

Students go through summer door by door

By FELISA NEURINGER
Staff Writer

"It was lonely my first day," said Rob Franek. "People kept saying no, and that was really frustrating . . . but at the end of a 13-and-one-half hour day, I'd just have to smile because I knew it was the best I could do."

Franek, a junior business major from Montoursville, Pa., spent last summer in Paducah, Ky., selling books door-to-door for the Southwestern Company.

Door-to-door sales seem to be a popular way for college students to make some money during the summer.

Students typically sell anything from knives, cutlery, books, insurance and advertisements to vacuum cleaners door-to-door during the summer, said Robin Joseph, experiential learning coordinator at Career Planning and Placement Services (CPPS).

Most of the companies that recruit on campus set up their programs through CPPS, Joseph said. However, she has no idea how many students actually worked with these companies during this past summer.

"These companies have been on campus for many years," Joseph said. "Recruiting is not a new technique; it's a continuing trend, and getting practical experience is in the mind of more students. They (students) are becoming more career-oriented."

Many students find door-to-door sales jobs to be a valuable experience, as did Steve Lilley, a junior industrial relations major from Gates, who sold books for Southwestern for the past two summers.

"You're your own boss and work your own hours," Lilley said. "You can do well if you work within the company's guidelines."

Southwestern employs 3,000 to 4,000 college students every summer, according to Lilley. Thirty to 50 UNC students sold books for Southwestern this summer.

"It's like being on an exchange program," Lilley said. "You are sent somewhere to sell — you get to see

another part of the country while living with a host family."

The average summer earnings for a first-year salesperson is \$3,000, and \$5,000 for the second summer, Lilley said.

"You have to take an interest in the family . . . you can do well that way," he said. "You should develop a relationship with the customer — just don't push the product on them."

Some students enjoy door-to-door sales more than others.

"I learned a lot about people and myself," Franek said. "Sales weren't the greatest but it was an experience I would never give back . . . I may even do it again this summer."

Karen Barrett, a junior journalism major from Red Springs, sold Cutco knives and cookware in Raleigh last summer for Quality Housewares, Inc. Quality Housewares, Inc. is one of the firms that recruited on campus last spring.

"We had to set up appointments to do demonstrations in people's homes," Barrett said. "The hardest part was trying to get in the door."

Students working for Quality Housewares had a quota of 144 demonstrations to complete during the summer and were paid on commission, according to Barrett.

"The company has many benefits," she said, "but I found a few things to be a little disappointing."

"Researching the employer is very important because some schemes are unlawful," said Carol Badgett, attorney for Student Legal Services.

There are many door-to-door sales laws that protect the consumer, which students should be aware of before signing on with a company, according to Badgett.

Badgett said Student Legal Services has yet to receive any complaints from students about companies that have recruited on campus.

Although it requires hard work and persistence, many students believe door-to-door selling can be a positive experience.

"If you can do direct sales, you can do anything," Barrett said. "Overall, it was a positive experience but I don't think I would do it again."



"It was good getting out there on my own and being independent," Franek said. "Door-to-door sales have definitely helped me develop great communication skills."

"I think for some students those (door-to-door sales) jobs are valuable," said Joseph. "You can work

independently and can earn some good money."

"However, some of these jobs are not so good because the students are given inadequate training and supervision. It all depends on the student and what his expectations are; door-to-door sales are not for everybody."

Direct selling offers students a way to add to their cash flow

By LEE ANN NECESSARY
Staff Writer

Are you in the need for money to help pay college expenses? Are your financial worries rising as your grades are dropping? If these feelings apply to you, you are among the majority of college students in the nation.

With the rising cost of a college education and the federal cuts on colleges' financial aid and scholarship endowments, many students are feeling the pinch. The most common way to relieve some of these pressures is to find a part-time job.

Yet, the jobs that offer flexible hours and the kind of pay needed are usually few and far between. Some students have solved this problem by getting involved in the direct-selling business, which involves companies who promote and sell their products through marketing and sales, with emphasis on personal service.

Direct selling has become popular, not only because of the flexible hours, but also because the money

that many students make is well worth the time. For example, some students have been able to clear as much as \$500 a week selling Encyclopaedia Britannica.

For the benefit of students wanting to get involved in these companies, there is a group that can offer some assistance.

The Direct Selling Association, a national full-service trade association, publishes a list of its members and what they sell.

Paula Auerbach, director of media communication at D.S.A., said that through this list, students can find the information they are looking for to get them started.

Auerbach explained that the list includes the names of approximately 100 companies that are members of the association, their addresses, phone numbers and product line. Because this is a national list, students should just call the company's number to see what that particular company has available in their area of the state.

A privately-funded group, D.S.A. also lobbies in Washington for certain trade and consumer concerns, provides educational programs for consumers and publishes pamphlets on information concerning consumers.

Some of the companies involved with D.S.A. are Pepsi, AT&T, Avon Cosmetics, Fuller Brush and Alcas Cutlery.

Auerbach also stressed that if a student is more interested in smaller businesses, D.S.A. also has many members that are just start-up companies looking for students' assistance in selling their products.

Man charged with trying to give away military secrets

From Associated Press reports

SAN FRANCISCO — A disgruntled former Air Force man was arrested Monday and charged with trying to deliver secrets about an Air Force reconnaissance program to the Soviet Union, authorities said.

Allen John Davies of San Jose, a naturalized American citizen who works for Ford Aerospace & Communications Corp., was arrested by FBI agents in Palo Alto, south of San Francisco, said U.S. Attorney Joseph Russoniello.

The charge is punishable by life in prison.

On Sept. 22, Davies met with an undercover agent who posed as a representative of the Soviet consulate in San Francisco and offered information about the Air Force program, according to a sworn statement by an FBI agent filed in federal court.

Pope works for world peace

ASSISI, Italy — Bearing olive branches and offering prayers, Pope John Paul II and other leaders of great world religions, from Moslems and Jews to fire-worshipping Zoroastrians, solemnly pledged Monday to work for peace.

The pope, summing up the resolve of his religious colleagues, urged world leaders to fashion "strategies of peace with courage and vision."

The Dalai Lama, exiled Buddhist god-king of Tibet, called the

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historic gathering in Assisi, hill-town birthplace of St. Francis, a recognition of the "indispensable spiritual dimension" in efforts to end war.

And the efforts had an immediate, if temporary, impact in far corners of a war-torn globe.

Warring parties in a dozen countries, including Nicaragua, El Salvador and Cambodia, acceded to the pope's appeal that combatants lay down their arms for 24 hours Monday. The cease-fire broke down in Lebanon, however, and minor violations were reported elsewhere.

U.S. income growth slowed

WASHINGTON — Americans' personal incomes rose a modest 1.4 percent in the spring as overall income growth was held back by hard times in energy states and layoffs in the auto industry, the government reported Monday.

The Commerce Department said residents of six states actually suffered declines in incomes during the April-June quarter.

The hardest hit region of the country was the Southwest, where incomes grew by just 0.8 percent in the second quarter. Analysts blamed the weakness on widespread layoffs in the oil and gas industry caused by slumping petroleum prices.

Ads counter religious rights

By TIMOTHY HARRISON
Staff Writer

People for the American Way, a self-proclaimed "First Amendment" organization, has begun a TV advertising campaign to combat "religious bigotry" in current political races.

"There are two 2- to 3-minute spots that discuss the problem of religious bigotry in electoral politics," said Jim Scarborough, spokesman for the N.C. chapter of the group.

One of the ads begins with a man talking about the things he heard his minister say in church when he was younger, he said. The ad then switches to Jerry Falwell talking about censorship of textbooks. Then, the Rev. Charles Stanley of Atlanta is shown calling the Equal Rights Amendment unchristian, and Jimmy Swaggart brands the Bible as the Constitution, he said.

The ad then returns to the man commenting that he didn't remember anything about the Bible being the Constitution.

The TV campaign was sparked by candidates who mailed letters that

implied that they represent God, Scarborough said. Early in the 4th District congressional race, Rep. Bill Cobey, R-N.C., apologized for such a letter he had sent. This apology was a result of pressure from the group, he said.

More recently, two candidates for the N.C. Senate mailed a letter beginning, "Dear Friends in Christ." The letter implies that the conservative views are biblical views, Scarborough said. These are the types of bigotries that the group is fighting, he said.

He said the idea for the advertising campaign came from the People for the American Way's national office in Washington, D.C.

The group, formed by television producer Norman Lear, is a non-partisan organization, Scarborough said. Most of their actions, however, are aimed at the political and religious right.

The ads began Oct. 20 and will run through Nov. 4, Election Day. "I haven't heard anything to indicate that the ads will be run after the elections," Scarborough said.

Informational Meeting
UNC
YEAR-at-SEVILLE
Tuesday, November 4th
2:00-3:30 pm
Room 303 Dey Hall

Great American
Smokeout
Nov. 20
AMERICAN CANCER SOCIETY

Halloween Special: A Night Of Suspense!!! Tonight

7:00, 9:30
Admission FREE
Don't Miss This
Classic Shocker

THE EXORCIST
Friday, Oct. 31
and Saturday, Nov. 1
Midnight Movie
\$1.00

Pray for Rosemary's Baby
CAROLINA UNION
Films in Union Auditorium

\$6.50 Haircuts Are Back!

Look Fantastic with a great new Haircut from Fantastic Sam's! Now you can get a quick, professional cut for the low, low price of \$6.50, or, our full service cut at \$12.00, includes shampoo, conditioning, precision cut and professional styling. Children under 12 can get a quick professional cut for just \$5.00 or our full service cut for \$7.00.

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Find out more about the Navy Nuclear Propulsion Officer Candidate Program, and make your education start paying off today. Call Navy Management Programs:
(800) 662-7231, Mon.-Fri., 8 a.m.-4 p.m.

Contact: Lt. Bernie Baetzel, October 30-31, Career Planning and Placement.

NAVY OFFICERS GET RESPONSIBILITY FAST.

Blue-White Basketball Tickets

Student tickets are available for the Blue-White basketball games, which will be played after the Maryland and Virginia football games on November 1st and November 15th. Both these games will be played in the air-conditioned Smith Center and the halftimes will be only five minutes (so you can get out in time for the rest of your Saturday evening plans). Present your student I.D. and athletic pass at the Smith Center box office between 8:30 AM and 4:30 PM. Students may also purchase guest tickets at \$5.00 in addition to their complimentary student tickets. Student groups of 20 or more are welcome to send a representative to the ticket office with the groups' athletic passes for block seating.

Hardee's