

# EDITORIAL

"This is my last editorial, my last chance to be vocal, liberal, feisty, and on top of it all, a pain in the brain will simply be to the point." These are the words of The Belles 1982-1983 Editor, Mary Glenn Barwick, who really was 'quite vocal and feisty' in editing The Belles. So I honor Mary Glenn in this last issue by quoting her and saying that in being liberal and vocal, she taught me how to express an honest opinion in the one place that it can be expressed. So this is my last chance to make a statement to St. Mary's, and to be 'vocal and liberal.'

It seems amazing that I have spent two complete years at St. Mary's. My days here will always be fondly remembered, even if they have passed so quickly. When I look at the time spent here I realize, however, that I have learned much more than academics. The academics will sustain me throughout my career, and I have received such a solid base here that I will be able to fall back on it, even as I leave for Europe and prepare to face a completely different educational system. When I look back to my SMC days ten years from now, I know that it will be the friendships that I remember most. St. Mary's has taught me how to edit a newspaper, enjoy team sports, and write a term-

paper. But most importantly, St. Mary's has taught me what a friend is, and what a friend is not. I used to laugh at my father when he told me, "If at the end of your life you have two true friends, you will be very lucky." I thought, 'I will always be surrounded with lots of friends!' living with your friends and going through the best and worst of times, however, shows who your real friends are, and how important they are once you know *who* they are. It is so true that you find out who friends are in the worst of times. It is very easy to be misled, but the ones who hang in there are those who will be there for the rest of your life. I am lucky to have gained these friends at St. Mary's. I will always remember my friends, and I will share the good times over and over with those people who I have come to know and love. They have stood by me through thick and thin, and it has not been easy. But I have been rewarded with some 'true-blue' friends that I will always love. I could not have gained that at any school but this one. So as I bid 'adieu' to my alma mater to leave for foreign shores, I thank everyone here for making St. Mary's the school that it is and for making me a part of it.

ABB

## Letter:

### Kiss and Tell?

#### To the Editor:

There is a new law being proposed these days that would affect many people, especially those under the age of eighteen. The "squeal rule," a law that would inform parents of youths attempting to acquire contraceptives, seems to be a ridiculous and patronizing rule.

Backers of this rule feel that parents have a right to know if their sons and daughters are engaging in sexual activities. But is it right to force youths under eighteen to give up their privacy? It seems foolish to inform parents of actions that are mature and responsible. Young adults are

thoroughly educated about sex. It is up to them to decide to have sex and obtain contraceptives, and it should be up to them to tell their parents. It should not be the business of the government. Most of the time precautions *are* taken, because today's youth realize the importance of responsibility. If the "squeal rule" only tattled on those who did NOT attempt to acquire contraceptives, then maybe this law would have a place in society.

This is a new generation. These days, young adults are capable of making important decisions that will improve their lives. They have the education and the background to decide what courses to take, what colleges to attend, and what jobs to obtain. Why then, should

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# The Belles of St. Mary's College

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## Letters to the Editor

### The Battle for the Ballot

#### To the Editor:

Is this a race or a war? Are the candidates aiming to reach the top or to gun down their opponents? Yes, the election year is upon us once again. Our ears are full of campaign promises, but they also ring with the verbal insults which the candidates fling at each other. In the words of Walter Mondale, the election race is a "marathon battle for the nomination." It certainly is a battle - a battle of put-downs. Is it necessarily a good sign, however, when the candidates verbally abuse each other? Most likely, it isn't.

Democratic presidential candidates Walter Mondale, when speaking to a group of students at Emory University, urged them "not to be taken in by Gary Hart and his tinsel." He took a stab at Hart on another occasion, too. In referring to Hart's "new ideas," he asked, "Where's the beef?" Gary Hart got into the act when he referred to Mondale and candidate John Glenn as a "pair of old hacks." That these grown men, who are all vying for the most influential political position, must stoop to exalting themselves by cutting down others is deplorable. Do these men think that they can engage in peace talks or make a state of the union address with this childish mentality? This is a question worth careful consideration.

Elizabeth Brown

#### To the Editor:

Having been students for many years now, it is only natural to assume that we should be interested in an issue such as public school prayer. After all, even if some of us never attended public school, there's a good chance that many of our children will attend in the future. Is it important to know that your children will have all the rights and freedoms you were allowed? And just what are the chances that they will be faced with required prayer?

Let's look at some facts: the Supreme Court has a track record of consistent support for laws that promote education and that inadvertently benefit religion. However, the court has been equally consistent in striking down those laws *directly* advancing or favoring religion - thus maintaining separation of church and state. What all this means is that the chances of the high court passing a law requiring school prayer are slim to none if we rely on their previous voting record. Yet, what if they decide to jump the tracks? What if they do vote for required prayer?

For starters, all of our children, regardless of their faith or ours, will be subject to required prayer. What kind of a feeling will be fostered in someone with an atheistic upbringing when the children of the future are told it's time to pray?

It seems apparent that while prayer is a necessary part of life for many people, there will always be some who do not choose this way of life. While it

is perfectly acceptable to mold and nurture our own children's beliefs, we should not, in a country of free choice, choose the religion beliefs other children should have. In a society based on freedom of choice, this course of action, that of requiring school prayer, is far from acceptable.

To those of you who have brothers and sisters affected by this issue, and to all of you who will have children affected by it, I issue a big challenge. That challenge is to defend the rights of those who should not have beliefs imposed upon them, just as you would defend the rights of your own choice, and not one to be made even by a Supreme Court judge.

Betsy Niblock

### Advertising? Corrupt?

#### To the Editor:

It seems as though a lot of people have jumped on the anti-advertising bandwagon claiming that it is a destructive tool used only by insensitive, money-hungry producers who will use any tactic and promote any product just to make a buck. This, however, is not true. The business of advertising itself is not corrupt - only particular advertisers are. Certainly every profession can claim its bad apples.

Advertising is basic and essential to the success of anything sold to the public, be it soap, cereal, or the Cancer Foundation. For how else can a producer call attention to his product? How can the public



know what is available unless someone tells them? A good ad tells what the product is, how it is useful, and why the consumer needs it. Some of the advertising methods used today, however, have given the business a bad name.

Not all advertisers are unethical opportunities. David Ogilvy, for example, who (according to *TIME* magazine) is "the most sought-after wizard in the advertising business," expresses the belief that facts are the key to effective advertising. Providing factual information about your product is the best way to persuade the consumer to buy it. Ogilvy also explains that, though advertising may persuade someone to buy an "inferior" product, it only does so once. If the person is not satisfied he will not continue to buy the product, regardless of the advertisements for it. And resale is where the producer makes his profits.

It is only particular advertisers, especially those who promote the perfect and unattainable, that cause average Americans so much dissatisfaction with day-to-day life. Beauty and maximum efficiency are just not that prevalent in today's society. Certainly, people have dreams of reaching goals of perfection, and these dreams give them something to work towards. But they usually end up dissatisfied with themselves because they fall short of their aim. What's wrong with setting a standard that is within reach of the people, one that will make them feel good about themselves? Wouldn't that sell the product more efficiently?

The most misleading and damaging advertisements of all are those made for political campaign promotions. And these, ironically, do not have to meet the requirements set by the federal agencies who review ads. Nor can a broadcasting network deny air time to campaign commercials because political advertising is considered "protected speech" under the First Amendment of the Constitution. And everyone knows that where politics appear, truth and facts become obscure. So at whom do we point the finger?

Advertising, when used honorably, can serve both the consumer and the producer. But when abused, it succeeds only in irritating the public and discrediting the promoter of the product.

Beth Morris

