

South

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Book traces Life's history

again. UNC's Board of Trustees also serves as a source of ideas, co-existing with the chancellor's office like a company's board of directors relates to its president, Tanner said. The chancellor reports to the BOT at its bi-monthly meetings and helps keep it informed. The chancellor filters out the most important aspects of the University's needs and together they try to address them, he said.

Full-time overtime

But some initiatives are taken in the chancellor's office because the office's perspective offers a view on issues that others may not see, Ehringhaus said.

Because of the many non-University relationships, Fordham also serves an ambassadorial role, representing UNC at formal functions and unofficially representing the University in informal settings. But he points out he is one of many representatives. Other officials, faculty members and students, also serve in that capacity every day — formally and informally, he said. Even football games are not idle

hours for Fordham. Before a recent game he hosted a pre-game lunch for legislators, benefactors, alumni and guests from the rival institution. These functions are important, he said, because the relationships help the University, he said. "People like to be associated with a winner — not just on the field, but in scholarship, education and research."

Ehringhaus said one of the most important constituencies that have to be served are the people of the state. "The people of this state have a feeling of ownership of this institution," she said. "That's remarkable, and we wouldn't want it any other way."

Fordham hears from citizens on matters relating to the University, Ehringhaus said. The chancellor's office receives calls and mail from people around the state asking, among other things, why their nephews or sons cannot get in. They also give their input on curricula, textbooks and current concerns, she said. "Everybody has an opinion about how to run this University."

The chancellor is also trying to communicate the University's importance within the state,

Ehringhaus said. "It's a concern of all of ours," she said. The problem is in communicating to everybody the importance of not only education, but other aspects of a research university, she said. "What happens in a lab on this campus? How does that affect somebody in Asheville or Asheville? Why does it have to happen here? (The University community) . . . knows the answer because we experience it every day on a regular basis."

Crisis management

The chancellor's office has to deal with on-campus crises, and there are often three minor crises a week, Fordham said. "The University is so visible and so public that sometimes people misunderstand things that happen."

But as good as the University is, it's not perfect, Fordham said. "What we try to do is ameliorate and eliminate flaws," he said.

As a coordinator, leader, administrator, ambassador, communicator and chief executive, the chancellor of UNC provides the ultimate source of ideas and goals for the University. The buck does indeed stop here.

Kelly Rhodes Books

On Nov. 12, 1936, a "pictorial magazine" was put on American newsstands — and Life magazine was born.

Today marks the 50th anniversary of Life. A picture book of covers and photographs, a special issue of the weekly magazine and a television special have been planned to commemorate the occasion.

Former Life writer Loudon Wainwright is adding his weighty contribution to this stack of special anniversary markers. His book "The Great American Magazine — The Inside History of Life" is not only a big book, but at least the first half is a fascinating look at how the magazine was dreamed up, created and made into an American institution.

The second half is as boring as a wooden chair. Wainwright tells how Life became a war magazine with its fantastic coverage of World War II, and how the magazine dragged through the 1950s. Finally, he shows how the coverage of President Kennedy's death revived the magazine, which went downhill

again in the 1960s until the magazine's publication was suspended in late 1972.

There is no denying that Wainwright is an excellent writer. He uses precise words and careful descriptions to make the inside people of Life seem real. He chronicles the life of the magazine at the beginning very well, but why did he not apply this same carefulness to the rest of the book? It looks like he spent a year writing the first nine chapters and the one on JFK but spent all of a week on those other 10 chapters. Oddly enough, this style identically copies the rise and fall of the magazine itself: it was so good at first, but other things began to push it out of focus at the end.

Wainwright ends the book immediately after the announcement of Life's bankruptcy, so the book is 16 years out of date. He does not cover

the revival of the magazine in 1978. Wainwright worked at Life for over 20 years as an office boy, reporter and finally text editor. He saw the magazine from the peak of its popularity through its lowest point in bankruptcy.

"The Great American Magazine" lacks one major thing that would make it worth \$19.95 — pictures. Life magazine ran millions of pictures during its first 34 years. The only pictures in this book are a few of old editors and photographers. Wainwright even puts in a picture of himself. He describes many of the famous magazine covers and in-depth coverage very well, but the eye needs more. The eye needs just a few pictures.

"The Great American Magazine" will not be as popular as the other anniversary celebration works for Life. Anyone who wants to know everything there is to know about Life magazine should buy the Life picture book, then buy this big book to find out about who wrote all those articles and took all those pictures.

Campus Calendar

The DTH Campus Calendar appears daily. Announcements must be placed in the box outside The Daily Tar Heel office, 104 Union, by noon one day before — weekend announcements by noon Wednesday. The DTH will print announcements from University-recognized campus organizations only.

Wednesday

- 10 a.m. The UNC Entrepreneur Club is sponsoring a lecture by Bill Rogers of Bass Brothers. It will be on the third floor of Carroll Hall.
- 1 p.m. Career Planning and Placement Services will hold a resume writing workshop in 306 Hanes.
- 3:30 p.m. The Undergraduate Soci-

- ology Club will sponsor a career planning meeting for majors, prospective majors and other liberal arts students in 100 Murphy Hall.
- 4 p.m. The Christian Science Organization will meet in the South Gallery of the

- Union.
- 4:30 p.m. The Study Abroad Program will discuss study in Japan and China with UNC in 218 Union.
- 5 p.m. The Young Democrats will meet in the Union.
- 5:30 p.m. Newman-The Catholic Student Center will have its Student Night/Dinner at 218 Pittsboro St. Call 929-3730 for more information.
- 6 p.m. The Lutheran Campus Ministry will hold its weekly meal and commun-

- ion service. The cost for the dinner is \$1.50.
- 7 p.m. AIESEC will meet in 226 Union with an officers meeting following.
- 7:30 p.m. The UNC Ski Club will meet in 111 Murphy. "Hot Dog — The Movie" will be shown and upcoming trips discussed.
- 8:30 p.m. The UNC Sport Parachute Club will meet in the Union. There will be a guest speaker from Frank-

- lin Sport Parachute Center.
- 9 p.m. Women's Lacrosse Club will meet on Finley Field.

Items of Interest

The Great Decisions '87 coordinating committee is accepting applications. Information and applications are available at the office of International Programs in Caldwell Hall and at the Union desk.

The UNC Glee Clubs are holding auditions Nov. 2-14. Contact Professor Tamte Horan, 225 Hill Hall, 962-5695.

Yackety Yack yearbooks will be on sale for \$21 from 11 a.m. to 3 p.m. Nov. 5-21 in the Pit.

The Yackety Yack is offering free portrait sittings until Nov. 19. Call 962-3912 or drop by 106 Union to schedule an appointment.

One Student Congress Seat representing Granville Towers (Dist. 10) is open. Any interested Granville residents should come by Suite C to obtain a petition.

Granville Towers Gives You Eight Days Of Free Time Each Semester How?

Apartment Living

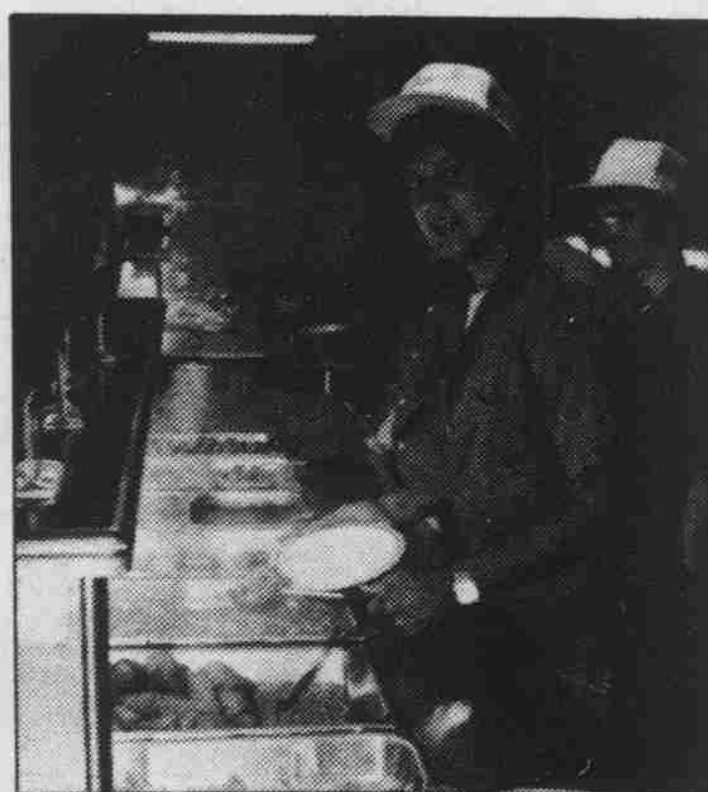
- weekly cleaning 1 hr/wk
 - grocery shopping 1 hr/wk
 - preparing meals 5 hrs/wk
 - round trips to class 2½ hrs/wk
 - study trips to campus 2½ hrs/wk
- 12 hrs
x 16 weeks
192 hours

Granville Towers

- weekly maid service
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You could work for the Granville Foods Service at \$3.65 for 192 hours and earn \$701.



Apply NOW for spring accommodations
The place to be at UNC.

"I was captured by a Yack"



Halloween on Franklin Street. The pregnant nuns. The California raisins. The Freddie Krueger's. Even now, the memories are beginning to fade.

This Carolina tradition and all others have been captured by the Yacket Yack, UNC's Yearbook.

The Yacket Yack is the only student publication that represents the entire year of the UNC experience in one concise volume.

Get a Yack, and keep the memories as sharp as Freddie Krueger's nails.

The Yacket Yack is on sale now in the Pit

1987 Yacket Yack
Because Memories Fade

We mean business.

Columbia University's location in New York City makes it the ideal place for graduate study in business. A representative from Columbia Business School will visit your campus to speak with students from all majors who are interested in the M.B.A. and Ph.D. programs in Business as well as joint degrees with Law, International Affairs, Public Health and other disciplines. If a graduate degree in Business is part of your future, start planning for it now by talking with our representative. Contact your undergraduate placement office for further details.

Date of visit:
November 18, 1986

Columbia Business School



Blue-White Basketball Tickets

Student tickets are available for the Blue-White basketball game, which will be played after the Virginia football game on November 15th. This game will be played in the air-conditioned Smith Center and the halftime will be only five minutes (so you can get out in time for the rest of your Saturday evening plans). Present your student I.D. and athletic pass at the Smith Center box office between 8:00 AM and 5:00 PM. Students may also purchase guest tickets at \$5.00 in addition to their complimentary student tickets. Student groups of 20 or more are welcome to send a representative to the Ticket Office with the groups' athletic passes for block seating.

