

COMMERCIALISM
From Page 1

Baseball America, a Durham-based magazine dedicated primarily to minor league baseball, has recently confronted the problem of expansion and building name recognition at the same time.

Publisher Lee Folger had a consistent logo to be used on each of its products designed. Then, Folger tried to push that logo onto as many avenues as possible, including launching a Web site to complement the 20-year-old print edition.

"Branding is everything," he said. "You have to be able to convey meaning. If you want to grow you have to translate that."

Today - more often, then not - growth is linked to the Internet.

"The Internet is more important than ever," Folger said. "Lots of the information on espn.com is not unique, but people go there first because of the credibility ESPN holds in the sports communi-

ty." ESPN provides another example of the breadth of companies in the identity business. The network has grown past its original single-channel format in large part due to its credibility among viewers and sports fans.

But ESPN, the Gap and Nike have the advantage of corporate dollars - and years of successful products - behind their success. Whereas the Gap spends millions to promote the store yearly, Humphreys said, its Franklin Street neighbors are limited to a couple hundred dollars of advertising.

It is such advertising disparity that Humphreys said lead to the perception that Franklin Street was turning into a "corporate mecca."

But according to statistics compiled by the Downtown Commission, only 17 percent of the stores on Franklin Street are corporate stores. And Humphreys said that number included banks, gas stations and franchise stores, such as Ben & Jerry's and Jersey Mike's that are inde-

pendently owned and operated by local entrepreneurs.

Still, the numbers don't stop people from calling Joel Harper, president of the Chapel Hill Chamber of Commerce, to complain that Franklin Street has become too corporate.

"For folks who went to Carolina in the 1950s and '60s, it's not what they remember," Harper said. "They look back and say, 'Man, this place has gone to pot.'"

Harper said most of the complaints center on individual stores that have long been replaced. He said Franklin Street has changed as the American landscape has.

The move to the suburbs combined with the advent of shopping malls has changed the way Americans shop. Instead of frequenting individual stores in a downtown district, consumers are more likely to head to a mall, where they can get all their shopping done in one stop or a large retail store like Wal-Mart.

"If you can do several things at once it saves you gas and money," said James Wilde, a UNC economics professor. "And I'd imagine both of those things are important to you."

Wal-Mart, and the burgeoning "dot.coms," have the ability to make large deals with producers that cut down on the cost per unit. Since they have central storage locations they can cut down on transportation costs. All of this brings the products to the consumer at a lower price, Wilde said.

While shopping malls and Wal-Marts provide customers with convenience and lower prices, there is a trade-off in variety. As smaller stores give way to the mall and advertising campaigns grow larger, American society has become more hegemonic.

"You lose variety," Wilde said. "How standard is the product, how many variables can you get? The smaller the number of producers the less choice you probably have."

"That's a loss - you don't get things

the way you want them."

Harper said changes in the way consumers shop have moved Chapel Hill's commercial center away from Franklin Street and onto the strip malls of U.S. 15-501.

"The consumer changed Chapel Hill," Harper said. "Retail follows the consumer dollar, not vice versa."

Humphreys, who has lived in Chapel Hill since his birth in 1948, agreed. "If America wants to shop at the Gap, then I'm glad I have one in downtown Chapel Hill," he said, adding that the store was likely to bring people downtown and increase business for other stores in the area.

For smaller, independent stores, such as Johnny T-shirt, the key to success on Franklin Street is developing a niche. The store, which specializes in UNC paraphernalia, has been in its location for 18 years.

"People know the name," said Christy Lehmann, the manager of Johnny T-shirt. "We rely a lot on store

recognition because we have no national campaign. We do the (General Alumni Association) catalog and we play up the connection to the University."

But as consumers more likely to follow retail if they are backed by millions of advertising dollars?

If history is an indicator then, the companies with the large advertising campaigns, must keep their product quality high as well. Tillman said that in the 1950s the Packard was the most popular luxury car in America.

"But its quality fell off and the company is gone," he said.

"And they had enormous advertising dollars and a huge brand name."

With the majority of profits returning to the corporate office, name-brand stores are less likely to be involved in the community.

But Humphreys said local store owners, even if they own franchises, live in the area and thus reinvest the profits into the community.

ARRESTS
From Page 1

Chapel Hill Town Council member Flicka Bateman said the combined efforts of area police departments sent a message to local drug offenders.

"It says: Don't do drugs and stay in Chapel Hill because we don't want you here," she said.

Booker said the local police departments were trying to eradicate individual drug problems before they spurred dangerous crimes.

"When drug users turn to robbery and theft to support their habits, that's when it becomes a public safety issue," he said. "We strive to prevent these sorts of crimes from occurring."

Mahmoud said he was glad police

were cracking down on drugs, but thought penalties for criminals should be stiffer. He said longer jail sentences might discourage people from abusing or dealing drugs.

"I would like to see all those drug dealers locked up for life," he said. "They should be an example for others to keep them away from drugs. It's sad that they get out of jail so quickly."

Tim Ballentine, an employee at Pantana Bob's at 305 W. Rosemary St., said he was tired of feeling like he could not walk home alone without getting mugged. "It's all about getting the hoodlums off the street," he said. "They're out there killing themselves - and other people."

The City Editor can be reached at citydesk@unc.edu.

DISCUSSION
From Page 1

system Association of Student Governments, said he agreed with Turchi that grade inflation should be controlled, but in a gradual process. He said the technology revolution of the 1990s helped to inflate grades.

"What happens when the average GPA is 4.0?" Nieman said as he pointed to Turchi's graphs that showed a continuing rise in GPAs.

In response, freshman James Halton, who said he was concerned the report would affect him in the coming years, said professors were learning to adjust grading in the computer age.

"I believe that in 10 years this chart will even off with the technology age,"

"Maybe if (UNC) were Harvard, we'd be successful in this crusade. But we're not Harvard."

ANNIE PIERCE
Committee Member

Halton said.

Political science Professor Joel Schwartz said he found the committee's report to be a perversion of education by making it the faculty's responsibility to point out the winners and losers of society to employers.

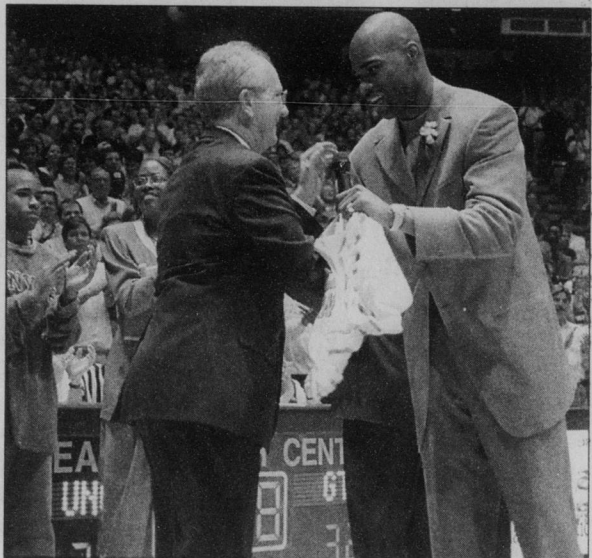
Schwartz said the faculty's responsibility was "to help every student in every class do the best they can."

African-American studies Professor Robert Porter said the proposed monetary sanctions against departments not complying with the 2.7 GPA could create tension in the classroom between teachers and students.

Department of English graduate assistant Nandra Perry also said she did not approve of enforcing the deflation plan by tightening departmental purse strings. "It's a complicated problem, and this is a simple solution."

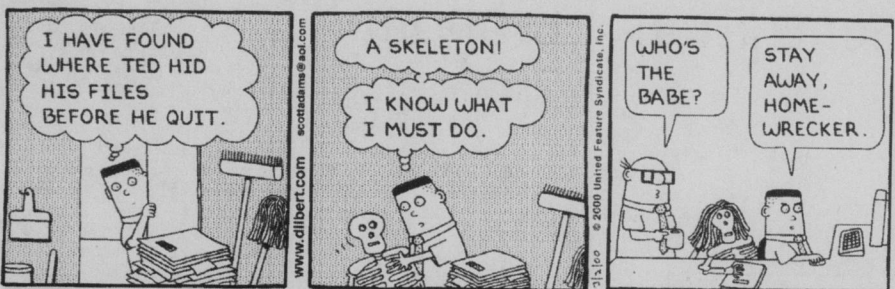
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BACK IN THE HOUSE



Former UNC star Antawn Jamison accepts congratulations from radio announcer Woody Durham. Jamison had his No. 33 jersey retired at halftime of the Tar Heels' 74-72 win against Georgia Tech on Wednesday.

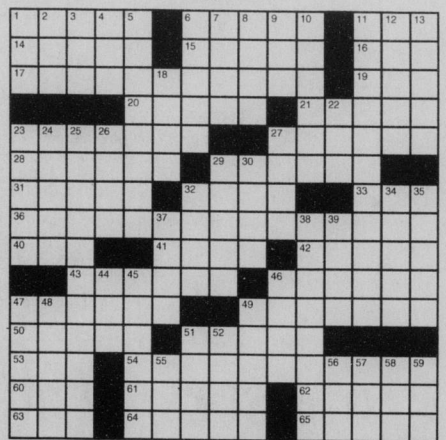
Dilbert



THE Daily Crossword

By Edgar Fontaine

- | | | |
|--|--|-------------------|
| ACROSS | 53 E-mail period | 57 CD- |
| 1 Puccini opera | 54 NFL record holder for most rushes in a game | 58 Goller Woosnam |
| 6 Cars | 60 Resembling: suff. | 59 Rel. figures |
| 11 Iota | 61 NY Knick's center Patrick | |
| 14 Diarist Nin | 62 WWII submarine | |
| 15 Bird that eats feathers | 63 Serving of corn | |
| 16 DDE | 64 Cranky | |
| 17 "Are You Experienced?" musician | 65 Paints a word picture | |
| 19 Boxer | | |
| 20 Terminal portion of the small intestine | | |
| 21 Florida city | DOWN | |
| 23 Playful pranks | 1 Mahal | |
| 27 Junkie's fix | 2 Sailors' admin. | |
| 28 Stage whispers | 3 Uncle | |
| 29 Server | 4 One-tenth of | |
| 31 Titled ladies | | |
| 32 Postal service | | |
| 33 Edge | | |
| 36 Tony Soprano of "The Sopranos" | | |
| 40 Frigid | | |
| 41 Starter chips | | |
| 42 Desert destinations | | |
| 43 Set of bells | | |
| 46 Companion | | |
| 47 Galahad's mother | | |
| 49 Ranges | | |
| 50 Bo the beautiful | | |
| 51 Book of maps | | |



TREES

From Page 1

Throughout the day Spalt made impromptu appearances on the street and once got into a heated conversation with Lonnie Schmid, supervisor of transmission right-of-way for Duke Power. Spalt told Schmid that workers had been dropping 12-foot sections of trees about

35 feet to the ground, creating 2-foot indentations in the soil.

Schmid assured Spalt that any damage would be repaired, but Spalt barked, "I don't approve of that method. I don't want that to happen over here."

Not every resident shared Spalt's objections. Gary Webb, of 301 Rainbow Drive, said he knew when he bought his home 11 years ago that Duke Power had the right to cut anything in the power

line's right of way, which runs beside his house. "I'd rather not have my trees cut down ...," he said.

"We like to have as much privacy as possible, but they have even offered to plant some new, bushier trees on my property."

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Campus Calendar

Today

6 p.m. - The Queer Network for Change will hold its general Body meeting in 206 Dey Hall. There will be free food and entertainment. Everyone welcome to attend.

6 p.m. - Carolina Cystic Fibrosis will hold a meeting in 103 Greenlaw Hall for all those interested in helping with the Great Strides 5K Walk for CF research, which is part of Project UNC.

6:15pm - The UNC-CH Journal of Social Science and History will hold its weekly meetings in Union 108. Those interested in joining the staff can attend the meeting or submit a paper or thesis to be considered for publishing by sending an attached Word document

to mitgon@email.unc.edu. 7 p.m. - InterVarsity Christian Fellowship, north chapter, will host speaker J.D. Greear and a live worship band in Union 224.

7 p.m. to 9 p.m. - "Unity through Dance" will be held at Ehringhaus Residence Hall. There will be dances instructed by Opeyo!, Sangam, CHisPA, Kamikaze and Campus Connection. Those who attend can learn dances, grab food and dance at the afterparty, which will last until midnight.

Friday

7:30 p.m. to 9 p.m. - UNC students will show off some of their original designs at "Fashion 2000: an Interactive Exhibit" in the Union Cabaret. The exhibit, sponsored by the Off Center Stage committee of the Carolina Union Activities Board, will

present fashions from throughout the last century as well as futuristic designs. Light refreshments will be served. The event is free and open to the public.

9 p.m. to 1 a.m. - The Senior Ball semi-formal will be held in the George Watts Hill Alumni Center. Tickets are \$10 and can be purchased from any senior marshal, in the Pit, at the door or at www.unc.edu/students/orgs/seniors. Underclassmen are welcome.

Items of Interest

The Carolina Production Guild will hold its 3rd Annual Hi Mom! Film Festival this weekend.

Friday's events include a showing of Short Films and Videos at Hamilton Hall at 8 p.m. Tickets are \$3.

At midnight there will be Short 35mm Films and Videos at the Carolina Theatre.

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