

Norelco markets Black man's razor



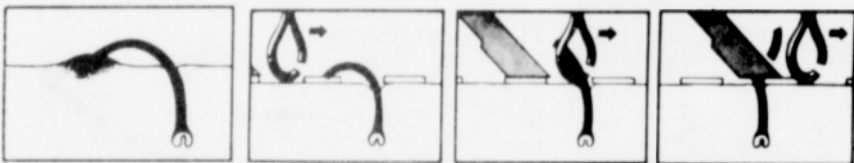
Norelco is marketing a revolutionary new electric Rotary Razor this fall, called the Black Pro TM. It is designed specifically for the Black man's beard and it is felt from tests that have been conducted that it provides the best relief available from the agonizing shaving problems most Black men suffer from.

"In a study conducted at a leading Black university, Black men suffering from razor bumps tested the Norelco Black Pro TM Rotary Razor TM in daily shaving. In almost every case, Black men were able to shave regularly with the Black Pro TM without creating razor bumps, and a majority found that the Black Pro actually reduced or eliminated razor bumps, entirely." (A leading professor of Dermatology at a leading Black university).

engineered for the Black man's shaving problems. The Bump Brush is made up of hundreds of tiny hair raising loops designed to brush whiskers up and lift curly hairs out of ingrown pockets. As the razor is glided over the skin, the loops catch the hair and raise it up so the blades can shave it off. Therefore hairs are shaved off regularly and do not get long enough to grow back into the skin.

The independent research at a leading Black university has provided proven results that the Norelco Black Pro TM with its unique Bump Brush TM Head actually improved over-all skin problems with over 80 percent of the shaving participants.

Regular twin blades cannot do this. They may shave off some of the curly hair, but often cause the



1. Ordinary razors promote ingrown hairs, causing razor bumps. 2. The Norelco Black Pro™ stands whiskers up and away from skin, into the blade.

There are 6,984,000 Black men over 18 in the United States and those who shave are often plagued by pseudofolliculitis barbae -- simply put, razor bumps. This is a painful, scar-causing skin disease caused when sharp tips of recently shaved hair curl back and penetrate the skin, thereby creating infectious lumps or bumps.

The new Norelco Black Pro TM Tripleheader TM Razor has an exclusive Razor Bump Brush TM covering its head -- custom

razor bumps to worsen.

This is the first electric razor designed for the Black man with a "built-in" feature to raise the curly hair and pull it out from the ingrown pocket.

Furthermore, the Norelco Black Pro TM features specially designed cutters and combs that shave at, but not below skin level, also preventing the occurrence of razor bumps. Shaving every day with the Norelco Black Pro TM assures that the beard stubble does not get too long.

SOME FACTS ABOUT BLACK MAN RAZOR BUMP

- More than 50 percent of all Afro-American males suffer from the disease. Few caucasians experience it. The recommended cure is to grow a beard.
- The disease first became a public issue during the Vietnam War when Black soldiers complained about it.
- Often, the more victims shave, the worse their skin becomes. Continued shaving can bring on disfiguring scar tissue that never heals.
- Some victims of razor bumps even find it painful to put their faces on pillows.
- Instead of growing a beard, some sufferers use depilatories. But the result is raw, tender skin.

Computer aids minority purchasing

WASHINGTON -- For minority firms interested in marketing their services and products to the federal government, reaching the "right procurement personnel," and learning what services and products are in demand, can appear to be an overwhelming obstacle.

An office in the U.S. Department of Labor is helping minority and small disadvantaged firms bridge this gap with the department. It is the Office of Small and Disadvantaged Business Utilization (OSDBU), headed by Walter C. Terry.

Terry says a primary function of his office is to assure that a "fair proportion" of contracts are awarded small businesses and disadvantaged firms.

In effect, this office serves as a

"referral system" to suppliers and buyers.

This is done primarily by a computer terminal used to retrieve detailed information in response to queries by business persons and procurement officers.

The terminal at the Labor Department is part of the Procurement Automated Source System (PASS) of the Small Business Administration.

This data bank, Terry notes, contain information on 35,000 small and disadvantaged firms, including 6,600 minority-owned firms and 4,000 firms owned by women. The number of firms registered in PASS is constantly rising as well as the number of PASS terminals in federal agencies, according to

Terry. Forms to register in PASS, may be obtained from the OSDBU or the Small Business Administration. Registration is voluntary, and there is no charge for this service.

Registration does not assure that the firm will receive a contract. But it does assure that once in the data bank, information about the firm's services or products is readily available to a wide source of potential purchasing contractors, says Terry.

PASS permits each user to search for small businesses as a procurement source by name, employer identification number, location, keyword and other indicators. The system also permits the user to search for small businesses by postal Zip Codes.

P.U.D.s A SORRY RECORD

■ Since 1932 Oregon voters have rejected thirty-seven "people's utility district" proposals.

■ Only fourteen "people's utility districts" have been started. Ten of the fourteen P.U.D.s have since been *abandoned, dissolved* or are now *inactive*.

■ While the vast majority of these P.U.D.s *levy taxes*... very few ever supply their customers with any electric service.

■ Not one P.U.D. in Oregon has any significant electric generating capacity of its own.

■ The four activated P.U.D.s serve only 4% of Oregon's electric customers.

Name of P.U.D.	Status	Tax Record	Electric Generating Capacity	Customers Now Served
Emerald P.U.D.	Inactive	Levied Taxes	None	None
Umahilla P.U.D.	Inactive	Levied Taxes	None	None
Central Oregon P.U.D.	Inactive	Levied Taxes	None	None
Central Lincoln P.U.D.	Activated-1942	Levied Taxes	None	23,000
Union Co. P.U.D.	Dissolved	Tax Information Not Available	None	None
Nehalem Basin P.U.D.	Abandoned	Ø	None	None
Columbia River P.U.D.	Inactive	Levied Taxes	None	None
Clatskanie P.U.D.	Activated-1942	Levied Taxes	None	4,200
Hood River P.U.D.	Dissolved	Levied Taxes	None	None
N. Wasco P.U.D.	Activated-1949	Levied Taxes	None	8,200
McKenzie R. P.U.D.	Abandoned	Ø	None	None
Wickiup P.U.D.	Inactive	Levied Taxes	None	None
Lake Creek P.U.D.	Abandoned	Ø	None	None
Tillamook P.U.D.	Activated-1940	Levied Taxes	None	15,400

VOTE NO

ON THE "PEOPLE'S UTILITY DISTRICT"

Paid for by Oregonians Against The Government Takeovers, 320 SW Stark, Room 406, Portland, Oregon. Suzanne McGrath, Treasurer, working with citizens committees in Clatsop, Clackamas, Coos, Hood River, Jackson, Lincoln, Linn, Marion, Multnomah, Polk, Washington, and Yamhill counties.

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