

WCAR contest under review of state office

by Harry Smith
Staff Writer

The Consumer Protection Division of the North Carolina Attorney General's office may re-evaluate its earlier decision about campus radio station WCAR's Magic Question Contest.

Eugene Hafer, assistant attorney general for consumer protection, said, "In our preliminary investigation, we did not find any misrepresentation.

"About a week ago, we had an inquiry from someone in Chapel Hill about this contest promotion. At that time, they were operating what appeared to be a contest and what they said was a contest. "We called a number of persons the

promoters had called and we did not find any instance where they were misrepresenting the promotion.

"Some promoters, in other cities, have in the past used the contest device to gain the attention of a person called, but in those cases, the person called was given the opportunity to purchase the coupon book—even if they answered the question incorrectly.

"But when we called people in Chapel Hill, the numbers we called were answered by people who said, 'Yes, they called me and asked the question. I couldn't answer it. They didn't offer me the coupon book.' So presumably, unless they were able to answer the question

correctly, they were not eligible to buy the book."

The promotion, which began on WCAR about two weeks ago, offers a number of coupons good for free gifts and services from Chapel Hill merchants. The promoters show the total value of the coupon book, which sells for \$14.95, to be in excess of \$150.

After learning that the promotion had been advertised in The Daily Tar Heel with a mail-in order blank for the coupon book, Hafer said, "There is no doubt in my mind that the primary purpose is not to conduct a contest, but to sell the coupon books.

"I can see the inconsistency, that is the offering to some people—the readers

of the newspaper—the coupon book for straight sale while to the persons they call by telephone it's a different opportunity.

"If they are pursuing the telephone calls while giving people the opportunity to buy the book anyway, then I would say that the initial contest device is an unfair and deceptive gimmick . . .

"We haven't had any complaints, although this is something we may want to re-evaluate."

Hafer said students having complaints about this or any other matter regarding consumer protection may send them to him at the Attorney General's Office, Consumer Protection Division, P.O. Box 629, Raleigh, N.C. 27602.

Dave Hoxeng, a WCAR station

representative, contacted Hafer Sunday afternoon to consult with him on any problems which may have arisen.

"We stated that no further newspaper advertising was to be run in this promotion," Hoxeng said, "and that the coupon placed in area papers resulted in a lack of communication between us and International Advertisers."

John Marcus, WCAR station manager, said, "The station receives no compensation from the sale of the books other than paid advertising on the station and promotional value throughout all media."

The Carolina Opportunity Fund (COF), which received \$250 from the promotion last week, is expected to receive an additional \$200 today, according to Hoxeng. Hoxeng did not indicate the percentage the COF receives from the sale of each book.

Karl Thomas, regional manager of International Advertisers, the Mississippi-based company promoting the contest, agreed that "essentially" the idea is "more to sell the gift check books than to conduct a contest.

"The reason we ask the question is to lead into our sales pitch," he indicated. "We never mention the words 'You

have won' in our sales pitch. We say, 'Congratulations, you have answered the question correctly.'"

"Our pitch starts out, 'Hello, is this (telephone number)? This is the Carolina Campus Radio, WCAR Magic Question Program calling you.

"If you can answer the following question correctly, you will be eligible to receive over \$150 in merchandise, services and gifts from local merchants for only \$14.95 . . .

"Then we ask the question. If they answer the question incorrectly we say, 'I'm sorry sir, the correct answer is . . . Listen for your phone to ring again.'"

"We haven't established a definite amount that the Carolina Opportunity Fund will receive. It all depends on how well the promotion goes—how many books we can sell in what period of time—as to how much they will receive.

"Time is what costs us the most money. We had an initial outlay of \$2,000 before we opened the office; since then our expenses have been running about \$350 per day.

"Bad publicity we received has hurt the sale of the books initially. As it stands right now, we're approaching 800 books."

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Dellinger to speak tonight in Hill Hall

by Tom Gooding
Special to the DTH

Dave Dellinger, a member of the Chicago Seven, will speak at Hill Hall tonight at 9:30 on the People's Peace Treaty and the May Day activities planned for Washington, D.C.

Dellinger, described by columnist Stewart Alsop as a "passionate pacifist," has spent approximately three years in jail as a result of civil disobedience protests.

He was a ministry student eligible for automatic draft exemption when the 1940 draft began. He refused to register for the draft and later refused service in a conscientious objector camp.

He was sentenced to one year and one day in jail and was resentenced at the end of his first term.

Dellinger has been involved in civil disobedience protests against the Korean War and the Bay of Pigs invasion. He was a leader of the "New Mobe," which helped coordinate the 1969 Washington demonstrations.

Author of "Essays on Revolutionary Non-Violence", Dellinger has constantly maintained opposition to violent protests.

"Violence makes people commit atrocious evil without even realizing it," he said.

Dellinger's speech is part of a local effort to build support for the People's



David Dellinger

Peace Treaty and the series of anti-war demonstrations planned for May in Washington, D.C.

The People's Peace Treaty is a declaration of peace between the people of the United States, South Vietnam and North Vietnam.

The treaty has already been signed by numerous national figures including Senators McGovern and McCarthy.

The treaty, negotiated by a delegation which includes the National Student Association and the Vietnamese Student Union, calls upon the U.S. government to set a date for withdrawal of all U.S. military forces. Other major provisions of the treaty include:

- discussions to secure the release of U.S. prisoners of war;
- discussions to guarantee the safety of withdrawing troops;
- discussions to guarantee the safety and political freedom of South Vietnamese who have supported the U.S.;
- an immediate cease-fire between

U.S. forces and those led by the Provisional Revolutionary Government of South Vietnam;

-the end of the Thieu-Ky-Khiem government;

-the formation of a provisional coalition government to organize democratic elections;

-an agreement to end the war and resolve all other questions in the spirit of self-determination.

A People's Peace Celebration is scheduled for Wednesday on the UNC campus.

Organizers of the Peace Celebration have announced their acceptance of the challenge to open debate on the People's Peace Treaty issued last week by David Adcock, president of the local chapter of the Young Americans for Freedom.

The debate will be one event scheduled for the peace celebration.

The peace celebration will include workshops, live entertainment and marches. Booths will be located at Polk Place, McCorkle Place and the Pit for the signing of the People's Peace Treaty.

The May Day protests will begin a march against the war in Washington, D.C. on April 24.

War protesters plan to use "every legitimate means possible" in peace activities between April 25 and May 1 to end the war.

A group of UNC students are organizing to lobby in Washington during this time.

Current plans by peace organizations around the country call for massive non-violent civil disobedience from May 2 until May 5 if the war is not over by May 1.

Local action after the May Day demonstrations will be concerned with community issues such as community control of police, tenant unions, establishing cooperatives and political collectives.



Auctioneer John Allen Brown of Randomville (l.) auctions off one of the six puppies sold at the Campus Chest auction Thursday night. The puppy went for

around \$17 and the proceeds went to charity. (Staff photo by Cliff Kolovson)

Heated bidding for items

Auction nets \$2,200

by Sue English
Staff Writer

Alpha Phi Omega's and Gamma Sigma Campus Chest netted over \$2,200 for charity in the auction held Thursday night, the first in a series of campus-wide activities that will continue until April 22.

Downtown merchants from Chapel Hill and Durham, residence colleges, sororities, fraternities and individual university members donated various and sundry items to the cause.

A baby boa constrictor was auctioned off for \$21, which was close to the \$23 received from last year's boa constrictor.

One of the most heated events of the night came when two girls tried to outbid each other for a date with basketball player George Karl, sponsored by Zeta Beta Tau fraternity.

Amid the cheers of approximately 500 spectators and the urging of the Alpha Phi Omega (APO) assistants, one girl finally received the date with a bid of \$27.

David Putnam, Campus Chest drive chairman, said "a lot of the items did not go for as much as was expected."

"Most of the donations went for over \$10, but very few went for a great deal," he said.

About halfway through the auction, many of the items were combined into "package deals," and there were several "good buys."

Some of the unique buys included Dean Smith's turtle neck practice shirt, which went for \$18, a Sigma Phi Epsilon "old bell"—\$27.50, Dennis Wuycik's cast \$8 and two Sadie Hawkins' cook-out parties by the Phi Mu sorority for a combined total of \$60.

Jack Simmons paid \$26 for a dinner for two at President Friday's house. Chancellor Sitterson will be host to a dinner for two students, bought by Don De Braggio for \$10.50.

Alpha Delta Pi sorority sponsored dinner with Wendy Boulton, homecoming queen, for \$22.

High-priced items included a stereo, donated by APO, which sold for \$265, a 1959 Plymouth station wagon for \$80 and a surfboard for \$42.

Other items included T-shirts and a jacket donated by James and Livingston Taylor which sold for \$8, a rocking chair for \$23 and a football autographed by the Tar Heel team for \$7.

The auction was sponsored by APO service fraternity and Gamma Sigma Sigma sorority. Joe Reigel, APO, and Anna Johnson, Gamma Sigma Sigma, were chairmen of the auction. Gary Morse, APO, was host.

Professional auctioneer John Allen Brown from Randomville presided over the bids.

Weather

TODAY: sunny and warm with temperatures in the mid '70's; zero chance of precipitation through tonight;

BULLETIN: forest fire danger is high; N.C. Forest Service warns against burning trash near wooded areas.

Veterans charge Army 'dehumanizes' soldiers

by Norman Black
Staff Writer

Six Vietnam War veterans, speaking on war crimes and the My Lai massacre Friday night in Gerrard Hall, described the "dehumanization" of soldiers taking place in Vietnam.

"I participated in and saw war crimes take place," said John Grant, a former Marine combat engineer. "I saw prisoners beaten and killed. And I allowed my men to participate. None of my superior officers ever stopped this. I'm guilty."

"The VC (Vietcong) are not human, they are toys to be played with," said Mark M. Smith, who served with the 1st Cavalry Division in Vietnam.

Tom Loflin, now an attorney in Durham, wrote one of the first documented accounts of war crimes for Avant Garde Magazine in 1967.

Loflin claimed the Army refused to

investigate his charges, even after the My Lai incident came to light.

Chris Elkington, who served with an artillery battalion, told of an incident when he followed orders and directed fire on a "friendly" village, killing 137 men, women and children.

"My Lai is not an isolated incident; these war crimes are taking place every day of the week," said Elkington. "The greatest tragedy of all is the policy of dehumanization and destruction carried on by the United States."

The N.C. veterans will stage a repeat of this program at N.C. State and Duke on Wednesday, April 14. They also plan to reprint and distribute the script from the movie "Winter Soldier", as soon as possible.

The program was sponsored by the North Carolina Veterans for Peace.

According to Gary Martin, spokesman for the Veterans for Peace,

the purpose of the program was "to give an idea of the full horror of U.S. involvement in Vietnam."

"I only hope people won't remain indifferent after this program," Martin said. "Everything we will tell you about tonight happened because of some U.S. officer letting it happen in the name of the United States of America."

A short film, "Winter Soldier", was shown. The film documented testimony made by U.S. veterans concerning other alleged war crimes.

Buses not drawing passengers

The patronage of the Chapel Hill-Carrboro bus system has been far below expectations in its first two weeks of operation, according to Transportation Commission Chairman George Lathrop.

The commission, in charge of the system, was told in its regular Thursday night meeting only about 300 passengers a day are using the system, not the 1,000 a day expected.

According to Lathrop, the bus system was not expected to break even, but a higher level of patronage was expected.

Lathrop said it would take about 1,745 passengers a day for the system to break even.

The bus system is currently running

on a subsidy from the towns of Chapel Hill and Carrboro.

The most successful route among the seven currently in operation is the one to Glen Lennox. The routes going to the Eastgate Shopping Center and into Carrboro are also doing well.

The Merrit Mill Road-Colonial Heights route and the Northside Route are doing poorly according to Lathrop.

The general feeling of the Transportation Commission was that route changes at the early date would be premature.

Another meeting of the commission will be held Wednesday evening at 7:30 p.m. to discuss more patronage figures to be available at that time. They will

discuss whatever changes need to be made.

The subject of the 25 cents are and the 10 cents transfer fee is possibly the major factor holding down the use of the system.

A suggestion, that the fares be lowered to either 10 or 15 cents per passenger, will be considered at the Wednesday meeting.

The commission members felt patronage of the system will pick up this week with full operation at the University.

The distribution of the bus information brochures and erection of the permanent but stop signs around Chapel Hill and Carrboro would also

increase patronage, several Commission members maintained.

George Coxhead, a member of the Commission and a Chapel Hill Alderman, said the main reason bus patronage was low was the largenumber of student cars permitted on the UNC campus.

Coxhead felt that, even given the shortage of parking spaces on the campus and in town, the students would rather drive to campus than pay a sum of money to get there.

A referendum on a bus system subsidy tax will be held May 4 with municipal elections. If passed the tax would support the bus system for the remainder of the year after current subsidies expire.