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The Daily Pennsylvanian
Welcome Back Issue
August 31, 1984

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Special Thanks To:
Mary Ellen Crowley, Michael Naidus, Jean Sherman, Ellen Flax, Jane Constable, Mary Lou Schaffer, David Dormont and David Goodhand.

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Academic Calendar for the 1984-85 School Year

1984 Fall Term

September 2 (Sunday) - Freshmen move in
September 3 (Monday) - Upperclassmen move in begins
September 4 (Tuesday) - Drop-Ad begins

October 22-23 (Monday/Tuesday) - Fall Term Break
October 27 (Saturday) - Homecoming
November 12 (Monday) - Pre-Registration for Spring Term begins
November 21 (Wednesday) - Thanksgiving break begins

December 10 (Monday) - Classes End
December 13-21 - Final Examinations

1985 Spring Term

January 14-15 (Monday/Tuesday) - Drop-Ad begins
January 16 (Wednesday) - First day of classes
March 1 (Friday) - Spring Recess begins at the close of classes
March 11 (Monday) - Classes resume
March 25 (Monday) - Pre-registration for Fall Term and Summer Session begins

April 25 (Friday) - Classes end
May 8-10 - Final Examinations
May 18 (Saturday) - Alumni Day
May 20 (Monday) - Commencement
Now that you're here...

A guide to surviving week #1

So, you're a college student at Penn. You can just picture how much fun college will be. Four years of fun! A little time away from the folks, a chance to make new friends, a chance to really learn, an opportunity to have "serious" relationships, and a chance to grow. Sounds great, right? So then why the heck are you so nervous?

The answer is simple. You're a freshman, and you are facing the same anxiety every freshman faces. And to help shake off some of those jitters, there is New Student Week.

New Student Week is a time to go to parties, meet people, relax, adjust, and get ready for classes. The planned activities are good, as far as planned activities go, and one of them is traditionally significant: Convocation.

The Class of 1984, 2200 strong, will gather in Irvine Auditorium for Freshman Convocation. President Sheldon Hackney and Provost Thomas Eho will welcome you to Penn, and probably thank Benne jame Franklin for founding the University.

Through the ceremony itself aren't all that exciting. Convocation is one of only two times in your college career that the class will be together as a whole — the other time is graduation. Traditions, as you will learn, are an important part of the University, and if you miss Convocation, you'll probably regret it.

This week's activities. Convocation is followed by excellent places to meet other freshmen and find out that the rest of your peers are feeling the same anxieties as you are.

To break the tension, do as the schedule says. Go to the Lecture Series. And get together with your floor and buy tickets for Performing Arts Night — it sells out early, and the show is usually great.

Make your way to the Atlantic City-style Casino Night, where they have real fake money.

And don't miss the "Philadelphia and You Tour Day." Too many Penn students don't know New Market from a marketing class, and this day-long double-decker bus ride will give you a working knowledge of the city's hot spots and help dispel some of the W.C. Fields myths about Philadelphia (e.g., "I spent a week in Philadelphia in one night."). For those of you who don't already have tickets, you can buy them at the Office of Student Life in Houston Hall.

Be discriminating. Pick and choose when it comes to seminars and information sessions on everything from how to take notes to coping with stress to tours of campus facilities. Many of these can be informative and interesting, but don't try to attend too many; it may leave you with little time for other more important pursuits like meeting people and drinking.

Unfortunately, the title of this year's New Student Week is a little misleading — the week is only four days long. So there is even more reason, at least for now, to steer away from some seminars. And although classes begin on Thursday, many seminars will run through the next two weeks. Take advantage of them then. Always a thrill. Dining Services begins regular feeding hours soon. Get used to rounding up your roommates and traipsing over to Stouffer there are three other dining halls on campus, but more than 900 freshmen live in theQuad and consequently eat at Stouffer.

At peak hours in Stouffer, it's almost always a struggle to find a table, especially if you're with the other 20 people who live on your floor. For your information, regular Dining Services hours are: Breakfast, 7:30-10 a.m.; Lunch, 11:30 a.m. to 2 p.m.; Dinner, 4:30-6:45 p.m. (Most congested eating times: 9 a.m. breakfast, noon lunch, 6 p.m. dinner.)

Look forward to Student Activity Day. When Penn's more than 100 student organizations will line Locust Walk and offer information about themselves to all students. The diversity of student groups is astounding — everything from the Amor phonous Juggling Club to the Society for Creative Anachronism. So if you have any inklings to do something bizarre or exotic, or something you never got around to doing in high school, this will be the time to do it.

The key to enjoying New Student Week is to be prepared. But perhaps the most valuable lesson you can learn in your four undergraduate years cannot be learned on campus — an understanding of and compassion for the needs of your community.

It is more than a little disconcerting to realize that many students go through college at Penn having almost never stepped off campus. Fear of crime, lack of information, too much schoolwork and too little leisure are often given as the reasons. The irony is that Philadelphia is one of the easiest cities to get around in. The city actually has a great deal to offer and that Penn enjoys one of the best strategic locations in the area. There is no question that a familiarity with Philadelphia will help you let it be understanding of the city's political organizations, businesses, opportunities, and entertainment centers. If a students knows Philadelphia, he will feel more comfortable in Philadelphia and better understand the needs.

A dinner in Chinatown is a start. Then, take a morning trip to the Italian Market. Spend a day on South Street. Walk the historic streets of Society Hill. Plan a picnic in Fairmount Park. Drive through North Philadelphia and on to the Great Northeast.

A final stop would be an interest in community service or political involvement. In the past, Penn students have participated in social programs like Big Brothers and Big Sisters of West Philadelphia and political endeavors like the Committee of Seventy. The Newman Center, regularly mobilizes students to run a soup kitchen for the homeless in the area. Fraternities and sororities give their time to aid charities all around the country. A student group has explored ways to improve political participation on campus.

Let this newspaper be your key to the city. Learn to negotiate the public transportation system. Supplement the more campus-oriented coverage of The Daily Pennsylvanian with a subscription to The Philadelphia Inquirer or Daily News.

If there is to be a theme or goal for the 1984-85 school year, it is to be understanding of the community. For far too long, Penn students have been oblivious to their neighbors. Involvement in Philadelphia allows you to give of yourself and work towards the most worthwhile goal of all: the life of service.
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BUY A USED FRIDGE

BY JEAN SHERMAN

As we begin the...paragraph about New Student Week and he cannot hesitate to answer, it's seven whole days of fun games, more fun and more games. But not anymore. This year New Student Week will be just four days long.

That's right. The Office of Student Life in conjunction with the Department of Residential Living has just shortened a term that has been in use since the beginning. The very beginning, when God created the heaven and the earth in seven - count your seven - days.

This year, freshmen will have a four day "week" to move in and adjust to college life before being thrown into the clutches of classes, studying and - as traumatic - the first drop-add.

Assistant Director of Student Life Mary Spata said earlier this week that the Class of '86 will prove that a four-day week is a sufficient transition period.

She said New Student Week, traditionally used to ease the transition to college life, was shortened because "in the past the program was longer than it needed to be."

"This year's program is long enough," Spata added. "The same kind of progress do take place. We've also added a bit to it."

Some of the more popular offerings of past New Student Weeks, such as the movie night and small group parties have been eliminated from this year's schedule, but Spata said this was not just because of scheduling problems.

"They were not as important as some of the other things," she said.

Spata also said there are several improvements in this year's schedule. New students, for example, will be here just as the University is powering up to full-scale operation.

"It wasn't fair to bring students on campus before the Labor Day Weekend, when most of the University is closed," she said.

And for the first time, several renowned faculty members are holding a lecture series open to freshmen.

Despite the improvements, Spata said that she did not know whether to retain the shortened format for next year.

"We'll see how it works this year and go from there," she said.

Several members of the staff of residential living said, however, that they believe that the shortened week could be detrimental.

Quadrangle Head Resident Gerald Knorr said earlier this week that new students will not

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Louv Koch suspiciously eyeing the competition
If food for thought isn’t enough

By NINA LIU

Since the University Dining Service packs up its phosphorescent eggplant parmigiana on weekends, students are forever on the search for affordable, edible, filling meals. Within walking distance of campus dorms, there are more than two dozen ways to satisfy your appetite.

For a fast food fix, the campus is hamburger heaven. Local franchises include Roy Roger’s (30th and Walnut), White Castle, and Hungry Howie’s (4th and Chestnut); McDonald’s (40th and Walnut) – open 24 hours for middle-of-the-night Big Mac attacks; and Burger King (40th and Walnut).

Cheesesteaks – a great Philadelphia tradition has found a home near campus at Abe’s (38th and Chestnut) and The Wurst House (43rd and Baltimore), which captured, Philadelphia Magazine’s 1982 Best Cheesesteak award. Pop’s (40th and Chestnut) is the latest entry into the cheesesteak market.

Hogies – the Philadelphia version of heroes or subs or whatever they’re called where you come from – offer a tasty alternative. Popular spots for these and other sandwiches include Abe’s, Pop’s, Zayda’s (30th and Spruce), Carney’s (36th and Chestnut) and Ronnie’s (40th and Spruce).

If you’re looking for a quick bite between classes, the numerous lunch trucks on 37th and Locust, and 40th and Spruce, Walnut and Sansom Streets offer anything from croissants to sandwiches to a taste of Middle Eastern cuisine at a price ranging from under a dollar to $5. The Chinese food truck at 40th and Locust has some of the hottest meals around. The food was good, the prices are also the highest.

But if you have an extra few minutes, The Gold Standard (40th and Walnut) has hamburgers right off the grill. Even better, when the weather is nice you can eat outdoors.

But true corned beef aficionados will make the pilgrimage to legendary Kucks’ (43rd and Locust), where what may be the world’s largest sandwiches to go are sold by what may be the world’s friendliest deli owners. The wait is long, but the food is well worth it.

At Kelly and Cohen’s (36th and Walnut), there is plenty to choose from – sandwiches, entrees, desserts and breakfast specialties – but, alas, the service is slow, the portions are small and the restaurant never seems to be open when you need it most.

King of Steaks (37th and Spruce), which serves breakfast and sandwiches, is only a stone’s throw from the Quadrangle. It’s convenient – but it offers mediocre service and even more mediocre food.

There are a number of pizza parlors near campus – but not everyone likes all of them. The best of what’s available can be found at The Roost (40th and Locust) and Allegro (40th and Spruce, and 36th and Chestnut). Le Bus Pizza, a truck parked on 40th and Locust, has the closest version of New York style pies on campus. Le Bus and Allegro also serve slices – an advantage for the lone diner with a small appetite.

High Rise Restaurant (39th and Sansom), a relatively new establishment, serves pizza as well as sandwiches. Fiesta Pizza (30th Street Mall) is a popular spot, but the pizza is not worth celebrating. Slightly edible pizza and steaks are available at Royal Pizza (42nd and Baltimore) and New London Pizza (40th and Chestnut).

If you don’t want to go out for pizza, you can get anything you want in under 30 minutes from Domino’s. The Roost, Powellton and New London will also deliver to your dorm.

If it’s Mexican food you want, try Margarita’s (40th and Chestnut). The food is not bad for north of the border, and the atmosphere makes it a pleasant way to spend your dinner hour.

If you’re craving for food from the Orient, Jasmine House (40th and Chestnut) is right next door to Margarita’s. Featuring typical Chinese-American cuisine such as lo mein, beef suiy and fried rice, Jasmine House saves you a trip to Chinatown if you’re willing to sacrifice taste for convenience. A better bet is Genji, a Japanese restaurant on 40th and Spruce. From the sliding bamboo door to the delicate teacups, Genji offers a taste of Japanese culture with quality food in an atmosphere which soothes the nerves. Oriental Won Restaurant, just opened at

(Continued on page 27)
The D, the El, and the Red Line
Getting from here to there for less than $1

By ERIC J. SAVITZ

Public transportation in Philadelphia is run by SEPTA, the Southeastern Pennsylvania Transportation Authority. Although it has been criticized as unsafe, unreliable and uncomfortable, SEPTA does do the job of getting you any place you want to go in Philadelphia for just 85 cents.

From campus, there are three ways to get to Center City (never downtown) using SEPTA. The most convenient is the subway-surface lines, which are essentially underground trolleys. There are stops across from the Quadrangle at 37th and Spruce Streets, near Graduate Towers at 36th and Sansom Streets, and just off campus at 40th Street and Baltimore Avenue, where the trolleys become surface lines before heading deeper into West Philadelphia. The are five subway-surface lines. Eastbound, all of them will take you to the same place - the last stop is City Hall. When returning to campus, you can take any line except Route 10, which goes north of the University.

The Market-Frankford Subway-Elevated Line is less convenient to campus, with stops at Market Street at 5th and 40th Streets, but it is the quickest way to get to Center City or the historic area - the trains run more frequently and are faster than the subway-surface line. Take the E Line (it's below ground near campus and in Center City) eastbound, with stops at 30th, 13th, 11th, 9th, 5th and 2nd Streets.

Taking a bus will at least double the time of your trip, but some people feel they're safer. Buses to Center City include Route 46, which stops on Spruce Street; on campus Routes D and 42 can be picked up on Chestnut Street for the trip to Center City, and return to University City on Walnut Street.

The other major subway is the Broad Street Line, which runs north-south under, well, Broad Street (called 14th Street by those who want to be lettered by native Philadelphians.) There is a free interchange for all routes, including the subway-surface lines, at City Hall. Take the Broad Street line southbound for South Philadelphia, Veterans' Stadium and the Spectrum. SEPTA also runs commuter trains to the suburbs from Reading Terminal, located at 12th and Market Streets, and from 10th Street Station, located at 10th and Market Streets.

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Come to our Introductory Meeting. It will be held at 4:30 p.m. on Thursday, September 13, in the DP offices. We are located at 4015 Walnut Street, on the second floor. Everyone is welcome — freshman and upperclassmen.

The Daily Pennsylvanian

The Newspaper of the University of Pennsylvania since 1885
Penn's Landing

What happened to the crowds?

By ADRIAN GOLDSZMIDT

Penn's Landing is probably Philadelphia's most ambitious development plan — and so far, its most disappointing.

The idea behind Penn's Landing seemed promising enough: take 37 acres of prime land on the Delaware River, and turn them into a riverside playground for the entire city. The same formula has worked in other major cities like Baltimore, New York and Boston.

But while Penn's Landing has the right ingredients, it fails to attract people — especially tourists. In the quantities other city waterfronts do. A sculpture garden, museum and a pedestrian bridge crossing Interstate 95 have gone up where William Penn first landed in 1682. Historic ships — including the Moshulu, a floating restaurant — dock at the boat basin. But where are the people?

Officially at the Penn's Landing Corp., which operates Penn's Landing, say three million people visited in 1982, when tall ships sailed up the Delaware to celebrate Philadelphia's 300th birthday. Penn's Landing, they say, is the city's second most popular tourist attraction, trailing only the Liberty Bell and Independence Hall. But that's only one side of the story. On weekdays, and throughout most of the year, Penn's Landing is empty. The reason, its critics say, is because there's just nothing to do there.

And the situation at nearby NewMarket is similar. The chic mall, located near the more historic Society Hill between 2nd and Front Streets, has lots of ambience — and lots of vacancies, too.

Of the mall's 78 stores, more than 10 are vacant. But that number is deceiving. The shops that front 2nd Street are all leased, as are almost all the stores that face the complex's various inner courtyards. The vacancies are in the mall's indoor Pavilion section, where most of the stores are unoccupied. And none of the stores facing Front Street and Penn's Landing are leased.

But while one Pavilion storeowner, and the mall's management, say the vacancies are "just a transitory," others blame NewMarket's lack of business on Penn's Landing and the lack of tourists and residents who visit the area. Spirits among many NewMarket storekeepers are low, almost as if their high-class glass-and-brick complex had already folded.

The mall's critics also call the stores overpriced.

(Continued on page 19)

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Penn traditions: silly to somber

By STEFAN FATSIS

When Benjamin Franklin founded the University of Pennsylvania in 1741, he probably didn’t envision students from one dormitory traveling across campus to trash another dormitory.

That practice, known as the Rowbottom (which peaked in popularity in the early 1970s and has since ebbed) is just one of the traditions entrenched in the past present and, with hope, the future of the University.

So the Class of 1988 can understand early on the importance of carrying the torch at a 243-year-old university, here is a primer on Penn Traditions.

Appropriately atop the list, Freshman Convocation is the first, and until graduation the only, time a class formally assembles as a whole. The president and provost address the freshmen at Convocation, an event which isn’t extremely exciting but is an introduction to why traditions make this university great.

Hey Day is a parade across campus on the last day of class each year, made by the juniors to mark their unofficial passage into senior year. The Johnnies, as they are known, carry large bearing canes, assemble in the Quadrangle and then march around campus, taking large chomps out of one another’s hats.

The grandaddy of traditions, Ivy Day is what separates Penn from the rest of the Ivy League. The daylong festivities include a speech by some well-known person (last year it was National Review editor William F. Buckley, Jr.) and the presentation of the Senior Honor Awards — the Spoon, Bowl, Cane and Spade Awards for men, and the Hottle, Harnwell, Goddard and Browne Awards for women.

The dedication of the Ivy Stone concludes the day’s events. The senior class selects a location on campus to place the stone each year. Last year, it was on the newly landscaped Locust Walk. Two years ago, the stone was cemented into a Franklin Field wall near the 17-yard line, the spot from which Dave Shuitman kicked the now legendary field goal that beat Harvard, 23-21.

Held in late May, usually the same weekend as Ivy Day, Alumni Day is a day of red and blue dedicated to the University’s graduates. Alumni return every five years for formal reunions, but all are welcome every year. The highlight of the day is the alumni walk, bearing honors with their class year, the alumni parade up Locust Walk from Superlak.

The University’s graduation ceremony, held in late May, features about 3500 students from the University’s four undergraduate and 12 graduate schools. Commencement has been held almost exclusively in the Philadelphia Civic Center.

The aforementioned and infamous Rowbottom is named from a student, one Phineas T. Rowbottom, Jr. The daylong festivities include Quad freshmen assembling late at night, trekking across campus

(Continued on page 13)
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WOKS
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Traditions at Penn

(Continued from page 11)

and raising Hill House. The Rowbottom was especially popular in the late 1960’s and early 1970’s, when Hill House was a women’s dormitory known as Hill Hall. There have been no Rowbottoms in the past few years, but traditions die hard at Penn. It’s up to the new freshmen class to preserve this great one.

Spring Fling began as a tug-of-war party in the Quad in 1972, and has evolved into a weekend blowout. Fling is what Penn students have to look forward to each year, before the onset of final exams. Held in the Quad, Fling is food, music, games, fun and drink. The highlight is usually the Spring Fling Concert, but last year’s band Madness made a last-minute cancellation of their entire American tour.

The Rivalry. Learn it now. PRINCETON’S BORING. Remember it, because you’ll be reciting the phrase repeatedly at football and basketball games. The Penn-Princeton rivalry dates to the founding of the Ivy League in 1945, and the Quakers and Tigers have been going at it ever since, primarily because of their close proximity. The rivalry is especially intense in basketball.

The Freshman Run occurs at the first home football game of the season. The freshman class, assembled informally, takes a lap together around the track of Franklin Field, and once again get doused with debris. There are three Penn songs all students should be able to sing, but aren’t — required to learn in order to graduate. They are The Red and the Blue, Fight On, and Hang Jeff Davis.

“The Red and the Blue” is sung after football and basketball games, win or lose. “Drink a Hightball” gets voiced at halftime of those athletic contests, and “Hang Jeff Davis” is sung each time the Quakers score in a football game. The three songs can also be sung whenever you get the Penn Pride urge. The alma mater is Hall Pennsylvania, and is played before football and basketball games and at other University functions.

Downing the Goalposts is becoming a Penn tradition. It was the climax of Penn’s first Ivy League championship game, and the Quakers and Tigers have been at it ever since, primarily because of their close proximity. The rivalry is especially intense in basketball.

The Freshman Run occurs at the first home football game of the season. The freshman class, assembled informally, takes a lap together around the track of Franklin Field. But all is not so simple during the run, the freshmen traditionally get pelleted with eggs and other foreign objects. Corollary to the Freshman Run is the Senior Strut, where seniors walk a lap around Franklin Field, halftime of the final home football game, and once again get doused with debris.

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The drinking age: a bar-room joke

By NINA LIU

The legal drinking age in Pennsylvania is 21 — but that usually doesn't stop tavern owners from selling, and rarely stops students from drinking. There's enough action on both sides to keep the numerous bars around campus in good business.

Perhaps the best known campus bar is Smokey Joe's (40th and Walnut). "The Pennsituation." It is also truly rowdy, with standing room only for visitors from nearby colleges as well as University students, but the party atmosphere and late-night excitement keeps people coming back.

The recently reopened Doctor Walton's Pub (36th and Sansom) attracts large crowds — especially freshmen — with live music and a surprisingly tasty spreads.

Ohara's (39th and Walnut) and Chestnut Street Bar & Grill (40th and Chestnut) are among the most popular watering holes for undergraduates. Ohara's is expensive, but almost always crowded; also, there's a better chance for a seat here than at most bars. Ohara's Fish Saloon (39th and Chestnut) is like the other Ohara's, but quieter.

The trendy Chestnut Street Bar and Grill (40th and Chestnut) has quickly become a popular place to drink imported beers and mixed drinks. But true bar lovers beware — there are flamin'os painted on the pastel colored walls. This is not a place for men who hate quiche. For tequila lovers, there's no place like Margarita's, where the specialty of the house is — what else — margaritas.

Every Friday, a Disc Jockey from dance station WIFL broadcasts live from Pagan's (38th and Chestnut).

Carney's (36th and Chestnut) customers are nearly all residents of the Graduate Towers and Kings Court/English House. They serve both good food and good drink here, but frequently check for proof of age.

C.P.'s (39th and Sansom) offers the atmosphere of a corner bar, cheap drinks and 25 cent hot dogs. But beware — they often ask for proof of age.

There are also a number of bars further off campus, the most notable being The Tavern (43rd and Spruce), but freshmen generally stay closer to home. For beer, it's easy to pick up a six-pack or two at Zayda's (38th and Spruce) or Troy's (39th and Sansom).

But for the hard stuff, Pennsylvanians must still trek to State Stores. The nearest one is at 40th and Market Streets, but the Commonwealth's lawmakers have a habit of dropping by for a look-see, so it's best to go with someone who is legal.

Bottoms up!

A typical weekend crowd at Doc's...

and the typical weekend crowd at Smoke's...
# Office of the University Registrar

## FALL 1984 SUPPLEMENTAL ROSTER

### Reading the Roster

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2. Room Change
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5. Time and Room Chg.
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#### Notes
- Office of the University Registrar
- The Spring 1984 Supplemental Roster includes the following departments:
  - Political Science
  - Psychology
  - Public Policy & Management
  - Regional Planning
  - Religious Studies
  - Russian (Slavic Languages)
  - Seminar Courses, University-Wide

- Course titles and instructors are listed accordingly.
- Maximum class sizes vary per course.

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**Office of the University Registrar**

**FALL 1984 SUPPLEMENTAL ROSTER**

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KIM KASHKASHIAN
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"A Keyboard Giant"
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ZUBIN MEHTA
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ISRAEL PHILHARMONIC
SUNDAY, MARCH 31, 1985 at 3 PM
MSTISLAV ROSTROPOVICH
conducts the
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The Daily Pennsylvanian Welcome Back Issue — Friday, August 31, 1984

In Rocky’s footsteps
The Art Museum, etc.

By ERIC J. SAVITZ

The Philadelphia Museum of Art is more than a place for Rocky Balboa to flex his muscles. Sitting majestically on the banks of the Schuylkill River, the museum's sandstone walls and curvast, tiled roof houses one of the finest and most comprehensive art collections in the world. The museum augments its vast permanent collection with frequent temporary exhibits.

On its perch at the peak of the Benjamin Franklin Parkway, the art museum overlooks many of the city's major museums. The Rodin Museum contains the largest collection of the sculptor's works outside of France. A pleasant and peaceful bastion of stability, the Rodin Museum is a beautiful place to spend a sunny afternoon.

The Franklin Institute, also on the Parkway, is the city's science museum. Specializing in hands-on, push-button exhibits as well as a planetarium, an observatory and a working steam engine. The museum is great fun for the young and the young at heart.

The Parkway also is home for the Academy of Natural (Continued on page 36)

Back to School...To Home...To Work!

The summer's over, and now it's time to head back! And whether it's back to school, to home, or to work, we've got the best of what you'll need and at our best prices ever!

SAVE 20% TO 40%
Plastic trash can umbrella stand
Reg. $9.95  Sale $7.95
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SAVE 33 1/3% OFF
Cotton umbrella just great for singing in the rain. Black only.
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SAVE 45% SAVINGS
Boughty colored cotton duck pillows
Red, yellow, blue, black
Sizes from 2' x 6' to 6' x 6'
Reg. $12.95 to $19.96
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SAVE 33 1/3% Cotton umbrella just great for singing in the rain. Black only.
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Matchbook and tortoise-shell shades
Suits from 2' x 6' to 6' x 8'
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STOCK & WARES
1610 Chestnut Street
Philadelphia
Penn's Landing seeks a shot in the arm

(Continued from page 10)

saying NewMarket would attract more people if the stores offered more variety as well as better prices. And they say the area should be marketed as a historical site. Philadelphia's first commercial district.

Planners recently unveiled an ambitious development project for the area that they hope will transform Penn's Landing and NewMarket into the centerpiece of a revitalized Philadelphia. For now, though, those plans remain precisely that: plans. And until ground is broken, the criticism undoubtedly will continue.

Lalla Jatta, a salesperson at Keep in Touch, a poster store in the Pavillion, says business at her store, like others in NewMarket, is poor. She blames it on the Pavillion's vacancies and the lack of activities at nearby Penn's Landing. "They've lost a lot of stores. A lot of the stores are empty here now," she says. "People come in thinking the mall is closed."

But Jatta says the area has many strengths — strengths that could be harnessed in order to attract customers. "I think it's a nice area because it's helping to preserve the neighborhood in terms of being the first commercial area in the city," she says.

What the area needs, according to Jatta, is a "come-on — something to bring people and make them feel energetic." She points to concerts, including a jazz festival on Penn's Landing, as ways of bringing in customers. But she says Penn's Landing fails to bring in the steady flow of people needed to keep her business going.

"There's something missing here," she says. "If you find out, let me know." Other NewMarket storekeepers agree. The area, they say, needs an attraction, a "come-on." To that end, NewMarket has been sponsoring events like a Pearl S. Buck Foundation auction held in the mall's Courtyard recently, and several birds and magicians along the street as part of a "Summer in the City" promotion. Events like a German festival held on Penn's Landing last weekend also attract people. But small events like these may not be enough to bring people in sufficient quantities to keep the mall afloat. NewMarket must attract tourists.

Says Ursula Flanagan, a salesperson at the Artisans Cooperative "We need more of these types of things, for the weekend. But the ultimate thing is to have more shops. More of the hotels would bring tourists down here."

"There's a lot of activity here on the weekends," she says. "They have promotions, and they try to get auctions and exhibits."

Flanagan also says she is displeased with several of the stores, and added that lower prices would help the mall do better. "I think it needs more community support," Flanagan says. "This is a lively area — it has small, lovely shops. But they're overpriced." The stores in the mall should be "drier and unique shops and shops that facilitate the neighborhood," she says.

But another Artisan's Cooperative employee, J.A. Eagle, says the problem isn't with NewMarket's stores Eagle blames the area, specifically Penn's Landing, for NewMarket's lack of business.

"It's nice to go out there with your boyfriend, and there's sometimes something to do during the day," she says. "But it definitely needs something."

"I think we need Penn's Landing to get people down here," Eagle says. "But

(Continued on page 31)
Why you'd rather be in Philadelphia

By ERIC J. SAVITZ

Philadelphia locks up at night, completely closed down on Sunday, and you can spend a week here in one day.

Lies, lies, lies.

For those who have passed the summer mooning to friends about how terrible it was going to be to live in Philadelphia ("Penn's a good school, but Philadelphia is, like, uuuuuuuuuuuuuuuuuuuuuuurnooning") you're in for a surprise.

Independence National Historical Park, the home of the Liberty Bell and Independence Hall, is the city's biggest tourist attraction. The park, which includes a myriad of other buildings from the Revolutionary War era, is the most extensive urban restoration in America.

But the park is more than that. A walk through its intimate and spacious greens provides the flavor of Philadelphia at the time of the signing of the Declaration of Independence.

Just south of the park is Society Hill, a restored colonial neighborhood bordered by Walnut Street, South Street and the Delaware River. The oldest section of the city, Society Hill is noted for its expertly restored 200-year-old homes and timeless dignity.

New Market, a glassed-in collection of stores and restaurants in the heart of the historic district. A sort of mini-version of Baltimore's Harbor Place or New York's South Street Seaport, New Market is a great place to wander and, for the romantic, take a moonlight carriage ride.

New Market is bordered by South Street, an area which is frequently referred to as a small Greenwich Village. With a variety of restaurants, unusual shops, theaters and nightclubs, South Street is the place to be on Friday and Saturday nights.

Along the Delaware River, just east of New Market, is Penn's Landing, a restored waterfront area that hosts several festivals each year. Although the area has never quite been the attraction planned, Penn's Landing does boast a variety of ships to tour including a submarine, and the area is a pleasant place for an evening stroll.

In the heart of Center City is City Hall, a mammoth Victorian structure that — although not for too much longer — is the tallest building in Philadelphia. William Penn (not Benjamin Franklin, as some people believe) sits on top of the building.

Across from City Hall is Claus Oldenburg's famed giant Clothspin sculpture. Olden (Continued on page 26)
By JEFF SALAMON

T
do many observers of the Philadelphia music scene, the recent closing of Filly's night club and the more publicized (and buzzer) shutting down of The Ripple seem like bad omens.

But to others, there was an event that was even more depressing: this summer's Kool Jazz Festival. The Kool, Festival should be a time when jazz comes alive in this city. There should be excitement in the air as some of the biggest and best names in jazz hit the Philadelphia stages. But none of that happened this year. Sure, much of the failure had to do with the festival's roster, as in most cities around the country, this year's festival was on a considerably smaller scale than in past years.

Not only were there fewer concerts, but the quality of the shows was lower as well. Of the festival's mere seven concerts, one featured the fluffy Spyro Gyra and David Sanborn and one featured Ray Charles and B.B. King, who, though certainly great artists, have tiresome to do with blues and soul than with jazz.

"Philadelphia got what they deserved this year," says Spencer Weston of Kool Fest Program. "What we're seeing in Philadelphia is one of the cradles of the American art form known as jazz and has a thriving native jazz scene.

Philadelphia certainly has a great jazz heritage. There are a few better cues for people who sometimes get down on this city than to randomly flip through any jazz encyclopedia and see how many biographies of jazz musicians start off with the words "Born in Philadelphia.

This list of jazz musicians who have been, or have even mentioned their home here reads like a who's who of jazz fame: Dizzy Gillespie, John Coltrane, Philly Joe Jones, the Heath Brothers, Benny Golson, Lee Morgan, Clifford Brown, Jamaladeen Tacuma. And the list goes on.

The Philadelphia jazz tradition is a large one, going back 50, 60, 70 years at least," says Weston. "Philadelphia musicians have always been among the best and most famous.

But if we are to judge the Kool, fest in terms of quantity and quality, then we should judge Philadelphia on a scale. Certainly Philadelphia has produced many musicians, even many great and influential musicians. But has it been an important and influential center of jazz activity in the sense that it has changed the world of jazz?

"No, it doesn't compare to Kansas City, Chicago or New Orleans," says Francis Davis jazz critic for the Philadelphia Inquirer and Music magazine. "The people who think it does can never seem to back up their claims.

Spencer Weston disagrees. "Philadelphia was central to the development of bebop," he claims. "Almost as much took place here as in New York. The city's jazz nightclubs which are often cited as the birthplace of bebop, but got buried because of the competing cigar companies where people hear about these things. A lot of things that happen in Philadelphia are very hush-hush. A lot of musicians come here to escape the glare and glamour of New York.

So if Philadelphia has something of a quiet giant in the jazz world, that makes it difficult to keep the heritage alive and pass it on. Though the least complaints are about the lack of big-name jazz stars playing in Philadelphia, there is growing rumbling amongst the locals that the native scene isn't faring too well, either.

Kalen Lamele, the West Coast-based jazz vibraphonist, is one such person. "It's not healthy at all. There are no outlets for the musicians to play," he says. And he's right. There are no radio stations that play jazz in Philadelphia, but a lot of them play pop. Miles Davis and Dizzy Gillespie on a hill, playing within minutes of each other at The Mann Music Center, and attendance was low.

This brings up a real dichotomy in the Philadelphia jazz scene. Although the prospects of hearing well-known musicians are pretty dim, Philadelphia is one of the cradles of the American art form known as jazz and has a thriving native jazz scene.

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Philadelphia's dying jazz scene

(Continued from page 21)

their music, but when musicians here, realize how serious and disciplined he is, they cut out. It's always critical of Philadelphia musicians for being underdisciplined."

It certainly wasn't always that way. And though some young Philly jazz musicians like Jamaldeen Tacuma and the Eubanks brothers seem to be making it, one wonders if there is the depth there used to be.

While everyone seems concerned about all this, solutions are hard to find. There's talk about organizing Philadelphia jazzmen into groups like St. Louis's Black Artists Group or Chicago's Association for the Advance

ment of Creative Musicians or even New York's looser salt

scene, but right now that's all it is — talk.

Philadelphia musicians are going to have to do a lot more than talk to get this once great jazz city back on its musical feet. Because, for the moment at least, to paraphrase Duke Ellington, Philadelphia's jazz musicians got it bad and that isn't good.

Freshman week

(Continued from page 4)

be able to take advantage of many programs.

The fact that the Philly and You tour is the day after move in might prevent people from going," he said. "You like to have a little time to kick off your shoes and say 'Wow, this is it - college.'"

Resident Advisor Amy Fried

man agreed.

"I think it cuts short a process which might have been too long last year, but better too long than too short," she said.

But Residential Advisor Ken Blockowski said the tour day week should be time enough.

"I know that last year in Hill during New Student Week, we were constantly scraping up things for people to do," he said.

Changing the length of New Student Week is not un

precedented. Last year, the week was 10 days long due to the Jewish Holidays.

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** Philly fun **

(Continued from page 20)

... burg is also responsible for the Split Button, which sits in front of Van Pelt Library on campus.

Just east of City Hall is the Italian Market, Philadelphia's answer to urban shopping malls. Also in the Market Street East section is the Reading Terminal Market, a great place to buy produce, poultry, meats and other fresh foods.

The Chestnut Street Mall, running 6th to 16th Streets, is closed to automobile traffic during the day. Although the street has a variety of shops, it has become a haven for hidden arcades and fast-food joints. Many of the city's first-run movie theaters line the area west of City Hall on Chestnut Street.

Rittenhouse Square, between Walnut and Spruce Streets, and 18th and 20th Streets, is the heart of the most fashionable part of Center City.

The Italian Market, in South Philadelphia, is a great place to find inexpensive meats and produce. Vendors set up stands along the narrow streets, and everyone bargains. Some people believe the Reading Terminal Market has better bargains, but for the atmosphere, nothing beats this.

Fairmount Park is the world's largest inner-city park. The park offers walking trails, horseback riding. The Philadelphia Zoo, Boathouse Row (including the Penn Crew boathouse) and a number of historic mansions.

Philadelphia is paradise for vocal sports fans. Football fans can watch the Eagles battle opponents in Veterans Stadium, an all-purpose facility in South Philadelphia just over the Walt Whitman Bridge. The Vet also is home to the Stars, the city's championship United States Football League franchise, and baseball's Phillies. The world champion 76ers play across the street in the Spectrum, which is also home for the National Hockey League's Flyers. The U.S. Pro Indoor tennis tournament is held in the Spectrum each year, while the cavernous John F. Kennedy Stadium, also near the Vet, has been host to the annual Army-Navy football game and numerous concert events, including this weekend's Jacksons extravaganza.

The city also boasts some of the best college basketball in the country, with the legendary Big Five playing on campus in the Palestra.

This month, don't miss Super Sunday, a food and fun festival held each year on the Benjamin Franklin Parkway. Musicians, vendors and restaurants galore draw hundreds of thousands of people to this event annually.

And no list of what to do in Philadelphia would be complete without a mention of the Mummers Parade. Thousands of people line up early on New Year's Day to watch the string bands, comic clubs and fancy divisions strut their stuff for hours and hours up Broad Street.

So if you're bored, don't blame Philadelphia. In this city, there's always something to do. Take that, W.C. Fields.
How to eat right in U. City

(Continued from page 7)
40th and Locust, is for those who can't decide exactly what kind of Oriental food they want—a broad selection of Korean, Japanese and Chinese food is available.

For salad fans and dieters, Saladalley (40th and Irving in the Warehouse) is a paradise. Featuring an unlimited salad bar and a variety of unusual, tasty soups, Saladalley is a great place for a filling, inexpensive meal. Their newly introduced hamburger is good stuff, too. The Warehouse, which also houses Entrees-On Trays, offers its customers soothing piano accompaniment and a pleasant decor. Entrees-On Trays has the best cafeteria food around, but the prices for sandwiches, quiches and salads may cause you to skip dinner and head next door to Hillary's, for what some say is the best ice cream in Philadelphia.

Close competition comes from Steve's, a Boston import in the Walnut Street Mall between 39th and 40th Streets. Steve's, although its menu is hardly as diverse as Hillary's, has achieved world-wide fame by mixing toppings into their noticeably fresh ice cream. They make the ice cream in the store—and you'll never find another place that plays with your ice cream before you eat it.

An eatery definitely worth exploring is Eden (37th and Chestnut in International House), which offers a small selection of both hot and cold foods in a green, plant-filled cafeteria setting. In nice weather, the outdoor seating and bar make Eden an enticing place to visit. If it looks like rain, you might want to check out L'Artiste Affame, located in the basement of the old Doc Watson's Pub. Its moderately-priced French fare, including salads, quiches and fondue, is served in a dimly lit picture gallery with jazz music, and the bar offers a change of pace from the crowded tap rooms of University City.

The newly-opened Kress Express abounds with good fast food if you are in a hurry but want something that isn't fried or flame-broiled. Both Okara's (39th and Walnut) and Smokey Joe's (40th and Locust) are popular campus watering holes which

(Continued on page 29)
Thr Daily Pennsylvania Welcome Back Issue - Friday, August 5th, 1984

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(Continued from page 27) Lurch between hamburgers, steak, omelets and entrées. Ohara's is usually crowded, but the food is good at a good price. Smart Alex (36th and Chestnut in the Sheraton) offers a greater selection of the same food at twice the price. But the menu is a lot of fun to read (where else can you get a Chief Justice Burger or an Eggplantist)? Leave plenty of time to eat, because the service is reliably slow, and the food is not always worth the wait.

Ohara's Fish House (36th and Chestnut) serves quality seafood and hamburgers in a nautical setting. It's a lot like its counterpart on Walnut Street, but quieter and more expensive.

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Welcome back. Welcome to Miller Time.
Penn's Landing draws few visitors to riverside

(Continued from page 19)

Penn's Landing draws few visitors to riverside

It has to be good, and it has to be consistently good. It can't just be a one-night stand.

And Eagle said that an improved Penn's Landing would also attract tourists to New Market.

Which is something Penn's Landing and New Market may sorely need. According to Gray Line Tours Manager Tom Romano, no tour buses currently stop in the area. "We drive past New Market and explain its significance," he says, "and our agents recommend that people go down there.

According to Penn's Landing Corp. Managing Director Dominick Sabatini, access may be Penn's Landing's biggest problem. "The access to Penn's Landing has been problematic in the past," he says. "The [new bridges] should alleviate that.

Once the bridges are up, the way will be cleared for private developers to make bids to build the hotel and office.

Sabatini estimates that the whole project should be finished by next spring and will attract even more people to Penn's Landing. "The grand plaza will provide even more public access to the waterfront." he says. "A lot of the bidding on the private development will be completed by the end of the year."

Sabatini also says the grand plaza, which will include a new restaurant, will be finished by next spring and will attract even more people to Penn's Landing. "The grand plaza will provide even more public access to the waterfront," he says. "And the way will be cleared for private developers to make bids to build the hotel and office."

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For those who still doubt New Market's future, Goldschmidt points across the street to Abbott's Square, a $60 million development going up on an entire city block at 2nd and South Streets. "They're planning a development including a condominium and shopping plaza," Goldschmidt says. "We'll feed off each other's traffic."

Abbott's Square's developers have good reason to be optimistic. According to Sales Manager Bert Bernstein, almost 90 percent of the residential and commercial spaces' 30,000 square feet of store space is already leased — and construction isn't nearly finished.

But Bernstein emphasizes that there are key differences between Abbott's Square and New Market, even beyond the fact that his project's profitability is virtually guaranteed by the residential portion. For him, the commercial space is less than ideal. The key to the ease with which Abbott's Square's stores have been leased is that, unlike New Market's near-empty Pavilion, they all face the street, he says. "It's not a mall, it's a unique development. Since we don't have a mall atmosphere — we have all streetfront stores — there's a sense of individuality."

Abbott's Square has invested $60 million in Penn's Landing's future. Bernstein, and the storeowners at New Market, hope it pays off.

Romano says Gray Line ran a tour that stopped at Penn's Landing and New Market in 1977, but "it flopped."

The problem, he says, is that both New Market and Penn's Landing need more attractions. "It's going to be great in five years," Romano said. "It might be built up as much as Baltimore's barrel. But right now, there's nothing to attract people."

What Romano is talking about are development plans for Penn's Landing. If the plans are carried out, the entire area could be magically transformed from an urban dud into the city's center piece.

The plans are grandiose, to say the least. They call for the construction of two office towers and a hotel on the river just north of Chestnut Street. This is exactly the type of concern the New Market merchants are asking for.

The project will include a one-story and riverside restaurants, as well as a $10 million grand plaza, already under construction. New bridges across I-95, which separates Penn's Landing from the rest of the city, are also being built to alleviate access problems and enhance the area's viability.

Penn's Landing as New Market's great asset. "People still come down to this area whether New Market is here or not," she said. "It's very safe to walk the streets and being here is closer to the river."

But she says that the area really needs a hotel — like the hotel planned as part of Penn's Landing. "There's not a hotel down in this area," she says. "It would really help the whole area."

And New Market management hopes that some of the new-found optimism will spread. Despite the Pavilion's reputation for emptiness, New Market officials say that with help from a robust economy, they will find occupants for all their stores.

"We are in the midst of a major re-leasing effort," says New Market Marketing Director Jo Goldschmidt. "At the present time we are negotiating with several tenants."

Goldschmidt says that traffic in the mall is improving, thanks to the "Sum mer in the City" promotion. "It centers around having something pleasant when people are around," she says. "It creates a pleasant shopping area."

For those who still doubt New Market's future, Goldschmidt points across the street to Abbott's Square, a $60 million development going up on an entire city block at 2nd and South Streets. "They're planning a development including a condominium and shopping plaza," Goldschmidt says. "We'll feed off each other's traffic."

The storeowner cited the safety of the area and its proximity to the river and Penn's Landing as New Market's great assets. "People still come down to this area whether New Market is here or not," she said. "It's very safe to walk the streets and being here is closer to the river."
Of cheese steaks and hoagies

By PEITR CANELLOS

I may have taken more than 300 years, but Philadelphia is finally earning a place among the country's great restaurant cities.

And although many of the fine restaurants that helped the city earn that distinction — Le Bec Fin, The Garden, La Pasienne — are out of most students' price range, there is still a long list of attractive and economical restaurants vying for the student dining dollar.

The Knave of Hearts, a South Street institution, is ideal for a quiet dinner for two and has the reputation of being suited to a "serious" night out. And a good way to cap off an evening at The Knave is with a late-night drink at nearby Downey's, a fast-paced pub overlooking the Delaware.

A day and night in the New Market area means other options, both for drinking and dining. Kampa's, an airy bar and terrace Japanese steakhouse atop the New Market pavilion, offers the traditional Japanese fare, but not much more. If clattering salt and pepper shakers over food vegetables aren't your cup of Oriental tea, The Rusty Scupper next door serves seafood and steaks for a reasonable, if not inexpensive, price.

Another chain that has invaded New Market is Pizzeria Uno, a Chicago import with large, deep-dish portions of some of the best pizza in the city.

But if you're all pasted out, you might want to try the slightly fancier Head House Inn, a perennial New Market favorite.

It features the atmosphere of a small, British pub and, unless you catch one of the few moombled hours, is a good place to "make a night of it." If you're in the mood to eat with Oliver Twist and his cohorts, across the street is the Dickens Inn, which pales in any dining comparison with its nearby competitor. But drink lots of ale here — it may be the best in town.

The Delaware River near Penn's Landing is the setting for Old Original Bookbinder's, a Philadelphia landmark whose pricey seafood consistently earns the tourist dollar. Society Hill's City Tavern, which doubles as a disco, offers hanging plants, a revolving upper floor with glass windows with an excellent view of Bookbinder's neighborhood.

Also in the area is the elegant City Tavern. Reserved to colonial splendor for the bicentennial, the City Tavern serves delicious food in authentic 18th Century decor.

For good ethnic food, the area around 10th and Chestnut Streets is the best. The Middle East restaurant offers what it advertises, and there are also no surprises at Los Amigos. For the less adventurous, handguns and beer are available at Rib-it and Winstead's.

Center City is the home of The Commissary, a widely-acclaimed gourmet cafeteria. A trip to this Silver neatly restaurant is a must, as in ordering desert while you're there. On another night, visit The Restaurant School, where soon-to-be chefs perfect their trade for your benefit and at very reasonable prices.

Moderate to expensive continental cuisine is served in an intimate setting at Friday, Saturday, Sunday's, with the bonus of having one of the city's best bars. Lunch counters should head for The Gery Stalk, while a better than average beef and brew outlet is Houlihan's, complete with a fashionable Rittenhouse Square address.

Rare is the Penn student who fails to ingest massive quantities of both Chinese food and, that local specialty, the Philadelphia cheese steak. The best steaks in the world are stealed and served at Pat's, near the Italian Market, and at Geno's, a lesser known establishment (sans clippings of the BeeGees eating cheese steaks) that actually has better food. Jim's, a South Street institution, rounds out the list of gourmet cheese steak spots.

In a student's never-ending search for a good meal without a whopping check, Chinatown is an all-time favorite, for everything from friends sitting in the middle of a table to midnight snacks. The most popular restaurant is Ho Sai Gay, which serves anything you'll ever want in a room decorated with what could double as a set for the Dick Van Dyke Show. A more formal atmosphere and almost as good food can be found at The Mayflower, across the street, where the price is the same. If formality is your goal, though, look for The Imperial Inn, where you pay for the best Chinese atmosphere.

The Lotus features a lively bar and caters to a younger crowd, while some of the best Chinese food in the city is served in the dingy dining rooms of The Happy Paradise and the China Flower. Less recommended Chinatown restaurants include The Phoenix and The House of Chen.

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A Star is Born
Movie industry thrives in city

By VAL SHERMAN

Philadelphia. The New Hollywood of the East? Is this an accurate description of the same city that is so often criticized for being behind the times and reluctant to change? The city that is maligned as one of the worst movie markets in the country? While Philadelphia isn't ready to overtake New York as the production center for theatrical films on the East Coast, things are changing. Much has happened in the past few years to make the city a realistic choice for the increasing number of producers and directors who are leaving Hollywood backlots to shoot on location.

During the Bicentennial, Philadelphia underwent something of a renaissance. Not only was money spent on urban renewal and renovation, but a large number of restaurants also opened, bringing a diversity of tastes to the area. Philadelphians who had previously eaten only meat and potatoes found a whole new world of gastric delights awaiting them. As the city began to appreciate an increased standard of living, in the heart of South Philly a relatively unknown actor named Sylvester Stallone had begun a film career that would signal the beginning of serious tussling in the city.

Other films had been partially filmed here, such as Last of the Red Hots Lovers (with Alan Arkin and Sally Kellerman) and Mikey and Nicky (with Peter Falk and Dustin Hoffman), but it was Rocky that splashed Philadelphia across movie screens and made Hollywood executives aware that it was possible to shoot a film here. According to Yvonne Forstam, deputy city representative, film and television coordinators realize that there is more to Philadelphia than "Independence Hall and Betsy Ross's house."

While Philadelphia may appear to be the only possible location on which to shoot Rocky, that's really not true. The fact that a film takes place in a specific city does not mean the film will be shot in that city. Not only can cities be recruited on Hollywood soundstages, but other cities with a similar look and feel can be substituted as well. Though the surprise hit of last summer, Trading Places, was filmed and actually took place here, in Dressed to Kill Center City locations substituted for New York sites. The Tri-Star film Birdy, directed by Alan Parker (Shoot the Moon, Fame), recently completed principle location shooting in West Philly. Despite the fact that William Wharton's novel of the same name takes place here, it was not always certain that the film would be shot in the area. Betty Croell, public relations and film and television coordinator in the city representatives office, points out that Oakland, Calif. was considered as a substitute for Philadelphia. She stresses that economic considerations usually dictate the filming location, noting that the hope of saving money has caused a definite shift away from studios to location filming. This has opened up the entire world for filming possibilities, as American directors search for new locations on which to complete a motion picture.

While financial considerations are prompting Hollywood

urbanites to scout out new locations, those who produce television commercials are flocking to the city as well. David Kramer, President of Schulman/Berry Kramer (SBK), the leading commercial production house in the city, is in agreement with Forstam and Croell about the motivations which bring filmmakers here.

Yet while decreased financial costs are often the prime motivations, Philadelphia must have more to offer in order to lure film companies. To be more precise, only Philadelphia can offer Philadelphia. Kramer emphasizes that within the city lies a myriad of different looks and architectural types ranging from colonial to bo tech to urban and suburban locales, all within relatively short distances from each other. If the scene calls for the home of a business tycoon, there is the Main Line and Chestnut Hill. If one needs working-class urban areas, as Birdy did, there are West and South Philly locations from which to choose.

And Philadelphia not only has financial advantages over soundstages but over other cities as well. The daily rental for a home in New York could cost the producer $1500 to $2000 a day, Kramer contends, while the daily fee in Philadelphia might be only $300.

It is estimated that when all production costs are totaled, including such factors as hotel accommodations and catering on the set, it is approximately 40 percent less expensive to make a commercial or feature film in Philadelphia than in New York or Los Angeles. Not only are crews, labor and costumes less expensive, but shooting permits are, for the moment at least, free. According to one expert, such permits might cost as much as $1000 a day in New York.

Ironically, one of the intrinsic benefits of shooting in Philadelphia is also

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Philadelphia as a movie star

(Continued from page 35)

 choisir New York. If nothing is needed from New York, the proximity to the Big Apple would make it possible to obtain what is needed.

Of course the benefits are not totally one-sided; the city itself has much to gain in such a situation. Could it be to the point that in the past five years, $20 million dollars were pumped into the city's economy as a result of filmmaking. The obvious recipients are hotels, restaurants and Center City stores. In addition, those supplying such services as catering and costume and makeup design also feel the effects. SRK regularly uses local film editors as well as sound studios where they record jingles for out-of-town clients.

One of the most obvious measures of the growth of filmmaking in Philadelphia is increased membership in the local chapter of the Screen Actors Guild. According to Croil, membership in the city's Screen Actors Guild chapter has doubled since 1978. This could easily be interpreted as resulting from an increased demand by filmmakers for area actors. During the filming of the CBS mini series George Washington, hundreds of guild members were employed as extras and an additional 50 had speaking roles. Kramer also stresses that he uses local talent as much as possible, and he believes there were a larger selection from which to choose actors for very specific roles.

David Kramer is outspoken in his belief that the success of companies such as SRK has helped the growth of Philadelphia. "Filmmaking provides full-time and freelance work for people who previously had to leave town to find steady employment. On any given day, between 60 and 70 freelance personnel are part of a production crew shooting a commercial for his company. Kramer's crews supply engines and machinery, production assistance, mechanics, directors, grips, electricians, drivers, stagehands, actors and extras. Griffin Daily stresses that they have never found it difficult to find work.

Some companies frequently go out of their way in an effort to express their appreciation for any inconveniences to area residents. In exchange for filming in any one area for an extended period, the companies have contributed such things as planting flowers, trees and even erecting basketball courts. Still, personnel met with West Philly block captains so the residents would understand the community that was to come. As tokens of appreciation, the crews gave away baskets filled with local food, and baskets of flowers as extras in the film. They threw a pizza party for the neighborhood in which both professionals and neighbors participated in a softball game.

Efforts such as these have done much to dispel fears people may have about shortcutting in their neighborhood. Five years ago, city residents were reluctant to have film crews disrupt their daily routine. The same can be said for filming inside Philadelphia businesses and institutions. But as a consequence of such efforts by the production staffs, Philadelphians are now eager to join in the excitement and welcome film crews into their city and often into their homes.

No city, though, is without shortcomings. "Center City," Kramer says, "needs a conven ence
table soundstage managed by professionals." While films like Fight Out and Trouble in Mind, which were shot on location in the city, both films were forced to go to New Mexico to get complete interior housing on studio soundstages. Once again the financial element comes in to play. The costs to build and equip a soundstage in Philadelphia prohibit a quick and ready decision. Kramer says that the city should be able to advertise in a way that film producers would find it worthwhile.

The future of filmmaking in Philadelphia is uncertain but not beyond the realm of possibility. A soundstage would make it possible to produce films in Philadelphia as well as in Los Angeles. If a studio soundstage were to be built in the Philadelphia area, film production in Philadelphia would grow at an even faster rate.

The Mayor's Office of Cultural Affairs is dedicated to revitalizing Philadelphia's arts as well as the image of Philadelphia. The Goode administration is currently finalizing plans to establish a film office, which will coordinate all filmmaking activities in the city. As part of a comprehensive plan to be released in September, filmmaking will be a major component in the mayor's attempt to market and sell the city both nationally and worldwide.

If all goes well, next summer's blockbuster might be about parapsychologists from the University or tiny monsters from Society Hill. Philadelphia has been the target of pokes and jibes for too long, and as Youssef Forstan so aptly put it, "There's just no way they're gonna get me now.

Museums

(continued from page 10)

Sciences, a must-see spot for the people who like rock collections, dinosaur bones, as well as the main branch of the Free Library of Philadelphia.

The city is also home to a number of smaller, specialized museums, dedicated to such diverse topics as Afro-American History, antique toys, Norman Rockwell paintings, the Mummers -- those crazy folks who march down Broad Street every New Year's Day.

The University of Pennsylvania's University Museum is one of the world's best museums dedicated to anthropology. The museum, which also houses the University's anthropology department and library, received national attention recently for its exhibit on Ban Ki-moon, an outstanding scientist from Korea. A must see spot for the visitor to Philadelphia is the Please Touch Museum, located in the neighborhood in which the museum resides. The museum, housed in the former Philadelphia egg and dairy building, is dedicated to such diverse topics as Afro-American History, antique toys, Norman Rockwell paintings, the Mummers -- those crazy folks who march down Broad Street every New Year's Day.

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WELCOME BACK MEETING

WHEN: Wednesday. September 5th. 6PM.
WHERE: DP PHOTO Office.
WHO: All former DP photographers and
night editors.

If you have worked in the photography staff of the DP轮廓, and
wish to attend this seminar, please attend this meeting.

See you on Wednesday.

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The Daily Pennsylvania Welcome Back Issue – Friday, August 31, 1984
Page 30

The following stories made headlines during the summer. Look for further information on these issues in this week’s Pennsylvania, which is scheduled for 30th.

O’Bannon cleans house

The Franklin Building will soon miss many familiar faces when school begins as a result of a major reorganization, conducted by Senior Vice President Helen O’Bannon. Vice President for Operational Services Arthur “Buddy” Hirsch left the University last February, and his duties were assumed by Mr. O’Bannon, who was in charge of all those facilities during his years of service, and two of his top aides also submitted their resignations.

In addition, former Construction Director Paul Coleman, Mr. O’Bannon’s direct predecessor, has resigned, and three other construction officials lost their jobs as a result of the shakeup.

Gregorian resigns from faculty

Former Provost Vartan Gregorian quietly resigned from the faculty earlier this summer after the University refused to let the popular history professor keep his tenure if he retained his post as president of the New York Public Library. Gregorian was said to have been the last holdover from the academic community that this former provost was determined to rid himself of, and this spring two other construction officials lost their jobs as a result of the shakeup.

Windy Open on campus

Windy, a Federal government’s attempt to break the three new food services moving into the Houston Hall dining area this fall. Vice President for University Life James Bishop announced earlier this summer that he signed contracts with Wendy’s and two other vendors—Subski’s, a bagel bakery, and Richmond’s Ice Cream—after two months of negotiation.

IBM donates computers

IBM has begun to donate an estimated $1 million in computer equipment to the University for teaching and research, the largest corporate gift in the history of the University. The gift, which includes the donation of approximately 800 IBM personal computers, will be used to establish a new cooperative program to develop and test the performance of the personal computer in academic endeavors.

Sills named Pappas fellow

Opera singer Beverly Sills will visit the University early next year as the third Visiting Pappas Fellow, following the 1975 and 1983 fellows.

Sills, who sang with the New York City Opera for more than 20 years and is now its director, will be on campus the week of January 28, staying with students in the University’s college house system. She replaced former French Canceller Helmut Schmidt, who canceled his scheduled visit to the University because of scheduling conflicts.

PBS to televise Ivy football

The Ivy League has become the first college football conference to negotiate a television contract in the wake of a Supreme Court decision ending the National Collegiate Athletic Association’s control over television rights. The University is seeking to enter into agreements with other area schools to televise some of its football games locally this year.

New Student Life director

After a two- and-a-half-year vacancy and three searches, the University appointed Rosineem College Dean of Students Gaynor van Baren to the post of Student Life director. The appointment completed a search that stalled last November, when Vice Provost for University Life James Bishop redrew the job.

Classified ads

Place classified ads at the DP office, 4015 Walnut Street. 2nd floor. Deadline: 3 p.m. two days prior to publication.

Help Wanted

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Environmental Campaign 2014: Our environment can’t survive a more years of Reagan. Join the League of Conservation Voters and protect the environment.

INFO WORKSTATION

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