

# Editorials

## The Pendulum

Serving the Elon College community

**KATHY MEADOWS**  
Editor

**TOM COZART**  
Managing Editor

Offices, 102 Williamson Ave., Elon College, NC 27244  
Telephone (919) 584-2331

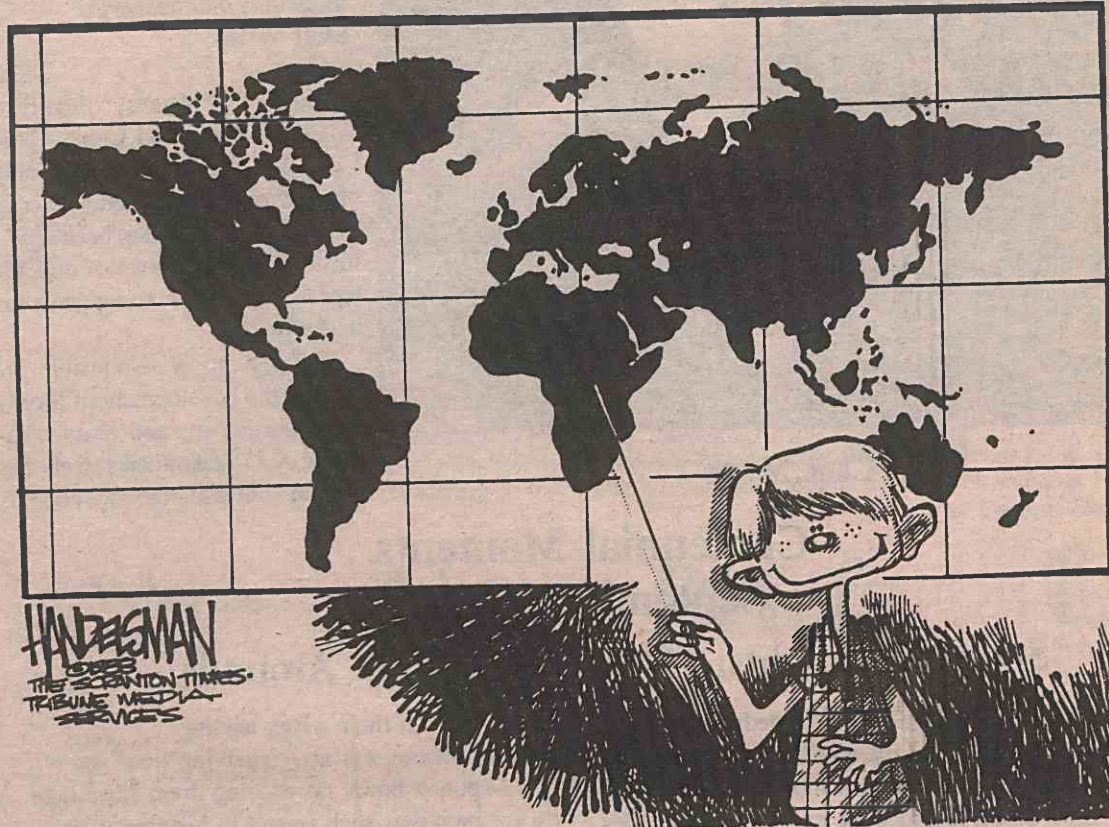
The Pendulum welcomes your opinion, limited to about 250 words if possible. All letters must be signed, and a phone number given for verification. The deadline for submissions is 5:00 p.m. Monday. The Pendulum, founded in 1974, is published by Elon College students each Thursday during regular school terms.

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... AND I LEARNED ALL ABOUT GEOGRAPHY RIGHT HERE IN THE USA...

## Of this and that...

### Radio Spot Confusing: Martin's foul shot

While the presidential ad campaign is just warming up for some bitter cat fights, the North Carolina Governor's race is red hot.

Republican Governor Jim Martin, who has staunchly opposed the Martin Luther King Holiday, has been running ads on 15 black-oriented radio stations across the state. The ads, surprisingly enough, ask, "What NC Democrat refused to serve on the state Martin Luther King Observance Commission?"

The 30 second spot is directed at Governor Martin's opponent, Lt. Governor Bob Jordon. While Jordon has always supported the King Holiday, Martin has not. State Black leaders warned Jordon to avoid the King Holiday Commission because they believed it to be a set-up to gain votes for Martin.

This kind of hypocritical advertisement epitomizes all that is wrong with campaign commercials. No matter what party one belongs to, negative advertising often strikes the listener as embarrassing or pointless. When a candidate chooses to point out his opponent's apparent bad points and neglects to show the public his own good points, he comes across as weak.

Governor Martin's first mistake was to assume that the public would fall for his thinly disguised King Holiday Commission. His second was to advertise Jordon's lack of interest in it. However, Martin's third, and most drastic mistake was not to listen to mama when she said, "if you can't say something nice, don't say anything at all."

-Tom Cozart  
Managing Editor



by Danielle Kornegay  
Special to The Pendulum

"A Few Serving Many" is the ironic motto of the Elon College Fire Department because, according to Fire Chief Eddie King, sometimes there are too few.

"Not having enough volunteers to maintain service is my main concern," says the chief. "If it weren't for the college students and the Burlington citizens, Elon College would not have a fire department."

There are approximately 30 volunteers and four full time firefighters. Unlike at other fire

departments, volunteers are provided with full firefighting gear by the department.

This gear, which cost \$1,200 per person, is not paid for by the taxpayers, but is passed down from volunteer to volunteer.

With the 8,000 sq. ft. expansion of the fire department, Chief King hopes more residents of Elon College will be encouraged to volunteer as firefighters.

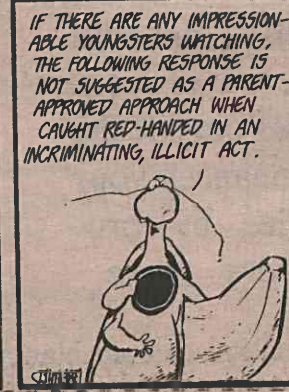
The expansion was planned two years ago, but construction by the building contractors Keck and Company, did not begin until October of 1987. It cost nearly \$400,000 for the facility that will hold three fire trucks, two emergency medical technician trucks and one brush fire fighting truck.

The building will also be used for housing and as an office building. Before the expansion, the firefighters only had one 24x24 room to eat, sleep and do paperwork. There also was no separation between men and women firefighters. "We really needed to enlarge the building because, I have to say it, but there have been times when we've had to move one truck to get out another in emergency situations, and that takes time," says Chief King.

"The new building will help us operate more efficiently because it will enable us to house our firefighters, men and women."

King also said, "Although we have a volunteer fire department, fires burn just as hot as a paid department, like Greensboro or Charlotte."

### BLOOM COUNTY



by Berke Breath