

Holiday Shoppers Bring Smiles To the Faces of Local Merchants

BY TIA WEBSTER
STAFF WRITER

Although there are a few of us who tackle the task of Christmas shopping a little each month until the end of the year, most of us begin our shopping on what has become the traditional start of the holiday shopping season — the day after Thanksgiving.

This time of the year, especially, brings smiles to the faces of many business owners because consumers are more likely to spend more money for that perfect gift. In Chapel Hill last December, total sales equaled \$44,052,267, and Carrboro had total sales of \$8,229,084, said Olivier DeVaud, the Chapel Hill-Carrboro Chamber of Commerce Development Specialist.

Some stores depend heavily on the holiday season for the bulk of their sales.

Veranda, a branch of Tweed and Tartan in University Mall, opened the day after Thanksgiving. Jocelyn Jones, part owner of Tweed and Tartan, said Veranda was

"mainly holiday geared."

Jones decided to set up the kiosk because there was no room for the items in the store. The seasonal selection includes holiday sweatshirts, figurines, ornaments, picture frames and clocks, which have been popular among students, Jones said.

Hickory Farms, a mail-order business headquartered in Richmond, Va., has set up a kiosk for the second year in University Mall. Judy Crook, manager of the Hickory Farms at University Mall, said the chain had opened up 80 smaller outlets in the last two weeks across Virginia, North Carolina, South Carolina and Georgia.

"We only come once a year. We're like Santa Claus," said Crook, who added that the store specialized in meats, cheeses, dried fruit, mints and jellies.

She said more people were giving food for the holiday because it was much easier. "Everyone eats."

Crook also said people enjoyed having Hickory Farms at University Mall because they could actually see what they were

buying. And, the boxes still come ready for shipment.

The Toy Corner, also located in University Mall, is a specialty toy store. Instead of the popular Mighty Morphin Power Rangers, Barbie dolls and Nintendo games, the store focuses more on educational toys.

Saleswoman Brenda Sturdivant said sales definitely increased during the holidays. She added that people were buying bigger things during the holidays instead of the small basic gifts. Sturdivant also said the store took pride in itself because it was not a fad store. The store offers nothing advertised on television, she said.

Also, Sturdivant said, the store sells few things run by batteries, preferring more manual things that make kids use their imagination.

"This way you actually do it," she said.

Sturdivant said the most popular items selling at The Toy Corner were wooden train sets, Breyer horses and a brain-teasing game called Mind Trap. "It's a little more to them."

Dieters Dread Holiday Feeding Frenzy

Wellness Center Coordinator Suggests Setting Realistic Goals to Help Fight the Fat

BY KURT TONDORF
STAFF WRITER

Why do students look forward to the holidays?

"Definitely for the food."

"So I can eat until I fall asleep."

"Good food."

Food, food and more food seems to be one thing many students associate with the holidays.

At no other time is the act of eating such a priority for UNC students, or for people in general. If this is the season to be jolly, then it's also the season to turn into jelly.

Binging during the holidays is common for many, which is why it is difficult for dieters to resist the annual temptations of the Thanksgiving feast and Christmas spread. Traditional holiday meals can consist of double-digit courses, and the foods that often make up those courses are generally fat- and cholesterol-laden, such as pumpkin pie, stuffing and gravy.

All of this can be too much for any dieter to handle, whether he or she is a casual or a hard-core weight watcher. Surely, there must be some way to gain satisfaction from the holidays without gaining the pounds that would result from indulging in its garish buffets.

Students racked their brains for the best eating tips during the holidays. "My philosophy is to eat whatever I think tastes good, regardless of fat content," said Jay Sammons, a freshman from Rochester, Mich. "That way, at least I'll be happy."

Although this pointer might apply to those students who are either naturally slim or have no qualms about their holiday weight gain, it doesn't offer a sure-fire plan for the unusually anxious.

But Susan Chappell Holliman offered a solution. Holliman, coordinator of the Wellness Resource Center and a registered dietician, said the key to survival during the holiday season — which she considers to be the most vulnerable time of year for dieters — was to set realistic goals.

"You must be realistic when dieting in November and December," she said. "You shouldn't focus on losing weight but rather on maintaining the same weight that you began with until January."

While people across all generations feel the pressure to stay trim, no age group feels it to the same extent as the college student aged 18 to 21, Holliman said.

"I think that the internal pressure to look thin and beautiful is greater with young people because most of the marketing ads are generally geared toward that generation," she said.

Holliman also said that because eating was the center of much socializing, dieters were going to be subject to some pressures. As long as they have a careful plan and will power, she said people could make it through the coming barrage of parties and social events unscathed.

"You must think defensively, and you must think ahead," Holliman said. "Plan out your weeks in advance in terms of the parties you'll be attending and the eating you think that you will be doing at each one. That way you'll be prepared, you'll have a strategy and you won't be at food's mercy."

And it's not just food that the weight-conscious must worry about. Alcohol consumption can also pose problems. Holliman said, "Not only is alcohol a calorie factor, it also plays a big role in breaking down the necessary will power of the dieter."

BOOKS

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option would be a success in the future.

"This option will definitely help students who plan to come back in the spring because it will give them more money on their expense accounts."

Mahalek said the amount of money students received from selling their textbooks depended on whether the book would be needed next semester.

"If professors have told us they will use the textbooks next semester and we need those books, then the amount students receive will be 50 percent of the retail price, regardless if they bought the books used," she said.

"If the book is not needed next semester, the student will receive the wholesale value of the book, which is usually 15 percent of the retail price."

Joe Turk, manager of Tar Heel Textbooks, said his store used a similar method to determine the amount students received by reselling books.

"We receive a list of courses and books needed for those courses from the University," he said. "Any books we need we pay half of what they cost. For books we do not need, we consult a list from the National Book Wholesaler and give the student the wholesale price, which can be anywhere from zero to 35 percent of the retail price."

Turk said Tar Heel Textbooks would accept books, including those that had been purchased at other stores, year-round.

Mahalek said Student Stores would have special buyback hours during exam week.

"Exam week is the peak time for buyback, so we extend our hours."

GREEK

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"He has a different agenda than what people think he does," he said. "I don't see the need on his part to deal with policy decisions; I think that the main policy decisions should be up to the students."

Jerry Moorehead, chapter adviser to Phi Gamma Delta at the University of Georgia, said Monday that Binder had accomplished much in the eight years he oversaw U.Ga.'s fraternity system.

"Initially, he was not well received by the members of the IFC," Moorehead said. "His goal was to educate and at the same time enforce policies, and he was very aggressive with violators."

U.Ga. had many problems with alcohol and hazing when Binder arrived, Moorehead said.

"He took a very poor Greek system and made it solid," he said. "He established a hotline so that people could anonymously call in and report hazing. He also personally investigated instances of hazing in order to make a safer environment for pledges."

Moorehead said that he had tried to convince Binder to stay at U.Ga. but that UNC's offer had been too good to resist.

"It took a few difficult years, but Ron became a very popular figure with the IFC," he said. "I asked him why he wanted to do it all over again; I think he wanted the chance and the challenge of starting over at such a prominent university."

U.Ga. still has not found a replacement to fill the position Binder vacated. "I think that you've got a very good person," Moorehead said. "The entire IFC board was very upset when they found out that Ron was leaving."

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