

Funderburk, Broyhill use different strategies

By JEANNIE FARIS
Staff Writer

N.C. Republican primary candidates David B. Funderburk and Rep. James T. Broyhill are using very different television campaign advertising strategies.

Funderburk's commercials attack the congressional voting record of Broyhill, whose advertisements show him explaining his position on campaign issues.

Both men are seeking the party nomination in the May 6 primary, which will enable the winner to run for the seat held by retiring Sen. John P. East.

Funderburk, a Campbell University professor, began his advertising campaign two months ago. His ads also accuse Broyhill of being a liberal Republican, and criticize him for voting in favor of "the big spending budget" presented by Thomas "Tip" O'Neill, D-Mass.

"(Funderburk) has found that people around the state want to see a campaign focused on the issues... such as national defense of the budget," said Palmer Sugg, Funderburk's press secretary. He said he had not yet seen Broyhill's advertisements, but did not think they would focus on the important issues of the campaign.

Broyhill's campaign advertisements aired for the first time Tuesday. They show Broyhill standing alone, telling the viewers how he feels about certain issues,

said Doug Haynes, a spokesman for the congressman.

Broyhill tells the viewers why he wants to run for the Senate after serving for 24 years in the House of Representatives. He also says that he is a conservative Republican, in favor of a strong national defense and better jobs for more people in the state, Haynes said.

Negative advertising distorts the campaign issues rather than focusing on them, he said.

"Our experience has been, going around the state, that most people are tired of negative campaigning," he said.

Funderburk's strategy is similar to those used by other candidates supported by the National Congressional Club, a conservative organization aligned with Republican Sen. Jesse Helms.

The Congressional Club supported East in 1980 and Helms in 1984. Both candidates won the elections after using campaign advertising that attacked their opponents' voting records and conservatism.

"The Broyhill campaign will show this year that you don't have to throw mud to win," Haynes said.

He added that although such campaign strategies have been successful in the past, he believed they were beginning to backfire and would work in Broyhill's favor.

Both Haynes and Sugg said television advertising

was very important to a politician's campaign.

"I think (commercials are) really effective with a personal touch in campaigning," Sugg said. They are important to supplement what the candidate has said in appearances around the state, he said.

"(Television advertising) must be fairly effective because it's a very important part of any successful political campaign in this television age," Haynes said.

When asked why Broyhill wanted to begin television advertising, Haynes said, "... because the election was such a long way off... we felt the most important thing to do... was to work on organizing support in the counties and the state."

Broyhill also wanted to build a strong base of financial support for substantial advertising, he added.

The congressman's commercials are 30 seconds long and will continue for three weeks, ending midnight on March 10, Haynes said. The ads will appear during highly-rated programs.

Funderburk's commercials began Dec. 10 and have run sporadically since then, Sugg said. They stopped completely for the Christmas holidays but are appearing regularly now.

Neither Haynes nor Sugg could say how many times a day these ads appear or the total amount of air time purchased.

'Lecture' speaker Harris criticizes 'The Color Purple'

By ANDREA M. BEAM
Staff Writer

They were Trudier Harris's last words. She only needed three: *The Color Purple*. And for the next 45 minutes, those were fighting words.

Harris, a professor in the UNC English department, was speaking to about 50 students in Carroll Hall Monday as the second in a four-part Last Lecture series sponsored by the Carolina Union. Participating professors speak as if it were their last chance to address students.

"I have analogized *The Color Purple* with a loaded pistol that you give to a child," Harris said, calling the novel "a weapon in the hands of the uninformed," because its author, Alice Walker, has misrepresented black life.

"I maintain that the novel is a fairy tale," she said. "The movie is a fairy tale, too. Everyone lives happily ever after."

Harris said that too many black women have been silent about *The Color Purple*. Alice Walker's mirroring of black society against scenarios of incest, wife beating, lesbianism and evil men distorts the black community, she said, using the novel's central character, Celie, as an example.

In the story, Celie is beaten by her husband. "You do not have wife beating in the black community," Harris said. "You have fights. The women fight back. They do not sit back and take that crap. Celie sits there like a bale of cotton with a vagina."

Harris said this violence did not alarm the reader because Walker has created a "cadre of spectator readers" — readers who stand back and do not become involved in the story.

"When you read *The Color Purple*, it doesn't disturb you at all. You say

'Look at those people beating up each other. Isn't that just too bad?'

The novel's sensational subject matter has also maintained its popularity, she said, adding that Walker has taken a "politically correct" stance toward incest and lesbianism by supporting the lesbian movement and the incest victim.

"Alice Walker concluded that *The Color Purple* was what the people wanted," Harris said.

The movie version turns *The Color Purple* into the "American classic," Harris said. The viewer not only witnesses the loss of innocence, the plight of the homeless and the struggle of the underdog, Harris said, but also falls victim to director Steven Spielberg's movie formulas — celebration of the family, sisterhood, and closeness to land and soil.

"Anybody who operates against

family and sisterhood in this movie is un-American," she said. Harris said many black men have objected to the story because Walker portrays black males as obstacles to these institutions.

Harris said some of her students had asked her why she cannot evaluate *The Color Purple* for artistic reasons alone.

"If you start out saying you are writing about black women and are going to bring about change in society, you have already made decisions that are extra-artistic," Harris said. "You have already put yourself out of the realm of purely aesthetic consideration."

Harris said many black women would not criticize the novel for fear of being disloyal. "I decided to stick my neck out," she said. "If it gets whacked on, I want to get whacked on politely."

Wage inequity remedies debated in forum

By SUZANNE JEFFRIES
Staff Writer

The marketplace works better than government regulations in correcting pay inequity between women and men, a speaker told about 50 people during a forum at the UNC Law School Monday.

The forum was sponsored by the Law School's chapter of the Federalist Society for Law and Public Policy Studies, a national organization concerned with the application of conservative principles to law.

"Markets work better than government regulation in a situation like comparable worth," said University of Chicago law professor Richard A. Epstein. Mistakes made by a single

market are easier to change than a mistake made by a government regulation, he said.

UNC Law School Kenan professor Daniel H. Pollitt rebutted Epstein's comments saying regulation is the best way to correct unfairness in job pay.

"We have job ghettoization in America," Pollitt he said. Women are predominantly nurses, school teachers, waitresses and librarians, he said.

"All of these jobs are low pay... and the marketplace does nothing about them," he said. Comparable worth is the next step in the progress toward equal pay, Pollitt said.

Comparable worth — also called pay equity — seeks to raise the wages of women in traditionally-held female

occupations to the same level as men who hold traditionally male occupations. Jobs are compared according to similar skill, education and responsibility requirements.

Epstein said if the market was free from regulation, some employer would use his self-interest to raise the wages of the job traditionally held by a woman. Competition between other employers will make women's wages rise, and men's wages fall for a time until some equilibrium in pay is reached, he said.

But if government regulation continues, this natural occurrence will not happen, Epstein said.

The difference between female and male pay ratio in the 1980s was 60 percent to 100 percent, unchanged from the 1960s, he said. Statutes like the 1963 Equal Pay Act and the 1964 Civil Rights Act, which provided anti-discrimination laws for employment, are examples of government regulations that do not seem to be working, Epstein said.

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Israeli troops storm Lebanon

From Associated Press reports

TYRE, Lebanon — Israeli troops backed by tanks, gunships and missile boats stormed southern Lebanese villages and reportedly battled hand-to-hand with Shiite Amal militia men Tuesday, the second day of a search for two soldiers captured by Moslem guerrillas.

The Israeli military command said an Israeli sailor on patrol off the Lebanese coast of Lebanon was killed today by gunfire from shore. Lebanon's state-run Beirut radio said three Lebanese fighters were killed and six others were wounded in the Israeli sweep, which it called an "outright new invasion."

Shuttle disaster hearing held

WASHINGTON — The space shuttle Challenger disaster went in for its first Senate hearing Tuesday as Congress returned from a week-long recess and began to take up fiscal 1987 budget requests.

Investigators of the Jan. 28 explosion that killed seven astronauts planned to answer questions from senators, as did National Aeronautics and Space Administration officials.

70 die in train collision

SANTIAGO, Chile — Two crowded passenger trains carrying

State & National

about 300 people slammed head-on into each other on a bridge previously damaged by a terrorist bomb, the government news service said. Radio reports said Tuesday about 70 people died.

The accident occurred on a bridge where a bomb late last year damaged one of the two sets of tracks, forcing both east- and west-bound trains to use a single track, the state rail company said.

Office fire kills 21

RIO DE JANEIRO, Brazil — Three people jumped 10 floors to their deaths and 21 others were killed by smoke and flames in a fire that raged in the upper levels of a 13-floor downtown office building, authorities said Tuesday.

About 40 people were taken to a hospital with injuries. Rio's civil defense secretary, Col. Jose Halfield, said fire spread quickly Monday, because the building, constructed in the 1940s, did not have fire safety features required in new buildings.

Representatives of the fire department said the blaze broke out on the ninth floor just after noon Monday, but the cause had yet to be determined.

Aquino's supporters take action; banks, peso feel boycott effects

MANILA, Philippines (AP) — An opposition boycott protesting the declaration of President Ferdinand E. Marcos as winner of a special election appeared to be taking effect Tuesday as banks reported a run of withdrawals and prices of stock in a major corporation fell.

Opposition candidate Corazon Aquino made the call for a boycott of corporations run by friends or associates of Marcos at a huge rally Sunday, shortly after the National Assembly proclaimed Marcos the winner of the Feb. 7 election.

The Philippine peso suffered its biggest single-day devaluation in years, with the peso-dollar exchange rate climbing from Monday's \$19.98 to \$22.04 Tuesday. A government bank source, who spoke on the condition of anonymity, attributed the 10.3 percent devaluation to political instability.

Among signs that the economic boycott was having an effect were a drop in the San Miguel Corp., and reports that several banks had unusual withdrawals. San Miguel stock traded Tuesday at 55 cents a share, down from Friday's 70 cents and the Monday close of 57.5 cents.

San Miguel makes beer, soft drinks, ice cream and dairy products and is controlled by industrialist Eduardo Cojuangco, a cousin of Aquino.

A rash of withdrawals hit Security Bank and Commercial Bank of Manila, two of the seven banks Aquino urged Filipinos to boycott. Bank officers said many customers were taking their money elsewhere in response to Aquino's call.

Elsewhere, state prosecutors filed multiple murder charges against Arturo Pacificador, a powerful Marcos ally in the National Assembly.

Health conference, King lecture to take place

How to improve health in minority communities is the topic of the School of Public Health's tenth annual Minority Health Conference to be held Feb. 20-21.

Dr. Charles Cook, formerly of the N.C. Department of Human Resources, will give the conference's keynote address, "Policy Implications for Improving Health in Minorities," Thursday, Feb. 20 at 9:45 a.m. in the Rosenau Hall Auditorium.

The Martin Luther King Jr. Memorial Lecture will be given Feb. 20 by Bylye Avery, director of the National Black Women's Health Project at the Martin Luther King Center for Social Change in Atlanta, Ga. The lecture, "Organizing for Social Change," will be given at 9:30 a.m. in the Rosenau Hall Auditorium.

Both the conference and the lectures are free and open to the public.

For the Record

In Tuesday's article "Concerto Winners Perform Tonight," *The Daily Tar Heel* reported in the photo caption that Judy Grant was a math major from Charlotte. Grant is a math and music major.

Also, "Miles Davis rescheduled for March 10" should read "Miles Davis rescheduled for March 30." Also, in "Morrison governor resigns from RHA," the Ehringhaus governor's name should read Jammie Eubanks. The daily quote by Lyndon B. Johnson should read "Voting is the first duty of democracy." *The Daily Tar Heel* regrets the errors.

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