

Clouds: 1
Sun: 0
Cloudy. High 63.

Men learn to put their
best face forward — Page 6

Lab Theatre's eerie
Halloween special — Page 7

Town Council
Candidates' Forum
8 p.m. tonight
Room 205 in the Union

The Daily Tar Heel

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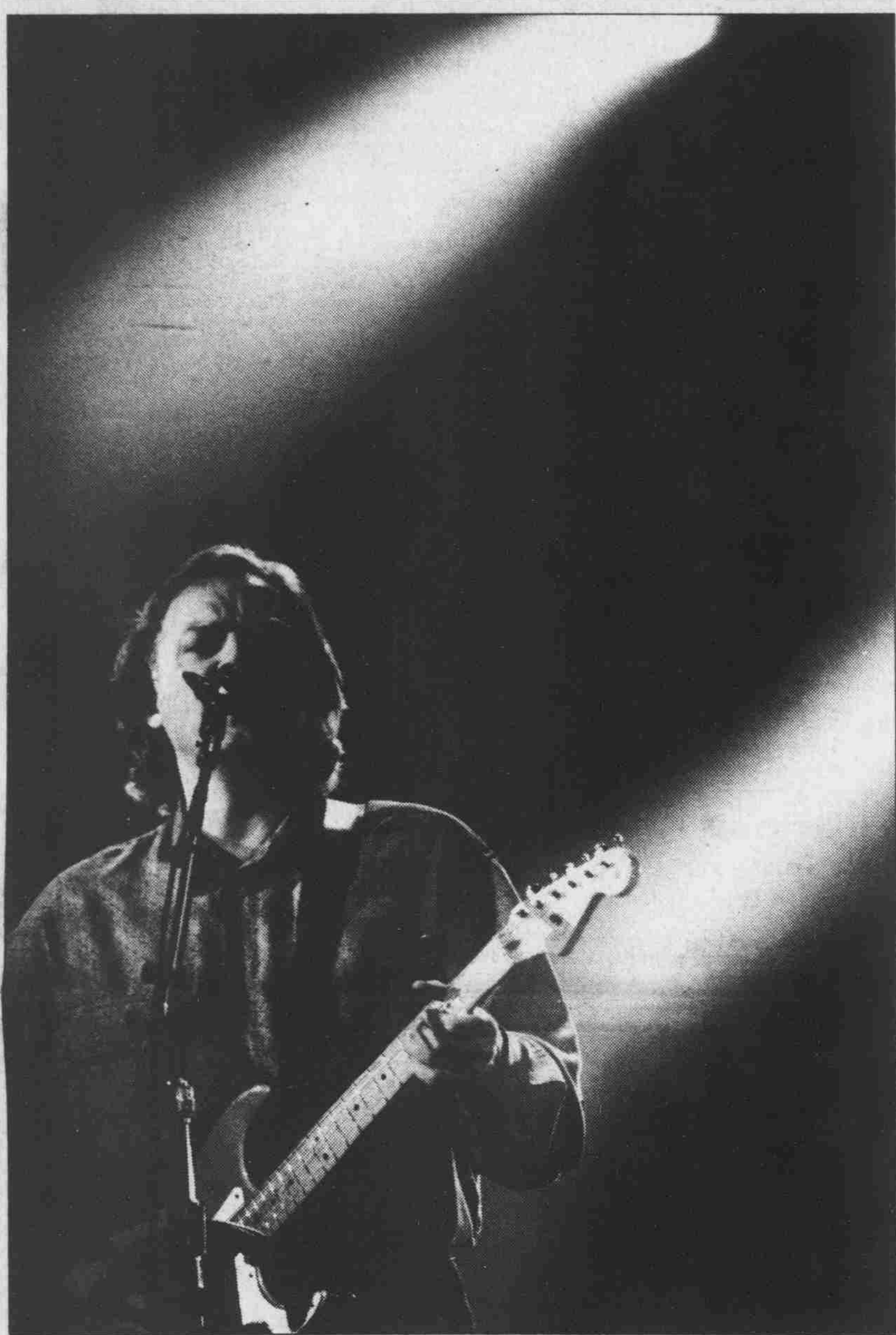
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DTH/Matt Pyle

Wish you were here

Pink Floyd, headed by lead singer/guitarist David Gilmour, gave an elaborate performance

Monday night in the Smith Center before its second straight sellout crowd.

Reid and Bucknall charged with assault

From staff and wire reports

UNC basketball players J.R. Reid and Steve Bucknall face assault charges following an incident that took place in a Raleigh nightclub early Saturday morning, authorities said.

Paul James Doherty, a 21-year-old N.C. State student, filed charges with the Wake County clerk of court. In the warrants, Doherty said Bucknall hit him "with a clenched fist to the right eye" and that Reid spit in his face.

Doherty told The Raleigh Times that the blow knocked him to the floor and his head hit a support column. Doherty said he suffered a chipped tooth and was taken to Rex Hospital, where he received nine stitches for cuts on his eyebrow and nose. A hospital spokesman said Doherty was treated at the hospital

and released.

Trials in Wake District Court for Reid and Bucknall have been set for Nov. 16.

Bucknall refused comment, while neither Reid nor UNC basketball coach Dean Smith could be reached.

The incident occurred about 12:30 a.m. Saturday at the Shooters II club near the N.C. State campus. Doherty said Reid, a 6-9, 250-pound sophomore and Bucknall, a 6-6 junior from London, England, "confronted me and started to ask me if I was talking about them or trying to start a fight with them."

"I tried to tell them I had no idea what they were talking about. They left again and then one minute later they returned all over again. I tried to explain that I didn't know what was going on. This time Reid became more vocal again and more violent."

According to Doherty, Reid began cursing and, after a friend of Doherty tried unsuccessfully to intervene, Reid spit in Doherty's face.

"I put my hand up and I can't say that I even touched him," Doherty said. "As I put my hand up, I was just punched. I was blind-sided."

Witnesses identified Bucknall as the assailant, Doherty said.

Raleigh police Lt. C.A. Watson said police interviewed 12 to 15 witnesses.

"It appears there was some type of verbal encounter between the victim and several of the basketball players ... and that it escalated from that," Watson said.

He said the two players were officially charged Sunday and voluntarily came to Raleigh to be interviewed by police.

Falling dollar may affect UNC library funding

By SHEILA SIMMONS
Staff Writer

The University's library system is set to suffer a painful decrease in the number of up-to-date books, pamphlets, journals and scientific equipment it can purchase, University Librarian James Govan said Monday.

International inflation, the nation's toppled stock market and most importantly the value of its falling dollar in foreign markets have begun to have a frightening impact on the nation's educational system, Govan said.

UNC and all schools of comparable size purchase as many as one-half of their books and educational materials from foreign sources, according to Sam Williamson, University provost.

Govan said economic problems in the world market have caused the University to lose \$200,000 in buying power this year.

"We have the same budget," he said. "It just doesn't buy as much."

The University has an annual budget of \$4 million to purchase

books and other materials. Govan said this budget does not contain enough money to maintain the University's standard of information.

Williamson called the loss of buying power a "very urgent" problem, but he said students probably would not notice the lack of up-to-date materials until next year.

The University hopes to offset the problem by getting additional funds from the N.C. General Assembly, he said.

Govan said that this year, all academic departments in the University received a 17 percent cutback in funds provided to purchase library materials.

Govan said he was concerned about the problem because the reputation of the University is at stake.

"Many years of this type of problem, and this is going to become a second-rate university," he said. "It can quickly erode the quality of education."

The foreign price increase poses problems not only to every library system and academic department at

UNC, Govan said, but also to every major university in the country.

Other universities across the country have used appropriations from state legislatures to deal with their decreases in purchasing power, he said.

Stanford University received a \$600,000 appropriation this year, and the University of Texas received a \$500,000 appropriation.

Duke University increased its budget by 9 percent this year, Govan said.

UNC is having problems offsetting the unexpected problems because it operates on a biannual budget, Govan said. The present budget was put into effect in July, but was prepared 18 months before that date.

To compensate for the nation's shrinking dollar, he estimated that the University would have to replenish its budget with the \$200,000 it lost in the foreign market, as well as tack on an additional 7 percent increase to its annual budget.

"We need at least a half a million

See LIBRARY page 6

Petition proposes referendum to question CGLA funding

By JUSTIN MCGUIRE
Staff Writer

Two Student Congress members are circulating a petition to question the funding of the Carolina Gay and Lesbian Association with student activity fees.

David McNeill (Dist. 17) and H.F. Watts (Dist. 15) have begun collecting

signatures to place a referendum on the ballot during campus elections in February, to ask students if the CGLA should receive student fees.

The newly-elected congress representatives, who both adamantly oppose funding the CGLA, have been circulating the petition for two weeks. McNeill said they have collected more

than 500 signatures so far. To have the referendum placed on the ballot, 10 percent of the student body — about 2,200 students — must sign the petition.

The referendum would ask students if they do or do not support the allocation of their student fees to the CGLA. The congress, which is

responsible for allocating the fees, would not be bound by the vote on such a referendum.

"This would be to get student input," McNeill said. "There's no way they (congress members) can justify funding the CGLA if students vote against it."

After a heated debate during the

spring budget process, the congress allocated \$2,067 to the CGLA for the 1987-88 school year.

Rob Friedman, speaker of the congress, said a referendum is the right way to address the issue of funding.

"If people want to vote on it, they should have the right to," he said.

Although congress members would not have to abide by the referendum, Friedman said some of them may be inclined to defund the CGLA if the majority of students vote against funding the group.

"Some of the new members par-

See CGLA page 6

Businessman discusses stock drop

By LAUREN MARTIN
Staff Writer

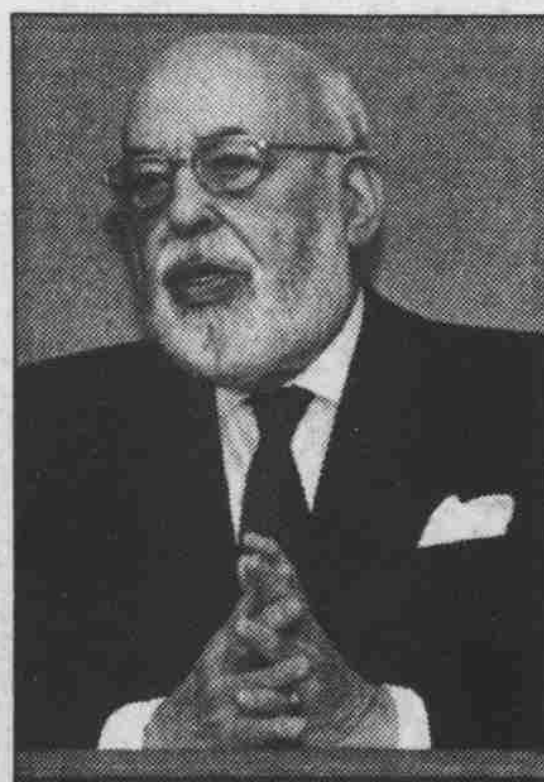
Marketers will survive the recent stock market collapse just like they did in 1929, said Stanley Marcus, chairman emeritus of Neiman-Marcus specialty store.

Marcus said Monday that until last week's crash on Wall Street, many people believed that a new era had arrived in which the stock market could only go up.

"But you witnessed a demonstration of the law of economic physics — the one that says that what goes up must come down," Marcus said in a speech sponsored by UNC's MBA Student Association.

In the late 1920s, Marcus had just left the master's program of Harvard's business school and started work as the merchandise manager for the store his father and aunt had just opened, Neiman-Marcus.

He said that selling during the hard economic times of the 1930s is what made him such a successful marketer, and he predicted that last week's crisis would likewise produce better salesmen.



Stanley Marcus

was all right, that America was sound," he said.

In an interview after the speech, he said that Hoover's "jawboning" was obviously unsuccessful and warned that President Reagan "can't just give big speeches saying nothing."

The 82-year-old businessman also gave some common-sense advice to the 75 people in Carroll Hall, saying that, stripped of all the trimmings, marketing comes down to just customers and goods.

"If you take good care of the customers, they come back. And if you take good care of the goods, they don't come back."

The basis of any successful business is the sale of satisfaction, said Marcus, who retired from Neiman-Marcus as chairman of the executive committee in 1977 when his son, Richard Cantrell Marcus, took over.

In his speech, Marcus addressed the ethical and cultural problems facing business in the 1980s.

Marcus said private enterprise must be consistently updated and improved, a view he said some would consider liberal. "But I'd rather see

(free enterprise) conserved by improvement than scrapped because of rigidity," he said.

Saying that products are not as good as they used to be, Marcus placed the blame on a number of factors including worldwide inflation, producers' irresponsibility and lazy consumers who do not demand better products.

Marcus said that ethical dilemmas in business come down to the relative importance of profit vs. customer satisfaction. "No amount of profit is worth unethical conduct," he said.

Marcus spoke from experience when he encouraged students to go into business for themselves. Since his retirement he has opened a marketing consulting business with clients such as Harrod's in London and shopping centers in Dallas and Oklahoma City. He also gives lectures and writes a weekly column for the Dallas Morning News.

Neiman-Marcus, a Dallas-based specialty store, has expanded from four stores when Marcus retired to 22 stores now. Plans call for even more expansion.

Alumni donations unaffected by admissions standards

By LYDIAN BERNHARDT
Staff Writer

Despite the increasing number of children of alumni being refused admission to UNC, the director of UNC's General Alumni Association (GAA) said he is not concerned about a decline in alumni donations.

GAA Director Douglas Dibbert told UNC's Board of Trustees last week about the increase.

However, no direct relationship exists between the number of children of alumni the University admits and the amount of donations from alumni, he said.

Chancellor Christopher Fordham agreed. "I'm steadfast that there is no causal relationship between the two," he said. "This is not an institution where admis-

sions are bought and sold."

Dibbert said the subject of admissions did come up at Friday's trustee meeting, but not in conjunction with donations.

"There is an increase in alumni comment in the state about unadmitted students whose parents are alumni, and it is true that fewer alumni children are being admitted, but that's because more are applying," he said.

In 1984, 242 of 804 entering children of alumni were denied admission, according to statistics cited by Dibbert. In 1987, 607 out of 781 entering children of alumni were denied. Also in 1987, 317 of the children of alumni who were admitted chose not to enroll.

See DONATIONS page 6

I am my world. — Ludwig Wittgenstein