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Mudd to grads: 'You can make a difference'

By SARAH CAGLE

Assistant Editor

Examine the broader philosophical questions of ethics instead of technical ethics violations themselves, broadcast journalist Roger Mudd told about 5,000 graduates at commencement May 14 in Kenan Stadium.

"A college diploma means nothing unless you carry with it a core of beliefs that will give your life its strength, a core of conduct that will give your world its integrity and a core of values that will give your society its harmony," Mudd said.

Mudd, who worked as a correspondent and news anchor at CBS and NBC, is a Congressional correspondent for the MacNeil-Lehrer News Hour on PBS. He received a master's degree in American History from the University in 1953.

Mudd said that Oliver North, Jim

Wright and Exxon's Captain Hazelwood are part of the "ethics crisis" the United States is experiencing.

Mudd told graduates that they are most equipped to deal with the ethics questions, so they must not let them go unanswered.

"If your alma mater, your friend and companion, your shaper and your mold, hopes you learned one thing, perhaps it would be that the truth can make you free and keep you free," Mudd said.

The Class of 1989 has already distinguished itself with its class gift, a \$500,000 professorship, Mudd said.

"I am in awe of the Class of 1989," Mudd said. "You have dedicated that money to an endowed professorship because you know that professor and that professor's successors will do

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Tar Heel/Sheila Johnston

UNC's Class of '89 showed a lot of heart, including the establishment of a \$500,000 professorship

Chapel Hill businesses down, but not out

By GRAY KELLY

Staff Writer

Compared to fall and spring semester figures, sales numbers are dramatically lower in Chapel Hill as UNC students leave for the summer.

"Two words: it sucks!" said one Chapel Hill businessman.

The Office of the Registrar reports that there were 22,305 undergraduate, graduate and evening students enrolled during the spring semester of this year. If the number of summer school students compares

to last year's figures, a loss of around 15,000 students can be expected this summer.

To local businesses this means a loss of 15,000 consumers and their money for a significant length of time.

Of the businesses that gave estimates, most reported a 20-30 percent decrease during the summer. In one extreme case Carolina Pride, a novelty and card shop, estimated a 50 percent drop.

The Franklin Street area was referred to as the "Golden Block" by

local retailers because of its proximity to the campus and the large market there, said Sherman Tate, assistant manager of the "Record Bar." He also said that the area feels the effect of the student migration more than the malls for this same reason.

This lapse may be responsible for the empty stores currently on Franklin Street that Benetton, Logos Bookstore and Foister's Camera Store used to occupy. It could be that businesses are waiting until fall before trying to open up. There will be a

substantial market to target when the students return.

Survival during the lapse is different for each business. "You factor that in when you open up in a town like this," said John Hudson, assistant manager of Carolina Pride. The key is to know that the lull in business takes place and manage profits during peak sales times with that in mind, Hudson said.

Four Corners made new summer hours. It closes from 2:30 p.m. to 6 p.m. During May 15-18, when no

summer school or regular school was in session at the University, it closed from 2:30 p.m. to 9 p.m. This cut costs to compensate for the business loss.

Profit losses during this period are also made up for during the "back to school" buying rush that occurs when students return for the fall semester. Every business interviewed said that this was the most hectic time of the year.

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Fewer applicants to UNC in '89

By SARAH CAGLE

Assistant Editor

The number of applicants for the fall of 1989 is down for the first time in more than four years, according to the Office of Undergraduate Admissions.

The number of applicants to the University has risen since 1984, setting a new record every year. The number of applicants in 1988 was 17,847, setting an all-time record, said Richard Cashwell, director of undergraduate admissions.

This year 16,806 applied, down four percent. This is primarily due to a decrease in the number of graduating high school seniors in North Carolina, Cashwell said.

The drop in applicants has not

adversely affected the quality of the incoming freshman class, however. The SAT scores for the class are actually higher than last year's freshman class.

SAT scores for the incoming freshman class are between 1110 and 1115, compared to an average of 1101 last year, said Anthony Strickland, associate director for undergraduate admissions.

The Office of Admissions attributes the increase in quality of applicants to more self-selection on the part of applicants.

Students are becoming more aware of the competitive reputation of the University, and they are assessing their chances for admissions before deciding to apply, Cashwell said.

The average SAT scores for incoming freshman at UNC has steadily risen between 10 and 20 points a year during the past several years.

Also for the first time this year, the Office of Admissions did not send out applications after Jan. 15, which probably contributed to the decrease in applicants, Strickland said.

"These applicants were generally not highly considered anyway," Strickland said.

"If the drop in applicants is at the lower end of the spectrum, that's probably better," said George Dickson, director of admissions at N.C. State University. N.C. State received 1,000 more applications for the fall semester than it did in 1988. Strickland said it is unlikely that

potential applicants were adversely affected by publicity about the number of professors leaving the University for higher salaries.

Other universities are having the same problems, but the faculty drain at UNC is more publicized because UNC is a prominent public university, Cashwell said.

"We tend to have our linen washed more publicly than private universities because we are in the public domain, and rightfully so," Cashwell said.

Cashwell said that this year only one parent approached him with a concern about faculty quality.

Dickson agreed: "Very few high school seniors are sensitive enough to pick up on issues like faculty drain."

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