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Tobacco companies have identified sexual minorities as a lucrative market and pose as a community partner by advertising in gay magazines, sponsoring gay events and throwing parties in gay bars. But it's just public relations.

R.J. Reynolds researched gay smokers in San Francisco's Castro District for its Red Kamel brand in its infamous "Project SCUM." Nice to know they think gay men, lesbians and other sexual minorities are scum. Think about that the next time they hand you free Camels.

KYLIE MEINER
Multnomah County Health Department

Make a difference

TO THE EDITOR:

I would like to congratulate the sexual minorities community of Portland for its extraordinary support of Georgena Moran, a friend and sister who is battling multiple sclerosis.

Since April, a small group of committed friends have raised approximately \$40,000 toward a \$150,000 goal. We have raised this money with dances, a combination concert and auction, house parties, donor solicitation, passing the hat at Gay Pride and whatever else we could think of that might prove effective.

The plan is to get Georgena to the Fred Hutchinson Cancer Research Institute in Seattle as soon as possible for stem cell replacement surgery. This radical procedure won't cure her MS, but it should stop the progression of the neurological damage that makes this disease so insidious.

Georgena's Journey: A Community Con-

fronts MS is about as grassroots as it gets. We are not sophisticated fund-raisers. We are simply a small group of people who are trying to help a friend maintain her independence and her dignity.

In Georgena's case, the price is high, and the window of opportunity is closing. The disease is advancing at its own pace, in spite of our determination and our good intentions.

So here lies my frustration, a frustration born in numbers. When 100 people lift the sky, the strain on the group is substantial. When 1,000 people lift the sky, the task is not only effortless, it is invigorating and inspiring. We need more people to help us reach our goal.

Many *Just Out* readers know Georgena. For those who would like to know more about her, visit the Internet site www.georgenajourney.org.

You can mail a check to P.O. Box 13104, Portland, OR 97213, or you can make a donation at any U.S. Bank branch. If a friend calls to invite you to a house party on behalf of this project, please say yes and give what you can.

As a community, we cannot lose sight of the fact that individuals do make a difference. One person can substantially affect the life of another.

Georgena's Journey is an opportunity to make a difference. Please join us.

JANIS J. NICHOLS
West Linn

Good Sam

TO THE EDITOR:

Sam Adams for City Council? Are you high???

["Taking on City Hall," Aug. 16]
I have known him for years and worked with

him in Eugene years ago. But Portland City Council? Really???

Why would we waste him on that—if he does not someday serve as our mayor or even more it indeed would be a shame. He is one of the most thoughtful, intelligent and downright enjoyable people in government who I have had the opportunity to know.

SCOTT SEIBERT
Portland

A lost cause?

TO THE EDITOR:

Jessica Schurtman's letter concerning the use and importance of words was both well written and accurate ["Words as Weapons," Aug. 16].

While it has been pointed out before, it bears repeating: In too many cases minority groups within the larger group spend so much time


arguing about the meaning and definition of a particular word or words, the very concept of the battle is lost.

Mathematics is "the universal language." English has 1 million separate words, more or less, enabling both many shades and variations but also creating the possibility of constant bickering, especially among the politically correct.

To paraphrase a well-known Clint Eastwood line in the *Dirty Harry* movie series, do you want to be politically correct, or do you want to be effective? Well, which is it?

In an entirely separate issue, is *Just Out* having more space and pages devoted to advertising than news? If so, it is great for the bottom line, but increasingly it makes for a paper that is more flash than substance. J

JOHN BOYNTON
Vancouver, Wash.




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