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Trail Blazers assist community efforts

by Paul Knauts

Wally Scales, Public Relations Director for the Portland Trail Blazers, is very active in the Black community. Working with the players and some of the larger companies, including Carnation Milk Company, Converse Rubber Company, and Safeway Stores, speaking engagements and promotions keep Wally busy.

On November 11 over 350 persons received free tickets to the Trail Blazer game on November 12 for taking the Sickle Cell Anemia Test. Three Black community luncheons were held and members of the Black community were invited to attend to express their views as to what the Trail Blazers could do for the community and what the community could do for the Trail Blazers.

The Trail Blazers have already done many things for the community. The Blazers gave awards and acted as MCs for the Miss Black Oregon Pageant, and sponsored basketball scholarships to summer basketball camps. The Trail Blazers are working with the PSU Educa-

tional Center to get it open on a full time basis for 1974. The Bruce Thompson Memorial Center has received monetary contributions from the Blazers and have been on the half time show at Memorial Coliseum. There are five Black ball-boys that must keep their grades up to keep with the team. The Blazers and Carnation Company donated milk, ice cream and other dairy products to the Community Care Association. On November 5th and 6th the Trail Blazers were models in the Multi Service Center's Fashion Show, and Wally Scales was MC!

The Blazers have worked with community agencies such as the Urban League, Manpower, National Alliance of Businessmen, Albina Action Center, the Albina Youth Opportunity School and many others.

The Trail Blazers offer social clubs the opportunity to make money on home games. The club can buy six dollar tickets for four dollars and resell them, giving the club the profit.

College provides child care centers

With more and more mothers going off to jobs outside the home, the role of the child care center is becoming increasingly important, and Portland Community College is aware of the needs for people trained to work with young children.

Model child development centers have been established at PCC's Sylvania and Cascade centers. They differ from one another in atmosphere and in physical aspect: Cascade shelters the children in the home-like surroundings of a roomy old house, filled with stimulating materials and flanked by a yard full of apparatus for active play. Sylvania offers spacious rooms in a modern college building with outdoor play space in a mall area.

Cascade is licensed by the state to accommodate 30 children on a full-day care basis. (PCC limits enrollment to 24 to avoid crowding.) Sylvania is licensed for 36 children on full-day care. A separate "drop-in" nursery is licensed for 12 children at a time.

The objective of the two centers, however, are alike. The development of the child

is the prime consideration.

In both centers there is order. The rooms are cheerful in decor and divided into centers of activity where various types of materials belong and where they are used.

There is supervision. Friendly adults circulate among the centers to show the way to constructive play and "to play with" the children.

Yet there is freedom. The children choose what they will do and how they will do it so long as their methods are not disruptive or destructive. Disagreements are settled calmly, gently, and firmly.

The children who attend PCC's child development centers are the children of PCC students and staff members with limited income. Fees are on a sliding scale according to income.

The teachers, aside from the instructors, are second-year PCC students in the Early Childhood Education program, who are working for associate degrees, and who have completed one year of study and observation.

Resuscitation class held

The Oregon Heart Association announced that two separate classes in Cardiopulmonary Resuscitation (CPR), the emergency treatment given to heart attack victims, will be offered November 28th and 29th at the Memorial Coliseum.

The two day-long classes, which are limited to 100 each day and will draw from qualified CPR personnel throughout the state, are sponsored by the OHA in cooperation with the American Red Cross.

According to Dr. William Olson, Chairman of the OHA Cardiopulmonary Resuscitation Committee, persons attending the instruction will first be certified and then return to their home areas to in turn teach the methods of CPR locally. This is the first time the certification classes have been offered in Oregon.

Portlander's attend Recovery meeting

Three members from the Portland area attended a national training conference of Recovery, Inc., in Chicago on November 2 and 3. They were: Mrs. Shari Love, Leader Training Chairman and Leader of the Door group; Mrs. Marian Fox, Public Relations Chairman; and Mr. Elliott Snedecor, psychiatrist, Dr. Abraham A. Low, at the Psychiatric Institute of the University of Illinois Medical School. Today there are over 1,000 weekly group meetings throughout the United States and Canada with fifteen groups in the Portland metropolitan area.

The Recovery group leaders who attended the recent conference are former pa-

Oregon Area Leader.

Recovery, Inc., the Association of Nervous and Former Mental Patients, is a self-help after-care organization whose purpose is to prevent relapses in former mental patients and chronic symptoms in nervous patients.

The organization was founded in 1937 by the late patients who have been thoroughly trained in the self-help techniques and all serve on a volunteer basis.

The organization is non-sectarian, non-profit, and there is no charge for attendance. For further information concerning the organization, write Recovery, Inc., 7124 S.E. 20th Avenue, Portland, Oregon 97202, or call 223-9000.

How to save money on your Long Distance calls.

1. Dial direct whenever you can.
When you dial interstate calls direct from your home or office phone without operator assistance, you can almost always save.

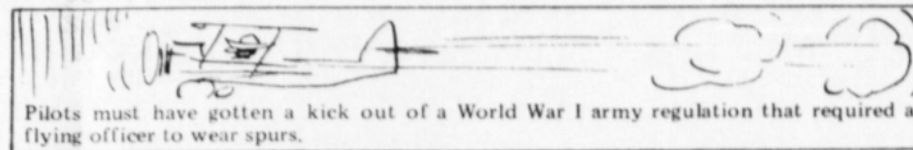
2. Call at the times when rates are lowest.
Interstate Long Distance rates—especially dial-direct rates—are lower on week-ends, in the evening and late at night. Savings can be big.

3. Plan your conversation in advance.
If you know in advance

what you wish to talk about—perhaps even make some notes—you'll be able to share more news and get more accomplished in less time. And this will save money.

4. Call person-to-person only when absolutely necessary.
Person-to-person calls are far more expensive than station-to-station calls—especially dial-direct station calls. In some cases, you can get more than two dial-direct calls for the price of one person-to-person call.

Pacific Northwest Bell



Pilots must have gotten a kick out of a World War I army regulation that required a flying officer to wear spurs.

PGE Customers Report:

Watt Watching Works

Saved 30.7%*



D. Schmeisers of West Linn

"The children were real cooperative. Tim kept bugging Terry to turn off the lights..."

Armed with a batch of fluorescent "Turn Off the Light" stickers and the PGE Watt Watchers Guide, Mr. and Mrs. Don Schmeiser began a test period to see if they could really save watts and dollars.

They turned down their heating from 72° to 68° and found it comfortable. They cut down on TV watching and remembered especially to turn it off when they left the room. They cut the use of major appliances... Mrs. Schmeiser even began drying her clothes outside again on nice days.

And of course, the kids helped by reminding each other to turn off the electricity when it wasn't being used.

The results? The Schmeisers not only cut their electric usage by 30.7%, but also found a guaranteed formula for saving watts in the future.

Saved 30%*



R. Stavers of Beaverton

"I believe the things we've done are what every family can do, and be able to see the results right away!"

And see the results, they did! The Stavers are successful and conscientious watt watchers.

The first thing they did was turn down their water heater 10°. Next, Mrs. Staver began a quick 'n' easy collection of no-bake cookie recipes to try out on her two young children (Dad loved them, too!). She also put a three second time limit on the refrigerator door being open.

Besides using less hot water at bath time and air drying their washed clothes, the Stavers also insulated the heating pipes under the house.

"But the thing I feel made the most difference," Mrs. Staver revealed, "is not turning on the hot water during the day. You'd be surprised how little you really need."

Saved 22%*



D. McCaffertys of Milwaukie

"If people don't start saving electricity now, they're liable to be without it later on."

The McCaffertys know how important saving electricity is: "When you've got a two-level, six-bedroom house and three teenagers, you know you've got your work cut out for you."

So while Mrs. McCafferty cut down on the oven, dishwasher, washer and dryer use, the rest of the family helped out by limiting their use of conveniences.

They eliminated the use of the air conditioner entirely. No radios were left on. There was no TV watching before 6:30 p.m. They took short showers instead of baths ("saves about half the hot water.")

"We even had a general rule in force where a person would be fined a dime for leaving the lights on in the room!"

"I don't want to lose my electricity this winter," Mrs. McCafferty concluded. "Everybody's going to have to help to make watt watching work."

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OF OREGON**

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answers to turkey questions

by Martha Logan

Q. How do you know when a turkey is done?

A. Begin to test for doneness an hour before the end of the suggested time. Use these 3 tests: 1. Check the roast meat thermometer inserted in the center of the thigh next to the body, not touching bone. The thigh temperature should be 180 to 185°F. 2. Protect fingers with paper; press thigh and drumstick. Meat should feel soft. 3. Prick skin of thigh. Juices should no longer be pink.



Q. Is there an easy way to transfer a hot, cooked turkey from pan to platter?

A. Yes. A cord lifter comes with all Deep Basted Butterball Swift's Premium Turkeys (10-24 lbs.). The lifter is placed lengthwise under prepared turkey. By bringing up lifter ends a cradle is formed to make it easy to lift the turkey into the roasting pan. When the turkey tests done, it is easy to grasp the loops firmly and lift the turkey from pan to platter.

Q. If the turkey is not stuffed, will this affect the roasting time?

A. Yes. Reduce the cooking time 1/2 to 1 hour.

OUCH!



Join the PGE Watt Watchers above. Your voluntary help now may help head-off enforced curtailment later during this critical period. Here's why: every kilowatt-hour of electricity you use means either some water must be released from reservoirs behind a dam, or some thermal fuel burned to generate that power. The long-term solution is the building of new generating plants, transmission lines

and other badly needed electrical facilities...without imprudent delay. PGE joins 109 other utilities in the Pacific Northwest in urging customers to save energy now to help avoid enforced rationing in the months ahead.

The electricity you save now is vital in avoiding an energy crisis. Please help... Watt Watching really works.

For a free pamphlet of ideas on conserving energy in your business, home or community, write:

**Portland
General
Electric
Company**
Conservation Center
621 S.W. Alder St., Portland, Oregon 97205

*The percentage reduction from average weekly use in kilowatt hours of the preceding three months.