

No snow

Clearing, windy and cold today with a high in the 30s. Low tonight in the 20s. Chance of precipitation is 10 percent.

The Daily Tar Heel

Jamming

George Thorogood rocks his way into Memorial Hall with the Destroyers Sunday. Tix at the Union desk. Story is on page four.

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National issues interest students less now—survey

By KAREN BARBER
Staff Writer

• Fifth in a five-part series

A significant proportion of UNC students feel that they are not as concerned with national issues as their counterparts of the late 1960s, a public opinion survey conducted for *The Daily Tar Heel* shows.

The poll revealed that 45.1 percent of the 206 respondents thought today's college students were less concerned with national affairs, 26.2 percent felt their concern was unchanged and 28.2 percent felt they were more concerned.

The late '60s and part of the '70s have been basically a "reactive" period for students, said Vice Chancellor for Student Affairs Donald A. Boulton. It was a period in which students had polarized opinions, but in which little change came about.

"With the Vietnam War, we began to get collective action on the part of students," Boulton said. "There were few leaders and a lot of followers who didn't understand what they were going to do," he said.

Students realized a need for change in the late '60s, but they did not know how to effect the change or what kind of society they wanted, Boulton said. Students became more introspective after a while, and the years from 1972 to 1976 were characterized by more individualistic students.

"People saw students as apathetic during this time, but they weren't apathetic—they were fighting for themselves," Boulton said.

"They began to say to themselves 'I'm discouraged,' and began going it alone in search of something."

Boulton said he saw a revival of interest in local and national

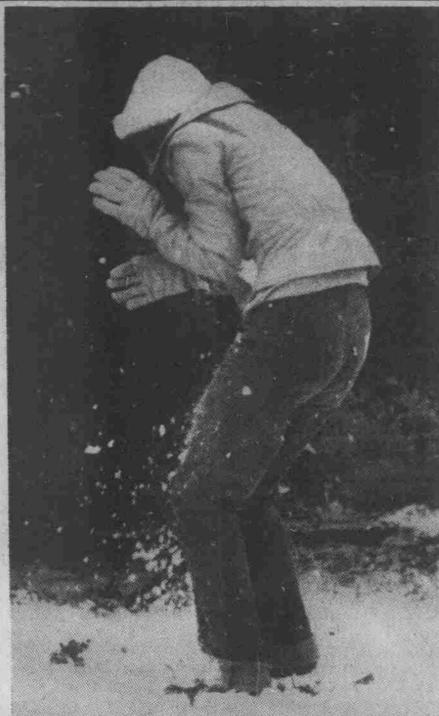
See POLL on page 4



Ready...



Aim...



Fire!

A blanket of apparently innocent white snow seemed to bring out the more—uh—aggressive side of many UNC students on a cold Thursday afternoon. However, some people were not amused.

DTH/Scott Sharpe, Andy James

3 inches

Snow brings fun, problems

From staff reports

Snow fever has hit Chapel Hill again, making some people merry, some mad and some just plain cold.

The three inches of white fluff that fell Wednesday night and Thursday morning gave UNC Physical Plant employees a chance to try out an improved snow removal system on campus that was "reasonably successful," said physical plant Director Gene Swecker.

The plan is really just a formal, written, more-organized version of the physical plant's usual snow plan, plus two new tractors and contracts with private businesses for other snow plows if they are needed. Swecker said none of the new equipment was used for Wednesday's light snowfall.

The physical plant crews got an early start on their clean-up job, running snow plows and tractors late Wednesday night and salting intersections, hills, parking lots, the N.C. Memorial Hospital area and other danger spots, Swecker said.

Chapel Hill Public Works Department crews cleared from 10 p.m. Wednesday to noon Thursday. Public Works Director Harold Harris said.

Most streets in Chapel Hill were safe to travel by Thursday afternoon, but Harris

advised motorists to avoid hilly streets and small side streets.

Harris said motorists should be wary of slick spots at night, when melted snow could freeze again.

Snowball throwers of all ages took advantage of the season's first snowfall to wage war with each other and passing cars, and several motorists apparently weren't pleased with the results.

Motorists also ran into problems Wednesday night and Thursday with the slick frozen sleet that lay in wait for them under the snowfall. Chapel Hill police reported seven minor traffic accidents caused by the icy streets. There were no injuries.

Across campus, students braved the 20-and-30-degree weather Thursday to challenge each other to snowball fights, but two young boys outside Wilson Library seemed unimpressed by the 20 graduate students waging snowy battle outside the Kenan building.

"They've grown up already, so it's not so interesting to them (the students)," said 8-year-old William Worth, as he revealed in the white patch outside Wilson Library with Micah Donovan, 7.

"They have more fun snowball fighting. We'd rather build snow people," William said.

Ruse arouses ire

Slick sales dupe students

By STEPHANIE BIRCHER
and LYNN CASEY
Staff Writers

Salesmen from an Indiana marketing company which has drawn protests of misrepresentation in the past are back in the Chapel Hill area offering gifts and vacation trips to residents who give demonstration parties for their products. And once again, they're prompting misunderstandings from customers who feel they were misled.

Salespeople from the American Market Co., Inc., based in Indianapolis, are visiting UNC for the fourth consecutive year. The 24-year-old company operates under about 14 names, said Dottie Bernholz, director of Student Legal Services.

The subsidiaries include Twenty-First Century, Inc.; Heirloom Collection, Inc.; Royal Prestige, Inc.; Future Enterprises, Inc.; Lincenrest, Inc.; Gourmet International; Jeanlinn Industries, Inc. and Matline, Inc.

Each company offers different types of housewares. There is no obligation to buy the pots, pans, crystal, china or silverware demonstrated at the sales party, but the salespeople "use a very sophisticated sales pitch," Bernholz said.

AMC Inc. operates by telephone, randomly choosing students, mostly freshmen, from the phonebook. A Florida vacation is guaranteed to each student who agrees to hold a demonstration party. Ten of the students' friends must be present at the party. All 10 are promised a glass mug for attending the one-hour demonstration. One of the guests will win a Florida trip, the company says.

The free trip consists of a three-day, three-night lodging for two in a "first-class hotel." The offer is good for two years the salesmen say. In 1978, one UNC student accepted the AMC offer and found that the Barcelona Hotel in Miami would not honor his free pass certificate. A new certificate was issued, good for only three days and two nights at the Windward Hotel, which the

THE AMC company promises free trips and merchandise, but some patrons say the gifts aren't what they are claimed to be.

student described as dilapidated and catering to a homosexual clientele.

The student voiced his objection to the hotel and was sent instead to the Scorpio, which advertises "king-sized waterbeds, mirrors and the latest in adult movies."

Another practice employed by AMC was to promise the party hosts/hostesses \$50 worth of free merchandise. After the parties, these students were informed that company policy had been changed and that the offer was no longer available.

Bill Campbell, a sales representative for American Marketing Associates, said Thursday, "We hate for students to have bad experiences. We sell good quality merchandise. It's not cheap, but we back it up."

Campbell explained his company had a contract with Sonward Holiday, Inc. of Miami to provide free trips for hosts and hostesses. If a host or hostess has problems with the travel agency it is not his company's fault, Campbell said. But students should contact his company and let them know about any problems, he said.

"The company works very hard to ensure that hosts and hostesses get what we promise them," Campbell said.

Because sales representatives have so many people to see and so many college campuses to visit, Campbell said his company

must use a one-time, one-chance offer.

"We usually find if someone doesn't want to sign at the time then they really aren't serious about buying," Campbell said.

Bernholz said that at least 15 students in the past few years have come to her after they signed such a contract, wishing to cancel it. They say they are dissatisfied with the merchandise, feel misled about the return date or simply could not make payments, she said.

Because the University prohibits salesmen from entering residence halls without an invitation from an individual student, the demonstration parties are illegal in campus dorms. Jody Harpster, acting associate director for Residence Life in the University housing department, said that because most students are unaware of this, they will not be penalized. Students may purchase products on an individual basis from an invited salesman but are prohibited from inviting friends over while the salesman is present.

The AMC salespeople say that the total value of the 18-piece pot and pan set they sell is \$1,200. They offer the set for \$699.99, adding a further \$100 discount if students buy the set the night of the party.

To obtain the discount, students must sign the contract

See SALES on page 2



HOLIDAY FOR TWO

The owner of this Certificate is entitled to receive

Three Days - Two Nights
IN
Miami Beach, Florida

ALSO INTRODUCING A RAINBOW OF VALUES IN LAS VEGAS.
RENO, LAKE TAHOE, SAN FRANCISCO, NEW ORLEANS,
ASPEN, VAIL, FT. LAUDERDALE, DISNEYLAND & DISNEY WORLD.

AMC's Florida sales pitch

Granville-ites still incensed

By MELODEE ALVES
Staff Writer

Housing contract renewal in Granville Towers was put on a first-come, first-serve basis this year, leaving many Granville residents feeling they have been unfairly pushed out.

Last year, Granville residents were given until Feb. 16 to return their housing applications. All students turning in a contract application before that date were equally eligible for housing.

This year, however, the rooms were allocated quickly under the first come, first serve system. The Granville office was flooded with an unprecedented 75 percent response rate—approximately 50 percent of the residents have re-applied for housing in previous years—leaving more than 350 names on a Granville waiting list.

"We didn't expect this reaction from the students," said Melvyn Rinfret, Granville Towers general manager. "This is the first year that we've had that sort of problem."

Several Granville residents said they were not given clear notice of the policy change. Many who assumed that the deadline was the same as last year are now on the waiting list or have decided to look for housing elsewhere.

In a letter to Granville residents dated Jan. 15, no housing application deadline was mentioned. "Applications will be processed on a first come, first serve basis until all available spaces are reserved," the letter stated.

One junior Granville resident who wished to remain anonymous said the letter did not give enough notice of the change in policy, however. "Although there is probably nothing legally wrong with the letter, the management has been very impersonal and inconsiderate," the resident said.

See GRANVILLE on page 3

Jumping off the bandwagon

Carter assistant dumps campaigning for grad school

By PAM KELLEY
Staff Writer

Iowa has already held its presidential caucus and 1980 presidential hopefuls are gearing up for the onslaught of caucuses and primaries to be held in the next few months. UNC political science graduate student Wayne Rackoff remembers the feeling of being a part of them.

It was about this time four years ago, shortly after the 1976 Iowa caucus in which a relatively unknown Jimmy Carter led the

balloting, that Rackoff walked into Carter campaign headquarters in Atlanta, Ga., and asked for a job.

To his surprise, he got one. The next day, he began working as assistant scheduler for the Carter campaign. For the next year he would be in charge of making travel plans for Jimmy Carter, a job that would consume about 90 hours of his time each week, take him all over the country and allow him to be on the front lines of Carter's successful campaign for president.

Rackoff's work was part of a big business;

\$5 million was spent on Carter's air travel alone during the campaign.

The job had both its sublime and its ridiculous aspects. Often Rackoff chauffeured members of the first family, and he occasionally dined with Carter. More often, though, Rackoff had to make sure good meals were provided for Carter's press entourage during long flights, lest a food fight ensue.

"I remember on one flight from San Francisco to Albany, we got these horrible meatball subs in South Dakota," Rackoff said. "The press had a food fight with them, so we tried to get some real good Chinese food for the next meal out of another city. The only thing worse than bad meatball subs is cold Chinese food. They had an eggroll fight."

Rackoff also had such vital duties as making sure airplane toilets were pumped at one stop during a long flight. On one flight they weren't pumped, and by the time the press arrived at their destination the entire plane reeked, he said. "On the next flight, the press gave me a standing ovation when the toilets were pumped."

Rackoff said that people like himself, people willing to work 90 hours a week and make sure little details like pumping airplane toilets were taken care of, were in a large part responsible for sending Jimmy Carter to the White House.

"He had a core of people who were tremendously loyal," Rackoff said. "I started at \$400 a month, but I could live on it because my only recreation was eating."

"What got Carter going was his tremendous sense of confidence in himself and our confidence in him. At one time we

weren't paid for six weeks. But you got by. If you needed money for rent they wrote you a check for it. Because of our tremendous sense of drive, we were able to put money into the candidate instead of the operations."

Another important factor that contributed to Carter's victory was the "bottom up" organization of his campaign, Rackoff said. Instead of relying on Democratic leaders to gather support, the Carter campaign staff organized support at local levels. A private phone bank firm was hired to contact Democratic supporters on primary and election days to get them to vote. Rackoff said that method, which was secretive for awhile, worked well in areas where Carter had little support. Some people were called four or five times in one day until they said that they had voted, he said.

Carter also is a very good person-to-person campaigner, a quality that definitely contributed to his victory, Rackoff said. "He's extremely intelligent and able to talk on the stump, 'do airports,' as we called them."

Although Carter's presidential duties have made stump campaigning impossible for him this year, the crises in Iran and Afghanistan have created what Rackoff calls a "rally 'round the flag" phenomenon. He predicts it will compensate for the absence of personal campaigning.

Carter will win the Democratic presidential nomination over opponent Edward Kennedy, Rackoff said, because Kennedy has not taken heed of the methods Carter used to win in '76.

See RACKOFF on page 3

Don't mess around with Miss Lillian

UNC political science graduate student Wayne Rackoff says he has a million stories about his experiences with President Carter, his family and his friends. "They're like old war stories. I never get tired of telling them," he said.

Although a few of his anecdotes may destroy the aura of sanctity associated with the presidential office, they also offer some insight into what the president and the people who surround him are really like.

On Carter: "When he gets angry, a vein in his temple starts pounding. I've never seen him as angry as the day we forgot his bags after the Democratic Convention. I never forgot them again. He's an engineer. He gets angry when things that you should be able to control aren't controlled. Maybe that's one of his weaknesses."

On Hamilton Jordan, Carter's chief of staff whose escapades have been said to include throwing a drink on a woman in a bar and sniffing cocaine in New York's Studio 54: "Hamilton has tremendous energy and good political instincts. He's a kind person. But he is given to the same kind of fits that some of our finer UNC students are given to on Thursday nights when they are seen gatoring or vomiting in the streets. He always took the attitude that he wasn't going to be changed by the White House. Maybe he should have."

On Rosalyn Carter: "They call her the iron magnolia, but she's a very sensitive woman. She's quiet, but she'll never be ineffectual. I like her."

On Amy Carter: "She might be bratty, but at least she's not stuck up. She's like any child who's away from her parents so much. She used to travel with a teddy bear on the plane and she'd talk to it in its ear."



Rosalyn Carter...sensitive

See ANECDOTE on page 3



Wayne Rackoff with President and Mrs. Carter...took care of toilets, tried to stop food fights