

Fred Meyer Now Accepts Visa For Groceries

Visa announced today that Portland, Ore.-based Fred Meyer Inc. (NYSE:FMY) has begun accepting Visa cards to purchase groceries at all its stores.

Fred Meyer operates 123 stores in seven western states, with 69 of the stores in six states having full food departments. The company has accepted Visa for nonfood products for more than two decades. This is the first time it has taken Visa cards for groceries, as well.

"We have recognized a growing consumer demand for this type of service," Curt Lerew, senior vice president of Fred Meyer's Food Group, said. "Now our customers can pay for all their Fred Meyer purchases."

U.S. Bank of Oregon, also headquartered in Portland, will be processing all Fred Meyer Visa transactions, extending their 25-year relationship of providing Visa acceptance in nonfood departments.

"We are pleased to assist Fred Meyer in providing this payment option to our Visa credit and debit

cardholders," said Bartt Brick. "This additional service with Fred Meyer is an example of the range of payment options merchants can provide their customers and that can be processed through U.S. Bank. We are especially excited to see this move because our Visa cardholders have shown so much interest in buying food items with the



card." "This commitment from Fred Meyer comes while Visa acceptance at supermarkets is snowballing by a dizzying 134 percent over last year's figures," said Wesley C. Tallman, executive vice president of consumer products for Visa U.S.A. "We expect this momentum to continue in the months to come."

Visa's market leadership is reflected by the more than 7,500 supermarkets that accept Visa, an increase of 4,500 locations in the last year. In addition, 80 percent of the top 50 supermarket chains accept Visa. As a result of this increased market penetration, Visa expects its supermarket volume to reach \$1.7 billion for the entire year, com-

pared with \$981 million in 1991.

Fred Meyer is a leading regional retailer of a wide range of food, apparel, general merchandise, home electronics, fine jewelry and home improvement products sold in one-stop-shopping stores ranging in size up to 200,000 square feet. The company employs 24,000 people and operates 123 stores in Oregon, Washington, Utah, Idaho, Alaska, California, and Montana.

U.S. Bank of Oregon is a subsidiary of U.S. Bancorp (NASDAQ:USBC), the largest financial services company headquartered in the Northwest. With assets of \$21.1 billion as of Sept. 30, 1992, U.S. Bancorp is one of the nation's 35 largest financial institutions, and has ranked among the top tier of these companies in performance and capital strength for the last several years. Other U.S. Bancorp subsidiaries include U.S. Bank of Washington, U.S. Bank of California, U.S. Bank of Nevada and U.S. Bank of Idaho.

Visa is the largest consumer payment card system in the world. It has more than 10 million acceptance locations, the leading global ATM network, and issuance of 291 million debit and credit cards worldwide, including 144 million in the United States.

Jesuit High School

You are invited to Jesuit High School's Open House, Sunday November 8th from 1-4 p.m.

Jesuit will be going coeducational in the fall of 1993 and will be accepting applications for men and women grades 9-12. Jesuit is currently involved in a \$12.5 million expansion project. Visit our newly completed Knight physical Education Center, tour the campus, learn about our programs and meet our staff and students. Jesuit is located at 9000 SW Beaverton-Hillsdale Highway. Please call 292-2663 for further information.

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City Council Okays More Police Hiring

The City Council today unanimously approved a proposal by Commissioner Earl Blumenauer to hire 19 new police officers immediately and to speed up plans to hire 38 other officers.

"This is a victory for everyone in Portland who cares about community policing," said Blumenauer. "Our action today shows that the City Council's commitment to make community policing work is real."

"We can hire and train these 19 officers starting today," said Blumenauer. "And I will fight hard during the budget process that begins next month to make sure we use every available dollar to pay for the remaining 38."

Under Blumenauer's amended resolution, the City Council approved the immediate hiring of 19 police officers. It also instructed the police Bureau to prepare a proposal next month to hire 38 more officers in the fiscal year that

begins July 1993.

Previously, the city's fiscal plan had called only for hiring 10 new officers in the next fiscal year and 10 more the following year. The City will pay for the additional officers with \$2.9 million in new recurring revenues that resulted from an unexpected increase in property values.

"Because public safety is my number one priority, I've worked hard to find every dollar I can to fulfill the Council's commitment to hire 200 new officers," says Blumenauer. "Before today, we funded 143 positions, without raising taxes. This morning, we found a fiscally responsible way to pay for another 19."

"But mostly this is about hope," said Blumenauer. "During the last three years, we heard from thousands of people who are scared, frustrated about crime in Portland. Adding these new officers will give families, neighborhoods, and businesses hope that help is on the way."

Adoption: A Lifelong Journey November Is National Adoption Awareness Month

"We've got a responsibility as Americans to find homes for these kids. It's the right thing to do." David Thomas, adoptee and founder of Wendy's Int'l.

Hundreds of Oregon children are waiting for the "right thing!" The Children's Services Division estimates 500 kids will need homes this year... 180 need adoptive homes today.

Who Needs Adoptive Homes? Youngsters of all ages. Some with physical or mental disabilities; some were born drug-affected; brothers and sisters who must be placed together; ethnic minorities; older children. Real children, with a very real need to be someone's son or daughter.

Who Are Adoptive Parents? Adoption has changed through the years. You don't have to be married, childless, rich or own your own house to adopt. You do have to be able to provide a stable, loving home and to be understanding of the past these kids bring along with them.

Adoption Affects People For Life:

Research shows adopted boys may be affected more by adoption than girls. Adoption has a lifelong impact on the children, birth parents and adoptive parents. Adoption registries and support groups help people touched by adoption.

Story Ideas: CSD has had a record breaking year placing special needs children. 505 adoptive placements between July '91-June '92.

Same race or trans-racial adoptions.

Single parent adoptions on the increase.

Profiles of adoptive families or notable adoptees.

Reunions. How adoptive registries connect adoptees and their birth families. Call 378-4452 for information on registries.

Many agencies besides CSD handle adoptions. See list of agencies on back.

If you would like to do a story about adoptions contact the local CSD Branch Manager or Karen Lee at 373-7717.



The non-alcoholic beverage market once consisted solely of milk, soft drinks, coffee and tea. Today, consumer demands for diversity, convenience and healthfulness are driving an eclectic, ever-burgeoning beverage market that offers everything from sparkling, mineral, and flavored waters to exotic fruit juices and alcohol-free beer and wine.

A good example of the appeal of this "new age" beverage market is the phenomenal growth in recent years of the non-alcoholic brew business. Between 1989 and 1991, sales of these de-alcoholized beers rose 152% from 9.6 million cases to 24 million cases. This growth reflects both the improving quality of non-alcoholic brews and the entry into the market of America's two largest brewers, Anheuser-Busch and Miller

Brewing Co., whose product, O'Doul's and Sharp's, have drawn consumer and trade attention to the non-alcoholic brew category.

To date, the alcohol-free wine business has lacked both quality products and a major brand to catalyze consumer and trade interest. None the less, sales of the few products on the market have risen steadily over the past few years. Now that Sutter Home, America's leading varietal wine brand, has entered the market with a superior product - Sutter Home Fre - the de-alcoholized wine category should take off like a rocket.

"My family and I have always considered ourselves to be in the beverage business," says Roger Trincherro, Sutter Home president and chief operating officer. "That's why we style our wines and packaging to appeal to the tastes of the broad market of American consumers. As a result, we've enjoyed great success with our white Zinfandel, our other varietal wines, our single-serve varietals and, most recently, with Soleo, our chillable light red wine. All of these products have addressed changing consumer preferences. Now, with Sutter Home Fre, we are providing our customers with an alternative for those occasions when they want a beverage with all the character and flavor of a premium wine, but without the alcohol. We're confident that Sutter Home Fre will become one of America's favorite beverages."

Central City Concern Honored In Washington

Housing and Urban Development Secretary Jack Kemp today announced the recipients of the first Community Service Excellence Award, presented by the Interagency Council on the Homeless.

At a ceremony in Washington, Secretary Kemp, who is Chairman of the Council, and Secretary of Health and Human Services, Louis M. Sullivan, M.D., vice Chair, honored Central City Concern as one of 20 outstanding non-profit organizations serving homeless families and individuals.

"These organizations are notable for their comprehensive, integrated services that lead to greater self-sufficiency for the homeless," Secretary Kemp said. He also noted that long

before the Federal government was involved in homeless issues, many non-profit organizations were helping homeless people as part of their overall efforts to help people in need.

The groups honored today, from 14 states, serve a variety of the homeless population, including families, children and youth; the elderly; people with AIDS; and people with severe mental illness.

The comprehensive services offered by these organizations include emergency shelters and services, transitional and permanent housing; employment and permanent housing; job training and placement; health care, mental health counseling and substance abuse services; legal information; and child care, transportation and services.

Conference On Lobbying Set In Salem

A seminar on effective lobbying and coalition building will be held Tuesday, Nov. 17, 1992, at the State Capitol in Salem.

The day-long workshop, sponsored by the Human Services Coalition of Oregon (HSCO), is targeted toward human service providers. Topics include how the legislature works, the state budget, lobbying techniques, developing presentations, and the impact non-profit groups and advisory committees can have on the process.

Speakers at the event, which is co-sponsored by United Way of the Columbia-Willamette and the Oregon Developmental Disabilities Council, are Howard Klink, public affairs director,

Multnomah County Department of Human Services; John Mullin, HSCO chair and director of the Clackamas County Social Services Division; Terry Rogers, executive director of Multnomah County Legal Aid; Rep. Tony Van Vliet, from District 35 in Benton County; and Kathryn Weit, lobbyist, Oregon Developmental Disabilities Council.

Fees for the conference operate on a sliding scale and run from \$20 to \$65 for HSCO members and \$30 to \$75 for non-members. Registration deadline is Nov. 11. All-day parking is available for \$3; carpooling is encouraged.

For more information, contact Lauren Moughon, United Way of the Columbia-Willamette in Portland, at 226-9289.

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