

## CAMPBELL'S SOUPS

**CHICKEN NOODLE** 10.75 oz. CAN **49¢**

**BEEF NOODLE** 10.75 oz. CAN **59¢**

**HOME COOKIN' CHICKEN NOODLE CHUNKY SOUPS** 19 oz. CAN **\$1.39**

- CHICKEN NOODLE
- NEW ENGLAND CLAM CHOWDER

19 oz. CAN **\$1.39 EACH**

EFFECTIVE 10-28 through 11-3, 1991

**Save \$2.00**

on ANY COMBINATION of TWO: 16 oz. or larger *Kellogg's* Frosted Flakes®

on *Kellogg's*® Frosted Mini-Wheats® (Original or Blue Size), *Kellogg's*® Bran Flakes, or *Kellogg's*® Raisin Bran Cereal.

CONSUMER OFFER IS LIMITED TO ONE COUPON PER TWO PACKAGES PURCHASED. RETAILER: KELLCOG. SALES COMPANY will return the coupon at its discretion with the appropriate check. (Offer available upon request. Cash value .0001¢. Void where prohibited. Third of printed by J.W. Mearns Co., 10000 S.W. 11th St., Dept. 3099, One Pacific Drive, Del Rio, TX 78840.

Good only at KIENOW'S FOOD STORES

# KIENOW'S

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THE FRIENDLIEST STORES IN TOWN SINCE 1908

SPECIALS EFFECTIVE OCT. 29 through NOV. 3, 1991

MEMBER OF UNITED GROCERS

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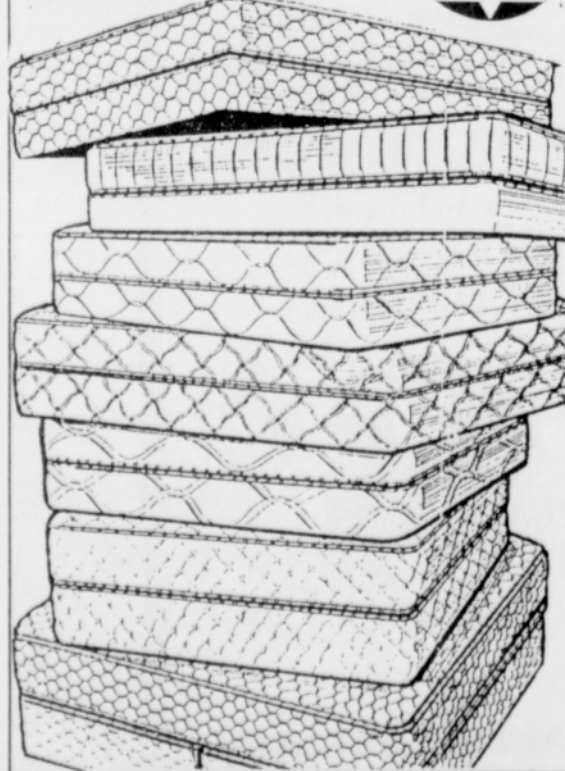
## PORTLAND MATTRESS COMPANY

Do yourself a favor! Go ahead and shop the "big" store but before you decide, see what your neighborhood stores has to offer. You'll be pleasantly surprised! It's always nice to save money!!!

FREE DELIVERY  
FREE REMOVAL OF  
OLD MATTRESS

FEATURING *lady Americana*

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## PORTLAND MATTRESS COMPANY

DAY BEDS • BUNK BEDS • HEAD BOARDS • BED FRAMES  
CUSTOM SIZES • RV • BEDROOM FURNITURE • WATERBED INSERTS  
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MON-FRI 10AM-6PM  
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CLOSED SUNDAYS

286-7578

## Older Women's League Portland Chapter

Saturday, November 9, 1991; 10:00 AM to Noon

Mid-life and older women are invited to the Portland Chapter of the Older Women's League (OWL) at 2145 NW Overton.

TOPIC: "Care-Giving: Future Risks For Baby Boomers."

SPEAKER: Linda Duilio, Division Director of Senior Services of Volunteers of America, addressing the need for increased adult day-care availability. Meeting is OPEN TO THE PUBLIC, NO ADMISSION CHARGE. No-host coffee available. Ample street parking, wheelchair accessible. Tri-Met available on NW 21st or NW 23rd. Call 245-4271 for directions or information about OWL.

## LET THE ARMY RESERVE PAY YOUR STUDENT LOAN.



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282-2120 or  
223-6734

BE ALL YOU CAN BE  
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## Philip Morris U.S.A. Reaffirms Commitment To Prevent Youth Smoking

Philip Morris U.S.A. does not want children to smoke and markets its cigarettes only to adults who have made the informed decision to smoke. Anti-smoking groups should realize that when it comes to youth smoking, this is one issue where we are both on the same side.

We support the establishment of a minimum age of 18 years old for anyone to purchase cigarettes and urge states with lower or no age requirements to adopt this minimum age.

We developed a national retail program called "It's the Law" in cooperation with the National Association of Convenience Stores to help retailers and their employees obey local age requirements for the sale of tobacco products. The program provides educational brochures to retailers and signage, which announces "It's the Law, We Do Not Sell Tobacco Products to Persons Under 18." The industry now has endorsed this program in cooperation with more than 100 state co-sponsoring associations.

We support direct adult supervision of any cigarette vending machines to which minors have access. Modeled after the "It's the Law" program for grocery and retail associations, we developed a similar program in cooperation with the Amusement and Music Operators Association. This program educates owners of establishments with cigarette vending machines about their responsibility in preventing minors from

purchasing cigarettes. Educational brochures and decals, which warn "It's the Law, You Must Be 18 To Buy Tobacco Products" have been distributed to approximately 1,000 of the nation's largest vendors who operate more than 100,000 machines in establishments across the country.

We do not provide samples of our products of cigarettes branded promotional items to anyone under 21 years of age. When we sample, if there is any doubt concerning a smoker's age, we ask for proof. In addition, we refrain from sampling on any public street or sidewalk.

Before we distribute cigarettes or tobacco branded promotional items through the mail we insist on signed certification that the recipient is a smoker at least 21 years of age. In addition, we manufacture cigarette branded clothing items in adult sizes only.

We expanded our trademark infringement activities by launching an advertising campaign in July 1990 warning manufacturers that their unauthorized use of our cigarette trademarks on children's products will be met with legal action. We have already sued Sega Enterprises for failure to remove a facsimile of the Marlboro trademark from its video racing game, and have successfully settled out of court with several other manufacturers. We will continue to aggressively pursue in court other manufacturers of children's products who use our logos

on items designed for kids.

Our advertising is directed only to adult who smoke. The models in our advertising campaigns must be over 25 years of age -- and look it. We do not use celebrities to endorse our cigarettes. We will not advertise in publications aimed at children or in college newspaper. Our outdoor billboards are situated at least 500 feet away from schools and playgrounds. We will continue to refrain from paid placement of our tobacco products in films and will turn down any request for use of our cigarettes in films.

We will continue to distribute to parents a free booklet entitled "Tobacco: Helping Youth Say 'NO.'" This publication helps parents assist their children in coping with peer influence, the major factor in any young person's decision to smoke.

We led the industry in developing the youth initiative program that was launched by the Tobacco Institute in December 1990 to discourage children and minors from smoking.

Smoking by high school students declined 30 percent between 1977 and 1990, according to a government-sponsored study conducted by the University of Michigan. At the same time, cigarette marketing expenditures increased. Clearly, cigarette marketing does not increase the incidence of youth smoking. We believe the industry's and our own initiatives will continue to reduce the incidence of youth smoking.



# Philip Morris Doesn't Want Kids To Smoke

One of the most trying aspects of being a parent is encouraging your child to make the right choices — not just to follow along. In today's complex society, growing up involves more pressures and choices than ever before. Studies show that young people do things because their friends do. Smoking is one of those things.

We don't want children and teenagers to smoke.

That's why the tobacco industry is offering a booklet aimed at helping parents meet the challenge of providing their children with the tools to resist peer influence. The booklet, "Tobacco: Helping Youth Say No," is designed to keep parents and children

communicating about important issues like smoking.

To continue its longstanding commitment that smoking is not for young people, the tobacco industry also has strengthened its marketing code and is supporting state legislation to make it tougher for young people to buy cigarettes. We are also working with retailers for strict compliance with state laws prohibiting sales of cigarettes to minors.

For your free copy of "Tobacco: Helping Youth Say No," return the coupon today.



**PHILIP MORRIS**  
U.S.A.

**Tobacco: Helping Youth Say No**

PLEASE SEND ME MY FREE COPY OF "TOBACCO: HELPING YOUTH SAY NO."

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