

# Business

## Career Corner

Résumé Drop Sept. 27/Open Sign Up Oct. 12

### PRESCREENING COMPANIES

Date	Company	Job	Major
10/17/88	Aetna Life and Casualty	accounting, banking, finance, gen. mgmt.	BU/BS, ACCT/BS, INDR/BA, ACTS/BS, JOUR/BA, CIRP/BA
10/17/88	NCNB	banking	BU/BS, ACCT/BS, COMP/BS
10/18/88	Central Carolina Bank	gen. mgmt.	ANY/BA, BS
10/18/88	Coca-Cola USA	marketing, sales	ANY/BA, BS
10/19/88	Price Waterhouse	accounting	ACCT/BS
10/19/88	Castner Knott Company	mgmt., sales, purchng.	ANY/BS, BA
10/19/88	Ethyl Corporation	chemistry	CHEM/BA, BS, MS, PHD
10/19/88	Burlington Industries	per., finance, mfgm.	BU/BS, ACCT/BS, INDR/BA, CHEM/BA, BS
10/19/88	Rohm and Haas Company	chemistry	CHEM/PHD
10/20/88	Ferguson Enterprises	sales	BU/BS, ACCT/BS, ECON/BA, ENGL/BA, HIST/BA, INDR/BA
10/20/88	Shaw Industries	mktng., mfgm., sales	ANY/BA, BS
10/21/88	NCR Corporation	soft.	COMP/BS, COMP/MA
10/21/88	Westvaco	sales	ANY/BA, BS

### OPEN SIGN-UP

10/17/88	US Air Force	gen. mgmt.	ANY/BA, BS
10/18/88	General Electric Company		
10/18/88	Peace Corps	volunteer position	ANY/BA, BS, MA, MS, PHD
10/19/88	Data General	soft., twrt., sanl., finance	COMP/BS, MS; BU/BS; ACCT/BS; INDR/BA
10/19/88	Hercules, Inc.		
10/20/88	Indiana University	graduate school	ANY/BA, BS
10/20/88	Peace Corps	volunteer position	ANY/BA, BS, MA, MS, PHD
10/20/88	Salem, Saxon, & Nielson		
10/21/88	Westvaco	sales	ANY/BA, BS

## Group urges consideration of regional toll-free calling

By TAMMY BLACKARD  
Staff Writer

When some 500 UNC freshmen from the Triangle want to ask their parents for money, they have to pay to call home. That may change soon if a regional telephone calling system that would eliminate long-distance charges is installed in Wake, Durham and Orange Counties.

The Triangle J Council of Governments, an intergovernmental task force of Triangle government and business leaders, which has campaigned for two years for a system that would reduce or eliminate long-distance charges, has now asked the phone companies and the N.C. Utilities Commission to speed up the process.

"We don't want it to take a lifetime to be resolved," said Richard Helwig, a Chapel Hill businessman who heads the Triangle J task force. "Technology changes on the average of every four years."

In April, the Utilities Commission ordered the five telephone companies serving the Triangle to study the costs of developing such a system. The studies are due Jan. 23.

While the companies study this Extended Area Service (EAS) plan, the commission has ordered them to set up alternative local calling plans. The plans proposed by the companies provide discounted toll charges and will begin on an 18-month experimental basis in March.

But Helwig said the task force never wanted the experimental plans.

"We didn't ask for toll discounts," Helwig said. "Triangle J, the attorney general and the public staff of the Utilities Commission is opposed to anything but toll-free calling in the region. Triangle J wants them to defer looking at these other plans until the companies have fully explored the toll-free option in the area."

But a GTE spokesman said few of their customers would benefit from EAS.

"Only 1.8 percent of our customers account for 50 percent of our calls to Chapel Hill, and only about 2 percent of our customers for 50 percent of our calls to Raleigh," Steve Toler, public affairs manager of GTE's Durham office, said. "The alternative plan we've proposed for March would charge on a usage basis — there's a reflection of fairness in our plan."

"It would cost us around \$8 to \$10 million to make calling toll-free in this area — it's not free," he said. "The cost would be reflected in bills."

A spokesman for Southern Bell Telephone Co. said the studies from its customers are not available yet, but the company will "work in conjunction with the commission to provide the best service available."

Mark Collins, community relations manager, said Southern Bell will go with discount option plans for March.

"Some of the services we will offer in March include the message rate service and flat rate increase plans," Collins said. "The message rate is 25 cents per call for any Triangle area long-distance call. The cost will be 25 cents whether the call lasts a minute or an hour."

"With the flat rate increase, customers would be charged a flat rate like \$20 a month and could call any Triangle city as much as they wanted," he said.

Daniel Long, the assistant commission attorney working on the phone plans, said the residential customer is not generally as well-represented with EAS as businesses in the Triangle.

"Part of the idea of the experimental plans was to collect a lot of data to see the merits of different alternatives," Long said. "People may prefer these other plans... there's always a tendency to stick with the status quo."

But the phone companies still are working hard on compiling the figures for their Jan. 23 deadline to comply with the Triangle J task force and the Utilities Commission's orders. Even if the EAS plan is approved by the commission in January, it will take one year to 18 months to implement, Toler said.

"We're putting our figures together," Toler said. "I wish we could do it sooner, but it takes a while and we don't want to make any mistakes."

## Image plays big role in cigarette industry, business experts say

By PATRICIA BROWN  
Staff Writer

With 60 million men and women smoking in America, cigarette advertising and the images cigarettes portray are big business.

Cigarette manufacturers spend \$2 billion a year on advertising. John Sweeney, associate professor in the School of Journalism, said.

Most cigarette companies want their products to portray a certain image, which gives them different target groups.

"Our target audience differs from cigarette to cigarette — Marlboro is not Virginia Slims," Steve Weiss, manager of media for Philip Morris Companies Inc., said. "Marlboro is a cigarette for men as opposed to Virginia Slims which is more of a women's cigarette."

Philip Morris' Marlboro man has helped to make Marlboro the top-selling cigarette, with 25 percent of all smokers using it, Weiss said.

While advertisements play an important role in the sales of cigarettes, some smokers say they don't affect their smoking habits.

"I smoke Marlboro, but I can't say I smoke them because I want to become a cowboy. I don't pay too much attention to the ads, I use them because they're what I prefer," Brad Beebe, a junior from Atlanta, said.

Although cigarette advertis-

ments were taken off television and radio in the late '60s, they continue to be seen in magazines, newspapers and on billboards.

Cigarette companies are always careful to direct their advertisements to adults, and one company has introduced a campaign to deter youth from smoking.

"Our advertisements attract those men and women over 21 who already smoke," said Michael Bateman, spokesman for Brown and Williamson Tobacco Inc. in Louisville, Ky.

"Philip Morris is sponsoring a campaign for helping youth say no. We believe smoking is an adult choice and people should have all the information about smoking," Weiss said.

Even though people are smoking 10 percent less today than they did 10 years ago, the most popular group of smokers continues to be men and women from ages 25 to 35, said Robert Hutchings, associate director for program development in the U.S. Centers for Disease Control's office on smoking and health.

In 1987, Philip Morris had 37.9 percent of the cigarette market, while R.J. Reynolds had 32.6 percent of the market.

"The cigarette business has become a flat and mature market. However, we have continued to increase industry and not be affected by the drop in smokers," Weiss said.

## Carowinds to make splash with water park

By HART MILES  
Staff Writer

It's a hot summer day at Carowinds. Beads of perspiration roll off a weary tourist's forehead. His body yearns for water. A nearby fountain produces a lukewarm chemical seemingly related to arsenic. But then, lifting his head, he sees an oasis on the horizon. His dream has come true, and he stumbles up and falls in the water, safe from the heat.

Carowinds will introduce a new concept in total theme park entertainment in 1989 when it adds a \$2.35 million, 6-acre water-themed area. This area will be free to guests of the park, making Carowinds the only major theme park in the country that offers this sort of water area at no additional cost.

Tourists can treat themselves to

two 350-foot racing tube-raft rides and two 52-foot racing water speed slides. The area will also include a mini-themed section just for children.

Carowinds is renovating its 700,000 gallon wave pool. This wave pool will also be part of the new water-themed area.

Vicki Sutton, Carowinds' vice president and general manager, said the new themed area will put Carowinds on a new plateau as a tourist attraction.

"This expansion is a tremendous addition to the Carowinds entertainment package that will not only add a new dimension to our park, but will have a significant effect on area tourism," Sutton added.

The 1989 expansion makes Carowinds a multi-day theme park and, as a result, will increase area tourism

by increasing overnight visits by travel market visitors to the Charlotte/Rock Hill area, Sutton said.

One of the advantages of a water section at Carowinds is that the tourist will have a choice of activities. There is not just a single pool or water slide.

The giant tube slides will take riders in two-person rafts for a spin down enclosed water chutes through a series of curves, spirals and drops.

The twin-racing speed slides will drop guests down slides of cascading water in two-person sleds that skip across an awaiting pool before gliding to a stop at the end.

Both these new rides are designed to allow park guests in street clothes to ride them without getting soaked. But guests can put on their bathing suits to get into the new and improved wave pool.

The new water area will include lockers, showers and changing rooms.

The mini-themed section for younger park visitors includes a

smaller water tube ride, play areas and slides that can be used with water on warm days and without water on cool days.

With the addition of the new area, one Carowinds ride will, unfortunately, have to be removed. The legendary White Lightning roller coaster will surely be missed by its fans.

The reason for White Lightning's retirement is its age and increasingly inefficient operation, Sutton said. "White Lightning" has been a very popular ride since it was introduced in 1977. But we are an evolving park and we have always replaced old products with new innovative attractions as we continue to offer families well-rounded quality entertainment."

By adding the new park, Carowinds is greatly expanding the entertainment value for visitors, Sutton said.

The park will open its doors on the new water portion when Carowinds begins its 1989 season on March 18.

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