

Cocoa shows entrepreneur's hot

By **BRUCE WOOD**
Staff Writer

He describes her as a cross between Aunt Bea from "The Andy Griffith Show" and Momma from "The Carol Burnett Show."

He is senior Jake Rothschild from Gastonia, and she is Miss Minnie, the cartoon character who will symbolize Miss Minnie's Hot Chocolate — the first product of Rothschild's new business Minnie Thanks, Inc.

Minnie was Rothschild's grandmother's name and the hot chocolate recipe is taken from her own recipe. "I was always aware that the store's (hot chocolate) was not like my grandmother's," Rothschild said. "They're getting chocolate water now. Mine is a much better result."

Last semester, Rothschild was a waiter at the Hardback Cafe. The owners there were contemplating taking hot chocolate off the menu due to low sales and expense in cooking it, so Rothschild suggested using his grandmother's powdered mix.

"We made some changes to make it all natural and started selling hot chocolate there," said Rothschild. "When it caught on, I realized I was on to something. Eventually, I hope to go retail."

Soon, Pyewackett, Southern Sea-

sons and McCarthy's began selling the mix. When Rothschild started working at McCarthy's, he asked Frank Rexford, owner of the restaurant, for advice.

"Jake asked me some questions and used me as a sounding board for a couple of things," Rexford said. "He asked me about setting up a plant, and I let him use the kitchen, initially."

Rothschild then contacted Raleigh attorney John Russell with the firm of Moore, Van Allen, Allen and Thigpin. Russell helped him incorporate and obtain a state and federal trademark.

"He's at the start-up stage," said Russell. "We've put together a form of corporate organization. I've helped him develop a business plan, and now we're interested in financing for the corporation."

When Rothschild graduates in December, he plans to work full-time with Minnie Thanks. He hopes to diversify and market other products in addition to the hot chocolate. His emphasis on all-natural ingredients will remain.

"It's a full-time job now," Rothschild said, "but it will be double full-time in January."

Rothschild is majoring in interdisciplinary studies with journalism, speech and English. He has to make

time for studying, but he has deliberately taken courses he enjoys.

"I make time for what's important to me," Rothschild said. "The business is helping me put myself through school, although it's not paying for everything. This is far more educational and a lot more fun than some ways I could be doing it."

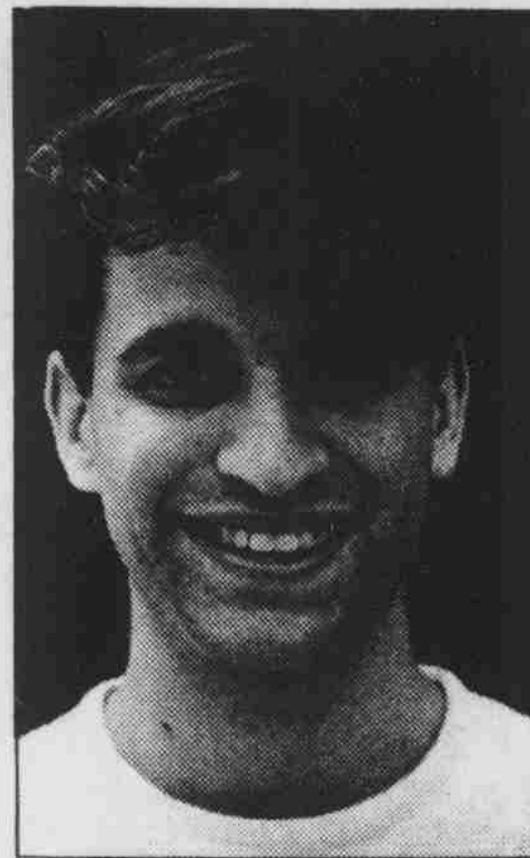
Both Rexford and Russell agree that Rothschild's future looks promising. They both say he has good ideas and talent.

"He (Rothschild) is very entrepreneurial, and he has a lot of ideas about just doing something other than being a waiter or a student," Rexford said. "He seems pretty driven."

Rexford is confident once Rothschild's customers realize his product is out of the ordinary, the hot chocolate will surpass its present success. He says that those who have tried it have liked it. But Rexford, like Russell, emphasizes Rothschild himself.

"He really does have an unusual talent for sales and marketing," said Russell. "That's the thing he's going to be able to exploit."

"His business has already evidenced a good deal of success, and the product itself is, I think, a winner," Russell added.



Jake Rothschild

Rothschild came to the attention of *Money* magazine in September through the UNC business school. The magazine included him in its issue on college financing.

Rothschild also has a sailing school — the 7C's Sailing Academy, where he teaches private lessons.

"I think he'll be a success even if the hot chocolate is not as big," Rexford said. "He'll find something else."

"It's not the hot chocolate, it's Jake."

Towns' school board adopts increased budget

By **SUSAN JENSEN**
Staff Writer

Two months after the beginning of the fiscal year, the Chapel Hill-Carrboro School Board voted 5-0 Monday to adopt the \$20.7 million budget for 1986-87 school year.

Finance Director Frank Elmore Jr. said the approval did not fall after the state-regulated cut-off, which is Oct. 15, but was voted in later than usual.

The resignation of the previous finance director during the April planning period for the budget slowed things down, he said.

Although this year's budget is \$1.9 million greater than last year's, Elmore said the capital expenses granted by the county amounted to less than the board requested.

The school system received \$450,000, but had asked for between \$750,000 and \$1 million, he said.

The new budget will provide \$773 per student, or \$45 less than the requested amount.

"But this is a good deal more than we got last year," Elmore said. Students should not be hurt by that reduction, he said.

About 5,450 students are enrolled in the school system this year, 5 percent more than last year's figure of 5,177, Elmore said.

The majority of the budget will go toward supplies and teachers' salaries, he said.

Approximately three-quarters of the budget will go to salaries, half

of which will be teacher salaries. They are expected to rise 6 percent in the 1986-87 year, he said.

Of the \$450,000 in capital expenses, \$150,000 was used to add temporary classrooms at Carrboro and Seawell Elementary Schools to compensate for the rise in students.

The smaller allocation of capital expenses will delay purchases of new equipment and replacements of roofs but other programs in the system will remain unchanged, he said.

The Orange County Commissioners voted in July to raise the supplemental property tax for the system by 2.3 cents per \$100 valuation to offset the larger budget.

A local fund, which supplies \$8.8 million of the budget, comes from the county and from whatever funds administrators in the school system can raise, he said.

Of the \$8.8 million, county taxes make up 48 percent, school district supplemental school taxes generate 33 percent and various local sources contribute 19 percent.

The remainder of the \$20.7 million comes from other sources, such as \$10.1 million in state funds that go toward payroll salaries, Elmore said.

"The budget the board got was probably prepared more thoroughly than prior years," Elmore said. "I'm comfortable with the way we put the budget together and we've got a good handle on the numbers that make up the budget."

Toll-free phone service answers cancer questions

By **STEPHANIE BURROW**
Staff Writer

Four months after a toll-free information phone line for the American Cancer Society was set up, the line is drawing as many as 100 calls per month, according to society sources.

"This is a computer system that we're utilizing," said Wendy Scott, director of public information for the society. "And it's working very well."

The number, 1-800-ACS-2345, can be called free from anywhere in North Carolina. The line was set up on May 20 to provide up-to-date information on cancer and to aid in cancer prevention, Scott said.

"Many cancers could be prevented

if people had accurate information on prevention and detection ahead of time," Scott said.

"Our computer system allows us access to biweekly updates from the New York office, so our information is very current," Scott said. "We provide information on cancer treatment and detection, and follow-up with family members of cancer patients."

Scott said 47 percent of the calls come from the general public, 13 percent from cancer patients, 8 percent from health professionals and 24 percent from friends and relatives of cancer patients.

The majority of the calls are from people between 31 and 40 years old,

and 80 percent of the callers are female, she said.

The program is designed to be a totally volunteer-operated system, Scott said. So far, two volunteers have undergone training and are working with the system.

"Finding volunteers has proven to be quite a challenge because we need people who are available during the day, and this limits us to students, retired persons and people who don't work," she said.

The society hopes to have 10 to 15 state volunteers within six months, Scott said.

Workers undergo a three-part training program, Scott said. The first part is an orientation to the society, its organization and the services it provides for cancer

patients and their families, she said.

The volunteers are then introduced to the computer information network and taught computer skills, which are minimal, she said.

In the third phase, volunteers are taught to communicate with callers in an emotionally and psychologically supportive way, she said.

"We are not a counseling service, however," Scott said. "We seek only to provide information."

Media promotion of the toll-free line will expand in October, using billboards and mailings to medical groups throughout the state so they can refer patients, Scott said.

North Carolina is one of only 12 states in the country to operate a toll-free number for the society and is the only state in the South to do so.

More people opt to ride buses due to new routes, publicity

By **DAN MORRISON**
Staff Writer

Seventeen percent more people rode Chapel Hill city buses in July 1986 than in the same period last year, pushing the total to 10,372, according to a ridership report released by the Chapel Hill Transit Department.

Bob Godding, director of Chapel Hill Transit, said he attributed the increase in ridership to a newly formed S route and to better marketing efforts on the part of the Transit and the University.

The S route runs back and forth from the FR lot near the Dean E. Smith Activities Center past North Carolina Memorial Hospital to the Carolina Inn on Columbia Street.

Chapel Hill Transit has nine bus routes, two of which — the S and U routes — are strictly for campus transportation, Godding said.

Godding said the 17 percent increase in ridership was unusually high.

"This is not an ever-increasing trend," Godding said. "In fact, in the previous two years we have seen some decreases in ridership."

"On the average, we have an eight to 12 percent increase in ridership per month," Godding said.

But ridership has been dropping over the past 10 years. About 1,810,060 people rode Chapel Hill buses in 1984-85, according to Transit records. In 1981-82, 2,031,000 residents rode the buses, and 2,384,919 rode in 1976.

As it stands, 10,000 to 11,000 people per week ride city buses, Godding said.

Chapel Hill Transit has also added the L route, which runs by the UNC School of Law on Raleigh Street, and the P route which runs from Horace-Williams Airport on Estes Drive to campus.

"Our new routes seem to have catered to University faculty and staff, but it is still too early in the year to detect whether or not there has been a change in the proportion of students riding," Godding said.

Chapel Hill Transit recently purchased 12 new buses, seven of which are replacements, Godding said.

Although fares have not increased this year, the University has lowered the discount students can receive on long-term transit passes.

"For the last three years, the Chapel Hill Transit Department has worked with the University by contract," said Kelly Morgan, a secretary with the University's transportation department.

"Chapel Hill Transit has increased its contract prices three years in a row, while the University has not raised fares at all," Morgan said. "We've realized that in order to meet these contract prices, we must raise our prices as well."

Annual student passes serving all routes cost \$125, compared with \$120 in 1985, according to Mary Clayton, director of University transportation.

Campus route passes cost \$65, \$5 dollars more than last year. Godding said he didn't know how transit bus transportation competed with automobile transportation in Chapel Hill, but said the increase in ridership probably indicated its popularity.

"Cars provide convenience we can't compare to, but buses can provide a means of transportation for those who don't have a car or who don't want to worry about parking," he said.

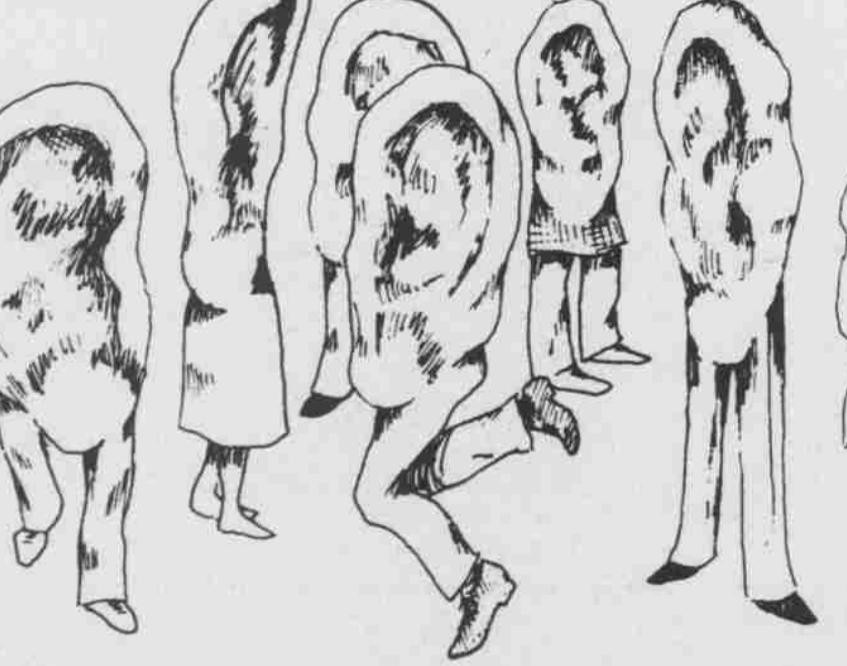
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Restrict

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race with a death rate higher than that of the white race. Meyer said he sold his house to a black family when he moved.

The Republican Party Headquarters in Raleigh has the typical racial restriction on it. Party officials could not be reached for comment.

Most of the time these covenants do not appear on the deed that the home buyer gets. Usually they appear in the original deed and are just incorporated by reference in subsequent deeds.

In the 1948 case of Shelley vs. Kraemer, the Supreme Court said that enforcement of racial covenants by the courts was a violation of the 14th Amendment. The ruling did not automatically remove such covenants, it just prohibited judicial enforcement.

At the time of the ruling and the ensuing publicity about the racial covenants, lots of politicians filed declarations stating that they were not bound by the covenants, according to Ronald Link, an associate professor of law at UNC. These declarations were mostly for the sake of appearance or to forestall embarrassing political revelations, Link said.

The concept of restrictive covenants dates back to an English common law case in 1848, Link said. Restrictive covenants on some houses in London required the owners to pay for part of the maintenance of the square their houses faced.

property ownership as a bundle of sticks, Link said. A property owner is free to sell all of his rights to a particular piece of property or only some. In the case of restrictive covenants, the owner sells the buyer all but a few rights.

Restrictive covenants are a private method of restricting the use of land, he said. In many subdivisions restrictive covenants serve almost as zoning regulations. Legitimate restrictive covenants regulate things like minimum lot size, house size, setback and height. Link said that it is not uncommon for unusual covenants to be challenged in court.

Adams said unusual covenants are common. He wrote the restrictive covenants for the Lambshire Downs subdivision in Raleigh and, as a joke, included a restriction preventing homeowners from keeping sheep.

Going to court to have the racial restrictions removed from a piece of property would be a lot of trouble and expense to go to remove a covenant that has no legal effect, Link said.

Soviets

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leukemia. Doctors expect only a 0.05 percent increase, he said.

Soprunov said the Chernobyl accident was a psychological shock. "It opened our eyes to nuclear weapons," he said.

After the Chernobyl accident, a moratorium was declared to curtail testing of nuclear weapons until Jan. 1, 1987.