

The Hilltop



Mars Hill, N. C. 29754

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N. C. Premier of Concert Attraction at M. H. C.

by Bob Swan

Somewhere in your city there is a rock and roll barroom that Papa warned you to stay away from. Had curiosity and a finer sense of teen rebellion lured you in any way, in front of you might have stood some horn players from New Jersey, dressed in clashing three-piece suits, and a singer, who mixed the audacity of a skyscraper with the class of a rustic chateau. Southside Johnny Lyons brings these images to life as he sweeps across America, painting them in a glorious colors for audiences as uncontained as the vibrancy of the music that he plays. "The thing about our music," says Southside, "is that it's honest and every note counts. You can play it till you're blue in the face and it'll still have that honesty and power. Our music works because it's good to dance and have a good time to". Johnny explains, "The emotional aspects of the music are the best part. I don't care what I have to do to move an audience, because I think there are people out there who want to go out and see an emotionally involved performer put his soul on the line for them."

And put it on the line he does! By the end of a two hour set of boardwalk boogie, Southside and the Jukes have the entire audience on their feet and a



Southside Johnny and the Asbury Jukes.

good many on the tables, dancing to the strains of a vibrant brand of rhythm and blues.

The Jukes have been joined on both

their Epic albums by such special guest artists such as the Drifters, the Coasters, and the Five Satins. To hear them is to remember the Motown years of the 60's.

The Jukes have now, in only two tries, reached the stage where they have transcended their original influences. They may have begun as sixties soul purists, faithfully copying all the oldies in their collection, much as the J. Geils Band did, but unlike that crew they are now resolutely making a unique and personal kind of music, a music that owes a debt to the past but is stamped with an instantly identifiable character of its own.

They call themselves Southside Johnny and the Asbury Jukes and they grew up on the streets of New Jersey. There is special meaning to their kind of street life, for it teaches the simple joy of letting everything go and shaking the night away; and if you really love to move to music, nobody's going to tell you how to do it. What really counts is that you are moved.

This is why Southside Johnny and the Asbury Jukes are one of the fastest rising rock and roll bands in America, and why their new album "This Time It's For Real", is one of the musical gems of 1977. Don't miss what Steve Simils of *Stereo Review* states as "The best damn band working in America today." The concert will be held on Thursday night September 22 at 8:00 P.M. in Moore Auditorium.

Special guest will be Andy Pratt, a folk-rock singer whose last album was named album of the year by the *Rolling Stone Magazine*. Tickets will be \$2.00 in advance and at the door.

Energy Conservation Efforts Proposed

An energy proposal was announced at the Sept. 7 faculty meeting which could save MHC as much as \$30,000.00. According to President Bentley: Throughout the nation "Efforts are being made to conserve energy. One reason for conservation efforts is that our reserves for energy production are diminishing each year. A second good reason is that sound measures of conservation can save money at Mars Hill College and hold down the cost of your education."

In a beginning effort, Mike Faires, Assistant Director of the Physical Plant, made a study of the major buildings on our campus to determine how energy could be conserved. His objective, as assigned by President Bentley, was to arrive at a formula whereby the college could save ten percent of its utility bills which now amount to approximately \$300,000. In the first phase of the conservation move, the time clocks on furnaces have been programmed so as to begin heating buildings one hour later each morning and to shut down fur-

naces one hour earlier each evening. Additionally, the window air conditioners which are found in many administrative offices will be used for a maximum of two hours per day, thus resulting in a thirty percent electrical energy savings. There are many portable space heaters around various offices which supplement the general heat produced by furnaces. These portable heaters are high consumers of energy, and will be eliminated. Eliminating the portable heaters will result in an energy savings of approximately twenty percent of the energy consumed in the buildings in which there is a mass use of such appliances. This may well mean that those in the offices will have to wear heavier clothing during the winter months, but there is no alternative to putting forth serious efforts toward conservation.

Due to the abusive use of the laundry equipment in the Physical Education Building, its use is now restricted so that it can be used only for programmed activities. Also, in the gymnasium, large mercury vapor lights from the

main gym ceiling will be used only for inter-collegiate competition. There is ample light produced by the other fixtures for regular use.

Inasmuch as there are vacancies in several residence halls, a major effort will be made to consolidate housing; hopefully, to close down buildings that are not needed. Even though this will mean a temporary inconvenience to a few students who will have to move to larger residence halls, the overall savings to the Mars Hill College community will indeed be significant.

There is one area in which the total cooperation of our student body is needed. Shower valves are left running, thus consuming hot water when showers are abandoned, thus running up heating bills. Also, most students have small appliances such as irons, hair dryers, television sets, etc. which if run during the peak hours which establish electrical rates, do, in fact, incur significant cost increases for the entire college. The principal of peak pricing is that the electrical company establishes the fifteen-minute periods in

which the most electricity is consumed, and then they determine the bill based on the rate of highest consumption. If the college could arrive at the time zones in which its consumption is lowest, such as periods in the evening or early morning when classrooms are not in session, then appliances could be used, but would not place the college in a peak demand situation. More information will be gathered on peak demands and specific programs will be proposed to resident hall councils.

There are probably many other areas in which energy can be conserved and any input which you may have would be appreciated. If you have suggestions, please forward them to Dr. Bentley, Mike Faires, or Dr. Don Gehring. President Bentley concluded, "The conservation efforts will be an inconvenience to some people, including myself, however, the future of our country and our college is worth the inconvenience. Thank-you for your cooperation in these endeavors, and I look forward to receiving your ideas and suggestions."