



Chowan President Bruce E. Whitaker shows Sears-Roebuck Foundation spokesmen, Cronwell Faulcon, Jr., left, and Gordon Willis, a statement of financial support the college has received from individuals and groups. The man delivered a check for \$2,000 representing an unrestricted grant to the

college from the Sears-Roebuck Foundation. Dr. Whitaker said the gift has been applied to Chowan's Annual Giving Fund. Willis is store manager and Faulcon a home appliance salesman at the Roanoke Rapids Sears store.

Chowan Receives \$2000 From Sear's Grant

Grants totaling more than \$47,000 have been distributed to 29 privately supported colleges and universities in North Carolina by the Sears-Roebuck Foundation, a spokesman said today.

In Murfreesboro, Chowan College received a \$2,000 grant.

The North Carolina colleges and universities are among almost 1,000 private accredited two- and four-year institutions across the country which

are sharing in \$1,250,000 in Sears Foundation funds for the 1976-77 academic year. Funds may be used unrestrictedly as the colleges and universities deem necessary.

In addition to its unrestricted grant program, The Sears-Roebuck Foundation each year conducts a variety of special-purpose programs in elementary, secondary, higher and continuing education. Altogether, the Foundation had expenditures of over \$2,500,000 in 1976 for its education activities.

IBM Representative To Speak

On Friday, April 1, at 10 a.m. in Marks Hall Auditorium, Ms. Vicki Wood, Word Processing Educational Specialist for IBM, Greenville, North Carolina, will address business students and interested guests on the subject of word processing. Ms. Wood will discuss the nature of word processing and its application in a variety of business and government situations.

Her presentation will include contrasts between automated and conventional, non-automated systems in terms of efficiency, cost, and communication benefits. Ms. Wood will supplement her address with demonstrations and a question-and-answer session.

Whorley Chosen For Top Ten

By VERA LAMBERT

Donna Whorley, a freshman from Roanoke, Virginia has been chosen by a fashion board at *Glamour Magazine* (New York) to participate in their "Top Ten College Women" Contest.

Donna is studying Merchandising Management and will further her education in this field to become a Fashion Coordinator — Buyer and eventually a Fashion Editor.

Infirmiry Hours

Weekdays (Mon.-Fri.)

7:30 a.m.-9:30 a.m.

10:30 a.m.-11:30 a.m.

1:30 p.m.-3:00 p.m.

6:00 p.m.-7:30 p.m.

Chowan Professor Exhibits Article

George Hazelton, professor of physics at Chowan College, is the author of an article which appeared in a recent edition of *The Physics Teacher*.

In this article, "A Force Amplifier: The Capstan," he combines two of his favorite subjects: physics and sailing. Hazelton introduces the two-page article this way:

"Normally one tries to reduce the effect of the force of friction. However,



There is always some underclassman girl that is dared by a whirl around the floor. Most are surprised to find that his dancing feet did not go out with the Charleston.

The Pursuits Of Pleasure

When Thomas Jefferson included "the pursuit of happiness" among the unalienable rights of man in the Declaration of Independence, he understood the fundamental difference

between happiness and pleasure. Unlike members of the Second Continental Congress, we have confused "the pursuit of happiness" with the pursuit of pleasure. Enjoying the

benefits of prosperity (luxury), we have reduced happiness to pleasure by mindlessly pursuing pleasure and ignoring the value of human dignity and physical and mental health.

In our search for pleasure (a state of gratification, enjoyment, sensual gratification, frivolous amusement, a source of delight or joy), we have accepted with consent or without undue

protest the doctrine that pleasure is the chief good of life. This kind of unsound thinking caused Susan Atkins, a member of the "Manson Family," to justify her involvement in the murder

of seven people by saying, "I knew it was right because it felt good when I was doing it." Few people have resorted to murder in their chase for pleasure. However, many are guilty of compromising their moral and ethical standards in the search for pleasure.

Hedonism is drilled into our value system repeatedly by the television industry. No one knows how and to what degree the formative mind, one untrained in making critical evaluations,

is influenced by all the implications made during the Schlitz advertisement which says nothing at all about beer in the main body of its message, "You only go around once in life; therefore,

get all the gusto you can." Pleasure-seeking people want gusto (taste, enthusiastic and vigorous enjoyment, overabundant vitality). Television commercials should be watched with a

scientific mind to distinguish between what is stated and what is implied with picture, and music and sound effects. What has television done for popular cereals? Authorities say that most

popular cereals have a sugar content of as much as 50 percent and have less protein than a candy bar. We appreciate sweetness. We associate sweetness with pleasure. The trained

advertising specialist wants to sell cereals. Day in and day out the masses of our affluent society are exposed to untruths and accept them without question or objection. Is this an

exaggeration of our response to television? Committed to the pursuit of pleasure rather than happiness, the television industry makes sure we are exposed, to

the point of indifference, to disaster, violence, and overindulgence. Television has been able to extend such power over the behavior and minds of people because parents, educators at

all levels, and church-people have unknowingly become dangerously passive and permissive in their responsibilities for teaching and demonstrating the necessity for sound

values. The silent majority, taking the path of least resistance and wanting to be broad-minded, to be liberal, has tolerated television programs which endorse self-destruction through the pursuit of pleasure.

While attempting to be broad-minded, to see situations from every perspective, we have lost sight of the ideals and values which have given us character. We, in trying to view issues

with mixed emotions (a convenient way to excuse ourselves from making a commitment), have not only forgotten what we consider wrong, but we no longer know what is right for us as

individuals or as society. In the pursuit of pleasure, we have wantonly disregarded the Ten Commandments, the fundamentals on which the moral and ethical values of the western world

have been structured. The thief who is caught shoplifting is not sorry that he stole; he is concerned because he was caught. In recent years, we have read articles which condemned the Ten Commandments for being too negative.

English Professors Attend Convention

Recently Professors Barnhill, Bachelor, and Mulder attended the 12th annual convention of the Southeastern Conference on English in the Two-Year College in Williamsburg, Virginia. The three-day meeting was conducted at the Hospitality House.

The SCETC Conference is affiliated with the Conference on College Composition and Communication and the National Council of Teachers of English and featured outstanding speakers from several southern states including Alabama, Florida, Georgia, Kentucky, Mississippi, North and South Carolina, Tennessee, and Virginia.

The theme for the conference was "From GODSPEED to GODSPELL:

Some have gone so far as to say that the religions which originated in the Middle East (Judaism, Christianity and Islam) are too negative, that they place too much emphasis on the "Thou shalt not's." Stating "Thou shalt not kill" positively is not easy. Try it.

Those of us who live in an academic community represent some of America's finest people. We are involved in the continuing process of learning from the liberal arts. We have been or will have been introduced to the great civilizations. We study the lives of great people who have shaped the destiny of the world. Yet, we fail to study and view history as a lesson of experience. (Such an approach would probably require less memorizing but more thinking, understanding and learning.) Nevertheless, we know of civilizations, nations, dynasties and individuals who have destroyed themselves because they never perceived pleasure as being different from happiness (a state of well-being and contentment, joy, and pleasurable satisfaction, aptness).

Those who promote the art of discretion are often accused of advocating hypocrisy. No, there is a difference between being discreet and being hypocritical. As a starter, I would recommend that we attempt to live a discreet life that may not be completely habitual with the hope that discretion, the ability to make responsible decisions within legal bounds, will become a fundamental part of our character. Such an approach is far superior to our continued pursuit of pleasure through fun-loving compromises in our value system. Shakespeare, with his profound analysis of human character, knew the value of a virtuous life that is not fully habitual, for Hamlet told his errant mother, "Assume the virtue, if you have it not — For use almost can change the stamp of nature." Happiness is the real thing while pleasure is a counterfeit with no lasting satisfaction.

The concepts expressed above have been a part of my thinking for years. However, I was motivated to write this article only after reading "Counterfeit and Genuine" by John R. Silber, President of Boston University. The aforementioned article appeared in the February 1977 *Encounter*. Clayton Lewis

Dean Lewis invites citizens of the community to react to this article by writing letters to the editor which can be published in the next issue of *Smoke Signals*. Such letters should be given to Mrs. Jackson, Mr. Gatewood or a member of the *Smoke Signals* staff by April 1, 1977.

Greasy Hair, White Socks Highlight 50's Dance

By NANCY SULLIVAN

The fifty's were alive and kicking when Harley Hogg and the Rockers visited Chowan. The date was February 16, 1977 and the place was Thomas Cafeteria. The reason, a fifty's dance given by the joint efforts of Belk Hall and the SGA.

The turn out for this event wasn't fanatic, but those that attended were dressed, in most cases, for the occasion, from rags to riches. The band, better known as the Spontanes, came out for the first set with "the modern stuff." A short break later, Harley Hogg and the Rockers appeared, and the fifty's were off and running. A visit a few years back into the glorious age

of the rocking fifty's. A contest was held to pick the winners for the "Best Dressed" Contest. The band was the judges. The winners were chosen, but got away before anyone got a chance to congratulate them. Harley Hogg and the Rockers were great and the attitude of the band was great. They fell in line with the idea and everything was off to a great start. After the fifty's set, Harley Hogg and the Rockers relinquished the stage back to the Spontanes who finished with more of the modern stuff.

The night was full of enchantment for all. Spirits were high and the fun flowed. Everyone enjoyed themselves.



BrylcremeVitalishawglard, some girls just could not decide which grease to run their little fingers through.