Cancer Society begins fund drive

When the volunteer crusaders of the American Cancer Society go out to call on their neighbors during the Residential Crusade April 21st, 22nd and 23rd, they will be completing a process that to date has consumed thousands of hours of volunteer leaders' time since September 1st,

According to Doris (Mrs. Donald) Schwab, Residential Chairman for Multnomah County, between the Gresham Crusaders' Conference Monday morning, April 7th, and the following Monday afternoon, April 14th, more than 10% of the volunteer workers will be personally instructed on HOW to reach their neighbors with the 1975 cancer quiz for every family.

"It will be up to the volunteers attending our conferences to share their information with nine or ten of their co-workers so that when the doorbells start ringing in Multnomah County on Monday morning, April 21st, each volunteer will not only have in her hands her kit of



Residential volunteer leaders for the American Cancer Society 1975 Crusade met to plan the presentation of materials to volunteers. Pictured are (left to right) Doris Schwab, 1975 Residential Chairman; John Rian, 1975 Multnomah County Crusade Chairman; and Mary C. Harrison, Northeast District #1 Chairman for the April, 1975 Crusade.

crusader materials but will have an important message for each home she visits,'

in this county, first, to give "Throughout the United their neighbors their copies States, it is estimated that of our cancer quiz (and urge in April, 1975, the Residenthem to read it) and second, tial crusaders will reach to ask for a contribution to forty million homes. This the coming year's Crusade means the American Cancer

Urban League director asks uble Black media ads Vernon E. Jordan, execution often hurts the perpe- Black community's struggle tive director of the National trator as much as the victim, for freedom and a basic

ing of the American Asso- trust. ciation of advertising Agen-

the Black media," he empha- Jordan stated. sized.

Women Treated Equally.

Since December 1974, the

"It is a truism", Jordan years the bulwark of the professional staffs. continued, "that discrimina-

Federal Home Loan Bank The lender can not pre-

Board has prohibited sex judge what might happen in

discrimination in making the future. For example,

mortgage loans. One effect, the lender cannot disallow

is that the combined income the wife's income on the

of both husband and wife assumption she might de-

Urban League, called on and in this case it is clear to community institution, gets a advertising agencies meeting me that you are failing your tiny fraction of the newsin San Juan, Puerto Rico to clients and yourselves when paper ads placed by the top double their expenditures you refuse to reach potential 100 agencies." with Black media. He was Black consumers through the Jordan also urged the addressing the annual meet- media they patronize and agencies to resolve to double

"This doubling of dollar tion of Black media, and in said, "the advertising indusexpenditures on Black media weighing them, there must try should make affirmative should not be lumped into an also be the recognition of action hiring its major thrust amorphous 'Black area', an your industry's responsibility in the coming year under-nourished ghetto of for continuing the existence your budgets, but should of the most effective means year in which every agency represent an across-theboard of reaching a 25 million in the country takes the advertising investment in all people, \$60 billion market," initiative to expand its nti-

must be considered in

granting mortgage loans.

their hiring of Blacks at "There are sound business every level, from the board reasons for greater utiliza- on down. "I believe", he

"This ought to be 'the nority employment and es-"The Black press, for 150 pecially to integrate its

cide to quit her job. The

FHLBB also rules that it is

discriminatory to require a

single woman with a steady

job or income to obtain a

co-signer for a mortgage

loan when single men are

not subjected to this re



the good Bread

Solons meet voters

Representative Ed Linquist, Democratic Majority Leader and Representative Roger Martin, Republican Minority Leader, of the Oregon House of Representatives, will be the guests of Senator Vern Cook, Representative Harvey Akeson and Representative Glenn Otto at the Regular Legislative Report Breakfast held by the East County legislators in cooperation with the Gresham Chamber of Commerce on Saturday April 19th. The bi-weekly breakfast, held on alternative Saturdays, is a no host event and begins promptly at 8:00 a.m. and

continues to 10:00 a.m. Commenting on the guest speakers Senator Cook said. Political parties and their leaders are involved in the legislative process, although normally at our Legislative breakfasts we don't pay any

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attention to party affiliation.

"In this case we are fortunate to have two young men who play a leadership role in their respective parties and we should be able to provide a special insight to the people of eastern Multnomah and Clackamas counties by their joint appearance next Saturday.

The breakfast will be held at the M&M Cafe in Gresham at 137 N. Main in Gresham. The public is invited. For further information call 665-8143.

Recovering Cost of Banned Products. The U.S. Consumer Product Safety Commission has issued regulations for the repurchase of hazardous products that are banned by them. The original regulation went into effect on March 6,

To obtain information on he regulations and how consumers are informed about banned substances, rite to the Const Product Safety Commission, Washington, D.C. 20207. and ask for the leaflet, Repurchase of Banned Hazardous Substances.'







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Society volunteers will have

approximately two minutes

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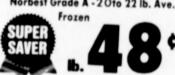
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