



DEVALI FALL
Season sweet
and very short
OUTDOORS

HERE'S TO THE ARTS!
Our guide
to what's up
SECTION D

NFL OPENERS
Three games
on TV today
SPORTS



Anchorage Daily News

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PRICE 60 CENTS

Reagan says peace plan unacceptable

President says flaws allow Nicaragua to tap Soviet aid

By **NORMAN KEMPSTER**
Los Angeles Times

WASHINGTON — President Reagan, in an interview made public Saturday, said the Central American peace plan adopted by the region's five presidents is fatally flawed because it permits Nicaragua to continue accepting assistance from Cuba and the Soviet Union.

Reagan's assessment was far harsher than his own earlier comments or those of key administration officials who have praised the objectives of the peace initiative while suggesting that Nicaragua's leftist government is unlikely to abide by its requirement for democratic reforms.

Reagan said the proposal, approved Aug. 7 in Guatemala City, contains "loopholes ... that we're positive the Sandinistas would take advantage of." Besides, he said,

the plan lacks "safeguards for democracy (in Nicaragua) and our national security."

Asked in an interview with U.S. News & World Report magazine if the pact had a "fatal flaw" because it allowed continued Soviet bloc aid to Nicaragua, Reagan replied simply, "Yes."

Elaborating on the president's remarks, Elliott Abrams, assistant secretary of state for inter-American affairs, said that the peace plan can be salvaged but only if it is changed to ban Soviet and Cuban aid to Nicaragua.

"The Soviet-Cuban issue is a direct national security issue for us," Abrams said in a telephone interview. "It has to be addressed. It isn't an issue we can let ride. It can be settled, but we can't go along with the Guatemala agree-

See Back Page, **PEACE PLAN**

BRIEFCASE BRIGADE TAKES TO THE STREET



Drum major Pat Rumley, right, leads the Briefcase Brigade down Fifth Avenue in Anchorage Saturday morning. The brigade, a comic drill team mostly made up of Anchorage-area lawyers, marched in the parade commemorating the 200th anniversary of the U.S. Constitution. The brigade was the brainchild of Superior Court Judge Karen Hunt.

Wasilla takes the lead in celebrating Constitution

By **DAVID HULEN**
Daily News reporter

WASILLA — The 200th Anniversary of the signing of the U.S. Constitution isn't exactly sending shockwaves of excitement through Alaska homes.

Except here. Since last fall, people in Wasilla have been planning

the biggest Constitution celebration in Alaska. It starts today and, by next weekend, Wasillians will have experienced seven days of parties, wacky events like the Ben Franklin Kite Flying Contest and Colonial Costume Competition, a parade that's being billed as the biggest in Alaska history, plus lots of seri-

ous talk about The Document.

Not even rejection by President Ronald Reagan has dampened organizers' ardor. An engraved invitation was sent to Reagan earlier this year, but someone from the White House called to turn it down. Reagan will be in some town called Philadelphia for its bicentennial wing-ding,

Wasilla Mayor Harold Newcomb said.

Civic groups, school groups, church groups and other groups here have been consumed by the Constitutional hoopla. As many as 3,000 people — almost the population of the town — are expected to participate in next Saturday's parade. It

will feature floats with Constitution themes, such as a group in a boat simulating George Washington's trip across the Delaware, as well as the usual assortment of marching bands, military drill teams, beauty queens and campaigning politicians.

Whether large numbers of folks not involved with organizing the events will actually show up to watch the parade or participate in the other activities is anyone's guess. But organizers think Wasillians and others will turn out in droves if the weather is decent.

"I think basically Wasilla

See Back Page, **WASILLA**

AIDS yields new market for old fraud

By **KATHERINE BISHOP**
The News Times

SAN FRANCISCO — Federal and state agencies have begun aggressive campaigns against manufacturers and distributors that promote as AIDS treatments everything from snake venom to algae, from swamp water to injections of hydrogen peroxide.

The Federal Food and Drug Administration already has acted against a number of products being promoted as helpful in the treatment of AIDS. And in California, unproven claims of medical benefits from such products led to the formation recently of the California State AIDS Fraud Task Force. The unit, which met for the first time in mid-August, is the first of its kind in the nation aimed at addressing what authorities believe is a growing problem of consumer fraud.

"If we find old snake-oil doctors selling miracle cures, we will not hesitate to bring the appropriate law-enforcement action," said Michael Botwin, the deputy attorney general who heads the newly created agency.

This stepped-up legal effort

weather

Partly sunny today with north winds to 20 mph. High near 50. Fair tonight. Low near 32. Sunny and windy Monday. High in the upper 40s.

High Saturday.....51
Low Saturday morning...42
9 p.m. temperature.....46
Normal High Sept. 12.....57
Normal low Sept. 12.....43
Record High Sept. 12 (1957)...88
Record low Sept. 12 (1927)...27

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Apologizing for World War II injustices

Congress likely to apologize, compensate camp internees

By **BILL MCALLISTER**
The Washington Post

WASHINGTON — Forty-five years after Army troops rounded up thousands of Japanese-Americans and forced them into World War II relocation camps, Congress is on the verge of issuing a formal apology to the survivors and offering \$1.2 billion to make amends for what a number of legislators this week described as "a deep stain on our Constitution and our history."

Although the Justice Department has opposed the legislation, some sponsors, including the two members of Congress who were held in the camps, said they think that the Reagan administration's opposition is weakening and predicted the measure will pass both houses next week by wide margins.

"If it gets to the president's desk, it's a new ball game," said Rep. Robert Matsui, D-Calif., a Japanese American who spent his first three

years in the camps. Opposition has focused on cost, but an aide to one of the principal opponents said Friday there is no optimism about stopping it on the House floor, partly because its sponsors have scheduled the vote next Thursday to commemorate the 200th anniversary of the Constitution.

"It's been a long road to get to this point," said Rep. Norman Mineta, D-Calif., who



The Associated Press
Rep. Robert Matsui

See Back Page, **REPARATIONS**

Like to shop at home? This is for you

All you need is a TV, phone and credit card or checks that don't bounce

By **SHEILA TOOMEY**
Daily News reporter

Hello, hello, hello and welcome to the incredibly upbeat Home Shopping Club, a cable television network that lets you shop 'til you drop in your living room, then go right on shopping from bed if you want to.

Feeling a little blue and want to

television, a telephone and a credit card or checkbook.

The Home Shopping Club (HSC) reaches 40 million viewers on both cable and broadcast channels and it's only one of about 20 different shows around the country. Two million HSC viewers are active "club members," watching and buying from apartments in Manhattan and homes along the Kuskokwim. From the hills of

home shopping channels, a full time channel (12) and one that airs from 8 p.m. to 2 a.m. (14).

So call in now. Only two minutes left on this beautiful item, and what a bargain it is. Collectible dolls, 100 percent polyester ("easy care-easy wear") clothes, gold chains, tools, pots and pans, vacuum cleaners, room humidifiers, typewriters and telephones, Italian porcelain, electronic

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Feeling a little blue and want to perk up? Buy something. Are you already perky and looking for a bargain? Buy something. Twenty-four hours a day, 365 days a year. Call in and buy something. All it takes is a

television, a telephone and a credit card or checkbook.

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home shopping channel (12) and p.m. to 2 a.m. (1)

So call in now. Left on this beautiful bargain it is. percent polyesters ("wear") clothes, pots and pans, humidifiers, telephones, Italian flea collars, and ever popular carat diamond

See F

TV SHOPPING: Sitting at home, you don't buy the goods — you 'get in on' them

Continued from Page A-1

fake, but "only your gemologist" can tell for sure.

According to the Wall Street Journal, Americans are in the midst of a shopping orgy — buying for the pleasure of buying in an economy that should have dried up such pursuits. "Going shopping" instead of going to a store to buy something they need. A study cited by the Journal on July 30 found that only 25 percent of mall shoppers questioned had come to a mall to buy a specific item. The rest were just shopping as recreation.

"Economists are amazed," exclaimed the Journal headline. Economists obviously haven't been watching the home shopping channels and listening to viewers who say they have begun collections of dolls or clown figurines or jewelry sets that they buy only from television.

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Caller: Helen from Phoenix

Well, I've bought so many dolls... I have about 150 since last November. I'm not going to buy any more. I don't know where I'm going to put them. You get into them and you just can't stop. I swear, No I can't do it, no I can't do it. In fact, I wasn't even going to watch you. I says, "It's eight o'clock, I'm going to watch a movie." Then I turned this on and I said, "Here we go again." Are you going to have any more?

Home shopping, as it is called by the industry, is a wretched excess produced by mating the shopping urge to the television habit. This mutant offspring is the opposite of public television, where they did away with the commercials. In home shopping they've done away with the programs. It's 24 hours of commercials and you don't have to get up off the couch to buy the products.

"It's real easy," said Sabrina Vick, an Anchorage housewife who admits to being addicted. "It's not like you have to get dressed, brush your hair, see other people. You can sit here in your underwear and your credit card."

Vick had a cable drop installed in her bedroom so she can watch from bed after her husband and daughter go to sleep.

HSC originates in Clearwater, Fla. It's the brainchild of two men who a few years ago owned a lackluster local radio station and began selling things like can openers over the air. The response was so good, according to Business Week magazine, they began selling other products and, in 1982, moved to cable television. They're now reportedly multimillionaires and the whole story sounds like a mini-series.

Home Shopping Network (HSN) did \$180 million in sales in fiscal year 1986, according to Judy Ludden, an HSN spokeswoman. In the first nine months of fiscal year 1987, they did \$422 mil-



Debbie Krivenko holds some of the dolls she has bought for her daughter through the Home Shopping Club: Easy to get hooked.

lion in sales and they're still growing.

"I love it when people say, 'Oh, is this a fad?'" Ludden said. Financial and television experts who write about home shopping like to suggest it will go the way of video games.

HSN and the other home shopping channel available in Anchorage, Cable Value Network (CVN), use similar formats: The item for sale is shown on the screen for anywhere from three to 10 minutes, while a "show host" extols its virtues in a repetitious, tent-show style that some experts predicting home shopping is the natural successor to fading TV preachers.

This idea is reinforced by the practice of asking "club members" who have already bought and received the item on sale to call up and "give testimony" about how great it is.

Nobody buys anything on HSC, they "get in on" it, as in, "I'll bet you're really glad you got in on the emerald pendant. Did you get in on the matching earrings earlier?"

Those lucky enough to talk live on the air to the show host are rewarded with a "toot" — a blast from a bicycle horn that is one of the corniest and obviously well-liked gimmicks employed.

Item: Porcelain clown, \$63.11
Caller: This is Ann, from Dearborn.
Show host: Well, Ann, you sound like you're pretty happy to get in on our Castille porcelain tonight.

Well, I sure am. I've been collecting them and I'm so happy you're having this program on tonight with all the clowns and all the other figurines.
Well, now, do you have several pieces already?
I've got 10 or 11 home here already.
Oh, you're a collector then?

Yes I am and I've ordered about 10 or 11 of them already the last few days.

Oh my goodness. Well now, Ann, tell us what it is about the Castille that you love.

Well, I like the subtle coloring they have and the porcelain is so smooth. I have some shelves in my dining room and I have them all displayed there and so I'm anxious to get all these that I've ordered in the last couple of days.

Oh good, so you're going to be waiting for the UPS man anxiously?

I sure am. Will you toot my friend Madeline in Sarasota?

(toot)

The merchandise offered is a combination of manufacturers' close-outs bought cheap and sold at discount prices, and some items, particularly jewelry, made specifically for the Home Shopping Network. Ludden said. A "retail" price is shown on the screen, followed by the club's discount price, which is often lowered several times while the item is being offered.

Viewers who want to buy phone an 800 number and place their orders. An item can be ordered only while it is on the screen.

Buyers, or "club members," can charge their purchase to a credit card or mail in a check. Once buyers have established an account, or become club members, they can make purchases without talking to any living being — by using their phone buttons to contact "Tootie," the HSC computer, direct and then following her instructions.

Delivery is promised in seven to 10 days if an established credit card account is used, and somewhat longer if they have to wait for your check to arrive and clear. Any item can be returned within 30 days, no questions asked.

"I'm addicted," said Sabri-

na Vick, who lives in downtown Anchorage and prefers CVN. She keeps a hand calculator close by to figure bargain percentages.

"I haven't bought anything in probably three weeks, but I still watch it every night. I do watch Johnny Carson and David Letterman... (but) I fall asleep with it on every night."

Vick discovered home shopping about eight months ago while flipping through the 36 channels on her cable television. She says she was attracted because she's a born shopper.

"I shop everywhere, from the Salvation Army to Nordstrom's and everywhere in between."

Her first purchase was "a Norelco limited edition coffee pot with the 23-karat gold-plated permanent filter. Vick can recite the screen hucksters' pitches word for word, and does so with a touch of irony. She knows it's all fairly bizarre.

As vices go, Vick figures home shopping is reasonably benevolent. "It's completely non-violent," she said. "You just go into debt."

Vick got to talk live on the air once, when she called in to buy a pair of binoculars with an attached sound receiver.

"I told them it was for out in the woods, for nature in Alaska," she said. "But actually, I listen to the kids outside. I drive around and listen to people's conversations. Hey, they're great. They sold out."

Vick is 24 with some college, which makes her not a typical viewer. According to Ludden, the HSN spokeswoman, 70 percent of viewers are women with an average age of 45.

Viewers are not, as one critic suggested in a recent article, the poor of the land being taken for a ride. You have to have credit to shop, or checks that don't bounce.

The average income of club members is \$37,500, Ludden said. Ninety percent are high school graduates and 62 percent are employed.

Mike McGonigal is another Anchorage viewer who says he watches for bargains. He's bought a radar detector, a blood pressure machine and jewelry — gold, which he knows something about, not cubic zirconias.

"I happened to turn it on once and they were selling gold chains. I said, 'That's a good buy,' so I sent and got it for the wife... It's a very convenient way of shopping."

It's apparent that something besides shopping is going on with home shopping, something even beyond recreational shopping for things no one needs. Neither the McGonigals nor Vick are the compulsive buyers that those who sneer at home shoppers like to portray. They watch for long periods without buying anything. As does Debbie Krivenko, a military wife with two children, who lives in Muldoon. She buys something once every week or two.

On the other hand, Krivenko has begun a doll collection for her 4-year-old daughter, a collection she freely admits she would not have begun except for the enjoyment she gets from watching the home shopping shows and participating by buying something once in a while.

"They get you in a good mood if you're depressed," Krivenko said. "You just flip it on. They tell a joke and make you laugh." She likes to listen to the callers who get put on the air. "Just to see what they have to say."

McGonigal also mentioned the call-ins. "It gets comical at times," he said. He got put on the air the first time he bought something. "I was standing here and I could hear myself talk on TV. A phenomenon!"

Something special is going on here, some new variety of mass communication. Something vaguely like a radio talk show, but where lots of people get to talk and listen to other people like themselves "on television."

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Even the hosts seem unimportant, mere conduits for the callers. They are already so plastic, so phony, they could be replaced by robots without noticeable effect. "They have some happy women on that channel," is how Vick put it. "They're too happy." People just aren't that happy to be replaced.

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Hi Katherine, how ya doing home?

Doing great. Welcome in. What is your name?

My name is Frances.

Well, Frances, you sound like you, you're pretty well kept about all our fashions this morning.

Oh well, listen honey... I was telling your representative that Thursday I couldn't even order anything because I had everything.

Is that right?

Yesterday, I wasn't home. I could only watch an hour of it. And of course, today I'm only going to be able to watch an hour of it, but so far I've only been able to buy one item. I like that blouse that you have on...

I'm going to be selling this one a little later. If you stick around by your television set, give me a call back when we're doing this one so you can tell everyone about the fit and all that.

Well, I hope I'm here 'cause I'm leaving soon for the beauty parlor.

Oh, OK.

But right now I'll sit and watch 'til I'm ready to go. I am so pleased you're doing some shopping with us.

There are indications that a classier group of hucksters is eyeing the home shopping arena. But investors still seem unsure if buying direct from television is a passing fad or the wave of the future.

If home shopping begins peddling some of life's necessities, perhaps we'll find out if usefulness or fulfilling some psychic need is at the core of its appeal. Meanwhile, better call right now if you want to get in on this beautiful porcelain ballerina. She's 15 inches tall and double glazed. Just look at those colors, will you, look at that shine. But better, hurry, there's just 40 seconds left on this item.

TEST YOURSELF:

Do you enjoy

1. The Outdoors
2. Working Independently
3. Applied Math & Computers

If you answered "yes" to these questions, you are a good candidate for the Surveying Program at The New University of Alaska at Anchorage. Surveying is exciting and vital work to the growth of our state. Call the Surveying Program at 786-1172 for all the details.

Check the Fall '87 ACC Class Schedule for Registration dates and times.

"WE KNEW IT WAS A BUYERS MARKET, BUT HAD NO IDEA HOW GOOD IT REALLY WAS UNTIL WE SAW A NEW CLIPPERWOOD HOME..."

... We knew our timing was right, but we were still amazed when we learned how much living space Clipperwood homes offered. Clipperwood has more square footage, more quality and now more than ever, more reasons to buy a newly constructed home...

Fact is, we realized we would probably never get another opportunity as good as this one again.

Drive out and see for yourself... then you'll know why this is 1987's most successful new home development.

Furnished Model Open 1 to 6 p.m. daily
549-3141

4 Models From \$118,950 to \$139,950. Up to 2130 sq. ft.

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Continued from Page A-1

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But right now I'll sit and watch 'til I'm ready to go.

I am so pleased you're doing some shopping with us.

There are indications that a classier group of hucksters is eyeing the home shopping arena. But investors still seem unsure if buying direct from television is a passing fad or the wave of the future.

If home shopping begins peddling some of life's necessities, perhaps we'll find out if usefulness or fulfilling some psychic need is at the core of its appeal. Meanwhile, better call right now if you want to get in on this beautiful porcelain ballerina. She's 15 inches tall and double glazed. Just look at those

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