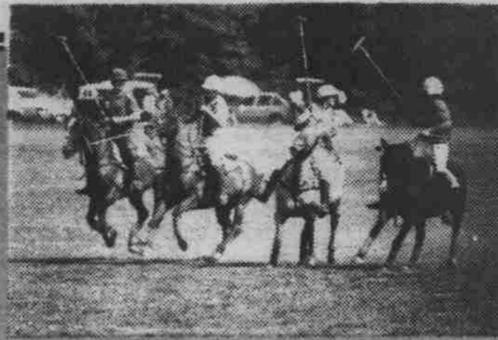


### NBA Draft

UNC's only graduating senior, Jim Braddock, was chosen by the Denver Nuggets in the fifth round of the NBA college draft.

See page 11



## Polo Southern style: wealthy men, tired ponies

See pages 8-9

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# THE TAR HEEL



## Cross your fingers

Folk singer Mike Cross performs Monday night at Kenan Stadium, celebrating America's 207th year of independence. (Photo by Scott Bower.)

## Kuncl appointed housing director; replaces Harpster

By BILL RIEDY  
Tar Heel Staff Writer

Colorado educator Wayne T. Kuncl has been appointed director of University housing following a 16-month vacancy at the position.

Kuncl, an educational consultant at the Center for Education and Management in Greeley, Colo., has worked in university housing for a number of years at three different universities. He began work at UNC July 1.

Jody Harpster, previously acting director of the department, is leaving for UNC-Charlotte. Effective July 11 he will start work there as director of student life and special projects.

Harpster had been acting director of University housing for 14 months.

In December 1981, then-Director James Condie offered his resignation effective March 1, 1982.

After Condie's resignation, Donald Boulton, vice chancellor and dean of student affairs, became acting director of housing until Harpster, then-associate director for residence life, was named acting director.

Harpster said he sees his new job at Charlotte as a career advancement. He said he will have responsibilities similar to an assistant vice chancellor.

Kuncl was appointed as housing director by the Board of Trustees.

Harpster said he had been a candidate for the job since this spring. "My leaving has nothing to do with the new director," he said. "I would have liked to work with him." Harpster said Kuncl was one of the best in his field.

Boulton said he was pleased to have Kuncl joining the University. "With his long experience in housing and educational management, he will help us build on the solid foundation we currently have and bring creative leadership as we set our directions for the future."

Harpster, who will be leaving the University Friday, worked with Kuncl this week for a smooth transition in the housing department.



Kuncl

## Walking signs that talk

### Joe Walters' company profits from foot traffic

By LISBETH LEVINE  
Tar Heel Staff Writer

Joe Walters owns one of the many businesses that profit on Franklin Street between Henderson and Columbia Streets. But don't bother looking for a shop window—his business works right on the street.

His employees wear sandwich-board signs looped over their necks and they draw customers into local businesses with the coupons they hand out. They're called Talking Signs and are part of the Loftis-Walters Advertising Group.

Walters, a 1973 UNC graduate, set up the business himself in March. His wife Cheryl has since become involved and they've hired 12 employees. The couple have also branched out into other forms of advertising.

"I like coming up with cost-effective, innovative ideas that work," Walters said. But he doesn't take any credit for the concept behind Talking Signs.

He said he got the idea straight out of a magazine. "I tell everyone I started the business for \$1.25," he said, referring to the price of the magazine.

Walters had both financial and personal reasons for

choosing Chapel Hill as the location for his business. He said a college town is an ideal place for Talking Signs and that Franklin Street has an especially large number of pedestrians.

He also set some roots down in Chapel Hill while he was in school and still has many close friends here. His family moved often when he was young, and Walters decided to return to Chapel Hill because "I feel it's the hometown I never had."

Walters has a varied background in sales, marketing and public relations. He has sold everything from real estate and art to sewing machines and encyclopedias.

When he started Talking Signs, Walters had to sell the idea to area merchants, as well as to his wife. "It took about a month of calling people and working accounts to get people to accept that it'd work," he said.

"I thought he was crazy," Mrs. Walters said.

"She was skeptical," Walters agreed.

"But when I saw it was working I got really enthused," she said. Mrs. Walters then began carrying signs and getting involved in the business.

Mr. Gatti's Pizza on West Franklin Street hires Talking Signs once a week. General Tom Tarlton said both he and his partner were leery of the idea at first.

"I didn't think it would work at all," Tarlton said. "But Joe convinced me after the second week. It's really paying

See SIGNS on page 10



Joe Walters peddles his wares—coupons

Tar Heel/Lori Thomas