

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, 1974.

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," she said.

"Throughout the United States, it is estimated that in April, 1975, the Residential crusaders will reach forty million homes. This means the American Cancer

Society volunteers will have approximately two minutes at two-thirds of the homes in this county, first, to give their neighbors their copies of our cancer quiz (and urge them to read it) and second, to ask for a contribution to the coming year's Crusade to Conquer Cancer."

Urban League director asks... ble Black media ads

Vernon E. Jordan, executive director of the National Urban League, called on advertising agencies meeting in San Juan, Puerto Rico to double their expenditures with Black media. He was addressing the annual meeting of the American Association of Advertising Agencies.

"This doubling of dollar expenditures on Black media should not be lumped into an amorphous 'Black area', an under-nourished ghetto of your budgets, but should represent an across-the-board advertising investment in all the Black media," he emphasized.

"It is a truism", Jordan continued, "that discrimina-

tion often hurts the perpetrator as much as the victim, and in this case it is clear to me that you are failing your clients and yourselves when you refuse to reach potential Black consumers through the media they patronize and trust.

"There are sound business reasons for greater utilization of Black media, and in weighing them, there must also be the recognition of your industry's responsibility for continuing the existence of the most effective means of reaching a 25 million people, \$60 billion market," Jordan stated.

"The Black press, for 150 years the bulwark of the

Black community's struggle for freedom and a basic community institution, gets a tiny fraction of the newspaper ads placed by the top 100 agencies."

Jordan also urged the agencies to resolve to double their hiring of Blacks at every level, from the board on down. "I believe", he said, "the advertising industry should make affirmative action hiring its major thrust in the coming year..."

"This ought to be 'the year' in which every agency in the country takes the initiative to expand its minority employment and especially to integrate its professional staffs."



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

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, 1974.

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

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PRINT TOWELS
Coronet Studio Prints
Roll of 125
38¢

MARGARINE
Dalewood or Coldbrook
1 lb. pkg.
38¢

TOILET TISSUE
Broadway White Tissue
4 Roll Pack
58¢

ICE CREAM
Snow Star Vanilla
Half Gal.
78¢

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CHUCK ROAST
USDA Choice Beef Chuck... Blade Cut
65¢

7-Bone Roast Choice Beef Chuck Fat Best - Bone \$88¢
Beef Shortribs Beef Rib Shortribs Cook in Liquid \$68¢
Beef Liver Select Young Beef Liver Blood Skinned \$68¢
Thuringer Arroyo Brand Fresh Lamb Meat \$1.18

BEEF RIB STEAK
Fully Aged Choice Beef Small End Cut **\$1.48**

TOM TURKEYS
Norbest Grade A - 20 to 22 lb. Ave. Frozen
48¢

Fryer Breasts Grade A White Meat \$88¢
Sausage WHOLE ROG Safeway Pure Pork Sausage \$88¢
Bar-S Wieners Fresh, Jelly, Meatless \$88¢
Butter Clams Fresh Little Dungeness Clams \$88¢

WHOLE STEWERS
Pump Tender Chickens - Great with Dumplings - Cut-up 44¢ lb.
34¢

BONELESS HAMS
Fully Smoked Water Added for Tenderness
1.38

TURBOT FILLETS 78¢
Greenland Turbot Fillets of White Seafood lb.

LAWN FOOD Reg. \$6.97 25 lb. Bag **\$5.97**
Golden Vigoro... Will Not Burn...

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8 lb. bag **98¢**

FRESH & FANCY MUSHROOMS
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Large Artichokes Fresh and Tasty 4 \$1
Plum Tomatoes ROMA VARIETY 39¢
Avocados EXTRA LARGE California Variety 3 \$1
Celery Hearts CRISP FRESH 39¢
Sweet Anjou Pears Large Oregon 4 \$1
Fresh Cut Daffodils 59¢

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POTTED MUMS
Assorted Colors and Varieties, Large Size Plants 6-IN. POTS **\$2.98**

BIG BAG SALE!
20-lb. Potatoes U.S. No. 2 Russets
3-lb. Bag Apples Extra Fancy Red Delicious
Grapefruit 8-lb. Bag Sunkist White California
88¢

Swiss Cheese Lowmoor Single Slice 59¢
Cheese Food Safeway American 1-lb. pkg. \$1.16
Sandwich Bread Skylink 20-oz. loaf 2 \$1
Mayonnaise McLeod 22-oz. jar \$1.18
Round Waffles Frozen 12-oz. pkg. 2 \$1
Hash Browns Select Freeze 2 \$48¢
Orange Juice Select Freeze 75-oz. can 38¢
Half and Half Lowmoor 40¢
Fresh Yogurts Lowmoor Acid Chk. 4 \$1
Detergent White Magic 49-oz. pkg. 98¢
Bleach WHITE MAGIC Household 58¢
Sangria MADRIA MADRIA 750 ml. \$1.58
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