

CATALOG TO RAISE FUNDS FOR UNITED NEGRO COLLEGE FUND SPIEGEL & EBONY LAUNCH NEW FASHION CATALOG TARGETED AT THE AFRICAN AMERICAN WOMAN



Spiegel, Inc., the nation's leading catalog retailer, has launched an innovative line of fashionable apparel designed for African-American women. Known as "E STYLE," the new line of apparel and accessories is an alliance between Spiegel and Johnson Publishing Company's Ebony Magazine, the premier general interest periodical serving African-Americans. More than one million African-American consumers received the E STYLE catalog when it mailed in early September.

The E STYLE catalog launch is supported by an aggressive marketing and promotion campaign, including an exclusive

catalog cause-marketing collaboration with United Negro College Fund (UNCF). Spiegel will donate a percentage of every E STYLE purchase made with a Spiegel First Consumers National Bank (FCNB) Preferred-Charge to UNCF, with a minimum corporate contribution of

\$100,000. This effort will include the introduction of a new credit card, an E STYLE Preferred-Charge, to enhance services offered by the catalog.

"We are very excited about working with Spiegel and Johnson Publishing Company," said William Gray, President,

United Negro College Fund. "Everyone benefits through this fundraising program, but most importantly, out UNCF colleges and universities and their students."

The 64-page E STYLE catalog contains a complete line of
(See Catalog, Page 21)

FOR THE LADIES PASSING ON THE LEGACY

By Bonita Armstrong

When I was nine years old my mother called me into the kitchen and said she needed my help with dinner. She wanted me to make a pan of combread.

She proceeded to instruct me on the utensils I would need, how to preheat the oven, and carefully walked me through the ingredients, measurements and steps to making a perfect pan of old-fashioned Southern combread.

From that time on I was always called upon to make combread for the family. That was my job, just as my other sisters had their own little chores to do.

I didn't think much about it at the time but after I became a young woman I realized that many young women my age could not make a pan of combread from scratch. I was completely shocked to find that many of my college girlfriends couldn't cook at all.

Well, I decided then that if I ever had a daughter I would

teach her how to bake cakes, pies, beans, etc., all without mixes and cans.

As fate would have it, I do have a daughter to pass this wonderful knowledge to. However, I also have a full-time job, three sons, and a husband to deal with. Needless to say, I just don't have the time that Mama did when I was a girl.

So just recently it was time to call my nine-year-old daughter into the kitchen and teach her how to make combread...time to pass on the legacy that was passed on to me by my mother.

When she came into the kitchen I showed her how to turn

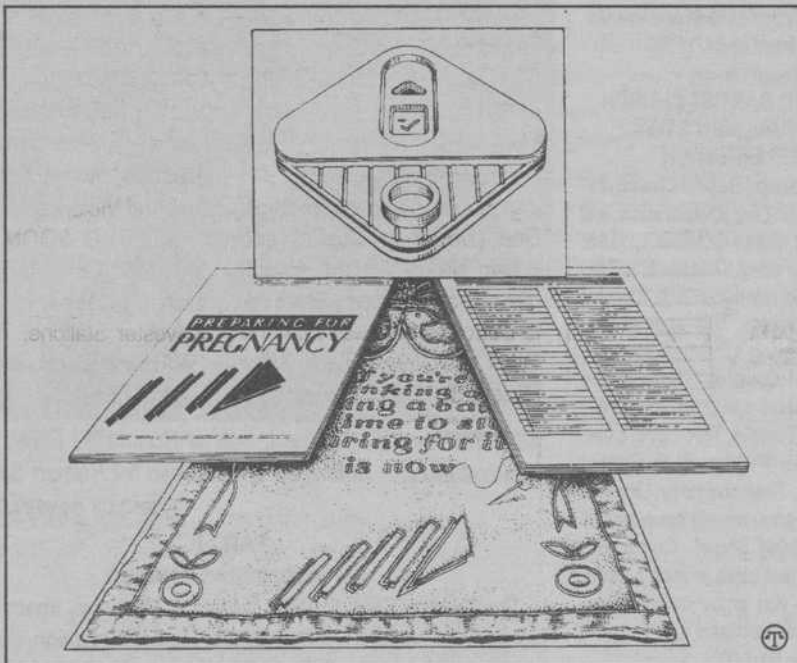


BONITA ARMSTRONG

on the oven, which utensils to use and then I said, "Baby, we're going to make combread ... this is a box of Jiffy Mix ..."

Ask Your Pharmacist

Local Pharmacies Offer Helpful New Products



Pregnancy tests once used only in doctors' offices are now available for home use.

Think you're pregnant? There is now a quick and accurate way to find out.

Available now in pharmacies is a pregnancy test used previously only in physicians' offices. The release of such an accurate product, by Becton Dickinson, is being rapidly accepted by health professionals and is also being eagerly anticipated by women of childbearing age.

The test combines the reliability which doctors depend upon with the simple features which will make it accessible for the average woman. Most women simply wait until they see their physician to seek a definitive diagnosis. Such a time interval, however, is the one which spans the most critical time of early fetal development.

Most women do not learn of their pregnancy until well into the second month of the first trimester, while doctors have established the 17th to the 56th day as the most critical time of tissue growth for a developing fetus. Once a woman is aware of her condition, she can manage that development with the best possible medical outcome.

In addition to having a 99 percent accuracy rate, the test which



Healthy pregnancies are due to early health care.

is sold under the Precise brand combines a single step procedure with a one minute result. The company hopes to encourage greater prenatal care with a public service campaign which will ask women the question, "Are you ready for pregnancy?"

To this end, they will also include a checklist with each test which contains queries of medical and genetic histories as well as nutritional habits in order to assist a woman in following the healthiest path to childbirth. To find out more about this new product, ask your pharmacist.

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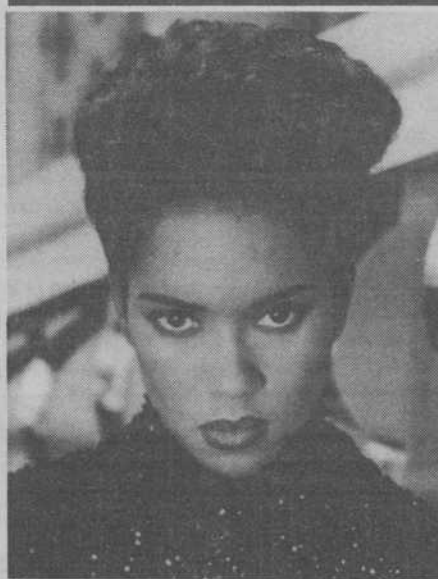
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