



A voluminous variety of Valentines DTH/Julie Stovall

Crowds clamor in queues for cards

By **LAURA JENKINS**
Staff Writer

As we all know, Valentine's Day is here again — and not surprisingly, so are the crowds of last minute card shoppers.

Walk into any card shop and you will witness a chaotic spectacle that could pass for a new competitive sport. If you want to be entertained, simply hover near the card section of the UNC Student Store.

There you can watch the many customers fight their way through the aisles while attempting to establish strategic positions in front of the card racks. Observe how skillfully some people use sleight-of-hand to snatch a card out from under the nose of an unsuspecting customer nearby. Be sure to notice how the normally organized card racks have been transformed into a confused mixture of mismatched cards and stray envelopes.

A familiar scene? If you have shopped for Valentine cards this week, it probably is. Large crowds

of customers arrived in full force at area card shops Monday, and local merchants expect them to increase in number until Valentine's Day and even on the holiday.

"We do 68 percent of our business for Valentine's Day this week," said Patti Condie, manager of Lynn's Hallmark at the University Mall. She said the store will be a madhouse on Feb. 14.

Libby Messer, card buyer for Student Stores, said the store received about \$3,000 worth of cards and she expects to sell almost all of them this week.

Messer said the store has been so busy since Monday that she can't even get to the cards to straighten them up.

After Christmas, Valentine's Day is the most popular card-sending occasion. According to American Greetings Corp., approximately 1.09 billion Valentine cards will be exchanged in the United States industry-wide.

The statistics help explain the

large turnout of week-before shoppers. Store managers and salespeople are not the only ones who have to survive the card shopping chaos this week. Shoppers must also cope with the long lines and big crowds.

Junior Journalism major Renee Lambert said that although she should have done all of her Valentine card buying last week, she is not bothered by the crowds. "They're all out to do the same thing I am, so I don't mind pushing and waiting my turn," she said.

Freshman Michelle Deal said she does not mind the crowds much either. "I'm so busy trying to find the right card . . . I don't really think about it," she said. "It's not really irritating except when you want a card and someone grabs it or people push you around."

Big crowds also are forming in the post office on Franklin Street as people stood in long lines Wednesday to buy stamps to stick on the Valentine cards. Several people

stood at the counters that line the walls inside the building as they scribbled down notes and signatures on cards they had just pulled out of their bags.

Why is it that people are willing to fight the crowds and spend their time waiting in long lines in order to send a Valentine greeting? Lambert said that although you can always send a letter, sending a card is nice because "it lets people know they're special."

Carolyn Horn, who bought cards for her 10 grandchildren, commented on the value of receiving cards. "I love to get a card," she said. "I don't like one with just the name on it — I like a little note bringing me up to date. To know you're being thought of as special."

So take heart, those of you who have fought the last minute card-shopping crowds. The happiness your cards can bring to your friends and sweethearts should make the effort worthwhile.

Lovebirds flock to buy Valentine gifts

By **HANNAH DRUM**
Staff Writer

Valentine's Day is an annual phenomenon that can transform even the most hardhearted individual into a hopeless romantic.

The Feb. 14 tradition evolved from a European ritual which celebrated the mating season of birds. Geoffrey Chaucer noticed that lovers lavished their mates with gifts to gain their affections at the same time the birds chose their mates.

Valentine's Day gift-getters pack the stores searching for unique gifts. However, traditional gifts remain favorites for both the giver and the receiver of the gifts.

Roses remain the most popular gift idea this year. The Floral Index, a Chicago-based marketing firm, predicted that 65 million roses will be exchanged this Valentine's Day. University Florist & Gift Shop sold an estimated 3,000 to 4,000 roses for the occasion in 1986. Sales are

expected to boom again this year because men are beginning to admit that they would enjoy receiving flowers.

"One rose would make a beautiful gift," said senior Pam Covais. Because one dozen long-stemmed roses cost about \$40 in Chapel Hill, many students will opt for the one-rose gift.

If you plan to play cupid this year, be prepared to pay higher prices for more traditional Valentine gifts.

There are some wholesale rose suppliers who raise prices as much as 300 percent in February to compensate for production and shipping expenses. Floral Index estimates that U.S. consumers will pay an average of \$3.15 per rose this year.

Boxed candy, while not quite as popular this year, still ranks as a favorite sweet for the sweetheart. The Chocolate Mousse in University Square is offering unusual chocolate edibles such as handmade chocolate roses in red, pink and white. The chocolate roses will satisfy those who want both flowers and sweets.

"We guarantee they taste better than the real thing," said owner Kristen Wickliffe about the colorful

creations. Singing delivery services are popular this year because many people want to give a more personalized gift. "I like singing so much — I would love to be serenaded on Valentine's Day," said Joy Cox, a freshman.

Balloons & Tunes of Carboro offers special student rates on some deliveries. For about \$25, you can send your loved one helium balloons attached to a teddy bear or a mug of Hershey's Kisses. The delivery person will even sing a song chosen especially for that person.

For those who still remain undecided, undergarments are a daring gift alternative. Lace undergarments and boxer shorts in silk and cotton prints make perfect gifts.

Night Gallery in University Mall sells printed and hand-painted boxer shorts from \$15 to \$25. "We sell them to women for men and to men for women . . . they're really a unisex style," said Denise Tarain of Night Gallery.

Many still feel that love and companionship make perfect gifts. "Something from the heart is more meaningful to me than a material gift," said freshman Pam Romines.

Prospective writers get a foot in 'Cellar Door'

By **BETH RHEA**
Staff Writer

On a recent windy afternoon senior Katie White sat at a table in the Pit and spoke easily about the pleasures and pitfalls of being a writer. She described the writer's life of being constantly surrounded by scenes that spark story ideas and people who suggest possible characters. Clearly, creative writing is a source of personal fulfillment for her as well as an outlet for her creativity.

The Cellar Door, the literary and graphic arts magazine published by UNC students, is produced with the interests of students like staff member White in mind. The mag-

azine offers its readers the best student prose and poetry as well as the best in student art, including photography, line drawings and lithographs. It is for those who are creative and those who can appreciate creativity.

"The Cellar Door's purpose is to encourage students to write and to show other students what their peers are doing," said editor Beth Haas. "It's good exposure for students' work. It's a forum for people who take writing and art seriously."

Members of the staff read the submissions individually, and then the prose, poetry and graphics staffs

meet separately to narrow down the list of works. Selection of works is anonymous to insure unbiased critiquing.

Each staff's choices are submitted to Haas, who makes the final decisions about which works will be published. She said there is no particular theme by which the pieces in each issue are organized. "I try to fit things together in some sort of organized fashion depending upon how they lay on the page," she said. "Everything should flow."

This week the staff has been selling last fall's magazine for \$2 in the Pit.

"Sales have been going pretty well," Haas said, "but it really astounds me that more people don't buy it. I think there's an apathy on this campus toward creative writing and art, and I don't know why that is."

The magazine, which is published once each semester and averages about 50 pages in length, invites both undergraduate and graduate submissions. Students interested in meeting this semester's deadline should turn in their work to the Cellar Door office in Union 216B by Monday, Feb. 16.

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