

Center receives grant for child welfare work

By CHARLES N. FERNANDEZ
Staff Writer

The National Child Welfare Leadership Center at the UNC School of Social Work has received a \$150,000 federal grant for a training project to help 15 states iron out problems with child welfare programs.

The center, whose goal is to improve the quality of life for underprivileged children and their families, has planned to conduct the project with the National Conference of State Legislators in Denver.

Dr. Keith Schafer, director of the center, said the project's goal was to strengthen the alliance between child welfare executives and legislators in

states selected for the project.

"Child welfare agencies are dependent on state legislatures for a large portion of their money and laws to carry out responsible care," Schafer said. "We see the need to strengthen that alliance to improve child and family services."

Schafer said the project would require each state to review and improve its child welfare system and to develop a state action plan.

"They will get a detailed look at what a good child welfare should be," said Schafer. He said a solid welfare program would work hard to keep families together, provide services in the home, and predict the needs of its clients.

"A successful child welfare program ties success to meeting the needs of the people it serves," Schafer said. Poverty, abuse and lack of health care are problems some children face, he said.

Although problems in child welfare differ from state to state, Schafer said all the state's action plans must target the most discouraged families. He also noted the need for increased federal funding.

"We've got more people to serve with less money," Schafer said. To take up the slack left by lack of federal dollars, the program would train legislators to be more effective in advocating child welfare programs in their home legislatures.

"There are a lot of interests and concerns in child welfare services," he said. "So many people operate in a glass house effect where they are looking from the outside in, trying to say what should be done and sometimes their ideas conflict."

The National Conference of State Legislators would select the 15 states on the basis of geographic location, population of children (especially minorities) and interest in child welfare services.

Schafer said he hoped the private project, if successful, would provide similar programs throughout the country.

Aerobic shoes stepping up competition

By TODD GOSSETT
Staff Writer

They're an aerobic phenomenon of the 1980s.

Reebok exercise shoes are everywhere and on everyone. The shoes, a comfortable mixture of Nubuck leather and a terry cloth interior, have been selling like hotcakes, according to area sporting goods dealers.

Reebok, a British shoe company named after a fleet-footed African antelope, entered the U.S. market in 1979 and virtually changed the shoe market. Sales executives for Reebok in Avon, Mass., decided to turn to exercise shoes instead of entering the running shoe market, with such giant compet-

itors as Nike and Adidas.

The recent aerobics explosion in the United States has increased Reebok's U.S. sales from \$3.5 million in 1982 to \$65 million in 1984. Nike pulled in \$919 million in 1984.

Mike Capps, manager of the Athletic Attic in Chapel Hill, said his store could not keep them in stock. Although the shoes are a fad, according to Capps, many people are buying them just for their comfort.

"It is a very comfortable, good looking shoe," Capps said.

The Athletic Attic has been carrying the Reebok running shoe for five years with average sales, he said. But with the introduction of the men's Phase-1

tennis shoe, the women's Aerobic shoe last year and a national advertising campaign, sales have reached all time highs.

Capps said another reason for the shoe's success was recent exposure in major motion pictures and on television. According to Capps, they have been filmed recently in "Flashdance" and "Staying Alive," as well as on the television series "Fame."

"The sales have been so phenomenal that they had an \$11 million sales figure for the first quarter of 1985 alone," Capps said.

The Athletic Attic carries eight different styles of Reeboks, ranging in price from \$39 to \$49. Kevin Sted-

man, owner of Running and Racquet Sports Ltd. in Carrboro, started selling Reeboks just before Christmas in 1984.

"Sales were tremendous from the onset," Stedman said.

Reebok has a limited number of accounts it offers to stores and if a store wants to start carrying the Reebok line, they must be put on a waiting list until an account opens. He said Running and Racquet Sports does not have many more Reeboks in stock and the store will have to wait until later this year to get a new order in.

Area dealers said they did not need to use a sales pitch to sell the shoes.

"They sell themselves," said Priscilla Owens, assistant manager of Mr. Sport in Durham. "People just come in and ask if we have them."

Most students said they find them comfortable and ideal for walking around campus.

"They're comfortable and they look good," said Laura Azar, a freshman from St. Petersburg, Fla.

"I work eight hour shifts at the hospital and we are on our feet all day, compared to the nursing shoes which are designed to be comfortable on the feet, Reeboks are ten times better," said Karen Godfrey, a senior nursing student from Statesville.

Some aerobics experts now question whether Reeboks are the ideal exercise shoe, because the soft leather expands from heavy use and loses its support. But the shoes, the phenomenon, remain popular with college student.

Hurricane Gloria nears coast; 27 counties face evacuation

From wire reports

Coastal residents were securing property late Thursday, bracing themselves for Hurricane Gloria, which packed 130 mph winds and has been called one of largest hurricanes in history.

Officials predicted that Gloria would come ashore at Carteret County between 2 and 4 a.m. today.

At 11 p.m. Thursday, the center of Gloria was less than 100 miles south of Cape Hatteras, traveling north at 20 mph. Gale force winds stretched 200 miles north of the hurricane's eye, and rain reached 90 miles inland.

Gov. Jim Martin declared a state of emergency in 27 counties, allowing forcible evacuation in those areas.

Ocracoke, Hatteras and Portsmouth Island residents were asked to evacuate, but some decided to stay. "I've lived here long enough that I feel I belong here," said Betsie Poindexter, a 20-year resident of Atlantic Beach.

Coast Guard stations at Cape Hatteras, Ocracoke and Oregon Inlet on the Outer Banks were closed.

Stickers ask Friday to run

RALEIGH — "William C. Friday for Senate" bumper stickers are showing up on Chapel Hill cars. Associates say the UNC president might seek the Democratic nomination.

"A lot of people, now that Sanford has removed himself from the race, are very anxious to declare themselves for President Friday," said John Jordan, a Raleigh lawyer and close friend of Friday.

Friday has not announced whether he will be a candidate, but state officials are hopeful because he has not declined the offer. "One of the things I think is important is that he has not taken himself out of the running," said state Democratic Party Chairman Wade Smith.

Fire delays reactor restart

HARRISBURG, Pa. — An electrical fire delayed the start of Three

news in brief

Mile Island's Unit 1 reactor just two days before the reactor was scheduled to start. The reactor was shut down six years ago.

Three Mile Island was the site of the nation's worst commercial nuclear accident, which occurred on March 28, 1979.

The fire started during a test Monday, but the damage has been repaired, according to GPU Nuclear Corp., TMI's operator.

It was the second electrical fire at Unit 1 in less than three weeks.

Reagan prepares for talks

WASHINGTON — President Reagan met with top security officials Thursday to prepare for his meeting today with Soviet Foreign Minister Eduard Shevardnadze.

The talks Thursday were devoted solely to arms control issues. Larry Speakes, White House spokesman, said the talks had produced a better understanding on both sides and had cleared up several misconceptions.

Speakes said Secretary of State George Schultz and Shevardnadze discussed arms control Thursday, but they made no new proposals or agreements.

The president's meeting with Shevardnadze was expected to determine the agenda for the summit on Nov. 19-20 in Geneva, Switzerland, between Reagan and Soviet Communist Party General Secretary Mikhail Gorbachev.

Toxic waste comes to Capitol

WASHINGTON — Environmentalists pushed for a stronger Superfund program Thursday by filling four trucks full of dirt and water from towns with toxic waste dumps and driving them to the Capitol.

They were trying to persuade the Senate to approve a \$7.5 billion plan to extend the Superfund cleanup program for five years past its scheduled Sept. 30 expiration.

Homecoming activities meeting scheduled

The Carolina Athletic Association's Homecoming committee will meet at 4:30 p.m. Monday in the Student Union in an attempt to get interested student groups involved in this year's Homecoming activities.

At the meeting, students will discuss parade float regulations and guidelines,

and the groups will receive information about the floats available for their use.

The CAA asks that any interested group send a representative. For more information, call Joe Stewart at the CAA office, 962-4300, or at home, 967-5345.

for the record

In Thursday's story "Contest to aid in fight against MS," the fact that Theta Chi fraternity is planning a fundraiser for Halloween should have been attrib-

uted to Marci Scribner, co-chair of Students against Multiple Sclerosis. The Daily Tar Heel regrets the editing error.



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