

The East Carolinian

Serving the East Carolina campus community since 1925

Vol. 59 No. 3

Thursday August 30, 1984

Greenville, N.C.

14 Pages

Circulation 12,000



BRYAN HUMBERT — ECU Photo Lab

More Neat Things To Do With A Newspaper

When you're done with today's paper you ought to try this — obviously a better way to get more use out of things.

New Library Computer System To Provide Greater Access

By ELAINE PERRY
Staff Writer

The purchase of an OCLC Computer System for Joyner Library and the Health Sciences Library will benefit ECU students by giving them greater access to the materials within both libraries, said Dr. Ruth Katz, director of Academic Library Services.

The new computer was purchased from the OCLC, a National Service Center. Katz said the OCLC system is "a not-for-

profit computer library service and research organization. It operates computer and telecommunications systems that support major library activities. In addition, OCLC is developing local automated library systems that will permit independent processing by a single library."

A committee composed of five people gathered information on various systems and decided which system would best suit the needs of ECU.

Changes will be noticed as soon as the first installation is com-

pleted in January of 1985, Katz said. An implemented circulation system will be the first part installed. When checking out books, instead of filling out cards, barcode labels on the books' sides will be used. A small pencil-like object picks up the codes on the labels and automatically records the information in the computer. Information about the borrower will be taken from barcode labels on the new student I.D.'s. However, the system will not be used until January 1985 so current library cards should not be discarded.

Ebony Herald Manager Resigns; Different News Format Planned

By JENNIFER JENDRASIAK
News Editor

"I want all the students to read the *Ebony Herald*," said John Deaver, the *Ebony Herald's* new general manager. Subject to approval by the ECU Media Board, Deaver will replace Ruben Ingram, who resigned the general manager's position to accept an internship in Washington, D.C.

Deaver said he is very concerned with altering the format of the *Ebony Herald*, which is the minority newspaper for ECU. "My number one objective as general manager of the *Ebony Herald* is to present a paper to the students that they don't mind reading," he said.

Included in this objective are increasing the size of the paper and offering students information all of them need. "The paper is not limited to minorities," Deaver said.

Although he doesn't intend to produce a paper solely for minority students, Deaver said he does intend to highlight minority students and their activities. "We will report on minority groups and what they have to offer all the students. This will make the organizations work to the benefit of all the students," he said.

The *Ebony Herald's* news needs to be more student-oriented and designed to assist students in their college life, Deaver commented. Instead of dealing with the same subjects dealt with by the *Daily Reflector* and *East Carolinian*, Deaver wants to branch out into new areas.

"I want to deal with current events, entertainment and news in eastern North Carolina which will be of interest to all students," he said. Included in this will be current trends, both locally and nationally. "The *Ebony Herald*

should be more than just a paper, it should be something students can enjoy," he said.

Among the features Deaver has planned is a story on North Carolina's new movie studio in Wilmington. This is the studio where *Firestarter* was filmed. He said he also hopes to have a column in each issue for students to express their opinions.

One problem the *Ebony Herald* has always had is lack of revenue. "One of my main objectives is to have a paper that produces an income. We won't just spend the students' money," he said.

Antoinette Gibbs, who was just named business manager, said she intends to help Deaver and the director of advertising obtain more advertisements. "I'm concerned with improving the *Ebony Herald* in any way that I possibly can and that means working with all the staff members."

Rainey Planning Leadership Conference, Aide Program

By ELAINE PERRY
Staff Writer

"It's a time consuming effort, but it means a lot to me. It's challenging, frustrating and exciting." Those were the words used by Johnny Rainey who is settling into his job as the 1984-85 SGA President.

Rainey has already started working on the goals he set for the student government. With the in-

itiation of the Freshman Aide Program, he said he hopes to get more students involved in ECU's student government. The major purpose behind the program is to serve as a "stepping stone" for new students interested in SGA. Students will have various responsibilities including two hours of SGA office work per week and serving as a page at two legislative meetings per month. The benefits will be a chance to get involved

with student life at ECU and the opportunity to become familiar with the SGA.

Another program supported by Rainey is the Book Exchange Program. While the idea was not very successful last spring, Rainey said he feels it could be in the fall. The Book Exchange Program is exactly what it implies; the exchanging or buying of books from other students. There will be a bulletin board at the Student Book Store

where interested students will be able to find out which books are being offered by other students. Rainey will also talk to the Faculty Senate in an attempt to convince professors to use certain textbooks longer.

Rainey is planning to hold a Leadership Conference before the annual budgeting meeting tentatively scheduled for Oct. 8. He hopes to explain how to prepare a fiscal budget. It will also draw

representatives from all organizations together to show them how to get SGA appropriations and to swap fund-raising ideas and problems.

The student information center is in an in-between stage at this point. The SGA is exploring possibilities of what kind of equipment will be needed and how it will work. However, it takes time to implement the system. The money appropriated from last

year's budget went towards research of the "right" type of system.

Ideally, the system will ultimately provide students with information about campus life through one phone call.

The SGA elections will be Sept. 26 with a two-week filing period prior to that date. The first legislative meeting will be October 1st. Freshmen and all interested students are urged to attend.

Alumni Association Awards

Mathews, Biehn Win Teaching Awards

ECU News Bureau

An anthropologist widely known for her studies of "root doctors" and folk medicine in the South and a playhouse director who sometimes assumes a stage role himself were presented East Carolina University's annual teaching effectiveness awards Monday.

Winners of the prestigious ECU Alumni Association awards for 1984 were:

Dr. Holly F. Mathews, assistant professor of anthropology, whose studies have focused on systems of folk medicine and beliefs in the rural South.

Donald E. Biehn, associate professor in Theatre Arts and an acclaimed director of ECU Playhouse productions.

"I am, primarily, a teacher of acting," Biehn said. "My audi-

tions/acting roles are for the sole purpose of keeping my acting equipment oiled."

A native of Atlanta, Ga., Dr. Mathews was a summa cum laude graduate of Georgia State University in 1975 and received the PhD in anthropology at Duke University in 1982. She held instructorships at Duke, Georgia State and N.C. State University before joining the ECU faculty in 1982.

She teaches medical and psychological anthropology, culture and personality, ideology of sex roles in cross-cultural perspective and conducts a seminar on peasant societies.

In 1976 she won attention with a paper, "Science as a Belief System," at the 53rd annual meeting of the Georgia Academy of Science. In 1978 and 1980 she presented research findings on high and low blood pressure and

its implications in folk medicine and a paper on "Stress as a Factor in the Treatment of High Blood Pressure" by Southern Black Root Doctors." These were presented before meetings of the Society for Applied Anthropology in Denver, Colo., and Merida, Mexico.

She has continued research and scholarly publication of findings in the field of folk medical beliefs and "root" medicine practices.

She has presented papers on the subject at the School of Medicine, Duke Medical Center, and the University of South Carolina School of Medicine, Charleston, S.C.

Biehn, of Westover, W. Va., joined the ECU drama faculty in 1973, having been assistant professor at the Goodman School of Drama, Art Institute of Chicago. He holds the Master's of Fine Arts degree from Goodman

School of Drama, and had two years of private instruction at the Neighborhood Playhouse, New York City, and studied the teaching of acting with Uta Hagen.

He has directed off-Broadway and has acted in three professional repertory companies. At ECU, his Playhouse productions have included "Who's Happy Now?" "The Italian Straw Hat," "A Scent of Flowers," "Dracula," "Indians," and others. He directed "One Flew Over the Cuckoo's Nest" in its Chicago premiere at the Goodman School of Drama and in 1980 directed "Wait Until Dark" at the West Virginia University Theatre.

The awards were presented at the annual faculty convocation. The recipients are selected on the basis of a survey of student opinion of instruction.



BRYAN HUMBERT — ECU Photo Lab

Hanging Around

Hey, we're cool. We go to ECU.

Students Parked Illegally In Greenville Can Expect To Have Their Cars Towed

By STEPHEN HARDING
Staff Writer

According to the Greenville Police Department, students can expect increased towing of illegally parked cars on city streets.

In prior years, a person has been employed only part-time to enforce the city's towing laws. A full-time position has now been added to the payroll. Greenville

ly for several weeks and then have their car towed. "That's not right," Holmes said.

A majority of the problem is cars parked in residential areas not leaving space available for residents. "This is a typical problem of any college community where the college doesn't provide enough parking," Holmes said.

There is an ordinance that allows an area to have controlled

Police Chief Ted Holmes said the advantage of this is that people will not get used to parking illegal residential parking if several criteria are met. This allows decals to be issued to residents permitting them to park anytime and restricts other vehicles to two-hour parking. Controlled residential parking covers almost all the area within the north side of 5th street, said Assistant City At-

torney Mac McCarley and added, "This is a parking regulation that authorizes towing."

There are also proposals before the city that would increase towing fees. The department is suggesting the \$5 city fine dropped so that persons only have to pay the towing charges. Holmes said, "We don't want to create a financial burden but we have to enforce the traffic laws."

On The Inside

Announcements.....2
Editorials.....4
Features.....7
Classifieds.....8
Sports.....11
•You'll be amazed at the things Greg Rideout has thought of this week. See Editorials, page 4.

•The *Lady In Red*, a recent movie release is reviewed today in Features, page 7.

•ECU is preparing for this weekend's match with Florida State. For Sports Editor Randy Mews' predictions, see Sports, page 11.

Announcements

PUTT-PUTT
Intramural Team Putt-Putt is set to tee off on Mon., Sept. 17. Team Captains should register their teams in Memorial Gym on Mon., Sept. 10 and Tues., Sept. 11 between 8:00 a.m. and 9 p.m. PARTICIPATE RATHER THAN SPECTATE!!!

CO-REC SOFTBALL
Join the fun!! Registration dates for Co-Rec Softball are Sept. 10/11. The Team Captains should register in Memorial Gym on Mon., Sept. 10. Come to Room 304 Memorial Gym to register. Anyone can participate in INTRAMURALS!!!

DINNER/VOLLEYBALL
Each Monday night at 5:30 p.m. the Baptist Student Union joins together for an evening of fun. First there is a homecooked meal for \$2.00 followed by games of volleyball.

RETREAT
Join us for an exciting weekend of fun, fellowship and Bible study at Emerald Isle. The Baptist Student Union is offering Sept. 7-9. A charge of \$20 helps pay for transportation, meals, and lodging.

PEACE COMMITTEE
The Greenville Peace Committee is concerned with the issues that affect us daily — the nuclear arms build-up, Central America, further escalation of American Troops on foreign soil, draft registration, too. If you are concerned about your future and the future of our planet, please join us Fridays at 6:30 p.m. at 419 S. Elm Street, just east of the campus. Or call 758-4904.

PERSONAL DEVELOPMENT COURSES
Scuba — Sept. 4-Sept. 27. Assertive Communications — Sept. 4-Sept. 25. Small Computer — Sept. 8. Dance Factory — Sept. 13-Nov. 15. Contact Division of Continuing Education, Erwin Hall, 757-6142.

CAMPUS CRUSADE
Please join us for our first "PRIME TIME" fellowship this Thurs., Aug. 30, at 7 p.m. in Jenkins And Art Bldg. We are featuring a film by John McDowell entitled "THE SECRET OF LOVING" — The Gallup poll rated McDowell as the most popular speaker on the American college campus. Come join in the fun. We are looking forward to meeting you.

NAVIGATORS
Check it out!! The Navigators Bible study fellowship, Brewster D Wing, Room 202, every Tuesday, 7:30 PM, beginning August 28.

LACROSSE CLUB
Come to the bottom of College Hill on Tuesdays and Thursdays at 3:30 to play some Lac. We're looking for a few good men. Any questions call Dave Lockett.

EMPLOYMENT AVAILABLE
Employment is available to qualified persons who are interested in becoming: Personal Care Attendants to students in wheelchairs, Readers, Proofreaders, Tutors. For further details, contact: Office of Handicapped Student Services, 213 wheelchair building, or call 757-6799.

FOREIGN STUDENTS
If you are interested in taking an English Second Language course (non-credit) then sign up in the Writing Center, Austin 309. Students will be contacted about class scheduling.

FACULTY
A faculty investment club is presently being formed in our area. This should be an exciting, fun, educational, and financially rewarding opportunity for all. For more information and details on an organizational meeting to be held soon, call or write today: 352-2025 days and nights, FACULTY INVESTMENT CLUB, P.O. Box 6273, Greenville, N.C. 27834.

MINORITY ARTS COMMITTEE
The Student Union Minority Arts Committee will meet on Wednesday, August 29, 1984, at 5:00 P.M. in room 247 of Mendenhall Student Center. All members and interested persons are urged to attend.

SPECIAL CONCERTS COMMITTEE
The Student Union Special Concerts Committee will meet on Wednesday, August 29, 1984, at 6:00 P.M. in Room 304 of Mendenhall Student Center. All members and interested persons are urged to attend.

SPECIAL EVENTS COMMITTEE
The Student Union Special Events Committee will meet on Thursday, August 30, 1984, at 5:30 P.M. in Room 247 of Mendenhall Student Center. All members and interested persons are urged to attend.

COMMUTERS
Students who commute to class from outside the Greenville area and need rides or riders, contact commuter Services, Whitchard 211, 757-6881.

LACROSSE PRACTICE
There will be the first official Lacrosse practice at the bottom of College Hill this Thursday the 30th. The time to be there is at 3:30 pm. If you cannot come please call Chris Tomasic at 752-4999. We will practice Tues., Wed., and Thurs. of each week this fall, and there will be some matches too.

STUDENT ATHLETIC BOARD
There will be an orientation meeting of the ECU student athletic board on Tues., Sept. 4, 1984 at 5 p.m. in Room 244 Mendenhall Student Center. Anyone interested in joining should attend this orientation meeting. For more info. about the organization, contact Pam Holt at 757-6417.

MUSIC
Tune in to your campus radio station this Sunday morning for your chance to win free B.J. Thomas concert tickets! The Contemporary Gospel Show airs 6-10 am every Sunday morning featuring the newest artists in Contemporary Christian Music. That's on WZMB-91.3 FM.

YOUTH FOR HELMS
Many students have expressed a desire to help with Senator Jesse Helms' re-election campaign. Our headquarters is located at 608 E. 10th Street (close to Darryl's). Please stop by for literature, signs and to sign up for volunteer slots, or phone us at 758-0361. Welcome back to ECU, and welcome to our campaign.

PI KAPPA PHI LITTLE SISTERS
O.K. girls, it's party time!!! Be out at the house at 8:30 for one great TOGA PARTY tonight. Look for upcoming announcements on the place and date of our next little sister meeting.

KARATE CLUB
Registration for beginning Karate will be in the dance room of Memorial Gym on Sept. 27 at 7:30. Classes for advanced yellow belt and up will begin Sept. 30 at 7:30 in the same room. KICK your heart out with the Karate Club!!!

TEAM HANDBALL
ATTENTION!!! ECU Team Handball Club. Anyone interested in playing team handball for the ECU Club Team should contact Jeff Humbert (752-9435) or Willie Ehling (757-4387) for more information. All levels of experience are welcome to play.

ICE HOCKEY
If you are interested in playing ice hockey at ECU this year, please contact George at 752-8525. We need to hear from new people as well as those from last year to set up a meeting time as well as practice dates and etc. It is most important that those from last year call us so we know that they still exist!

STUDENT SAVINGS CARDS
SGA Student Savings Cards are here! You can pick up yours at Mendenhall's lobby, The Coats and the Student Store. Take advantage of great savings offered by Greenville merchants and get your card now!

PHI ETA SIGMA
Phi Eta Sigma will be having its first meeting Thurs., Sept. 4th at 5:15 p.m. at Mendenhall. (Please ask for the room number at the Informa Non desk.) All new members are urged to attend. This is going to be a great year so we hope you will join us.

FLAG FOOTBALL
Anyone interested in playing flag football or starting up a team PAY ATTENTION!! The IRS Dept. wants you to participate! Register for Intramural Flag Football on Sept. 4/5. The Team Captains meeting is Sept. 4 at 7:00 p.m. in Rm. 103 in the Biology Building. Come to Rm. 304 Memorial Gym to sign up. PARTICIPATE RATHER THAN SPECTATE!!!

ZBT Brothers
The first Brotherhood meeting will be held Sunday, Sept. 1 from 7:00 to 10:00 p.m. Everyone must attend even if you plan to go inactive this semester. Coats and ties required! The meeting will be in 221 Mendenhall.

NCSL
To all interested students: the first meeting of ECU's delegation to the N.C. Student Legislature will be held on Mon., Sept. 2, in Mendenhall Student Center at 7:00 p.m. No obligations, come check us out! For more info. call Braxton O'Neill 352-2642, Sandy Thurmond 758-8669, or Tina Rossi 758-7614.

DELTA ZETA
The sisters and pledges would like to welcome everyone back to school and are hoping for a successful Rush for all Greeks! Reminder to Delta Zeta sisters to be at the house by 4:15 today.

LATTER-DAY SAINTS
You and your friends are invited to attend this year's Institute of Religion class which will be on the New Testament. Every week promises to be great because Bill Evenhuis is an excellent teacher. Class meets each Thursday from 6:30 to 8:00 p.m. in Brewster B-305.

SIGN LANGUAGE CLASS
A beginning American sign language class will be held every Wednesday night, starting Sept. 5, from 6:00-9:00 p.m. in B-65 (MEDIA ROOM) of Joyner Library. The class is free and open to all individuals interested in Sign Language. It is sponsored by the Program for Hearing Impaired Students and the Sign Language Club. No registration required, just show up the first night.

OCCUPATIONAL THERAPY
All students interested in Occupational Therapy are invited to attend the first O.T. Club meeting Tues., Sept. 4 at 5:45 in Rm. 203, Allied Health Building. Hope to see you there.

SIGMA IOTA EPSILON
Sigma Iota Epsilon, ECU's honor management fraternity, will hold its first organizational meeting on Wed., Sept. 5 in Rawl 102 at 2:00 pm. All members are encouraged to attend.

CADP
Campus Alcohol and Drug Program meeting to be held Aug. 30 at 4:00 in Erwin Hall room 218. All officers, members and anyone interested in joining are urged to attend.

RECREATION TRIP
Anyone who loves having FUN outdoors should contact the Intramural Outdoor Recreation Center and register for the upcoming BACKPACKING TRIP. Reservations must be made by 5:00 p.m. Friday, Sept. 7. The UWHARIE NATIONAL FOREST will be the sight for all the excitement. Just call (757-6911), or come by room 204 Memorial Gym.

HONORS SEMINAR
All University faculty and all students participating in the Honors Program are reminded of their opportunity of designing or requesting the Honors Seminar of their choice. The Honors committee makes the final selection from among proposals submitted each semester. Seminars are topic-oriented and often interdisciplinary and team-taught. Proposals for courses to be taught spring semester 1985 must be submitted before Fri., Sept. 7, 1984, to Dr. David Sanders, Director of the Honors Program, c/o English Dept., Campus. For further information see Dr. Sanders in Regadele 212 or call 757-6373.

ISA
Welcome back members and new students! You are cordially invited to attend our first meeting and dinner on Saturday, Sept. 1 at 6:00 pm at the International House, 306 East 9th St. All old members and new interested students are encouraged to attend. Hope to see you all there!

NEW TIMES
Catholic mass is now offered at 11:30 A.M. in the Biology lecture hall, r.m. 102, and at 9:00 P.M. at the Newman Center. Every Wednesday at the Newman Center mass is celebrated, followed by a meeting, a shared meal and fellowship, beginning at 5:00 P.M. C'mon and join the fun!

KARATE CLUB
The East Carolina KARATE CLUB will have its first meeting on Thursday, August 30, 1984, at 7:30 in Memorial Gym dance room. This meeting is for those of yellow belt rank and up. Bring your GI. Beginning classes will begin in September.

AEROBIC EXERCISE
Get PHYSICAL with the Intramural Recreational Services Aerobic Exercise classes. Register for the first session of classes AUGUST 27-31 from 8:30-4:30 in Room 204 Memorial Gym. Exercise through the IRS.

JOBS
The Department of Intramural Recreational Services has jobs available for FLAG FOOTBALL OFFICIALS!!! NO experience necessary. A CLINIC is held in which rules, positioning and all other aspects of the job are taught. All men and women who are interested in officiating or just earning some extra money, should come to the 1st clinic AUG. 30 4:00 p.m. Rm. 102 Memorial Gym. THE ONLY JOB YOU'LL EVER LOVE!!!

SPORT CLUBS
Anyone interested in participating in the Sport Club Program can go to Memorial Gym Room 103 for further information. Numerous clubs are available.

GBA
All Graduate Business Students and professors, the Graduate Business Association is sponsoring a volleyball party at 4:00 Friday, August 31st, located at the corner of 14th St. and Charles Blvd across from Kash n' Karry.

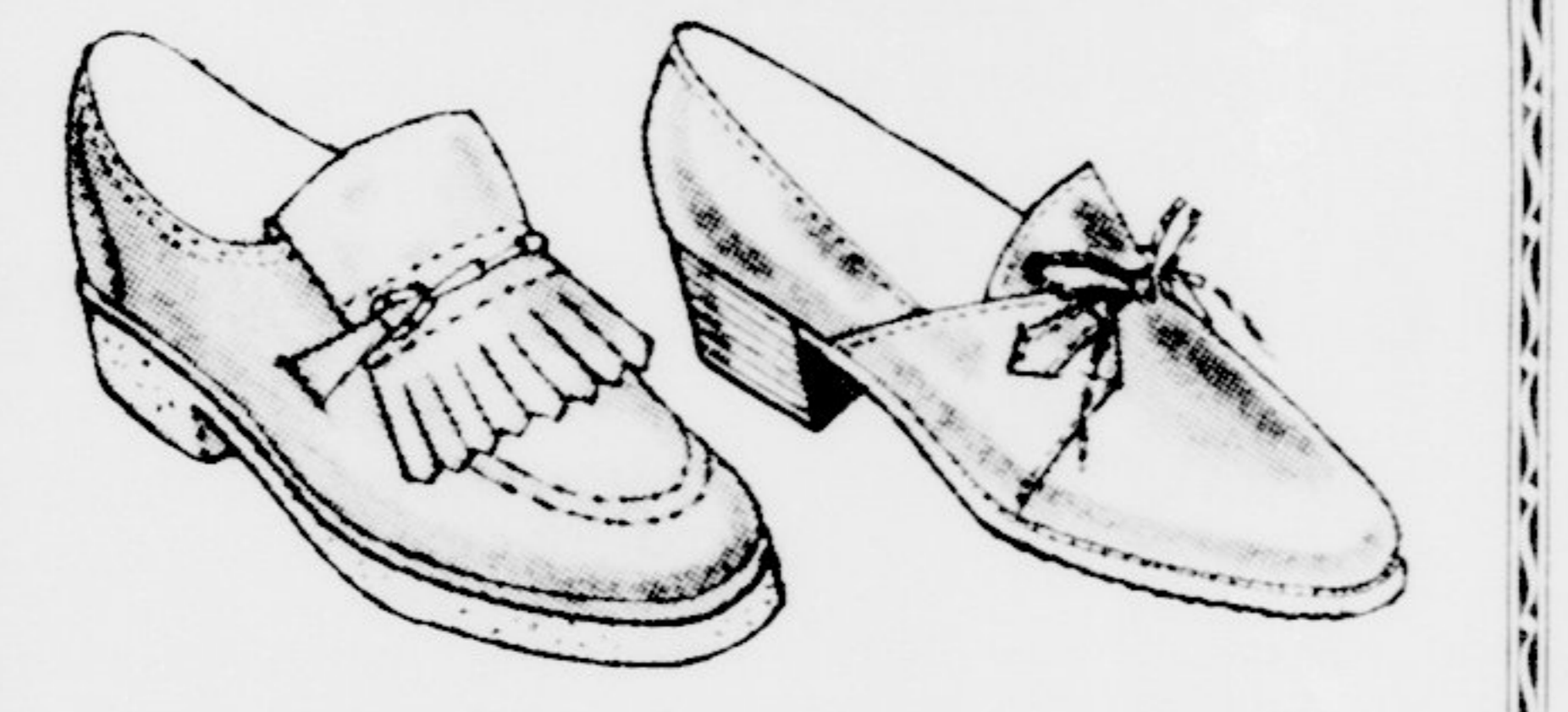
PAUSE
The Baptist Student Union will hold the first PAUSE of the semester Thursday night at 7:00 p.m. Highlighting the evening will be a guest violinist. Join us for this informal worship.

WZMB-FM
Is Presently Taking Applications For:

- Classical Director
- News Director
- Production Manager
- Sports Director

Apply Monday-Friday 12:00-2:00
2nd Floor/Old Joyner Library


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Name Brand
Athletic Shoes \$12.88/pr.
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In 1900 Johann Hurlinger of Austria walked on his hands from Vienna to Paris in 55 daily 10-hour stints, covering a distance of 871 miles. AT&T long distance wins hands down when it comes to immediate credit for incomplete calls and wrong numbers.

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Visit the display in the Intramurals Gym.



Longest Bicycle Race
The longest one-day "massed start" race is the 551-620 km (342-385 miles) Bordeaux-Paris event. In 1981, Herman van Springel averaged 47.86 km/hr (29.32 mph) covering 584.5 km (362.4 miles) in 13 hr. 35 min. 18 sec. AT&T long distance lets the good times roll for you, too — with discounts of up to 60% every day.

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The more you hear the better we sound.™

For details on exciting new plans — ideal for students — visit the display in the Intramurals Gym.

Mondale
(CPS) — Like all the other delegations and interest groups at Moscone Center the day before the Democrats named their nominee, the Young Democrats — the youth and student arm of the party — continued to hear the candidates' last-minute appeals for their votes.
Sen. Gary Hart spoke first, evoking some enthusiastic applause by challenging the Young Democrats to redouble their voter registration efforts.
Rev. Jesse Jackson got a spirited response, too, by charging the somewhat-seated, clean-cut students and recent grads to "fight for a change in direction."
Discomfort spread around the room, however, as the 100 Young Democrats stopped clapping for Jackson and began waiting for Walter Mondale.
Stop-gap speeches didn't stop an angry resolution to end the meeting from passing. Most of the people had left the room when so-

Greeks Reel Guidelines
By ELIZABETH BIRO
Staff Writer
The ECU Interfraternity Council decided last spring to reinstate serving alcoholic beverages during the 1984-85 fraternity rush.
According to IFC President Glenn Conway, the dry rushes were started to avoid the problem of checking all rushers' identification, and eliminating those who attended because of alcohol. Conway said the fraternities which were most successful last year were those which held big all-campus parties before the dry

Don't Drink And Drive

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Mondale Has Limited Appeal For Students

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Rev. Jesse Jackson got a spirited response, too, by charging the somewhat-sedate, clean-cut students and recent grads to "fight for a change in direction." Discomfort spread around the room, however, as the 100 Young Democrats stopped clapping for Jackson and began waiting for Walter Mondale.

Stop-gap speeches didn't stop an angry resolution to end the meeting from passing. Most of the people had left the room when so-

meone rushed in, seized the microphone and announced that two Mondale representatives were indeed on their way.

But by the time the Mondale representatives — Massachusetts Rep. Barney Frank and Atlanta Mayor Andrew Young — arrived, only a handful of Young Democrats remained to hear their pitches.

So has gone Walter Mondale's largely unsuccessful courting of the American student vote.

While the Hart and Jackson campaigns stirred impassioned voter registration drives on a wide variety of campuses during the campaign — Jackson in particular led busloads of students to register after speeches at Southern University, southern Mississippi, the University of the District of Columbia, Xavier, Tuskegee Institute and other campuses —

even college Democrats greeted Mondale's nomination with a lack of enthusiasm.

"I don't think (Mondale) as an individual excites young people," says Arthur Wang, a 23-year-old law student who was a Hart delegate.

While Wang says he'll vote for Mondale, he adds, "I'd vote for a dead dog over Ronald Reagan."

"I'm still not convinced as of right now that I'm going to get out in the street for Mondale," adds Georgia State student and Jackson delegate Mable Thomas.

John Edelman, a Hart supporter and Northwestern business student, pledges to "definitely support the Democratic nominee and vote for him," but notes Mondale doesn't excite him the way Hart does.

Edelman reports he has friends who supported Hart, however, who won't vote for Mondale.

Others fear the limp appeal of Mondale to students may even drive most of the student vote, which has never been much of a factor in presidential campaigns,

to Ronald Reagan.

"Right now, Reagan is appealing to a lot of the youth," says Greg Moore, president of the U.S. Student Association, which is running an ambitious nationwide student voter registration drive.

"Unless (Mondale) makes that inroad to the youth community, he's almost guaranteed to lose the election because we're registering record numbers of young people," Moore predicts.

A June *New York Times* poll found Reagan led Mondale by 18 percentage points among 18-to-24-year-old voters.

Mondale nevertheless has strong ties to education. One brother is a professor at George Washington University. Another is an official with the National Education Association, the nation's largest teachers' union.

In his policy statements, the former vice president has long advocated increasing federal education and student aid, pay increases

for teachers and professors, and establishing a "Fund for Excellence" to help schools experiment.

None of it, though, seemed to attract many student volunteers or much student enthusiasm.

"We miscalculated," concedes Ted Mondale, the candidate's son, in an interview about the campus campaign. "We didn't spend enough time."

The younger Mondale, toying with an unlit cigarette and looking very much like his father, thinks student voter registration and the student vote will come around when youth sees Reagan policies

won't help them "unless you happen to inherit a multinational corporation."

As for getting students excited during the general election campaign, "Geraldine Ferraro is a pretty good answer," Ted Mondale, 26, says.

Indeed, the little genuine youth excitement at the convention generated by the Mondale campaign seemed to emanate from the vice presidential candidate.

"I'm not real hot on Mondale," Brian Lawson, a 21-year-old UCLA student and Hart volunteer, says. "Ferraro, of course, helps that out."

Greeks Reinstate Wet Rush; Guidelines Will Be Followed

By ELIZABETH BIRO
Staff Writer

The ECU Interfraternity Council decided last spring to reinstate serving alcoholic beverages during the 1984-85 fraternity rush.

According to IFC President Glenn Conway, the dry rushes were started to avoid the problem of checking all rushee's identification, and eliminating those who attended because of alcohol. Conway said the fraternities which were most successful last year were those which held big all-campus parties before the dry

rush period.

Former Associate Dean of Orientation James Mallory said if organizations followed guidelines, they should not have any problems.

New Associate Dean of Orientation Dr. Ronald Speier cited guidelines each fraternity cited to follow during wet rush. Each guest should be carded and stamped, he said. Dean Speier also said he is encouraging faculty and alumni advisors to attend rush parties to ensure the guidelines are followed. A bus ser-

vice will be provided to prevent guests from drinking and driving, said Speier.

Although Speier said he did not prefer a wet rush, he assumed the IFC approved it for a good reason. However, Speier said, "Alcohol becomes the focus of the parties instead of generating serious people."

Both Mallory and Conway said passage of the 21-year-old drinking age will make the question academic. "It will be a reality soon," said Conway. "Why not give them a chance to use the beer as a tool now?"

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August 30, 1984

OPINION

Page 4

Football

Season Opener Starts Frenzy

The time has come to firmly state that the Pirate football team is a contender. Coach Ed Emory and his staff along with the men who suit up in the Purple and Gold have been fighting a long time for respect, and with three tough schedules behind them and the years ahead filled with name opponents, the road in front of Emory and the team is filled with numerous chances for glory.

Emory's artful and diligent recruiting is paying off in big ways for him, the school, the fans and eastern North Carolina. A Top-20 team has frenzied Pirate mania into a hot topic of conversation and helped place the school on the map. We are now arguably the best in the state.

But, as the new season is about to begin, we can't afford to live on the glory of the past. Fans and students should be proud of the budding tradition but must not take it for granted. Support by all the school and the eastern part of North Carolina should be unconditional, no matter how the season turns out. We must think Purple in order to win the Gold come the beginning of January. When the Pirates know that all of us are behind them, they will give that ex-

tra effort that is desperately needed in the upcoming season.

For those of you new to ECU, the old loyalties to other schools in the state should be shed; commit yourself to Pirate football and the rewards will be many. You must be an all-weather Pirate fan, ready to defend the school and all its sports programs at the drop of a hat. Be a fan through the good times and the bad.

We don't know about Coach Emory and the football players, but we know the fans and students are ready to go for it all this season. We have a strong feeling he is, too. A notch in the "W" column after the Florida State game, along with one from the Pittsburgh contest will surely put us in contention for the top spot at the end of the year. Pirate supporters are ready to rock Ficklen Stadium, and, with the help of area fans and the Pirate Club, we are ready to fill the thing to the brim.

So, Ed Emory and crew, we just want you to know that you have the school's unwavering support as you embark on your flight to Florida. Win or lose (we know it will be win) we are behind you. Go for it.



SORRY CINDERELLA... BUT ACCORDING TO THE FEDERAL TRADE COMMISSION, I DIDN'T HAVE TO TELL YOU WHEN THE WARRANTY RAN OUT...

Honesty Not Policy In Campaign Mail Funding Pitches

TRB
The New Republic

"Caution," shrieked the envelope in bright red, "the Enclosed Information is Extremely Damaging to the State of Israel."

Oh my gosh! My first thought was to dash to the bathroom and douse it in a tub of water. Instead, I took a deep breath and opened what turned out to be a fund-raising appeal for North Carolina Gov. Jim Hunt, who is trying to knock Jesse Helms out of the Senate. The letter described Helms' copious anti-Israel activities.

This "package" (as they're called in the direct-mail business) was prepared by a Milwaukee firm called AB Data, which specializes in raising money on Jewish themes. The owners claim to have developed a unique computer program which can find the Jews in any mailing list. The process — they call it "ethnicon" — uses surnames, ZIP codes and comparisons with other lists.

For cynical manipulation, deception and sheer malarkey, political mailings make even the wildest TV commercials look like models of Socratic discourse.

Many of these techniques were developed by the magazine industry. Having been involved in both the editorial and business sides of magazines, I'm sometimes unnerved by

the contrast between what you assume about your readers as a journalist and what you assume about your customers as a businessman.

As a journalist, you assume your readers are intelligent, rational, discerning.

As a businessman in search of those readers, you assume that they will really believe they've been especially selected to receive this limited offer; that they need a package full of little items to play with, such as a reply card that's too big for the return envelope unless they tear off a pointless stub; that they'll respond better to a long form letter with the word "you" several times in the first paragraph, occasional passages framed by little stars, and at least one "P.S." at the end. These are just a few standard tricks of the trade.

Here is a package AB Data prepared for the re-election campaign of Michigan Sen. Carl Levin. It's directed at people who've already contributed once, and the envelope says, "You have to be a little meshuga...." Meshuga means crazy in Yiddish.

The pitch, signed by Levin, is that he knows it's crazy to ask people for money a second time, but he's doing it anyway. Bruce Arbit of AB Data explains the theory behind claiming to be crazy while asking to be re-elected to the U.S.

Senate: "You're dealing with a man of incredibly high integrity, unflinchingly honest, and I think his donors appreciate that."

This nicely illustrates the difference between "honest" in the political consultant's sense of projecting an image and honest in the more traditional sense of telling the truth.

The first letter is called "prospecting," and almost always costs more than it brings in. The payoff comes when you hit up givers again. Roger Craver, the dean of Democratic mail mavens, says that in a typical campaign he hits a proven donor once a month until six months before the election, then two or three times a month until voting day. And then, like chattel slaves, the donors are rented out to new candidates and causes.

Craver denies that these are gimmicks. "There's a difference between a gimmick and the effect of a mailing piece." Well, what, in Craver's opinion, is a gimmick? He showed me a package from a fundamentalist church in which a woman claims to have seen Jesus in her napkin, and actually includes a paper napkin with Shroud-of-Turin type markings on it.

OK. There's a difference between harmless mood-setting devices and outright deception. But how much dif-

ference is there between the holy napkin and this mailing from Craver for the DNC?

The outside envelope is official-looking gray and says, "Urgent! Federal Election Commission Data Enclosed." Inside, along with a letter from Manatt, is what appears to be a green-and-white computer printout from the FEC, complete with little holes up the sides, reporting how much money the Republicans are raising.

A footnote confesses that these are "figures compiled by the DNC." But, apart from this, every effort has been made to make the sheet look like an official document. "Document 441104-001-XBN," it proclaims. "Page 79. Summer Sheet PC50114."

The phony FEC report is included in the package, Craver amiably explained, "to give it credibility." Once again that's "credibility," in the sense of being worthy of belief.

As people become injured to each new gimmick, maintaining "credibility" requires ever-higher levels of guile. A recent fund-raising package from the Mondale campaign, for example, begins with a letter from Timothy Finchem, the campaign finance director.

"Dear Mr. Softtouch," it says, "Mr. Mondale asked me to send to you a copy of the attached campaign

memorandum." Attached is an ostensible memo from Finchem to Mondale ("Interoffice Communication"), urging Mondale to overcome his reluctance and ask "our generous longtime supporters" for more money. Scrawled across the top in blue ink are the words, "Boss — Can we distribute this? Tim."

So far, standard B.S. But how about this? There's another message scrawled at the top in what appears to be handwriting: "Tim — c.c. Mr. Bob Beckel, Mr. Jim Johnson, Mr. Stanley Softtouch, Mr. John Reilly — Fritz." The other names are top Mondale campaign officials.

Mondale's direct-mail consultant, Robert Smith, told me it was "a rewrite" of a real memo, then, when pressed, said, "I don't recall... it might have been a couple." Of course, Finchem never asked Mondale's permission to distribute it, and Mondale never asked Finchem to send a copy to Stanley Softtouch.

Yet Smith seemed genuinely dumbfounded by my suggestion that the package could be considered "deceptive." "People increasingly want to be dealt with one to one and more personally," he said sincerely. "Technology permits you to do that."

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Reagan Flunks Education

By GREG RIDEOUT

President Reagan blaming Walter Mondale and the Democrats for problems in education is somewhat ridiculous, even for politics. And taking credit for anything good that's happened since he's lived in the White House is close to preposterous. Reagan does not feel strongly about education; his conservatism works against it — except when re-election time comes around. But you can't hide the record, and the falsehoods in his argument against the Democrats are easily exposed.

Ronald Reagan implied Tuesday that the Democratic Party is responsible for the decline in test scores over the last 20 years, and because of this, any money spent on education during that time was wasted. Well, Reagan is right: test scores have fallen off. But not because students are stupider now than in the early '60s, but instead because more students have the opportunity to attend college. The Democrats opened the doors.

Now, not just the brightest and those with economic advantages get to go. Everyone has a chance. And as a result, test averages have tuned themselves in with the general public. Democrats and moderates did this — not Reagan's conservatives. In fact, scores are now rising in certain areas because the government activism of the '60s is paying off.

But Reagan says government should stay out of the classroom. Government, he intones, is harmful. Yet, he uses government to shape education when it will help his political constituency. He pushed for tuition tax credits for families who send their children to private schools, but fought against tax breaks for faculty members who get tuition breaks for their families. This, along with government as a moralizer, is okay.

Reagan will let big brother come to school to force children to pray. And then, while they are praying, he will let school officials violate their civil rights so their lockers can be searched. The president would rather have a law-and-order type teacher who prays than pay another one and have two instead.

When Reagan promises the teachers of America that he will send one of them into space, he is treating on familiar ground: the Reagan administration has been trying to launch education programs into the ozone for the last four

years. Financial aid would have been cut more than 40 percent if he had had his way, and all but the ketchup bottles in the school lunch program would have gone up in space if things had went right.

All these factors point to a serious disregard for education and higher learning. The only thing Ronald Reagan has done right is not abolish the Department of Education. Faculty members whose

grant opportunities have been cut know only all too well that the present administration has no right to the claim that it is a champion of education.

It boils down to politics. Reagan's got to say something, but in his heart he knows that he really doesn't care to help all of America become educated. And even if he did, he couldn't begin to take credit for something that involves so many factors. Sorry, Ronnie.

Things I Thought Of...

By GREG RIDEOUT

Whether you like what I thought of last week or not, I'm about to think again. It's not easy, but someone's got to do it. Yep, here comes another "Things I Thought Of..."

First of all, I have to tee off on Pee Dee the Pirate again. Gee, just saying it makes me feel like I just drank a case of beer. It's so stupid it makes more sense backwards. Write in and tell us what you think of Pee Dee for our once-every-so-often "What Pee Dee Means To Me" column.

Oh yeah, the Buccaneer people asked me to announce that the 1933-34 yearbooks are in. You can either come by and pick them up or have them delivered to the rest home of your choice. There is a 10-percent senior citizen discount.

Everybody's wearing those funny-colored, baggy shorts on campus. Why? Is it because there's so much room you can conveniently carry your lunch in them? Is it because you can avoid using the toilet until you get back to your dorm room? I guess people are getting less selfish because there's certainly room for a friend in those babies.

Do underwear commercials make you lose faith in the human race? Heck, they sure make me want to slink away every time I see one. Hey, c'mon ad guys in the big apple, do you have no dignity. I mean business executives in crowded elevators extolling the virtues of their briefs to every one aboard — surely there are other ways.

And while we're on the subject. Can't they make no-stick underwear for girls so they don't have to always pull it out of unmentionable places. It kinda' gets embarrassing at parties when the girl you're with is reaching into her shorts every 10 minutes.

Do you know any Driver's Ed majors? Second question, do you know any with an IQ over 65? If you do, don't admit it — even if his IQ's 70 or 71. But do ask him if this has been a life-long career goal. If he replies yes, check for damage to the brain and immediately call Gage and DeSoto.

Did you know that carrying your backpack by one strap hung loosely over the left shoulder signifies that you like to eat while blubber and mayonnaise sandwiches? C'est vrai. And if you carry the thing with both straps, it means you enjoy the company of muleskinners who drink Lowenbrau.

Did you know that people who live in Liechtenstein don't give a shit that the Cubs are in first place. I guess they don't understand that the last time this happened Mrs. O'Leary's cow was just a pup.

I think the guys on the third floor of Aycock misunderstand the meaning of "higher education." Fellas, I'm afraid the term has nothing to do with bongos and hallucinogenic tablets. Good try, I'm sure you'll learn one of these days.

Well, a word of reminder for those of you who got this far. Don't forget to lambast that ridiculous new mascot in upcoming issues. Remember, a world without Pee Dee is a safer one.

IU Stu

(CPS) — When Barky the died, Earlham College student Shannon Kirchoff heard about in a sweet letter from home that began "Dear Glorious Child" and went on to express her parent's deep sorrow.

Kirchoff, shocked by the dog's sudden demise, wrote a reply that accused her parents of poisoning little Barky.

Sound cold and unforgiving? Maybe, but Kirchoff's parents, the letter, the death and even Barky himself are just inventions of R.E.M. Enterprises, R.M. Mader's "fake mail" service for college students suffering from empty mailboxes.

For a modest \$2 a semester Mader will write his subscribers

Yellow Jack Sought By

Most people go out of their way to avoid a confrontation with yellow hornets or yellow jackets. A pair of scientists at the School of Medicine are once again collecting these creatures in the interest of medical research.

In a continuation of work begun last summer, the scientists are asking residents of Greenville and surrounding areas to call them if they know of a hornet nest or ground-dwelling yellow jacket colony that they wouldn't mind being rid of. The scientists will do the hard part — come out and collect the insects for use in the lab.

The scientists need a supply of the living creatures to study human hypersensitivity to insect stings, a research project of medical school pathologist Dr. Donald Hoffman.

Unlike last year, the scientists are only interested in hornets and yellow jackets. Other kinds of bees and wasps are not being collected, according to Robert Jacobson, an entomologist working with Hoffman.

Area residents who think they

WELCOME TO G

When you get settled i

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JARVIS M
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Downtown just off cap

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9:45am - 5

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CATE



IU Student Offers Peers Fake Mail Service

(CPS) — When Barky the dog died, Earlham College student Shannon Kirchoff heard about it in a sweet letter from home that began "Dear Glorious Child" and went on to express her parents' deep sorrow.

Kirchoff, shocked by the dog's sudden demise, wrote a reply that accused her parents of poisoning little Barky.

Sound cold and unforgiving? Maybe, but Kirchoff's parents, the letter, the death and even Barky himself are just inventions of R.E.M. Enterprises, Ron Mader's "fake mail" service for college students suffering from empty mailboxes.

For a modest \$2 a semester, Mader will write his subscribers a

monthly letter to help them ward off loneliness with hometown gossip. The only catch is that nothing — the family writing the letter or the gossip — is real.

Mader, 20, a telecommunications major at Indiana University, created his fake family letters when friends complained they never got any mail.

"The concept of writing fake letters really lends itself to a lot of questions," Mader admits. "But it's news from home, family and neighbor gossip."

Letter ideas originate in his copious note taking.

"I take very different kinds of notes," he says. "They're obscure. If anyone looked at them, they would think 'very

strange.' If I hear anything unusual, even in class, I'll write it down and turn the story around to make it funny."

Last year, his first in business, Mader wrote and photocopied all the letters for his 26 subscribers.

This year he has a computer to help him personalize the correspondence.

"It takes about two hours to write one letter," he explains. "Then another three hours to process and personalize them."

He began by offering subscribers letters from a "generic suburban family," and then branched out to offer subscribers a choice of friendly or hostile parents at the head of the family. Mader says the "suspicious"

parents, who typically begin their letters with a "Dear Trouble" salutation, outsell the supportive parents, who begin their letters with "Dear Glorious Child."

"I like writing the suspicious ones better," he adds.

IU student Scott Anderson subscribes to the suspicious family for himself and to the nice family for a friend.

"I don't get nearly enough mail," he explains. "So I looked forward to getting the letters. They're a parody of a typical American family from suburbia."

Mader recruits his subscribers during campus orientation week, posting signs in IU's dorms. Last year, the campus newspaper ran a story about his service as well.

Most of the subscribers actually have Mader write to friends instead of themselves.

"It's definitely a unique gift," says IU junior Deborah Freedman. "The letters are personal enough you can laugh over things that really could be from your family."

She compares the letters' tone to the homey, innocuous humor of the "Leave It To Beaver" and "Ozzie and Harriet" TV shows. "You could see families writing letters like these," Freedman adds.

Only three subscribers have replied to Mader's fake families so far, but those responses were "very creative," he says. He hopes to encourage more students

to "write home."

"I would love that," he laughs. Freedman, for one, intends to resubscribe for a friend this year.

She'll have a wider choice than last year, too, since Mader is offering to write from three new fake families.

Students can be the oldest child from a New Paltz, N.Y., family, the second youngest child in a family from Santa Barbara, Ca., or the child of a Fort Wayne, Ind., single-parent family.

"It's filling a void," Mader says. "I actually like writing, and this is one way of doing it."

Besides, he sees the letters as a good alternative to typing term papers or working in the cafeteria as a money-making venture.

Yellow Jackets, Hornets Sought By Scientists

Most people go out of their way to avoid a confrontation with an angry hornet or yellow jacket. But a pair of scientists at the ECU School of Medicine are once again collecting these creatures in the interest of medical research.

In a continuation of work begun last summer, the scientists are asking residents of Greenville and surrounding areas to call them if they know of a hornet nest or ground-dwelling yellow jacket colony that they wouldn't mind being rid of. The scientists will do the hard part — come out and collect the insects for use in the lab.

The scientists need a supply of the living creatures to study human hypersensitivity to insect stings, a research project of medical school pathologist Dr. Donald Hoffman.

Unlike last year, the scientists are only interested in hornets and yellow jackets. Other kinds of bees and wasps are not being collected, according to Robert Jacobson, an entomologist working with Hoffman.

Area residents who think they

might be able to help the ECU researchers can best identify the desired insects by their dwellings, Jacobson said. White-faced hornets, which are black with white markings, make their nests in large gray bag-like structures often found suspended from the eaves of buildings and from tree limbs. Yellow jackets, on the other hand, are almost always found living in holes in the ground, and are sometimes referred to as "ground bees."

Jacobson stressed that the insects need to be alive and in good condition to be useful in the research. Yellow jackets contaminated with insect spray or gasoline, for example, would not be acceptable.

Jacobson, who received more than 100 calls from helpful residents last summer, said the peak season for stinging insects is just beginning and should continue through the fall.

"I suspect that there are quite a few of them out there," said Jacobson. "This year will probably be better than last year for these kinds of insects."

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Of...

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... just saying... makes... of Pee Dee for... 1933-34... have them... senior...

... campus. Why?... carry your lunch in... get back to your... there's certainly...

... human race? Heck... one. Hey, c'mon ad... business executives in... every one aboard —...

... stick underwear for... places. It kin... reaching into...

... do you know any... his IQ's 70 or 71... If he replies yes,...

... strap hung loosely over... and mayonnaise... both straps, it... Lowenbrau... don't give a shit that... the last time...

... understand the meaning... nothing to do with... you'll learn one of...

... this far. Don't forget... Remember, a...

atches

... Attached is an ostensi... from Finchem to Mondale... ("The Communication"), urging... overcome his reluctance and... generous longtime supporters"... money. Scrawled across the... ink are the words, "Boss —... distribute this? Tim..."... standard B.S. But how about... ere's another message scrawled... in what appears to be hand... Tim — c.c. Mr. Bob Beckel, Johnson, Mr. Stanley Soft... Mr. John Reilly — Fritz." The... times are top Mondale campaign...

... ale's direct-mail consultant, Smith, told me it was "a... of a real memo, then, when... said, "I don't recall... it might... en a couple." Of course, Fin... ver asked Mondale's permission... ute it, and Mondale never ask... em to send a copy to Stanley...

... Smith seemed genuinely dumb... by my suggestion that the... could be considered... "People increasingly want... eat with one to one and more... ally," he said sincerely... ology permits you to do that."

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Student Association Leadership In Disarray

(CPS) — For at least the third administration in a row, the leadership of the American Student Association has fallen into disarray, with former officers resigning in anger and complaining the group was ineffective.

The group, founded in 1978 and marketed to colleges nationwide as a "conservative alternative" to the U.S. Student Association, aimed to help lobby in Congress on student and education issues.

Its Washington, D.C. phone is now disconnected, though its executive director and new president both contend the organization remains viable.

But in the last few months, President Lori Hand resigned in anger, claiming ASA owed her \$1,000.

The Texas Student Association, a group representing many stu-

dent governments in Texas, decided to withdraw from ASA, largely on the recommendation of Dave Galyon, ASA's national vice president.

Last week, New Mexico's state student association voted to secede from ASA.

Student presidents at Minnesota, Michigan and Pan American universities say that, while they have not officially withdrawn from the group, to which campus student governments pay \$95 a year to support lobbying efforts, they do not plan to renew their memberships in ASA.

In the last year, moreover, previous President Michael Gallegos resigned, complaining ASA Washington, D.C. consultant Jim Newton had asked him to loan the organization money.

Gallegos had come to power

when his predecessor, Michael Chapman, quit the ASA presidency because of suspicions about Newton's effectiveness and the amount of money the organization owed to staffers and creditors.

"The people who are in control of (ASA) now have no interest in students," Galyon contends.

Galyon, who officially should have become ASA president when Hand resigned, was surprised to hear former Albion College President Craig Kirby was now president, working out of a Philadelphia address.

Kirby promises ASA's debts will "be squared away," and hopes to revitalize the group "because of the (better) communication that will take place, and because of the rapport that Jim Newton and I have."

Newton, recently elevated from

consultant to ASA's executive director, has been at the center of the controversy for the past year and a half.

Various student leaders around the country reported in April, 1983 that Newton had led them to believe he was a lawyer, which he is not.

Others got the impression from conversations with Newton that he had ties to the Reagan administration, the Moral Majority, the Young Americans for Freedom, the College Republicans, and the U.S. Department of Education, but none of the contacts at those organizations had heard of Newton at the time.

Asked to respond to Galyon, Hand and University of Minnesota student officer Mike Olmstead's negative remarks about ASA's stability, Newton

did reply, "No one but me is able to officially comment for ASA, and that includes Craig Kirby."

Newton now refuses to talk with College Press Service about ASA affairs.

"I would have no official comment to College Press Service until I could teach you responsible journalism," he says.

Olmstead says Minnesota's problems began at last October's ASA convention in New Orleans.

"We sent them a check for an admission of six people, but only two attended," he says. "They were promised they would be reimbursed for the four who did not attend. They gave us a check. I called Jim Newton, and told him 'Your check bounced.' He said, 'Okay, send it through again.' But it still didn't clear."

Former President Hand's complaint was similar.

"Jim called one Friday in a panic, and told me he needed

\$1,000, so I wired him \$1,000 from my personal account," Hand recounted in a phone interview in May.

"He has essentially told me to forget about getting the money back," she reported.

Since then, Newton has repaid her. Galyon, student president at the University of Texas at El Paso, says it was because "I made him. That's why he doesn't talk to me anymore."

ASA President Kirby was unsure how many schools still belong to ASA.

"I have no letters in the last year from any schools withdrawing," Newton says. "If I tell you ASA has 100 member schools, it will end up in a headline 'ASA Membership dwindles to 100 schools.'"

"Technically, we are a member," Minnesota's Olmstead says. "But spiritually, we are not."

Blue Lights Mean Safety

By ELIZABETH BIRO

The ECU Department of Public Safety reminds students again this year that campus is not immune to crime and security precautions must be taken.

The department suggests a number of ways students may avoid becoming victims of crime.

The ECU Department of Public Safety has provided students not only with campus policemen patrolling the area but also with blue lights at various locations on campus.

According to Francis Eddings, assistant director of security, the blue lights should only be used in emergency situations. Each light has a phone which is directly linked to campus security and which is activated by simply picking up the receiver. "The student only has to give us an idea as to the extent of the emergency, we will already know where he is located," he said.

Since the installment two years ago, Eddings said the blue lights have not been used extensively but, "if they serve a purpose just

once then they have been successful."

Eddings suggested that students, particularly females, always avoid walking alone or in dark areas. Other precautions the department suggests students take are registration of bicycles with the department, keeping dorm rooms locked at all times, never leaving valuable property in vehicles, and reporting all crimes promptly.

"We have a whole list of different campus crimes," said Eddings, "and we must deal with it on a daily basis."

19 Alcohol-Related Citations Issued

By HAROLD JOYNER

Nineteen persons, many of whom are ECU students, were

Study Habits' Classes Set For This Fall

By MARIJAKE FREEMAN

A series of classes based on strategies for "studying smarter" will be coordinated this fall by Drs. Ione Ryan, Steve Deters and Will Ball of the University Counseling Center. The counselors said they are encouraging freshmen to attend the classes but added that anyone who would like to learn more with less effort should attend. The course is aimed at helping students discover how to study more effectively.

Ball said he feels this course will be a confidence builder for students who find what they are already doing is saving them time and helping them learn more. "Students who have practiced what these sessions teach tend to learn more by studying smarter," Ryan said. These classes are a way to prevent bad study habits by teaching the student better study skills.

For the convenience of the student, classes will be held at different times. The first session will be Sept. 3-8 from 3-4 p.m.; the second will be Sept. 4 through Oct. 4 from 1-2 p.m. on Tuesdays and Thursdays. All classes will be held in room 305 of the Wright Annex building located in Central Campus.

cited for various alcohol and drug charges in Greenville parking lots last Friday and Saturday night, according to the Greenville Police Department.

Greenville Police Chief Ted Holmes said officers of the State Alcohol Law Enforcement agencies, in cooperation with the Greenville Police Department, issued citations for illegal possession of alcohol by underaged persons.

Two persons were charged with the illegal purchase of alcoholic beverages and three persons were arrested for providing alcohol to minors. Holmes also said one per-

son was arrested for the possession of marijuana and drug paraphenalia.

Holmes said, "Downtown parking lots, particularly on weekends, are a problem." In weeks to come, officers will continue to concentrate efforts in downtown parking lots, he added.

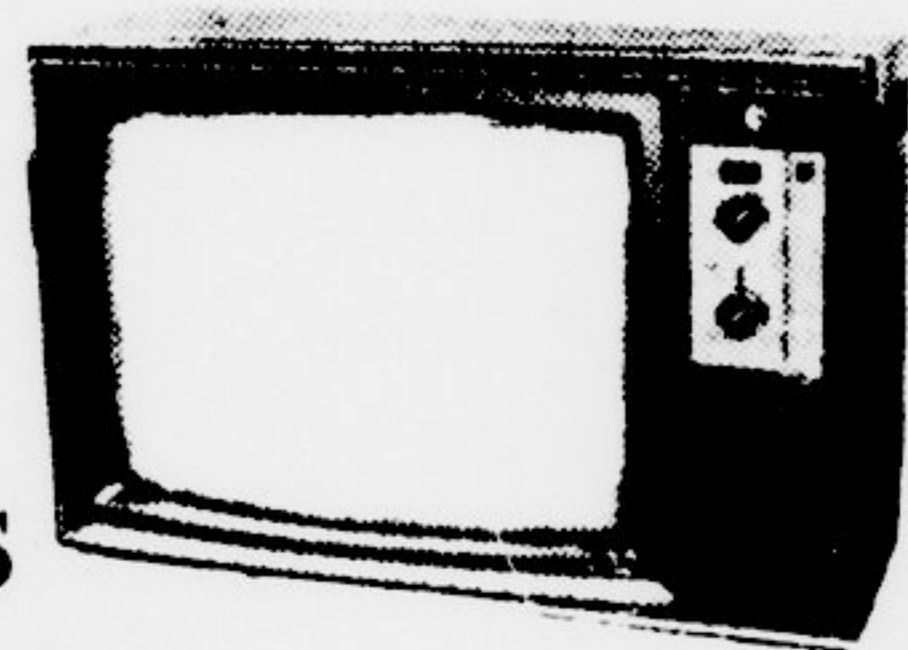
ECU's Director of Public Safety, Joseph Calder said student should be aware of the fact that "openly consuming" an alcoholic beverage while on campus is illegal. He said if an officer should see a student displaying an alcoholic beverage, the student will be arrested.

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TARLANDING SEAFOOD
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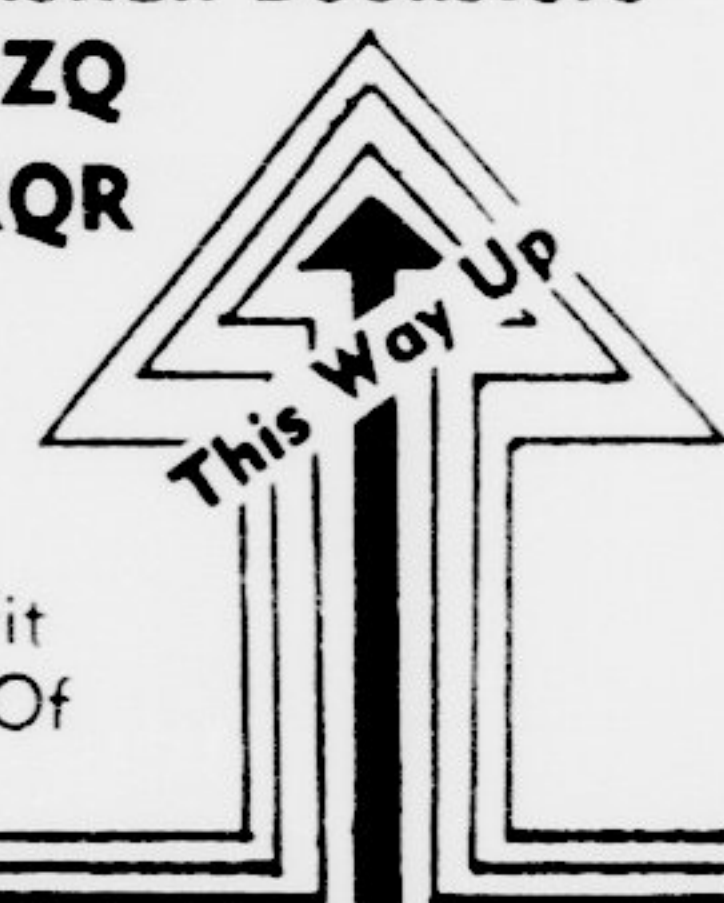
105 Airport Road 758-0327



B. J. Thomas & Logos

FRIDAY SEPT. 14
 DOORS OPEN AT 7:00
 AT THE GREENLEAF
 ON S. MEMORIAL

Tickets Available At:
 This Way Up
 Record Bar
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All Proceeds Of Concert Go To This Way Up A Nonprofit Christian Nightclub In Downtown Greenville-Corner Of 5th and Cotanche

Something That You Will Always Treasure!



Your Official ECU Class Ring

\$20 Deposit Required
 Date: Sept. 5, 6, 7th Time: 9:00 - 4:00
 Place: Student Supply Store - Wright Building

HERFF JONES

Writing Certificate

New

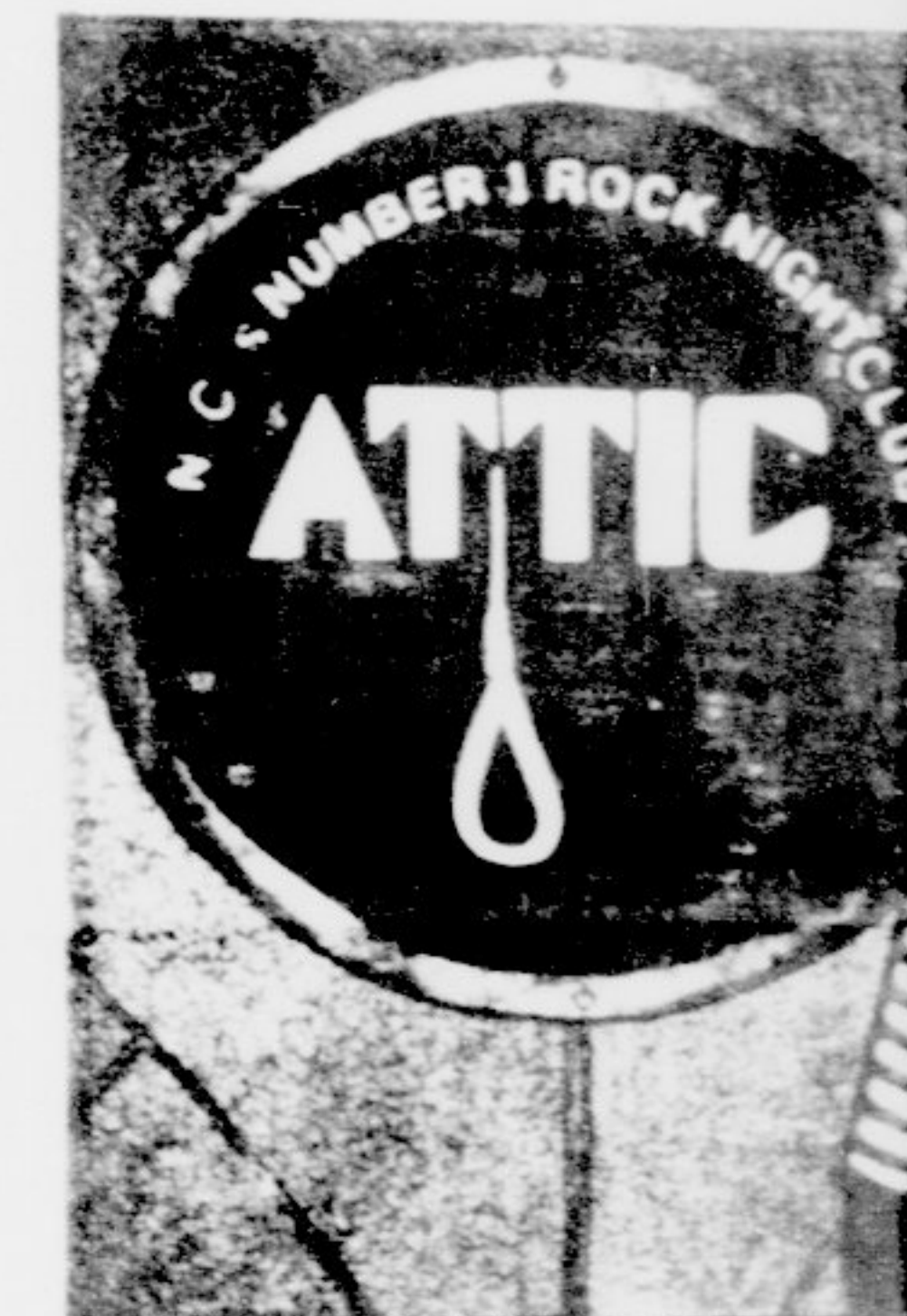
By JENNY MEADOR

Probably one fourth of one half of ECU students will obtain a Bachelor of Arts degree upon graduation. Perhaps many of those students will be worried about what the future holds for them in the way of available careers. Recently there has been talk that the social sciences, such as psychology and sociology, are as the arts and especially English have little promise for an exciting or interesting career choice. But alas, these fields are growing as well as the demand for specialists in the health and human services fields, and now the demand for those with English degrees and writing abilities is steadily

The Attic

By TONY BROWN

The Attic is rock & roll, and as long as owner Tom Haines is in charge, that's the way it'll be. Begun in the attic of a building



Tom Haines is the proprietor on Fifth Street in Greenville. Years ago this week, the nightclub has enjoyed steady growth over the years as evidenced by the move to the old Colonial Supermarket building on Fifth Street, now occupies

'A Woman In Red'

By AMY BONESTEEL

An older married man falls hopelessly in love with a beautiful girl and will do anything to get her — sound a lot like *10!* Well, it's not. It's Orion Picture's new release, *A Woman In Red* — a fair comedy filled with a cast full of talented actors but lacking in general comedy and content. With such an experienced cast, the movie just doesn't measure up to the viewer's expectations.

Gene Wilder stars in *A Woman In Red* as Theodore Pierce, a typical middle-aged San Francisco advertising executive surrounded by companions that are anything but tranquil. Theodore's family consists of an insanely jealous wife (Judith Ivey) and a daughter that dates a punk rocker (complete with a red and blue mohawk).

His friends are equally as unique — Joseph Bologna portrays a married playboy, Michael Huddleston portrays one of Theodore's buddies who sneaks with a doctor's wife while he (the doctor) is in surgery, and Charles Grodin portrays his gay friend.

Gilda Radner plays the part of an office co-worker who, infatuated with Theodore, goes berserk when she thinks that he stood her up. Kelly Le Brock is "The Woman in Red" — a beautiful model who Theodore spots one day when she walks over a drafty vent. To his delight, she shows up at his advertising office. From that moment forth, the chase is on (reminiscent of *Bo Derek* and *Dudley Moore* in *10!*), only instead of a chase on sunny beaches, this one takes place on horseback and in various bars

Writing Certificate Being Offered

New Program Benefits All Concentrations

By JENNY MEADOR
Staff Writer

Probably one-fourth to one-half of ECU students will obtain a Bachelor of Arts degree upon graduation. Perhaps many of these students will be worried about what the future holds for them in the way of available careers. Recently there has been rumors that the social sciences, i.e. psychology and sociology, as well as the arts and especially English, have little promise for an exciting or interesting career choice. But, alas, these fields are growing as well as the demand for specialists in the health and human service fields, and now the demand for those with English degrees and writing abilities is steadily increasing.

Technical writing incorporates many aspects of one's writing abilities. Not only does one have to be creative and logical, but one must be extremely accurate and careful when recording events, technology and terminology. Often research and scientific orientation play a major role in the organization of articles. But it's not all cut and dry. The job opportunities are astounding. "The job outlook is, in fact, excellent. If you've looked in the local papers for the last two years in the Sunday want ads, there have been plenty of jobs available for publications managers, full-time technical writers, and editors working for publishing houses, and even establishing your own

freelance communications firm," said Dr. Bertie Fearing, Professor of English and Co-director of the Technical Communications program. Other options include such areas as governmental or industrial research, working for civic or cultural organizations, and of course, writing, editing and directing in public relations for businesses. Being a relatively new program and pet project of Fearing and Dr. Keats Sparrow, Professor of English and Co-director of the Technical Communications program, it allows both undergraduates and graduates to become certified writing technicians. Students have already shown an avid interest in the Writing for Business and Industry

class. "We normally run three sections of 3880. This fall we started with seven sections and went to nine, still having to turn people away. We will offer at least nine sections next semester and it may go to twelve," Fearing said. For undergraduates interested in writing, five of eight specific courses are offered to obtain the "Certificate in Business and Technical Writing." These courses are: Business and Professional Speech, Functional Grammar, Advanced Composition, Scientific Writing, Introduction to Editing and Abstracting, Writing for Business and Industry, Introduction to Nonfiction, and Practicum: Careers in Writing. The certificate for undergraduates was designed to

entice students from all majors, whether it be political science, geography, business, physics, or English. "Of course undergraduate writing majors would have the best preparation, but we do not exclude those who did not major in English as an undergraduate. An engineer or someone from business could take the program," Fearing said. "My philosophy is that a good liberal arts background would certainly enhance one's knowledge and ability to write even in a technical field, but most importantly is that one has an interest in technical communications."

As for the graduate level Master's program, a diverse curriculum is offered to cover both the technical and communicative aspects of writing. The overall course load is 30 hours, and graduate assistantships are available. With a limited enrollment, it is a competitive program.

Technical production, communications, research, literature, and linguistics are the concentrations covered. Fearing commented, "There are only nine graduate level programs in the United States, and there are none in the Southeast. The closest graduate programs I know of would be Carnegie Mellon in Pennsylvania, R.P.I. in New York, University of Oklahoma State, and University of Minnesota in St. Paul; so we are among the forefront."

The Attic Celebrates Its 13th Anniversary

By TONY BROWN
Staff Writer

The Attic is rock & roll, and as long as owner Tom Haines is in charge, that's the way it'll be. Begun in the attic of a building

"Usually a name change indicates a different approach or new ownership, that's why we kept the Attic name even though the club is no longer in an attic," Haines said. "We continued the same high quality rock sound we

lowered drinking age, the emphasis has become even greater.

In response to this need to attract ECU students, Tom Haines and The Attic have increased their ties to the university by several means. The club regularly sponsors charity events in conjunction with campus fraternities, sororities and other organizations.

Currently Haines is looking for dormitory councils and organizations wanting to participate in such events and asks that interested parties call 752-7303 and leave their name and number so

he can work with them.

Another way The Attic is attracting ECU students is through student special discounts. Those with ECU ID's are now charged only one dollar every night but "concert" nights. This price applied 21 out of 23 nights in August.

Certain ECU groups also benefit from the prices. Every Thursday night is either free or discounted for ladies; female dorm students get in free every night except during special events.

A new attraction for ECU (and Pitt Community College) students is the admission of 18 year olds for \$1.50. "We're experimenting right now with this idea," Haines said. "It will be in coordination

with The Elbo's wristband? only a stamp will be required to enter one or the other after a wristband is acquired.

"This will last as long as it's not abused. If people start removing the bands and wiping off the stamp indicating they're under age, the privilege will end," Haines added. There's another incentive to keep the 18 year olds honest—the 18 year olds in the general population will possibly get the same right if the experiment is successful.

"We're making every effort possible to bring good, live rock

music to as many people as possible," Haines said. "We've added a snack bar and constantly work to make the atmosphere one which will attract responsible adults who know how to behave."

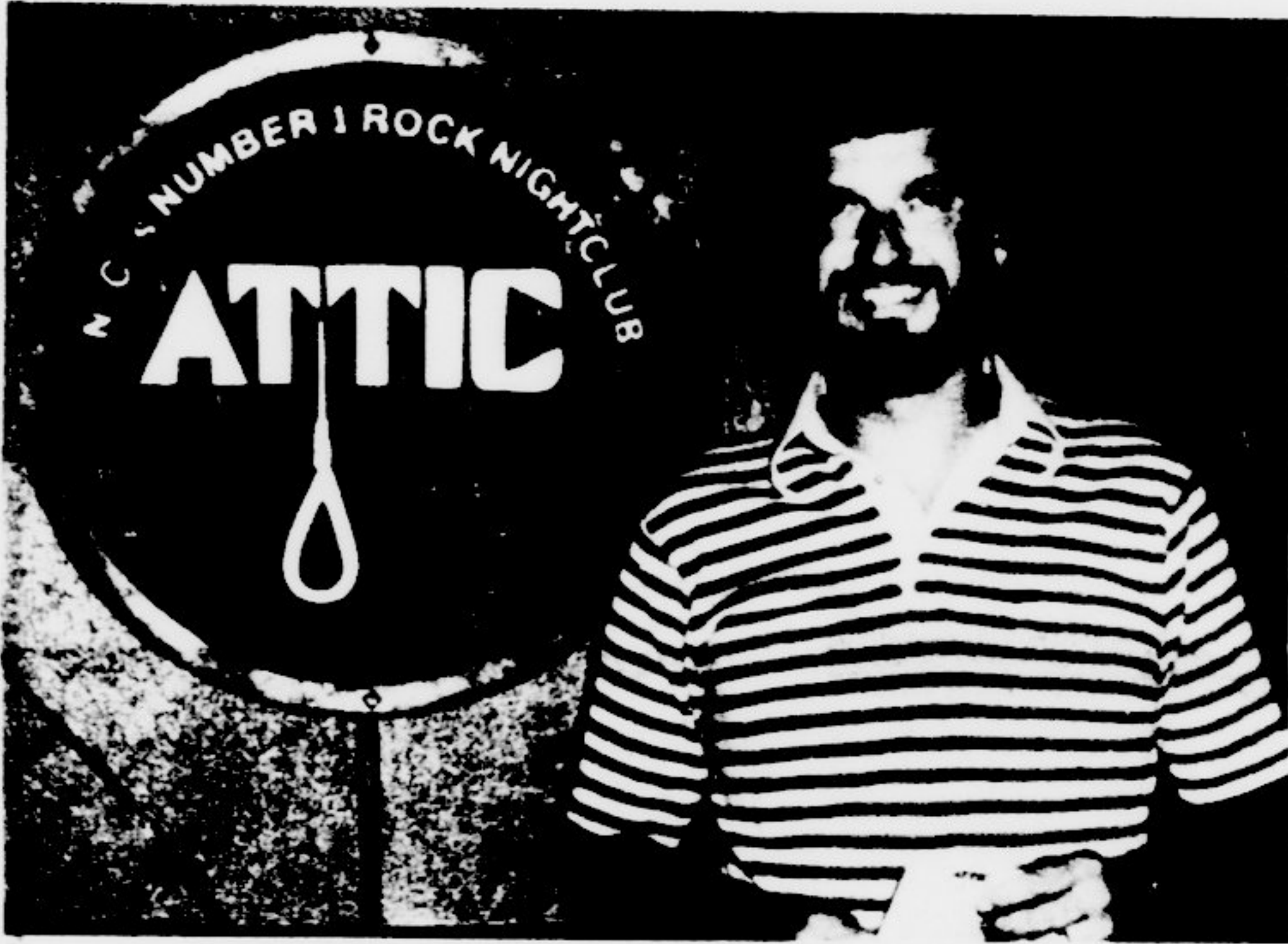
A check with some local police officers bears testimony to the Attic's ability to maintain peace among its customers. "We have very little problem inside the Attic," several related. "We have less trouble there than with other downtown nightclubs."

This fact is even more impressive considering the Attic features live rock & roll music every night they're open, which currently is Thursday through Sunday nights, generally at 9 p.m. Since the Attic is on the "A"

band circuit, the finest bands on the club tour are available. "The bands which consistently drew the best in the past year or so were Sidewinder, Skip Castro and Maxx Warrior," Haines said. "These are the types of 'show bands' we like to feature on Friday and Saturday night. On Thursday we generally have

straight forward rock & roll and lesser-known groups, but we always get the best group available."

"Right now we're open on Sunday nights, featuring alternative music, such as new wave, reggae and so on," Haines said. "If people come, we'll keep it going...if not, we won't."

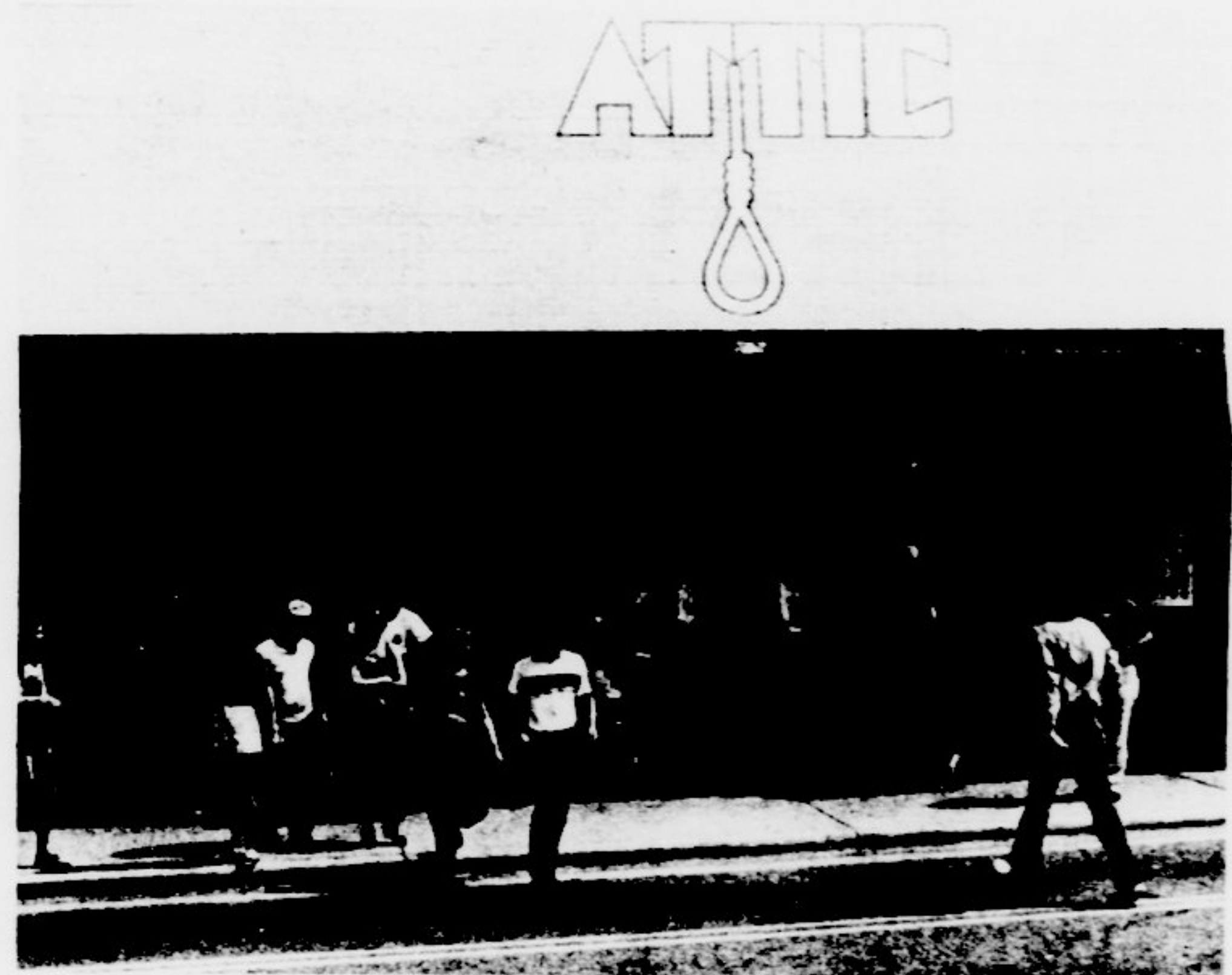


Tom Haines is the proud owner of the Attic.

on Fifth Street in Greenville 13 years ago this week, the nightclub has enjoyed steady growth over the years as evidenced by the move to the old Colonial Supermarket building on Forth Street it now occupies.

had worked so hard to be recognized for, so it didn't make sense to change the name."

ECU has always been the prime source of their customers and employees, but with the tough new drunk driving laws and the



The Attic

For 13 years the Attic has been a source of rock'n'roll entertainment for many ECU students.

'A Woman In Red' Falls Short Of Expectations

By AMY BONESTEEL
Staff Writer

An older married man falls hopelessly in love with a beautiful girl and will do anything to get her — sound a lot like 10? Well, it's not. It's Orion Picture's new release, *A Woman In Red* — a fair comedy filled with a cast full of talented actors but lacking in general comedy and content. With such an experienced cast, the movie just doesn't measure up to the viewer's expectations.

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"A Woman in Red" is playing at the Buccaneer Movie Theatre.

around San Francisco.

In several romance scenes, the movie features new tunes by Stevie Wonder and Dionne Warwick.

The acting is mediocre all around — Radner doing her best with a very limited role, Wilder

not nearly as funny as he was in *Young Frankenstein* or *Straw Dogs*. Le Brock does her best acting with her mouth shut.

Although it's certainly not the best or funniest movie Wilder has ever done, his die-hard fans will surely enjoy it.

Making Money Off Books

(UPI) — Ingram Book Co. has revolutionized the book selling business in the past decade and confounded even the most change-resistant segments of the industry by becoming a sort of literary Federal Express.

That assessment of the Nashville-based firm comes from Harry McCullough, director of sales for the Scribner Book Companies in New York.

Speed is money in the book business because of the pickle nature of the public's buying habits. A book sought today may be a book forgotten two weeks hence — the time it normally takes publishers to deliver.

"Ingram has revolutionized the business," said McCullough, whose only accounts are Ingram and Baker G. Taylor, another wholesale firm that deals more with libraries.

Ingram is by far the biggest middleman between the 400 or so publishers, mostly based in New York, and the estimated 15,000 to 20,000 book stores throughout the United States.

But Ingram is not resting on its success, exemplified by 40 percent annual growth rates in the past few years. The company has embarked on ambitious programs to further entrench itself with booksellers and is vigorously pursuing the new video and computer software markets.

Ingram views itself as a sort of tail being wagged by the book retailers in the United States and that is one of their secrets of success.

Company officials have vigorously pursued a policy of catering to the wishes of the bookstore because, without them, there wouldn't be an Ingram.

Phillip Pfeffer, the company's

dynamic board chairman and chief executive officer, said in an interview, the book business in the United States is an \$8 billion a year industry and Ingram's sales last year were about \$250 million — so there is plenty of room for growth. Fifteen years ago, it had sales of only \$600,000.

Ingram's strong suite is it can get books it has in its 65,000-title stock to anywhere in the United States within a matter of days, often the next day after an order is placed by telephone. The company distributed 43 million books in 1983. Ironically, the booksellers can buy books cheaper from publishers so Ingram has to provide a service that is worth the extra cost. That's where speed comes in.

Some Ingram officials feel that the now developing and still unstructured video and computer software markets may eventually eclipse the book business within a few years.

Pfeffer symbolized the down to earth atmosphere at Ingram. The 39-year-old board chairman greeted every single employee he met (many by their first names) as he guided a visitor through corporate offices that resembled a large suburban insurance office more than a giant book distributor.

This relaxed atmosphere is only on the surface and could be deceiving.

Ingram Book Co. has a svelte management structure. And there is a sharply focused definition of role among its young managers.

"The book business is like this," explains Margaret Langstaff, a vice president of the firm. "The retailers need the books fast. We get them to the stores faster than the publishers."

Ingram has three warehouses

from which shipping originates — Jessup, Md., which services the Northeast; Nashville, which serves the country's midsection and Southeast; and City of Industry, Calif., which serves the West.

Ingram buys its books at a discount from the publishers — anywhere from 40-43 percent. The company sells them to the booksellers at a discount based on volume — an average of 10 percent.

Ingram processes orders by the thousands each day, mostly over the telephone. (The company's telephone bill will run about \$2 million this year.)

There may be as many as 80 operators on duty. On an average day during the summer about 3,000 orders from all over the country are taken on computer terminals. The average order is about 115 books at a unit price of \$4, company officials said. The orders are delivered mostly by truck, some of them company owned.

Ingram is a subsidiary of Ingram Industries, a firm known worldwide as a barge manufacturer, but which also has insurance and other interests.

McCullough said there was much skepticism about Ingram by the New York publishers at the start.

"I never thought it would work. They did something amazing. The bookstore people are set in their ways, but Ingram completely changed everything. It took them a couple of years. They made books available quickly through microfiche. A bookstore can see what is in stock and get it in a couple of days. I don't think anything will ever make the im-

See INGRAM, Page 10.

SEAFOOD
Special:
Steak & Deviled Crab
with Potato.
Hush Puppies - \$3.99
758-0327

Thomas & Logos
SEPT. 14
OPEN AT 7:00
GREENLEAF MEMORIAL
Available At:
Day Up
Bar
Records
Bookstore

You Will Treasure!
Special \$10 Discount
Ring

'Ingram Has Revolutionized The Business'

Continued From Page 7
 pression on the book business that Ingram has made," McCullough said.
 The Scribner executive said Ingram doesn't make a lot of money per unit so they have to do

volume.
 "You ask the bookstores, particularly the independent bookstores. Many will say they couldn't survive without Ingram. They are stocking more and more titles in Superstock. I would be shocked if anyone had anything

bad to say about Ingram. They do something that the publishers can't do. They have been great for the publishers and the bookseller," he said.
 Pfeffer talks with pride about the company's history.
 In the 1960s, he said, the library

aid programs of President Lyndon Johnson began to dry up because of the Vietnam War.
 Harry Hoffman, then president of the company and now head of Waldenbooks, wondered why Ingram couldn't sell books direct to retailers.

By 1970, the company's sales to bookstores totaled \$1.4 million.
 In 1972, Ingram introduced its microfiche program, which gives individual bookstores a weekly insight into the books that are available and in what quantities. The bookseller can rent or purchase a device for viewing the microfiche. They can telephone their orders in and have the books on the shelves in a matter of days.
 "This is information the booksellers never had before," said Pfeffer.
 In 1976, Ingram purchased Raymar, a west coast book distributor, and that solidified its claim as a national wholesaler of books.

Ingram began Superstock in 1982. That program is what the name implies. The company added 35,000 titles in its inventory for faster availability to customers throughout the United States.
 Pfeffer said an order placed Friday afternoon from San Francisco from Superstock will arrive at the store Wednesday.
 Superstock's warehouse is at Jessup, which is near most of the warehouses of the New York publishers. Superstock contains the "second tier" of books in demand, and this service has placed thousands of books days from a retailer where they had always been weeks away at best.

Classifieds

SALE

FOR SALE '75 Ford Grand Torino Runs good, rides good, stereo, C.B., A.C. Call George 758-7240 after 4 p.m.

FOR SALE: 1977 DATSUN B210 Hatchback 5 speed. Runs well. Call 756-8253 after 6. Needs bodywork. Best offer.

7 VOLUME FULLY LOADED, EXCELLENT CONDITION. 756-8356.

FOR SALE: New Box Springs, mattress and bed, frame. \$50. Call 752-1649.

MISC

LOANS ON BUYING TV's, Stereos, cameras, typewriters, gold & silver, anything else of value. Southern Pawn Shop. 752-2464.

DON'T MISS ANOTHER CONCERT! Road Trips Unit. Is taking a busload Sept. 14 to Yes in Greensboro. Pick up your tickets at Apple Records soon.

FREE KITTEN, 4 months old, very friendly, tortoise-colored. Free cat, 1 year old, gray and white. Both female. Call 752-5483.

THE SGA STUDENT SAVINGS CARDS are now in! Pick yours up at the Student Supply Store, The Croatan and at the Mendenhall Student Center Lobby. Take advantage of great savings and get your card now!

NEED A FRENCH TUTOR? Tutoring service available for serious students. Able to instruct all levels. Fee negotiable. Call: 757-3281.

COMPUTERIZED TYPING SERVICE/Word Processing. Spelling electronically checked. Term Papers and Dissertations. \$1.75 a page, paper included. Call Mark after 5 at 757-3440.

HOUSE FOR RENT. Ideal for 3-4 friends. 5 minute walk from campus. Part furnished. CHEAP \$260 plus deposit. Water included. 752-2615. Available Now.

HELLO LATTER-DAY SAINTS
 A footnote to remind you of all the great activities just for you and your friends.
 1. Church Service: Every Sunday 9-12, 317 Martinsborough Rd., Tel: 756 5890
 2. Institute Of Religion: Every Thursday night on campus at Brewster 305-B. This course starts September 6th at 6:30-8:00pm. The Course: THE NEW TESTAMENT. Call Bro. Evenhuis for more information 756-1473 /
 3. Young Adult Activities: Call Amy Brew 355-6364
IT'S GREAT TO HAVE YOU AT ECU.

RIDES

DESPERATE STUDENT needs ride to Northern Va. area. Will help pay gas. 758-8326. Ask for Al.

J.W. Thank for a fantastic summer. You made it for me. Looking forward to spending more time with you this semester. Let me check my calendar first. I'll see if I have time for you. Hope you have a big 21st Birthday! Love, Piggy.

JAMIE BIGGERS AND K. KIMBERLY please get in touch with the REBEL.

LYNN PAGE I hope to see you and Fran out at the Pi Kappa Phi house for the TOGA party tonight. B.S.

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WANTED

PIANO PLAYERS WANTED repertoire should include Jazz, Blues, Rags, Dixieland. Call 752-1361 or come by Piquant Alley.

FEMALE ROOMMATE NEEDED: Non-smoker-washer/dryer provided; new mobile home, rent \$165, 1/2 utilities; private room and private bath. Call 756-6151.

MALE ROOMMATE NEEDED 1/2 rent, 1/2 utilities. Call 355-6933 after 4:00 p.m. on weekdays.

FEMALE STUDENT NEEDED to share furnished condo. Central air/heat, washer/dryer, \$150.00 plus 1/2 utilities. Apt. 1-1 Cannon Court. Call 758-7090 after 5 pm.

BABYSITTER NEEDED in my home: T-W afternoons from 3 p.m.-6:30 p.m. for 2 year-old girl. \$4/mo. Call 758-0805 after 6 p.m.

PHOTOGRAPHERS AND PHOTOGRAPHER'S REPRESENTATIVE

needed to work with local fraternity and sorority parties. Earn \$15-20/hr. Send resume to: Picture Perfect, 101 Woodland St., Morganton, NC 28655.

NEEDED: PART-TIME SOCCER COACHES for various Pitt County Schools. Contact Alice or Barry at 752-6106 if interested.

FEMALE ROOMMATE WANTED to share 2-bedroom townhouse apartment, \$140 month plus 1/2 utilities. Carpeted, air, furnished, dishwasher, laundry facilities and pool. Deposit required. Call 758-1263 after 5 p.m.

POSITION WITH SALES AVAILABLE. Excellent opportunity for extra money. No experience necessary. Flexible work hours. Call Ron at 752-7039.

PERSONAL

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LYNN PAGE I hope to see you and Fran out at the Pi Kappa Phi house for the TOGA party tonight. B.S.

PI KAPPS if you see a little sister this week, give her a kiss — they deserve it.

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 2. Institute Of Religion: Every Thursday night on campus at Brewster 305-B. This course starts September 6th at 6:30-8:00pm. The Course: THE NEW TESTAMENT. Call Bro. Evenhuis for more information 756-1473 /
 3. Young Adult Activities: Call Amy Brew 355-6364
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TUESDAY — CRAZY TUESDAY — Different events each week from Bikini Contest to Air Band Contest to Draft Nite. Each Tuesday is always different & always fun.
*WEDNESDAY — HUMP NITE — Free admission to ECU students (\$1.00 18 yr. adm.). All cans 55¢ till 11:00 p.m., 80¢ till closing.
THURSDAY — COLLEGE NITE — \$1.00 admission for ECU students (\$2.00 18 yr. adm.). All cans 55¢ till 11:00 p.m., 80¢ till closing.
FRIDAY — End of the Week Party — Friday Afternoon-3:30 till 7:30 - Free admission (\$1.00 18 yr. adm.). All cans 55¢ till 5:15 p.m., 80¢ cans till 7:30. FRIDAY NITE — \$1.00 admission (\$2.00 18 yr. adm.). All cans 80¢ till 11:00 p.m.
SATURDAY — Best in Dance Music — \$1.00 admission ECU students (\$2.00 18 yr. adm.).
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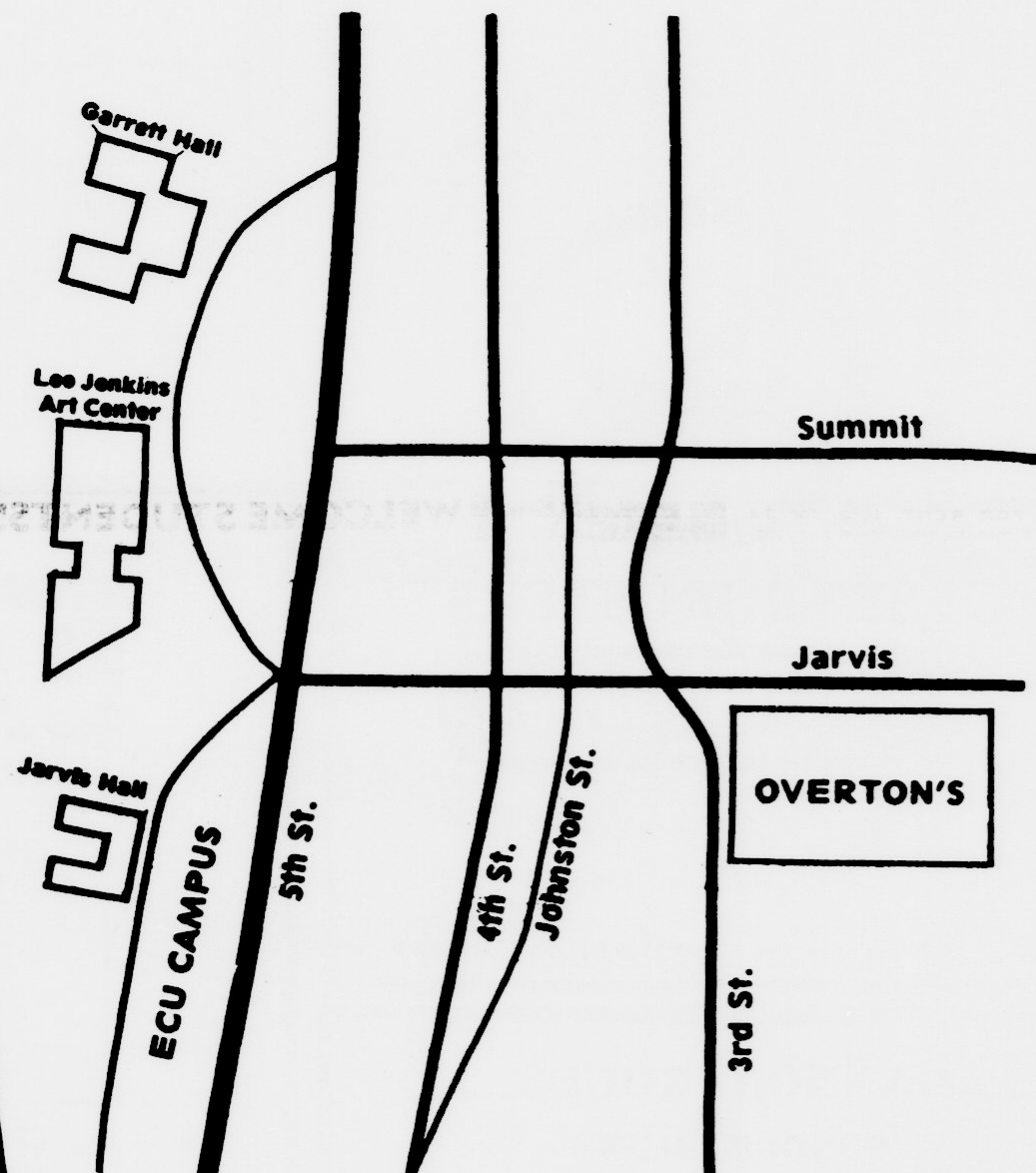
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AUG 31 & SEPT 1
FEATURING:
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'The Empire Strikes Back' Showing On Campus Tonight

By **MATHEW A. GILLIS**
Staff Writer

Are you looking to wet your whistle with some adventures that are out of this world? Can't resist leading the forces of good against the forces of gulp-eternal darkness? Then hold on to your hats and your lightsabers because The Empire strikes again this weekend — at Hendrix Theatre, that is! *The Empire Strikes Back*, the second of George Lucas' three very successful *Star Wars* sci-fi film series, blasts off once more to that galaxy "far, far away" as

young Jedi warrior Luke Skywalker (Mark Hamill) and company continue their battle against the evil forces led by the man we love to hate maybe even more than J.R. Ewing — "Mr. Mean" himself, Darth Vader! As the film gets going, we find many of our old friends from *Star Wars* on the run again from Vader and his army of nasties. Fortunately, for a time, they do manage to escape, with Han Solo ("Indiana Jones" himself, Harrison Ford), Princess Leia (Carrie Fisher), Chewbacca the wookiee, and the humanoid droid C3PO

safe at the planetary hideaway of Han's old space smuggler friend, Lando Calrissian — one of two new main characters introduced into the series and played by Billy Dee Williams. Still, there does seem to be something wrong with Lando.... Anyway, what happened to Luke? Well, he and R2D2, his other droid companion, have headed to the planet Dagobah to receive training in using the mysterious powers of "The Force" from the spirit of Ben Kenobi (Sir Alec Guinness) and the wise old Jedi master named

Yoda. If Yoda turns out to be one of the wildest creations you've ever seen, don't be surprised — the character was created especially for this film by one of the noted "Muppet masters," Miss Piggy's "mentor," Frank Oz. (Incidentally, he also performs as Yoda in the film as well.) Yeah, they're safe for now — but Vader and those bounty hunters are sure closing in fast! I won't reveal too much more, but you've seen it, haven't you? No? Well, here's a golden opportunity to see a film that you might even take your bratty kid sister to

see! Maybe that sounds a bit corny, but *The Empire Strikes Back* offers a fun-filled, power-packed story of the battle between good and evil, filled with cliffhanger perils, surprises galore, out-of-this-world characters, and the wildest special effects anywhere (with a bit of cute and/or clever dialogue and even a little bit of romance thrown in for good measure). Now, true, it will never match the success of the pure fun of *Star Wars*, but it has enough going for it to make it another box-office smash worthy of being the successful sequel of one of the

top-grossing movies of all time (as was *Empire's* "sequel," *Return of the Jedi*). But, then again, I'll let you be the judge this weekend!

The Empire and company blasts off this weekend only. The film airs Thursday, Friday and Saturday at 7:00 p.m. and 9:30 p.m., at Hendrix Theatre in Mendenhall Student Center. Admission is free to ECU Students and Faculty with either your ECU ID/activity card or MSC Membership. And, need I say it, "May the Force be with you!"



Peter Makuck

ECU Poetry Forum To Meet Sept. 6

By **TIM GILES**
Staff Writer

Where amongst ECU's intellectual hubbub can the former high school literary phenomenon find the comradeship of like minds? If he or she is or wants to be a poet, then ECU's Poetry Forum has much to offer. Sponsored by the English Department, the Poetry Forum will hold its first meeting on Thursday, Sept. 6, at 8 p.m. in Mendenhall, room 248. Leading the Forum is Dr. Peter Makuck, author of a short story collection, *Breaking and Entering*, and a book of poetry, *Where*

We Live. Makuck has published extensively, and his work has appeared in many major literary magazines. The Poetry Forum is a workshop for student poetry. When a poem is presented to the Forum, the author passes out copies to the other members.

After reading his work aloud, the poet sits back while Poetry Forum members tell him what they did and did not like about the poem and suggest ways to improve it. Meetings usually last until 9:30 p.m. and often spill over to a

nearby restaurant. Students are invited to sit in Poetry Forum meetings if they feel shy about reading a poem the first time. Meetings for the fall semester are scheduled for Sept. 6 and 20, Oct. 4 and 18, Nov. 15 and Dec. 6.

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Notes: 25 words or less

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ECU

By **RANDY M.**

Florida State has defeated three consecutive seasons, but Emory said that this Saturday's game is a challenge to believers out of the boys from the South.

"We're only going down there and that's to win," Emory said after the press conference.

"It's a great challenge to play a club like Florida State, but we've got this game that any team I've ever coached."

Emory was as bold to say that he is more talented than last year's team, the playing professional football. "Experience wasn't there."

The Pirates' inexperienced quarterback, a position in which he was named. Three candidates are in the running, and Emory has been in the process of selecting one of them. They have progressed thus far:

"We scrimmaged over this single quarterback could get it," he said. "I think we have the best in the country in Stefan Adams."

Former

By **TONY BROWN**

Dave Bumgarner was a different kind of athlete from thousands that go through motions of attending college, setting their futures on careers — he wanted to be a coach.

"I set a goal early as a player to become a high school coach. I knew it took more than blocking, tackling and carrying the ball," he said. "I made it understood the reasons we had a particular way of why our plays were called in specific situations."

"During and after practice would ask the coaches what reasoning was and through the process I not only gained a knowledge about coaching, but also helped motivate me as a player because I understood part I played in the overall plan."

Bumgarner made full use of his knowledge as he went on to set many school records in his day.

ECU

By **SCOTT POWERS**

With the loss of 12 players on the professional football team last year, many feel the Pirates may be lacking potential. Americans and professional choices, but this year's team has many seniors that have the ability to make careers for themselves in pro football.

Last year's team produced the highest total in the country, with three other players skipping the draft for careers in the NFL.

The eight NFL draftees was the highest total in school history, but this year's team also has many players who have a shot at professional careers.

The following is a brief look at seven seniors who appear to be prime candidates for the NFL draft:

Henry Williams: If there is one player who put excitement to the Pirates' attack last year would have to be Williams who is known for his infamous flip at every touchdown he scores.

The first time that the 5'10", 180-pound sparkplug ever touched the ball in varsity competition for the Pirates, he broke loose for a 56-yard touchdown on a punt return against the Florida State Seminoles. Later in the same game, he ran a kickoff back for a 99-yard score.

He led the nation last year in kickoff returns with a 31.1 yard average and was named second



Stefon Adams

ECU Prepares For Florida State

By RANDY MEWS
Sports Editor

Florida State has defeated ECU's football team three consecutive seasons, but Pirate head coach Ed Emory said that this Saturday his team will make believers out of the boys from Tallahassee.

"We're only going down there for one reason — and that's to win," Emory said in a Tuesday mid-afternoon press conference.

"It's a great challenge to play on the road against a club like Florida State, but we're better prepared for this game than any team I've ever had the opportunity to coach."

Emory was as bold to say that this club had more talent than last year's team, eleven of whom are now playing professional football, but admitted that the experience wasn't there.

The Pirates' inexperience will be most evident at quarterback, a position in which a starter has yet to be named. Three candidates are vying for the starting role, and Emory has been disappointed with how they have progressed thus far.

"We scrimmaged over the weekend, and not a single quarterback could get our receivers the ball," he said. "I think we have the finest receiving corps in the country in Stefon Adams, Ricky Nichols, Henry

Williams and Damon Pope, but if we're to be successful through the air, we've got to find somebody who can get them the ball."

Emory briefly mentioned several linemen who sustained minor injuries during practice, but exuded confidence when describing the other facets of the offensive game.

Defensively, the Pirates' biggest worry will be All-America and Heisman Trophy candidate Greg Allen. Last year Allen romped over ECU for 154 yards on 33 carries, while also picking up three touchdowns.

"He's burned us for three years," Emory said. "Our defensive line is going to have to get to him and then stop him."

Teaming with Allen in the FSU backfield will be Junior Roosevelt Snipes. An extremely powerful runner, Snipes ran for over 600 yards in 1983, and averaged an impressive 6.6 yards per carry.

"I know our kids won't back down from anything or anybody," Emory said, "but we're really hurting up front."

To compound matters, defensive ends Curtis Wyatt and J.C. Platt, both of whom were battling for starting positions, will miss the game because of injuries.

Although the productivity of a quarterback and

the containment of Greg Allen are Emory's primary concerns, they are still things that can be worked on in practice.

"We've practiced to the point where we can't be any better prepared than we already are," Emory said. "But the one thing you can't practice is how to play in front of 70,000 people."

Considering the fact that none of the ECU quarterbacks has ever taken a snap in a varsity football game, how the pressure will effect his signal caller is Emory's biggest concern going into the game.

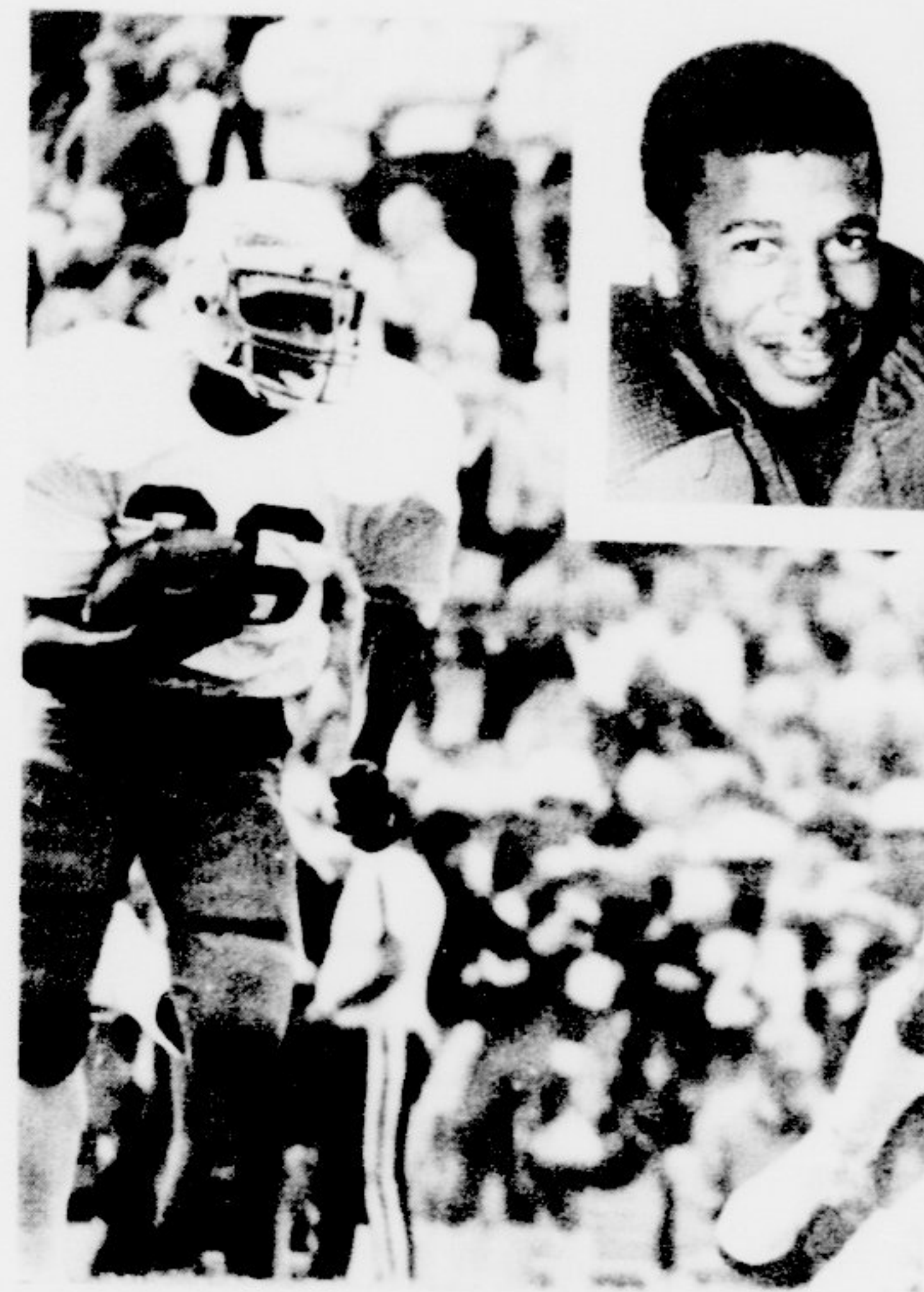
Although ECU is a relatively inexperienced team, Florida State is not soon to forget their come-from-behind victory over the Pirates last year.

"I've never seen anything like this one," Seminole Coach Bobby Bowden said after the contest.

"Nobody was able to stop each other on defense." There were 948 yards worth of total offense in the game, but ECU All-America candidate Henry Williams stole the show by returning the only punt of the game for a touchdown, and then opening the second half with a 99-yard TD kickoff return.

Emory said he doesn't expect Florida State to let Williams do the same thing to them again this year, so he's come up with a very basic game plan.

"We're going to go all out on each play — and if we win enough plays, we'll win the game."



ECU must stop Florida State's Heisman Trophy candidate Greg Allen this Saturday

Former Player Looks Back

By TONY BROWN
Staff Writer

Dave Bumgarner was a different kind of athlete from the thousands that go through the motions of attending college while betting their futures on pro careers — he wanted to know why.

"I set a goal early as a player to become a high school coach and I knew it took more than just blocking, tackling and catching passes," he said. "I made sure I understood the reasons we blocked a particular way or why certain plays were called in specific situations."

"During and after practice I would ask the coaches what their reasoning was and through that process I not only gained a lot of knowledge about coaching, but it also helped motivate me as a player because I understood what part I played in the overall game plan."

Bumgarner made full use of this knowledge as he went on to set many school records in his days as

a receiver at ECU in 1964-65. He is still standing second in passes caught and fourth in career yardage even though he played on the last of the single-wing teams in the country. He was a major force on Coach Clarence Stasavich's teams in the years ECU won the now-defunct Eastern Bowl and the Tangerine Bowl.

He was named to the all-state team and honorable mention All-America and was signed by Toronto of the Canadian Football League. As a starter in his first season, he caught 25 passes for four touchdowns and had an impressive debut for a rookie, but found something was lacking.

"It just wasn't what I thought it would be," he said. "There was so much travel involved and things they had promised didn't happen — so after one year I decided to follow my goal of becoming a high school football coach and got a job in the Edenton-Chowan school system."

"That's when I really began to understand the impor-

ance of a broad education. I taught classes from eighth to 12th grade in such courses as English, math, spelling, literature, history, health and physical education, geography and economics — all while serving as head baseball and assistant football coach."

It was Bumgarner's educational background that made this and subsequent upward career moves possible — not football. "The best thing a college athlete could do would be to examine their motives for playing and plan accordingly."

"In the past you could pretty much get by on coaching and teaching P.E., but today the school budgets are so tight that only those qualified in physical science, math and other courses, as well as coaching, are being hired."

In 1968 Bumgarner decided to take the next step toward his goal and obtained a job at Greenville's Rose High School as a social

See BUMGARNER, Page 14



Billy Best (swinging bat) is ECU's new assistant baseball coach.

Best Appointed As Baseball Assistant

By DON GROSS
Staff Writer

Success sometimes takes a toll. Last year's Pirate baseball team won the ECAC-South tournament, and then came within two games of going to the College World Series. They ended the season ranked 20th in the nation.

Head coach Hal Baird rode the success of his team to a better coaching job at Auburn University, leaving the helm to last year's assistant coach Gary Overton.

To replace the assistant coaching void, ECU hired former Pirate star Billy Best. He played centerfield for the Pirates from 1977 to 1980.

Best was then drafted by the Kansas City Royal organization. There he rose to AA ball, playing for Memphis in the Southern League.

Due to his age (26) and the fact that the Royals drafted three new

promising outfielders, he decided to take the assistant coaching job.

"I'll miss pro ball," Best said, "but I've always wanted to come back to my alma mater and do this."

Best thinks that the team has a good nucleus of players and come spring they all should be healthy enough to go after another conference title.

"Coach Overton is a very knowledgeable man," commented Best. "There are essentially few changes in the running of the team."

Best will concentrate on instructing the outfielders and will also help with hitting and baserunning.

With his experience in professional baseball, Coach Best will make a great addition to the coaching staff.

"I really want to stay here for a long time," added Best. "It's good to be back."

ECU Once Again Sports NFL Candidates

By SCOTT POWERS
Staff Writer

With the loss of 12 players to the professional football ranks last year, many feel the Pirates may be lacking potential All-Americans and professional draft choices, but this year's team has many seniors that have the ability to make careers for themselves in pro football.

Last year's team produced nine NFL draft choices, the third highest total in the country, while three other players skipped the draft for careers in the USFL and CFL.

The eight NFL draftees was the highest total in school history, but this year's team also has many players who have a shot at professional careers.

The following is a brief look at seven seniors who appear to be prime candidates for the next NFL draft:

Henry Williams: If there is any one player who put excitement into the Pirates' attack last year, it would have to be Williams who is known for his infamous flip after every touchdown he scores.

The first time that the 5-6, 180-pound sparkplug ever touched the ball in varsity competition for the Pirates, he broke loose for a 56-yard touchdown on a punt return against the Florida State Seminoles. Later in the same game, he ran a kickoff back for a 99-yard score.

He led the nation last year in kickoff returns with a 31.1 yard average and was named second

team All-South Independent and second team return specialist in *Sporting News*. He is obviously the premier return man in the nation.

Although he only caught four passes for 62 yards as a flanker last year, his 4.2 speed in the forty-yard dash also makes him a deep threat.

Stefon Adams: Adams returns to his split end position as a second year starter after leading the team with 20 receptions for 277 yards and an average of 13.9 yards per catch last year.

His longest catch was for 39 yards against Missouri. As a sophomore, Adams made 12 catches for 185 yards averaging 15.5 yards per catch.

As far as athletic ability and talent is concerned, coach Ed Emory calls him the "best player

on the team." In addition to his 4.4 speed in the forty, Adams also possesses strength — lifting a total 1,489 pounds in four lifts — the bench press, squat, hang clean and the push press.

Ricky Nichols: Nichols, who is one of the group of receivers that Emory calls the best in the country, will be back for his third year as starting flanker, a position which he will share with Henry Williams.

Last year, Nichols was the third leading receiver on the team with 15 catches for 222 yards and an average of 14.8 yards per catch and two touchdowns. His biggest catch of the year was a 27-yard touchdown against Missouri, which assured the Pirates of a 13-6 victory.

He's an excellent athlete with 4.3 speed to make him a deep

threat, and he's also a member of the ECU baseball team.

Damon Pope: Pope is likely one of the most underrated players on this year's team, but he has experience, playing in every varsity game for the Pirates in the last three seasons.

He had seven catches for 83 yards and one touchdown for the Pirates last year in his backup roll. His size — 6-3, 230 pounds — and blocking ability should make him a strong pro prospect this season.

Pope is expected to be one of the leaders on offense this year and with a good year he could really make a name for himself.

He's also considered one of the fastest tight ends in the country with 4.4 speed.

P.J. Jordan: Jordan enters his

third year as a starter for the Pirates after being forced into a starting role as a sophomore after injuries depleted the linebackers.

The 6-2, 230-pound Jordan was the third leading tackler on the team last year with 90, which included 48 primary tackles and three quarterback sacks. His best games were against N.C. State, when he had 14 tackles, and against Missouri, when he had four tackles behind the line of scrimmage.

Jordan has played in all but one of ECU's varsity games since he arrived at the school. He's expected to be one of the premier defensive players on this year's team.

Tyrone Johnson: Johnson alternated at the linebacker spot last year, but with Mike Grant now

playing with the Memphis Showboats of the USFL, he will inherit the starting job alongside Jordan.

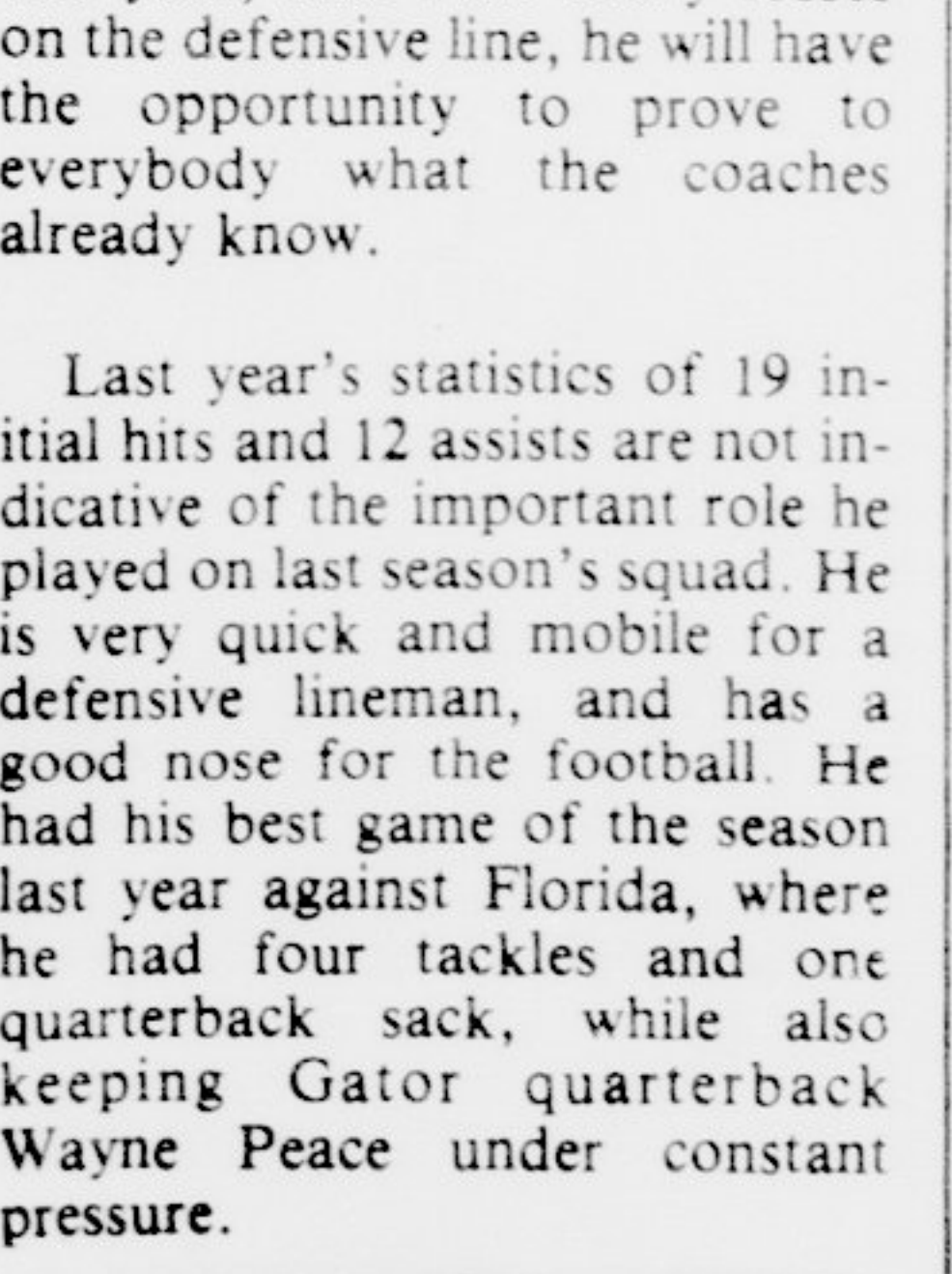
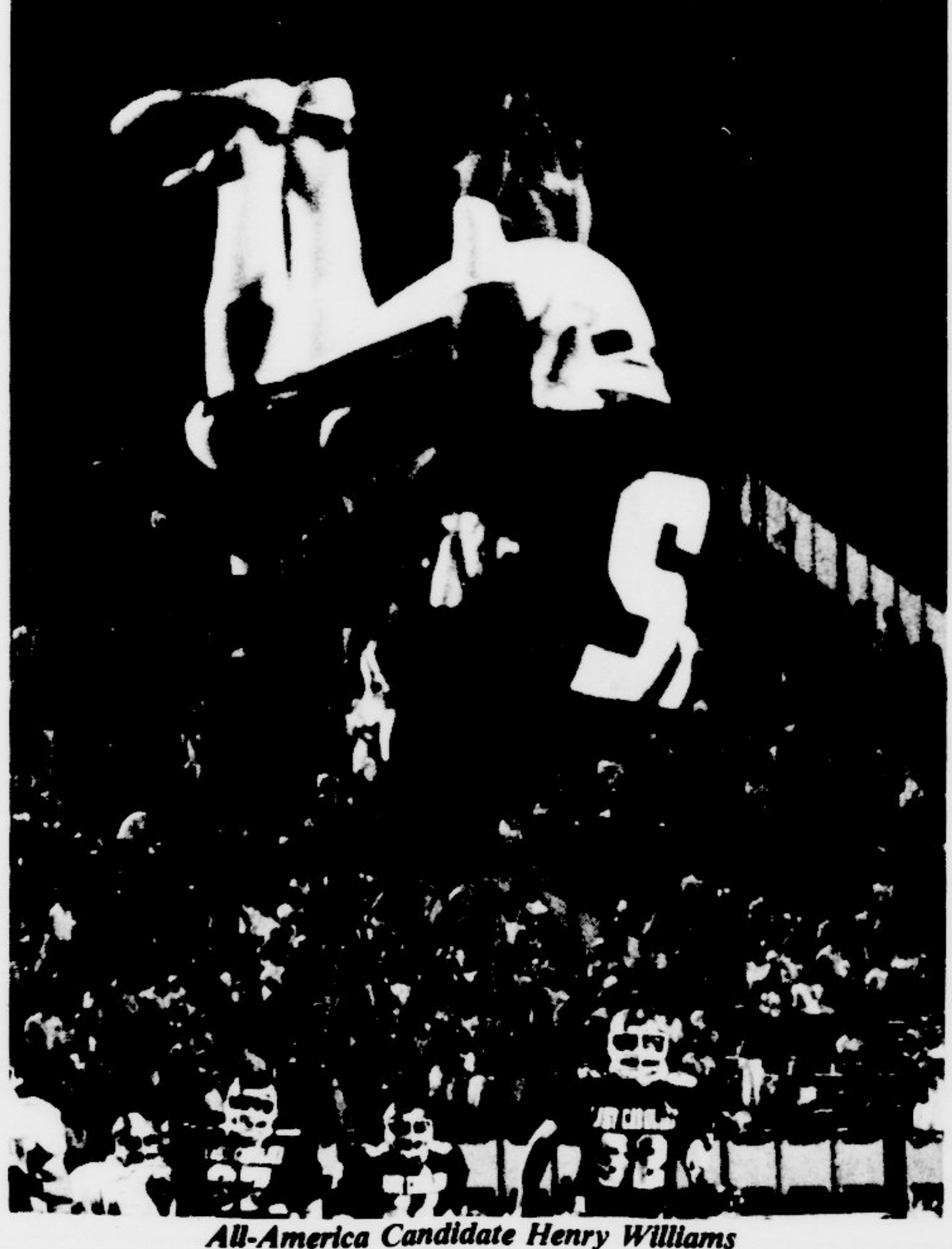
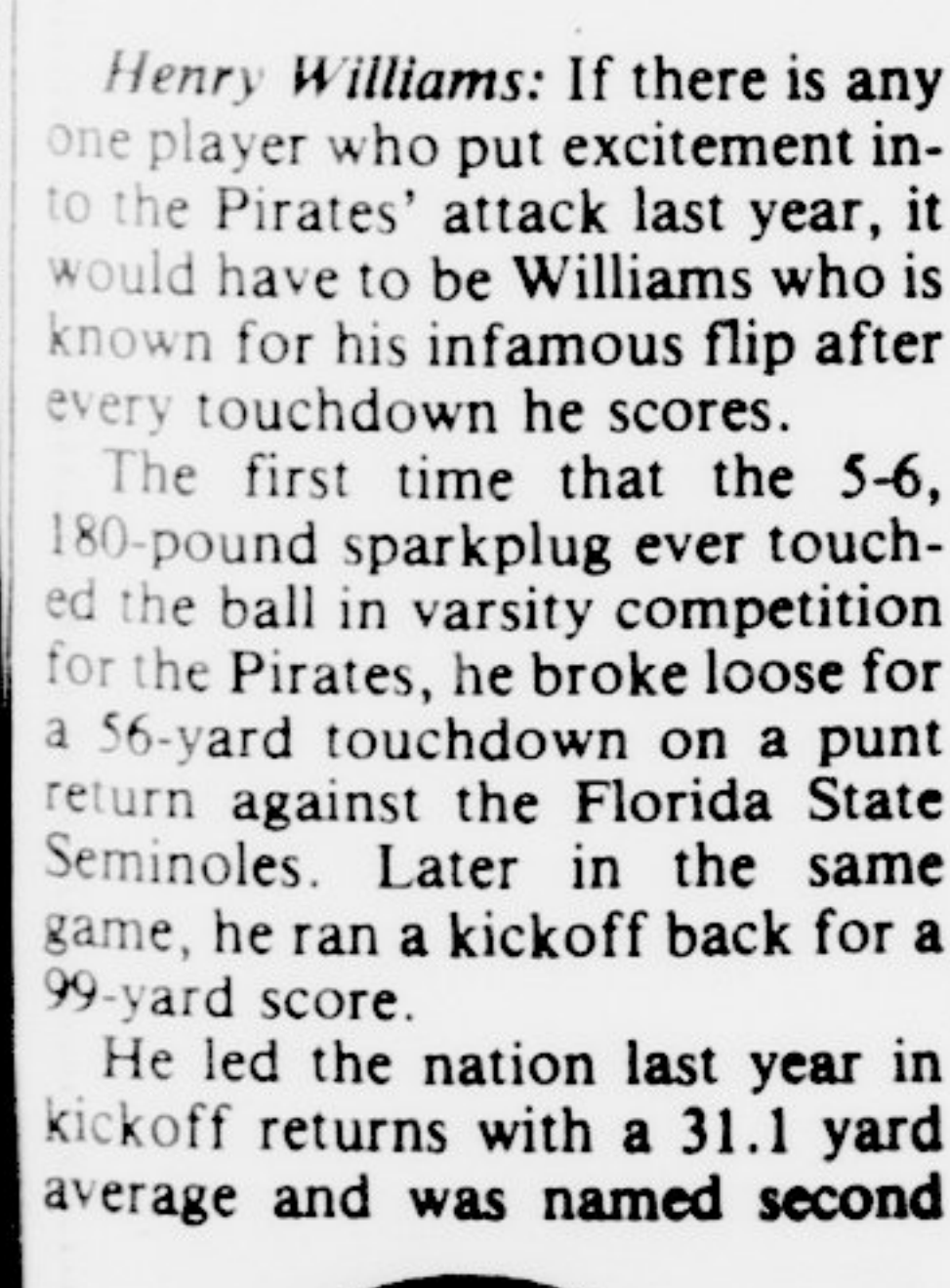
Johnson transferred last year from Hinds Junior College and proceeded to be the seventh leading tackler for ECU in his first season with 56 tackles, which included 37 initial hits and four quarterback sacks.

He is very strong, as evidenced by a 365-pound bench press and a 600-pound squat, which will make him extremely hard to block.

Chris Santa Cruz: Santa Cruz also transferred from Hinds Junior College last year, and in his first season for the Pirates he played linebacker, defensive end and noseguard.

Noseguard will be his home this year, and with heavy losses on the defensive line, he will have the opportunity to prove to everybody what the coaches already know.

Last year's statistics of 19 initial hits and 12 assists are not indicative of the important role he played on last season's squad. He is very quick and mobile for a defensive lineman, and has a good nose for the football. He had his best game of the season last year against Florida, where he had four tackles and one quarterback sack, while also keeping Gator quarterback Wayne Peace under constant pressure.



Stefon Adams

Damon Pope

All-America Candidate Henry Williams

Tyrone Johnson

Chris Santa Cruz

Top grossing movies of all time (as of Empire's "sequel," *Return of the Jedi*). But, then again, I'll let you be the judge this weekend!

The Empire and company show all this weekend only. The Empire Thursday, Friday and Saturday at 7:00 p.m. and 9:30 p.m. at the Hendrix Theatre in the Student Center. Admission Free to ECU Students. Faculty with either your ECU ID card or MSC ID card. And, need I say it, you'll love the Force be with you!"

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Pirates, Seminoles Prepare For Saturday

TV AND FLORIDA STATE: The Pirates' game with Florida State in Tallahassee will be televised, but on a tape-delayed basis. WITN-TV (Channel 7, Washington, NC), an NBC affiliate, will carry the game, but was forced to opt for a tape delay in compliance with the College Football Association's night-time TV window.

In Monday's edition of *The East Carolinian*, no mention was made of the fact that the game was on a tape-delayed basis. This was the direct result of a WITN news release which stated "the game will be broadcast direct from Tallahassee."

The release gave the time WITN was going to air the game, but failed to mention the game actually started at 7:00 and failed to mention the game was on a tape-delayed basis.

ESPN owns the night-time window rights, and no exempt telecast can begin any earlier than 30 minutes after ESPN's broadcast goes on the air. On Sept. 1 ESPN will carry Miami vs. Florida from Tampa, Fla., which kicks off at 7:30 p.m. (EDT).

N.C. State Tickets Go On Sale

Tickets for the ECU-North Carolina State football game went on sale yesterday.

The tickets will be sold from 8 a.m. to 5 p.m. through Friday at the Minges athletic ticket office, and only ECU students with a valid ID and Activity card are eligible to make the purchase.

A maximum number of two tickets per ID will be sold. Cost is \$12.

FSU AND ECU: ECU and Florida State will do their best to replay last year's thrilling 47-46 season-opener, which was also played in Tallahassee.

The Seminoles and Pirates combined to set records for most points scored by both teams (93), most touchdowns scored by both teams (13) and most points in a defeat for ECU (46).

The Pirates have never beaten Florida State, sporting an 0-3 mark in Tallahassee's Doak Campbell Stadium. The Seminoles have outscored ECU 166 to 70 in those three games.

ECU AND THE STATE OF FLORIDA: ECU not only has had problem with Florida State, but the State of Florida as a whole. ECU is 3-12-2 vs Florida competition, but that includes a 1-5 record vs Tampa and a 2-0-0 mark vs Stetson. Both schools have since dropped collegiate football.

Against Division I competition within Florida, the Pirates are 0-7 (0-3 vs Florida State, 0-3 vs Miami, and 0-1 vs Florida). Three of those seven losses came during the 1983 season, ECU's only three losses on the season (FSU 47-46, Florida 24-17 and Miami 12-7).

FSU AND THE STATE OF NORTH CAROLINA: The Seminoles, 7-5 in 1983 and 28-3 winners over North Carolina in the Peach Bowl, sport an impressive 20-6-1 record against the State of North Carolina. Their last victory was the Peach Bowl win.

ALLEN LIKES PURPLE & GOLD: Florida State Heisman Trophy candidate Greg Allen seems to thrive on Purple and Gold. The junior tailback from Milton, Fla., has burned the Pirates, rushing for 214 yards on 45 carries in the two games he has played.

Allen has also scored six touchdowns, which gives him a gaudy 107-yard-per-game average against ECU, while also averaging three TDs a game. Allen has also had two straight 200-plus yard games against LSU, whose colors also happen to be Purple and Gold.

COMMON OPPONENTS: ECU and Florida State share two common opponents on their 1984 schedules. The Pirates meet Temple in Ficklen Stadium and South Carolina at Columbia, SC. The Seminoles also host Temple while playing South Carolina on the road.

This year's meeting between the Seminoles and Pirates will be the team's last until the 1987 season,

when Florida State is scheduled to play in Greenville, NC. The two teams have met four of the last five years including this season's game.

ECU AND SEASON OPENERS: ECU has compiled a 23-24-1 record in season openers during its 48 years of playing collegiate football. ECU has captured six of its last eight openers, but has dropped its last two — North Carolina State in 1982 and Florida State in 1983.

This will be the second straight season the Pirates will open the season with a Florida school, and only the third time in the school's history. ECU opened the 1953 season with a 40-6 victory over Stetson under the guidance of

former ECU head coach Jack Boone, who passed away earlier this year.

FSU AND THE RANKINGS: Florida State occupies a spot among most of the 1984 pre-season Top 20 polls, while the Pirates, 20th in last year's final Associated Press poll, are absent. The following are the publications which rank FSU among their Top 20:

Game Plan: 13th

Playboy: 17th

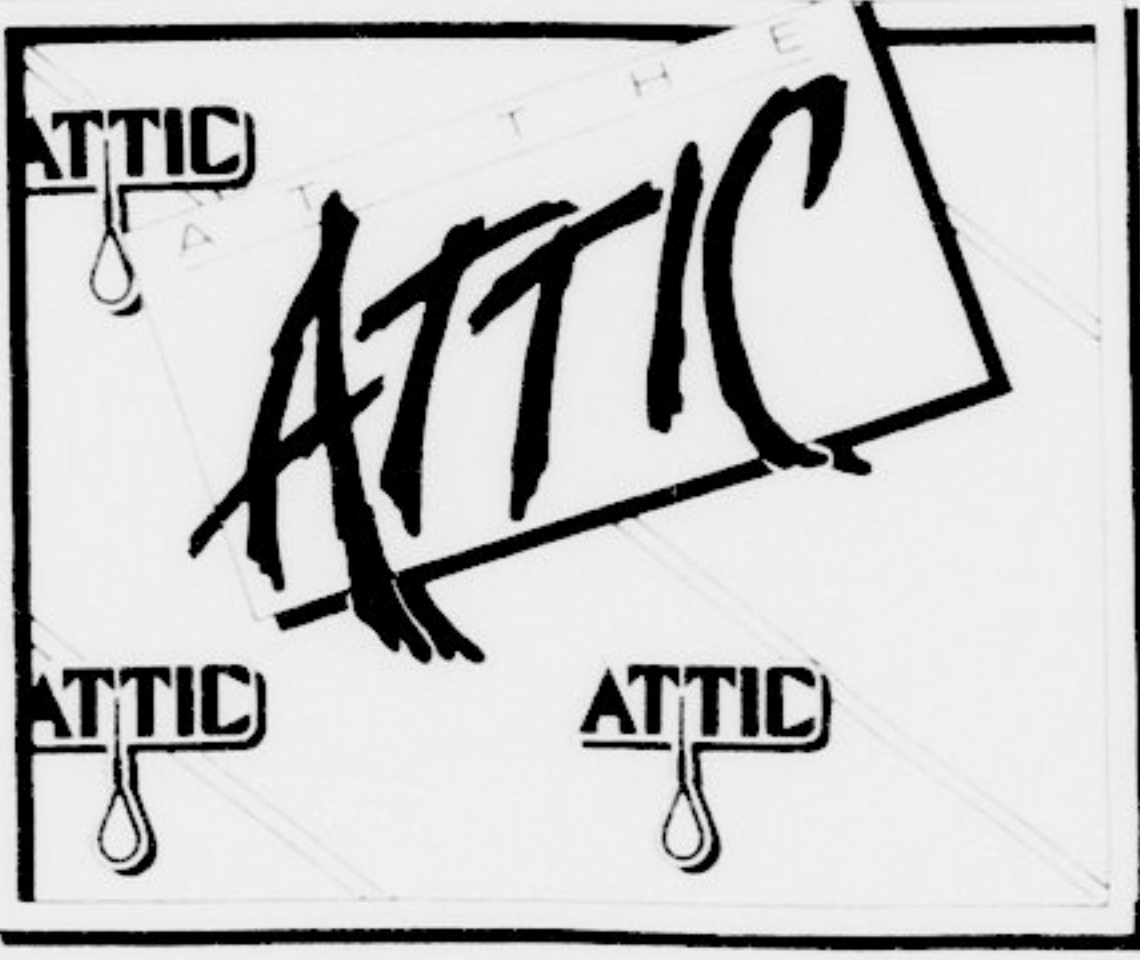
The Pirates, although not ranked among the nation's Top 20, are picked as favorites in nine of their 11 games this season by Street and Smith Magazine. That publication also selected guard Norman Quick and flanker/kick returner Henry

Williams to its All-Atlantic Coast team.

The only games Street & Smith ranked ECU as underdogs in were Florida State and Pittsburgh.

NO HOME FOR HENRY: Senior Henry Williams, the nation's No. 1 kick returner in 1983 (31.1 average), has been selected to several pre-season all-conference teams. Williams was a Southern Living All-South pick, a Playboy All-South pick and a Street & Smith All-ACC pick.


But of those three, only one chose Williams as a return specialist. Southern Living and Playboy plugged Williams in at split end or flanker. Why not a kick returner on the All-America teams?



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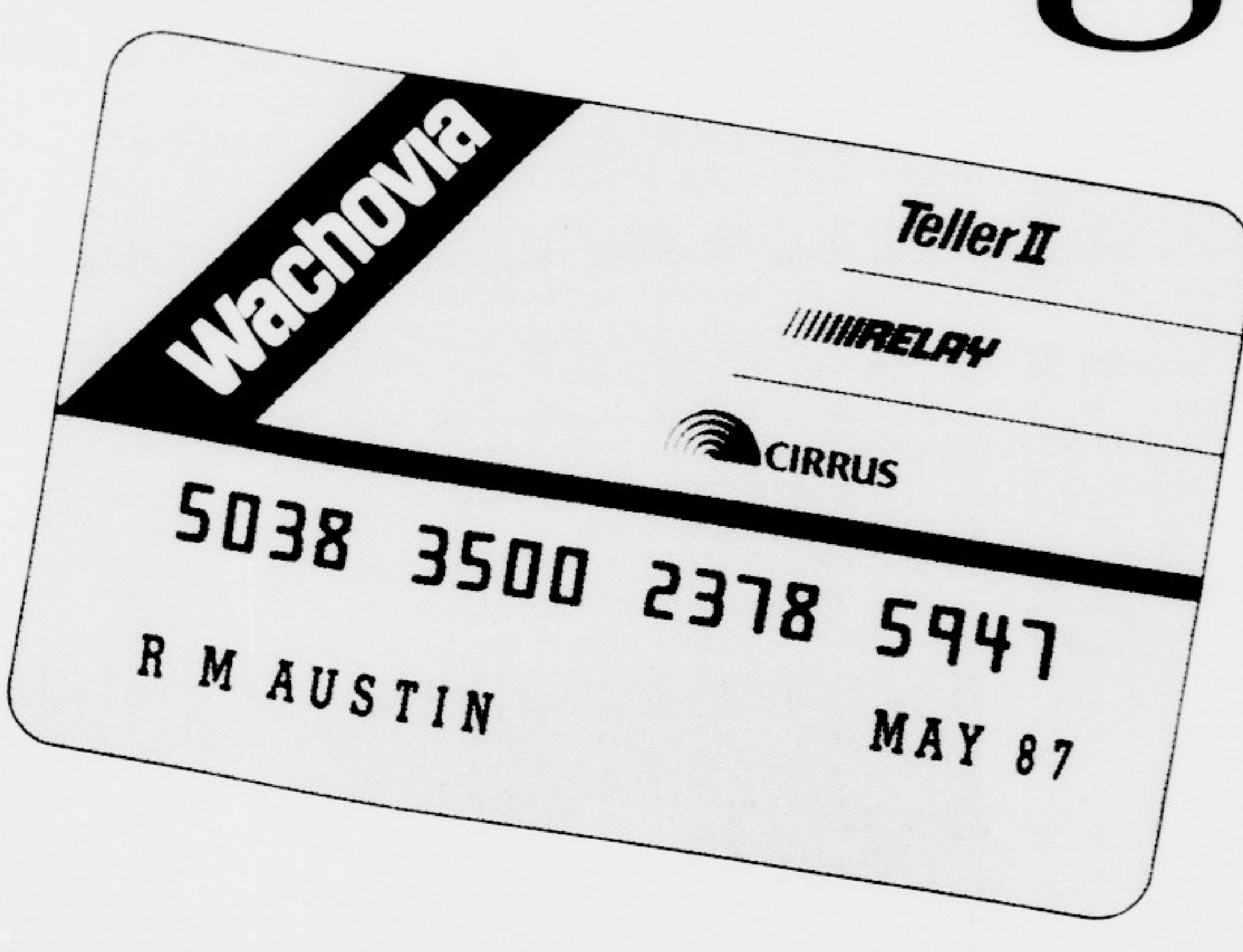
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Pirates

FUTURE SCHEDULES: The Pirates, 20th in the final 1983 AP poll and 17th in the Sports Illustrated poll, face an even tougher 1985 schedule. Next season sees ECU face 1983 national champion Miami-Florida at home, along with South Carolina, Tulsa and Temple. A fifth home game will be played, with the opponent to be named.

The Pirates' 1985 road schedule may be one of the toughest in the nation. ECU will travel to Auburn, LSU, Penn State, Southwestern Louisiana,

Editorial

I received a considerable amount of criticism from several ECU coaches and athletic administrators for a column that appeared in Tuesday's sports section of *The East Carolinian*.

The sole purpose of the article was to promote ECU as the best football team in the state of North Carolina, not to make jest of the other athletic teams.

The controversial statement read, "With the exception of men's track and baseball, ECU doesn't have an athletic program worth mentioning."

The statement was not made to undermine the efforts of the

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Pirates Face Tough Road Schedule In 1985

FUTURE SCHEDULES: The Pirates, 20th in the final 1983 AP poll and 17th in the Sports Illustrated poll, face an even tougher 1985 schedule. Next season sees ECU face 1983 national champion Miami-Florida at home, along with South Carolina, Tulsa and Temple. A fifth home game will be played, with the opponent to be named.

The Pirates' 1985 road schedule may be one of the toughest in the nation. ECU will travel to Auburn, LSU, Penn State, Southwestern Louisiana,

Southern Mississippi and North Carolina State.

Over the next three seasons the Pirates will face three former national champions (Pittsburgh, Miami-Florida and Penn State) and six teams that have been to bowl games the past three seasons (Penn State, Pittsburgh, Miami-Florida, Florida State, Auburn and LSU).

COACHING CHANGES: Head Coach Ed Emory welcomes two new faces among his assistant coaches for the 1984 football

season. Joining ECU for 1984 is Don Murry, who succeeds Art Baker as offensive coordinator. Murry, who came to ECU from 1983 and 1984 opponent Southwestern Louisiana, becomes the third offensive coordinator in three seasons and the fourth in the last five.

Linwood Ferguson joins the ECU staff from North Carolina A&T, where he was defensive coordinator and secondary coach for two seasons (1982-83). Ferguson, who played his college football at East Carolina, was defensive coordinator at Elon College before his stop at A&T and helped Elon to the NAIA National Championship twice.

VETERANS MISSING: Four veterans of East Carolina's 1983 team will be missing when the Pirates kick off Sept. 1 versus Florida State. They are senior corner-back Rally Caparas, senior defensive ends Curtis Wyatt and J.C. Plott and offensive tackle

Jeff Autry.

Caparas left the team last week for personal reasons while Plott suffered a shoulder injury over the summer and Wyatt underwent surgery last week for a hernia. Autry, who missed the entire 1983 season with a serious arm injury, was not given doctor's clearance to play this season. Autry put his arm through a glass window before spring practice in 1983 and the arm required extensive surgery to correct the problem.

PITT KICKOFF CHANGED: The time for East Carolina's Oct. 6 game with the University of Pittsburgh has been changed from 1:30 p.m. EDT to 12:20 p.m. The change was made by Pittsburgh to coincide with the College Football Association's afternoon TV window in the event the game has some television appeal.

10 IN 12: East Carolina has experienced 10 winning seasons in the last 12 years, a mark no other

Division I school in the state can match. Last season's 8-3 record helped ECU pass North Carolina State, who has had nine winning seasons during the same period. The other three Division I schools in North Carolina have had less than nine (Wake Forest, North Carolina and Duke).

HOME OPENER SEPT. 8: The Pirates will open their 1984 home schedule with the Temple Owls in Ficklen Stadium Saturday, Sept. 8. The game, set for a 7:00 p.m. kickoff, will also boast a car giveaway if Ficklen Stadium is sold out.

Since being expanded to 35,000 seats in 1978, Ficklen has never sold out. The largest Ficklen Stadium crowd to date was the

33,767 fans that witnessed ECU's 21-9 victory over East Tennessee State during last year's Homecoming game.

The Pirates boast an eight game home winning streak. ECU's last loss in Ficklen Stadium was a 31-21 setback to William & Mary to close the 1981 season (Nov. 14).

ON THE ROAD AGAIN: East Carolina will face its second straight season of seven road games. A year ago the Pirates faced the same task they do in 1984, with only four of the 11 games scheduled for Ficklen Stadium. The Pirates, however, will be home five times in 1985, including games with 1983 national champion Miami-Florida, Tulsa and South Carolina.

Editorial Notice

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The sole purpose of the article was to promote ECU as the best football team in the state of North Carolina, not to make just of the other athletic teams.

The controversial statement read, "With the exception of men's track and baseball, ECU doesn't have an athletic program worth mentioning."

The statement was not made to undermine the efforts of the

coaches and players on the other teams, but to merely point out that football, track and baseball are the only teams a person would mention if they were asked to name possible national contenders.

I'm sure that all the athletic teams at this University put forth the same amount of effort in preparing for their season, but it is my opinion that football, track and baseball are the only teams at ECU at this time that have the ability to compete for a national title.

—Randy Mews

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Chris Wray, Student Assistant, at 757-6178 or stop by Pirate Club Office - Located Behind Ficklen Stadium.

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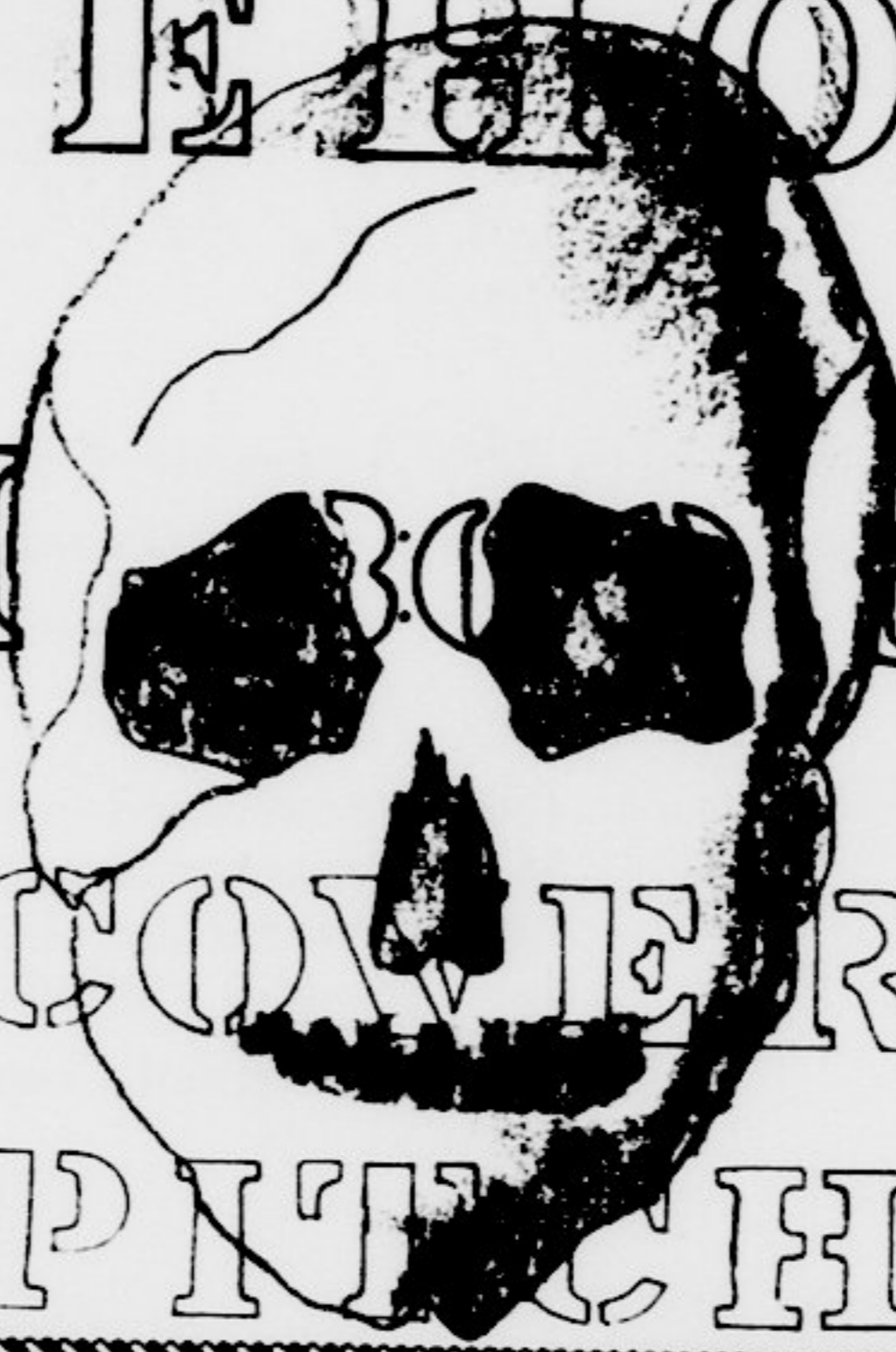
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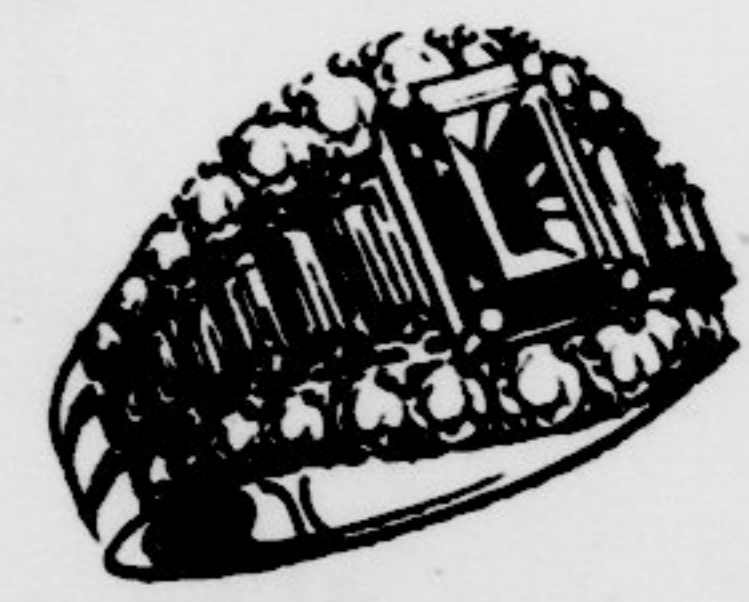
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Williams to its All-Atlantic Coast team.

NO HOME FOR HENRY: Senior Henry Williams, the nation's No. 1 kick returner in 1983 (31.1 average), has been selected to several pre-season all-conference teams. Williams was a Southern Living All-South pick, a Playboy All-South pick and a Street & Smith All-ACC pick.

But of those three, only one chose Williams as a return specialist. Southern Living and Playboy plugged Williams in at split end or flanker. Why not a kick returner on the All-America teams?

SECTION II

Our HOUR

Happy Hour At II With & Nat. Lite

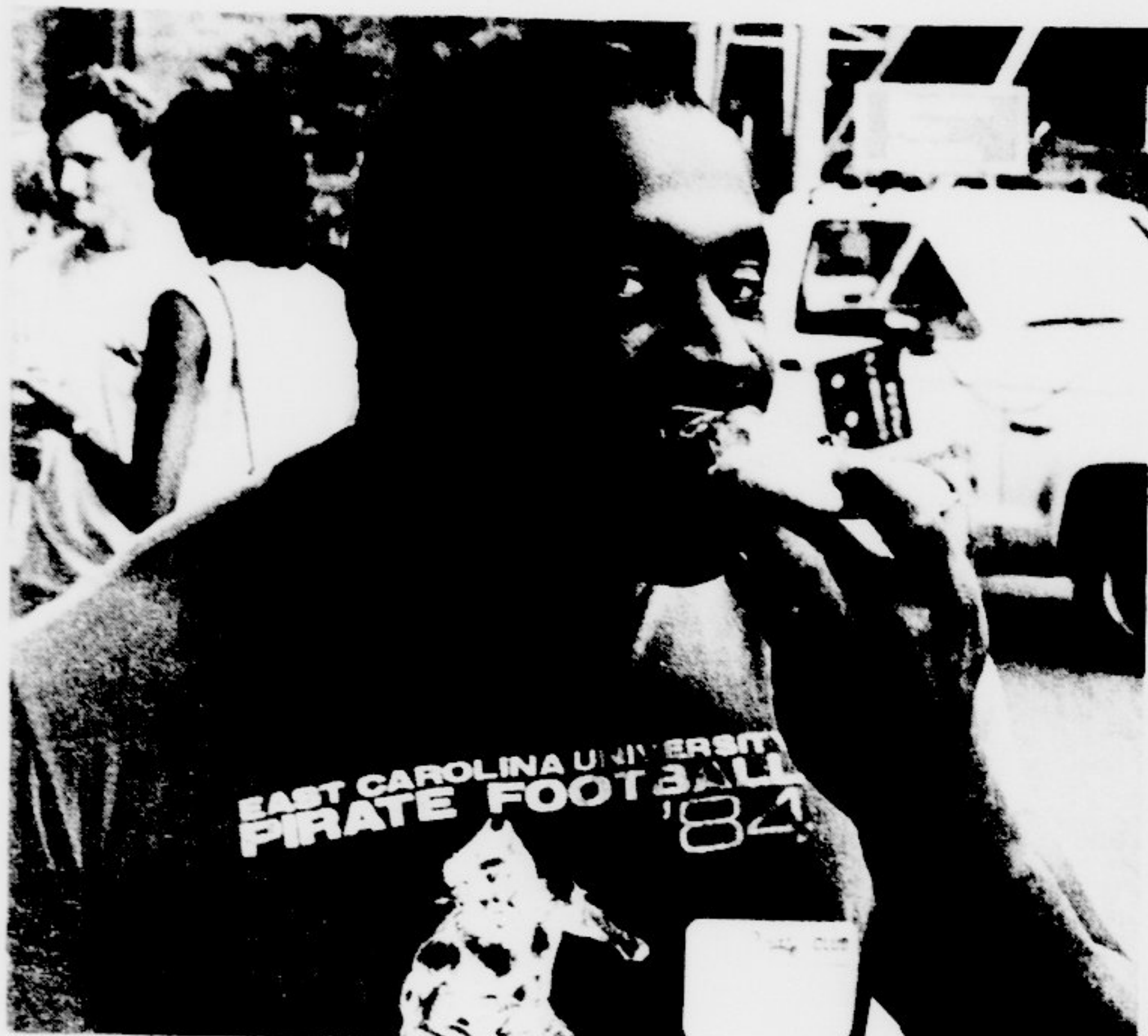
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Football player Isaiah Hill enjoys pizza at Tuesday's welcoming get-together for ECU athletes.

Area's Merchants Sponsor Welcome

By RICK McCORMAC

On Tuesday Sept. 28, the ECU Student Athletic Board, in conjunction with area merchants, sponsored a welcoming get-together for over 500 athletes.

Domino's Pizza, Pepsi Cola of Greenville, Substation II and Servomation all donated goods and services to the fourteen sports teams, coaches, cheerleaders and sports medicine personnel.

This was the second time that all of the athletes from the athletic department have got together for this event since the merger of the men's and women's programs in the mid seventies.

Lorraine Foster, president of the SAB, said the purpose of the gathering was to allow all athletes the opportunity to become well acquainted with one another, to express the concern of the SAB that all sports are equal contributors to our entire athletic family and to acquaint the student athletes with the Pirate Club and its role in their athletic careers at ECU.

Chancellor Dr. John Howell attended the get-together with his wife, and thought it was a good idea to get all of the athletes together for such an event. "I like it — all of the athletes from the different sports are here," Howell said. "It's a good place for athletes to meet each other on equal terms. Football gets most of the attention but I like all the sports." Howell went on to say "athletes are just like everybody else — they like Domino's pizza too."

All of the athletes seemed to like the idea of having their peers together for an event of this nature. Senior football player

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Informal Recreation Hours Announced

By JEANNETTE ROTH

For those of us who are laid back, never enjoying those team sports where grit and pain go hand in hand; for you independently spirited souls who would rather do it alone than with a teammate; the Department of Intramural-Recreational Services has something for you — INFORMAL RECREATION.

Informal Recreation is "drop in" play in which nothing is planned except for the amount of time you plan to spend playing! The IRS Department has several facilities open for your convenience during a variety of hours every day including weekends. Swimming pools, weight rooms, gymnasiums and the Intramural Equipment Center are all open for you to enjoy.

By simply bringing your school I.D. you can check out everything from bowling pins to horse shoes. All equipment must be returned by 3:00 p.m. the following day before a late fee will be charged to you. The Informal Recreation hours for fall semester 1984 are as follows:

SWIMMING POOLS	
Memorial Pool	
M-W-F	7 a.m.-8 a.m.
M-F	12 Noon-1:30 p.m.
M-F	3:30-6:30 p.m.
Sat., Sun.	1 p.m.-5 p.m.
Minges Pool	
M-W-F	8 p.m.-9:30 p.m.
Sun.	1 p.m.-5 p.m.
WEIGHT ROOMS	
Memorial	
M-Th	9 a.m.-8 p.m.
Friday	9 a.m.-5:30 p.m.
Sat., Sun.	1 p.m.-5 p.m.
Minges	
M-F	3 p.m.-7 p.m.
SPORTS MEDICINE SERVICES	
M-Th	10 a.m.-12 noon
M-Th	2 p.m.-6 p.m.

MEMORIAL GYMNASIUM	
M-Th	3 p.m.-4:45 p.m.
(4:45-10 based on availability)	
Friday	3 p.m.-5:30 p.m.
Sat., Sun.	1 p.m.-5 p.m.
EQUIPMENT CHECK-OUT CENTER (Memorial Gym 115)	
M-Th	9 a.m.-9 p.m.
Friday	9 a.m.-5:30 p.m.
Sat., Sun.	1 p.m.-5 p.m.

OUTDOOR RECREATION CENTER	
M/F	9 a.m.-11 a.m.
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Operational Hours Adjusted in accordance with the seasons.	
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Flag Football game of the week can check out all the practice equipment you need. Informal Recreation is for everyone, as well as all its related services. Take advantage of us, USE US. The IRS Department is especially for you!! Participate in our Informal Recreation program. Your smile will brighten as your muscles tighten!!!!

Bumgarner Tells His Story

Continued From Page 11

studies teacher, head baseball and assistant football coach so he could attend ECU and gain his master's degree.

Any ideas that he was sliding by on his sports background evaporated as he was named Educator of the Year in his first year at Rose High; then he finally realized his dream and became head football coach, replacing long-time coach Bud Philips.

Bumgarner's college football experience showed itself as he coached his 1975 team to the N.C. state championship and runner-up in 1979. Now began the true lesson for college athletes — reaching out for more.

"I really enjoyed coaching, but it's hot out there," he said. "During football season I was either practicing with the team or planning for 16-18 hours a day. I was missing time with my children and I needed another challenge."

That's when Bumgarner set an example any athlete would be proud to follow — he applied and was hired as the principal at Rose High School. "I enjoy this job more because there's greater responsibility and more time for my family, but I still miss coaching sometimes," he said.

"I would advise college athletes to look beyond sports and work to give themselves a good background for advancement in other fields, because sooner or

later they will want more for themselves.

This story is an unusual one to find in the sports pages, but it's more important than most because of the inspiration it gives to college athletes to excel in the classroom as well as in their play.

In years to come, people will tell him "I didn't know you played football," but Dave Bumgarner will just smile because he's no longer an ex-athlete — he's an educator.

YOUTH SOCCER COACHES

Youth Soccer Coaches work part-time, 10-20 hours weekly, beginning Monday September 10th. Hours are normally 3:30-7:30pm Monday thru Friday with occasional Saturdays. Salary rate \$3.45/hr. Knowledge of soccer skills and the ability to coach young people, ages 9-15 needed. Contact: Greenville Recreation and Parks Dept at 752-4137 (ext d 248, 220, 259) Deadline for applications is Friday August 31st.

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UNIVERSAL KOKO MATS
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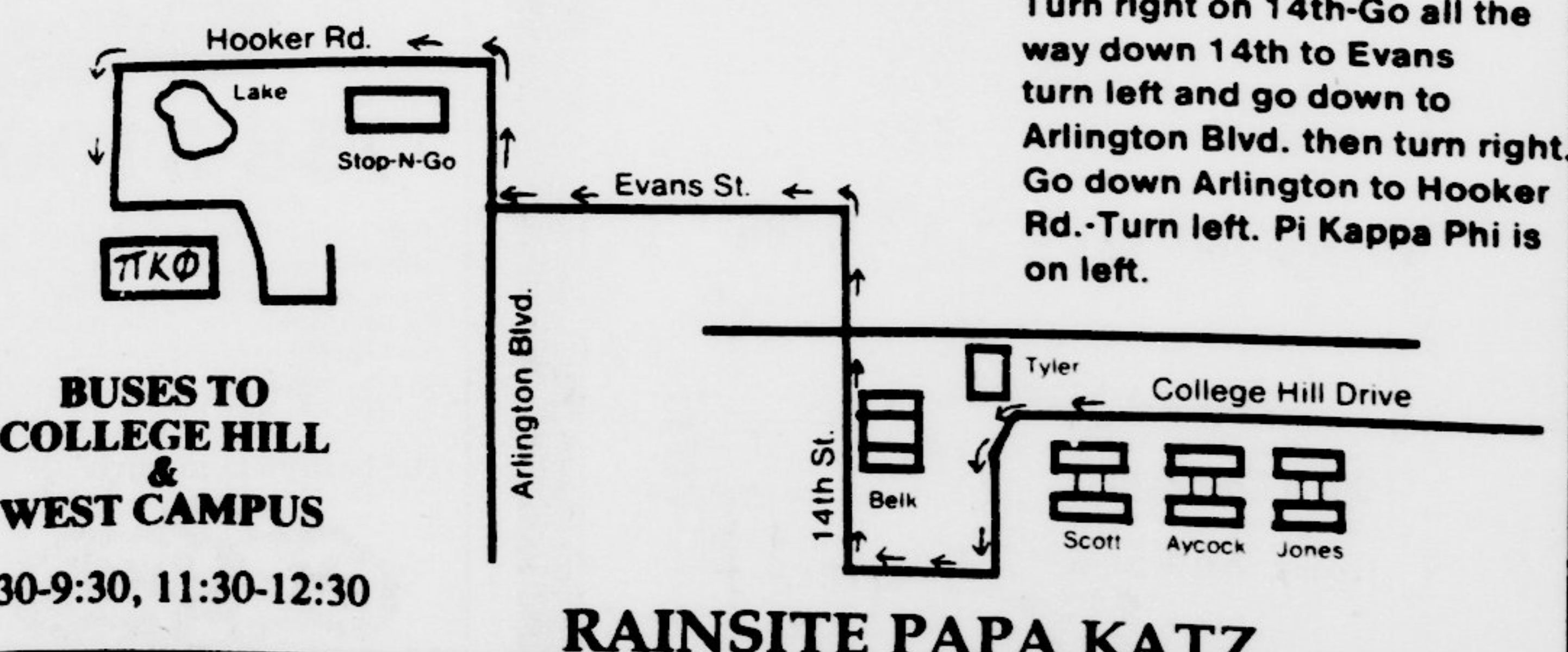
Presents the 3rd Annual

ALL CAMPUS TOGA PARTY

ADMISSION REQUIREMENTS:

Toga, I.D., \$1.00, B.Y.O.B.
THURSDAY AUGUST 30 8:00 PM

ALL AGES ADMITTED



BUSES TO COLLEGE HILL & WEST CAMPUS

7:30-9:30, 11:30-12:30

RAINSITE PAPA KATZ

Kings's Sandwich Delicatessen



Happy Hour 2:00-4:00pm

\$.50 Beer
\$2.50 Pitcher

\$10.00 Coupon - 15% Off For One Year

2711 E. Tenth Street
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