

B.D.'s gone. So's Duke. And so is the rest of the "Doonesbury" clan while cartoonist and Pulitzer Prize-winning G.B. Trudeau takes an extended leave of absence. With what comic strip should *The Daily Tar Heel* replace "Doonesbury"? What do you think? Let us know by filling out the ballot on page 4.



The *Daily Tar Heel* surveyed 377 UNC students about alcohol consumption. In a two-part series beginning Thursday, the *DTH* presents "UNC and Alcohol: A Special Report."



Shady characters in sky

Cloudy today; highs in the mid-50s. Tonight and tomorrow, cloudy with a 50 percent chance of rain. Overnight lows in the upper 40s.

# The Daily Tar Heel

Serving the students and the University community since 1893

Perk up

UNC basketball star Sam Perkins will be on WXYC's weekly telephone show at 11 p.m. today. To talk to Perkins, call 962-8989.

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DTH/Al Steele

Rep. Charlie Rose and Gov. Jim Hunt at Democratic fund-raiser in Fayetteville this August ... 2nd District representative one of many possible candidates in 1984 governor's race

## 1984 governor's race just underway; candidates ready for lively election

By KELLY SIMMONS  
Staff Writer

The 1984 Governor's race. It's almost two years away and faces possible overshadowing by the '84 senate race, but spokespersons and possible candidates for both parties have already begun gearing up in anticipation of a lively election year.

Thad Beyle, UNC professor of political science, said he expected N.C. Republican Senator Jesse Helms' Congressional Club to sponsor a candidate who would provide strength to the Republican party to combat the Democratic sweep of the 1982 elections.

On the Democrats' side, Beyle said Hunt and his people would try to insure a strong gubernatorial candidate to support Hunt in his expected fight for Helms' senate seat.

Campaign strategies for either party would have to be heavily financed and media oriented, Beyle said. However, he added that negative campaigning would probably not play a great part in the 1984 governor race. "Everyone's aware that it's (negative campaign) not working," he said.

David Flaherty, chairman of the North Carolina Republican party, said a lot of names have been considered as possible candidates on the Republican ticket. Among these were Cass Ballenger.

During a telephone interview earlier this week, Ballenger said that the way things were going he did plan to run for governor on the Republican ticket.

Ballenger said the Republican party would have to "go back

to work" and prepare a strong campaign for the 1984 election. Their reaction was to go back to work after you have been beaten, he said, referring to the 1982 elections.

Flaherty agreed that the Republicans would face a strong Democratic challenge in 1984, but he was very optimistic. "I think we have a very real chance," he said. "Whenever we've taken a beating, we've turned around and come back."

Ballenger said he expected to wage a strong media-oriented campaign, explaining that any candidate would have to do so in order to gain recognition. He stressed that a Republican candidate was not necessarily always tied to the National Congressional Club. He said his ties would be with businesses and businessmen like himself. "I represent a different group than the Hunt machine or Helms' group," he said.

Economic issues are expected to be a major topic of concern in the 1984 race, Ballenger said. "At the present time it's the only real issue you can focus on."

Attorney General Rufus Edmisten has also been strongly urged to run on the Republican ticket in 1984, said Mike Carmichael, press secretary to Edmisten. "If the filing date were tomorrow, he'd file," he said.

Carmichael said the principle issue in Edmisten's campaign would be leadership. He said the attorney general's experience as a public official would help his stand on leadership.

Edmisten would have to plan a media-oriented campaign, as well, Carmichael said, despite his strong name recognition within the state. He added that Edmisten had proven many

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## Case dismissed against admitted draft resister

The Associated Press

LOS ANGELES — Draft opponents said Tuesday that a federal judge's decision could force the government to scrap its registration program, but Selective Service warned young men they must sign up or face prosecution.

Barry W. Lynn of the group Draft Action said that "the death knell for draft registration" was sounded when U.S. District Judge Terry Hatter Jr. dismissed the case against David Wayne, a 21-year-old admitted draft resister Monday.

Hatter said the registration rules had been put into effect in 1980 "a mere 21 days" after they were published in the *Federal Register*, instead of the 30 days required. He also ruled the government had violated David Wayne's constitutional right of free speech by prosecuting only vocal opponents of the draft.

Chief Assistant U.S. Attorney Alexander Williams said a one-line notice was filed Tuesday with the 9th U.S. Circuit Court of Appeals, alerting the court of the government's intention to appeal.

A Justice Department spokesman said Tuesday that the administration will appeal "the entire order issued yesterday by Judge Terry Hatter. This includes all issues in the opinion and order."

"The Department of Justice believes the opinion is wrong and will proceed with investigations and prosecutions of non-registrants in a routine manner," said Arthur Brill, deputy director of public affairs, in a statement he read to reporters.

In an unrelated development, Hatter was slightly injured in a traffic accident Tuesday near downtown Los Angeles. Queen of Angels Hospital spokeswoman Cheryl Thom said "he's not in bad shape at all."

Lynn said he believed the legal problems with registration could not be cured retroactively and that it should be abandoned.

Otherwise, the government would have to start all over again with new regulations, and reregister men, he said. He questioned whether Congress would be willing to appropriate funds to begin again.

"The government has a serious law enforcement problem on its

hands," said David Landau of the American Civil Liberties Union, saying he too saw no solution other than ending registration.

Former President Jimmy Carter, who reinstated draft registration, said Tuesday the courts' ultimate decision would have "a profound impact" on future efforts to mobilize defense emergencies.

But Carter defended the registration order, saying it had been instituted legally and was vital to the national defense.

"In my opinion, as a former president, it was done properly," Carter said in Los Angeles on a promotional tour for his memoirs. "My advice from the attorney general was we did it within custom and law. This decision came after the Soviet invasion of Afghanistan. I wanted to make sure the Soviets understood we were prepared to defend our security. I thought that registration was a good move in the right direction at that time."

Selective Service Director Thomas Turnage was not in his Washington office Tuesday and spokeswoman Joan Lamb said the agency would have no response to Hatter's ruling until lawyers could study the decision.

In the meantime, it will be business as usual and young men will be expected to register, she said.

Selective Service officials have denied that admitted draft resisters were singled out for prosecution, but have begun using Social Security and Internal Revenue Service records to locate violators.

Wayne, of Pasadena, maintained he was prosecuted because he wrote of his opposition to the draft in letters to Carter and Selective Service.

Vocal opponents of the registration system were the first indicted because those were the names most readily available, the government indicated. It took longer to identify those who failed to comply with the law but did not draw attention to themselves.

Selective Service estimates 585,000 men have failed to comply with the law requiring them to sign up within 30 days of their 18th birthday. The 13 who have been indicted have been openly critical of the system and declined to participate.

## Tentative agreement

### End to lengthy NFL strike in sight

The Associated Press

NEW YORK — A tentative agreement was reached Tuesday night to end the 57-year-old National Football League strike, the longest and costliest walkout in sports history. The season is to resume Sunday, limited to nine games with an expanded and juggled 16-team playoff format.

The settlement, subject to ratification by player representatives of the 28 clubs and the owners' NFL Management Council, and then three-quarters of the owners and a majority of the 1,500 players, was confirmed by management negotiator Jack Donlan, union chief Ed

Garvey and union president Gene Upshaw.

"I think we have a tentative agreement," Donlan said. "I am hoping it can be ratified tonight. I am happy and elated."

Paul Marsha, a former NFL running back and now a lawyer who served as mediator in the final round of negotiations, said the tentative contract totals \$1.28 billion over five years.

Jim Miller, a spokesman for the Management Council, said that only one of the eight weekends missed during the strike will be made up and that each team will play at least four of the season's nine games at home.

The nine-game schedule will be the shortest in the NFL's 63-year history. Only 10 games were played each season from 1943-45 because of World War II, and at least 11 games have been played every other year.

Miller said eight teams from each conference will qualify for the playoffs, 16 in all, four more than the usual six division champions and four wild-card entries.

Under the revised playoff format, eight games — four in each conference — will be played the weekend of Jan. 8-9, with the winners playing the weekend of Jan. 15-16. The conference championships leading to the Super Bowl then would be played the weekend of Jan. 22-23.

## Comparison ad campaigns offer risks, some success

By SARAH RAPER  
Staff Writer

The third week of November marks the eighth week of Burger King's "Whopper Beats Big Mac" advertising campaign, slated to run until Nov. 30. Marketing benefits have not yet been determined, but the \$20 million campaign has caused a law suit and attracted much media attention since its Sept. 27 premiere.

Burger King's commercials tell customers four things: Its hamburgers are broiled and not fried; they come "anyway you want"; they are 20 percent bigger than those of McDonald's; and "the Whopper tastes better," according to Burger King research.

McDonald's and Wendy's International have protested to the networks and McDonald's has filed a law suit.

Joel Pellicci, of Louisburg, who owns McDonald's on West Franklin Street, says the taste test conducted by Burger King is misleading because the sandwiches are so different.

"The whole comparison from the beginning is just not a fair one. Comparing a Whopper and a Big Mac is like comparing steak and lobster. If we still had the McFeast, that would be a fair comparison," he said. Burger King directed its campaign against McDonald's because it is the nation's fast food leader. While McDonald's total sales for the fiscal year ending May 31 were \$7.6 billion, Burger King's total sales were second at \$2.3 billion and Wendy's trailed them both with \$1.4 billion.

Burger King representatives said they hoped to take advantage of the public's declining awareness of McDonald's. In August, 40 percent of Americans polled named McDonald's advertising as the fast food

advertising that first came to mind. This figure fell from the previous two months when McDonald's received 43 percent in July and 50 percent in June.

Additionally, Burger King's overall sales increased by 14 percent this summer. Kyle Craig, senior vice president of marketing for the company, attributed the summer increase to the "Aren't you hungry?" slogan, the first phase of the current campaign. "We are going for more" with the new slogan, Craig said.

John M. Sweeney, lecturer at the UNC School of Journalism, explained the significance of the rating increases.

"This isn't running for president. We (advertisers) don't have to get 51 percent of the vote. An increase of five percent is a very big change in advertising," he said.

While the members of the hamburger triumvirate are waiting for statistical and legal results, the media are having a grand time with the new campaign.

"It's gotten a lot of media attention because it's an unusual campaign," Sweeney said.

Much of that attention has been directed toward Burger King's failure to make public the results of its taste tests.

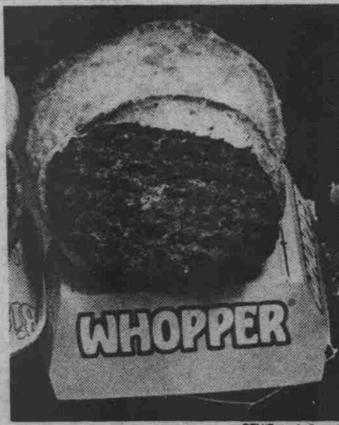
Patrons at McDonald's, Wendy's and Burger King who were polled recently, questioned the existence of Burger King's taste test results.

Sweeney speculated that Burger King wanted to get the commercials on the air before releasing any results.

"They had to substantiate their claims to get on the networks," he said. "My concern is the way you use phrases by asking leading questions."

He said that no social science study would be conclusive.

"I tend to think Burger King is sure of its ground,



DTH/Zane A. Saunders

because they can lose a lot if they're not," Sweeney said. "Once newspapers begin to say negative things, you've lost. That undoes all your advertising because negative media coverage has a lot more effect on people than advertising."

Many people have questioned the ethics of comparative advertising, the comparison of a product with a named competitive product, he said.

"I think it's sort of distasteful, but I guess it's all right if it's accurate," sophomore Randy Emory said, referring to the Burger King commercials.

Students questioned said the commercials would not affect them strongly enough to change their decision about where to eat.

"It's probably legally all right, but I don't think it's in very good taste," said Tim Messer, a junior from Asheville.

Dr. Thomas A. Bowers, associate dean of the School of Journalism, said that many people are unaware that comparative advertising is legal. But it

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## Whopper superior to Single and Big Mac

By SARAH RAPER  
Staff Writer

A *Daily Tar Heel* taste test held Monday night in the *DTH* office supported Burger King's claims that the Whopper is superior to both the McDonald's Big Mac and the Wendy's Single.

Twenty-three staff members tasted the plain hamburgers and ranked them according to their preference. Each taster was required to eat at least a quarter of each different burger.

Tasters awarded a score of one to the burger they liked the best, a score of five to their second favorite and a score of 10 to their least favorite.

The Whopper won with the lowest score of 110; the Single placed second with 122 and the Big Mac finished last with 136.

Ten of the 23 tasters awarded a score of one to the Whopper. The Single picked up seven first-place scores and the Big Mac claimed six.

"Personally, I'm not surprised because we've got a better product," Burger King manager Kurt Shriver said Tuesday.

The *DTH* contacted both McDonald's and Burger King managers in mid-October and proposed that they jointly sponsor a taste test involving UNC students. However, Joel Pellicci, owner of McDonald's on West Franklin Street,

said they could not participate until the law suit between McDonald's and Burger King was settled.

Rick Quinn, manager of Burger King on Franklin Street, said he did not have the authority to approve the taste test proposal. The *DTH* was forced to drop the first proposal and to adopt an alternative plan, a staff taste test.

Fifteen plain hamburgers from each of the three were brought to the *DTH* office within 20 minutes of their pickup from the stores. Several tasters said the packaging of the hamburgers might have affected their preference of burgers since the hamburgers were transported.

Richard Carter, McDonald's assistant manager, questioned the test methods. "How can you make a fair test when that's not how the sandwiches are made? The way the Big Mac is designed is you've got special sauce, lettuce, pickles, cheese. That's what makes the Big Mac."

Tasters also said that the usual toppings on the hamburgers might have affected their decisions.

"I liked the Burger King the least here, but when it comes with everything, it's better," said features staff writer Lynsley Rollins. "I think the toppings make the difference. I think McDonald's topping is kind of slimy." In the taste test, she ranked the Big Mac over the Whopper.

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