



ACT-SO AWARDS

National ACT-SO chairman **Vernon Jarrett**, far left, joined Percy Lewis, vice president of the Southeastern Michigan McDonald's Operators Association, far right, in presenting \$21,000 from Ronald McDonald Children's Charities to the top 12 ACT-SO students recently during the National Association for the Advancement of Colored People (NAACP) annual convention held in Detroit. ACT-SO, an acronym for Afro-Academic, Cultural, Technological and Scientific Olympics, is an educational competition sponsored by the NAACP. Sharing the scholarship grant are, left to right, Leon Spencer of Indianapolis, Ind. Khary Bridgewater of Saginaw, Mich., and Nehrw Schoop of Chicago, Ill., who received \$1,500, \$3,000 and \$750, respectively, for their second-, first-, and third-place wins in the sciences area of ACT-SO competition.



WE SURE KNOW THEM BY NOW

Kenneth Gamble and Leon Huff, legendary songwriters/producers and creators of "The Sound of Philadelphia", were feted recently by BMI to celebrate their "If You Don't Know Me By Now" reaching the #1 pop and adult contemporary chart spots by Simply Red. In their 25 years with the performing rights organization Gamble & Huff have received 23 BMI pop Awards (for most performed songs) that account for 19,932,973 performances on US radio and television. Pictured here at the BMI party are (l-r), Harold Melvin (artist on the original version, released 1972), Constance Heigler of Mighty Three Music, Publisher of the song, Kenneth Gamble, BMI president & CEO Frances Preston, and Leon Huff.

KING COBRA DEDICATES SEPTEMBER TO THE FIGHT AGAINST SICKLE CELL ANEMIA

King Cobra Premium Malt Liquor will dedicate the month of September to the fight against Sickle Cell Anemia when it will again state the King Cobra fight against Sickle Cell Anemia fund-raiser.

For every case purchased during the promotion period, King Cobra will make a cash contribution to the National Association for Sickle Cell Disease. The promotion will be supported by themed point-of-sale materials, featuring "Cobra man," the newest addition to the King Cobra team.

Sickle Cell Anemia appears in children as early as six months of age. One out of every twelve black Americans carries the Sickle Cell Trait and one of five hundred Black Americans has the Sickle Cell Anemia disease. What's more, not just Black Americans can get Sickle Cell Anemia, people of Mediterranean origin may also carry the trait.

"King Cobra is once again very proud to participate in this promotion to help find a cure for Sickle Cell Anemia," said Al Cummings, brand manager for King Cobra Premium Malt Liquor. "The power of this promotion is that everybody benefits, including the retailers, consumers and, most importantly, the National Association for Sickle Cell Disease."

King Cobra Premium Malt Liquor is a product of Anheuser-Busch, Inc., St. Louis, Mo.

SMITHSONIAN NAMES NEW DIRECTOR OF THE PROGRAM IN AFRICAN AMERICAN CULTURE

Gwendolyn Keith Robinson has been named the new director of the Program in African American Culture at the Smithsonian's National Museum of American History. She replaces Bernice Johnson Reagon who is now a curator in the museum's Division of Community Life.

In her new position, Dr. Robinson will be responsible for the development of a series of colloquia and performance programs that contribute to a broader understanding of African-American culture and history.

Robinson is the author of *Crown and Glory: An Historical Analysis of the Afro-American Beauty Industry and Tradition*. (The book will be released soon. Details are not available at this time.)

Madras Chicken Rips Tires Off Police Car.

Haystack Rock Cave Yields Unpublished Elvis Songs.

Miracle car gets 250 miles per gallon.

Medford Man Grows 950lb. Zucchini!

OREGON PACIFIC POWER ELECTRIC PRICES FALL FOR THE THIRD TIME!

(One of the above actually happened.)

If the idea of a declining Pacific Power electric bill seems like tabloid sensationalism, consider this. On August 22 of this year, Pacific Power prices in Oregon decreased for the third time in the past two years.

Our prices overall have dropped 8% since May 1987. The average Pacific Power residential customer will be paying about \$2 less per month for electricity than in 1985.

Besides reducing operating costs, our recent merger with Utah Power & Light has helped us trim prices. We are committed to stable, competitive customer prices through 1992.

So, although other headlines may catch your eye in the supermarket check-out line...our news counts most at your bottom line. And, it's all true.



PACIFIC POWER
THE ENERGY SERVICES COMPANY