

THE TAR HEEL #8

Thursday, July 23, 1981 Chapel Hill, North Carolina

Discounts Lower prices ease tight student budget

By RANDY WALKER

The basic law of supply and demand still works in Chapel Hill as far as movies and records are concerned.

The Varsity Theater management discovered that when it reduced admission to \$1 for all shows at all times about three months ago. "We're doing a lot more volume. It's pretty radical," assistant manager David Harrison said.

In another recent policy switch, the Varsity started showing second run movies instead of first run. Harrison said second run films are a better deal for theater operators. "It was a marketing decision. We were getting bad first runs; now we're getting good second runs."

The \$1 admission started during the school year, and is supposed to last indefinitely, Harrison said.

Harrison credits a business increase to better movies as much as to the reduced admission. The movie's quality, rather than its promotional budget, determines how much money it makes, he said.

In addition to the increased ticket sales, the Varsity has been making more money from concessions, Harrison said.

Theaters charging a \$1 admission are pretty rare, Harrison said. "The only other one in North Carolina I know of is owned by this corporation. It's in Charlotte."

At the Carolina Theater on the other side of Franklin Street, the cheapest shows are the \$2 bargain matinees, Monday through Friday, every day until 6 p.m. But as manager John Hartley said, "Basically, you never have to pay more than \$2.25 with the reduced tickets available at the Union desk."

"The Varsity hasn't directly affected us with their \$1 policy," he said. "They have been showing what would normally be a late show for us." The Carolina usually plays first run pictures.

"We'll have our peaks, (but) with everything we do, we tend to be quite stable, even in the summer," he said. "The lack of students is somewhat offset by the big pictures that come out in the summer."

The Ram Theaters in NCNB Plaza offer \$1.50 matinees Saturday and Sunday until 5:30 p.m. Every Tuesday admission is \$1.50. The Ram also sells \$2 discount tickets in lots of 100 to organizations.

**\$1.00
ADMISSION
ALL SEATS
ALL TIMES**

Staff photo by Scott Sharpe

Cheap movies offer broke students a rebate

"It has to be a group," manager Stan Miller said. "A fraternity or sorority could buy 'em."

For the ultimate in audio discount, go to the Fair Exchange in Carrboro. They will take records in a 2 for 1 trade or will pay cash for them. Records must be saleable and in good condition. The Exchange has a three-day return policy on all discs it sells from \$1.50 up.

Also in the discount record department, the two neighboring record shops on Franklin Street differ in their pricing policies.

"My philosophy is (that) our records are on sale all the time," says Dave Giles, owner of Big Shot Records. "All \$8.98 lists are \$5.99. We price according to list."

Big Shot Records also accepts old records as a trade-in for new.

See DISCOUNTS on page 12

Dispute ends, but may cause legal hassels

By JOHN HINTON

U.S. District Judge Franklin T. Dupree's approval of the settlement between UNC and the U.S. Department of Education could touch off a new legal battle between the NAACP Legal Defense Fund and the federal government.

Dupree signed the consent decree last week, ending the 11-year-old dispute between the UNC 16-campus system and the U.S. Department of Education (formerly U.S. Department of Health, Education and Welfare).

Dupree wrote in an eight-page memorandum that the consent decree was "fair, reasonable and adequate, and it should be given a chance to work."

Joseph L. Rauh Jr., the principal attorney for the NAACP Legal Defense Fund, called the approval a "travesty of federal judicial procedure" and said the defense fund would seek the U.S. Court of Appeals for the District of Columbia to declare U.S. Education Secretary Terrell H. Bell's actions illegal.

Dupree delayed ruling on the consent decree presented in his court by UNC and Justice Department lawyers so he could consider a memorandum opposing the plan submitted by the NAACP Defense Fund. Dupree's court was the third federal court to rule against the defense fund. No hearing has been scheduled for the defense fund's appeal.

William C. Friday, President of the UNC system, said he hopes Dupree's approval will bring an end to the judicial process. "We think it will bring us right into compliance with Title VI of the Civil Rights Act of 1964."

"We are now in a position to start its implementation and oversee it," Friday said. The desegregation case has cost the state about \$1.5 million, he said.

The settlement, approved last month by the Board of Governors, outlined the establishment of 29 graduate and undergraduate programs at the University's five predominately black schools and set desegregation goals for the 16 campuses.

Raymond H. Dawson, vice president for academic affairs at the University, said he respected Judge Dupree's decision and that the BOG could get to work carrying out the plan.

See DECREE on page 2

Inside THE TAR HEEL

- Administration page 3
- 'Betrayal' page 6
- Former UNC coach page 9
- Brave soldiers page 10

'82 Chapel Thrill concert plans underway

By ANN PETERS

Although spring is more than eight months away, Student Government is planning ahead. Bert Johnson, former Chapel Thrill Committee chairman, has prepared a preliminary budget for the 1982 Chapel Thrill outdoor concert which has been reviewed by Student Body President Scott Norberg and the current Chapel Thrill Committee Chairman, Wes Wright.

Norberg said he had completed a rough draft of the concert's operating procedures, the organization of the Chapel Thrill Committee and the responsibilities of the president, the committee chairman and the Campus Governing Council.

The concert is planned for April 24, 1982, but final approval must come from the University administration.

"When you're dealing with \$120,000 to \$130,000 of student fees, I believe this kind of thorough advanced planning should be expected," Norberg said. The tentative budget includes expenses for travel, concessions, promoter's fees and the cost of the band or bands.

Norberg said it was very important to work

closely with Vice Chancellor of Student Affairs Donald Boulton, and said he believed the concert would be approved.

Boulton expressed approval for the plans to begin work on Chapel Thrill early this year. "If we do our planning, then we can pull off something that works," he said.

"Chapel Thrill is one thing Student Government can do that will reach all students," Norberg said. "Each and every person on campus will be interested in it. Student Government has \$120,000 surplus and I think it's just not right that it would be put somewhere and not go to the benefit of students."

Chapel Thrill Committee Chairman Wright had been on the technical crew for the 1980 concert and on the grounds crew for the 1981 concert which never materialized. Wright said he was disappointed about last year's concert but was hopeful that the administration would approve a concert for this spring.

"This far advanced planning will aid us a lot in getting the pre-concert organization," he said. "We've made considerable headway this far in advance."

Norberg said the planning provided plenty of time to iron out possible problems. But he



Scott Norberg

said if the committee could not organize a good show, he would not risk the money.

For Heelfile Photo