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Tar Heel/Jamie Moncrief

Are you for wheel?

Perhaps out of frustration over the shortage of student parking spaces, or perhaps for no reason at all this unidentified unicyclist pedaled past the UNC Traffic and Parking Office earlier this week.

Textbooks Faculty accepts new guidelines

By ANDY MILLER
Tar Heel Staff Writer

Rising textbook prices at Student Stores could be controlled if faculty will comply with the guidelines passed by the UNC Faculty Council, according to the chairman of the Student Stores Advisory Committee.

The guidelines, accepted unanimously by the Faculty Council in April, recommend that faculty members retain texts for as long as retention is practical and instructionally sound, in order to increase the supply of used books.

An honor roll will be published of the departments that submit 65 percent of their orders by the due date — the time when Student Stores can purchase the greatest number of used texts, and when students want to sell books from the previous term.

Chairman William Burke said he did not think mandatory regulations on the faculty would be acceptable, because they would require a costly bureaucracy for enforcement.

"I think this voluntary action by the faculty will work," he said.

The guidelines propose that each department appoint a member to coordinate that department's efforts to comply with the ordering procedures.

The Student Stores each semester will inform the Faculty Council of the text-ordering figures.

Student Body President Paul Parker said the faculty guidelines are "a step in the right direction; the system's not working now."

Since an effort was begun in 1982 to increase faculty awareness of the ordering problem, an average of 39 percent of text orders have been received on time.

Committee member Michelle Killough said, "There are legitimate reasons for some late orders, but for the most part faculty don't realize the importance of ordering on time, or the money that students can save."

Student savings from buying used

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Ram's Club to get spaces

By JAMAL EL-HINDI
Tar Heel Staff Writer

About 175 parking spaces in the McCauley Street lot will be going to members of the Educational Foundation for the upcoming football season.

Following the Ram's Club request for the spaces, the UNC Board of Trustees voted on June 22 to reverse an earlier decision which would have made the lot unavailable for Ram's Club members.

Board member and Student Body President Paul Parker said the reversal was the result of trustees changing their attitudes.

"When it came up at my first meeting, the administration proposed that the lot be given to the Ram's Club, but I suggested that we not put it down in black and white," Parker said.

Since the Educational Foundation would gain close to 800 spaces in the Student Activities Center lot, there shouldn't be a need for more, he said. "The committee agreed with me. But for whatever reason, it was brought up again when one of the board members changed his mind."

Parker said that Associate Athletic Director Moyer Smith outlined a detailed proposal to the board, and the members gave their consent.

"I was the only dissenting voice," Parker said.

The issue of parking in general has become a touchy subject, Parker said, due to the increase in demand and decrease of space.

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Elvis celebrates 30th birthday as 'The King'

By EDDIE HUFFMAN
Tar Heel Staff Writer

Thirty years ago tonight, America needed a hero. The Eisenhower years of the 1950s were darkly conservative, coming down hard on discontented youth and squeezing the life out of popular culture. Thirty years ago tonight, the Beatles were ordinary British teenagers and Michael Jackson was a mere gleam in his mama's eye.

Thirty years ago tonight, a discontented rebel named Elvis Presley entered a Memphis Tenn. recording studio and made his first—and maybe the first—rock 'n' roll record. He proceeded from

there to change the course of all American popular culture.

Elvis was merely fooling around in the studio on July 5, 1954, when he played "That's All Right, Mama" for producer Sam Phillips. However, Phillips recognized the song's potential and recorded it immediately. Elvis had taken the most important aspects of country and western music, rhythm and blues and gospel music to create something radically new and different. In a sense, he had desegregated American culture. More importantly, he had sown the seeds for success which would allow him to so forcefully influence the nation.

Elvis went against the grain.

'Elvis does matter. Thirty years later, you can still hear the sense of exhilaration and release...'

Never before and never since has a singer shattered the cultural norms the way Elvis did and gone on to such great levels of success. Others have tried, most notably Mick Jagger and Johnny Rotten, but have all failed. The biggest stars since Elvis — the Beatles and Michael Jackson — were (and are) supremely talented and challenging, but neither has so drastically affected the lives and lifestyles of the entire nation the way Elvis did. Which is not to say that the Beatles and Michael Jackson deserve

less credit; the point is that Elvis deserves to be at least as fondly remembered as the Beatles, if not to have the mass adoration presently paid to Michael Jackson.

People don't think much of Elvis Presley anymore. It seems the only attention paid him, now, is by middle-aged women with bouffant hairdos and overweight cowboys with ELVIS license plates on the bumpers of their pickup trucks. These faithful still cherish their memories of the man, perhaps making the annual pil-

grimage to Graceland and buying black velvet paintings of the King outside the gates. Most everyone else remembers Elvis as he came to be in the 1970s: fat, confused and, ultimately, self-destructive. The King rested on his laurels, wore silly white-sequined suits and handed out handkerchiefs to the adoring women who came to his concerts to worship him until the end. Elvis became a tragedy, a good deal worse than a bad joke. In the collective mind of America, Elvis Presley had ceased to matter. Perhaps that is the real tragedy.

Elvis does matter. Thirty years

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