

Weather

Today: Cloudy with a 50 percent chance of rain. Low 40. High 52.
Friday: Cloudy with a chance of rain. Low in the 40s. High in the 50s.

OMNIBUS: Gov. Moore's wall: UNC's showdown with a Communist

Beat Dook Parade
3 p.m. today

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Future looks bright for liberal arts majors, study says

By RACHEL STIFFLER
Staff Writer

If you want to advance rapidly in your career and have high-level management as your goal, a liberal arts major may help more than a vocational one, according to a new study conducted by a dean at Northwestern University.

The study found that employers are beginning to look more closely at liberal arts graduates. Several hundred corporations were surveyed to find out who prospective employees were, their majors and how much they were paid, said William Lindquist, Northwestern dean of placement and author of the Northwestern Endicott Report.

"What we found is that in the past few years there has been an improving market in these corporations for liberal arts graduates," he said.

And the report is taken seriously. About 30,000 businesses in the United States will see it, he said.

"They (the corporations) contrasted graduates from professional schools to those from liberal arts who are taking well-divided academic programs," he said. "They think liberal arts graduates probably have better communications skills. They write, speak and make oral presentations better."

Although liberal arts graduates may have a tougher time finding their first job, they tend to advance to management positions much more rapidly than more specialized graduates, he said.

"One of the largest corporations in the country looked at its employees and said its liberal arts graduates were more flexible, adaptable and educable," Lindquist said.

"It was from these ranks of people, who had been with the corporation at least five years, that they found most of their managers came from."

Dr. Cynthia Dessen, UNC director of interdisciplinary studies and an arts and sciences adviser, agreed that adaptability is very important for graduates entering the job market.

"I think students want to be flexible," she said. "When there are fewer jobs, you need to be able to move from one to the other. I find it interesting that at a time when the media are saying that students are more conservative, that more students are designing their own majors and doing interdisciplinary majors. That's surprising. It takes more initiative to do that."

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Interdisciplinary studies expand horizons

By TOBY MOORE
Staff Writer

Increasing numbers of students are foregoing vocational fields of study for a major in the liberal arts, causing changes in the curriculums of many American universities.

At UNC, majors in the liberal arts are growing steadily. One benefactor of this trend has been UNC's interdisciplinary studies department.

"I think we are seeing more students who want to have more control over their majors," said Dr. Cynthia Dessen, director for interdisciplinary studies.

Students undertaking a major

in this course of study choose between three major fields, then combine courses in these departments.

Dessen said that the number of students taking an interdisciplinary studies major has increased from about 30 to about 50 over the last few years.

Many of these students incorporate business courses into their major core.

"Interdisciplinary studies allows you to pursue a more marketable major," she said.

Dessen said that while interdisciplinary majors may take a while longer to find a particular job, they are often able to rise faster.

"They rarely get stuck in middle-management," she said.

Lesley Ellis, a sophomore from Eden, chose an interdisciplinary major combining business, psychology and speech communications.

"I wanted something that is not going to limit me," Ellis said. "I think the three different areas will give me a broader view."

Ellis said that she thought a business major would have limited her choices of classes. "I wanted to take a lot of electives,"

Vicki Lotz, counselor for liberal arts majors in UNC's Career

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Kodak pulls holdings out of S. Africa

From staff and wire reports

Eastman Kodak announced Wednesday it will withdraw from South Africa and prohibit its subsidiaries from supplying products to the country. UNC has invested more in Eastman Kodak than in any other company doing business in South Africa.

The photographic equipment manufacturer cited a weak economy made worse by apartheid as the reason for withdrawal.

UNC's holdings in the company — 19,300 shares — total \$1,027,725, about one-sixth of the \$6.2 million of the University's South African investment portfolio, according to Wayne Jones, associate vice chancellor for business.

Jones said he didn't expect Kodak's stock price to fall because of the withdrawal, so UNC should remain fiscally sound. The University has about \$102 million total investments, he said.

When asked, Jones said Kodak's withdrawal could make total divestment more feasible because UNC would lose less money by divesting.

Kodak is the seventh U.S. company to announce recently that it is leaving South Africa and the first of them to halt sales of its products.

Kodak employs 466 people at five sales and service facilities in South Africa. Ian Guthrie, director of employee information at the company headquarters in Rochester, N.Y., said 130 are black, 130 of mixed race, about 20 Asian and the rest white.

Colby Chandler, chairman and chief executive officer, said in a statement: "Our South African business has been affected negatively by weakness in the South African economy. We also have no doubt that the system of apartheid has played a major role in the economy's under-performance."

His statement promised employees "a generous separation package" and re-employment counseling.

Atex, Inc., a Kodak computer-manufacturing subsidiary based in

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DTH/Janet Jarman

Bear back

Senior Seale Deschamps, an English major, disguises her books in a koala book bag. A native

of Tampa, Fla., Seale found this bear to be a "chic" item in Paris this past summer.

Campaign works to extinguish smoking

By JENNIFER HARLEY
and DAN MORRISON
Staff Writers

Quitting cold turkey is what nearly 7 million Americans did last year and what many more may try to do today in the American Cancer Society's Great American Smokeout.

"Our goal is to get one out of five people to quit smoking for a day this year," Wendy Scott, director of public information for the North Carolina division of the American Cancer Society, said. The Cancer Society estimates that 235,000 of the 550,000 smokers in North Carolina tried to quit smoking in 1985 and an additional 25,000 may try again this year.

The Great American Smokeout is an upbeat, positive effort to encourage smokers to give up cigarettes for

Passive smoking dangers 3

24 hours, Scott said. It is designed to "support people who want to quit, not to condemn or criticize smokers," Scott said.

The Smokeout is the Cancer Society's largest media event of the year, with 3,000 counties across the nation participating in various activities.

"Cold Turkey Specials," balloon releases, adopt-a-smoker programs, button and pamphlet distribution and "Star Quest" drawings are among the Smokeout activities planned for Chapel Hill and Carrboro. This week, volunteers are staffing booths in the Pit and in front of the post office distributing adopt-a-smoker packages, Smokeout buttons and stickers and suggestions on

how to quit smoking.

Sledd Thomas, chairman of the Smokeout for Orange County, said its division asked local restaurants to include on their menus today "Cold Turkey Specials," a take-off on the idea of quitting "cold turkey."

At the beginning of the Maryland football game, the University's Association of Nursing Students released approximately 150 balloons bearing messages encouraging smokers to quit.

Six UNC fraternities and sororities have agreed to adopt a smoker for a day, helping that person kick the habit with "encouragement kits" filled with candy and other goodies.

"Star Quest" is a national theme for this year's Smokeout. The idea behind "Star Quest" is to recognize as stars former smokers who kicked

the habit during the last 10 years.

The organization will have a drawing among area residents who have quit smoking during the past 10 years. Dinners at Landlubber's, Pyewacket and Squid's restaurants go to the winners.

Across the nation, different states and cities add their own twists to the Smokeout themes. In Boston, people organized a contest encouraging former smokers to submit photos of themselves doing things they can do better since they have quit smoking. In Gainesville, Fla., a fashion show is being held in support of the Smokeout and ex-smokers who have quit during the past few years will be awarded with prizes. In San Francisco, comedy clubs will

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DTH/Janet Jarman

Great American Smokeout: today's the day to quit

Our national flower is the concrete cloverleaf. — Lewis Mumford