

New publication addresses interests of older readership

By LAURA YOUNG
Staff Writer

In today's rapidly moving society geared toward the younger generation, it may seem that the population of senior citizens is ignored.

The News and Observer of Raleigh is attempting to address the needs of the older generation with a new monthly publication, Fifty Plus. The newspaper is targeted toward readers aged 50 and older and focuses on the interests of

senior citizens.

Ted Vaden, editor and publisher of Fifty Plus, said it was time for a publication that focused on the needs of the older generation.

"The notion behind the publication is to provide (older people) with a publication targeted toward their interests," Vaden said.

The new publication emphasizes news that concerns senior citizens, Vaden said. It covers areas such as

travel, health, financial security and retirement.

Although older citizens may have some things in common, it is not necessarily because they are in the same age bracket, Vaden said.

"While you can try to address a population of older people as an age group, they aren't that cohesive because of age," Vaden said. "They're brought together more by their mutual interests."

The need for Fifty Plus was seen when The News and Observer formed a task force to look into the readership of the paper and discovered that many areas of interest were not being met. The task force found that concerns of the older readers were not being addressed.

Mary Neal Sinclair, advertising sales executive for Fifty Plus, said response had been overwhelming.

"Advertising response is very good," Sinclair said. "Many advertisers have

given testimonials that business has picked up since advertising in Fifty Plus."

The newspaper is a free publication funded entirely by advertising revenues, Sinclair said. She added that advertising sales are directed more to businesses that often deal with senior citizens, such as banks and travel agencies.

Vaden said that the Fifty Plus staff was relatively young, but that senior citizens did make substantial contribu-

tions to the paper. "Most writing is done by free-lancers who are of the older population," he said.

The need for a publication geared to the interests of the older population is evident, Vaden said.

"More and more people are retiring to the Triangle area," he said. "This area has established a national reputation for being a good place to retire, and the older audience needs to be addressed."

Martin mandates state hiring freeze in attempt to fill further budget gaps

From Associated Press reports

RALEIGH — Gov. Jim Martin ordered a hiring freeze Wednesday, saying a sluggish economy has set the state back another \$100 million in its revenue goals.

North Carolina's revenue shortfall for the current fiscal year has increased from \$254 million to \$360.8 million, Martin said.

The governor blamed an economic slowdown for the shortfall, adding the new figures did not take into account "what would happen if there were an

active outbreak of war in the Middle East."

The state also is facing a \$1 billion budget gap in the next fiscal year.

Martin said he was ordering a combination of spending cuts in an effort to make up for this year's shortfall.

Martin said \$30 million could be saved by cutting capital spending. He said he would ask the legislature, which convenes Jan. 30, to transfer an additional \$40 million from its reserve fund, called the "rainy day fund," to the general fund.

Martin said the remaining \$30 million would come in part by freezing hiring meant to fill vacancies in all state departments, including education. A freeze on the creation of new positions already was in effect.

"Until further notice ... there will be a general freeze on all hiring of all positions except for those you've already made a commitment on," Martin told an emergency meeting of the Executive Cabinet, composed of top state elected officials and officials in his administration.

Martin said any department that has a job position it thinks must be filled could appeal to the state budget office. "I can't assure you there will be money to honor your request," Martin said.

Martin also ordered departments to eliminate "unencumbered expenditures."

"That means no more out-of-state travel and only what you would consider essential in state travel," Martin said.

Martin urged state leaders to partici-

pate in a "patriotic corporate exercise" to reduce expenditures and told them to be creative in finding other ways to economize.

State Superintendent of Public Instruction Bobby Etheridge said this was the first time to his knowledge that a hiring freeze had extended to the teacher level.

He raised the question of what should be done if a teacher quit in the middle of the school year.

Martin said an appeal could be filed, but he suggested using a supervisor or another teacher with a lighter load to fill the vacancy.

"I would assume there are a lot of different ways to handle that," the governor said.

Jay Robinson, vice president of the University of North Carolina system, said the freeze would affect morale at

the 16 campuses.

"We've already done about everything we can do," he said. "In trying to manage the shortfall, we've had to delay filling positions."

Lt. Gov. Jim Gardner, who has said the state's budget woes could be solved without a tax increase, said the problem "clearly points out it's extremely hard to predict what revenues are going to be."

And he reiterated his stance that revenue projections should be based on the previous year's revenues.

"My point is we've been off on our projections since '89," he said. "It seems to me if you base it on last year's revenues you can take all the guesswork out of it."

Martin said the budget office was preparing a revenue forecast for next year taking the new figures into account.

Only one of state's 13 congressmen has combat experience

From Associated Press reports

WINSTON-SALEM — While Congress prepares to debate on whether America should go to war in the Persian Gulf, only one member of Congress from North Carolina can draw on combat experience.

Thanks to student deferments, medical problems or luck, 12 of the 13 congressmen from North Carolina have never been in combat.

Five have been on active duty in the military, but only Democratic Sen. Terry Sanford reached the front lines during wartime.

Sanford's experiences in World War II have helped to make him one of the Senate's earliest and most outspoken opponents of war in the gulf. In contrast, three House members from North Carolina who were on active duty — but not in combat — during wartime say that President Bush should be allowed to attack Iraq after Jan. 15.

Congress was expected to vote later this week on the Persian Gulf. Although supporters of President Bush want Congress to authorize an attack against Iraq, opponents of war want to leave the economic sanctions in place for the time being.

Both Sanford and Sen. Jesse Helms enlisted in 1942 — Sanford in the Army, Helms in the Navy. But Helms' hearing wasn't good enough for combat, Helms

has said, so he became a recruiter instead, the Winston-Salem Journal reported Wednesday.

Sanford, an Army paratrooper who fought at the Battle of the Bulge, said serving in combat left an indelible impression of the casualties, and an unwillingness to start any fight that's not absolutely necessary.

Rep. Walter Jones, D-1st, was 27 years old when the Japanese bombed Pearl Harbor. Jones tried to enter the Army but didn't pass the physical at Fort Bragg, so he went back to the office-supply business, said Floyd Lupton, Jones' administrative aide.

Reps. Cass Ballenger, R-10th, and Tim Valentine, D-2nd, turned 18 in 1944, and both joined airborne units — Ballenger with the Naval Air Corps and Valentine with the Air Force. But the war ended while they were still in training.

Valentine, a draftee who was trained as a turret gunner and fuse loader, said: "Everything in my life is influenced or affected by that experience. We were a nation completely mobilized. There was no dissent."

There was no such unity during the Vietnam War, Valentine said, and the contrast between those two wars is driving his thinking about the Persian Gulf. He said he is willing to send U.S. troops into Kuwait, but he wants to know be-

fore the shooting starts that Bush will demand some sacrifices from the people who are safe at home.

Rep. Bill Hefner, D-8th, was 20 when President Truman sent U.S. troops to fight the communists in Korea. But his draft number never came up, leaving him to further his career as a gospel singer, his aide Sandra Latta said.

Rep. Howard Coble, R-6th, said he probably would have stayed in college and out of the Korean War if he hadn't wrecked his car in 1952, the summer before his senior year. Instead, he enlisted in the Coast Guard with six of his buddies and wound up on a cutter in Korean waters, making weather patrols.

Rep. Alex McMillan, R-9th, also left college to enlist during the Korean War, but he changed his mind and went back

Spring Break
in Paradise
KEY WEST
FLORIDA
Econo Lodge
Resort
For Reservations
call 1-800-55-ECONO
or 1-305-294-5511

taking the
LSAT?
LEGAL PREP LSAT PREPARATION SEMINAR

OUR SEMINAR OFFERS:
• 4-7 point avg. score increase
• strictly limited class size
• materials based on real LSAT's
• lively, engaging instruction
• individualized attention
• seminar tuition of \$499 or less

OTHER SEMINARS OFFER:
• undisclosed avg. score increase
• large classes
• little use of real LSAT's
• boring lectures
• anonymity
• seminar tuition of up to \$700

SEMINARS FORMING NOW
CALL 1-800-654-2385
Sponsored by Educational Preparation Services, Inc.

SEMIESTER
START-UP
SALE!

3M Diskettes

5 1/4 DSDD Box of 10 - \$5.10/box unformatted
5 1/4 DSDD Box of 10 - \$5.60/box formatted
3 1/2 DSDD Box of 10 - \$13.20/box
3 1/2 DSDD Single Pack - 95¢ each
5 1/4 DSDD Two Pack - 94¢/pack

ART & DESIGN

Morilla™
Newsprint Pad
18 x 24 50 ct.
\$4.99

Red Fiber Art Portfolios
with handles (20x26x2) for artists,
engineers, architects & draftsmen
reg. \$5.99 SALE \$4.95

Globe Weiss 1" or 1/2" Pressboard Binder
reg. 1.99 SALE .99¢

CALCULATORS

TI-35 Plus reg. \$22.89 SALE \$18.95
TI-30 Stat Calculator reg. \$13.95 SALE \$11.95
Sharp EL-506A Scientific Calculator
reg. \$20.39 SALE \$15.95
Casio FX-115 Scientific Calculator
reg. \$22.49 SALE \$18.95

TYPEWRITERS

Smith Corona XD 4600
Electric Memory Typewriter reg. 214.00 SALE \$134.95
Smith Corona SL 500
Electric Typewriter reg. 129.95 SALE \$89.00

Large Selection of 1990-91
Academic Pocket & Desk Calendars
50% OFF reg. price

Student Stores

South Square

South Square Mall...
the angle you're looking for
in Style and Selection

DIRECTIONS TO SOUTH SQUARE MALL:
From Chapel Hill and I-40, take 15-501 north; follow South Square signs.

With over 100 fine shops, restaurants and theaters, including Dillard's, Belk Leggett, JC Penney and Montaldos.

Chapel Hill Blvd. & 15-501, Durham
493-2451