



ACC women in Sept. 'Playboy'

At left, crisp copies of the September 'Playboy' boast of the 10-page pictorial first: 'Girls of the Atlantic Coast Conference.' Below, Jeff Pittman enjoys a quick look-see. (Photos by Lori Thomas')

From staff and wire reports

After all the hoopla surrounding *Playboy* magazine's search last spring for women of the Atlantic Coast Conference, arrival of the finished product in Chapel Hill this week was a bit of a let-down.

Not that sales haven't been brisk. "They're just not going as fast as I thought they would," Rite Aid Pharmacy manager Ed Spruill said Tuesday. "Some guys have been coming in to look and been parking (in front of the magazine display). We're gonna have to start giving out parking tickets."

Spruill said he was uncertain if his store would sell out its 65 copies, only a few more than the store normally receives.

Cheryl Parker, a salesperson at the Little Professor Book Center, said sales were going "pretty well." She said the store had sold about 30 of the 96 magazines that came in Monday. The store normally receives only 25 copies.

"I figure when school starts we'll sell out," Parker said.

Three UNC women undressed for the 10-page September pictorial, an annual feature of the magazine that has always generated controversy. *Playboy* publicist Joanie Schwabe says it's the controversy that has always helped sell magazines, and Schwabe expects the "Women of the ACC" issue to be no different. North Carolina magazine distributors have been banking on the same reaction.

Protest accompanied the February advertisements for women to pose for the issue. Many women said it was sexist and degrading.

But despite the objections, which were more vehement in Maryland and Virginia than North Carolina, Schwabe said photographer David Chan had little trouble finding women to pose. "A lot of times the Bible-belters are the girls that really let it go," she said.

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Playboy is conducting a promotional tour with stops in Charlotte and the Triad and Triangle areas — including Chapel Hill.

Tomorrow, several of the "Women of the ACC" will be autographing copies of the magazine at Jeff's Confectionaries. Owner Jimmy Mousmoules said *Playboy* will set up at 3:45 p.m. Friday at his store on Franklin Street for the event.

See you there.

