



OWN YOUR HOME

We'll Show You How

Whether you're just dreaming of owning a home or you're ready to buy, First Interstate Bank would like to show you how.

Because at First Interstate, we're committed to revitalizing our neighborhoods through home ownership. And, through our Community Lending Center, we place a special emphasis on first-time home buyers.

The Community Lending Center offers potential homeowners a step-by-step approach to buying a home. We'll help you put together a plan to realize your dream of home ownership. We'll focus on finding the loan that best meets your needs and then assist you throughout the home

loan process. And we'll provide information and support after your home loan closes.

We also sponsor community seminars on home ownership.

And if you already own a home we can help, too. We'll show you how to use the equity you've built up in your investment to make home improvements or repairs.

So when it comes to any aspect of buying, owning or maintaining a home, call First Interstate. We're here to show you how.

Community Lending Center
5730 NE Martin Luther King, Jr. Blvd.
Portland, Oregon 97211
Phone: 225-3751



HAMPTON JAZZ!

LIFT YOUR VOICE AND SING.
**GOING HOME TO GOSPEL
WITH PATTI LABELLE**
MONDAY STARTING AT 8:05PM



**IT'S
WHERE
YOU
BELONG**
CHANNEL 10

Corporate America To Honor NAACP's Dr. Benjamin Hooks Roger Enrico of Frito-Lay to Serve as Dinner chairman.

Corporate America will gather December 11, 1991 at the New York Hilton and Towers to honor Dr. Benjamin Hooks, executive director of the national Association for the Advancement of Colored People (NAACP), for a lifetime of service to the civil rights movement. Corporate chairman for the event is Roger Enrico, chairman and CEO of Frito-Lay, Inc., a division of PepsiCo, Inc.

Dr. Hooks is beginning his 15th year as executive director for NAACP. Founded in 1909, NAACP is the largest and oldest civil rights organization in the world, with some 2,200 local branches and a nationwide membership of more than 500,000 individuals.

Under the leadership of Dr. Hooks, NAACP has had an active and broad role in minority affairs. NAACP programs assist poor and minority people in the fields of education, employment, voter registration and information, youth programs and prison reforms. The organization also monitors and proposes legislation that affects civil and human rights.

Dr. Hooks was appointed executive director in 1977. In 1979 he led the Prayer Vigil in Washington, D.C., which was successful in helping defeat an anti-busing amendment. In 1980 he became the first civil rights leader to address both the Democratic and Republican national conventions in the same year.

Benefit Chairman Roger Enrico became chairman and CEO of Frito-Lay in 1990. Prior to this he was president and CEO of PepsiCo Worldwide Beverages, which includes Pepsi-Cola and international soft drink operations. During his tenure, Pepsi-Cola sales reached \$6.5 billion and profits hit more than \$750 million. Mr. Enrico is the author of "The Other Guy Blinked," the story of how Pepsi won the cola wars. PepsiCo, Inc. is an \$18 billion corporation with a leadership position in soft drinks, snack foods and restaurants.



Dr. Benjamin Hooks, executive director of the NAACP, will be honored for a lifetime of service to the civil rights movement.



Roger Enrico, Chairman and Chief Executive Officer of Frito-Lay, a division of PepsiCo, will serve as dinner chairman for the NAACP event to honor Dr. Hooks.

Leaders from more than 1,500 corporations will honor Dr. Hooks. Entertainment will be legendary jazz musician Lionel Hampton and his band. For more information on the dinner contact Dean Sayles at 212-260-1070.



Black Colleges Committee, Inc. acknowledges and would like to thank all of the following: without your help it would not have been possible!

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