

Union Director Laments Skyrocketing Costs Of Major Musical Entertainment

By MARY BURCH
DTH Arts Editor

What is the limit students will pay for a 50-minute concert of ecstasy, escape and entertainment?

Less than 10 years ago, a top performer would play a college campus for around \$1000. Today the minimum price most performers will consider a college engagement is well in the five digit range.

"About 10 years ago, colleges became a major factor in the entertainment field," said Howard Henry, director of Carolina Union. "In the past year and a half, colleges have become the largest single entertainment buyers."

Folk music was the breaker that first brought live entertainment to colleges, said Henry, recalling the music trends of the past decade. Folk music required a minimum of equipment which was easily transportable and the music was greatly popular with the college audience.

Joan Baez and groups such as the Weavers and the Kingston Trio required no



DIRECTOR HOWARD HENRY

back-up and little amplification.

"But as rock and hard rock moved in, more equipment was required," the director said. "It

seems everything is amplified down to violins and the piccolo. And prices have soared."

In the early '60s, UNC booked Peter, Paul and Mary for \$1250 which Mr. Henry laughingly admitted, "we thought was almost alarmingly high." Similarly, the Weavers, the Serrindipity Singers and the Chad Mitchell Trio were each booked for around \$1000.

Carolina Union, then called Graham Memorial Student Union, began to expand its entertainment program and facilities to meet the higher prices and requirements for electronic amplification.

"Today groups head for the big money quicker because of the emphasis on recordings," Mr. Henry noted.

Perhaps the most significant recent factor occurred this past summer with the popularity of the rock festivals. "The rock festivals began to break hard rock into the South," he said. "Last spring we were dubious of booking the Iron Butterfly, but their concert this fall was a sell-out well in advance and a tremendous success."

Most of the groups which appear at the rock festivals receive relatively low fees (with the notable exception of Bob Dylan in England). "Even though the fee is low, the exposure is great."

Just prior of Christmas, Henry attended a meeting in New York with many of the agents with whom he has worked closely in the past 10

years to bring the top entertainment to campus. Agents are more hesitant now about committing themselves and their performers.

"Performers today prefer to play a major concert tour, hitting the larger schools or cities with the large audiences at very high fees."

Folksinger, Donovan's agent, for example when asked about the possibility of a campus engagement, replied he didn't know what the performer's plans were, Henry recalled.

The noted singer can easily play New York before a capacity crowd and earn \$100,000. Credence Clearwater Revival is now asking a minimum of \$25-\$30 thousand for a single performance.

"My role is to bargain with the agents to see how low we can hold the price but agents are in a position where they can almost demand the size of an audience you must generate to get a group. Performers had rather play 10 large engagements at one-third of the gate giving them between \$50-\$100,000—than to play 100 smaller engagements at \$5-\$10 thousand each."

Last spring Carolina Union brought Janis Joplin here for \$2 per seat before Carmichael's 7,000 capacity crowd. Later in the spring she played Madison Square Garden before a capacity crowd of 18,000 and grossed almost \$100,000.

To bring the problem closer home, the checkers stack up to how UNC with its 7,000 capacity auditorium and maximum ticket price of \$3 (which was the fifth Dimension tickets this fall, the highest price ever for a single concert here) will be able to compete with the larger engagements (such as Madison Square Garden) which offer a capacity crowd of 18,000 and a price \$50-\$100 thousand.

Despite the trend of fewer, but higher priced engagements, many performers still enjoy the rapport with a smaller audience, which Henry noted is one of the greatest assets for schools like UNC.

"Many groups enjoy playing here and say so—like Blood, Sweat & Tears last Jubilee who played for almost an hour and 40 minutes because the audience was so receptive."

There are still performers who perform, not simply for the money, but for the personal satisfaction of communicating.

Laura Nyro (who wrote "Blowing Away" and "Wedding Bell Blues" and "Spinning

Wheel") is now in semi-retirement in her early 20s after selling her publishing company for \$4 million. When she performs, she does so because she enjoys it.

The Fifth Dimension, Henry particularly noted, have a liveliness off stage, a "love of the show." Bob Hope, (who cannot even begin to spend the interest on his millions") continues to perform.

Some performers refuse to play in the South regardless of the price or the size of the audience—which is the case with Harry Belafonte and Crosby, Stills, Nash, and Young.

Another problem in entertainment is that some groups are simply not live performers. "Some groups depend heavily upon electronic manipulation, which is possible in the recording situation, but not in the live performance. These groups tolerate rather than work with an audience," Henry commented.

About nine years ago, five schools in this area met to consider block-booking (offering a "package deal" assuring a performer of several performances in one area) to overcome some of these problems.

"Block-booking has had some success," Henry stated, "but the basic problem is that each school wants the group on the weekend, and then too, the top performers will rarely block-book."

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THE IPCRESS FILE, called the thinking man's "Goldfinger" and starring Michael Caine as Cockney spy Harry Palmer, is showing today only at the Carolina Theatre. The film, based on a novel by Len Deighton, was named Best Picture by the British Film Academy when it was first released several years ago.

Sunday Tickets Remain

Tickets still remain for the Super Sunday film series at the Union which begins Sunday night with two showings of ELVIRA MADIGAN, at 7 and 9:30 p.m.

The series is composed of six films, admission to which can be bought for \$3 at the Union information desk. No individual tickets can be sold to the separate movies.

The rest of the films are IN COLD BLOOD; THE THOMAS CROWN AFFAIR (Steve McQueen, Faye Dunaway); THE GOOD, THE BAD AND THE UGLY (Clint Eastwood); YOU'RE A BIG BOY NOW; and THE FOX.

Tickets (for the entire series) will be sold at the door only if the program is not sold out prior to then.

What's Happening Here?

NAVAL AVIATION information team, explaining programs offered in Naval Air, will be available in Y-Court today from 9 a.m. until 4 p.m.

SUMMER JOB PLACEMENT meeting in 105 Gardner, from 4 until 5 p.m. Open to all UNC students seeking summer jobs in America or abroad. Mrs. Bordeaux will discuss summer job openings in social service, teaching, business, resorts, science and overseas. Students

are urged to attend because the deadlines for many interesting jobs occur this month.

UNC BOAT CLUB will meet tonight in the Union's South Lounge at 7 o'clock. Club officers will be elected. All members are urged to attend.

YM-YWCA Tutorial Project will hold an Orientation Meeting at 7:30 in 111 Murphey. All new tutors are required to attend. Call the Y office, 933-2333, in case of an

unavoidable conflict. CAROLINE CHRISTIAN FELLOWSHIP will hold its regular meeting at 7:30 in the Union.

ECOS GENERAL MEETING to discuss current projects and future plans at 8 p.m. in rooms 202-204 of the Union.

FEMALE LIBERATION NO. 27 will meet at 8 tonight in the Union.

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Chaplin's 'Dictator' Opens Film Society

A rare showing next Monday evening of one of Charlie Chaplin's finest films—THE GREAT DICTATOR—will begin the Spring Season of the UNC Film Society.

Society showings are held on Monday nights in the School of Public Health Auditorium, and season tickets can be purchased for \$5 from the Student Union (or at the door).

Tickets to individual shows will be sold at the door for \$1, but the season price includes 10 special films.

In THE GREAT DICTATOR (a 1940 release which has been out of circulation for some time), Chaplin plays both a caricature of Hitler and a barber who is mistaken for him. Jack Oakie spoofs Mussolini.

Other features in the Society's schedule include Howard Hawks' RED RIVER (with John Wayne and Montgomery Clift); Jean-Luc Godard's BAND OF OUTSIDERS; and Buster Keaton's BATTLING BUTLER.

John Barrymore and Carole Lombard star in the classic TWENTIETH CENTURY, for Society showing on April 13. Von Sternberg's MOROCCO, starring Marlene Dietrich, will be shown on May 11.

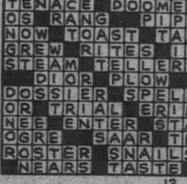
Also included in the spring program are Susumu Hani's SHE AND HE; LOVE ME TONIGHT, a 1932 musical with Jeanette MacDonald and Maurice Chevalier; Jean Renoir's LA MARSEILLAISE; and Robert Bresson's 1966 film AU HASARD, BALHASAR, starring Anne Wisemsky who portrayed Eve Democracy in Godard's "Symphony for the Devil."

Chaplin is Monday. Well worth a dollar or five.

CROSSWORD PUZZLE

Answer to Yesterday's Puzzle

- ACROSS
- 1-Hit lightly
 - 4-Lessons
 - 9-Small lump
 - 12-Be mistaken
 - 13-Famed
 - 14-Mature
 - 15-Makes amends
 - 17-Aggregation of people
 - 19-Church bench
 - 20-Residences
 - 21-Barrecauda
 - 23-Preposition
 - 24-The sweetsop
 - 27-Pronoun
 - 28-Flying mammal
 - 29-Item of property
 - 30-Paid notice
 - 31-Strike
 - 32-Baker's product
 - 33-Artificial language
 - 34-Dawdle
 - 36-Noveltly
 - 37-Title of respect
 - 38-Girl's name
 - 39-A month
 - 40-Stalk
 - 41-Essence
 - 43-Equality
 - 44-Nearly
 - 46-Picture-taking device
 - 49-Ocean
 - 50-One of Three Musketeers
 - 52-Goddess of healing
 - 53-Possesses
 - 54-Harvest
 - 55-Scottish cap
- DOWN
- 1-Afternoon party
 - 2-Skill
 - 3-Connect
 - 4-Again
 - 5-Genus of cattle
 - 6-Near
 - 7-Singing voice
 - 8-Kind of cheese
 - 9-Blouses
 - 10-Time gone by
 - 11-Lair
 - 16-Openwork fabric
 - 18-Plaques
 - 20-Torrid
 - 21-Tint
 - 22-Foot lever
 - 23-Obese
 - 25-Weird
 - 26-Atmospheric disturbance
 - 28-Body of water
 - 29-Help
 - 31-Greek philosopher
 - 32-Remuneration
 - 35-South American animal (pl.)
 - 36-Distant
 - 37-Thoroughfare
 - 39-Having a dull finish
 - 40-Man's nickname (clond)
 - 42-Former Russian ruler
 - 43-Free ticket
 - 44-Residue
 - 45-Meadow
 - 46-Policeman (clond)
 - 47-Inlet
 - 48-Limb
 - 51-Exclamation



SAVE A BAG OF MONEY.

AT AUDIO CENTER, INC. ANNUAL SIX HOUR SALE

FRIDAY FEB. 13, 6 P.M.—12 MIDNIGHT

DON'T MISS IT—RIDGWOOD

Hector's INC. FAMOUS SINCE 1969

AIN'T CHICKEN

The New York Times

LATE CITY EDITION

Label Rule Eased For 'Chickendogs'

Hot Dog With 15% Poultry Is Held a Plain Frankfurter

WASHINGTON, Aug. 23—The Nixon Administration ruled today that the content of hot dogs could be 15 per cent poultry without the special labeling currently required for "chickendog" products.

The Agriculture Department said the decision would take effect in early November. It will apply to the use of chicken and other poultry in federally inspected cooked sausages, including frankfurters, knockwurst and bologna.

At present, manufacturers who use poultry meat in cooked sausages must disclose this to consumers by using a prominently displayed product name such as "chickendog" or "frankfurter with chicken."

Under the new rules, a hot dog with up to 15 per cent chicken can be labeled simply as a "frankfurter."

Consumer groups, meanwhile, lost one of their major points in the labeling battle that had dragged on—with heated exchange at times—for more than a year.

The Agriculture Department, as expected, rejected a consumer-backed proposal that manufacturers be required to tell consumers the percentage of each major ingredient in hot dogs and other cooked sausages.

The department's new ruling specifies that when poultry is used in sausages labeled "all meat," processors can use only skinless poultry meat. Sausages not labeled as "all meat" may contain limited amounts of chicken skin.

Consumers will be able to find out what ingredients the frankfurter contains — but not necessarily the percentages—by reading the "statement of ingredients" printed on labels of federally inspected meat products in small type. The new rules require that chicken or other poultry must be listed among the ingredients when used.

If more than 15 per cent poultry is used in a cooked sausage, present labeling rules will continue in effect.

The decision was regarded as a partial victory for poultry industry forces who had wanted far broader permission to use chicken in sausages to an almost unlimited extent without special labeling.

The department's ruling liberalized its initial proposal by permitting up to 1 per cent bone residues in deboned poultry instead of the 0.5 per cent originally proposed.

But despite protests from some poultry industry spokesmen, the department continued its ban on the use of poultry kidneys and sex glands in cooked sausage products.

The chicken-in-sausage battle was part of a broader debate over frankfurter contents that also includes a still-unsettled controversy over a proposed ceiling on fat in cooked sausages.

The Johnson Administration originally proposed last winter that public hearings be held on both issues.

The Nixon Administration separated the two issues, holding hearings on the fat content in June but deciding the chicken question on the basis of written comments without any public hearings.

Officials said that when the agency invited public comment, it received 1,066 letters, the largest number ever received on proposed changes in meat and poultry inspection regulations. Most of the letters were from consumers or consumer groups opposed to the labeling change.

Mrs. Grant Displeased

In New York, Mrs. Bess Myerson Grant, the Commissioner of Consumer Affairs, expressed unhappiness with the decision last night. She said she felt that sausage products with chicken in them should reflect that in their name, and that the percentage of each ingredient should be indicated.

"It isn't really being honest" not to do this, Mrs. Grant said.

"People should be able to tell what's in hot dogs or sausages when they buy them," she said. "Adding chicken must cheapen the product, and people should know it should be less expensive."

WE'RE 100% ALL BEEF (Kosher Even)

Hector's INC. FAMOUS SINCE 1969

201 East Franklin Street

PEANUTS

DO YOU WANT TO HEAR MY REPORT ON ABRAHAM LINCOLN?

"TODAY IS ABRAHAM LINCOLN'S BIRTHDAY... WHO, YOU MAY ASK, WAS ABRAHAM LINCOLN? OKAY, I'LL TELL YOU... ABRAHAM LINCOLN WAS OUR SIXTEENTH KING AND HE WAS THE FATHER OF LOT'S WIFE..."

DO YOU THINK I SHOULD MENTION ABOUT HIS PICTURE BEING ON ALL THOSE PEANUTS?

THAT MIGHT BE INTERESTING

DO YOU THINK I'LL GET AN "A"?

DO THEY GIVE OUT "Z's"?

COME ON! OW LONG DOES IT TAKE YER TO CHOOSE A BOOK?!

MYSTERY

SHADDUP! I'LL TAKE AS LONG AS I LIKE!

RIGHT! YER'VE ASKED FOR IT!

ROMANCE