

Pair capitalizes on popularity of 'First Cat'

By Paul Bredderman
Staff Writer

First there was Toonces. But Socks might have a long way to go before he learns how to drive, let alone handle the life of being the new "First Cat."

Burlington businessman Jeff Baldwin was one of the millions of Americans who saw Socks' dilemma when the cat first strolled outside the White House, surrounded by press photographers who were kneeling and crawling alongside.

Poor Socks. While Barbara Bush had warned Hillary about the press, she had not thought to warn the new presidential pet.

It was not long before the excited press had plastered Socks across their pages and Baldwin and Burlington artist Jim Price had designed a T-shirt with Socks played across the front.

With the White House in the distant background, Socks is seen with paws outstretched, claws sliding down, screaming for mercy: "I'm in the White

House."

Chutzpaw, Socks. Get some. Baldwin wasted little time before calling his artist friend. "I got on the phone and called Jim and said, 'We need to jump on this.'"

Price initially was confused, though. "Who is Socks?" he asked me," Baldwin said, recalling their first conversation about the idea. "He thought I was talking about the socks that you wear."

Price, who once worked for Walt Disney Productions, is now a freelance artist working in his home. He drew up some cartoon sketches, and by the end of the week, the two men had printed the first shirts.

Baldwin has printed about 2,500 shirts and will print more if there is enough demand. But he considers the shirt a hit. After 1,000 shirts are printed, it's considered the big time, he said.

CasualWear Express, an N.C. T-shirt manufacturer and retail chain, is selling the shirts for \$10.99. The chain has a store at 306 W. Franklin St.

One of the few shirts to leave the

store went to Chelsea Clinton. Baldwin sent her a Socks shirt as the first shirts were finished but is still waiting to hear from her. "I've been looking to see Bill jogging in one of my shirts," he said.

The media took notice of the shirts immediately, Baldwin said. The Daily Times News of Burlington ran a story, along with The News & Observer of Raleigh and The News & Record of Greensboro. Television stations also caught on.

John Clark, vice president of CasualWear Express, said that when the ABC affiliate in High Point did a story on the shirts, media coverage spread to other ABC-affiliates.

"We're getting calls from Tulsa, Oklahoma," Clark said. "Apparently they showed this piece in Oklahoma, and I'm not sure where else."

Baldwin also has received calls about the shirts. "This is no lie. One lady was going to drive down here from Asheville — just for one shirt," he said, laughing.

"That made my day, knowing that somebody wanted something so bad that they were going to drive four hours for it."

Clark said the Socks shirts were selling well. The shirts aren't on sale outside the state yet because marketing the shirts to national retailers would be too expensive, Baldwin said.

But he is happy about the boost the shirts have given to his business, which gets busy this time of year at the onset of the NCAA Final Four. Collegiate designs are the mainstays of business for Baldwin's company, Paradise Printers.

If UNC or Duke win big this year, Baldwin already has ideas for new T-shirts. He hopes Duke can win its third-straight national championship. "I've been pullin' for Duke since I was small, so I can't switch now," Baldwin said.

His father, a native of Chapel Hill, is loyal to UNC. Whenever Baldwin comes up with a new UNC T-shirt, the running joke is that it's for dad, Baldwin said.

"Me and dad have fun about that. If Carolina beats Duke, he'll call me. When the phone rings, I know what it's for."

XYC to honor polyester era at '70s Cradle dance

By Kevin Kruse
Staff Writer

Nestled deep in our common collegiate psyche lies a collection of memories revolving around a decade that most Americans would rather forget, the 1970s. The songs most of us remember from that era had titles like "C is for Cookie," but those 10 years governed by Nixon, Ford and Carter produced a lot of music that can still, to use the technical term, "get your booty on the floor." Hence, WXYC, proudly presents its Third Annual '70s Dance at the Cat's Cradle this Wednesday.

The 9 p.m. until 2 a.m. dance will feature the pop of the Captain and Tennille, the rock of KISS and the soul of the Commodores and Barry White. The novelty tunes of the Village People, the funk of Parliament, along with the pure polyester disco of Sister Sledge, Donna Summer and K.C. and the Sunshine Band will factor into the evening. The songs are mixed in to give the overall '70s feel.

"I never knew the Sex Pistols and the Bee Gees would so well together," said junior Rob Willison of last year's dance.

"I can't believe everybody knew the words to 'Brickhouse,'" added junior Jeremy Lehrer, who also attended last year's dance.

Several contests will add to the evening's festivities. The dance competition will let the crowd compete with their best disco moves to songs like "Disco Inferno" and "Freak Out!"

Sophomore Janet Kent marveled at last year's dance competition, saying "I

didn't know so many people knew the moves to 'The Hustle.'"

But even those unlearned in the mystic ways of the Locomotion and the Robot still can groove with the tunes.

"When they start playing 'Dancing Queen' by my favorite Swedish supergroup ABBA," senior Pete Smith said, "you can bet your last ounce of cocaine my booty will be on the dance floor."

The most creative or authentic garb from the Me decade also will snare a prize, so be sure to dust off your bell-bottoms and gold chains, or head on out to a local thrift store.

"There will be people turning into J.J. from 'Good Times' left and right, screaming 'Dyn-o-mite!'" freshman Nathan McClintock predicted.

The trivia contest will test knowledge on intricacies ranging from facts on "The Brady Bunch," "Charlie's Angels" and "Fat Albert" to details about the Jackson 5 and Tricky Dick. Finally, knowledge about shows like "CHiPs" and "The Love Boat" and movies like "Smokey and the Bandit" or "Shaft" could land prizes.

Pepper's Pizza, School Kids Records, the Record Bar and Poindexter's Records of Durham will donate prizes.

Cradle and WXYC staff members will make sure the decor of the Triangle's music mecca will give a true '70s feel.

"The glittering lights ... the disco fever ... my mind was awirl," junior Adelfa Hill said of last year's events. "When I heard 'Dreaming' by Blondie, my platform-shoed feet began a hoppin'."

The collection of \$3 admission will go to help support WXYC.

Station Director Stacy Philpott offered a final word of wisdom on the event: "As Don Cornelius of 'Soul Train' says, 'You can bet your last money, it'll be a stone gas, honey.'"

Johnston

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Cole said it was too late for Johnston's JOMC 191 section to be printed in the course guide students use to enroll in classes for fall semester, so the journalism school had been advertising the class with posters put up in University buildings.

Students interested in enrolling in the class need to get the course code from the office in the journalism school, Cole said.

Faculty movement from the RTVMP department to the journalism school is

not unprecedented, Cole said.

In 1992, former RTVMP Professor John Bittner moved to the journalism school to take a professorship there.

Bittner had gained tenure in the RTVMP department before moving on to the journalism school, while Johnston was denied tenure in the RTVMP department.

Cole said there was no truth to rumors that the School of Journalism and Mass Communication would be "absorbing" the RTVMP department.

Series

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nior citizens include making necklaces, stationery and note paper.

The Charles House has been recognized by the North Carolina Adult Day Care Center Association for their volunteer service activity.

Carey said the Charles House adapted activities and projects to meet the needs of senior citizens.

Senior citizens at the Charles House choose how they spend their time. The program is loosely structured, and beds are provided for those who want to rest,

she added.

Bradford said she hoped more of the community's senior citizens would participate in the program.

Most of the Charles House's referrals come from doctors, but the agency had been pursuing other ways to encourage senior citizens to participate in their program, Bradford said.

Bradford said the Charles House accepted senior citizens on social services because some people couldn't afford expensive care.

BCC

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for comment Monday, McCormick said he believed they would be supportive of the new center. "I've said all along that if we come up with a strong academic center, the trustees will approve it."

The site question has been the last point of debate in the BCC planning. BCC advocates — including the coalition for a free-standing BCC — oppose the Coker site for aesthetic, psychological and environmental reasons.

But McCormick and other UNC administrators have said they support placing the BCC on the Coker site and using the Wilson-Dey spot for a larger building such as the proposed 110,000-square-foot physical sciences building.

Despite early conflict between BCC supporters and the chancellor's working group, the final report will be the

product of a joint working group-advisory board committee.

Fund raising for the center will be the next step. BCC planners hope to raise the entire \$7 million construction cost through private donations. "We've got to rally 'round the thing at some point," McCormick said. "We need relative unity. After all, who's going to give money to a war?"

Although official fund raising will not begin until after the center is approved, McCormick said he and other BCC planners had been discussing prospective donors. "There has been a lot of talk," he said. "I got some good news over the weekend about a prospective corporate donor who could be in for quite a good deal of money. We're confident the money will be raised."

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NEIGHBORHOOD: (nā'ber hood'), n. a district or locality, often with reference to its character or inhabitants. *a fashionable neighborhood* The American College Dictionary.

Southern Neighborhood James, Morrison, Ehaus and Craige	Middle Neighborhood Whitehead/Carmichael, SRC and HRC	Northern Neighborhood Lower Quad, Upper Quad, Spencer/Triad and Cobb/Ioyner
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