

Consumer's conference

remains open

Scores of Northwest business and community leaders are expected to join eleven economists, attorneys and educators in Portland Thursday (April 8) for a look at the consumer, described in a recent editorial as no one in particular, but everybody.

The occasion is the seventh annual marketing conference to be co-sponsored by the Portland General Electric Company and the Portland State University School of Business Administration. The all-day conference begins at 8 a.m. at the Portland Hilton Hotel.

Conference Directors Jack L. Taylor Jr. of PSU and Fred I. Weber Jr. of PGE said that consumerism was selected as the topic of this year's sessions because of the growing political power of the consumer and the being introduced in legislatures across the nation.

Keynote speaker will be Elizabeth Hanford, executive director of the President's Committee on Consumer Interests. Her topic is "Listening to the Consumer."

Miss Hanford's address is scheduled for 8:50 a.m., following a period for coffee and late registration which begins at 8 o'clock.

Others on the program include Seymour Banks, vice president and manager, Media and Program Research, Leo Burnett Company, Chicago; Stephen Upton, vice president-marketing, the Whirlpool Corporation, St. Joseph, Mich.; Edward L. Bond Jr., chairman, Young and Rubicam, Inc., New York, the company which recently purchased J.K. Gill Company's Harrison Sheppard, attorney - advisor, San Federal Trade Commission; Harold Ellicott, assistant to the vice president of the Georgia Pacific Corporation, Portland and Marko Haggard, ombudsman for the State of Oregon.

A \$25 registration fee covers the entire conference, coffee luncheon and proceedings of the session. Advance reservations and additional information may be obtained by calling the PSU School of Business Administration at 229-3712, or by writing the School, P.O. Box 751, Portland, Oregon, 97207.



**AMERICAN
COMEDY
WEEK**

APRIL 21 to 30

**CARE USE
EASTER SEALS
MARCH 1st TO APRIL 11th**

Happy Birthday party at Geneva's



Have your Birthday party free at Geneva's

Clarence Nelson celebrates his birthday with Mrs. Lee Momom and Joe Washington. Call Geneva's for free birthday party.

PCC offers Ecology

What every citizen can do to help guarantee control of ecological problems will be the theme of a specially-planned six session seminar announced today by Portland Community College.

"Ecology for the Home-maker" is the result of many inquiries and suggestions from concerned citizens seeking a way in which they could learn about the most pressing ecological problems and ways to make their cooperative efforts more effective in moving toward control.

Betty Merton, co-founder of the Northwest Environmental Defense Center and a member of the board of directors and executive committee of that organization, will lead the seminar. She is also known for her work in support of the Oregon Environmental Council.

The seminar sessions will begin Monday, April 12, from 7 til 9:30 p.m., at Whitford Intermediate School Library, 7935 S. W. Scholls Ferry Road, Beaverton.

Guest lecturers will be available as resource persons for some of the seminar sessions, which will cover Defining Our Problem; Population

Threat or Myth?; Consumption Can It Be Controlled?; Pollution Control - Who's in Charge?; and Environmental Legislation - What is needed and How to get it.

The last session will be devoted to exploring Individual Commitment - Avenues of Involvement.

A number of environmentally oriented organizations and groups will assist with various phases of the seminars.

Cost is \$5 for all six sessions or \$1 for each individual session attended.

Further information can be obtained from Al Koski, PCC Community Education Division, 244-6111, Ext. 319.

An important message to every mother in America

Today, many people are asking serious questions about the nutritive values of the foods they eat each day. With this in mind, we thought you might be interested in the nutritional background of some of the fine products we bake for your family... Wonder Bread and Hostess Cakes.

It started in 1941

Shortly before America entered World War II, the Committee on Food and Nutrition of the National Research Council noted serious deficiencies in the American diet. Because bread is so widely consumed by every segment of our population, the U.S. Government requested that white bread be enriched so that it would provide even more of the nutrients needed for healthy growth and development.

ITT Continental Baking Company worked with millers, pharmaceutical experts and U.S. Government agencies to develop the high-quality enriched Wonder Bread you enjoy today. Shortly after the war, when the mandatory bread-enrichment program was discontinued, it was ITT Continental Baking, with Wonder Bread, which led the way in continuing this bread-enrichment program on a voluntary basis.

Nutrition - our continuing project

Recently, ITT Continental Baking took another step toward providing more nutritious foods by introducing the first vitamin-fortified snack cakes. This was in line with recommendations made by the White House Conference on Food Nutrition and Health. Thus our Hostess Cakes provide sound nutrients as well as good taste. As a mother, you know how important this is.

As a further step in our efforts to contribute as much as we can to America's nutritional well-being, we developed "Astrofood." This specialized breakfast food is designed to help provide children with the nutrients they need for greater attentiveness and learning capacity. Especially important to children in underprivileged areas, "Astrofood" is being made available to schools across the nation. ITT Continental Baking worked with the U.S. Department of Agriculture on this project.

A word about advertising

At ITT Continental Baking we have always believed in producing wholesome, quality products and advertising them in a completely honest and factual way. For 15 years our theme for Wonder Bread has been "Helps build strong bodies 12 ways." This fact is authenticated by our own laboratories and by independent research organizations. We are proud that our product and its advertising have done so much to make Americans aware of the importance of nutrition in the foods they eat each day.

What the future holds

ITT Continental Baking will continue to improve the products it makes for your family. For example, we have advised the Food and Nutrition Board, National Research Council, National Academy of Science, that we will provide additional nutritional fortification in our products, if and when they decide such fortification is desirable. So you can be certain that products made by the ITT Continental Baking Company will continue to be as nutritionally beneficial as they can possibly be.

R. Newton Laughlin

Chairman of the Board
ITT Continental Baking Company

J.C. Woodward, Jr.

President
ITT Continental Baking Company

