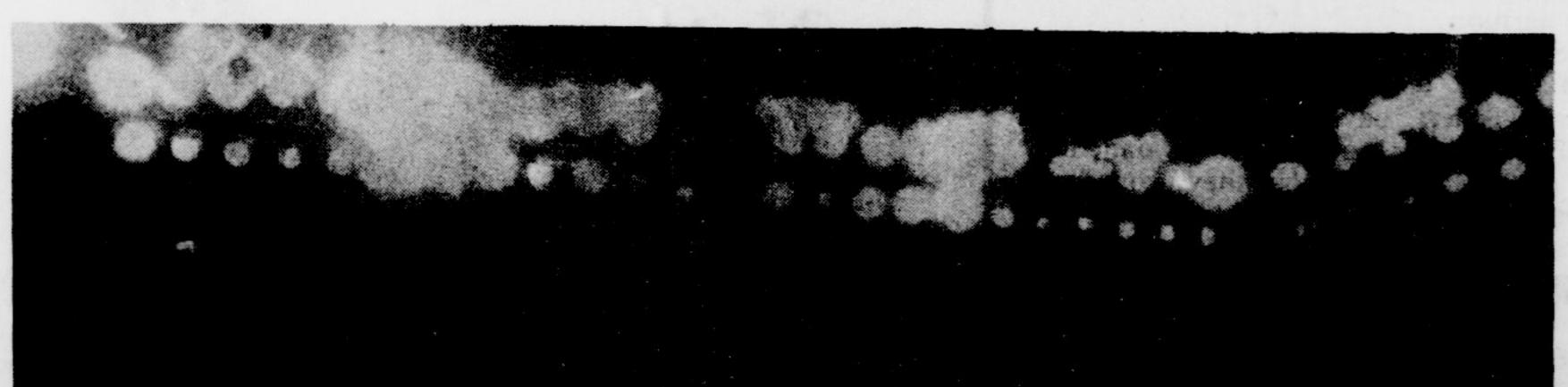
He has never had a wedding canceled, he said, but he told of a prospective bride who walked out of a reception planning session in anger when family members got into an argument over whether to go "top drawer" or not. She walked back in for the wedding and a \$12,000 reception for 125 guests, paid for by the bridegroom's father, "who could afford it," Yamali said.

There are still plenty of young people who want "old-fashioned weddings and receptions with all the trappings," according to Madeline Kanyon of Convent Station, N.J., who knows from her contracts with them and from practical experience. She is an associate professor at Drew University in Madison, N.J., and she and her husband, Frank, gave one for their daughter, Nancy, earlier this year.

"It was the social event of the century," Mrs. Kenyon said. "We had 300 people at the reception from 12 to 5 with a band, lots of dancing, kissing, champagne and an open bar. It cost us a year's college tuition and it was worth every penny."

## **Concert View** Who Career Is

### A Lesson In **Rock History**



### Humor

New Department Here Features **Great Courses** 

### **By DOUG SMITH**

Since 1963, a group known as The Who has taken its fans on a rock and roll odyssey. The group's history sounds like a synopsis of the rock and roll generation - a rollercoaster ride of good times and downfalls and a 17-year statement of survival.

The Who are the most brilliant expression of the most influential "youth movement" ever to take Great Britain, the Mods. Their career began in Sheperd's Bush, a lower class suburb of London, and took them through such places as Brighton-by-the-sea, scene of the great Mod-Rocker battles of the early sixties.

Their first recording was "My Generation." Peter Townshend, the well-known guitarist, is the group's main force, the author of most of their material, the composer of most of the music and the impetus behind the Who's stylistic stance.

The Who's generation has gotten older and the change is shown in their records: from "The Kids are Alright" to "Happy Jack;" from "My

See WHO, Page 6, Col. 1



John Entwistle, Roger Daltrey, Keith Moon and Pete Townsend

A small piece of Rock and Roll history, The Who with the late Keith Moon, as they appeared in concert at the Pontiac Silverdome in Detroit in the early seventies. Although the band has missed the strong stage presence of the "greatest Keith Moon style drummer in the

world," Kenny Jones has proved to be more than adequate replacement. The band has still got a powerful message that comes out best live on stage, as it did in Greensboro last Sunday.

### **By DAVID NORRIS**

East Carolina University offers its students their choice of many fields of study: art, music, drama, English, education, and others. But perhaps the largest department at ECU is the Department of Downtown and Partying. This course of study is among the most grueling, exhausting, expensive and time-consuming offered at any university in the world. Some excerpts from the introductory D&P textbook will give you an idea of what the students in this department have to go through.

I. Required Supplies

To stay in the Downtown and Party department, one must invest a great sum of money in supplies. A refrigerator is necessary for storage of study and research equipment and supplies such as beer, wine and various mixers. A valid college 1.D. card is needed to gain admission to the classrooms downtown. Specific courses require various supplies, which will be discussed later.

II. The Courses -- foundation

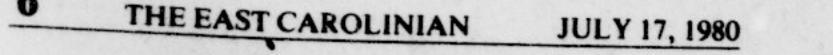
D&P majors must complete rigorous course requirements. If you join this department, you must successfully complete such tough courses as:

Beer Appreciation. This popular, but difficult freshman course introduces the students to about 750

See COURSES, Page 6, Col. 1

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11





## E The Picturesque Outer Banks

# Take A Watery Tour

While the Outer North Carolina. Banks was the site of By using these ferthe earliest attempt at ries, one can spend a isolation from the rest North Carolina.

munities of eastern to avoid the Neuse through Saturday in the Inlet and the first at- well as a few motels for River ferry, continue summer months. north on U.S. 17 from The visit to Bath shifting sands of the overnight. Wilmington to New over, resume your Outer Banks by bridge. Information regar-

By JIM HAMMOND weekend trip, crossing popular stopover for home there and, in- Turning south on the Much of Ocracoke the sounds and rivers pleasure boaters travel- deed, his wife was from Outer Banks, the Island is part of Cape When the first Euro- on the numerous ing the Atlantic In- this small town on the traveler soon en- Hatteras National pean explorers touched automobile ferries tracoastal Waterway. Pamlico River. The counters one of the sen- Seashore, as is much of on the shores of North operated by the state The picturesque com- notorious pirate was tinels of the Carolina Hatteras Island. At the Carolina they were con- Department of munity has a couple of finally in a battle with coast, the Bodie Island extreme southern end fronted with a Transportation. This pleasant restaurants British ships in the lighthouse. The of Ocracoke Island is labyrinth of shifting fleet of barge-like boats and motels and many waters near Ocracoke lighthouse itself is not the village of Ocracoke, sandy islands, shallow effectively bridges the fishing and sailing Island in 1718. Bath open to the public, but also said to have been a inlets and sounds and a waterways that for cen- boats for those who celebrates its connec- there is a small nature pirates' haunt. The harsh coastal environ- turies were barriers to like to look at such tion with the pirate in museum on the town has several inment which doomed communication bet- things. an outdoor drama grounds for the public. teresting restaurants to

colonization in the leisurely three days Bern, site of the Tyron eastward tour through The high span bridge is ding ferry schedules in Carolinas, that same circling most of the Palace, the colonial the villages of Swan the subject of con- North Carolina can be

early attempts to settle ween the isolated com- For those who chose presented Thursday Next follow Oregon offer the traveler, as tempt to connect the those who want to stay

area was later to be 3,600 square miles of capital of North Quarter, Englehard troversy years after its obtained from the characterized by its water in Tidewater Carolina. The restored and Stumpy Point. The completion because the Ferry Divisions Office, Morehead City 28557.

### Living At ECU

Summertime, and the living is easy. These ECU students are taking advan- Elizabethan heritage in to the north shore at deposit you on the nor- Ocracoke Island on the tage of one of the most popular events on campus during the summer, the their speech. watermelon feasts. Every Monday throughout both summer sessions Much of that early A few miles east is historic Bath. Mendenhall Student Center has supplied all the watermelon that a thirsty Tidewater Carolina the village of Oriental, Legend holds that quire precise planning, campus community could eat. The melons are cold and delicious and ob- heritage can be ex- a fishing village that is the pirate Blackbeard as the ferry only

# Downtown

### Courses In The New Department

#### Continued from page 5

beers, which he must learn to identify, along with 75 types of ale. Hangover remedies are also discussed in detail.

Partying Survey. A basic introduction to college partying. Freshmen learn how to set up kegs, make PJ, and build up the necessary stamina to survive four (or more) years of constant partying.

Annoyance and Rudeness I. (Replaces Hell-Raising) The student learns how to give loud Rebel yells at odd hours when neightbors have 8 a.m. exams; how to wake up roommates; how to discussed here. throw up all over the bathroom so nobody can go into it; and how to insult and/or throw things at the skills of the bump, the "hustle", etc. Instucpeople from cars. tional films such as "Saturday Night Fever" are Booze Survey. (Prerequisite: Beer Appreciaincluded. tion) This survey continues the freshman's introduction to alcohol, beginning with cheap wine faculty discuss and explore the themes of man's and covering rum, whiskey, gin, vodka and loneliness and alienation in an industrial society; others at the discretion of the instructor. mortality and insignificance in an infinite Booze History. This course covers the history universe; and the existentialist crisis, as treated in of alcoholic partying, beginning with mead and such masterpieces as "Macho Man," "Get up continuing with ale, rum, rotgut whiskey and and Boogie" and "Disco Duck". bathtub gin. Special emphasis in the 1980-81 term is on medieval and baroque tavern brawling and parking lots, outrunning police cars, and its evolution into the American saloon fight.

Philosophy of Partying. An introduction and inquiry into the intellectual motivations and philosophical questions that trouble partyers. Chugging. Beginning students learn skills and methods of chugging. To pass successfully, the student must chug a keg of beer in twelve seconds or less.

The Courses -- Major Departments After successful completion of the foundation courses, the student may apply for admission to the upper school. He has his choice of several majors including disco, barhopping, rednecking and hanging out. A few upper level courses will be

Disco Dancing I, II, and III. Students master

The Poetry of Disco. Members of the English

Cruising Around. This course covers sitting in

mechanical skills, such as souping up engines. Problems in Barhopping. This graduate course includes a field trip to New York and Los Angeles, giving experience in partying situations in other cities.

Introduction to Punk. This new course covers punk fashions and music, as well as the lifestyle. Required materials: leather jacket, safety pins, punk buttons, and a diet of pizza and beer. Students must be experienced in smashing disco records. Overall, the Downtown major suffers more summit. hardship than any other student. The booze survey class often costs 150 dollars a month. The weeklong parties required in Partying II leave the student no time for his unimportant general college requirements; often, they don't have enough time to even get a good grade in Library Science. All-night beer socials ruin TV-watching, as well as take their toll on the students health. If you want to just have a good time and take crip courses here at ECU, this department is not the

colonial mansion is drive along U.S. 264 changing inlet now N.C. Dept. of of colonial America. It Begin by crossing the open for public tours toward Manteo shows a threatens the multi- Transportation, became a prison for Neuse River where it and is also a pleasant sparsely populated million dollar span. persons shipwrecked on empties into the first stop on the region where

its shores, a haven for Pamlico sound. The Tidewater Tour. livelihoods depend on pirates and other cut- ferry landing is not far The next waterborne fishing and farming. throats and eventually from Cherry Point leg of the tour starts at An alternate route home to a hardy breed Marine Air Station at Aurora on the southern for your tour would of folks who still betray Havelock. A 20-30 shore of the Pamlico take you by ferry from thern shore just east of Outer Banks. But that perienced in a long fast becoming a sometimes made his operates twice daily.

If you continue to Manteo on Roanoke Island, the history of the early attempts to settle North Carolina awaits in the dramatic presentation of The Lost Colony. One of the most popular and long-running of North Carolina's outdoor dramas, the play is in its 40th season and is presented June through August.



## shooting mailboxes and dogs, as well as basic lour Who Performance Thrills

#### **Continued from page 5**

Generation" to "Quadrophenia" to the drugged-out crowds at their concerts. Certainly, the changes will continue.

Pete Townshend calls their history "A great knapsack - you carry it around, and nobody ever empties it." But it is that sense of history, that survival instinct, that seems to pick the group up and carry it past the bad times, no matter how tragic.

And so the Who carried their "great knapsack" into the Greensboro Coliseum and played to a sellout crowd on July 13. But it was their music and not their history that brought the crowd to its collective feet and kept them there. Willie Nile opened the concert with his own brand of the Dylan-Forbert-Springsteen style of music. The crowd was still filing in, resembling a cloud of bees hovering over a honeycomb, as they tried to find their seats. There was a tension in the air, an expectation of something to follow, as Nile played through the main portion of his only album. And then came the chant for the Who, a rising scream from the crowd. The lights were shut off and the crowd watched as a band of survivors walked on the stage. Daltrey and Jones were dressed in jeans and t-shirts, looking like two average college students, Entwistle was clothed in a red suit, which set him off from the rest of the band, and Townshend in a blue jacket looked all the more like a rock and roll hero. Picking up their instruments, they sized up the audience for a moment, and then flashed into a musical repertoire few bands can equal. The Who played what the audience had come to hear - rock and roll classics like "Substitute" and "I Can't Explain," two of the earliest Who songs; a medley from the rock opera, Tommy; and the anthems "My Generation" and the recent "Who Are You." Some of the songs the Who played were over 15 years old, but they played each one with a rawness and a savage edge as though they were discovering it for the first time.

Added to the great music was an unbelievable light show which increased the excitement flowing through the arena. The concert reached a climax with "I Can See For Miles" and its breathless harmony.

At the end of the concert, the crowd seemed drained of energy. The houselights came up and everyone slowly left, having savored over two hours of Townshend's leaps, Daltrey's dancing, and good music. They got what they wanted an excellent rock and roll concert. And so, the Who Odyssey continues.

"A brilliant, funny, sad, lovely play ...

the world's first machine-powered flight, where the Wright brothers loosed man from the bounds of earth. A small museum depicts the event in pictures and exhibits, including a one. Pick something easy, like nuclear physics. replica of the plane.

### **Don't Miss**

**East Carolina Summer Theatre This Summer! Two Delightful** 

**Comedies!** JULY 28-AUG. 28:15 MATINEE JULY 30 2:15

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