

# The Carolina Journal

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## Mixed feelings about mixed drinks

By Nancy Davis

Liquor-by-the-drink. Both sides say they're only trying to make the electorate aware of the facts. Both sides have organized committees working throughout the state in an effort to get as many voters to the polls as possible. Both sides have based their campaigns on the emphasis they're only looking out for the welfare of the people.

Well, on Sept. 8, the people of Mecklenburg County will determine exactly who has done the best job of persuading. And the eyes of the state are upon them. Four days later, voters in Orange County, Southern Pines and Black Mountain will hold referendums. Then on Sept. 20, Louisburg and Sanford will make a decision, and on Sept. 22 in Dare County. No other votes are expected until next year.

After days of heated debate in the NC General Assembly during their June session, the legislature voted to approve local option. They did not, however, make any provisions for enforcement of laws or under what specifications of conditions mixed drinks would be sold. North Carolina Governor Jim Hunt appointed a statewide committee to form these regulations. The committee is holding hearings across the state to receive input in determining what exactly should be included in these regulations.

In Charlotte, the pro-liquor group calls themselves "Mecklenburg Mixed Beverage Committee." They've hired Jerry Green, a Charlottean who has run such noted campaigns as Ken Harris' mayoral upset and Mecklenburg County's airport board referendum. This campaign is



another rough one for Green. Even though Charlotte has approved liquor-by-the-drink twice before in 1971 and 1973, it was never by more than 16 percent.

Green admits victory in 1978 "ain't that much of a sure thing." This is the first time he says there has been "very strong formal opposition...that could easily overcome that 16 percent spread." Green feels the "opposition is basically running its campaign to defeat it (liquor-by-the-drink) with assumptions and emotionalism."

The anti-liquor committee, "The People Who Care," is chaired by Henderson Belk. They have run a heavy advertising campaign, spending \$34,000 already and raising \$36,000 to use in keying up voter participation during the

last week. An extensive telephone campaign has also been conducted to register voters in Mecklenburg and now they will be working as extensively on getting enough mixed drink foes to the polls.

It has seemed from the beginning to be a battle between anti-liquor church groups and pro-liquor business interests. Charlotte stands to gain much from the tax and economic benefits of serving mixed drinks, but that isn't being stressed as much as the control liquor-by-the-drink would put on alcohol consumption. The Mixed Beverage Committee is offering statistics of other neighboring states showing a decrease in drunk driving and public drunkenness.

The People Who Care, however, are pointing out \$1,000 contributions from

North Carolina National Bank, the Charlotte Observer and several large hotels are being given to the pro-liquor committee. They're also saying alcohol consumption would increase if mixed drinks sales are allowed.

The state is watching. The Sept. 8 referendum has been described as a "test case." The one thing both sides do agree on is if liquor-by-the-drink passes in Charlotte, the chance of it passing elsewhere is much greater. The last week of campaigning is here. The Mixed Beverage Committee is forming carpools to bring college students in from Chapel Hill, Boone, Raleigh and Greenville and the People Who Care have reported they will spend every cent that comes in during the week on advertising. Right now, it's anybody's ballgame.

## High cost of textbooks seems like a "ripoff"

By Cheryl Leopard

"Um, I've been standing in line an hour. How long does it take to buy a book?"

"Well, I finally got into the Bookstore, but, whew, these prices!"

"\$15 for one book! Wow, the Bookstore is making a fortune."

These are just some of the comments heard during "rush week" at the Bookstore. But after the rush is over and everyone has their books, life at the Bookstore is back to normal and these comments are rarely heard.

The Bookstore is on campus to serve the students. The bestselling item, of course, is the textbook, with the next bestselling item being supplies. Lastly, the store offers a variety of miscellaneous items, including shirts, glasses, tennis balls, toothbrushes, etc.

Students commonly refer to the purchase of textbooks as the great "rip-off." Jim McCreedy, manager of the Bookstore, explained the rip-off.

The books are priced according to the publishers' advertised list price. The publisher sells the texts to the Bookstore at 80 percent of this price, giving the Bookstore a 20 percent discount. The Bookstore then sells the books to the

students at list price, thus making a 20 percent profit.

Out of this 20 percent comes operating costs and the real profit, noting of course, the publisher is making a profit, too. Following is a breakdown of how the average textbook dollar is spent:

- author - 12.2 cents
- publisher - 6.6 cents
- publisher services - 5.0 cents
- publisher's production and editorial expense - 28.4 cents
- publisher's sales and promotional expenses - 11.4 cents
- taxes - 8.0 cents
- other publisher's expenses - 8.4 cents
- Bookstore operating expenses - 12.0 cents
- Bookstore salaries - 7.0 cents
- income to Bookstore - 1.0 cents

The total income for the publisher is 51.4 cents per dollars, while the total income to the Bookstore is 20 cents, and only one cent of that is profit.

"We, in the Bookstore," McCreedy said, "have endeavored to control the high costs of textbooks to the best of our ability. We perform a buyback function within the Bookstore on a daily basis in an attempt to buy as many used books

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"Even with worrying over problems with the apartments, there's always time to eat." (photo by Bob Henderson)

### Plagued with problems

## Apartments to improve

By James Braswell

It's not a common fact around UNCC but the Residence Life office is housing 248 guinea pigs.

Fact is, the situation the UNCC apartment residents have been overcome by was purely an accident - an accident caused by "a lack of planning and experience, and some really bad luck." Residence Life Director Jack Tyler explained.

Currently no one in the situation is happy - not the students, the Residence Life office, or Ed Ayers, Physical Plant director. Tyler says of Ayers, "I'm surprised he has any hair left after all this."

Well, the problems - the initial ones - are with the apartments. Air conditioning units that leak, sinks stopped up, bad plumbing. Was it bad craftsmanship? "If you don't want to quote me 'yes'; if you want to quote me 'yes,'" Tyler said.

The next step would be to get the contractors to come out and fix the problem they initiated, but it doesn't work that easily.

Many of the contractors have already received their money for the work and now place any "fix-it" work for UNCC on a low priority. In short,

they want to take their "own sweet time" to come out and fix it.

"So sue them." Nope. The legalities of a lawsuit can be translated into two simple words, red tape, which means time. Residence Life doesn't have time, not with the apartments already inhabited.

Residence Life then brought in the Physical Plant to try to correct things, and they have other responsibilities, thus the work can sometimes be slow.

Naturally, students who have an apartment with a problem (or problems) are upset. They complain to apartment managers Pete Byam and Forrest Bowen.

Byam says, "The thing that irritates me most is the maintenance problems. You report the stuff and it seems it never gets done. Then they say they corrected the problem, then something else goes wrong. It should be getting over soon, I hope."

Indeed, relief may be on its way. Tuesday, between 3 p.m. and 8 p.m., a crew consisting of the Residence Life office staff, the apartment managers and several persons from the Physical Plant, including Ayers, will gather at the apartments' mailboxes and go with each resident (one representative from each

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