

It will be mostly sunny today with the high in the mid-80s. Temperatures will dip to the mid-50s tonight, but will rise to near 80 again Saturday.

The Daily Tar Heel

Alpha Phi Omega service fraternity is sponsoring the Ugliest Man on Campus contest to raise money for the Campus Chest. See page 4 for details.

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Giveaway vacations lead to frustration-fiascos with Florida hotels

By HOWARD TROXLER
Staff Writer

Has anyone offered you a free trip to Florida lately?

Many companies offer free vacations as a promotional gimmick to draw attention to their products. But students should be wary of some of these offers, said Dorothy Bernholz, Student Legal Services attorney.

At least six companies sharing the same address in Indianapolis, Ind. offer free vacations to UNC students in exchange for their services as hosts or hostesses of domestic product demonstrations. The six companies — Twenty-First Century, Inc., Heirloom Collection, Inc., Royal Prestige, Inc., Future Enterprises, Inc., Linencrest, Inc. and Gourmet International — all are subsidiaries of American Marketing Company, Inc.

Each of these companies offers different domestic products.

The companies operate by telephone, contacting students randomly out of the telephone book. Students contacted are asked to host a demonstration of the company's product and invite at least 10 friends to witness the demonstration.

The host or hostess is guaranteed a free vacation if 10 friends show up. One of the friends also will win a free trip as a door prize, the telephone presentation says. All 10 friends also are promised a free beer mug.



The Bait

"The first thing she asked me over the phone was 'Are you a student; are you enrolled?'" said Patty Turner, a UNC student who recently was contacted by Twenty-First Century.

"The caller never identified herself, but just said she was from a company called Twenty-First Century. She didn't know who she was calling; she asked for my name," Turner said.

Turner said the companies offer china, flatware, crystal and other products, along with suggestions on how young students can set up housekeeping.

Turner agreed to host a demonstration.

"4 days, 3 nights lodging paid in full on the oceanfront at the fabulous Barcelona Hotel," says the certificate (top) a UNC student received from an Indiana company. But he ended up in the homosexual resort (right).

The first meeting was cancelled, but she was contacted by another of the companies, Royal Prestige. The sales pitch was the same; the agreement was the same. Literature she received in the mail from the two companies was identical, except for the letterhead.

She agreed to hold the meeting on Wednesday evening, April 5, and then contacted Student Legal Services and the Daily Tar Heel. A reporter from the DTH



was at the demonstration.

The salesperson, who identified himself as Dennis Atkinson, came into her apartment with a large brown suitcase and began setting up his display of cookware: china, crystal

and flatware. When all the guests arrived, he began his presentation.

"People getting out of college and getting married need things like these," Atkinson said. "Nice things that will last a lifetime. I wish my wife and I had had nice things like these when we were just setting up house."

The total price quoted for the products was \$1,600. But Atkinson was willing to offer a deal; he would sell the entire display for the price of the cookware alone — \$700 — if a contract were signed immediately.

"There are many shysters and crooks who will take your money," Atkinson said.

"We're not like that." One guest asked Atkinson why his company sold exclusively to college students.

"There's sort of an unwritten federal law that says if you sell to young people, you can't sell to adults too," he said.

None of the guests bought anything.

After the presentation, Atkinson gave out three certificates for a free Florida vacation — one to Turner for serving as hostess and two to guests as door prizes.

The Switch

Another UNC student, contacted at his fraternity by Heirloom Collection, Inc., also served as a host for a presentation. Unlike Turner, he followed up on the vacation offer. He was given a certificate for "four days,

three nights first-class accommodations" in Florida. The certificate granted a free vacation if he went in the off-season and a greatly discounted vacation during the peak season.

When he sent in his certificate to be processed, the company said that too many programs were involved and instead gave him a book of coupons for lodgings across the United States.

The student contacted SLS attorney Dorothy Bernholz, who then wrote to the company noting that her client expected free lodging in a "first-class" Florida hotel.

Heirloom Collection sent back a certificate for lodging at the Barcelona Hotel in Miami, Fla., which required the guest to be married and at least 25 years of age, two terms not in the original agreement.

Although Heirloom assured the student these requirements could be waived, the hotel refused to honor the certificate.

All vacation plans were handled through a company called VIP Vacation, Inc., located in Miami. When VIP refused to honor the certificate, Heirloom told the student he could get a vacation through another company, called Sunward Holidays, Inc., also located in Miami.

Sunward Holidays sent the student a certificate for three days, two nights lodging, one day less than the original prize. He left for Florida.

See STUDENT on page 4.



DTH/Sam Fulwood

These students are in the law school but some applicants claim reverse discrimination

White students file suit charging school practice of reverse discrimination

By ROBERT THOMASON
Staff Writer

Two white students who were denied admission to the UNC School of Law filed a \$25,000 suit in federal court Wednesday charging University officials with practicing reverse discrimination in admissions.

The two students were denied admission to the law school so minority students with inferior qualifications could be admitted, the U.S. Middle District Court suit charges.

The suit closely resembles the Bakke reverse discrimination case now pending before the U.S. Supreme Court, judicial observers said.

Charlotte lawyer Joseph Beard, attorney for the UNC plaintiffs, said Thursday he does not know if University administrators have made reverse discrimination a policy.

But the plaintiffs are victims of *de facto* discrimination, Beard said.

"I don't know why the officials are using this method of selecting who will attend the University," Beard said. "I suppose it is hardness of heart and failure to read the U.S. Constitution."

The attorney said the suit is based on the 14th Amendment to the Constitution, which guarantees equal protection under the law.

In the Bakke case, the University of California at Davis medical school is appealing a California Supreme Court ruling striking down the school's special admissions program which reserves spaces in each entering class for disadvantaged applicants.

Allan Bakke, a 37-year-old white engineer, won in the California court on the argument that he was discriminated against

because of his race. Bakke said he would have been admitted had it not been for the special admissions program.

A U.S. marshal today was to serve the complaint of Steven Palmer Rader of Raleigh and Patricia Lynn Bostick of Charlotte on UNC President William C. Friday, Chancellor N. Ferebee Taylor, law school Dean Robert G. Byrd and former Dean J. Dickson Phillips, all of whom were named as defendants in the suit.

Rader said he was denied admission to the UNC law school in 1975. He has since attended Stetson University law school in Florida and transferred to Wake Forest University in Winston-Salem, where he is a third-year law student.

"I waited three years to file the suit to give the matter a lot of thought," Rader said Thursday.

Science fiction and fantasy club likes vampires, spooks

By LAURA PHELPS
Staff Writer

Candlelight illuminates a dim room. Five students sit silently around a table, each holding a book. A ticking clock breaks the unnerving silence.

The door creaks as other members enter. There are three slow raps on the door.

Count Dracula?

No, Allen Hanna, president of the Science Fiction and Fantasy Club, walking into 308 Alumni. The meeting of horror was about to begin.

The Science Fiction and Fantasy club meets every Wednesday night, when some 20 members discuss anything from dragons and time travel to ghouls and outerspace visitors.

Fantasy of horror was the subject of the meeting last Wednesday, with vampires and werewolves as the major topics.

"Every culture has its own legends about vampires, but the most familiar to Americans is the Eastern European from Transylvania," says Susan Hanna.

Playboy photographer here for prospective Playmates

From staff and wire reports

With a Playboy photographer set to visit the Chapel Hill area Monday in hopes of finding the nude centerfold for the magazine's silver jubilee edition, only four picketers showed up at the University of South Carolina at Columbia Thursday to protest what they called the magazine's "exploitation of women."

But Bill Arsenault, the relaxed photographer who is taking pictures of the girls — posing in bikinis — in a Columbia motel room, said the feeble demonstration didn't bother him at all.

"They're certainly entitled to their opinion, but I don't feel we're exploiting any of the girls who come up here," he said.

Arsenault will set up his tripod at Governor's Inn at Research Triangle Park Monday. The Research Triangle university complex, including UNC, Duke and N.C. State University, is one of 20 college centers across the country Playboy photographers will visit this spring searching for centerfolds, according to David Salyers, public relations director for the magazine.

"We're looking for young ladies who are very

very pretty, very fresh, perky, bright, lively, very sexy, wholesome — you know, the girl-next-door image," Salyers said.

"We're hoping to get seven or eight centerfolds," Salyers said, from universities across the country.

In honor of the 25th anniversary of Playboy Salyers said Miss January will be paid \$25,000, more than twice the normal \$10,000 centerfold fee.

Arsenault may be in the area as long as two weeks taking applications and interviewing attractive young ladies in bikinis, Salyers said.

Playboy photographers usually are not opposed by community groups because of the respectable reputation Playboy has fostered in recent years, Salyers said.

The Columbia chapter of the National Organization for Women marched in front of the hotel shortly before noon Thursday to protest Arsenault's activities.

Spokesperson Robin Anderson, holding up a sign that read "Playboy promotes plastic people," said NOW objects to the Playboy philosophy she says is to encourage the suppression of women.

See PLAYBOY on page 4

Campus politics busy as Nov. elections near

By MICHAEL WADE
Staff Writer

By the time the November senate election rolls around, most North Carolinians will be tired of hearing about the virtues of this candidate, or why only a simpleton would vote for that candidate.

Even at the University, where political activism supposedly runs high, a lot of folks grow weary of the party doggerel that flies in the months preceding the vote.

But there are a few students who find all the political hoopla just the opposite. Rather than changing TV channels when one of the "Vote for me" television spots interrupts the movie, they actually listen. And they wear those red, white and blue buttons that say "Vote Snodgrass '78" and stop by your room to tell you why the other candidate obviously is a wimp. They are the campaigners — the students who find time in a busy schedule to put their energies into getting a candidate elected.

The motivations for taking the time and trouble to work in a major candidate's campaign are varied, but for most UNC student campaigners there are a few common denominators. A strong belief in their candidate, an ability to enjoy the often hectic campaign season and a willingness to sacrifice would-be study time to attend party functions or spread publicity seem to be the ingredients that make up many campus politicians.

Michael Mills, a UNC junior who is coordinating John Ingram's campaign for the U.S. Senate in the 2nd Congressional District, is an example. Mills spends long hours organizing workers, helping distribute literature, attending party functions and catching up on his homework. But he insists he enjoys the work.

"I'm a very busy and involved person," Mills says. "If I wasn't working in the campaign, I'd be spending my time doing something else."

Mills, who also runs Ingram's campaign in his home county of Columbus, met Ingram in 1972 and ran his Columbus County campaign for insurance commissioner in the '76 race. He works for Ingram because he believes the candidate is "a populist, and the candidate of the people. He's also a good speaker, and he appeals to the average person."

Mills enjoys talking about his man and about politics in general, and says he has ambitions of one day holding a political office himself.

Charlie Wall, coordinator for the second District campaign of MacNeill Smith, says being back was one of his motivations for getting involved. "I think it's time for more blacks to get involved in politics," he said.

Wall got involved in campaigning as part of a field assignment for a class, helping Bob Drakeford in his successful campaign for mayor of Carrboro. He was then offered a post in the Smith camp, and says he has found the work challenging.

"I kind of plan my schedule around it," Wall, who also is a resident assistant in James Dorm, explained. "I got all my classes on Tuesday and Thursday. Sometimes I'm gone (campaigning) all day."

Lyndon Fuller, coordinator of the Lawrence Davis campaign for the UNC campus, said he finds the personal qualities of his candidate to be his primary motivation for helping in the campaign.

"He is the only candidate that is perfectly clean," Fuller said. "If you rana finger down the man he'd squeak." Fuller said he spends an average of 12 hours a week campaigning.

Mary Ellis, campus coordinator for MacNeill Smith, also was strongly committed to her candidate. "I think he's just an incredible man," she said. "He could just do wonders for this state and the country. I know that sounds really schmalzy, but it's the truth."



DTH/Billy Newman

Young Democrats stimulate political activity.

Ellis said she comes from a very political family, and added, "I'm constantly politicking." She said the worst part about politics is that "it can get to be pretty vicious sometimes."

Most students working in campaigns agreed it is a learning experience. The chance to meet people was a frequently mentioned reason for campaigning, and

most students said they had learned a lot about the political system through their work.

"One of the major things I've learned is about grass-roots organization — how to put together a local campaign," Mills said.

"You learn a lot about human nature," Ellis said.