

Observing

Washington Mutual Wins Award For Featuring Seniors in 'Rodeo Grandmas' TV Ad

Washington Mutual and its advertising agency have won a respected advertising award for positively portraying underrepresented or misrepresented groups in the bank's popular "Rodeo Grandmas" TV ad.

The "Rodeo Grandmas" are four Ellensburg, Wash., grandmothers who range in age from 52 to 82. In the 30-second TV ad, the women rope steer, barrel race and demonstrate expert trick-roping skills. The ad, part of the bank's "That's Different" campaign, debuted in January.

The Seattle chapter of the American Federation of Television and Radio Artists, or AFTRA, presented Washington Mutual and its advertising agency, McCann-Erickson Seattle, with the American Scene Award on May 1. The award says the "Rodeo Grandmas" ad was chosen "for intelligent and progressive portrayal in advertising of underrepresented or misrepresented

groups in a positive, balanced and realistic depiction of the American scene."

"We're pleased, but not surprised, that these talented women have struck such a chord with people all across the country," said Deanna Oppenheimer, the bank's executive vice president of corporate relations. "The Rodeo Grandmas are a tribute to all of the hard-working women in the Northwest."

The "Rodeo Grandmas" have become so popular, they've received inquiries to appear on several national television shows, including "The Late Show" with David Letterman. They've also been invited to make personal appearances at parades and rodeos nationwide.

Founded in 1889, Washington Mutual is the Northwest's largest consumer bank. The bank operates 232 financial centers and 26 loan centers in Washington, Oregon and Idaho.

City Hoists New Flag

The colorful flag of the City of Vancouver will soon be waving on the flagpole in front of City Hall at 210 E. 13th St. The nylon flag includes the city's motto "A Colorful Past - A Bright Future." Other components include blue water to represent the Columbia River, green shores to represent open spaces, an eagle representing strength and beauty and the rising sun symbolize Vancouver's emergence as a world-class city.

The flag was publicly unveiled at the Neighborhood Conference in October, 1993. It will fly at the wel-

come circle on Interstate 5 and at City Hall. On special occasions it will be flown at the Officers Row traffic circle, Marshall House, Grant House and the city's operations center on Fourth Plain Boulevard.

The city flag will alternate with the World War II Commemorative flag as the date nears for its 50th Anniversary on June 5. The World War II flag may be seen at Officers' Row traffic circle, Interstate-5 welcome circle, City Hall and Marshall House.

Free 'Salty Lewis,' African American Male Accused Wrongly

BY BILL COUNCIL

A young African American male, Kevin "Salty" Lewis was in jail in Clark County, Washington for over two months. He was placed in jail there on Feb. 28. The bail was reduced from an original \$20,000 to \$10,000, primarily because community leaders testified on his behalf. Bail was raised through the effort and sacrifice of two community supporters and Kevin was released on April 29.

Kevin "Salty" Lewis was instrumental in the '93 "Summer of Peace" initiative to reduce gang-related violence in the Portland area. He was a participant at the National Gang Summit held in St. Louis in the spring of '93. He has made a positive contribution to the North/Northeast area and to the total community.

Kevin developed the concept and

wrote the script for an anti-gang violence videotape, sponsored by the Coalition of Black Men due to be released by June.

He was once a gang member, who has turned his life around and became a contributing member of society by being gainfully employed at the Portland Arena Trailblazer project.

As a result of his credibility and trust with gang members, Kevin, has helped reduce the gang violence and has probably saved some other African American lives.

Based on the information developed through our investigation and our personal knowledge of Kevin, we believe that he is completely innocent. It is now time to garner our resources and prove to the court system, the prosecutor, and to the community that we are right and that

Kevin is innocent. To do this we need your help.

The Coalition of Black Men and the Rainbow Coalition feel that we as a community cannot abandon our youth and especially those who are seeking to turn their lives around.

We as a community, need to send a very strong message of hope to the young men and women of color, who are working to turn their lives around, that they are indeed worth every effort that we can expend on their behalf and that we will not abandon them.

We ask your help. Please send cash contributions to the Coalition of Black Men, Kevin Lewis Defense Fund, PO Box 11771. Those of you who would like to help in other ways or wish additional information should contact Bill Council, days, at 289-9466 or Maceo Pettis, evenings, at (206) 896-6533.

Summer Lunch Program Begins At Schools

The Vancouver Parks and Recreation Department will administer a Summer Food Service Program for children at local elementary schools. The program is sponsored by the U.S. Department of Agriculture.

The program is the result of awareness of the importance of proper nutrition for children and a belief that school vacation should not end the availability of nutritious meals for many children. "For some kids the school lunch is the only hot, nutritious meal they get all day long," says Teresa Williamson, program coordinator.

Last summer, about 325 children were fed for the 34 days the program operated.

Free lunches are offered to all children ages 18 and under, from June 27 through Aug. 12 at the following sites:

All lunches are available without regard to race, color, national origin, sex or handicap. Any person who believes that he or she has been discriminated against should write immediately to the Secretary of Agriculture, Washington, D.C.

This program is a partnership of the City of Vancouver, the Vancouver School District and Vancouver Housing Authority.

For details contact Teresa Williamson, recreation coordinator, at 696-8065.

SITE	TIME
Martin Luther King Elementary School, 4801 Idaho Street	11:55 a.m.-12:55 p.m.
Harney Elementary School, 3212 E. Evergreen Blvd.	12:15 p.m.-1:15 p.m.
Hough Elementary School, 1900 Daniels St.	12:30 p.m.-1:30 p.m.
Fruit Valley Elementary School, 3301 Fruit Valley Road	12:45 p.m.-1:45 p.m.
Washington Elementary School, 2908 "S" St.	1 p.m.-2 p.m.
Roosevelt Elementary School, 2921 Falk Rd.	11 a.m. - noon
Peter S. Ogden Elementary School, 8100 NE 28th St.	11:30 a.m. - 12:30 p.m.

Say You
Saw It In...
The Portland
Observer

WASHINGTON STATE LOTTERY
1503 NE 78 St
Vancouver WA 98665
Lotto Report:
Wednesday
Lotto Numbers for 05/11/94
08-16-19-30-32
Saturday
Lotto Numbers for 05/14/94
07-15-22-28-41-43

Don't Forget, Memorial Day is May 30th!

RIPE MARKET. RIGHT PRICE.

VANCOUVER FARMERS MARKET

No Nonsense Introduces Shades Of You

Shades of You Ultra Sheer Pantyhose by No Nonsense is the first affordable priced brand of pantyhose designed specifically for the African American woman conveniently available in food, drug and mass retail outlets. Shades of You Ultra Sheer Pantyhose provides the sheerness, colors and quality that African American women have needed.

Through focus groups and surveys, No Nonsense asked thousands of African American women what they wanted in a pantyhose product. "From its unique panty top to its package design, Shades of You Ultra Sheer Pantyhose was developed by the consumer," said Lisa Robinson, a member of the new product development team. An African American woman, Robinson has been involved with this project from its early development to the retail introduction.

To coincide with the launch, No Nonsense has teamed up with Soft Sheen Optimum Haircare products to offer Black women significant savings.

This unique cross promotion consists of two components.

The first element involves specially marked packages of Shades of You Ultra Sheer Pantyhose that will contain a \$5 coupon book of discounts

on Ultra Sheer and Soft Sheen haircare products. The book will include two \$1 bounceback coupons (a 25-35 percent savings off the suggested retail price of \$2.79, \$2.99 and \$3.79) for Shades of You Ultra Sheen Pantyhose and three \$1 coupons for Optimum Care products.

The second component involves specially marked packages of Optimum Care Relaxer Kits that will contain a sample pair of Shades of You Ultra Sheer knee highs (not sold at retail) along with a \$1 off coupon for the purchase of Shades of You Ultra Sheer Pantyhose.

Look for the products and special promotions at the following retail outlets: CVS, Target, Walmart, Harco, Hooks, Perry Drug, Drug Emporium and Thrift.

"We at Soft Sheen are particularly excited about this unique alliance because of the tremendous benefits it offers our valued consumer, the African American female," said Denise Gardner, vice president of marketing for Soft Sheen Products, Inc. "This 'marriage' offers her savings, gifts and incentives," said Angela Hawkins, marketing team leader for No Nonsense. "It made sense to use this unique approach to reach our targeted consumer," she said. "By

tying-in with Soft Sheen, the market leader, Shades of You Ultra Sheer Pantyhose gains immediate awareness and recognition with African American women."

The Shades of You name was licensed from Maybelline.

Shades of You is the number one selling color cosmetics brand targeting African American women. Shades of You Ultra Sheer Pantyhose offers African American women a viable option in the pantyhose arena. "With more African American women entering the work force the time is now to offer this consumer a real choice in pantyhose, where she shops everyday," Hawkins said.

Shades of You Ultra Sheer Pantyhose by No Nonsense offers African American women:

Three ultra sheer styles: Regular, Control Top and Control Top with Lycra Spandex. All are manufactured with a special blend of two nylon fibers to prevent bagging at the knee and sagging at the ankle.

Skin tone shades: Pecan (covers light skin tone ranges), Cafe (covers medium skin tone ranges), and Sable (covers dark skin tone ranges) plus Jet Black, Off Black and Pearl.



THE WASHINGTON STATE LOTTERY
MONEY BAGS \$1
WINNING NUMBER
YOUR NUMBER YOUR NUMBER YOUR NUMBER YOUR NUMBER
WIN UP TO FOUR TIMES! 000
MATCH ANY OF YOUR NUMBERS TO THE WINNING NUMBER AND WIN PRIZE SHOWN.

Fill Your Bag With \$5,000.

With the new *Money Bags* scratch game from the Washington State Lottery, you can win up to four times on the same ticket. Top prize is \$5,000. So go ahead and give *Money Bags* a try, and you could end up filling your own bag with \$5,000.



Do You Feel Lucky?

Odds of winning any prize are 1 in 4.63.
Must be 18 or older to purchase.

