

Martin Luther King Jr. Mural To Be Distributed On Videotape

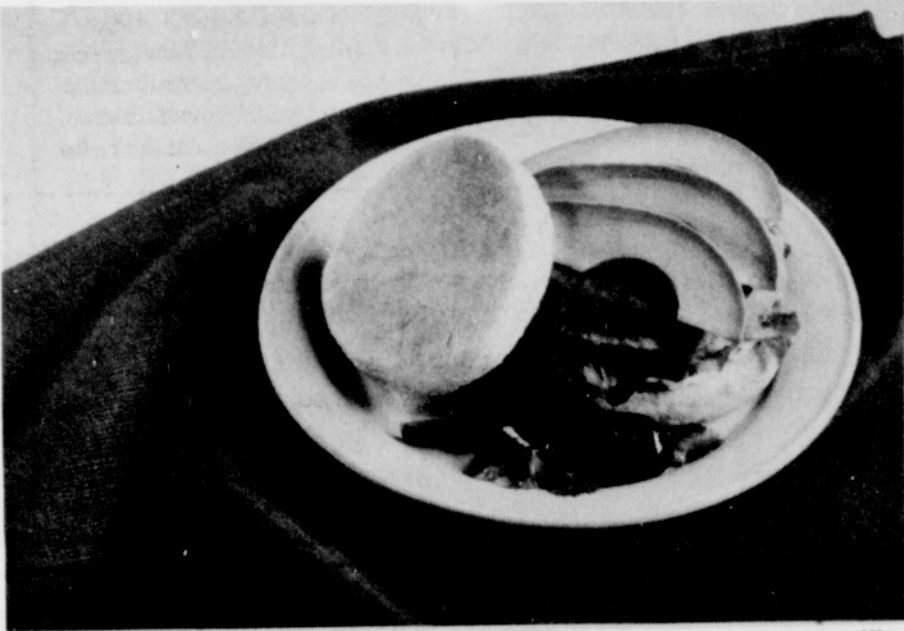


Artist Don Miller discussed fine points of his celebrated mural on the life and achievements of Martin Luther King Jr. at a recent screening of a half-hour videotape on the making of the mural, sponsored by Woolworth Corporation. Joining in the discussion in front of a display portraying a portion of

the mural, were (from left), Dr. Clement Price, associate professor at Rutgers University in New Jersey, and writer of the documentary; Aubrey Lewis, Woolworth vice president for corporate liaison in charge of the project; and Harold E. Sells, Woolworth chairman and chief executive officer. The

large international retailer announced plans at the meeting, attended by a number of African-American and governmental leaders, on the occasion of Black History Month, for the wide distribution of the videotape to schools, colleges and other educational facilities in New York City and other cities.

The Oroweat Story



Oroweat Foods had its beginning at a time when other companies were closing their doors. When the national economy was at an all time low. When the last thing anyone would think of was starting a new business. The year was 1932, the height of the Great Depression.

Herman Dreyer and his father had a small bakery in North Hollywood, California. They produced three kinds of bread: 100% whole wheat, one pound bran, and a dixie rye which they later renamed Russian Rye.

On the other side of town were a couple of other small bakers, Ed Nagel and Henry Bergencamp. Their specialty was a top notch pumpernickel baked in army surplus ovens. Henry handled the baking duties while Ed sliced, wrapped, delivered and marketed the product.

As good as the breads were, times were lean and business even leaner. Rather than give up, the younger Dreyer, Nagel and Bergencamp decided to pool their talents and resources. After all, they thought the economy was so bad, it had nowhere to go but up. They took the name that the elder Dreyer had copyrighted in 1928: Oroweat--Oro, Latin for gold, and the old English word for wheat.

It was tough going for the young company but because of the trio's energy, enthusiasm, and creative salesmanship, Oroweat grew during the Depression even when others were failing. One of their marketing innovations which has become the industry standard for supermarkets today was to take back any product that wasn't sold.

As Oroweat moved into the 1940's, creative management kept them healthy during war-related rationings and shortages. Oroweat's success depended largely on 100% whole ground wheat so Herman Dreyer toured the western wheatlands buying the grain directly from farmers and shipped the lots back to Los Angeles for processing and grinding in their own stone mill.

In fact, to this day, Oroweat is still the only bakery on the west coast to operate its own stone mill. Since 1932, Oroweat has grown by expansion and acquisitions, first to San Francisco, then to Portland and Seattle in the mid 60's. Oroweat has earned the reputation as one of America's leading producers of premium bread products because of its adherence to this original philosophy: to offer consumers the finest, freshest, most innovative bread products in the world.

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Christmas In April

Elderly and low-income Portlanders will receive home repairs as part of the second annual Christmas in April project on Saturday, April 11. More than 500 volunteers will refurbish 29 University of Portland-area homes during a one-day renovation blitz.

The Rev. David T. Tyson, C.S.C., University of Portland president, suggested the event in 1991 after he observed a similar program in South Bend, Ind. "I thought this could help Portland based on the impact that I saw in south Bend," Tyson said. More than 300 volunteers participated in the 1991 Christmas in April that helped repair 23 North Portland homes.

The project will expand to include 29 homes this year, said director John Ries, a retired school teacher. "It's going to make a nice difference in people's lives," he said.

University Park resident Dolly Tennant can vouch for that. The 87-year-old widow recalled how last year volunteers "poured over my house like ants on an anthill." Tennant said, "I just shed a million tears. I could have never maintained the house without the volunteers' help."

The Pioneer Methodist Church and University of Portland-area service groups have recommended local individuals for home assistance this year.

The ambitious Portland effort is part of the Christmas in April USA project that has 43 chapters nationwide.

More than 32,000 volunteers have participated since the program began in the 1970s. The Portland effort shows signs of becoming one of the most successful. "Chapter organizers in San Francisco and Seattle are now contacting us for suggestions on how to expand their programs," Ries said.

Ries works as a full-time volunteer planning the event from an office that the University of Portland has provided him. "The word has gotten out since last year," he said. "We now have people from Beaverton, Tigard and Oregon city -- all over the metro area -- coming this April 11 to help." Business sponsors include Engel Marketing, Northwest Natural Gas, and U.S. National Bank.

The Portland Christmas in April project is supported entirely by volunteer contributions of labor, time, materials and money. Work to be done includes painting, carpentry, plumbing, electrical work, hauling, cleaning and landscaping. For more information call John Ries at 283-7470.

The University of Portland is one of the largest independent institutions in the Northwest and offers more than 50 undergraduate and graduate programs. The residential four-year Catholic university was recently rated one of the 15 best regional universities in the American West by U.S. News & World Report.

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