

Campaign ads highlight successes

By SHARON KEBBSCHULL
Staff Writer

As their fall campaigns for the U.S. Senate get underway, both Republican Sen. Jim Broyhill and Democrat Terry Sanford have begun to air television commercials outlining their past and present accomplishments.

Doug Haynes, Broyhill's campaign spokesman, said the 30-second ads would run for two weeks. They began last Tuesday and are "pretty much what we term constituents' service ads, where they show people who Broyhill helped with problems while in Washington," he said.

The ads include two former school teachers speaking of how Broyhill worked to get them the Medicare checks they had not received, a farmer talking of Broyhill's work to keep inflation and interest rates down, and a member of a handicapped organization telling of Broyhill's help in working for them to be more self-supporting.

Haynes said the ads show Broyhill as a caring senator who helps people

with their problems. He added that another ad, originally shown this summer, features Republican Gov. Jim Martin telling viewers that Broyhill is the best friend they could have in Washington.

Sanford's ads also began last Tuesday and speak of accomplishments, said Sam Poole, campaign manager. Two ads are running now, with a third due to air soon. Poole said he did not know how long the ads would run.

In 27 seconds, Poole said, the first commercial gives Sanford's life story. It traces his career as an FBI agent, a paratrooper, president of Duke University and governor of North Carolina and outlines his work to expand public parks and other service projects.

The second commercial is titled "Values." It speaks of the two different ways to run for office: to stay in Washington and campaign, or to go to the people on a county-to-county basis. "We elected the latter of these," Poole said.

He said the third ad will open with

the story of a man who had an idea to protect parks, the environment and "the good life," and these present challenges. The man, Sanford, wants to meet these challenges, he added.

Both sides say they have received a very positive response from the public. "Of course, the people we speak to probably say what they think we want to hear, . . . but we think it's going very well, and we're pleased with the response from the ads," Poole said.

Haynes said the reaction he received was that everyone who saw the ads thought they had a strong message in telling what kind of senator Broyhill is. He added that it should help the campaign because "the number one thing people want . . . is a representative they can trust."

Poole added that more commercials for Sanford will be coming out soon, but he refused comment on the nature of those ads.

Developer claims value the key to good business

By ROBERT KEEFE
Business Editor

Charles Ackerman has a different view of business than most American entrepreneurs these days. While many are concerned with quarterly earnings, depreciation costs and profitability, Ackerman is more worried about something that has been lost in the ledgers of many American businesses — value.

"People in business to make profits will go broke," Ackerman said to a capacity crowd in Carroll Hall Tuesday. "What you have to do is create value, not profit. If you create value, you will stay in business."

Ackerman, founder and chief executive officer of Ackerman and Co., a real estate development company in Atlanta, Ga., was the guest speaker on "Entrepreneurship" at the UNC School of Business

Administration.

"Being successful as an entrepreneur is being creative," he said. In order to be creative, said Ackerman, a person must do three things. First, a person must establish a lack of fear about himself. He must be willing to express his feelings openly.

Secondly, a person must understand nature. Ackerman said that while man has been around for about 4 million years, he has only been in cities for about 7,000 years.

"We are rooted in nature," he said, " . . . not in urbanization. Every single design, every pattern you see comes from nature."

"When you can develop an understanding for nature, you can develop a form of intuition."

Intuition, according to Ackerman, is used in making more business decisions than any study or research ever done.

Thirdly, a person must become completely involved with what he is doing, said Ackerman. A successful businessman must know, not only how to sell a product, but how that product is made, and how it is used. He must totally "immerse" himself in a project.

Ackerman and his associates try to totally immerse themselves in their work when the company begins a new project. Ackerman said he actually lives on a prospective job site for two to five days just to get "the feel" of the surroundings.

Four unidentified men dead in South African shootout

From Associated Press reports

JOHANNESBURG, South Africa — Police said Monday they had killed four men in a shootout at a bridge over the Umgeni River near Durban, but they refused to say if the dead were black guerrillas sought for a grenade attack on a home.

Sources in Durban, the South African Press Association and The Star newspaper in Johannesburg reported that a special "reaction unit" and security police had been searching for African National Congress agents who attacked a home in KwaMashu township late Friday night.

Arab holds consul hostage

CAIRO, Egypt — An Arab armed with a pistol took over the Italian consulate Tuesday and held the consul and three co-workers hostage for two hours before surrendering to Egyptian commandos.

The man left the downtown consulate building surrounded by several armed Egyptian soldiers. He was put into an armored car and driven away.

One of the commandos, who refused to give his name, said, "We didn't have to overpower

State & National

him. He just gave himself up."

Ugo Colombo, second secretary at the Italian Embassy, said the man, apparently an Egyptian, was "affected by mental illness . . . mentally deranged" and that the incident had no political overtones.

Group claims Paris bombing

PARIS — A previously unknown group called Partisans of Right and Freedom claimed responsibility Tuesday for the bombing of a post office in Paris city hall. The blast killed a postal worker and injured 19 other people.

In a statement left in the mailbox of a Western news agency in Beirut, Lebanon, the group also said it was responsible for all other terrorist attacks in France since December 1985.

The group criticized another organization, the Committee for Solidarity with Arab Political Prisoners and the Middle East, for claiming it carried out some of the bombings. The committee did not claim responsibility for the post office blast.

Broyhill declines debate request

By DONNA LEINWAND
Assistant State & National Editor

U.S. Senate candidate Terry Sanford is eager to debate his Republican opponent, Sen. Jim Broyhill, but does not expect Broyhill to agree to a debate in the next few weeks, said a Sanford press aide. "Ever since the day after the primaries, we've asked Broyhill to debate in each of the 100 (North

Carolina) counties," Tom Lawton said. "Sanford wanted to debate weekly on statewide television."

Lawton said Sanford has accepted at least 10 debate invitations from groups including the North Carolina Student Legislature, League of Women Voters, WRAL-TV, University of North Carolina at Greensboro and Elon College.

"Sanford will debate anytime, anyplace," Lawton said. "Broyhill doesn't seem to be very interested in debating. Sanford is more than willing to negotiate the time, the place and the rules."

But Doug Haynes, Broyhill's communications director, said the former congressman is interested in debating Sanford but is unable to fit a debate into his schedule.

"We hope that we will be able to work it out," Haynes said.

For the Record

An article in Monday's paper, "Student Stores' safety measures seem effective," The Daily Tar Heel incorrectly reported the amount of money Student Stores donates to University Scholarships. The actual amount is \$503,000.

The Daily Tar Heel regrets this reporting error.

JAPAN AUSTRIA AUSTRIA BELGIUM BULGARIA CHINA CYPRUS

INTERNATIONAL SCHOLARSHIP OPPORTUNITIES

FULBRIGHT, LUCE AND MARSHALL SCHOLARSHIPS

Informational Meeting
Friday, September 12, 3:00-4:30 p.m.
Room 224, Student Union

Office of International Programs

INDONESIA NETHERLANDS NEW ZEALAND NORWAY SWEDEN

DENMARK EGYPT FINLAND FRANCE INDIA

GOLD SALE!
\$20.00 to \$30.00 Discounts

Men's "Omega" "Gold 'n' Ice" "Hearts"

HERFF JONES

UNC STUDENT STORES
Wed., Sept. 10
10 am-3 pm
\$20 Deposit

EARN \$1500 TODAY

Help meet the critical shortage of plasma by making your life-saving donation. Your donation helps expectant mothers, hemophiliacs, and many others. Make up to \$120 per month in your spare time by giving the gift of life.

SERA-TEC BIOLOGICALS
109½ E. Franklin St. 942-0251
*15.00 for new donors and returning students first donation with this ad
Mon.-Thurs. 9:30-7:00, Fri. 9:30-5:00 Expires 10/1/86

PICASSO

Discover the Mystery behind these hands!
Come see
THE MYSTERY OF PICASSO
Wed., Sept. 10
7:00, 9:30
Free with UNC I.D.

The Gold Connection says Dare to Compare
We have the lowest prices in town on 14K gold & sterling silver jewelry . . .
EVERYDAY!
967-GOLD
128 E. Franklin St.
Downtown Chapel Hill
(behind Johnny T-Shirt)
Jack Tomkovick, Owner

This is it!!

Electronics Festival

— Wednesday — Thursday — Friday —

Register NOW for these fantastic prizes!

- Sailboard (from Texas Instruments)
- 2 round trip airline tickets anywhere in the continental U.S. (from Maxell)
- Honda Spree Scooter (from BASF)
- Sharp Microwave Oven (from Sharp)
- Casiotone Electronic Keyboard (from Casio)

You must be a student, faculty or staff to register (winners subject to verification)
(Student Stores employees & families are not eligible.)

Drawing for prizes will be at 12 noon Friday, Sept. 12 in front of the store

FREE COKE WHILE IT LASTS

Great Savings on these Great Brands of Electronics
Maxell, Sharp, Hewlett Packard, Texas Instruments, BASF, Casio, Sony, Duracell

Student Stores