

All unsigned editorials are the opinion of the editor. Letters and columns represent the opinions of others.

Elliott Warnock, Editor

Tuesday, June 18, 1974

## A Tar Heel Survey: Express yourself

Who runs *The Tar Heel*? Circle one of the following: a) the School of Journalism, b) the CGC, c) the students.

If you picked anything but 'c,' go to the back of the class.

*The Tar Heel* is supposed to be a paper of record that states the activities and feelings of the UNC student body, a student body that sometimes seems more concerned with its physical well-being than its mental health.

It is difficult for *The Tar Heel* to

totally express the views of students when they voice interest in the general policy of the paper only at election time, so the poll below is designed to help us calculate the feelings of students towards *The Tar Heel*.

The questions are concerned with the general effectiveness of *The Tar Heel*. More specific questions concerning the quality of *The Tar Heel* will follow in later polls.

When you finish, bring it by the *Tar Heel* office in the Union.

**Just take a minute  
and fill out the poll**

Do you live  On campus or  Off campus?  
Are you an  Instate or  Out of state,  
 Freshman  Sophomore  Junior  Senior  Graduate?  
The Tar Heel is published on Tuesdays and Fridays; do you read it  Tuesday  
 Friday  Both  Neither?  
Do you have trouble finding a copy of the paper?  Yes  No  
Have any of your friends had trouble finding a copy?  Yes  No  
Grade The Tar Heel as:  
 Excellent  Fair  Poor

in overall content.  
Which of the following do you find to be the most interesting?  
 News  Features  Sports  Editorials  Photography

Which of the following do you feel to be the least interesting?  
 News  Features  Sports  Editorials  Photography

Which of the following do you feel to be the most important?  
 News  Features  Sports  Editorials  Photography

Which of the following do you feel to be the least important?  
 News  Features  Sports  Editorials  Photography

With 1 being the worst and 10 being the best, grade the following:  
News: 1 2 3 4 5 6 7 8 9 10  
Features: 1 2 3 4 5 6 7 8 9 10  
Sports: 1 2 3 4 5 6 7 8 9 10  
Editorials: 1 2 3 4 5 6 7 8 9 10  
Photography: 1 2 3 4 5 6 7 8 9 10

Concerning The Daily Tar Heel for the regular school year: should the editor be selected by  General election  Student Publications Board  CGC or  CGC president?

If The Daily Tar Heel was self supporting and was published free without student fees, would you still favor it having an office in the Carolina Union as it does now?  Yes  No

## Welcome NCSPI

The thirty third annual North Carolina Scholastic Press Institute is now being held on the Carolina campus. The *Tar Heel* would like to extend a welcome to the 200 odd high school students that are taking part in the convention.

The three day schedule for the students is packed with capable

Graduates illiterate?

## Peabody Hall: continuing sound and fury

*The function of the School of Education*

How long has our English Department been waiting to produce another Thomas Wolfe? Is journalism snooping around for Charles Kuralt, the second? Is there a fetal Robert MacAdoo hanging around Carmichael Auditorium? I know that we in education are looking forward again to sending out our answer to Tom Wicker. (He and she do exist, but great teachers simply are not so heralded as great writers, journalists, and athletes are.)

All of the departments in the University have their legendary heroes, and each awaits another. Years have passed since Tom Wolfe drank at the Old Well, and we do not fault our distinguished faculty in English that not quite so great a figure has emerged, even though thousands of students have passed through their classes.

The fact is that of all the graduates of all the departments of the University few are great, more are good, most are mediocre, and some are frankly bad.

No sane person would expect our journalism department to graduate a Tom Wicker every year—or even every decade. Yet, the public expects that the School of Education will—year in and year out—send forth 350 great teachers, fully prepared to deal with all the complexities of a changing school in an ever more changing society.

Like Rumpelstiltskin, the School of Education is expected *per se* to take any bale of straw coming its way and miraculously (and in very short time) transform it into a bar of gold. The fact is we

speakers and guests. Dr. Richard R. Cole, director of the convention and professor at the UNC School of Journalism, has done the nitty gritty work to put together an educational as well as exciting convention. He deserves commendation.

Again, we welcome you. If you are lost or just have some questions feel free to come by the *Tar Heel* office.

## SCAU

# Record Bar perpetrates fraud

During the past spring semester, Drs. Russ and Armstrong of the School of Business Administration had their BA 160 class investigate cases where the students believed that they had been victims of unfair or fraudulent business practices. One of these students, Peter Hartman, investigated the Chapel Hill Record Bar and brought the findings of his investigation to our attention. He gave us a copy of his paper which is on file in the Student Consumer Action Union's office.

Hartman, noting rising interest in Bluegrass and other types of folk music, investigated the Record Bar's handling of

one company's albums. He discovered that the Record Bar's supposed discount on its stock does not occur on *County* labeled records. This small company specializes in Bluegrass and as Hartman puts it "...has built its reputation by offering a high quality product at a reasonable list price of \$4.98."

However, the coded sticker ("D") placed on these albums by the Record Bar quite baldly states that the manufacturer's suggested list price is \$5.98 and that the Record Bar will sell it at the "lower" price of \$4.98. Under the Record Bar's coding system, the *County* albums should wear a "C" sticker and should be sold at \$3.99.

Hartman notes that since at least the summer of 1973, these albums have worn the higher priced, inaccurate "D" label.

In February, 1974, Hartman notified the *County* President, David Freeman, of the discrepancies practiced by the Record Bar. In his answer, Freeman noted that "...we too would like to find out why the stores mentioned are overcharging for our *County* Records...We don't see any reason why the records can't be sold at a fair discount price based on the \$4.98 list price..."

Hartman notified the Record Bar on March 3, that he considered the discrepancy to be price deception and that he was notifying the Attorney General's office of Consumer Protection in Raleigh of this fact. Record Bar's Executive Vice President William Golden answered that "We have found that there is a definite error on our part. We have immediately instructed our stores to change the list price to \$4.98."

Hartman reported no change by the end of March in the Record Bar's coding of the *County* Albums.

On April 4, Hartman called Mr. Golden. He was switched to the office of Mr. Richie Gonzales. Gonzales' office again assured Hartman that the error would be corrected immediately. Gonzales' spokesman then went on to say that the Record Bar would be financially hurt by the "C" classification.

Four days later, there was still no change in the *County* stickers. Hartman then notified the Attorney General's Office. In mid-June Hartman contacted the Student Consumer Action Union. Last week SCAU again checked the labels at the Henderson Street Record Bar. These *County* albums still carry the higher priced "D" code sticker.

SCAU can only conclude, as Hartman concluded, that "The Record Bar knows fully the nature and extent of its error and will yield only to a force stronger than the questioning of a single individual." Therefore, SCAU urges consumers to purchase *County* albums elsewhere. Boycott of these albums will not only hurt the Record Bar but *County* as well. So boycott these records only at the Record Bar. If you must purchase *County* from the Record Bar, demand to know why they do not label *County* properly.

SCAU will be happy to let any miffed consumer use the SCAU Hotline to call Record Bar Headquarters and demand satisfaction. The Record Bar number in Durham is 919-688-7812.

SCAU would like to thank Peter Hartman for his valuable help and information. If you have any problems or wish to help SCAU investigate complaints such as these, please come by Suite B of the Carolina Union or call 933-8313.

## Letter to the editor

## Boulton's ISC action

To the editor:

With the closing of the International Student Center offices in Carr Building, the Dean of Student Affairs has once again shown his lack of sensitivity to student needs. The manner in which this action was carried out has once again demonstrated the basic contempt which he and his people have for students. As the dingy facilities of Carr

Building are transformed into brightly-painted, well-lit, carpeted offices for yet another functionary and yet another secretary and the ISC offices are shunted off to some inaccessible part of Bynum Hall, the attitude of the UNC administration, that students are second-class citizens and are to be treated that way, will again have been clearly exhibited. Several years ago a great deal was made of the establishment of an International Student Center. The Carr Building was the result. The people at ISC do a fine job considering what few concessions have been made to them. Now their job will be even more difficult. The lack of attention given the needs of foreign students is representative of the same provincial attitude of a University which cancels varsity gymnastics because, God forbid, it gets UNC no points toward the Carmichael Cup. While

the director of the Student Union passes his time in his plush offices in the Union, student activities which deserve a professional effort are amateurishly handled. Downstairs, students must eat in noisy, unattractive, and unhygienic conditions in the Union Snack Bar and in the Pine Room. The barracks-like atmosphere of most student facilities on this campus, including Wilson library, is not the result of a lack of funds but represents a distortion of priorities in which the needs of students, graduate and undergraduate, foreign and domestic, white and black, are ignored. Advantage is being taken of what is perceived to be an atmosphere of apathy among students. Student input into decision-making which concerns student life is either not sought, co-opted, or ignored.

The University of North Carolina is a great University. Somewhere along the line, however, the key to that greatness, its students, have been forgotten. Things do not have to be this way. The lack of sensitivity shown by the Dean of Student Affairs and the University Administration in incident after incident during the course of the last year simply will not do.

David C. Atwood  
100-C Bernard St.

Chan Hardwick

## On lemonade and ambition

The street I grew up on has not changed much. It is quiet and shady, a cool tunnel under a sky crowded with tree branches. There is usually not much action around the neighborhood. It is away from the main thoroughfares, away from the shopping centers and bus stops. It was curious then to find a lemonade stand even on a warm Saturday afternoon.

I had spent the morning playing tennis and letting the sun melt away the hops and malt of spring. After throwing all my energy into the last of three sets it became apparent that I had lost any advantage that confidence can give a person, so I sailed one last serve over a pine tree, shrugged helplessly for the benefit of my fired up opponent, and started home. It was on this plodding journey that I came across my next door neighbor who was sitting behind a little table, on a little chair, next to a huge sign which read: LEMONADE 8 CENTS.

"How about some lemonade?" I asked.

The boy, who was about five but could be mistaken for an aggressive six-year-old, gave me an apprehensive cock of the head. "Got any money?"

I reached in my pocket and fumbled around. "Gee, I don't think I have any change. Can you break a dollar?" His face went blank. "Well, let's see...I drive a car." I dangled the keys in front of his

impressionable eyes.

"Okay," he said.

My whites were dripping from the tennis, but I felt the satisfaction of knowing that I could waste the rest of the day on those carefree threads that tie Saturday afternoons together.

"I'll give you a dime for the lemonade. Eight cents for the lemonade, and two cents interest."

"What's interest?" He was having some difficulty getting the drink into the cup, mostly because he refused to put down a large flyswatter that he clutched in one hand.

"Interest? You can find out when you grow up and go to Carolina. Major in B.A." I finally got the cup from him, though the fly swatter had ended up being something of a strainer.

"What's B.A.?"

I could see that I was being roped into one of those conversations that had a tendency to degenerate into definitive discussions. "Well, it means Business Administration which in simpler terms is a course of study which teaches you how to sell lemonade."

"Oh." He had resumed a position of leaning back in his chair and propping his feet up on the table. His young body seemed to strain under the affected position lacking the natural lax of age. "Is that what you do?"

"Well, I major in a lot of things, history,

English, philosophy—"

"What's philosophy?" Wham! a dead fly.

"That's hard to say, but vaguely it means love of wisdom."

"Is that anything like B.A.?"

I lay back in the grass and watched the clouds sail by for a minute. This was important. This was a definitive relationship. "Yeah...really they're the same thing." I sat up. "You see, I might just as well end up selling lemonade in philosophy as in B.A."

"I've already got this block." He spoke with the confidence that comes with success, a disdaining air of security.

"Well, look," I said after having discreetly poured the sour lemonade on the lawn. "What are you going to do next? In this business you sure don't want to get complacent."

He gave me a puzzled look for 'complacent' and turned his baseball cap around on his head. "I don't know," he shrugged. "I guess I want to learn how to ride a bicycle. My sister already knows and she's only in the first grade. I have to pay her for lessons."

That seems good enough. I never sold lemonade on my street, but then I never learned how to ride a bicycle from my sister. I just grew up which is not the stuff from which ambition is made.

## Grad students cite need for improvements

On the corner of Cameron and Columbia stands a huge factory-like building called Peabody Hall. The School of Education. Inside, there are a few brilliant professors, some fine teachers, a few gentlemen, a number of individuals who combine all the virtues and, perhaps, one or two academic executives whose administrative abilities exceed those of the average junior achiever.

Recently, a minor storm broke over the School with the embarrassing discovery by a local editor that one apprentice pedagogue was but barely literate. Reasons were given. Lambs were sacrificed.

Obviously the discussion far exceeds the question of the literacy of one student. It focuses on the School itself.

For that reason, graduate students were interviewed in the belief that self-criticism is not only good for the soul, but also has a certain verity. This writer's opinions are partially based on some of these excerpted and edited remarks made about the students, the faculty and the administration by the graduate students—the skim of the crop.

One student thought her cohorts were more or less the same as others in the University. Other thoughts, however, were less positive.

Education students were characterized in one case as "not being able to hack it in other areas." "Graduate students in education (intellectually) are lower than other areas."

This problem is indeed recognized by Dean Beach and also by Dr. Gerald Unks who authored a plan to greatly reduce the

number of admitted students by making the academic requirements more stringent.

Unks then cited the examples of the Law and Medical schools.

It is obvious that the abilities to read, write and think should be requirements for University students. However, is it wise to emulate these schools?

Medicine is the field most closely acquainted with the basic human situations: birth, suffering and death. And yet the official voice of this profession, the American Medical Association, has been one of the most reactionary and antagonistic toward the governmental programs designed to help the indigent.

The field of law is the one field most concerned with justice as codified in our country's Constitution. Yet, with few

**The Tar Heel**

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