

The Daily Tar Heel

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World Wide Web Electronic Edition:
<http://www.unc.edu/dth/index.html>

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Women's Basketball: One More Shot

If you missed the opportunity to "go west" over Spring Break, you will soon have one final opportunity ... and it won't even require a 40-hour road trip. Yes, thanks to those geniuses in the NCAA tournament selection committee, UNC will be hosting three home games of the 1995 NCAA women's basketball tournament's West region.

For four teams, the road to Minneapolis goes straight through Chapel Hill. On Thursday, sixth seed Seton Hall plays 11th seed Stephen F. Austin, and 14th seed and Mid-Continent Conference champion Western Illinois will take on our Tar Heel Women's basketball team. The winners of these two games will then face off Saturday to determine who gets to go to Los Angeles.

For the Tar Heels, these two games offer an opportunity to prove to the critics that they underestimated the defending national champions and repeat ACC champions once again.

ACC tournament MVP Charlotte Smith will have the opportunity to reiterate why she should have been ACC Player of the Year.

Most importantly, we fans will have the opportunity to cheer on the Tar Heels before they travel 3,000 miles into unfriendly territory and a likely regional semifinal vs. Stanford. For everyone who passed up many opportunities to see the UNC women in action this season, here are two final chances to show our support for yet another of Carolina's talented athletic teams by cheering on these defending champs, live and in-person, no road trip required.

Pass up this opportunity, and you will be relegated to cheering at a television set, being unable to see the Tar Heels in person until the hoped-for victory celebration April 2.

So go show your support for UNC's defending national champs. Your support now will help inspire the Heels against increasingly tough foes.

From Duke Forest to ... Duke Landfill?

Duke Forest.
The words bring to mind long springtime strolls for the entire community, picnics, local history, peace and quiet and of course ... solid waste?

For the residents of the Triangle, Duke Forest has long been a site for relaxation and recreation. Now, in the face of the protests by local residents, a Richmond engineering firm has decided, after a battery of feasibility tests, that the forest should be recommended as the future site of an Orange County waste landfill.

While picking land suitable for landfill construction in any community is bound to produce opposition and an uphill community battle, some standards must still be upheld in the selection process.

In every community, there are some pieces of land that simply cannot be sacrificed without damaging the very fabric of the community. The engineering firm investigating possible sites for the new Orange County landfill — in its search for the most technologically advantageous, cost-effective and easily accessible site — seems to have committed the error of choosing one of those pieces of land.

The landfill search has been narrowed to four sites: two north of Hillsborough, one near Cane Creek Reservoir and the Duke Forest site. An

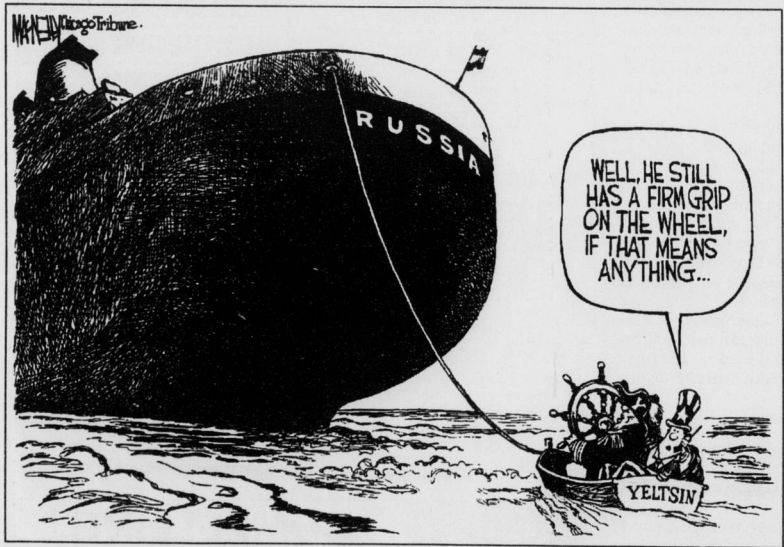
Alamance County land-owner also has offered to sell 1,135 acres between N.C. 54 and Old Greensboro Road for landfill use.

While none of these sites are politically feasible because no one wants a landfill in their backyard, the consideration of Duke Forest as a site option is particularly vicious. The forest is located centrally in the Triangle and is a focus of recreational activities for the residents of not only Orange but of Durham and Wake counties as well.

Forcing these residents to sacrifice such popular and well-used natural areas is inexcusable, especially when other options are available that will have a much smaller impact on the lives of all Triangle residents.

A better resolution to the problem would be to accept the Alamance County offer: the location is less popularly centered and the land could be purchased by the state rather than carved out of popular public recreational property.

Ultimately, Duke Forest should be removed from the list of sites being considered for a landfill. If the forest is endangered environmentally for the cause of political expediency, we and all residents of the Triangle will suffer. As citizens, we should watch this landfill search closely and actively participate in the decision about the fate of one of this area's environmental gems.



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Skin-Care Cosmetics Ads Betray Science, Women

Now that Spring Break is over and the rest of the semester lies ahead of us like an endless road of papers, tests and projects, I've decided to get us all back into the swing of things by explaining the relationship of quantum physics to human consciousness. Nah...

I may have done some pretty geeky things over my Spring Break, but cleaning out my room was about the most focused I ever got. Among the things on the "out" pile — and I swear I did not buy this — was a copy of one of those glossy, glamorous women's magazines. It was probably a recycling bin curiosity or a hand-me-down. At any rate, such a magazine is the last place one would expect to find science, right? Well, kind of...

For some reason that I have yet to figure out, the purveyors of women's cosmetics and skin-care products have a complex about "complexes" and all other items scientific sounding. The specific magazines and cosmetic companies shall remain nameless, but come on girls, you all know who they are, even if your closest encounter with lipstick was Aunt Edna's lip-prints on your cheek as a child. The ads are just as hard to escape as Aunt Edna.

Although no company or magazine is exempt, there seems to be a correlation between how French-sounding the name of the magazine or cosmetic company is and how much airheaded science the ads contain. I've broken down the tactics into several major categories:

1) Our experts at L.Lipstick Research — This is the kind of research that will not win you the Nobel Prize. Usually, but not always, the ad actually shows the lab, which looks nothing like a real lab. On the television commercials, it looks suspiciously like the cosmetic counter in a department store. While actual labs may vary, the real ones usually look like a dark alley along the Fashion Police beat.

2) The scientific method in action — Some ads include nifty graphs, showing things like "Comparative Skin Hydration." I'll give this ad points for not mixing up the x and y axes. The independent variable is the one that doesn't change based on the experimental condition; for instance, time passes independent of the experi-

ment. In this case, time, the independent variable, was indeed along the x-axis where it should have been. The dependent variable, changing skin moisture levels, was on the y-axis. On the other hand, the graph struck me as a bogus way of convincing me to believe that this lotion actually moisturizes better than other lotions. This is not the prestigious science journal Nature; this is a cosmetic ad.

3) Faux science terms — Not being an expert in cosmetics technology, I can't say for sure, but terms like Advanced Co-activating Complex sound pretty dubious to me. "Advanced" isn't even particularly scientific — just a more sophisticated way of saying "better." What exactly is a co-activating complex, anyway? How is this different from several different ingredients working at the same time? The ad doesn't define its terms, so we mentally challenged individuals unable to figure it out are left to bat our eyelashes and assume that the buffed guys in the white lab coats know something we don't.

4) Science made simply dreadful — Some of the fancy terms the ads use are actual biological or chemical terms for perfectly ordinary things. For instance, numerous companies tout their products' ability to deliver "alpha hydroxy acidity" to the skin. This is just a fancy term for water, which is made up of two hydrogens and one oxygen and is very mildly acidic because it can dissociate into hydroxyl radicals (an -OH group) and hydrogen ions (which make things acidic). Cosmetic advertisers are also very fond of the term "liposomes," another name for fat globules (perhaps containing some other additives) that sounds a lot better.

5) Contains 100 percent of the FDA recommended allowance — After attempting to starve oneself down to a "normal" weight, I suppose we can take comfort in the fact that a number of

cosmetics have added "pro-vitamins" including vitamins A, C and E, as well as beta carotene and anti-oxidants to break down the free radicals that cause skin to age. What the ads don't explain is how vitamins are supposed to help the outer layers of the skin, which are made up of dead cells. It's true that the skin can absorb drugs or other substances you rub on, but it seems as if it would be a lot easier to swallow a multivitamin and be sure you were getting enough of the vitamins to make a difference. I found it particularly amusing that women's magazine science articles (such as they are) sometimes contradict the ad on the previous page.

Of course, cosmetics have made genuine technological advances due to science. For instance, while the sunblock arms race has given us escalating SPF (sun protection factor) numbers, at least the glop does us some good. The SPF number is just a reflection of how much longer it will take a person to burn while wearing the stuff — i.e., an SPF of 30, assuming the lotion stays on, means that it takes 30 times as long to get the same burn. Comforting, eh?

Still, it's hard to separate the real science from the hype in these ads, even if you know what to look for. In a sense, such tactics aren't really that different from the "studies show"-type ads, except for one thing — their aim toward women. A look through men's magazines shows very little emphasis on scientific jargon, except for the U.S. Army ads that beckon young men into the 21st century. If women's magazine ads conform to the theory of evolution, then good campaigns sell the product and survive, and bad campaigns die. Does this mean that women are more responsive to scientific-sounding advertisements, or is it some cynical statement about women's gullibility?

Whatever Madison Avenue is up to, I'm not impressed. Somewhere out there are real chemists and biologists who are busily formulating and testing new cosmetics and skin treatments. It's too bad that the ads used to market their work make such a mockery — and foster so little understanding — of what they do.

Monica Eiland is a senior biology major from Durham.

UNC Pharmacy School Lacks Crucial Entry-Level Degree

TO THE EDITOR:

Just looking at the reputation of the University of North Carolina, we have undoubtedly climbed to the top in many areas academically and athletically. We are known to always strive for the best, because we are the best! One specific area that we excel in is the field of pharmacy. Some of you may not know this, but pharmacy is not just a career in which an individual sits behind a counter putting pills in a bottle and shaking up some solutions so you can feel better. Students at this school, including myself, are being trained to be health-care providers. We are being molded into professionals so we may best serve our communities, whether it be in a drug store, hospital or lab. As I said before, UNC has excelled in this field. Our school is ranked in the top 10 throughout the United States. However, we are one of the only schools without an entry-level Pharm.D. (doctor of pharmacy) degree. It was determined many years ago, that in order to serve the health of the population at large in the most efficient manner, we needed pharmacists to obtain this higher degree.

So where does this put the graduate of the UNC School of Pharmacy with only a B.S.? Although we are currently recognized to have one of the best programs in the country, our students are put to an extreme disadvantage. How many of us when we were applying to universities and foundations for scholarship in high school ran into the obstacle of a minimum SAT score. In other words, you were not considered for admission or an award because one number (that does not mean much, compared to overall intelligence) was not high enough. You were immediately cast aside. This is the same dilemma your fellow students are experiencing. They apply for a job, and even though they are one of the best qualified, they receive a letter saying that the minimum requirement is the Pharm.D. degree. I would like to emphasize the point that if UNC does not convert its B.S. program to the Pharm.D. this school will become obsolete in the field of pharmacy. We have to urge our representatives in the state Congress not to cut funds to the University. And we have to urge the administration to allocate the proper funding to convert this present degree to the Pharm.D.

There was one article in the DTH, "Pharmacy School Lacks Crucial Degree," (Feb. 24) that signifies the importance of this change. There are many students at this university that want an education to best help society. The pharmacy school students know that society can benefit the most with professionals trained to the

READERS' FORUM

The Daily Tar Heel welcomes reader comments and criticism. Letters to the editor should be no longer than 400 words and must be typed, double-spaced, dated and signed by no more than two people. Students should include their year, major and phone number. Faculty and staff should include their title, department and phone number. The DTH reserves the right to edit letters for space, clarity and vulgarity. Send e-mail forum to: dth@unc.edu.

highest level. They know that the way to better health care is preventative care. And without always going to the doctor to get simple tests to make sure nothing is wrong, the community pharmacist is the best opportunity for all individuals to get the care they deserve. As human beings we all deserve the best, and the best is pharmacists with the Pharm.D!

Mohammad Banawan JUNIOR PHARMACY

DTH Cartoonist Should Take Lesson From Censored Artist

TO THE EDITOR:

Perhaps your cartoonist Dan Tarrant could learn a little about his craft from Elin O'hara Slavick, his muse from March 1. Slavick's censored work, "Man D.," is itself a cartoon. Ink on paper, it creates irony and, yes, humor by juxtaposing text and images. The images of women which Slavick has appropriated from male artists take on new meanings when read alongside her text: an erotic lesbian fantasy. The viewer sees a classical nude cupping her breast in "Man D." and realizes that when *this* nude cups her breasts, the look in her eyes is meant for a woman, another woman.

Dan Tarrant's piece from March 1, "Application for Public Art Money," lacks the juxtaposition of image and text which is the basis of cartooning. In fact, he makes use of no pictures at all, and his lame fill-in-the-blanks would have been just as (un)amusing in a standard editorial. Professor Slavick might say: Draw, Dan, draw.

And after Tarrant draws a little, he might try doing a bit of research. The text of his cartoon misrepresented the facts of Slavick's censorship

story. Artspace, which receives some public money, solicited her to show her work in its gallery. Slavick did not apply for state funds, as Tarrant's cartoon insinuates.

Dan Tarrant attempts to contrast himself with Slavick by proclaiming himself "offensive without government help." However, his situation as DTH cartoonist is quite similar to Slavick's. Like Artspace, the DTH operates from a state-owned building. The DTH pays no taxes to the University, and so this free rent is a government subsidy. Tarrant may not get paid for his work, but neither would Slavick. All she would have received from Artspace would have been the opportunity to show her work. The DTH affords Dan Tarrant this same opportunity.

I applaud the DTH for attempting to present a wide range of viewpoints in its editorial page. However, Dan Tarrant could present his viewpoint better with a little more information, skill, and humor.

P.S. Dan, I gave Elin that haircut, and I happen to like it.

Jane Rothrock Shippen CLASS OF 1994

Jewish Awareness Month Serves to Educate Students

TO THE EDITOR:

March ushers in the first international Jewish Awareness Month, a project designed to give campuses an opportunity to discover and enhance Jewish life through activities and events. Created by the Hillel Foundation, the largest Jewish campus organization in the world, JAM activities strive not only to instill Jewish pride and create a sense of community for Jews, but also to heighten awareness about Judaism for non-Jews. Joining more than 100 campuses in this worldwide celebration, N.C. Hillel is planning programs for the entire campus, including a question-and-answer session about Judaism, a presentation by African-American filmmaker Madeleine Ali, who lives in Israel, and Friday night services to welcome in the Sabbath. A reggae party will kick off the monthlong series of events and celebrate the festival of Purim this Wednesday night beginning at 8 p.m. at N.C. Hillel, 210 W. Cameron Ave.

As a member of Hillel's student leadership board, I would like to encourage the entire UNC campus to participate in JAM to expose both Jews and non-Jews to Jewish culture, history and tradition. Feel free to call N.C. Hillel at 942-4057 for more information.

Lisa Robbins SOPHOMORE ENGLISH