

Safeway aids handicapped shoppers



Products on the top shelves are often out of reach for wheelchair customers. Safeway personnel have been instructed to assist disabled shoppers in obtaining items from uppermost shelves. Pictured here is a Safeway Assistant Manager removing a box of cereal from the top shelf for Ron Horne, Accountant for Goodwill Industries of Oregon.

The idea originated when Kermit Berge, Chico Safeway Store clerk, saw one of his store's regular customers struggling to do his shopping from a wheelchair. The restrictions of the wheelchair did not allow the customer to use a shopping cart. Since he could not stack many items on his lap, he could only pick up a few odds and ends at one time.

In an attempt to help the shopper, Berge investigated various companies meeting the needs of the disabled. To his surprise, there were no shopping carts for disabled people.

Berge said Safeway officials in Sacramento, California also checked and confirmed his findings. He sat down with an Engineer, Charlie Newquist of Chico, and the two developed the first shopping cart adaptable to a wheelchair.

Berge said he'd had the idea for a long time but was never able to do anything with it. Safeway gave him three carts to tinker with. Berg unveiled his invention in November 1979 at a Chico Safeway store.

The modified cart looks like a regular shopping cart without a handle. A four foot adjustable arm projects from the back of the cart and includes two hooks which attach to any wheelchair. Once in operation, the cart is directly in front of the wheelchair shopper who can easily move about the aisles.

In 1980, the cart was tested in Washington, D.C. After a few minor modifications were made the cart was made available to stores in some eastern states.

Karen Stanton is in hot water — and her team could help PGE customers save more than \$250,000 a year.

This year, Karen Stanton and her co-workers are aiming at helping PGE customers save more than \$250,000 in water heating costs as part of PGE's Water Heater Incentive Program (W.H.I.P.).

Karen and her fellow Renewable Resource

Inspectors are helping PGE residential customers arrange installation of solar water heating and water heater heat pump systems in their homes.

PGE customers, who take advantage of the W.H.I.P. program, will be given \$300 if they install a solar water heater or water heater heat pump. Or, PGE will advance them the money they get back next year in state and federal tax credits for installing a solar water heater, as a non-interest loan.

It's hoped that up to 3,000 such systems will be installed this year which would mean a total savings of 6,920,000 kilowatt-hours, or \$254,992 at today's prices.

Electricity costs are going up everywhere, it's not just here.

Both private and public utilities throughout the country are facing soaring costs. Higher equipment costs, fuel costs and interest rates have everyone on a tight budget. And the rapid growth of new residential and business customers in our service area is another strain on our existing supply.

But, at PGE, we are fortunate to have people like Karen Stanton working hard to keep costs down for customers wherever they can. People who care.



People with cost-saving ideas for you.



Help Prevent Birth Defects — The Nation's Number One Child Health Problem.

Support the March of Dimes BIRTH DEFECTS FOUNDATION

Business tricky, satisfying

(Continued from page 1 col 3) business loan...

Observer: ...Did you have any trouble getting the loan?

Farmer: At first we had some trouble getting the loan until we were able to come up with the capital that we needed, and with our financial background, it wasn't that big of a problem. I would like to thank Warren Mitchell. He was very inspirational in helping me get the loan, and he still helps me now if I run into problems.

Observer: Who is Warren Mitchell?

Farmer: At the time, he was area representative for the Small Business Administration. Since then he has gone into another job. And yes...I do feel that Blacks are given a harder time. I've been in and out of the business for the past twenty years and have come to learn most of the pitfalls you are confronted with. If you know what they are, you can kind of guide yourself around them. A person who doesn't know the pitfalls can run into all kinds of problems.

Observer: Is the Buddy System also at work here?

Farmer: Yes...I think its who you know, but most of all it depends on your financial background.

Farmer's Wife: ...That's what we've found. If you have money, you can get money.

Farmer: But if you don't have any money, then you have a problem. The Small Business Administration never gave me a problem. They were there to help. When I did run into a problem, it was with the banks. My feeling was, they don't like to make loans if the current loan rate is 15-16%. They don't like to go out and make a 9% loan, even if it is a small business. They gave me problems in his area.

Farmer's Wife: An example is when we just started planning for the remodeling of this place. We had help from the SBA and they figured in, supposedly, all of the costs and also enough money for reserve.

Farmer: The initial plan was that I could wait six months before I had to make a payment.

Farmer's Wife: ...But you see, it took so long before everything was Done. A whole year and ten months for building and so by the time we

had gone through this twenty-month period, inflation had taken up all of the reserve ...

Farmer: In other words, we were building on bids that were a year old. And you can just imagine how inflation had worked on that. If I hadn't had other resources, I could never have gotten off the ground.

Observer: You have many young people working for you...is this tradition?

Farmer: Well, they are mostly family. We have a family type of operation here...

Farmer's Wife: ...Because we have six children.

Observer: Do you hire both minorities and whites from the community?

Farmer: We try to keep it balanced. We try but the final analysis depends on their performance. But our biggest problem has been our help. It's really hard to find good, efficient help that's really concerned about the community and the neighborhood serving them. We felt that when we put this business here, we would create a lot of jobs for the kids and adults in this area.

Observer: How do you feel about the community patronizing the store? Is it supportive?

Farmer: Yes it is, and I think it is proud to have us here.

Observer: What other qualities beside the grinding of the hamburger meat do you feel makes your restaurant special?

Farmer: While were were out of business, we would go around and buy hamburgers at other local places and found the meat to be really tough. So, we said that if we ever got back into the restaurant business again, that we would definitely not use that kind of hamburger meat. So from day one, we grind our own hamburger meat. We buy it from the wholesale house, grind it and make it into patties. We know what goes into our hamburger meat. We have no additives whatsoever! It's just pure ground hamburger meat with less than 20% fat. That's why we do such a tremendous business. All you have to do is eat one and you can tell the difference. Everything is cooked to order, nothing is pre-cooked. Sometimes people complain that it takes a little longer, but we wouldn't have any other way.

Also, we went out and bought the best of everything. We went out and found the best floor covering we could buy; we found the best venetian blinds we could find. We really wanted to upgrade the neighborhood. This was one of our purposes at the time.

THANKS TO YOU IT WORKS... FOR ALL OF US



United Way

Observer: What advice would you give someone who was interested in starting a restaurant business?

Farmer: Well, in this day and age, the best advice that I can give someone, is to know something about the restaurant business before you go into it. Because the restaurant business is tricky, and now-a-days you can go broke in a matter of weeks if everything doesn't fall into place. And they usually just don't fall into place...you have to make them fall into place.

Sears

big bold WHITE SALE

BOLD SAVINGS ON BED AND BATH FASHIONS

SAVE 20% on bath size towels

Colorburst cotton terry towels. In solid colors.	Regular \$4.99
\$3.79 Hand towel	3.29
\$1.59 Washcloth	1.39

3.99 Bath size

Also save on a selection of absorbent towels in solid colors, floral prints and patterns. Other size towels also on sale. Matching bath rugs, accessories, and shower curtains also on sale. See all the savings at Sears.

SAVE \$8 on automatic blankets

Regular \$27.99

19.99

Twin size

Full 5-year Warranty on Prelude Automatic Blankets

For 5 years from date of purchase, if a defect in material or workmanship appears in blanket or control, Sears will, upon return, repair or replace blanket or control at no charge.

Prelude automatic blanket of polyester and acrylic. 11 settings. Lighted control dial.

Keep warm with our lab tested nylon flocked blanket — retains its softness after 50 machine washings. Velvety surface won't mat or shed. Other sizes also on sale!

Ask about Sears credit plans

Sears Where America shops for Value

PORTLAND - PHONE 238-2311
N.E. GRAND at LLOYD BLVD. - PARK FREE
Monday and Friday 9:30AM to 9:00PM
Tue., Wed., Thurs. 9:30AM to 6PM
Saturday 9:30AM to 5:30PM - Sunday Noon to 5

WASHINGTON SQUARE - PHONE 620-1510
Hiway 217 at GREENBURG RD. - PARK FREE
Monday thru Friday 10:00AM to 9:00PM
Saturday 9:30AM to 6:00PM - Sunday Noon to 5

The Little Room
Used Clothing

Used Clothing
Telephone 289-8044

INER L. POE
Mgr.

811 N. KILLINGSWORTH
PORTLAND, OREGON 97217