



ATHLETIC SHOES SCORE POINTS WITH FAMILIES this holiday season. According to Athletic X-Press, kids of all ages are requesting the "hottest" name in athletic shoes this Christmas. Even tiny tots are sporting the latest name in athletic shoes. Pictured here: British Knights high-top basketball shoes for tots, big brothers and Dad.

Give the gift of health with athletic shoes for the family

According to recent studies, only 50 percent of the nation's children get the proper amount of physical activity. So, this Christmas, many families will give one another the "gift of good health" with athletic shoes.

"Athletic shoe sales explode at holiday time. Kids of all ages want to find the 'hottest' name in athletic shoes under their tree Christmas morning," says Ted Bertrand, vice president and general merchandise manager for Athletic X-Press, the nation's largest chain of family athletic footwear and apparel stores.

"Even tiny tots are sporting the latest name in athletic shoes like their big brothers and sisters," Bertrand cites Nike, British Knights, Reebok, L.A. Gear and Converse as some of today's most popular brands.

If the demand for athletic shoes is so high, why aren't children getting enough exercise?

"Youth fitness begins at home with the

parents," says Bertrand. "The boom in athletic footwear and apparel is only the first step. It may take years to get youth fitness back on track."

According to an in-store survey conducted by Athletic X-Press, as part of its annual National Youth Fitness Program, "parental encouragement and guidance is the first step towards improving fitness in our nation's youth."

While shopping for children's athletic shoes this Christmas, many people are buying athletic shoes and apparel for the whole family. It's the first step on the road to good health.

Family fun runs, bicycling, racquet sports and nature walks are great ways for everyone to have fun and get fit. And, of course, there are shoes designed especially for each of these activities.

Athletic X-Press, with 195 stores nationwide, carries all major brand names of athletic shoes and apparel, including Nike, Reebok, British Knights, L.A. Gear and others. *HG892529*

Colorful calendars make great Christmas presents

Whether the people on your gift list are athletes or bookworms, busy executives or harried students, collectors or minimalists, there's one foolproof gift that will please them all—a calendar. And, with such a wide selection from which to choose, there's sure to be the perfect one for each.

The young-at-heart will treasure *The Teddy Bear Calendar* (Workman Publishing), starring the furry winners of the 1989 Teddy Bear Calendar Contest. The 30 well-loved bears featured on the calendar's pages are cleverly arranged in whimsical situations, from a skating party to ma and pa bear proudly flanking the infant addition to the family, propped up in its "bearsnet."

Golfers will love the humorous and colorful *golfing calendar* (Workman Publishing), with its comical illustrations, enhanced by comical definitions, adapted from the book *Golfing*, by Henry Beard and Roy McKie.

Auto enthusiasts will be mesmerized by *Power Behind the Wheel 1990* (Stewart, Tabori & Chang), with extraordinary color photographs of extraordinary cars taken by Lucinda Lewis. Complementing her contemporary photography for each month is a black and white period photo that provides a humorous note or a significant contrast.

If you've got an armchair athlete on your Christmas list, you may want to consider a calendar geared to his or her favorite sport. *New York Jets* and *New York Giants 1990* calendars (St. Martin's Press), both NFL Officially Licensed Products, may fit the bill. With color photos of exciting moments on the football field and lots of interesting trivia, these calendars should provide daily enjoyment for Monday morning quarterbacks.

One recipe for gift-giving success, if the recipient is fond of cooking, is *Martha's Kitchen 1990 Calendar* (Workman Publishing/Potter & Workman Calendars), by Martha Stewart. Glorious color photographs of food in exquisite table settings are illustrated each month, and the recipes for the featured foods can be found on sturdy index-size cards bound into the center of the calendar, but easily detached for storage in the kitchen recipe box.

Trees, which change with the seasons, take on extraordinary energy in the exquisitely photographed *Trees Calendar* (Stewart, Tabori & Chang), by Shinzo Maeda. The photographer's harmony with and appreciation of nature's changing moods comes vividly alive in a series of images which range from the lush to the stark, alive with color or strikingly monochromatic, in a wall calendar with wide-spread appeal.

Fans of James Herriot, the veterinarian/writer who hails from Yorkshire in the north of England, are sure to enjoy *James Herriot's Yorkshire Calendar 1990* (St. Martin's Press), with photographs by Julian Calder. Filled with scenic views of the rugged countryside Herriot loves, plus touching pictures of local animals, this heart-warming calendar is truly a joy to behold.

Desk calendars are every bit as varied as hanging ones. Among the most beautiful is *Pierre Desaix French Country Diary 1990* (Workman Publishing/Potter & Workman Calendars). Evocative photography brings the essence of France as close as one's desk, making this calendar

the ideal gift for anyone who has ever visited or yearned to visit that unforgettable nation.

Equally exquisite is *Gardens: An Engagement Calendar for 1990* (Stewart, Tabori & Chang), with photographs by Curtice Taylor. While this striking calendar is certain to appeal to gardening friends, anyone who loves the infinite variety of nature will appreciate the beauty of its photographs, as well as the apt quotations which accompany each.

Food Bank Network Faces Demands Working Poor Need Help; Network Needs Food

(NU) - As Second Harvest National Food Bank Network, America's only charitable national network of food banks, observes its 10th anniversary of feeding the needy, it is facing increasing problems finding sufficient food resources to meet a growing demand from the fully-employed "working poor" who seek food assistance for their families.

In our economic system, these full-time workers are supposed to be able to earn enough money to provide the essentials of food, shelter, clothing and health care for themselves and their families. However, increases in food, housing and medical costs are eating away at the low income worker; and many of them sacrifice nutritional meals to pay these other costs. Nearly 60 percent of all new jobs created from 1979 to 1984 pay less than \$7000 a year.

"Public perception is that we mainly help the homeless, but Second Harvest serves an increasing number of the working poor as well," said Philip R. Warth, Jr., president and chief executive officer of Second Harvest. "Almost everyone knows what it's like to stretch a paycheck, but low-income families probably know better than anyone else."

Mrs. Bush As Anniversary Chairperson

One major highlight of the privately funded food bank network's 10th year is the acceptance by First Lady Barbara Bush to serve as the honorary chairperson for the 10th anniversary. 1989 also marks the milestone distribution of the organization's two billionth pound of food.

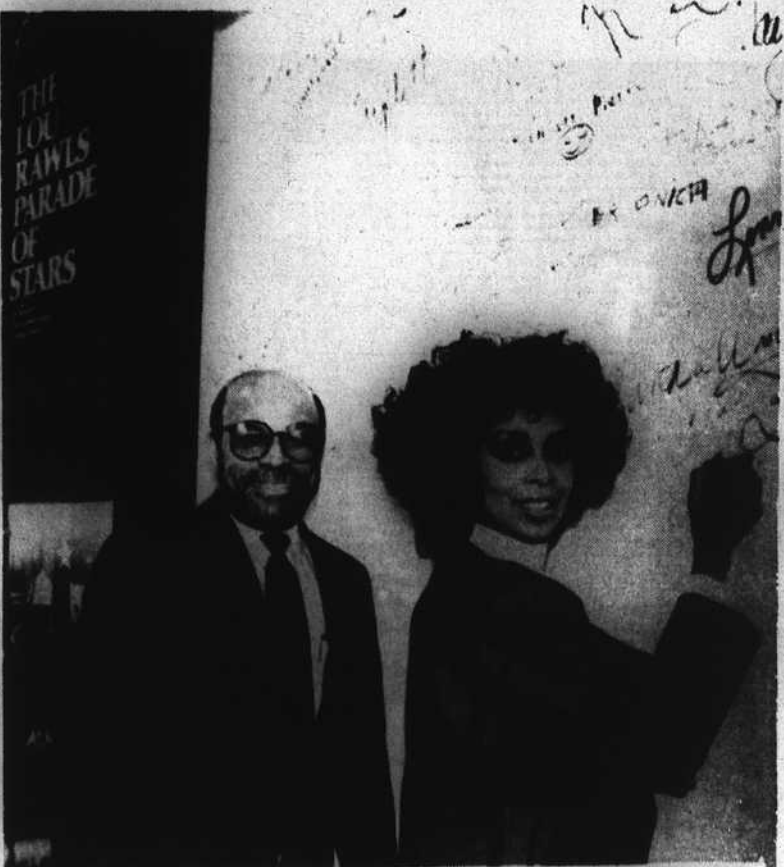
Also this year, the American Meat Institute pledged to donate nearly 1.5 million pounds of meat to Second Harvest food banks to launch the "Meating the Need" program. In addition, Second Harvest will sponsor National Food Bank Week from Nov. 5-11, and launch the first Second Harvest-sponsored National Canned Food Drive next February.

Second Harvest, supported by some 30,000 volunteers, was cited by President Reagan's Volunteer Action Award Program in 1988. It is the nation's largest non-governmental food program coordinating the distribution of surplus, donated food through some 200 member food banks to nearly 39,000 charitable community food programs that serve the needy across the nation.

It serves such agencies as senior and day care centers, soup kitchens, drug and alcohol treatment centers, shelters, after-school programs and church groups with meal programs.

Second Harvest, which receives no government funds, is privately funded by the food industry, member food banks, corporations, foundations and individuals. It receives surplus food and other grocery products from nearly 250 national donor companies. The list looks like a "Who's Who in the U.S. Food Industry," although a number of non-food companies, such as Southern Pacific Transportation Co., Chrysler and Xerox, also support the food bank network.

For more information, write to Second Harvest National Food Bank Network, 116 S. Michigan Ave., Suite 4, Chicago, IL 60603. &



SCROLL OF COMMITMENT—Lela Falena, popular entertainer and avid supporter of the United Negro College Fund (UNCF), signs the "Lou Rawls Parade of Stars Scroll of Commitment" while attending the fourth annual conference of the National Association of Black Women Entrepreneurs in Detroit. The travelling exhibit, which commemorates the 10th anniversary of the telethon, has visited more than 20 U.S. cities to collect signatures and financial contributions for the UNCF.

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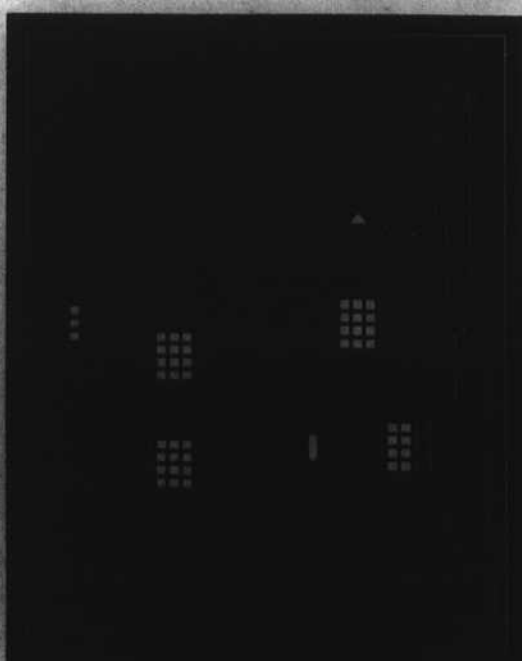


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