

Procter & Gamble Makes A Fashion Statement



Fashion designer Jon Haggins, spokesperson for Procter & Gamble's new "ultra" brands, has helped shape fashion trends for more than 25 years, creating many of his designer perfect garments from washable man-made fibers. "Consumers can look to Procter & Gamble's new "Ultra" compact detergents--Ultra Tide, Ultra Cheer with Color Guard, Ultra Oxydol and Ultra Gain--to help them take better care of their clothing investments," says Haggins. The new "compact granules" technology allows consumers to use just one scoopful of detergent per wash load to achieve the same excellent cleaning that they have come to expect in Procter & Gamble detergents. Ultra detergents are packaged in lighter, smaller boxes that have convenient carrying handles, a reclosable lid, tear tapes for easier opening and a small scoop to ensure proper detergent measurement.

America's top designers agree that wash-and-wear, easy care fashions are here to stay. In the 90s, "wash-and-wear" will make a fashion statement everywhere - from the playground to their washable fashions, Procter & Gamble has introduced a new reformulated line of compact detergents the company describes as the "detergents of the future" - Ultra Tide, Ultra Cheer with Color Guard Ultra Gain.

"Working women of the 90s need products that help them take better care of their clothing investments," said award-winning fashion designer Jon Haggins, spokesperson for Ultra laundry detergents. "Selecting the right detergent and the right laundry habits helps today's fashions stay 'designer perfect,' wash after wash. The Ultra detergent line has a product to suit a variety of fabrics and laundering needs."

To demonstrate the fashionable nature of today's wash-and-wear clothing, Haggins has designed a line of

versatile, high-fashion garments that can be laundered in Ultra detergents. Haggins, who has helped to shape fashion trends for more than 25 years, utilized easy care fabrics such as rayons, rayon blends, cotton blends and washable silks, which he says are in keeping with a consumer demand.

A strong advocate of easy care fashions, Haggins often uses polyesters, once considered a fashion taboo, for some of his glamorous evening wear. "Years ago, it was unheard of to have a haute couture evening dress that you could simply throw into the washer," Haggins said. "Now polyester provides the look and feel of silk, but the washable ease of cotton. For example, certain polyesters can be washed in hot water, if they are heavily soiled, although I advise consumers to read the fabric care label before laundering."

Man-made fibers such as Haggins' favorites, polyester, spandex, acetate and acrylic, are just a few of the fabrics suitable for laundering with Ultra Tide, Ultra Cheer with Color Guard, Ultra Oxydol and Ultra Gain. Consumers will find that in addition to the exceptional cleaning they have come to expect, these new detergents offer more convenience. The products' new "compact granules" technology allows consumers to use just one small scoopful of detergent per wash load to achieve the same superior cleaning. Ultra detergents are packaged in lighter, smaller boxes that have convenient carrying handles, a reclosable lid, tear tapes for easier opening and a small scoop to ensure proper detergent measurement of the new compact form.

Consumers can now find Ultra laundry detergents in Southwestern cities and in West Coast markets.

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XXV



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4. Add up all your monthly debts (car, loan, credit purchase, credit card, child support and alimony payments you owe every month) and then add \$150. Fill in the total here and go to space 5.

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START

1.

2.

3.

4.

5.

6.

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PLEASE NOTE: Individual circumstances vary as do lenders' requirements for qualifying a prospective buyer for a home mortgage. The formula here is intended only to provide you with a general idea of how a lender may view your financial condition as it applies to a home purchase. For further information on loan requirements, talk to your real estate agent or local lender.

Superbowl XXV

Battle of New York will go to Buffalo

by Aaron Fentress

49er luck runs into Giants

As has been the story all season the San Francisco 49ers were involved in yet another last minute come from behind victory. Only this time it wasn't the 49ers who came from behind. It was the 49ers who were left behind.

In as thrilling a playoff game as you will ever see the New York Giants defeated the 49ers 15-13 last Sunday at Candlestick Park. The Giants' victory ended the 49ers hopes to three-peat, as well as it put an end to their mystic ability to win close games.

Ten times in 1990 the 49ers came from behind to take a victory from an opposing team. On many of those occasions the opposition played well enough to win, up until the last few minutes when they ultimately let the 49ers pull out the victory. This time it was the 49ers who let the opposition back in the game.

With under four minutes remaining the 49ers led 13-12 and were attempting to run out the clock when the unthinkable happened. They blew it.

On first-down, on the Giants 40-yard-line, 49er runningback Roger Craig fumbled and the Giants' Lawrence Taylor recovered the ball, and a Giants' chance for victory.

The Giants then put together a 7-play, 33-yard drive ending it with a 42-yard field goal by Matt Bahr. Bahr's fifth of the day. A sweet but short lived victory.

If it wasn't enough to upset the 49ers the Giants now face the unenviable task of playing the Buffalo Bills. Unenviable because the Bills have scored 95 points in two playoff games, including a 51-3 thumping of the Los Angeles Raiders in Sunday's AFC championship game.

Superbowl matchup

What the Giants were successful in doing to the 49ers won't seem likely to be accomplished against the Bills. Despite the fact that the 49er offense receives most the hype it is the Bills offense that finished the 1990 season tops in the NFL.

What ultimately did-in the 49ers was their lack of a productive running game. The 49ers traditionally have always complemented their passing with

a strong rushing attack but saw that aspect of their game go south in 1990. The 49ers attempted just 11 run plays against the Giants.

With the 49ers' obvious lack of a rushing attack the Giants were able to totally key on the 49er passing game. The Giants played aggressive pass coverage and turned their pass rushers loose on Montana, ultimately knocking him out of the game. But that was against the 49ers. The Bills will pose other problems.

The problem for the Giants will

Hostetler is his running ability. All 52 yards of it in two playoff games. That won't beat the Bills.

Hostetler will have to pass and pass well to beat the Bills. So far in the playoffs Hostetler has only passed for 345 total yards in two games. He will need that in one game to beat the Bills.

Keys for Buffalo: The Bills may struggle early, but only in the effort of finding out what will work. Once they do, they will be able to move the ball effectively and score points.

Although it is unlikely that Thomas will run all over the Giants, it is likely that he will gain just enough to keep the Giants honest.

The Bills will mix up their play calling to get Thomas at least 65 yards, maybe a 100, on the ground. Not a career day but more than the 49ers and Bears managed against the Giants combined. Thomas' rushing will take pressure off of Kelly and enable him to pass more effectively.

The defense of Buffalo finished the season sixth in the league. Good

enough to stop the Giants offense which finished 13th in the NFL.

The Bills will put fierce pressure on Hostetler and force him to beat them. They will key on Giants' runningback Otis Anderson and not let him grind out long drives consistently.

Keys for the Giants: In order for the Giants to pull off the upset they cannot rely on the conservative offensive game plan which defeated the Bears and the 49ers. They must try to create some big plays early in order to keep up with the Bills scoring potential.

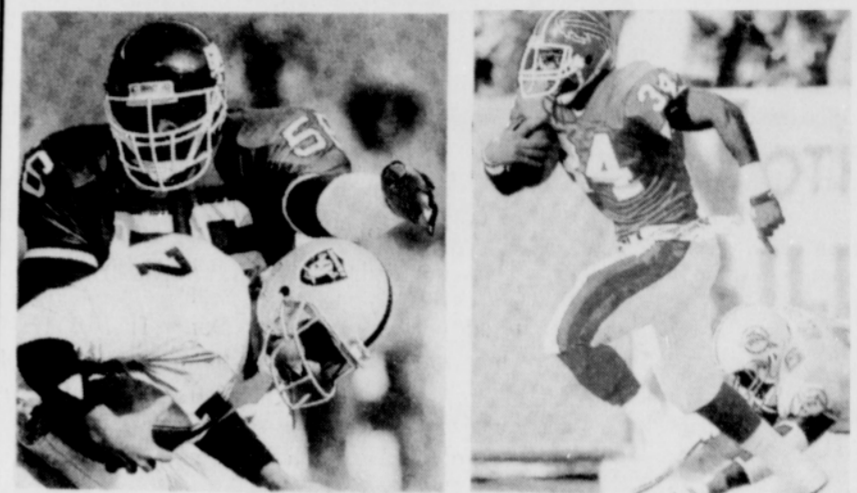
If the Giants' can grab an early lead and build confidence the defense could respond and carry them to victory.

If the Bills get out to an early lead then the Giants will be finished because they lack to offensive fire power to play catchup.

Final analysis

The game should be competitive and interesting throughout. The Bills will never be able to run away with it because the Giants defense is too good. But they will score enough points to win as the Giants offense will not respond to the challenge.

Final score: 24-17, Buffalo.



Buffalo runningback, Thurman Thomas (right), will be the key for the Bills as they try to move the ball against the dominating defense of the New York Giants led by linebacker Lawrence Taylor (left).

be to deal with the Bills' ability to pass and run with equal effectiveness. With the passing of quarterback Jim Kelly to receivers, Andre Reed and James Lofton, the Bills possess the ability to strike from anywhere on the field. But what separates the Bills from the 49ers is their ability to run.

Bill's runningback, Thurman Thomas, led the NFL in total yards for the second year in a row. Thomas will be the key to Superbowl XXV.

The Giants ace in the hole is definitely their defense. Any team that possess great defense can win championships, and the Giants defense was the best of 1990. But a defense can only contain an offense for so long. Especially when that offense is the best in the game.

The Bills are bound to score at least 24 points. Which brings us the Giants offense. Can they match points with the Bills? It's doubtful.

Despite all the hype you may hear about Giants quarterback, Jeff Hostetler, don't believe it. He's not that good. If he was he would have been the starter since training camp. Phil Simms is the Giants quarterback, and they miss him.

What critics seem to like about

Free Health Checks Offered

The Outpatient Clinic at Western States Chiropractic College will sponsor a free health check-up for adults from 9 a.m. to 1 p.m., Saturday, February 2. The check-up features a complete physical examination, including a colon cancer screen, blood pressure check, proctological exam, a urinalysis, and a spinal and postural examination.

The health check-up will be administered by fourth year interns under the supervision of chiropractic physicians. Participants will receive a written evaluation of their health status and referrals to other physicians if necessary. For more information about chiropractic health care or to make an appointment, call 255-6771.

Health Check-ups For Women Offered

A health check-up for women will be given from 9 a.m. to 1 p.m., Saturday, February 23, 1991 at Western States Chiropractic College's Outpatient Clinic, 2900 N.E. 132nd Avenue in Portland.

The \$15 examination fee will cover the cost of a pap smear, breast exam, spinal examination, and urinary lab test. The check-ups are administered by fourth-year interns under the supervision of chiropractic physicians. Appointments are necessary and may be made by calling 255-6771.

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