



Allen Jones tries a cookie with the Cookie King Wally Amos. (Photo: Debbie Mishler)



ENTERTAINMENT GUIDE

by Allen Jones

WALLY AMOS — A CHOCOLATE CHIP OFF THE OLD BLOCK

Chocolate Chip Cookie King Wally Amos was in Portland for a few days last week on a promotional tour for the National Illiteracy Volunteers of America — of which he is national spokesman. He was once an agent for some of the most talented people in show business — people like Simon and Garfunkle (unknown at the time), the Temptations, the Supremes, the Four Seasons, Marvin Gaye, Dionne Warwick, La Belle and more. You ask how can a man leave all the glitter of New York and Hollywood to start a cookie business? Quite simply because he has become a millionaire — and more importantly — he loves what he's doing; baking the best chocolate chip cookies you'll ever want to consume!

Jones: Tell me Wally what's your schedule been like?

Amos: It's been pretty hectic, we've been touring the west coast and mid-west having six interviews a day in most of the cities we've visited.

Jones: Having been a road agent and manager to some of the top names in the entertainment business, do you miss it all?

Amos: Not at all Allen. I did it for fourteen years and I enjoyed it except for the last year or so. It began to get frustrating and it just wasn't satisfying anymore. But in a very strong sense I'm still in show business. I'm a performer. I don't have to worry about being late and what job I'm doing because the Famous Amos cookie is me! And whatever I do in the area of promoting I ultimately reap the benefits.

Jones: I noticed on your itinerary that you will be contacting the Meier and Frank store?

Amos: Yes. This is true. I didn't come here to open any new accounts but rather to promote the Famous Amos cookie and the Literacy Volunteers of America, which currently I'm national chairman of.

Jones: Would you elaborate on your chairmanship of the Literacy Volunteers of America?

Amos: It's a national organization formulated to combat illiteracy among adult Americans. So whenever I'm promoting Famous Amos cookies I'm also promoting Literacy Volunteers of America.

Jones: How did you become national spokesman for L.V.C.A.?

Amos: We asked them if I could be national spokesman for the organization. We were looking for an organization that I believed in and one that we could align our organization with at the same time. There are over 20 million American adults who can't read or write in this country and we plan to do something about it. I often make speeches about L.V.C.A. and not even mention the Famous Amos cookie, but at the same time, people know who I am so I still have that visibility. That's so vitally important when you're promoting a product that you totally believe in.

Jones: Is there an affiliate organization in Portland, or even Oregon for that matter?

Amos: No Al there isn't, but we would certainly like to get one started. The address is P.O. Box 6255, Syracuse, New York 13210 for further information. Training and guidance will be given by members of the parent organization.

Jones: What was your motivation for starting the Famous Amos Chocolate Chip Cookie company?

Amos: Frankly, I needed to make a living and I just wasn't making a living in show business at the time. I knew I had a good chocolate chip cookie, my friends thought so too. So in 1975 I wrote up a business proposal, presented it to Jeff Wald and Helen Reddy and later Marvin Gaye.

Jones: I've been to your store on the Sunset Strip. What other ones have you opened?

Amos: We have various baking operations that are open now. There's one in Nutley, New Jersey; Van Nuys for all of our commercial accounts, Santa Monica, California; two stores in Hawaii where I live now; and one in Melbourne, Australia. I'll be visiting our Melbourne store in a few weeks on a promotional tour. We are also planning a store in Nashville, Tennessee in October.

Jones: What were your gross sales at the end of your last fiscal year?

Amos: Gross profits have been going up steadily in the 3½ years we've been in business. At the end of our fiscal year, which ended in September we grossed over \$3 million.

Jones: How do you spend your leisure time?

Amos: Doing nothing — other than resting and spending time with my family and friends. Living in Hawaii is something I've always wanted to do ever since I was stationed there in the Air Force. I just love it!

Jones: Wally, has success gone to your head?

Amos: No not at all, but many people think I am just plain crazy because of the way I carry myself. Like when we were standing outside of the Hotel (The Benson) and I was offering people a cookie as they walked by, they may have thought I was off a bit. I am basically the same person, however. Success has gone to my wallet but not my head.

GIVE TO THE UNITED NEGRO COLLEGE FUND.
A mind is a terrible thing to waste.

Hines presents Young speech

A speech given ten years ago by Whitney M. Young, former Executive Director of the Urban League, will be presented on May 10th, 11th and 12th at Portland Community College's Cascade Center by Harold S. Hines, president of the college's Black Cultural Society.

The speech is entitled "Can the City Survive?" and was delivered by Young to a group of predominantly white bankers in October, 1978. In the speech, Young talked about expanding employment opportunities for Blacks and minority peoples and sought to inform his audience about the economic and social conditions of Blacks in contemporary America. Young developed the concept that the country is in deep crisis and is creating the anger of the disadvantaged and the sensitivity of the younger generation.

Hines says the speech is both interesting and entertaining, and he believes the information contained in

the speech is still valuable today. "Young presented an outline of ideas that can be related to the present situation that exists for Blacks and minorities," Hines says. "I think there are a lot of similarities in the attitudes of young people today and those of 1968."

Hines, a local actor with extensive theatrical experience, will deliver the speech from memory and actually portray Young giving the speech to the bankers, who represented perhaps the most powerful economic group in the nation.

The oral history presentation will be held on Thursday, May 10th, and Friday, May 11th at 8:00 p.m. and Saturday, May 12th at 3:30 p.m. (Matinee). All performances will be at PCC's Cascade Center Auditorium, 705 N. Killingsworth. All are free and open to the public. The event is sponsored by the PCC Black Cultural Society and PCC student government.

Cleveland Hi presents 'Reality'

On May 10th, 11th and 12th concerned students of Cleveland High School and Title VII will present "Reality". This production will include scenes from Lorrain Hansberry's "A Raisin in the Sun," a fashion show, Cleveland's Human Relations Singers, and a live band.

"A Raisin in the Sun" takes place in a Chicago setting during the 1950's. It deals with the social adjustment of an American Black family's struggle to be accepted in a white neighborhood. "Raisin" features guest director Rosemary Allen, Sharon Gary-Smith (alumna — Mama), Vicki Anderson (Beneatha), Nannette Blakely (Ruth), Sonny Phillips (George), Vincent Hall (Travis), and Lowery Gibson (Wal-

ter).

Mrs. Barbara Harrison (former model and also Cleveland staff spouse) is the fashion show coordinator combining her unique talents by instructing students in modeling the late spring fashions in a very professional manner.

The Human Relations Choir along with the band consists of dedicated students from various ethnic backgrounds — singing and playing their instruments for self-fulfillment. Their travels have taken them to Wilson, Lincoln, Benson and Marshall High Schools; Kellogg School and the Sheraton Hotel (Parent Communications Workshop). This group is under the direction of Ken Berry.

Mother's Day plant sale set

Members of the Dolores Circle, an auxiliary organization of the Children's Nursing Center at Providence Child Center, 830 N.E. 47th Avenue, are planning their fifth annual Plant Sale, Friday and Saturday, May 11th and 12th, preceding Mother's Day, May 13th.

"The sale of hundreds of plants, macrame hangers, arts and crafts items will be held each day from 10:00 a.m.-6:00 p.m. in the lobby of the Child Center," according to Dolores Circle president Mrs. David Miles. "The sale is planned for people to have an opportunity to buy presents for Mother's Day, May 13th and has been a traditional event for

five years."

Proceeds from the sale will be used toward the benefit of children in the Nursing Center in a modernization program. They are children who require 24-hour skilled nursing care, and who are seriously physically handicapped, and unable to walk, within an age range from birth to seven.

Profits from a previous sale has been more than \$2,000. The Dolores Circle is comprised of parents, relatives, and friends of the handicapped children, and is named in honor of Sister Dolores Schulte, S.P., who has served the Center nearly 35 years.

Serving as plant sale chairmen are Mrs. Al Romero and Mrs. Pat Dorie. These chairmen are assisted by 35 Dolores Circle members, plus members of Nursing Center staff.

For further information, please call 234-9991.

Calendar

Business Information Fair, 9 to 9, May 17th, Memorial Coliseum.

Picket Sears -- Grand Avenue Store, May 5th, noon.

King Improvement Association Executive Board Mtg. - My 7, 6:30 p.m. King Neighborhood Facility

Humboldt Neighborhood Association, May 8th, 7:30 p.m.

Eliot Neighborhood Association, May 9th, 7:30 p.m. Masonic Temple, 116 N. Russell

4-H Junior Olympics, May 11th, noon to 4:00 p.m., John Adams HS

Crime Prevention Seminar, May 11th, 9 to 5, and May 12, 10:30 to 4:00, Moor Community Center, 5430 N. Moore

Sierra Club auction, May 19th, Old Church, SW 11th and Clay, 7:00 p.m.

Consumer Power League Spaghetti Dinner, tribute to Del Bucknum. Organize for public power. May 5th, 6:00 p.m., Oregon State Grange, SE 12 and Madison. (281-9670)

St. Andrews Fun-Fair, May 12th, 11 a.m. to 7:00 p.m. in St. Andrew Community Center, 4940 NE 8th. Games, booths, foods, drinks and dunk tank. To sell products call 284-1620.

Hard Times Film Festival. "Little White Salmon Indian Settlement" and "Broken Treaty at Battle Mountain". May 4 - Sunnyside Methodist Church, May 5th - Mallory Avenue Christian Church, 7:30 p.m. (235-8954)

Twelfth Annual Northwest Vocal Jazz Festival, high school students, May 19th, 8:00 a.m. at Mt. Hood Community College (667-7155)

PDC, Information Session on purchase of property in Mt. Hood Corridor, May 24th, (248-4800)

Second Birthday Party, Senior Citizen Grocery, 10:00 a.m. - Noon, 4707 N. Lombard, May 11th.

Workshop on Comprehensive Plan, Smith Memorial Center, May 19th, 9:30 - 4:00.

Do You Wear GLASSES ?

Here's an effective new eye-exercise program that can produce astonishing results in a very short time . . .

The Bettervision Eye Clinic is now offering a program of eye-exercises that can safely correct most cases of poor eyesight—so that glasses or contact lenses are no longer needed. Originally developed by Dr. William H. Bates of the New York Eye Hospital, this method has been widely used by the Armed Forces, schools, clinics, and thousands of private individuals, for the treatment of:

- nearsightedness
- farsightedness
- astigmatism
- middle-age sight

For many years it was thought that poor eyesight was just bad luck, or something you inherit from your parents. Scientists now know that most eyesight problems are caused by accumulated stress and tension—which squeeze the eyeball out of shape, and affect the muscles that do the focusing. The result is the eye cannot form a clear image, and the world appears to be blurry. In people over 40, the natural aging process is also an important factor.

No matter what your eyesight problem the Bates Method can help you. This is a health care program, and will benefit everyone who follows it—children, adults, and seniors.

It is important to understand that glasses do not cure a visual problem. They are simply a compensating device—like crutches. In fact, glasses usually make the condition worse. Because they make the eyes weak and lazy, a minor problem often develops into a lifetime of wearing glasses.

The Bates Method corrects poor eyesight by strengthening the eye-muscles and relaxing the eyeball. You do simple easy exercises that increase your focusing power, eliminate eyestrain, and bring your eyesight back to normal.

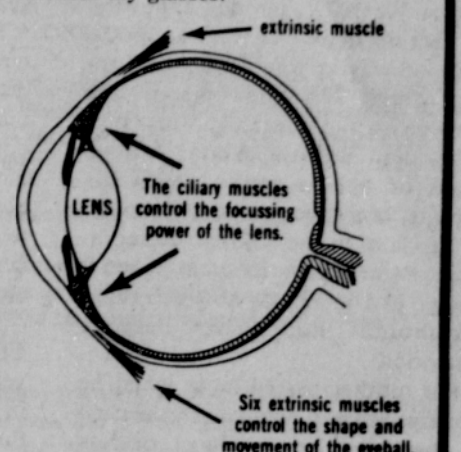
Because the Bates Method deals with the basic cause of your eyesight problem, you can expect to see a definite improvement in as little as 1 or 2 weeks. Even if you have worn glasses all your life—things will become clearer and clearer, and you will have flashes of good vision . . . as you go through the program, these flashes become longer and more frequent . . . gradually blending into permanent better sight—at which point the exercises are no longer necessary.

We usually find that people whose eyesight is not too bad can return to 20/20 vision in about a month. Even if your eyesight is really poor, within 2 to 3 months you should be able to put away your glasses, once and for all. Read these case histories:

Aldous Huxley—Nobel Author
"My vision was getting steadily worse, even with greatly strengthened glasses. To my dismay I realized I was going blind. On the advice of my Doctor I decided to try the Bates Method. There was an immediate improvement. After only 2 months I was able to read clearly without glasses. Better still, the cataract which had covered part of one eye for over 16 years was beginning to clear up."

Rev. Frederick A. Milos, M.S.
"By following the simple exercises given in this program, I have completely recovered my vision. Now I can read for long periods without my glasses."

Ron Moore—Technician
"I originally went to the Clinic to deliver some equipment—and ended up trying their eye-exercise program. I am near-sighted, and have worn glasses for 15 yrs. In just 3 weeks after starting the program, my eyesight has already improved to the point where I can now drive, do business, and watch T.V.—all without my glasses!"



This program has been specially designed for the individual to exercise at home. Written in simple non-technical language, it gives you all the guidance you need to regain natural healthy vision in just ½ hour a day: illustrated booklet, complete step-by-step instructions, plus special charts and displays to ensure you make rapid progress. The program is fully guaranteed and there's nothing more to buy.

By following this program, you will soon be able to see clearly without glasses. It's up to you. Ordering the Bates Method can be one of the best decisions you ever made. So do it now—before you get sidetracked and forget. Fill out the order coupon, attach your check for \$9.95 plus \$1 for postage and handling, and mail it to us today!

If you have any questions regarding this program, please call us at (415) 763-6699. Our qualified operator will be glad to help you.

The Bates Method can mark a turning point in your life—better eyesight without glasses or contact lenses. The program is guaranteed. Try it for 30 days, and if you're not fully satisfied, return it for an immediate refund.

PLEASE PRINT CLEARLY

Bettervision Eye Clinic

Pacific Building,

16th & Jefferson,

Oakland, CA 94612

Allow 1 to 2 weeks for delivery.

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