

Experiment- Teenagers Amercina Spaghetti

in child care centers

A unique national tutoring project, using the popular television series "Sesame Street" to involve teenagers in the education of preschool children, will be conducted this summer by the U. S. Department of Labor.

Assistant Secretary of Labor Malcolm R. Lovell, Jr., in a joint announcement today with the Children's Television Workshop (CTW), producers of the educational TV series, said \$600,000 will be utilized to run the program during July and August in 14 metropolitan areas across the country.

Labor Department's Manpower Administration will use the money to employ about 1,500 Neighborhood Youth Corps (NYC) teenagers to conduct follow-up education activities based on the widely acclaimed TV series.

The program expects to reach more than 17,000 preschoolers from minority and poor families in inner-city neighborhoods.

The high school students will be paid an average of \$40 a week during the eight-week program, part of the nationwide NYC summer jobs effort for more than 609,000 youths, 16 through 21.

Designated as a pilot, to be considered for future expansion if successful, it will be conducted in Los Angeles, Dallas-Fort Worth, Baltimore, Boston, Washington, New York, San Francisco-Oakland, Chicago, Detroit, New Orleans, Philadelphia, Hampton-Norfolk (Va.), Jackson (Miss.), and Dade County (Miami), Fla. Lovell said the program will "allow the youths community involvement in a leadership role while at the same time offering some measure of financial reward for their labors."

Evelyn P. Davis, the Workshop's vice president for community relations, said the pilot project "is designed not only to develop the skills of Neighborhood Youth Corps summer workers but also to raise their sights."

"Their participation in a teaching situation should help them gain a fresh new viewpoint regarding education," she said.

The NYC enrollees will act as "Sesame Street Teachers" in day care centers and established viewing centers in store fronts, libraries, private homes, and public housing projects in inner-city neighborhoods.

The young teachers will use a curriculum developed by the Workshop. It will

consist of play-type activities geared to preparing preschoolers for elementary school. After watching "Sesame Street" each day the youngsters will be encouraged -- for example -- to participate in games using letters, numbers, and geometric forms or other lessons contained in the day's TV show.

A significant feature of the project will be an attempt to reach and teach preschoolers of migrant families in Florida. This will be evaluated for future duplication in other states with large migrant populations.

The Youth Corps participants will be recruited by Labor Department representatives and trained by volunteers who have been prepared by the Children's Television Workshop.

About \$23,000 of the total funding will be paid to the Workshop to train the volunteers and evaluate the effectiveness of the program.

Throughout the eight-week program, the Children's Television Workshop will provide training materials and program information. The Manpower Administration and the Workshop will both monitor and evaluate the project.

The project was tested and evaluated last summer in New York City when 240 Neighborhood Youth Corps members were trained and assigned to the early education of 1,500 preschool children.

"As a result of its effectiveness in preparing the preschoolers for entry into the public schools and its success with the teenagers it is being extended to other parts of the country," said Lovell.

Lovell said that the summer project will provide the Manpower Administration "with a unique mechanism for expanding its youth-tutoring-youth concept."

The Workshop's Field Services Department, which will be working with the Manpower Administration on the project, runs CTW's on-going national program which seeks to maximize the viewing of Sesame Street among the preschoolers of minority and poor families and to reinforce the educational aspects of the show.

Field Services coordinators encourage parents, teachers, Head Start, and day care staffers and others interested in early education of children not only to watch Sesame Street with their children but afterwards to conduct activities based on what was just seen.



Invite all your relatives, friends and home 40 guests with one hot dish and garlic bread for the 4th of July. Great for a club to serve on an outing.

Ingredients:

- Butter 8 ounces 1 cup
- Fresh mushrooms, sliced 4 pounds A.P. 2 cups
- Sliced green onions
- Butter 1 pound 2 cups
- Beef tenderloin tips, cubed 8 pounds
- Water 2 1/2 cups
- Brandy 1 1/2 cups
- Plain yogurt 3 quarts
- Enriched flour 1 cup
- Salt 2 1/2 tablespoons
- Nutmeg 1 1/2 tablespoons
- White pepper 1 teaspoon
- Enriched durum spaghetti 4 pounds 12 ounces

Method:

1. Melt 1/2 pound butter in large skillet or saucepan.
2. Add mushrooms and onions; cook until just tender.
3. In other large skillet or saucepan melt 1 pound butter. Add tenderloin tips; cook and stir over high heat until browned. Remove meat from pan.
4. Stir in water and brandy; boil rapidly 5 minutes, stirring to deglaze pan.
5. Combine 2 cups yogurt with flour; blend.
6. Stir in remaining yogurt and seasonings. Add to brandy mixture in pan; return to boil. Cook and stir 3 minutes or until slightly thickened.
7. Stir in meat and mushroom-onion mixture. Heat to serving temperature.
8. Cook spaghetti in boiling salted water (1 gallon water plus 2 tablespoons salt per pound spaghetti) until tender, yet firm, 6 to 8 minutes. Drain.
9. Serve sauce over spaghetti.

Here's a vacation tip from the PORTLAND TRAFFIC SAFETY COMMISSION: Your vacation trip will be a lot more enjoyable this summer if you play it cool and don't try to set a speed record. Plan your vacation trip with safety built in --- a trip that fits comfortably and safely into the time available.

The PORTLAND TRAFFIC SAFETY COMMISSION says you're in danger when you have to change a tire alongside a fast-moving highway. Check your tire pressure regularly and make sure you're not driving around on thin tires that can go at any minute.

Good Advertising Program builds continuing sales

NEW YORK--No one will question the value of advertising. But to get the most out of your retail advertising dollar, you should have a complete advertising program, not just sporadic ads. That's the advice of Braddock Greene, Director of Marketing of The American Distilling Company. Mr. Greene should know, for in his quarter century in industry, he has been responsible for advertising and promotion budgets which topped twenty million dollars a year.

Since television and radio are not available for some products, the advertising emphasis is in the newspaper. So, the first step of the sales and marketing manager suggests Mr. Greene, is to sit down with the advertising manager of your newspaper and develop an advertising "plan" rather than just occasional ads. Think in terms of a year-round campaign, built upon important marketing days and ideas. There are the National holidays: July 4th, Father's Day, Thanksgiving, the three and four-day weekends which are now more numerous; Christmas gift-giving; various promotions.

Mr. Greene points out that home entertaining is getting more and more important. Offer special "assortments" to give the hostess a complete list of supplies for entertaining a group. They are becoming more sophisticated when it comes to entertaining. They offer their guests a variety of foods, and do not hesitate to initiate something new. Go

after that appeal by featuring different things to attract the woman shopper.

Aim your advertising to give your store stature. Perhaps you'll find price advertising essential. But remember that "price" does not mean "cheap". A good price for a good product is effective price advertising, and it gives you a lot more profit than pushing the cheapest brands.

Develop a good layout design for the ads; a layout that can be used constantly, and thus get more recognition. Remember that a layout can be "full" and still look nice. A lot of items need not come out as clutter; they can be presented neatly, attractively. Your newspaper will be more than happy to work with you on this.

In this respect, give serious thought to illustrating the product. Mr. Greene points to a recent survey by Package Power Services on the value of using illustrations.

Also remember to keep your advertising youthful - "youth oriented" is the correct term. You don't have to appeal to youth; you appeal to youthful thinking, which includes people of all ages. You don't have to be "hippy", but be "groovy", be up-to-date, and be interesting. Such advertising is understood by all.

And to repeat, says Mr. Greene, don't forget the women. They are making more decisions on buying that ever before. They are the innovators in introducing and accepting new anything. And they are sharp bargain buyers.



Cantonese Shrimp Sandwich

- 1 package (8 oz.) cream cheese, softened
- 1/2 cup chopped water chestnuts
- 1/2 cup drained crushed pineapple
- 1/2 cup toasted sesame seeds
- 1/4 cup golden cream sherry
- 1/4 cup butter, softened
- 1 tablespoon soy sauce
- 12 slices enriched white bread, toasted
- 1/2 pound chilled, cooked shrimp, halved lengthwise
- 6 lettuce leaves

Combine cream cheese, water chestnuts, pineapple, sesame seeds and sherry. Blend together butter and soy sauce. Cover 6 toast slices with soy-flavored butter. Top cream cheese - covered bread slices with shrimp, then lettuce. Close sandwich with soy-buttered bread, spread side down. Cut in half, diagonally.

Nice guys don't always finish last. The Portland Traffic Safety Commission says if you're talking about auto crashes, the grabby, hard-nosed driver is the one who gets involved most often.

If you're pulling a boat or trailer this summer, remember that Oregon law says you must pull off the road and let faster traffic pass if things jam up behind you. The Portland Traffic Safety Commission says that's the law --- and it also makes good safety sense.

P.S.U. offers Film class

If you have always dreamed of producing great films but never knew how to get started, opportunity is knocking at your movie camera. Registration is now open in four film production workshops in Portland State University's Summer Term.

Participants in advanced classes will produce their own films while participants in more basic classes will develop the production skills necessary for film production.

The workshops are taught by Thomas Taylor, assistant professor of film at PSU, and Robert Summers, PSU graduate and now a student at New York University. Taylor and Summers have taught the workshops at PSU for the past three summers.

Don't worry if you lack experience. Everyone has to start some time. Workshops will be offered in basic, intermediate and advanced film making June 22 - July 16.

Registration prior to June 21 will be handled through the Summer Term Office. The June 21 registration will be through the Summer Term Office and the Special Programs booth in the Health and Physical Education Building. For further information contact the PSU Summer Term Office.

The Neighborhood Youth Corps, established in 1964 under the Economic Opportunity Act, is a federally funded program designed to provide work experience and income to unemployed youth, both in and out of school.

Working under supervision, teenagers enrolled in the Youth Corps, serve as aides in schools and libraries, parks and hospitals, cafeterias and museums as well as in offices and factories gaining exposure to and experience in possible careers.

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Grant Hi student wins award

Donald Smiley, director of financial aids at the University of the Pacific in Stockton, California, has announced the granting of a financial award by the University to Alma R. Angeles of 2327 N. E. 17th and a Grant High School graduate.

University of the Pacific is California's first chartered institution of higher education. It is comprised of four liberal arts colleges, including three cluster colleges, four professional schools (pharmacy, music, education, and engineering) and a graduate school—all on its Stockton campus.

Scholarships are awarded to qualified applicants on the basis of academic superiority and need. Grants-in-aid are awarded in certain activities and are based on the student's skills and participation in specified activities.

The University also includes a School of Dentistry and Graduate School of Medical Sciences in San Francisco and McGeorge School of Law in Sacramento.

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Topco Rubber Gloves
Save 22¢
Reg. 69¢ pair
47¢ pair
First quality, all-purpose household glove protects hands.
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