

Just out

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The submission of written and graphic materials is welcomed. Written material should be typed and double-spaced. Graphic material should be in black ink on white paper.

Deadline for submissions is the 15th of the month preceding publication.

Out About Town is compiled as a courtesy to our readers. Performers, clubs, individuals or groups wishing to list events in the calendar should mail notices to *Just Out* by the 15th of the month preceding publication. **Listings will not be taken over the telephone.**

Display Advertising will be accepted up to the 17th of each month.

Classified ads must be received at the office of *Just Out* by the 17th of each month, along with payment. **Ads will not be taken over the telephone.**

Editorial policies allow the rejection or the editing of an article or advertisement that is offensive, demeaning or may result in legal action. *Just Out* consults the Associated Press Stylebook and Libel Manual on editorial decisions.

Views expressed in letters to the editor, columns and features are not necessarily those of the publishers.

Subscriptions to *Just Out* are available for \$12.50 for 12 issues. First class (in an envelope) is \$20 for 12 issues. A free copy of *Just Out* and/or advertising rates are available upon request.

The mailing address and telephone number for *Just Out* are:

PO Box 15117
Portland, OR 97215
(503) 236-1252

Steppin' Out

Gay Freedom Day, San Francisco, June 25, 1989.



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P A G E W O R D S

Alpenrose Dairy products boycott update

Carl Cadonau, Jr., stated in a recent phone interview that Alpenrose Dairy is still non-supportive of the "homosexual lifestyle" either emotionally or financially

BY CLINTON DE LONGPRE

In the spring of 1986, Food Front Cooperative Grocery placed in advertisement in *Just Out* picturing an Alpenrose product along with other "specials" in the ad. Alpenrose received some phone calls soon after the ad appeared, alerting them that their products were being advertised in a lesbian and gay publication. Christ Schwardt, a representative of Alpenrose, visited Food Front, informing the management that Alpenrose was uncomfortable with Food Front advertising Alpenrose products in *Just Out* because of its connections to the lesbian and gay community. Schwardt also asked Food Front to refrain in the future from placing ads which contained Alpenrose products in *Just Out*.

After discussing the situation thoroughly amongst the staff, Food Front reached the decision to take a stand against the discrimination and blatant homophobia of Alpenrose. Acknowledging Alpenrose's discomfort with the advertising of its products in a publication serving the lesbian and gay community, Food Front felt Alpenrose would also be uncomfortable with the consumption of its products by lesbians and gays. Therefore, on May 1, 1986, Food Front terminated business with Alpenrose Dairy.

Carl Cadonau, Jr., Advertising Director of Alpenrose Dairy was recently contacted concerning the boycott of Alpenrose products

that was organized and has continued since Food Front dropped Alpenrose as its dairy products supplier. Cadonau was asked whether Alpenrose Dairy had as yet made a clear and meaningful apology to the lesbian and gay community for Alpenrose's homophobia and non-support of lesbians and gays.

According to Cadonau, Alpenrose's position on the matter has not changed. He stated in a recent phone interview that Alpenrose Dairy is still non-supportive of the homosexual lifestyle either emotionally or financially.

A brief update of the events leading to and surrounding the Alpenrose boycott appeared in the 1989 Portland Lesbian and Gay Pride Day publication along with a four-step plan to expand the boycott and make it more effective. The plan is as follows:

1. Boycott all Alpenrose-manufactured products. These include all Albertson's dairy products, all Western Family dairy products, and all Baskin Robbins ice creams in the states of Oregon, Washington, Idaho, and Montana.

2. Tell your friends and family in these states to boycott all Alpenrose-manufactured products, and to write to Alpenrose Dairy and the related companies informing them of the boycott of these products.

3. You write to Alpenrose Dairy, Western Family Foods, Inc., Albertson's Food Centers, and Baskin Robbins, explaining why you are



boycotting these products.

4. Write to stores carrying these products, explaining why you are boycotting these products.

Additionally, send copies of your letters to *Just Out*. This will allow a means of ascertaining how the boycott is progressing. For information on other ways you can help, contact Clinton de Longpre c/o *Just Out*.

Alpenrose Dairy
Attn: Carl Cadonau, Jr.
6149 SW Shattuck Rd.
Portland, OR 97221

Western Family Foods, Inc.
Attn: Bobbie Netter
6700 SW Sandberg St.
Tigard, OR 97223

Albertson's Food Centers
Attn: Allen Smith, VP
17001 NE San Rafael
Portland, OR 97230

Baskin Robbins
Attn: Lee Torland
PO Box 25030
Portland, OR 97225