

Herzenberg declares candidacy Monday

From staff reports

A self-proclaimed liberal, incumbent Chapel Hill Town Council member Joe Herzenberg announced his candidacy Monday for the Nov. 3 election.

"I'm a liberal, in the grand old American tradition, going back of Jefferson," and locally back to UNC President Frank Porter Graham, Herzenberg said. "I'm also a Democrat, a small 'd' as well as a large 'D,'" he said in support of increased voter registration among students and others.

Herzenberg, a graduate student at the University ran unsuccessfully for town council in 1979. He was later appointed to his position in 1979 when former council member Gerry Cohen resigned.

Herzenberg also has served as a member of the Chapel Hill Historic District Commission and the East Franklin Precinct

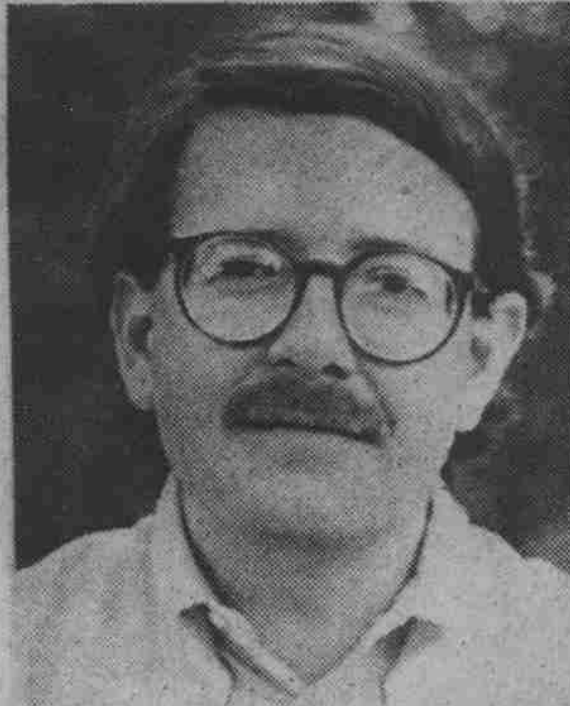
Democratic Committee.

Herzenberg said town government had been liberal since he first moved to the town in 1969. The government also has grown, he said, largely in response to the University divesting itself of responsibilities for transportation and recreation.

The responsibility of local government is greater now than it has been for some time, he said.

But the government's main responsibilities remain the same — providing basic services as well as transportation, recreation, and housing, he said.

"Housing is the most crucial problem facing the town," Herzenberg said. "But it is not a problem that the town can really solve itself." The University and private developers shoulder much of that responsibility.



DTH file photo

Herzenberg

Herzenberg said he supported development and in some cases redevelopment in the town. But he expressed strong opposition to condominium conversions that particularly hurt students.

Herzenberg said he supported town funding of such things as the Dispute Settlement Center on North Columbia Street and the Rape Crisis Center on West Rosemary, both of which have been allotted funds by the council in recent years.

The town should initiate efforts at recycling of aluminum, paper and anything else recyclable, he said.

Beer offers experience

Suds prove valuable business

By JONATHAN TALCOTT
DTH Staff Writer

Several UNC students are getting valuable business experience first hand by representing competing beer companies here on campus. Budweiser, Miller, Stroh's and Schlitz all have representatives at Carolina who are paid, trained and given career opportunities to increase beer sales.

Scott Hemby, a junior from Wilson and the representative for The Miller Brewing Company said, "I work 15 to 20 hours a week, get paid a flat salary and set my own hours."

"They give us all of the promotional brochures we need and train us on what to do. On Sept. 19, the company is going to send me to Milwaukee to attend a beer seminar," Hemby said.

Schlitz representative Andrea Stemper pointed out some of the benefits of her job. "I got sent to Milwaukee and learned about draft beer, how to fix kegs, and the problems of advertising."

"We also learned how to solve marketing problems, like what to say to the person who says, 'I hate Schlitz,'" Stemper said.

Tab Moore, the representative for Stroh's on campus, said the job offered possibilities for career advancement: "I met a National Stroh's representative who told me about two possible job openings with the company. I am going to ask about them and might pursue a career with Stroh's after graduation."

Richard Batchelder, the representative for Budweiser, agreed with Moore. "I am doing the job because you meet a lot of people and there is a possibility for advancement."

To reap the benefits of their jobs, the representatives must compete with one another in establishing a good market for their beer on campus.

Batchelder said, "My job is to advertise Anheuser Busch products and to act as a liaison between the party stores and the consuming groups on campus."

"To promote Bud I would like to see some head-to-head competition on campus," Batchelder said.

To boost her products sales, Stemper said, "we (the distributor and I) are already planning a taste test for Schlitz similar to the one held at this year's Super Bowl. The test would take place during the half time of one of the football games and compare Schlitz to several other prominent brands."

Hemby said, "I am going to get in touch with all of the fraternities at Carolina as well as the dorms and even Student Government. I am supposed to try to get groups to let us sponsor one of their events like the Beat Dook Parade or Sigma Chi Derby Day."

All four of the representatives found out about their job in a different way. Stemper said she found out about the job through a friend back home who worked with the distributor.

Hemby said he heard of the job from a fraternity brother. Moore got his shot at the job because he was social chairman for Lewis Residence Hall. Batchelder read about the opening in an advertisement in *The Daily Tar Heel*.

As they run out to promote their products, each representative seems sold on his or her own brand.

"Miller is a good beer and can gain a greater portion of the Chapel Hill market," Hemby said.

Moore seemed to think he had the best deals to offer while Batchelder simply said, "I am glad I am representing what I think is the best beer on the market."

British scholar Michael Howard to lecture in Person Hall today

Dr. Michael Howard, noted British scholar and historian, is scheduled to speak on "Arms Races and the Causes of War" at 4 p.m. today in the recital room of Person Hall.

Howard, Regius Professor of Modern History at Oxford University, is the au-

thor of five major monographs, two of which have won awards, as well as many essays, articles and reviews.

The talk, sponsored by the UNC Department of History and the Curriculum in Peace, War and Defense, will be followed by a discussion and reception.

Neither rain, nor sleet, nor snow, nor hail can keep The DTH from UNC. Look for it in the 40 drop-boxes across campus.

Keep up with all the **GODD NEWS** in

NEWS IN BRIEF

Congratulations Frankie on your new baby boy!

The DTH

The Carolina Union is now accepting applications for

GAMES AREA SUPERVISOR

15-20 hrs/wk Full-time students only

Responsibilities Include:

★ Bowling Programming

★ Advertising

★ Supervision of Maintenance Personnel

APPLICATION DEADLINE: WED., SEPT. 16

Call 962-4131 or inquire at Union Bowling Lanes

H E A R
Regius Professor of Modern History
MICHAEL E. HOWARD
of
Oxford University
discuss
"Arms Races and the Causes of War"
Tuesday, September 15
4:00 PM
Person Hall Recital Room
sponsored by
Dept. of History Curriculum in
Peace, War, and Defense

PEKING GARDEN RESTAURANT
Chinese Cuisine At Its Very Best

DAILY LUNCH SPECIAL
All Lunches Served With Choice of Soup, Fried Rice or Steam Rice

We Also Serve Regular Menu At Lunch Time

	WITH EGG ROLL	WITHOUT EGG ROLL
1. Chicken Chow Mein	3.25	2.40
2. Shrimp Chow Mein	3.25	2.40
3. Peking Garden Chow Mein	3.25	2.40
4. Sweet and Sour Chicken	3.25	2.40
5. Beef with Green Pepper	3.25	2.40
6. Roast Pork with Vegetable	3.25	2.40
7. Sweet and Sour Pork	3.25	2.40
8. Egg Foo Young	3.25	2.40
9. Beef Curry Sauce with Steam Rice	3.25	2.40
10. Shrimp in Lobster Sauce	4.25	3.40
11. Chicken with Almond	3.25	2.40
12. Pork with Hot Garlic Sauce (Hot)	3.25	2.40
13. Vegetarian Delight	3.25	2.40
14. Kung Pao Beef (Hot)	3.25	2.40

To Celebrate Our 5th Anniversary, A Complimentary Dessert Is Provided At Dinner Time With Main Entree.

1404 E. Franklin St. Chapel Hill 942-1613

LUNCH: 11 am-2 pm — SAT & SUN 12-2:30 pm
DINNER: 5-10 pm Daily

RENT FROM \$234

ASK ABOUT OUR

AUTUMN SPECIALS

CALL

TRIANGLE COMMUNITIES

967-2231

967-2234