# Valentine's Day means surge for local businesses

By DENNIS DOWDY Staff Writer

Cream-filled chocolates flown in from Belgium. An assortment of red, pink and white roses. Laser-etched and iigsaw puzzle cards.

These are just a few of the Valentine's Day items on sale in Chapel Hill this year. According to local proprietors and national manufacturers, sales of Valentine's Day merchandise is up by as much as 12 percent.

This year the card industry projects that more than 9 million Valentine's Day cards will be exchanged, twothirds by children. "Valentine's Day is the No. 2 cardsending occasion in the United States," said Barbara Miller, marketing communications specialist for Hallmark Cards in Kansas City, Mo. "However, there's usually more individual card selection at Valentine's Day than at Christmas time, where most cards are bought by the box," she added.

Hallmark is marketing a selection of more than 1,800 different types of cards, the most of any company in the industry. The cards feature a variety of settings, ranging from serious and romantic to humorous and friendly.

A number of new styles of cards has generated public attention nationwide. One of the most unusual types is the laser-engraved card. A laser beam forms a lacy design on the paper, almost like an antique Valentine. Activity cards, aimed at the 20- to 40-year-old au-

dience, offer a variety of games for the recipient, such as

the jigsaw puzzle cards sent in pieces for the receiver to put together.

Hallmark also has introduced cards captioned to "Dad and his wife" and "Mom and her husband." "We realized that no such card existed before, and with divorce so common now, we felt it was about time," Miller said.

Prices for Hallmark cards range from 35 cents for a personalized blank card to \$5 for a colossal 24-inch tall card. The greeting card industry anticipates earning slightly more than \$7 billion this year in overall sales, with a 5 percent gain in Valentine sales.

Business is also on the upswing for candy manufacturers. Although retail prices have risen slightly because of problems in getting raw materials, candy companies still expect an increase in sales of 10 percent to 12 percent. Bert Nelson, vice-president of marketing, planning, and control for E.J. Brach & Sons in Chicago, said, "We have not released any new products nationally, but we are test-marketing new conversation hearts this year and plan to go national with them next year. We also have a new line of solid chocolates in a try packet with 'I Love You' on them that are selling very well."

In Chapel Hill, merchants are reporting an increase in sales over last year. A Southern Season, located in Eastgate Mall, offers a variety of chocolates to choose from, including cream-filled chocolates from Belgium, bittersweet hearts from Droste of Holland and the store's own brand of chocolate cordials.

"Normally we have all these chocolates all season round, but the packaging is different," said Madonna Ventz, one of the managers of the store. Prices now are lower than usual for the chocolates they purchase from suppliers, and shipping costs have been reduced. Ventz said. "Right now, we have six specific gift items that have special half-price shipping charges," Ventz said. Prices for chocolates at A Southern Season range from

Roses are by far the most expensive traditional Valentine's Day gifts, going as high as \$100 for a dozen in some Northeastern states. Prices usually take a jump just before Valentine's Day, but according to Charles House, owner of University Florists in Chapel Hill, North Carolina prices are "running true to form."

"We're sticking with the same price as last year, \$45 for a dozen," House said. Although he could not estimate how much sales have increased, he said they were definitely up over last year. House added that University Florists also was offering less-expensive bouquets. "We have sweetheart roses, which are smaller than the long-stem roses, for \$25 for a dozen. We also have a selection of pink and white roses for \$35 per dozen."

Giving candy, flowers and cards on Valentine's Day has been popular for generations, but they are relatively new elements in the long history of the holiday.

# State

and

BEIRUT, Lebanon - Syria on Sunday warned against further U.S. Naval bombardment of territory it controls in Lebanon. Fighting around the capital eased, and badly needed medicine and food were trucked into west Beirut.

The Kuwaiti Foreign Ministry, meanwhile, said gunmen kidnapped teen-aged brothers described by Lebanese state radio as the sons of the Kuwaiti press attache in Beirut.

Lebanese army troops and Moslem militiamen traded sporadic gun and mortar fire across the "green line" dividing mostly Moslem west Beirut from Christian-controlled east Beirut. Police said one army soldier was killed and nine civilians were wounded - by far the lowest single-day casualty toll in the 11-day-old civil war flareup that has claimed more than 450 lives.

DES MOINES, Iowa - A week before Iowans begin picking delegates to the Democratic National Convention. front-runner Walter F. Mondale is nonchalant about barbs from his rivals for the party's presidential nomination.

"This is the trash period. We're getting close to these elections and people

**BROADWAY** 

ON

**TOUR** 

are saying things," Mondale said, exhibiting a boys-will-be-boys attitude toward the other seven major contenders.

North Carolina economists say 1984 will be a year to sit back and enjoy, but they say the enjoyment may end in 1985.

"One can probably feel the greatest sense of confidence in some time about the economic prospects for 1984," said John G. Medlin Jr., president of Wachovia Bank and Trust Co.

"However, celebration and relaxation are premature," he said. "The major problems of the economy in recent years have not been solved, only temporarily moderated and obscured."

Medlin and other business leaders believe that inflation will be low in 1984. unemployment in the state will continue to decline and retail sales will continue to be strong.

It may be February, but across North Carolina this weekend the unseasonably warm temperatures made just about everyone think of spring.

Afternoon temperatures Saturday and Sunday hit the high 60s and low 70s. bringing bikini-clad sunbathers to apartment complex pools and beaches along the coast.

"The beaches are full of people," a Wrightsville Beach police spokesman said. "It gets overcast a bit, but the sun comes out and clears it up right away."







# **VALENTINES CHAMPAGNE** SPECIAL

Michael Costabile, Licensed Optician

Same Day Eye Exams Arranged

235-A Elliott Road

COUPON

**FREE** Contact Lens

Sterilization Kit

Buy A Daily Wear Contact Lens Package, Show Us Your Student I.D. and

This Coupon and Get Get A Contact Lens

Sterilization Kit (\$10 Value)

**Absolutely Free** 

Sweetheart Honey Bunch Sweetie Pie Baby Cakes

No matter what you call 'em, bring them to the Pyewacket on the evening of February 14th and enjoy complementary champagne served with dinner.

**PYEWACKET** Restaurant & Bar

W: Franklin

All ads must be prepaid. Deadline: Classified ad must be

received by 12 (noon) one business day before publication.

Display classified ads must be received by 12 (noon) two



Hours 9-6

Monday-Friday

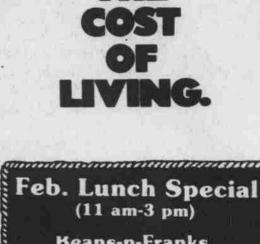
Closed 1-2

# "Joseph is full

of laughs with brass, polish, and camp." -Associated Press

> Memorial Hall Friday, Feb. 24 8:30 pm Saturday, Feb. 25 4:00 pm & 8:30 pm

Tickets on sale at the Union Box Office-962-1449 and at the door a Carolina Union Presentation



Beans-n-Franks. Chicken, or Pork Special \$2.89

Sun., Mon., & Tues. All-vou-can-eat BAR-B-Q

INCLUDES FRENCH FRIES. OLE SLAW, AND GARLIC BREAD. **DINING ROOM ONLY!** 



# classified ads

Win the use of a 1984 Dodge Daytona Turbo for one year.

# Classified Info

Return ad and check or money order to the DTH office by noon the business day before your ad is to run. Ads must be prepaid.

Rates: 25 words or less

Students - \$2.00 Non-students - \$3.00 5¢ for each additional word \$1.00 more for boxed ad or boldface type Please notify the DTH office immediately if there are mistakes in your ad. We will be responsible for only

# announcements

**SPRING 1984 RAINBOW SOCCER Registration** begins Monday, Jan., 16, noon-6 pm, Mon.-Fri., 500 W. Rosemary, Chapel Hill. Field Registration is Sat., Feb. 11 & 18, 10-noon, at Rainbow Soccer Stadium, off Cleland Road and 15-501. TEAM ANNOUNCEMENT—Sat., Feb. 25, 10-noon, noon, Rainbow Stadium, PPACTUT, RECORD noon, Rainbow Stadium. PRACTICE BEGINS— Mon., Feb. 27. Interested Coaches and Sponsors call 967-8797. RAINBOW SOCCER is a non-profit recreational program in its 25th season, open to people of any age, sex or skill.

SCUBA EQUIPMENT AUCTION!! ALL equipment sold February, 15th in 304 Woollen Gym. Goes on display at 5 pm. Auction begins at 7 pm. Priority given to members. ACC TICKETS-STUDENT LOTTERY, Sign up in Union 11-2. Wednesday, Thursday, Friday. Bring your ID and Student Athletic Pass. — Drawing Saturday.

# lost & found

LOST: CHROMIUM CITIZEN WATCH (grad. present). Please call Yos at 962-7525 (reward offered).

We are beginning a support group for students who have suffered the death of a parent. The group will meet for 8 weeks to talk about problems in coping with the loss. If you are interested contact Student Mental Health by Feb. 14. Phone number: 966-2281.

Give the Gift you can share this Valentine's Day An Ice Cream Cake from

# Häagen-Dazs

Sunday-Thursday 112 W. Franklin St. 11:30am to midnight Friday and Saturday 942-7484 11:30am to 1:00am

PLEASE HELP! OUR PUPPY is lost! He's 40 pound black lab/pitbull mix, with all white paws and chest. If you see him or have him please call 929-1787 or 967-4621. Thank you. We miss him. Reward.

IS COMING!

TO UNC!

Tuesday & Wednesday

10:00-5:00 F-Lot below Hinton James

NO ENTRY FEE!

Drive a 1984 Dodge Daytona through a rally course-

campus winner goes to Daytona Beach to compete in

nationals! Sponsored by Union Recreation Committee

REWARD! LOST WALLET IN vicinity of Davie Hall on Wed., Feb. 8, about noon. It's brown nylon with Velcro close. If found, please call 929-7063.

# help wanted

18-30 YEAR OLD white males with respiratory colds and flu are needed for paid research study at the US Environmental Protection Agency, Chapei Hill. Subjects must be in good general health. Smokers and non-smokers needed. Please call Dr. Robert Chapman or Dr. Robyn Tepper at 541-3804 (days); 942-3912 (nights). Please tell your friends.

BLACK MALES & BLACK FEMALES-\$45 will be paid to healthy non-smokers 18-35, who complete an EPA breathing study on the UNC campus. For more info please call 966-1253, Monday-Friday 8 am-5 pm.

NEED CASH? — WE'RE BUYING Boy Scout patches, books, uniforms, etc. before 1970. All CSP's and OA flaps. Write or call us. The Carolina Trader, Box 26986, Charlotte, 28221. 704-597-9779.

CAMP COUNSELORS-OUTSTANDING SLIM and Trim Down Camps: Tennis, Dance, Slimnastics, WSI, Athletics. Nutrition/Dietetics. 20 + . Separate girls' and boys' camps. 7 weeks. CAMP CAMELOT on COLLEGE CAMPUSES at Mass., Penn., No. Carolina, Calif. Send resume: Michele Friedman, Director, 947 Hewlett Dr., No. Woodmere, N.Y.

ATTENTION BUSINESS AND ACCOUNTING MAJORS. A 35 year old Greensboro textile company seeks to employ a May or recent graduate for an assistant treasurers training position combined with some local marketing responsibili-ties. Compensation \$15,000 to \$20,000. Submit resume 27th or mail direct to High-Speed Threads, Inc., P.O. Box 9157, Greensboro, N.C. 27408. A detailed job description is on file with Pat Carpenter in Hanes Hall. Applicant may be

STUDENTS WITH BULIMIA Psychotherapy/support group for women with bulimia

 Focus on understanding emotions that lead to overeating and regaining control of eating behavior.

For more information call Student Health Service at 966-2281 (ext. 254) Group meets Wednesday afternoons starting Feb. 22. Screening interview required.



 Individual Consultations . Monday Drop-In Group 4:00 p.m. Outreach Presentations Student Health Service Health Education Suite

2nd Floor

Call 966-2281-Ext. 275

OVERSEAS JOBS...SUMMER, YR. round. Europe, S. Amer., Australia, Asia. All fields. \$900-2000 mo. Si ing. Free info. Write IJC, PO Bx 52-NC1 Corona Del Mar,

business days before publication.

\$5/HOUR WILL BE paid to healthy non-smoking white males, age 18-30, participating in an EPA breathing study on the UNC campus. Time committment may include seven half days (4 hours each) to be completed before April 30. For more information please call 966-1253, Monday-Friday, 8 am-5 pm. BABYSITTER NEEDED FOR 2 TO 6 children during a church circle meeting. 9:30-11:30 am one Friday per month.

THE PINE ROOM IS NOW accepting applications for part-time employment. Apply in Pine Room office from 9-4. Males and females needed.

YOUTH CREW LEADERS NEEDED by Student Conservagrams include conservation work projects and wilderness trip. Must have leadership and wilderness experience, firstaid, and outdoor work skills (trail maintenance preferred) minimum age 21. Positions for male/female teams and individuals. For application/salary information, contact Jon Schottland by Feb. 17. (603) 826-5206. Resumes may be sent to SCA, P.O. Box 550, Charlestown, NH 03603.

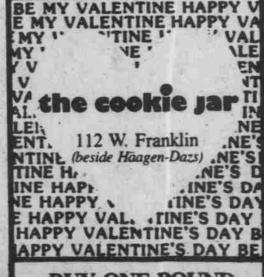
PATHOLOGY DEPARTMENT Undergraduate chemistry or biology major to work primarily in human genetics fieldwork. 20-30 hrs/wk. Call Andy Neish 966-4318. Undergraduate biochemistry or biology major to work in recombinant DNA lab. 20 hrs/wk during semester, 40 hrs/wk during summer. Call Dr. Fowlkes 966-2617. CRUISESHIP HIRING! \$16-\$30,000. Carribean, Hawaii, World. Call for Guitde, Directory Newsletter. 1-(916) 944-4440 Ext. UNORTHCAROLINACRUISE.

AIRLINES HIRING! STEWARDESSES, RESERVA-TIONISTS! \$14-\$39,000. Worldwide! Call for Directory, Guide, Newsletter. 1-(916) 944-4440 X UNORTH-

# services

ABORTION-TO 18 WEEKS. Private and co GYN facility with Saturday and evening appointments available. Pain medication given. Free Pregnancy Test. 942-0824 Chapel Hill.

**CHEAP TYPING! CALL 929-TYPE** 



### **BUY ONE POUND** RECEIVE 1/4 POUND FREE!

· chocolate chip · coconut pecan · chocolate chocolate chip · peanut butter chocolate chip pecan
oatmeal raisin feb 1 - feb 14

EAT YOUR HEART OUT! -Buy a heart shaped cookie with personalized messages for your sweetheart from Campus Chest Feb. 14 from 10-3 pm in the Union. All proceeds go to charity. LEARN BARTENDING. MALE AND female, ages 19 and up. Day and evening classes. Earn up to \$10.50 an hour. UNC campus 942-5385.

GRADUATE STUDENTS: RESERVE YOUR thesis typist now; before the rush. Experienced, professional, graduate school approved. Speedy service, rates. 967-1383.

for sale

CORONA PC, 128K, 2 DISK drive, monitor incl, some software incl, price \$2,995, 683-1281. POLO SHIRTS FOR LESS! 100% Cotton shortsleeve, \$14,

Polo Rugby, \$20 sweatshirts—Esprit, Beverly Hills Polo Club, \$13 & more. Hurry for best selection! Randy JOYNER CONTRACT FOR SALE! Great north campus

location. Call 933-3661 or 1-787-7799.

INTERESTED IN PHOTOGRAPHY? HAVE I got a deal for you! Minolta XD-11 body with four lenses: 24mm f/2.8, 50 mm f/1.7, 135mm f/2.8, 200mm f/4. Also include are 13 filters, close-up lenses, cases, and assorted other goodies. For more info call Zane at 933-8713 or 962-0245.

NEW SKI EQUIPMENT FOR sale: new boxed marker M35 bindings \$110; new golden team poles \$22; Gerry Bibs (mens #30) \$40. Never used: Call 933-0998. MUST SELL: RICOH KR-5 35mm camera with 500 mm. 2.2 lens and flash. Barely used. Excellent condition. \$140.00 negotiable. 929-3382 now! Keep trying.

# for rent

SUBLEASE MY APARTMENT IN February, get my \$300 Spacious, quiet. \$439/month. Call Lenny, 942-5015.

AVAILABLE MARCH 1st ONE bedroom, kitchen, bath, private terrace. Close in. Married graduate prefer-red possibility reduce rent by helping house yard main-tance \$200 per mo. plus ulities.

Do you want a student or a politician to be your Student Body President? Chip Medlin

# FEELING STRESSED?

A stress management group begins Feb. 23 at Student Health Service for 5 wks-Thursdays at 2:30. Call 966-2281 (ext. 254) by Feb. 15

Screening interview required

# roommates

MALE NON-SMOKING PROFESSIONAL or graduate student wanted. Two bedroom furnished mobile home, quiet location \$150/month plus ½ utilities. Call 933-0998 after 6

# personals

TRAVEL IN SPAIN: STUDY at University of Salamanca. June 27-Aug. 8, 1984. Write or call collect: Armando Del Greco, Professor emiritus, 12 Canterbury Rd., Charlottes-

ville, Va. 22901- (804) 293-3755.

SEND A VALENTINE TO that special person by the Prepharmacy Club. 25¢ hearts delivered anywhere on campus February 14. Order in the Pit Friday and Monday 11-2.

MICHAEL A. C.-LAST Thurs. in class when discussing Macbeth, you asked us if three witches told us that ou deepest, most secret desire could be ours, would we go for it. Well, mine is you and I wish I could. An Admiring Student. ACC TICKETS-STUDENT LOTTERY. Sign up in Union 11-2. Wednesday, Thursday, Friday. Bring your ID and Student Athletic Pass. — Drawing Saturday.

THE EDDIE KNOX for GOVERNOR Committee will meet TONIGHT at 8:00 pm in 212 Union. Anyone interested is welcome...come join a winning effort for a winning can-

SCOTT COLLEGE! MAKE SCOTT College the best area on CHAPMAN—BIG 19! WE didn't forget. Have a great birth-day and tear up Chapel Hill. We love ya, Raquel Martin and Rolo.

POKEY (L-M-Baby) I LOVE you! Gumby. HEY AVERY! MAKE SURE that you get active CGC representation. Vote Scott Humphrey on Tuesday.

STU-BABY YOU MH STUD! Thanks for Coffee Shop nights, Breadman's mornings and beach road trips. Hope you survive elections (we'll give you an honorary forum next year). Happy Valentine's Day! Love, K.

BORED? TIRED OF THE same old routine? Join the Peace Corps. Call 942-4057. In the Carolina Union tomorrow.

### Sunrise Farmers Darket at Blackwood Station offers

drug free alternatives to dieting Natural Vitamins and Amino Acids (most prices 30% off retail)

**Excellent Quality & Prices!** 967-3713

Mon.-Sat. 8:30 am-7:30 pm Sun. noon-7:00 pm Hwy. 86 N at RR/crossing

1/2 between CH & Hills

the DTH Carolina Union 065A, Chapel Hill, NC 27514.

Classified ad may be placed at the DTH office or mailed to

HEY PARKER! TAKE 30 seconds and make sure you get active CGC representation. Vote Scott Humphrey on Tuesday

leave those sweats behind when you come to bed? I promise I can keep you warm enough. Dinner at Slugs? Me, you—be there, aloha.

CHARM ALL OF YOUR Valentine's on Feb. 14. Buy pink, red or white carnations for \$1.25 each from 9 to 3 in the Pit.

ASSERT YOURSELF! BE YOUR own person. Learn to express needs, feelings and opinions comfortably and responsibly. 6 session workshop, starting mid-March. For screening call Nash Hall—962-2175. Student Development and

EAT TO YOUR HEART'S content at the Hillel Deli, Wed., Feb. 15 from 6-7:30 pm. New York style sandwiches with all the trimmings at a very reasonable price. 10% discount for Hillel members. If you love deli, you won't want to miss it, Hillel is located at 210 W.

HEY TEAGUE! TAKE 30 seconds! Make sure you get active representation! Vote Scott Humphrey! Tuesday, Feb. 14!

SUSAN, KERRY, SABRINA & BETSY-You're not getting a Valentine personal but this is the next best thing. Here's to the next 3 weeks of preparation for spring break. Just remember Bets, just 2 more weeks of this rotation and then we'll have more time to find out "where's the

CATHY, JUST TO BE different I'm sending you an early Valentines Day personal. Thank for these past few days; I hope there are many more. I love you TROOLY. Alan.

JOIN A GREAT TARHEEL tradition: freehman camp counselor applications NOW available at Campus Y. Due Feb. 17, 4:00 pm. Sign up for in-terview. ALL students wanted.

has no flatus cast the first stone. The crowd muttered for they all had partaken of the shopkeepers' beans. Thus, the Cloud's life was spared.

BRETT 3:16 AND THE Cloud said unto them: Let he who

HEY WHITEHEAD! MAKE SURE that you continue to be an important part of SRC. Vote for Scott Humphrey on Tuesday. MATT C. I WANT to wish you a Happy Valentine from 3000 miles away. Happy Valentine's Day, I love you, your California Girl, Deb.

"My pledge to the Senior

Class Challenge '84 is a way of giving back to the University a small measure of my appreciation for the benefits I've derived from being a student here."

-Scott Stankavage

February 19-22