

Mobile billboard advertisements provide income for VW owners

By SUDIE TAYLOR
Staff Writer

The public relations person was busy towel drying the product as rain continued to drizzle. The photographer was having problems angling the shots while students and cars blocked his view.

The object of all the publicity in front of the Old Well recently was just a lowly Volkswagen—only this beetle, owned by UNC student John Miller, was painted bright bluish-purple with Sir Walter Raleigh aromatic pipe tobacco decals adorning the doors, wheel rims, front and rear.

Beetleboards of America Inc., a Los Angeles-based company, contracts national advertisers and Volkswagen owners as part of a mobile billboard campaign, the brainchild of a specialist in marketing trends. There are 5,200 Beetleboards riding across the United

States, Canada and Puerto Rico. Volkswagen owners transform their cars into Beetleboards for the money, prestige or just for the fun of getting stars while driving. "VWs aren't that pretty. This way they're definitely noticed," explains Miller, whose new bug was unveiled recently. Miller, like other Beetleboard owners, is paid \$20 a month just to drive his car around.

Beetleboards of America Inc. screens applicants in order to fit owners with similar products. The Sir Walter Raleigh pipe tobacco campaign was college oriented, requiring students as Beetleboard drivers.

The VW must be in reasonably good condition to be selected as a Beetleboard. "The owner is responsible for any rust and dents," explains Deborah Savage, vice president of the company.

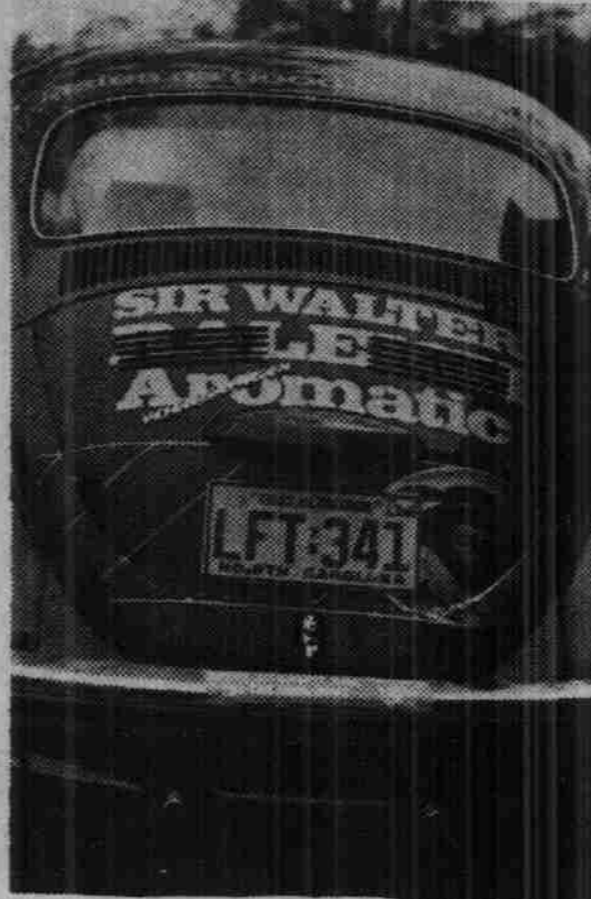
Once the beetle is selected, it receives a free paint job from a local contracted paint shop. A decal specialist from Los

Angeles then trains someone in the area to apply the 3-M Product decals. The VW drivers get paid \$60 tri-monthly for "just driving in their normal fashion," Savage explains.

Often the Beetleboard owner is asked to do extra promotional work, such as driving in parades, and is compensated with extra pay or free tickets to sports events. When the six-to 24-month contract expires and the decals are removed, the owner receives a \$70 to \$100 restoration fee.

The company claims that non-Beeleboard drivers, including Cadillac and Lincoln owners, write in hopes that the campaign will be extended to their make of cars as well. The company has the VW Rabbit in mind for its new "Bunnyboard" that should be out in the next few years. "VW thinks we're the greatest thing on earth," Savage says.

The company has 75,000 applications



Madison Avenue get ubiquitous

on file for prospective Beetleboards. One Beetleboard driver gave as a reason for the campaign's popularity: "Where else in America could you find a job for your Volkswagen?"

News in Brief

Ray's brothers involved in killing?

WASHINGTON (AP)—The House assassinations committee indicated Monday that it has found evidence showing that James Earl Ray's brothers may have been involved in the murder of Dr. Martin Luther King Jr.

Committee counsel G. Robert Blakey listed a series of circumstantial connections that he said add up to a "family-based association that points to a criminal relationship..." among Ray and his two brothers, John and Jerry.

Visit may help state's trade

RALEIGH (AP)—The Egyptian ambassador to the United States met with Gov. Jim Hunt and state business leaders Monday while on a "courtesy visit" that state officials hope will lead to increased trade between Egypt and North Carolina.

Ashraf A. Ghorbal said there were no specific business deals in the works but he believes Egypt will step up trade of cotton and other textile products with North Carolina firms.

Court denies review of Farber case

WASHINGTON (AP)—New York Times reporter Myron A. Farber and his newspaper on Monday were denied Supreme Court review of their contempt convictions for refusing to surrender confidential files.

The nation's highest court turned its back to arguments by Farber and the Times that the contempt-of-court convictions violated the Constitution's free-press protections and a state shield law for reporters.

Death penalty not sought

RALEIGH (AP)—Prosecutors said Monday they will not seek the death penalty as jury selection began for the trial of Betty Lou Johnson on a murder charge stemming from the shooting of her husband.

Mrs. Johnson, 38, a member of the Republican National Committee, is accused of fatally shooting Dr. Archie T. Johnson at the family's home in Raleigh last July. Johnson was a well known pediatrician who was active in political and medical affairs around the state.

Group's report criticizes China

LONDON (AP)—Amnesty International has accused China of systematically repressing political dissent through social censure, imprisonment, mental torture and execution since the 1949 Communist takeover.

In its first major report on China, issued Monday, the London-based human rights group quoted official Chinese documents indicating that the number punished for straying from official policy is in the millions.

imbibe

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"We really haven't had that many (drunk persons), just a few after the game on Saturday, but I'm not used to handling them yet," she said.

Reid said the 21-year age requirement hasn't been a big problem, as all the persons she has carded have been 21.

"But the fact that the students were not in town when we first started serving may have been the reason," she said.

Ewell agreed having a doorman, checking identification at night has resulted in a

somewhat older crowd and no age problems. But Ewell said he felt the mixed-drink diet in Chapel Hill's famed beer consumption would be only temporary. Local watering holes that did not apply for mixed-drink licenses still are recording heavy beer sales.

The price of liquor drinks, ranging from \$1.25 for a creme de menthe cordial to \$3 for the "Skip and Go Naked" special, also might prove a deterrent to those on student budgets and cause beer sales to pick back up soon, bartenders agreed.

Classifieds

Announcements

YOU CAN STILL sign up! Ski Killington, Vt. with the UNC Ski Club. Only \$145.50! Dec. 31-Jan. 6. Never skied? Come learn! Bill Verch 942-6079.

UNBELIEVABLE! THAT DESCRIBES Utah skiing. The UNC Ski Club is going for Spring Break. Deposits are now being accepted. Total only \$345.50. Bill Verch, 942-6079.

Help Wanted

WANTED: VOLUNTEER STUDENTS from Buncombe, Mecklenburg, Halifax, Nash counties to react to state issues. Come to Union 1-5 p.m. Thursday Friday Nov. 30 Dec. 1st 7th, 8th for 10 to 15 minute interview for Prof. Brandes.

PART-TIME JOBS—Big Money: Accounting, Law or Pre-Law students preferred. All aggressive, articulate, hungry students o.k. Need sales reps for CPA/LSAT Cassette Home Study Programs. Call Jim Dee at Totaltape, Inc. Toll Free 1-800-874-7599. In Florida call collect 904/376-8261, 4505 N.W. 16th Ave., Gainesville, FL 32604.

WANT A SUMMER CAMP JOB? Positions available (Male/Female): Physical Education Majors; Specialists in all athletic areas; Assistants to Tennis Pro; Golf; Gymnastics; Swimming (WSI); Smallcraft (sailing-canoeing); Hillyer, Archery; Arts and Crafts (general shop, woodworking); Ceramics; Sewing; Photography; Science (general-electronics); Ham Radio (general license); Pioneering, Tripping, Camp located in Northeastern Pennsylvania (Poconos). For further information write to: Trail's End Camp, c/o Beach Lake, Inc., 215 Adams Street, Brooklyn, N.Y. 11201.

JUNIORS AND SENIORS—Looking for a part-time job with real experience in the business world? Northwestern Mutual Life's college internship program. Call Jim Morgan, 942-4187 for appointments.

OVERSEAS JOBS—Summer/full time. Europe, S. America, Australia, Asia, etc. All fields, \$500-\$1200 monthly, expenses paid, sightseeing. Free info. Write: International Job Center, Box 4490-NL, Berkeley, CA 94704

Lost & Found

FOUND: GOLD RING in girls' bathroom in Hamilton Hall on 11/20. Call 933-3308 and identify.

FOUND: GOLD NECKLACE, call 929-3787.

ONE NAVY BLUE sports blazer lost in Kappa Alpha Fraternity. If found, please call 933-2621 and ask for Tom.

\$100.00 REWARD for any information leading to the return of a Bell and Howell 16mm movie camera, last seen Tuesday Nov. 14th, behind Grad Library loading dock. No questions asked. Contact Summer Burgwyn with a note on Swain Hall Bulletin Board.

For Sale

FOR SALE: 1974 CHEV. VEGA. AC. auto. AM/FM radio, stereo 8-trk player, good condition. Asking \$625. Call Kim, 493-2010 after 8:00.

FOR SALE: Ehringhaus housing contract; ground floor, colony. Please contact Dominic at 967-5346.

JOYNER CONTRACT for sale to anyone not living on campus. Must sell before Christmas. Call 933-3653 and ask for Sally.

FEMALE GRANVILLE CONTRACT for sale for spring semester. Must sell 19 meals a week and room. Call Kathleen, 933-1984, keep trying.

S-4 PARKING STICKER for sale for spring semester. Call 933-1782.

GRANVILLE EAST contracts (2) for sale for spring semester. Girls' Dorm. Will sell single or double. Call anytime, 933-1898.

ROOM CONTRACT for sale for the spring semester: Grimes Dorm. Call 933-8748 for more information.

Repairs delayed to residents' chagrin

By DEBBIE MOOSE
Staff Writer

Despite resident complaints, planned renovations in Joyner Dorm will have to wait until pressing dorm repairs are completed, Russell Perry, assistant director for operations, said recently.

Louise Mixon, former residence director for Cobb and Joyner, submitted plans for a basement lounge in Joyner on July 15, said Teresa Reel, Joyner president. Reel said Mixon told her the room would be completed in mid-October.

"Nothing has been done," Reel said. "The air conditioning was supposed to be in on the

first of September, and we can't use that basement at all until the air conditioning is in because of the hot floor." Joyner sits atop boilers that produce hot water for North Campus.

But the wiring of air conditioners in Joyner and other dorms has been delayed by a rash of electrical problems on campus and by the limitations posed by the University's small electrical staff, Perry said.

"When Ehringhaus and other dorms were without power, we saw that as an emergency," Perry said. The problem was complicated by the loss of one member of housing's three-member electrical staff, but that vacancy was filled shortly before Thanksgiving.

The power outages and the abbreviated staff delayed the scheduled electrical renovations campuswide, Perry said. "Dorm maintenance takes first priority."

Except in cases of emergency, projects are handled on a first-come basis. "When we're dealing with unknowns, we can't make a firm

commitment to a date of completion," Perry said.

But the delays are not limited to electrical improvements Reel said. "Study carrels were supposed to be built," she said. "I talked to Perry in September and he said he hadn't received the work order. The work order was turned in on June 29, and it was the second work order on that."

A kitchen on fourth-floor Joyner was completed only recently although the Room to Live booklet produced by the housing department has listed it as a feature of the dorm for the past two years, Reel said.

"It looks like there's a lack of communication between Russ Perry and the people who work for him," Reel said.

A renovation project takes eight-10 months from the time the order is submitted until the project is finished, Perry said. Furniture for the Joyner lounge was not ordered until late summer, and Perry said it takes six months for delivery.

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