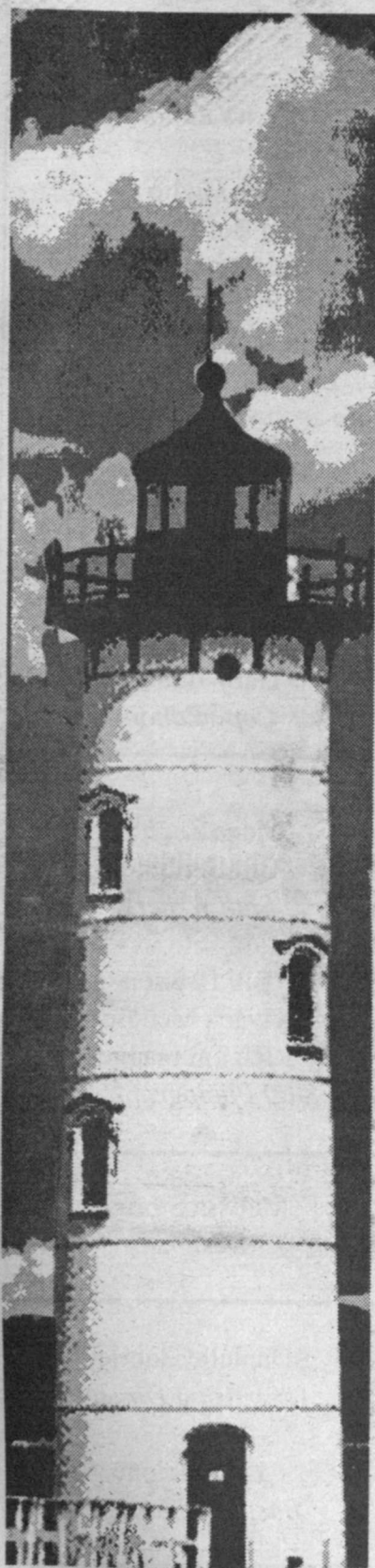




BEACON



HIGHLIGHTS

Fire Sirens Continue To
Be Used Despite New
Available Technology
Page 2

WPC Faculty To
Showcase Expertise
On a Range of Topics
Page 4

On Stage
Page 10

Tri Town University

Lenape University

Fine Alia University

Hobart University

Gaedes University

Garden State University

High Mountain University

Who

University of New Jersey

PNC Bank University

Thomas Construction University

are

Northern New Jersey University

University of Northern New Jersey

Anthony Wayne University

Brownstone University

we?

University of Paterson

Jersey State University @ Wayne

Seesay U.

Costello University

Hamilton University

North Jersey State University

University of Speert

G. Robb University

-see
story
page 3

In The Insider
THE QUEERS
SEE PAGE 7

Hate the bar scene?
FREE PERSONALS
SEE PAGE 14

Fire sirens continue to be used despite new available technology

By Matthew Helpern
CONTRIBUTING WRITER

With the expansion of telecommunication devices like pagers, cellular phones and scanners, many area fire companies still – to the dismay of some townspeople – use loud sirens, air horns and whistles to announce to firefighters and citizens alike that there is a fire.

The reason behind this seems to be two-fold. First, the cost of anything new is a big concern for most townships municipalities. To equip an entire volunteer fire department with a state of the art paging system would require a portion of the taxpayer's dollars. Secondly, sirens, air horns and whistles are the traditional ways to alert citizens that a fire is ablaze. The North Haledon volunteer fire company has found a way to use both a paging system and a more standard siren affectively.

Buzz Schott, North Haledon volunteer fire chief, explained that the siren system used has different tones for different circumstances. Civil defense or emergency management cases are detected by a siren, while more domestic instances are audible by two rounds of five horn blasts. Volunteers also carry pagers with them, activated through the town's police department. This system, known as the Plectron System, can also give a voice message with the details of the fire. "This is done because in some places, the sirens can't be heard," Schott said.

Like North Haledon, the Wayne Township volunteer fire company oper-

ates using both a paging system and sirens. "We mainly rely on a pager system, which is controlled through the police department," said John Wozniak, Preakness company #4 fire chief. When a fire is called in, a siren is used, along with the paging devices, from 8 a.m. to 6 p.m. Each of the five volunteer fire houses in Wayne equipped with a siren.

In the past, volunteer fire departments utilized a pull-box system. When a fire

"In fact, years ago they used a big ring and banged on it to alert of a fire."

—a former Prospect Park fireman

broke out, you could run to the nearest pull box, which were located all around town, and notify the fire department as to the general area of a fire. Schott attests to the fact that nearly all the townships have eliminated this alert system because of the number of false alarms it caused.

"The whole concept of of the air horns goes back to the time when there were no systems like Plectron," said a former Prospect Park fireman. "In fact, years ago they used a big ring and banged on it to alert of a fire."

Sirens still have their uses. "Sirens are

needed as emergency back-up," adds Wozniak. The Plectron paging system utilized by most companies is not fool-proof, and sometimes has electronic difficulties. In these cases, a siren is the only way to notify volunteer firefighters of what is going on. With that in mind, citizens still have complaints about the siren system.

Schott, Wozniak and other volunteer fire chiefs agree that there will always be somebody complaining. Other alert systems have been looked into; the other systems have little or no ability to enhance firefighters' abilities to reach a fire quicker. Cellular phones present the difficulty of activating many phones at the same time. Different paging systems do not have the capability of alerting fire, police and first aid personnel at the same time, operating with different signals.

For right now, sirens are going to have to be accepted as a way of life. There is good news though. Volunteer fire companies do listen when people file complaints. The North Haledon volunteer fire company does not use sirens on their trucks after 10 p.m. and does not do their daily 6 p.m. fire house test siren on Saturdays and Sundays. The Wayne volunteer fire company uses their sirens from 8 p.m. to 6 p.m. They have also decreased the number of sirens in the town from 23 to five, which means there is only one in each firehouse.

Sirens still have their usage today.

see RESIDENTS, page 15

the Beacon

A NEWSPAPER THAT'S CLEARLY FOR YOU

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September 23, 1996

Contents

Vol. 61 No. 5

**FIRE SIRENS CONTINUE TO BE USED
DESPITE NEW AVAILABLE TECHNOLOGY**

PAGE 2

**THE QUEERS: NOT BACKING DOWN,
NOT SELLING OUT** PAGE 7

CLASSIFIEDS PAGE 8

WHO ARE WE?

PAGE 3

HOROSCOPES PAGE 8

**WPC FACULTY TO SHOWCASE
EXPERTISE ON RANGE OF TOPICS**

PAGE 4

EDITORIAL PAGE 18

OPINION PAGE 19

**LIBRARY EXHIBIT HELPS THOSE
WHO WISH TO VOTE** PAGE 5

ON THE COVER - As William Paterson College ponders what to call itself, a flood of suggestions are being heard on campus?

Who are we?

William Paterson College ponders that age old question, 'what do we call ourselves'?

By Alison Morgan

As William Paterson College joins in the quest for the ultimate in academic achievement, University status, many students are not only puzzled about why the college is seeking this appointment, but how the decision is made to do so.

"The institution is more complex than a college," said Arnold Speert, president of WPC.

According to Johanna Hayden, WPC community health professor and chair the of college's Renaming Committee, the process of will make use of input from the entire community - students, faculty and alumni. The most recommended suggestions will then be compiled into a ballot which the entire campus will be able to vote on on Oct. 23-24. The results of this election will go back to the Renaming Committee and will be used to help them deliberate on what to recommend to the Board of Trustees, who will make the final decision.

There are mixed emotions among students and faculty alike about the renaming and move towards becoming a University. Resident Assistant Dave Tompson said, "I look forward to WPC being a University, but they have a long way to go before they will be up to par on many issues, especially residence life."

The concern about whether or not the college is ready to become a university is echoed by many students.

"I think WPC is following in Montclair State's tracks," one commuter stated. "They are not ready to be a University and are taking on way too much at once. They should try to fix the current campus problems instead of creating new ones."

Despite some reservation, there is also much anticipation for the prestige that comes with attending a university. Miriam Palmela, a nursing major from

Belleville, said "I am happy because I will graduate from here with a University accreditation."

"It's a good idea because it gives WPC a better status. Now we won't be competing with Community Colleges, we will be competing with universities," said Melissa Tauchert, a junior from Westwood.

Still, some students feel that we are following a trend in higher education, "I think

WPC is following the trends of other state schools," said Aimee Wiener, a senior in elementary educa

1937. In 1958, it became Paterson State College and changed again to William Paterson College in 1971. William Paterson was the second governor of New Jersey.

"I think there is a

strong attachment to the name Paterson for faculty and alumni," said SGA Vice-President, John McCormick.

The change in status will affect not only students but Alumni of this college as well. Allan Gorab, president of the Alumni Association, said, "For Alumni, this is a exciting time. There is some hopefulness that we will hold onto our historical ties, but Alumni are happy they will be able to give input as to the changes."

As the name changes, the school colors - currently orange and black - and mascot - the Pioneer - will change as well. Some name suggestions were Paterson State University, William Paterson State University, William University, and jokingly Halloween University (because of the orange and black school colors).

Academically speaking, faculty were both glad and concerned with these changes. One adjunct stated "The College will need to appoint more full time faculty in order to stabilize some programs, and will have to expand their Graduate Studies Department, but overall, the change will be good".

A professor from the School of Communications stated "I think WPC is moving in some positive directions. University status will help clarify these directions. Graduate courses are important for the college and community, and many faculty would be eager to teach on the Graduate level."

tion and psychology.

What many students may not know is that this is not the first time that WPC has pondered a change of this degree.

WPC has had many other names. Founded as the New Jersey State Normal School in 1923, the school's name was changed to the New Jersey State Teacher's College at Paterson in

WPC faculty to showcase expertise on range of topics

By John Allen
Contributing Writer

The William Paterson College Faculty Lecture Series features professors from varied disciplines sharing their knowledge, research and ideas with students, faculty, and the public.

The goal of the lectures is to "highlight the expertise of the faculty beyond teaching," said Julie Barrier, assistant director of the Center for Continuing Education, which, along with the School of Humanities, Management and Social Sciences, sponsors the lecture series. The lectures offer a wide variety of topics from physics to parent/child relations.

The series "began in 1988, and was conceived by Dr. Janet Pollack [anthropology professor] and a member of Continuing Education," said Barrier.

The lecture series begins on Thursday, Sept. 26 at 7:30 p.m.

with "The Physics of 'Star Trek.'" Kevin Martus, department of chemistry and physics, will address the physics presented in the television series "Star Trek" by comparing what is physically possible by today's standards, the limits of today's theories.

Martus is considered a specialist in the field of atomic molecular physics. He feels that the lectures are a better way to introduce new ideas. "This is an opportunity to introduce people to the physical concepts through a medium people are familiar with," said Martus. "This [the lecture] will put it [physics] at a level which everyone can understand. [After all] if I was to give a lecture on 'Propulsion Systems of the 21st Century,' how many people would go? However, if I would give a talk on 'The Physics of 'Star Trek,'" people would want to go."

On Oct. 23, Neil J. Kressel will present, "The Global Rise of Genocide and Terror,"

Kressel, department of psychology, will explore the mind of the brutal killer and dissect genocidal tactics used in Bosnia, Rwanda, Nazi Germany and elsewhere.

Kressel's lecture is based on his new book, **Mass Hate: The Global Rise of Genocide and Terror**. He feels that this "would be a good opportunity to [share] my ideas and findings with the community. This will be good in making my ideas better known locally."

Carol Gruber, department of history, will discuss "World War II: How Good Was the 'Good War'?" on Nov. 20. She will examine the calamitous cost of human life in World War II, which has been called the "good war."

Gruber has researched and taught about the World War II era, and says that "Historians can talk about it [World War II] and students are interested."

On Feb. 19, 1997, the next see FACULTY, page 15

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THE REST.****SHINNING BRIGHTER THAN
THE BEST!****WEDNESDAY, SEPT. 25****SC 321 • 9:30 P.M.****THURSDAY, SEPT. 26****SC 203 • 7 & 9 P.M.**

Library exhibit helps those who would like to vote

By Julie Okulicz
CONTRIBUTING WRITER

Currently on display at the Sarah Byrd Askew Library on the campus of William Paterson College, is an exhibit on voting in the upcoming elections.

As part of the exhibit, absentee ballots are now available for those citizens who are interested in voting but are not registered in this county. Absentee ballots are forms which are sent to the county clerk of the county in which

you are registered in and enable you to cast your vote from wherever you are residing the day of the election. There is a list of New Jersey county clerks and their addresses available at the reference desk, as well as registration forms for those people not yet registered. The absentee ballot needs to be sent in by Oct. 11 and those interested in registering need to send in their application a month previous to the election.

"It was a good service for the students," said Susan Sabatino, reference librarian on campus.

This is the second time that the library has made information on voting available; the first time was for the 1992 national election. Any questions about voting can be answered at the library's reference desk. In addition to the display, located near the reference desk, there is a CD-ROM available, entitled, "Vote America: Your Field Guide to Electing a President." The CD-ROM, available at the reference desk, will update voters on the campaign and let them know where a candidate stands on issues. For further information, citizens can go to the library's home page on the World Wide Web and choose the "Campaign '96" symbol to learn more about all of the candidates and their platforms. Or, call 1-800-622-SMART or 1-800-792-VOTE.

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the Insider

THE BEACON

SEPTEMBER 23, 1996

WAYNE • NEW JERSEY



WHY STAY
FRUSTRATED
WHEN
MEETING
SOMEONE IS
THIS EASY...

SEE PAGE 16

THE QUEERS: NOT BACKING DOWN, NOT SELLING OUT!

By Dave Roe
Insider Contributor

For those unfamiliar with the **Queers**, they've been putting out **Ramones**-esque pop-punk since 1982. Living in obscurity for the most part of their career, they've enjoyed more and more success with each album since their 1990 *Grow Up* LP. Since then, the **Queers** have seemingly conquered the pop-punk world.

The **Insider** met up with the **Queers** outside of the CMJ showcase at Coney Island High. Various problems plagued the show. Several of the bands showed up late, which made sound check extremely hectic. But the **Queers** frontman Joe King (a.k.a Joe Queer) took a few minutes to answer some questions.

The Insider: How do you feel your new album, *Don't Back Down*, compares to past albums?

Joe King: We've had a lot of criticism saying we sound too much like the **Beach Boys**. This album has a slightly different sound than some of our past albums. Our two major influences have been the **Ramones** and the **Beach Boys**. We'll never be as good as either, but we strive for a middle ground between the two. **Lookout!** originally wanted Ben Weasel to produce the album, but that's not really what we wanted. Nothing against Ben, but he's from Chicago. Our sound is a little different. There's no surfing in Chicago.

How do you like playing NYC?

Most bands make it out to be a big



deal. To the **Queers**, it's just another show. I don't need New York to stroke my ego. I'd rather be at the beach.

Why did the **Queers decide to put out a video after all these years?**

Yeah, we made a video for "Punk Rock Girls." We did it at the suggestion of **Lookout!** They wanted us to put out a video for our last album, *Move Back Home*, but we really didn't feel that any of those songs were suitable.

Where's the tour going to take you?

We're gonna tour With the **Mr. T Experience** for a month or so, then we'll finish up our tour in Europe.

What did the band do between '84 and '90, when **The Queers didn't release any new material?**

Before *Grow Up*, we only had a couple of seven inches out. I spent most of those years working and doing various other things. I met Hugh (the band's drummer) around '87 and we both knew what kind of band we

wanted. Wimpy was on vocals early in the band's career, but I had written songs like "Bonehead" and "Booberella," which he really couldn't handle. In those years, the **Queers** played maybe a total of five shows.

What exactly was Wimpy driving through Harlem for?

Actually he wasn't driving through Harlem. He was just driving through the Cross Bronx Expressway. We came up with the idea for the song there.

Have **The Queers been approached by a major?**

No, we haven't. Signing to a major is always risky. Anyway, we're happy with **Lookout!** We've done pretty well. We're not rich, but we're making a little money. We don't really care about the money aspect, as long as we can keep putting out music we like.

Any final words?

Not really. Only that **The Queers** are about making music that's fun. We get a lot of crap for not being political enough, but we think punk's about having fun. A lot of bands make themselves out to be more important than they really are, like they have some sort of message to put out. **Maximum Rock n' Roll** has gotten hard on us recently, but with a name like **The Queers** no one can accuse us of wimping out. Getting a little famous with a name like ours shows us that we've done something right.

Upcoming stuff

OK, just a quick run down of a few upcoming shows that you should go to.

—September 25th there's two smoking shows, so you'll have to make a tough decision. At Maxwell's (if they've repaired the fire damage) **The Crabs** (with that "sweet pop heartbreak") are pairing up with the **Dub Narcotic Sound System** for a night of hijinks. Same night **Rev. Horton Heat** bring their southern fried rockabilly to Webster's Hall in New York with the **Lunachicks**.

—September 26th ska/pop punk genius' **Less Than Jake** return to the tri-state area for a show at Coney Island High. They put on one of the

best shows around, so you owe it to yourself to go.

—September 27th at the Pipeline, **Weston** and **Doc Hopper** will be rocking Newark to it's knees.

October 2nd cult hero **Tori Amos** is doing the State theater in New Brunswick.

—And finally on October 3rd William Paterson College will be host to Moon Records recording artists the **Toasters**. Come on it's right here on campus.

Hey, if you're complaining there's nothing to do around here you've just been proved wrong. go to these shows, and watch for coverage from your Entertainment guide, **the Insider**.

On Stage

311/The Deftones/The Urge
The Stone Pony Landing
September 15, 1996

By Ed Erlenmeyer
Insider Contributor

311 have recently made their way into the public eye. Their third album, simply titled *311*, has been moving steadily up the charts due to the band's incessant touring (18 months), and constant radio airplay. This summer they played on The H.O.R.D.E. Tour, the punk filled Warped Tour, and even opened up for Kiss at Madison Square Garden.

On this sunny, pleasant Sunday afternoon, they brought their brand of reggae, rap, rock, funk, and whatever else they could throw in to the less-than-beautiful Asbury Park. The folks at The Stone Pony outdid themselves this time by extending their Landing out past the normal concrete slab and into the street to accommodate the sold out crowd of around five thousand.

The Urge, who played first, sounded clean, mixing up a funk/ska sound that had bodies floating over the top of one another. The crowd had not all piled in, but the ones that had, gave the band a great reception.

Next up were West Coast natives, The



311 - Making their way towards popularity.

Deftones. They opened with a searing version of "Root," off of their Maverick debut, *Adrenaline*. From there, they churned out about 45 minutes of Korn sounding, mosh- friendly material which, although not too polished, had the energy to keep things moving up in front of the stage. They ended with "Engine No. 9" to the delight of many and closed out a set that probably would have gone over better inside the small confines of the club itself than an outside, festival size

venue.

Headliners 311 then took the stage before a new and old fan base of thousands. First up was an instrumental ditty which led way into "Homebrew," off of their second release, *Grassroots*. What followed was a mix of tunes from all three Capricorn albums.

Singer Nick Hexum comfortably pranced about while co-vocalist/turntable technician SA Martinez bobbed his head almost Angus Young style. Backing them was guitarist Tim Mahoney, who had no trouble improvising whenever necessary, and the rhythm section of P-Nut on bass, and Chad Sexton behind the drums. The songs sounded slower and more put-together. All that time on the road has paid off; it also took away an edge.

"Fat Chance" off of their first album, *Music*, lost an intensity it once had. "Unity," which Hexum pronounced as "one for the moshers," started off slow and continued in the same vein with an occasional head shaking, toe tapping moment. It wasn't the moshing favorite. That was "Down," their latest single, which caused open pits of testosterone to pulsate about. Slower songs like "Nix Hex" and "Hydroponic" sounded more professional, like all-out jam sessions that fell directly into place.

After playing in the area numerous times, 311 sounded different, more mainstream friendly.

see PUMPKINS, page 12

Under the microscope: Dig, Smog . . .

Dig
Defenders Of The Universe
(Radioactive)

Dig isn't exactly a household name, and their brand of music isn't one that most are familiar with. But, a rescue from the depths of their strange territory comes in the form of Scott Hackwith's vocals, which brings a lovely reminder of the late Andrew Wood to the listener's ears (Who doesn't dig a good dose of *Mother Love Bone*, anyway?!). Hackwith's dishy vocals ring distinctive.

It is a disappointment that "Whose Side You On?" and "Song For Liars" fall into near identical guitar riffs. Adding to further dismay, the band seems to have a patent on repetition all around. The lyrics are wanting for some variety; nearly all the songs can be memorized by the end of the CD's first whack.

The second track, "Detune," felt like a possible hit, especially with its wide appeal to younger listeners,

dwelling on the end of innocent firsts. A picture of a fourteen-year-old listening to this song over and over in the midst of his first break-up comes to mind. The next few cuts run together like soupy coffee, especially "Mood Elevator," the lyrics of which are in the title. "Electric Cord" incorporates an R.E.M.-esque guitar ala "What's the Frequency Kenneth" for some welcome variety, but its cut out too soon and it induces yawning before it's over.

Satisfaction finally arrived as "Wall Socket's" wave of guitars buoy the ear drums, each ascension of chorus impressing all the more. The glee continues through "White Sabbath," whose poppy intro and clap track ending makes one wonder how many skinny ties were still hanging in their closets. But, disappointment enters again with "Bashing in Your Head," which engulfs the listener with quasi-emotion, ill-expressed humor, and lame

see MICROSCOPE, page 9

The Beacon this week has been brought to you by the letter . .

V

And the numbers . . .
7, 12 and 14

SC 310

Under the microscope: continued

from MICROSCOPE, page 8

lyrics in general. With the onslaught of factory-grunge near death and true talent becoming a focus once again, Dig's approach is all wrong. While the talent is there, originality is lacking and catchiness severely disabled by the annoying repetition.

Smog

The Doctor Came At Dawn
(Drag City)

Well, if you miss the raw, edgy sounds of earlier 4-track recordings, like the underline content of the *Forgotten Foundation* LP or even works preceding the Drag City era, it won't be found on the latest **Smog** release. It's actually pretty difficult to comprehend where the arguably disgruntled indie folkster is coming from at times. Either the songs have a pretty melody and morbid lyrics about the pessimistic outcomes of past relationships or the melody

is aggressive and dark and the lyrics are adversely, pretty. Take the ever-popular "37 Push-ups" or "Your Face" and nearly every realm of Smog-rock is covered. That's; however, all in the past now, and anyone who follows the chronological order of releases by Bill Callahan and his Smog project (which does, at times, include the agile charities of Cynthia Dall) knows that his latter works are not like that. *The Kicking A Couple Around* EP, released in the spring of '96 proved this very notion.

The Doctor Came At Dawn is not, completely, like the EP with its extremely lengthy, vulnerable cries for help and choppy strumming acousticals. It has more of a definite and almost impeccable quality and sound to it. You could almost predict that some of the tracks, like "Hangman's Blues" or "Spread Your Bloody Wings" on the new LP are unavoidable of the same lay-



out and content of *Kicking A Couple Around*, with its highly emotional and stretchy, simple balladry. On the flipside, tracks that show a birth of a new and original sound, like "Somewhere in the Night," which devotes a

lighter melody with the more obscure lyrics (which are commonplace in any Smog recording) have a twist to them. "Everything You Touch Becomes A Crutch" is the same in that a Dylan-esque style guitar rendering. While the lyrics are all too problematic wrapped around Callahan's life, "Have I said too much/Am I losing my touch/I don't think we should touch/You go with the other men/Me I beat myself to sleep..." the song as a whole is very catchy.

Then, of course, you have the heavenly contributions of Cynthia Dall where on "Lize" her voice is engulfed in the near flawless and swank guitar of Bill Callahan. And "Carmelite Light" which is a thirty second-or-so discombobulated yet mesmerizing instrumental that just leaves you perplexed when the ending arrives. All in all, the noisy and freelance bedlam found on past recordings have been maturely replaced with a melodramatic glaze and a bittersweet melody on this latest recording. Call *The Doctor Came At Dawn* a mature transformation if you must, but it's a well-deserved and noble one.

Various Artists

Yo Yo A Go Go
(Yo Yo Recordings)

Washington. This date commemorates one of the biggest gatherings in recent punkdom -- *Yo Yo A Go Go*. Five full days of musical glory are painstakingly documented on this double CD set. 36 different bands grace this release with live performances of some truly incredible songs.

The diversity in bands makes one wonder, well it makes me wonder anyway, how the same audience could sit through all of these different musical styles. From the mohawked, leather-clad punk of **the Rickets**, to the low droning noise of **godheadSilo**, to the often off-beat melodies of **New Bad Things**, to the low key pop of **The Crabs**, to the new wave folk of **Beck**, very few musical stones are left unturned. Not every band will appeal to everyone, but with such a smorgasbord it's hard to imagine not finding something worthwhile.

The best part of this album is the in between-song banter that takes place between the bands and the audience. This sometimes outshines the songs (i.e. the **Rickets**) the setup gives the listener the feeling like they were actually there, not just listening to a stale recording.

With so much crammed onto one release, good and bad, there is literally something for everyone, so go check it out.

July 12-17 1994, Capitol
Theater, Olympia,

By Tim Bornemann, Joe Gigilo,

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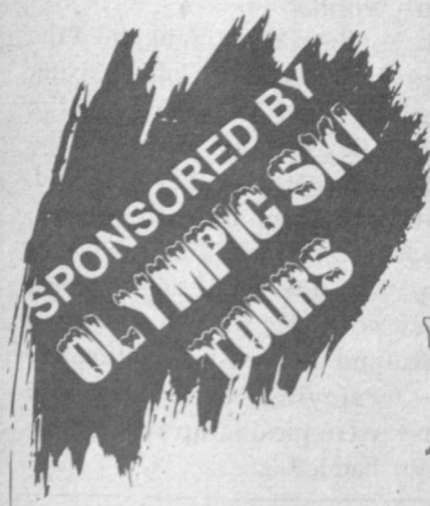
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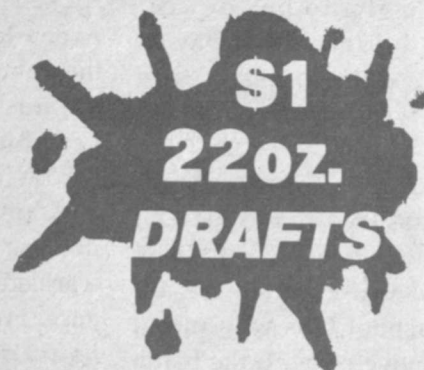


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After cancelled shows, Pumpkins come back with strong performance

from STAGE, page 8

The quality of the songs have improved, but the raw power of earlier performances wasn't there, and if they claim to be "down," why did the crowd pay 23 bucks each to get in, and why were shirts going for \$20?

311 is a great band. Perhaps they've become a bit engulfed in fame, which isn't a bad thing, but there are old-school fans who might not move on with the band, and a fan is a terrible thing to waste.

**SMASHING PUMPKINS/
GRANT LEE BUFFALO**
East Rutherford, N.J.
September 16, 1996

By Laura Miele

After all of the frenzy surrounding the canceling of Smashing Pumpkins concerts in the Metropolitan area this summer, due to 34-year-

old keyboardist Jonathan Melvion's drug induced death and the firing of drummer Jimmy Chamberlain, Smashing Pumpkins finally rocked the Continental Arena last week. Garbage, the Pumpkins initial opening act, was replaced with Grant Lee Buffalo, last year's R.E.M. tour companions.

Grant Lee Buffalo's hypnotic and entrancing tunes warmed up most of the audience. From the melodic and haunting sounds of "Mocking Bird" to the harder feeling "Two and Two," Grant Lee Buffalo's sound was inspiring, as usual. That free feeling followed them through to their last number, the ever-popular "Fuzzy."

If Grant Lee Buffalo was a release of freedom, the Pumpkins were like a lightning storm. The Mellon Collie and the Infinite Sadness tour is back in effect and stronger than ever. Their was a happier air about Billy Corgan,

James Iha and D'Arcy. While Corgan squealed out "Zero" and "F!k You (an ode to no one)", a small screen illuminated colored images of shapes and people.

Corgan veered away from his usual disposition and was friendly to the audience, even thanking them for waiting for the band to come back around. The focus of this concert was back on to the music and away from all the hype that surrounded the band in previous months.

The addition of Matt Walker from Filter on drums, was right on the mark.

The thrashing of the drums and the reeling of the guitars sounded great combined with Corgan's raspy voice. From "Cherub Rock" to "Tonight, Tonight" and finally to "1979"; with surprising guest guitarist Jimmy Frogg of The Froggs, Smashing Pumpkins worked the audience and gave them what they waited for; a heart pulsing set complete with long, mesmerizing riffs of guitar and drums and several encores.

Their was a particular energy to the show, especially

since the members appeared to be enjoying themselves and the audience; even those who were being pulled out of the floor section by security guards felt their few seconds of body surfing was worth it.

The concert highlighted the best of Mellon Collie, mixing in old favorites like "Disarm" and "Today." The fans got what they deserved; over two hours of good, clean, hard fun. One could say, after all of the problems with this tour that Corgan and the crew were ultimately enjoying themselves and were picking up where they had left off.

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Horoscopes By Miss Anna

ARIES: (March 21-April 20)

There is a touchy family matter which will resurface, since it has never quite been resolved - so the less said, the better. As your week gets under way, you are right on target with your well directed energies and initiative. All efforts will be noticed.

TAURUS: (April 21 - May 21)

Getting organized as early in the week as possible will assure successful results either in business or your personal life. There are various complications which show the need for a new approach to a current problem with a mate or a close associate.

GEMINI: (May 22 - June 21)

Whether single and eligible, or married, you may discover that dreams really do come true in the love-and-marriage arena. Pursuing your heart's desires in a no-nonsense way keeps others on their toes, and can strengthen important ties.

CANCER: (June 22 - July 23)

Fantastic trends should enable you to get more mileage out of your efforts by simply following your instincts. Both romance and financial gains are favored. Be prepared to cope with a sudden and unexpected development regarding a partnership; it will pass.

LEO: (July 24- August 23)

Tread gently on the sensitive feelings of a mate or lover, comments may result in a fiery overreaction, so guard your manner and speech. Although you may be in the mood to have things go your own way, it's not time to insist on it - back off a bit.

VIRGO: (August 24 - September 23)

Give your best efforts to your job and health interests. Don't let others sidetrack you or go overboard about any private matters. The time is right to follow through on any financial dealings. You may be quite pleased with the results.

LIBRA: (September 24 - October 23)

Behind the scenes manipulations may

be the key to getting ahead now where business and career aims are concerned. Be attentive to those to whom you mean a lot; this may be more welcome than you think. Both creativity and romance are high.

SCORPIO: (October 24 - November 22)

The work ethic is strong in you this week and you may feel compelled to take on a sizable project, or new self-improvement program. An on-the-job problem may also be a worry, but the prognosis will be good. Extra effort now will pay off.

SAGITTARIUS

(November 23 - December 21)

This will be one of your better weeks on which relationships, financial interests, home and health matters all seem to be going smoothly. It is a gratifying time of personal accomplishment, for people around you seem to be receptive to your practical ideas.

CAPRICORN:

(December 22 - January 20)

It's definitely a working week, and you may be tied down to chores or routine tasks while others seem to be having the time of their lives. Follow through on a project which you have been mulling over for some time - it's family or money related.

AQUARIUS: (January 21 - February 19)

Your financial prospects look relatively good right now, although you may be on the brink of some large expenditure that will possibly change that monetary cushion swiftly. You may have to put in extra effort at work, with little to no thanks.

PISCES: (February 20 - March 20)

The week will begin with encouragement from your mate or lover who are sympathetic to your ideas. The way you manage your financial affairs is the focus of an argument between you and a family member. This argument will go on forever if you let it.

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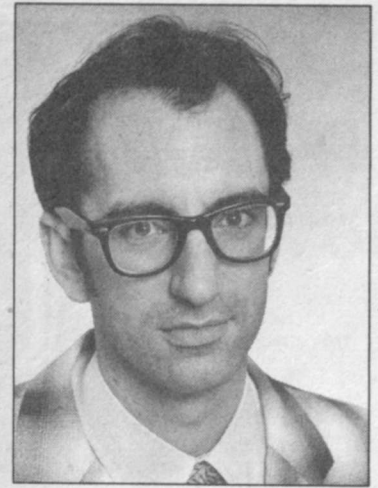
from FACULTY, page 4

topic of discussion, "Til Death Do Us Part: Spousal Murder in Victorian England," given by George Robb, department of history, will draw a connection between Victorian murder trials and the contemporary "media circus" trials, such as the O.J. Simpson case.

"Politics and Art: The Impact

of New Patrons" analyzes how stylistic trends are influenced by social processes. On Mar. 20, Rosanne Martorella, department of sociology, will focus on the role of government vs. corporate patronage.

The last lecture of the series, given by on Apr. 24 by Behnaz Pakizegi, department of psychology, will examine the germs



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A history professor, will give Victorian murder trials a contemporary spin.

of future parent/child relations. "Who Will My Child Be and How Will He/She Relate to Me?" will make use of vivid video footage of children and their parents in various stages of their development.

For more information on the WPC Faculty Lecture Series contact Barbara Bakst, director of public information, at (201) 595 - 2971.

"This [the lecture series] is a great way to promote the college," said Barrier.

Residents accept use of sirens

from FIRE, page 2

and high school students that school is cancelled, in the case of civil defense, nuclear or atomic attacks, and are a public safety device. "If a house next door to you is on fire the alarm will wake you and notify you of a fire, so it's a helpful device," said a resident of Hamburg.

According to the Emergency Notification System Act, sirens can be used at any time, even if it goes against time restrictions of noise that are set forth by municipalities. This is an effort to make sure that volunteers can always be alerted in case of an emergency. Even with the use of the Plectron system, the days of four alarm sirens at four in the morning have not been completely done away with yet.

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WE NEED YOUR INPUT**

William Paterson College is applying for University status.
Our new University needs a NAME, COLORS, and MASCOT.

Please give us your suggestions by completing this form.

On October 23rd & 24th the entire College Community will vote on our new image.

Voting will take place from 10 am-8 pm in the Student Center Lobby.

Please complete the attached form & CUT ALONG DASHED LINES.

Return before 12 noon, October 4th.

Return to:

Student Government Association Office Student Center, Room 332 (Between 9am-8pm)

Limit, ONE suggestion form per WPC student.

Dr. Joanna Hayden, Chair College Renaming Committee

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Suggestion for University NAME

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Suggestion for University COLORS

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Suggestion for University MASCOT

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The first 12 people to sign up for D.L.S. about "The Spectrum of Contemporary Feminist Issues" will win free tickets to the lecture!

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Sign up in the SGA office, Student center 332 Tuesday the 24th at 12:30 p.m.
 Bring your ID!!.

the Beacon

A NEWSPAPER THAT'S CLEARLY FOR YOU

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Editorials

The Provost's Agenda

A few notes on Chernoh M. Sesay and his plans for the future of WPC

EVERY LEADER HAS AN AGENDA unique to themselves. They assume a position with the promise and intent to improve their operation. Be it controlling the finances of a national organization, or heading up the academics at a state funded institution for higher education, leaders get the job because they claim they can do better than their predecessor.

Chernoh M. Sesay, newly appointed provost and executive vice president of William Paterson College, has his agenda; and many believe that it is very unique.

The family of WPC is threatened by change. For years some faculty and staff have maneuvered through the everyday patterns of educating students without too much change. All of the sudden it seems as if there is going to be a major shake-up. And why not?

The provost gave his address more than a week ago vying to end bureaucratic policies in order to give the faculty an easier opportunity to make their education tactics more on the cutting edge. He has attempted to set the example for this change with what he proclaims to be his "action oriented" leadership style. Whether it's working or not he sure has a good line, and hopefully those responsible for the minds of the students will be inspired enough to make a change. A change for the better. A change for the students.

Many can shout that he has become a boss rather than a leader like he preaches others to be, but it seems as though this could simply be a diversionary tactic. Yet it is true that he has spent little time here and is attempting many changes. The funding he has given to the various departments last week is an example of his push for change.

Change is good, though, and change is fun. But Sesay's change, in the end, needs to benefit the students or else it will be remembered forever as a change for the worse. His agenda needs to lead to a better WPC for the students. The truth will eventually prevail and Sesay will soon enough be known for his change – regardless of the outcome.



Opinion

Everyone's Vote is Powerful

By DON FOWLER

I want to speak to every young person in America honestly, not with some political gimmick or cheap trick. Let's have a conversation. I may have been a college professor in South Carolina, but I'm not going to lecture you, either.

Real talk is not something you hear enough of around election time. You hear a lot of promises and you see plenty of commercials. But politics isn't just something to digest in front of the TV. It's an active process, and you're an important part of it.

Think about this: your vote counts every bit as much as anyone else's. When you step into the voting booth, your vote counts as much as Newt Gingrich's vote. Your vote counts as much as Bob Dole's vote. The NRA's Wayne LaPierre and the Christian Coalition's Ralph Reed – in spite of all the power they may wield in Washington, DC – don't cast a vote that counts any more than yours does on November 5th. Your vote counts in this country no matter who you are and how old you are.

So I speak to you not as a student, or as a young person, or as a member of some "interest group," but as a voter. You need to take these elections seriously. Because with the opportunity to vote this fall comes the responsibility of making a sound decision, of voting for the candidate who understands that this country needs to move forward into the twenty first century.

That's an awesome responsibility for you. But as a voter, it's a challenge you must meet. Ask yourself: what does America need to be ready for the twenty first century? Think about the future and what it will demand of our country, and choose the candidate who can meet those challenges and protect your values in

changing times.

I think President Clinton and the Democrats have the answer. They believe in expanding opportunity through education. Expanding opportunity means funding Head Start and Goals 2000 so we start off on the right foot. It means expanding the Federal Direct Lending Program that makes student loans faster, cheaper, and easier to receive. It means creating HOPE Scholarships and tax deductions for higher education. It means fighting for AmeriCorps so that young people can develop a sense of community while earning money for college.

That's the answer for a new age – a vision that gives us all the opportunity to move forward together so long as we're willing to take responsibility for ourselves and our community. It's an attitude about this country that helped create 10 million jobs in the last four years, while cutting the deficit in half and reducing the size of government. That's Bill Clinton and Al Gore's view of the world, a world of great possibility.

As a voter, you can make a choice. And it's a real choice about your own future. You have tool in this process: your vote. And your vote matters as much as mine, as much as President Clinton's, or Vice President Gore's. But you have more at stake in this election. The future you shape is your own. The country you affect is the country you're going to inherit. And with that vote you make the choice. To me the choice is clear. Vote for President Clinton and Vice President Gore.

Don Fowler is the Chairman of the Democratic National Committee. He also is a former professor from the University of South Carolina.

KEEP IN TOUCH WITH THE BEACON

THE MISSION OF THE EDITORIAL PAGE is to stimulate interest in the issues prevalent within the William Paterson College Community and surrounding areas.

Response is encouraged on editorials, articles, commentary or any current issue of

local or regional importance.

Letters to the Editor should be no more than 150 words. Submissions for the Views of the News page should be between 250 and 750 words.

Everyone is welcome to contribute.



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VIEWS OF THE NEWS

Why Nike is Not Mother Teresa

By GOPAL DORAI

During the faculty meeting held in the Science Building on Sept. 12, 1996, Provost Sesay eloquently appealed for the faculty's initiative to improve and to upgrade our curriculum, emphasizing English and Mathematics education, and bring about innovative ideas in teaching and research. He challenged the faculty to start planning, introducing and implementing the necessary changes expeditiously. Reflecting a sense of urgency in our determination to move to university status, Dr. Sesay urged various constituencies on campus to invoke a familiar phrase: "Just Do It," attributed to the Nike Corporation. He specifically made it clear that the slogan was meant as a sounding board to "get results," without being bogged down in bureaucratic procedures.

It may be recalled that the term "Just Do It" was made popular by Nike in its marketing campaigns, to make its athletic footwear the pre-eminent sneaker brand in the industry. Similar advertising phrases such as "Coke is it; What you want, is what you get;" or "the Pepsi Generation," have captured the imagination of the public. Consumer recognition of many popular brands has often been associated with such slogans.

While the avowed purpose of using Nike's "Just Do It" motto was to provide a guiding principle to accelerate change wherever necessary to achieve our goals, it seems to have touched a raw nerve. Some faculty members objected to the use of the phrase "Just Do It," and the associated reference to Nike as a model of worthy emulation by an academic institution such as William Paterson College. This unexpected and unintended reaction to the Provost's speech during the question and answer period resulted in further clarification of the slogan. It was pointed out that corporations such as Nike symbolized the worst form of exploitation of unskilled labor, paying them minimal wages in Third World factories. The implied argument is that Nike (and other multinational corporations) can afford to pay, and indeed should pay, much higher wages to poor workers in developing countries. This point of view holds that it is the moral obligation of corporations like Nike to uplift the lives of low income workers in Third World countries.

In this article, I argue that such a point of view, though politically correct, may not be economically viable, or desirable. I decided to use *The Beacon* as a useful forum to explain, so that wider academic community may benefit from reading about it, and forming their own conclusions.

1. A corporation like Nike is engaged in producing goods and services to satisfy consumer wants, and operates in a global economic environment. Economic efficiency and the realities of a highly competitive marketplace, dictate paying various inputs (resources or factors of production), what they are economically worth in the marketplace. The general level of wages and prices are determined by various economic forces, and economic analysis uses terms such as supply and demand to represent these. The average wage level in the USA represents the average productivity of labor in our country, and this has gone up secularly and gradually over the last two centuries. The average wage level in a Third World country, likewise, is determined by its overall average productivity, which is very low by American standards.

2. Though money wages in Third World countries may appear very low from our point of view, they are low because of lack of alternative employment opportunities for labor in those economies. In this situation, real wages (what money wages can buy in terms of goods or services – what economists call the purchasing power of money wages), may or may not be low. It depends on the relation

between wages and prices. An employer like Nike must pay the "going" wage rate in local labor markets: neither more nor less, in order to hire labor. Without the employment opportunities provided by such multinational corporations, the alternative for local labor may be, and often is, unemployment and starvation. Such manufacturing operations constitute an oasis of opportunity to earn a living. Local labor and the resources employed are net gainers, rather than losers, from being employed.

3. In many less developed countries, native employers often complain that foreign multinationals pay local workers wages and benefits far above the "local level," implying that local employers cannot compete with the latter. In order to attract and retain a steady stream of workers, some multinational seem to be paying wages and benefits far higher than what local labor markets based on competitive forces dictate. Whether Nike is one such Multinational employer, is an empirical question.

4. In addition to providing employment and wage income to local unskilled workers (who might otherwise be unemployed), Nike enables the host economy to gain and improve its standard of living in many other ways. Nike pays taxes to the Government of the host country, enabling it to collect additional revenues for various social services. Sneakers are exported and thus, enable the country to increase its foreign currency earnings. This helps the country to import much needed goods and services for local consumption. Many of the lower level managers and executives are hired locally, thus boosting local incomes, and much more important, providing material and executive training to local talent. In general, Nike's operations in Third World countries raise overall productivity of the country's resources. These are undoubtedly very real and

positive gains for the host country's economy.

5. Many economic commentators have observed that most of the manufacturing facilities of multinational companies in Third World countries, do far more to uplift the local economies than local manufacturing enterprises. They constitute "pockets of prosperity" in an otherwise bleak economic environment.

6. A multinational corporation's fundamental goal is, and

ought to be, to survive and prosper in the global marketplace. It is not obligated to do socially desirable activities such as: charitable contributions, reducing poverty, helping the disadvantaged sectors of society and other "desirable" things. By concentrating on what they do best, multinational companies indirectly promote the social good. Most individuals and businesses, pursuing their own self interest, actually end up helping society indirectly. Adam Smith argued more than two centuries ago, and demonstrated convincingly, that the INVISIBLE HAND promotes the greatest social good when every economic agent concentrates its talents and energies in maximizing its own income (profits), rather than consciously trying to promote the common good.

Finally, nothing prevents an individual or organization from pursuing its own goals. Not all of us are motivated in our actions by money or personal gain. A religious person like Mother Teresa or a non-profit entity like the Ford Foundation are free to pursue non-economic goals. Indeed, we expect them to do precisely that. But a corporate entity like Nike is expected to play the game by the rules of the market place. We expect them to pay the market wage to their employees, wherever they may be located. Fairness is not an absolute standard, but is relative, depending on time and place.

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Campaign Ads are Missing a Few Big Points



Over the last week, an extremely pointed ad campaign by presidential hopeful Bob Dole began attacking President Bill Clinton's drug policies. Dole contends that the Clinton administration's attempts to reshape and refocus the office

of the drug czar have single handedly spurred the recent rise in teenage drug use. A potentially hazardous manipulation of fact and misinformation, the ads underscore both the unnecessary nastiness of the election and its intent to generate divisive moral stands in lieu of real issues.

According to the Clinton administration, the office of the drug czar was downsized for two purposes – to stop wasteful spending of tax dollars on the unsuccessful bloated drug enforcement implemented during the Reagan years,

Candidates Hurt Themselves By Distorting the Truth; Most Voters Don't Trust Political Ads

and to shift that time, money and energy into preventive programs like D.A.R.E. To add insult to injury, Clinton is painted as an uncaring, former drug abuser. All of this fingerpointing, meanwhile, in a town that has enough smarts to re-elect admitted crack addict Marion Barry. This is what we call poetic justice.

Unmentioned, however, was the name of one powerful drug that has skyrocketed in use among teenagers: nicotine. President Clinton has been pushing for over a year and a half to curb, if not stop, underage smoking. The nation has agreed and has tried to paint smoking as a habit that is as desirable as pedophilia. In fact, most WPC smokers have recently spent as much time outside as Grizzly Adams. Go ahead, ask Bob Dole how he feels about the tobacco industry – he would probably give the school nurse two cigarettes for every condom.

Unfortunately, despite what side of the fence you fell off of, it will make little or no difference. The president, despite the best of intentions, does not make the laws of this land. His is the executive branch and the matter is largely out of his hands. The only damage done is to the American people, who are fed 60-second sound bites of distorted statistics. Moral issues are increasingly being forced into the public consciousness and the people are asked to make a choice based on misinformation.

With this, the arena of American politics moves itself one step closer to the alienation of the people it says it intends to serve.

POP QUIZ

1 You could get a behind-the-scenes look at the *Rock and Roll Hall of Fame and Museum* by:

- (A) bribing your roommate's mother's secretary's gardener's cousin who works there.
- (B) dyeing your hair and covering yourself with tattoos.
- (C) dialing 1 800 CALL ATT for collect calls.

2 You could get your hands on \$10,000 by:

- (A) moving to Texas and sucking up to an oil tycoon.
- (B) buying a lottery ticket and praying really hard.
- (C) dialing 1 800 CALL ATT for collect calls.

Hey, this is one quiz you might actually ace. Complete a collect call with 1 800 CALL ATT, and you could instantly be one of ten winners of a week-long, behind-the-scenes look at the *Rock and Roll Hall of Fame and Museum*. Plus \$10,000. Or one of thousands of other great prizes. And prizes are awarded every hour. So pull an all-nighter—on the phone with your mom.

1 800 CALL ATT®

It always costs less than 1-800-COLLECT.

