

Food market offers fresh alternative

By ELLEN THORNTON
Staff Writer

If you would rather not eat Granny Smith apples that came from Chile or use cosmetics that have been tested on animals, check out the new market in Carr Mill Mall.

The Weaver Street Market is not the average grocery store. It contains many of the same departments but offers a different twist.

The produce manager often juggles apples. A nutrition consultant advises customers about vitamins. Signs posted over the products inform shoppers of the food's origin or nutritional value.

Shoppers have an alternative to the processed foods of unknown origin found in many grocery stores. Instead, the market carries fresh, natural, healthy foods — many of which are locally grown.

Area farmers supply most of the produce for the market, a plus for farmers and consumers. These fresh foods have not been touched by chemicals or processed in any way. The milk is unhomogenized and sold in recyclable glass bottles. The cheese is unpasteurized and fish is brought directly from the coast twice each week.

The market, while emphasizing freshness and nutrition, also considers the origin of the product. For example, most Granny Smith apples found in other stores come from Chile or South Africa. But because the market's produce buyers do not agree with the "inhumane" actions of these countries, they purchase Granny Smith apples from Washington.

"Food production and consumption is not a neutral thing," said Ruffin Slater, general manager of the market. "We can make choices about where we get our food and how it is packaged. You won't find this in a regular grocery store."

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inations, however, tend to stand behind liquor-by-the-drink.

"Liquor is still a problem, but you can't cure it through external government controls," said the Rev. David Stanford, associate minister for campus ministry at the Chapel of the Cross.

Stanford, who is Episcopalian, said the problems of drunk driving and alcohol abuse were best addressed through counseling and education, not government restrictions.

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ization to proceed," he said. "We're working with the architects now. Once we're through with the design work, we'll begin taking bids from private contractors."

Everett, Lewis, Manly and Grimes residence halls have already been renovated. Ruffin and Mangum are closed for renovations now. Once the Stacy project is completed, Aycocock and Graham will be closed and renovated, Kuncl said.

The project will be financed with funds from the housing department's operating and reserve accounts, Kuncl said.

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did we see on Saturday? Well, the Sooners were split on how successful the option is at the beginning of the season.

Holieway pegged it as a nine on a scale of 1-10. Stafford was a little more disappointed. He said the option was only working at 80 percent of its capacity.

Either way, it was actually kind of sad to watch. The Tar Heel defense usually got to the right place at the right time, but then Oklahoma's superior athletic talents took over. Holieway or Thompson would throw that little switch that allowed them to zip past a befuddled Tar Heel defender and churn up some yardage.

That OU only attempted six passes all day says something. They punted (seven times) more than they passed. But that is not unusual for an Oklahoma team.

There was just no reason for them to pass.

Stafford explained his perception of the results. "I'd say we are happy, but not satisfied (with the option)," he said. "It's not clicking, and it's not 100 percent yet. I didn't think our line was going to be able to move their big guys up front, and I was really surprised at the size of some of the holes they opened up in the middle of the line."

So maybe Saturday wasn't a good example of what the Sooners are going to do this year. They made some mistakes, and they have a lot of fine-tuning to do before their season can take off.

Yes, Oklahoma will win some games this year by outrageous scores like 95-2. But the real test will come against the Top 10 teams they face. Oklahoma can slowly beat teams into the ground with the option, and for any team to beat them this year, it will have to find a way to either stop the Sooners from getting to the outside, where their speed will take over, or develop an offense that can put 60 points on the board.

Unfortunately for the Tar Heels, they had neither.



DTH/Tony Mansfield

Chris van Daalen stacks produce at the new Weaver Street Market in Carrboro

Another thing you won't find in a regular grocery store is community ownership. Weaver Street Market is owned by the people who work and shop there. Shoppers who own a share receive a discount on groceries, while share-holding workers receive a percentage of the profits. All shareholders may vote for the Board of Directors and run for office.

The goal of this system is to make the store beneficial to workers and shoppers, Slater said. Since each person can only buy one share, everyone has an equal part in the business.

If you don't have the desire to buy a share or if you don't have the time or ability to prepare your own meal, the Weaver Street Market has something else to attract you. The market

is opening its own restaurant, the Carrboro Cafe, which will serve lunch and light foods throughout the day.

The cafe's menu consists of sandwiches, salads, soups, quiches and burritos — all made fresh daily from products sold in the store. The cafe will also feature live entertainment and nutrition seminars.

"The cafe will be a great fast-food alternative for students," Slater said. "The foods are reasonably priced and are good for you."

If you are now craving oat bran cookies, fresh peaches or unpasteurized cheese, you can enjoy free samples at the grand opening of the Weaver Street Market on Saturday, Sept. 17. The opening, called "Celebrate Carrboro," will be on the lawn in front of the store from 10 a.m.

until 5 p.m.

The event will feature several bands, as well as jugglers and a speech given by the mayor. Spectators can participate in wine- and beer-tasting and register for a drawing to win a year's worth of free groceries.

The ArtsCenter is sponsoring this event in conjunction with the town of Carrboro. With an interest in developing the downtown area further, the town gave the Weaver Street Market a loan to get started, Slater said.

He added that they hoped to sponsor many events on the front lawn, such as outdoor music, to promote neighborhood interaction. Future plans also include a book section with information on nutrition, recipes, fitness and farming.

UNC organization gives students look at advertising world

By MYRNA MILLER
Staff Writer

Students interested in practical advertising experience, including actually becoming a part of an advertising agency, should look into the UNC American Advertising Federation (AAF).

One of the main functions of AAF is to serve as an advertising agency in a national competition, said Janine Manolovich, president of the UNC chapter and a senior journalism/advertising major from Wilkesboro. The club enters the competition as a group and only AAF members may participate.

"During the annual national competition, the club is given a product to represent," she said. "This year it will be a new potential cereal for Kellogg's. We start with research, do the creative work and eventually present the product at district competition."

The UNC club represented Nestle last year and placed second in district competition behind the University of South Carolina (USC), Manolovich said. USC then placed fifth in the nation. The company represented by the national winner often decides to use their ideas, she said.

"The advantage for students who join the club and help with the competition is recognition," Manolovich said. "The judges of the competition are members of the larger agencies, and they are looking for prospective employees."

Students should join the club because of a desire to get the practical experience the club provides, Manolovich said.

The club also sponsors an

Campus Group Focus

annual Career Day for its members in which each member is paired with a member of the Triangle Advertising Federation for a day. The federation is a group of professionals, all more than 30 years old, who give the students a hint about what is really going on in the world, she said.

In addition, AAF is the sponsor of Alpha Delta Sigma, an honorary society for advertising majors. To be inducted into the society, a student must first be a member of AAF.

AAF, in its third year at UNC, represents all aspects of the advertising industry, Manolovich said. Any student can join AAF; the club is not only for advertising majors.

Students are not required to work on the competition. The club has many standing committees that need help, she added. Club members will also sponsor a contest for creating a T-shirt design and a new logo for AAF.

Once students graduate, or even while they are still in school, they may become a member of the Ad 2 Club, a group of advertising professionals less than 30 years old, she said. The Ad 2 Club is the club level between the AAF and the Triangle Advertising Federation.

AAF will have its kick-off meeting with a pizza party Tuesday at 6 p.m. in Room 203 of Howell Hall. Students who want more information may call Manolovich at 967-3634 or contact Robert Lauterborn, the AAF academic adviser.



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