

# LIFESTYLES

## Rules to cut some benefits

THE ASSOCIATED PRESS

WILMINGTON — It will be almost two years before North Carolina's Work First program begins taking benefits from welfare recipients who haven't found jobs.

But local governments already are trying to define what circumstances would justify extending benefits.

For instance, what will happen to the emotionally unstable client who can't seem to hold a job? Or the woman with a disability that prevents her from working most jobs but who can't collect disability payments because the Social Security Administration doesn't deem the handicap serious enough?

Chances are, they won't find a permanent job that can get them off welfare within two years, the time limit set by Work First.

The system allows for hardship extensions and welfare recipients who genuinely try but can't get a job that pays enough to keep them off welfare can ask to keep getting benefits after their two years expire.

Experts say it is too soon to know how many people will qualify for the extensions. The test will come in July 1998, when some people in the first crop of Work First participants find themselves unemployed and without benefits.

County Social Services boards must hear appeals from people whose benefits are terminated. The boards must grant an extension to anyone who has made a good-faith effort to get off welfare.

But they also can grant extensions for other reasons they will determine. The rules don't say how long an extension can be. That is up to each board.

New Hanover County Social Services officials already are preparing their board for that responsibility. Pat Laney, employment and adult services chief for the New Hanover County Department of Social Services, suggested the board begin writing guidelines for granting and refusing extensions.

The process is sure to be an eye-opener for Board of Social Services members, most of whom have never had to deal directly with welfare clients.

"It will be the first time you'll be personally involved with clients who are telling you why they feel they can't get a job," Laney told the board.

As a possible example of the type of dilemma the board will face, Laney talked about a client who dutifully takes the jobs offered to her but can't get along with co-workers. The woman has emotional problems but won't seek counseling.

"It's never her fault," Laney said. "Within days, someone has 'done her wrong' and she's out the door."

Unless something changes, she's likely to continue on-again, off-again employment and could end up before the board asking for a benefit extension.

Board member Thomas Arthur thinks the reasons for extending benefits should be very limited.

Arthur, confined to a wheelchair since an automobile accident left him with a spinal cord injury, has little patience with welfare recipients in general. Most people should be able to find some job within two years, he said.

"I like to think I'd be fair, but I don't think these extensions ought to be automatic," Arthur said.

## Today's gifts: Not just a pair of argyle socks

By Jeri Young  
THE CHARLOTTE POST

Friday is the biggest shopping day of the year.

And retailers expect it to be the best in recent memory.

According to American Express, the average shopper will spend \$1,160 this holiday season. Most of that will be spent on gifts, at least \$900. The rest will go toward entertaining.

When most of us think about gift giving, we automatically think about the usual stuff, ties and clothes.

But there are million of gifts out there, many of which can be ordered from home, eliminating the need to battle traffic and checkout lines.

Here are a few guaranteed to please just about everyone on your shopping list, from the seasoned traveler to the computer geek.

### Travel

Planning a dream trip? Think



Black Santa available at Hallmark stores.

about going to Africa. According to Jon Haggins, of Haggins Tours International, an African American company that specializes in African travel packages, a visit to the Motherland can be fun as well as educational.

"Compare itineraries," Haggins said. "A lot of companies offer lectures and seminars as a part of price of the package. It makes a difference in the price, but you don't have to pay for these things on the spot and they are already planned out."

Haggins, a frequent traveler, recommends the following places:

**Egypt** — The Magic Beach in Aswan. Legend has it the bright orange sand has therapeutic qualities and can cure rheumatoid problems.

**South Africa** — Sun City/The Lost Coast, African townships.

**Senegal** — Less than an eight-hour flight from New York's John F. Kennedy Airport, Senegal and its capital, Dakar, offer great locations and beautiful scenery. Slave markets, including the Door of No Return, the last African stop for most slaves brought to the new World. Dakar is a great shopping city. Twenty-four hour factories offer great deals, but remember to barter with merchants, according to Haggins, they will usually meet your price.

**Ghana** — Ghana hosts PanaFes, a multi-national celebration in August. Parades, traditional African music, as well as African American blues and jazz make this festival one of the best in the world.

For more information, call



A rose is a rose. Here's something for that hopeless romantic, Le Vian's \$40,000 jeweled rose brooch, with ruby petals.

Haggins at (212) 563-2570 or call your travel agent. Average cost is \$1,400 — \$4,000.

### Jewelry

• If a \$40,000 rose pendant is a little extreme, try Anthony Mark Hankins. The African American designer is launching a line of costume jewelry that looks like it costs a fortune, but will barely put a dent in the bank. Best of all, you don't have to leave home. His jewelry is available on the Home Shopping Network, as well as in department stores. Price Range: \$10 — \$15.

Others to try — Cowry shell jewelry is available everywhere. Popular, very stylish and inexpensive, it makes a great gift with meaning. Cowry shells were originally used as money in much of Africa. It is interwoven into leather, copper and gold jewelry for men or women. Price range: \$5 — \$50.



A felucca ride on the Nile certainly will please some.

### Computers

For the computer fan, tons of stuff is available. Here's a good example.

Golf Tips CD-ROM: Two disks for beginning or even experi-

enced golfer. Covers myriad topics from swing to judging distance to using woods and irons. Available at computer stores, pro shops and by calling 800-234-2627. \$59.95.

### Miscellaneous

• For 'All God's Children Collectors,' Hallmark will release figure ornaments. This year the collectible is 'Christy,' Hallmark will also release, 'A Celebration of Angels,' the second in its collector's series, as well as 'Making His Rounds' an A f r i - Santa.

• From the minister to the judge, robes by Teague Stradford — Stovall will please. The fashion designer left Seventh Avenue to open her own couture house in Atlanta and she has been going ever since. Judges and ministers from around the country proudly sport robes of velvet and silk, as well as the old polyester standby. For more information, call (770) 457-5440.

• Hog's Head Beer — A local micro-brewery, Hogs Head Beer Cellars, has a Beer of the Month Club. Each month subscribers will receive two different six packs of hard to find all natural beers delivered to their door. At \$15.95 a month, it's a good deal for micro-brew specialty beer. For more information, call (800) 992-BEER.

For more Christmas gift ideas related story on page 14A



Cartier pasha watches originally created for the the Pasha of Marrakech.

## He's not just inventor, he's also a client

By Stephen Sobek  
THE ASSOCIATED PRESS

WEST SENECA, N.Y. — Anthony Pignataro reaches under his hair and — Pop! Pop! Pop! Pop! — in less than five seconds, most of his brown locks come off into the palm of his hand.

All that remains on the top of his scalp are four gold snaps embedded deep in the bone of his skull. They keep what he calls his "prosthetic hair" in place.

A cosmetic surgeon, Pignataro has been selling his extreme method of hair replacement since he became his own first patient and test case four years ago. About 100 other people have undergone the procedure since then. Pignataro claims it's as reversible as getting an ear pierced — the snaps can just be unscrewed.

Pignataro, 38, had been working to find a solution to his own baldness problem since he began losing his own mop around age 23. He tried traditional methods of attaching hair to his head: glues, clips, tie-downs and weaves.

"Everything was an option, but nothing was good," Pignataro said. The answer, perhaps unsurprisingly, came from his professional experience. He had worked as an intern with artificial eyes, noses and ears, using implantology: snap-on replacement body parts that used patients' bones as anchors. The same technique could be used for hair, he realized.

"For me, it's commonplace," Pignataro said. "But to talk to somebody who's never heard of snapping on an eye, an ear, a nose, hair or a fingertip — it's too science fiction."

Pignataro's father, also a surgeon, performed the first operation on him.

The first step is to implant titanium sockets in the top of the skull. After they fuse with the bone over a 12-week period, gold snaps are screwed into the sockets.

For the hairpiece, a plastic mold of the patient's head is taken and human hair is sewn on. A stylist can cut the hair to fit the patient's head — it can be any color.

Pignataro said the hairpieces should last about four years, and as far as he knows, the snaps will never need maintenance. You can wash the hairpiece in the shower with your real hair.

Ever the salesman, Pignataro gladly demonstrates how the piece works to those that will watch — and take part in — its demonstration. "Hear them snap?" he asks as he pops the prosthesis back in place. He leans his pate over, saying, "Give it a tug."

It doesn't come off.

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## Liquor ads lure alcoholics

By Duncan Mansfield  
THE ASSOCIATED PRESS

KNOXVILLE, Tenn. — Concern about the liquor industry's decision to drop its ban on broadcast advertising has focused on the impact on children and teenagers. Perhaps forgotten are 1.5 million recovering alcoholics.

"There are a lot of things that work as impediments to the recovering process. One of which is advertising," says Ron Taylor, head of advertising in the University of Tennessee's College of Communications.

Taylor conducted a study two years ago involving interviews with 20 recovering alcoholics at five counseling centers in the Knoxville area. Only two of them said radio, TV, billboards or print ads had no effect on their efforts to stay sober.

"We presented the findings back to the people who counsel them and they said it rang true to what they had heard in their group discussions," he said. "But they had never really thought of it as an issue before."

The issue then for broadcasters was limited to wine and beer ads. But the Distilled Spirits Council of the United States decided Nov. 7 to drop its decades-old voluntary ban on radio and TV advertising of hard liquor.

CBS, ABC, NBC and the Fox networks say they will not air liquor ads.

Meanwhile, local resolutions against such ads have been adopted or urged across the country. The Knoxville City Council adopted one Nov. 19.

The New York-based National Council on Alcoholism and Drug Dependence late last week urged President Clinton, Congress and the Federal

Communications Commission to support "counter advertising" measures to educate the public on the health and safety risks of drinking alcohol.

The organization worries about the impact on young people and "the millions of men and women who already suffer from the disease of alcoholism."

National estimates suggest about 15 million Americans are alcohol abusive or dependent. About 1.5 million are trying to quit.

Meanwhile, U.S. advertisers are spending more than \$1 billion a year to promote beer, wine and liquor.

"While almost anything may trigger the desire to drink, the triggering effects of alcoholic-beverage advertising seem particularly vivid and acute," Taylor and colleagues wrote in their study published in Health Marketing Quarterly.

Television and billboard ads were mentioned most often.

The attractions: Seeing people having a good time while drinking. Hearing a favorite song in the background of a broadcast ad. Or the allure of a giant whiskey bottle on a billboard.

"It (advertising) would almost make me salivate," one respondent said. "It definitely made me want to drink or, in particular, remind me that I was not drinking."

Taylor and his colleagues made no claims their study went beyond the 20 recovering alcoholics interviewed, though their sample was representative. It had 15 men and five women, ranging in age from 25 to 64, and time in recovery from three weeks to 20 years.

"No implication is to be drawn...that the effects are intentional," the authors added.