

The Salemite

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editorial

The editor's job entails coordinating all facets of the paper in an attempt to assure that the newspaper comes out. This involves supervising three separate aspects, for the newspaper contains basically three different parts: the news itself, including the feature articles; the editorials; and the advertising. Although most students ignore advertisement in their haste to read the news, the paper could not be published without the financial support obtained from advertisement by local firms. The largest national newspapers as well as the smallest college publications depend upon advertisement as one-third to one-half of their financial basis. This is not to say that advertising firms influence what goes into the paper because of their contributions. Rather, the significance of advertisement lies in the information it provides the reader of services offered by firms in the Winston-Salem area.

Ads relate what is new on the market as they state information about the goods presented for sale. The information provided allows the reader to make more discriminating buying decisions. Ads are also an excellent place for the individual to obtain information concerning local entertainment. They serve as a channel of communication between the area firms and the students at Salem College. It is beneficial to the student to know where certain goods can be purchased and where certain services are available. The advertisement section of *The Salemite* resembles a miniature Yellow Pages as found in the telephone directory. Thus, ads can save the reader time because he knows where to go for specific consumer demands. Ads can aid the individual in making decisions about his material needs.

Without overstepping the individual's freedom of choice to read the parts of the newspaper he desires, I would like to urge that attention be given to the ads also. I am not directing Salem students to patronize only those firms with ads in *The Salemite*. But, I would like to point out that these firms have supported the newspaper and oftentimes the annual.

In my dual role of selling ads to local firms, I have frequently received the same response upon my inquiries about renewal of advertisement in *The Salemite*. Most owners of businesses in the Winston-Salem area think highly of the college and the students. They are willing to support the school in any manner. In renewing their ads, they provide a dual service for the college. It is financial support of the newspaper and also a "free market" where one can browse through the ads in a type of window-shopping before one actually enters the store and makes his purchases. It is this type of response that the local firms hope to achieve when they advertise in the newspaper. They want to attract Salem students. Yet, often the businesses get no response at all. It is a mutual relationship of service to the students by making available certain consumer demands and to the business when one secures his products.

Jack Kauffman, President of the Newspaper Advertising Bureau wrote: "The newspaper is an information package and each individual seeks in it the things that are important to his needs, his interests and his way of life. This includes the information he gets from advertising as well as from the editorial offerings of news and opinion."

—DW

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THE SALEMITE is the Uncensored Voice of the Salem Community.

Required Assemblies Proposed, Alternative to Student Apathy

By Kathy Black

The proposal of re-instituting mandatory assemblies on Salem campus is receiving a more "open" attitude by students, according to Dr. Douglas Cardwell, one faculty member on last year's Lecture Assembly Committee. This comment came in response to inquiries being made about the lack of student attendance at planned assemblies. Dr. Cardwell said that last year's Lecture-Assembly Committee had discussed required versus optional assemblies as an alternative to dropping assemblies altogether.

Change Aids Tourists

By Laura Osborne

One of the newest changes at Salem is the reversal of the direction of traffic flow around Salem Square. Students now approach the Square from the left, in a clockwise pattern. The reason for this surprising change according to Mr. Place, Salem's business manager, is to benefit the tourists of Old Salem. Besides benefiting the tourists, the corner across from Sisters and Clewell dormitories has also had its congestion problem alleviated by making the street one way in this new direction.

Mr. Place is aware of the parking problem with which the students are plagued. The most accessible area for student parking is in front of the dorm; but, this method has its drawbacks. The major problem is the necessity for a designated fire lane as specified by a city ordinance. The enforcement of this city law gives the local police the right to ticket and tow away any cars, student or otherwise, blocking the fire lane. Consequently, most students make the trek to the FAC to park.

In an effort to remedy the situation, Mr. Place has been looking for areas on campus more readily convenient to the students in hopes that these areas can be converted into additional parking spaces.

Prizes for Limericks

In the beginning . . . is *Incunabula*. And in the beginning of this year *Incunabula* is staging a limerick contest so that you may create a limerick. The requirements are easy — simply write a limerick. There will be two divisions in the contest: the first division is a general limerick contest for students and faculty with a first prize of a gift certificate to Hickory Farms or a case of beer. The second prize will be a dozen Dunkin donuts. The second division is for freshmen only. After a hectic and possibly harrowing introduction to Salem, some interesting limericks should spring up in the minds of freshmen that would be worthy of a gift certificate to Winkler Bakery. The deadline for the limerick contest will be October 12. Limericks should be turned in to Gwen Smith or Anne Manly or in the *Incunabula* box on first floor, Main Hall.

There once was a bright Salemite
 Who thought she wanted to write
 She sat down with her pen
 Composed, with a grin,
 A limerick in tune with her plight.

There once was a bright Salemite
 Who took a few moments one night
 To sit and lyricize
 And thus won a prize (!)
 A true *Incunabula* — rite!
 Go forth and procreate!

"We thought that if we could get really interesting people, and publicize them, people would come . . . The results were not really what we'd hoped."

"Towards the end of the year, there was more openness to the idea that we should have required assemblies because the effort of finding out and getting interesting people on campus was not worth it when there was no audience."

Hanes Auditorium was packed last year to hear Abbe Hoffman. About 200 Salem students (one-third of the student body) attended, the rest being the public. Dr. Cardwell was surprised at the number of people who didn't even know who Hoffman was.

He said "You can't attract a majority of Salem students into assemblies." He said even with the play last year in the refectory, people actually got up and left before it started.

Dr. Cardwell said last year's attendance to the China movie was about 75 students and 50 non-students: the second largest turnout for the year. The lowest was about 20 people, some of whom were faculty.

He said that there is no time when the community gets together. Assemblies are the "intellectual stimulus that gets people talking outside class and in the community to contribute to the intellectual atmosphere."

His alternative to dropping assemblies altogether is to get and schedule good speakers throughout the year and then to require student attendance.

Cindy Lovin, secretary of Student Government Association, said "Assemblies aren't interest-

ing enough for people." She said that some students think assemblies should be entertaining and others think they should be a learning experience.

"Assemblies should be required, but that takes the fun out of them. You shouldn't be made to go, but you should go because you're interested."

The Committee thought that the time of day was a problem, but night programs were also unsuccessful.

She also suggested that the faculty "talk up assemblies in classes."

Last, she said that other schools have large foundation funds for programs, and that much more could be done with more financial support.

Kathy Bacon, another student member of the Committee, made several points about student attendance. People want a "Big Name". A "Big Name" cost \$1500-2000. Lecture Assembly is allotted \$4000 for the year to work with. What do you do?

She said the reason most people don't go to assemblies is that they think the hour will be better spent elsewhere, for example studying or writing letters. But generally, a student returns to her room and raps with her roommate or does something equally as important.

When asked if she thought assemblies were sufficiently publicized she said that there are plenty of signs, but most people don't think about them. "We need to alter ourselves to look out for them." She said people should be "orally reminded".

"It helps in these assemblies when the departments push them. Maybe that's the reminder you need." She said participation in a class concerning an assembly will give an incentive to go.

Also, the "positive reinforcement of others going helps in attendance."

But at the present Salem can only work within its means. Students obviously don't attend enough assemblies to know what they want.

NCSL Backs Bond

At an interim meeting, the North Carolina Student Legislature (NCSL) today voted to support a resolution backing the November 6, \$300 million school construction bond referendum.

The NCSL, modeled after the North Carolina General Assembly, represents more than half of the state's college students.

The resolution stated that "adequate educational facilities are necessary to provide students with an environment conducive to learning," and pledged that the NCSL will "exert every possible effort to promote the passage of the (school bond) referendum."

The resolution was passed after Jim Blackburn, representing a group called "Sound Investment in Tomorrow's Education (SITE)" revealed what he called a "great need to construct schools in many areas of the state."

NCSL student governor, Walker Raegan, of Duke University sited the passage of the resolution as "an example of NCSL concern in an area that is crucial for all North Carolinians." "We need more schools now," said the student leader.

Casts Selected

Salem's Pierrette Players have held auditions for and picked the casts for their series of one act plays to be presented sometime this fall. The cast for "Chamber Music" will include Mary K Stallings, Beeg Foreman, Zel Gilbert, Janet Jones, Chris Moran, Shirley Brobst, Kathy Voss, Ann Bell.

The players for "Overruled" are Julie Kidd, Frank Dalimonte, Kathy Scoggins, and Howard Taylor.

The cast for the third one-act "Gas Heart," will include Becky Minnig, Sherrin Gardner, Karen Tager, Ginger Harris, Barbara Edgerton, Nancy Sandidge, and Ann Poston.

FRESHMEN PETITION PASSES BOARD

- I. Plans for Founder's Day were read by Kem Mims. They were approved by Legislative Board. A general schedule of events will be printed for each student.
- II. The next Legislative Board meeting will be held Monday, October 1, at 5:15 in the Student Center. In the following weeks, meetings will be held at the previously scheduled time of 6:30.
- III. The plans for FITS were presented by Kem Mims. They were approved.
- IV. The petition from Gramley freshmen regarding the extension of dorm hours on Saturday night was approved. Interdorm will provide a list of rules and guidelines for freshmen on duty in the dorm.
- V. Barbara Perry reported on refrigerators. They are supposed to arrive between October 12 and 15. Since the units are arriving one month late, the rent will be lowered accordingly. Students will be notified three to four days before the refrigerators are delivered.