

Sports Illustrated Magazine... ...No African-American Models

Why has there not been an African-American model featured on the cover of Sports Illustrated magazine?

This magazine has been around for quite some time, but it has never featured an African, or an African-American model on

can-American models of different shades of color, heights etc. In other words, there are many beautiful African-American models that would welcome the opportunity to appear on the



By Omari Kenyatta, J.D.

understand that "beauty is in the eyes of the beholder."

Every time the fashion industry and other corporations exclude not include women of color in their advertising campaigns they are loosing millions of dollars in sales of their products. They should remember that women of color are 9/10 of the worlds population. Some of these women will not buy a product if they see that they are not being represented in the media and in print. In other words, they are saying I have a choice. If you won't acknowledge me, I will take my business some place else. Which is what they should do,

than some small country's entire budget.

Since this magazine's focus is on sports event and there are a large number of African-Americans involved in the events that they cover, I think some of these players should speak up about this issue and bring it to the attention of the editor of this publication. This should be important to the players because these models are not being given the same opportunity as other models.

If you really have an interest in finding out why there has never been an African-American model on the cover page of this magazine, you should write a letter to the editor and ask why not? Perhaps, they will write back and let you know there reasons for not featuring black models on their cover.

“
The presidents and marketing directors of corporations in this country should remember that African-Americans in this country spend about \$400 billion dollars a year.
”

its cover page. This is an international magazine that is sold all over the country. The fact of the matter is it is sold in almost all countries. This is the reason why I find it difficult to understand why no black models have ever appeared on the cover page of this magazine. The editor of this magazine should understand that one can find African, and Afri-

cover page of this magazine.

Why aren't these models given the same opportunities as the Caucasian models who are referred to as white? The fashion industries are still holding out on using African-American models in their advertising. The reason for this is because of the definition of beauty standards by these industries. They do not seem to

because if women of color do not speak up on this issue, nothing will ever change for them in this area.

The presidents and marketing directors of corporations in this country should remember that African-Americans in this country spend about 400 billion dollars a year. This is more

Fashion Statement By Elsie

Hats One of a Kind & Accessories
Afro-American Cards & Books

Afro-American
Heritage Bible

Open
Wednesday - Friday
1:00-7:00pm
& Saturday
10:00am-6:00pm



2808 NE Martin Luther King Blvd.
Elsie & Murray Jackson (503) 288-5246

Mon - Fri 9am - 6pm
Sat 9am - 4pm

DOUBLE TIRE J CENTER

6841 N.E. UNION AVE, PORTLAND, OR • 283-9437
35 YEARS IN BUSINESS • 20 YEARS AT THIS LOCATION

New Recaps In Stock
100% Warranty to 50% Of Tread

ALL TIRES SALES
Free Mount and Balance
Split Rims \$5.00

Free used stock rim, with purchase of any 1 tire passenger car only, some trucks (if in stock)

NEW • USED • RECAPS

| NITTO SELL OUT | | AURORA SELL OUT | |
|-------------------|---------|------------------|---------|
| 155-80-R13..... | \$36.32 | 165-SR13..... | \$33.41 |
| 165-80-R13..... | \$37.76 | 205-75-15..... | \$42.85 |
| 175-80-R13..... | \$38.46 | 215-75-R15..... | \$44.10 |
| 185-80-R13..... | \$39.84 | 225-75-R15..... | \$46.70 |
| 185-70-R14..... | \$40.68 | 185-70-R13..... | \$38.88 |
| 205-75-R15..... | \$45.00 | 195-70-HR14..... | \$43.65 |
| 215-75-R15..... | \$46.39 | 215-60-HR15..... | \$55.35 |
| 225-75-R15..... | \$49.10 | 245-60-HR14..... | \$58.59 |
| 215-85-R16..... | \$65.00 | | |
| 225-75-R16..... | \$65.00 | | |
| 245-75-R16LT..... | \$74.10 | | |

| | |
|--|--|
| <p>As Is Blemis Laredos Available only in sizes</p> <p>31-10-50X15.....\$74.95 245-75-R16.....\$74.95</p> | <p>Flat Repairs \$3.00 and Up Split Rims \$10.00 Used stock steel rims \$5.00 and UP + \$5.00 to mount and balance.</p> |
| <p>Overstocked in used mag rims-chromes and others dirt cheap. We also sell some new rims.</p> | <p>OVERSTOCKED Hubcaps and center caps (some for FREE)</p> |

DOUBLE TIRE CENTER MasterCard & Visa Accepted

1 FREE FLAT REPAIR

With this Coupon - One Per Person • Tube type not included

You're HIS
role model,
mentor,
friend
AND
master
chef.



DEPEND ON
U S WEST
TO SUPPORT YOU
IN ALL
YOUR ROLES.

It's no easy task preparing our children for the future. The values and beliefs we share with them today lay the foundation for success and growth tomorrow. They depend on you. And you can depend on U S WEST to keep the lines open between all generations, now and in the future. At U S WEST, we recognize the valuable role you play in the lives of the next generation and in your community. And we view our most important role as assisting you with the latest in information and communication tools and technology. Like you, our role in the community is versatile — we're volunteers, grant supporters and economic development advocates. And also like you, we realize that the support we provide today comes full circle for generations to come.

USWEST

© 1994 U S WEST, Inc.

Compassion For The Dying Celebrated

A day of prayer for the sanctity of human life was declared last Sunday by Archbishop William J. Levada, archdiocese of Portland and Bishop Thomas J. Connolly, diocese of Baker. The day included the celebration of a special "Mass of Compassionate Care for the Dying." This special day was proclaimed as part of an effort to promote awareness of the moral and medical issues raised by ballot measure 16, the physician-assisted suicide initiative.

The Catholic bishops want to educate Catholics about the moral implications, related to the dignity of life raised by the measure. The church is calling the proposed authorization of euthanasia, by physician-assisted suicide, a grave moral concern and contrary to God's law. The ballot measure would authorized physicians to prescribe a lethal dose of drugs for adults who are terminally ill. The bishops are encouraging Catholics to actively work toward the defeat of the initiative.

BANKING ON AMERICA

“Finding a bank that's open Saturdays shouldn't take all day.”

—former US Bank customer

**ALL BRANCHES
OPEN SATURDAYS**

To become a customer, visit any branch or call 1-800-USE-B of A.

Mike from Legal needs us to include this important message: "Saturday service not available at Providence and Rose Villa satellite offices. Bank of America Oregon. Member FDIC."



BA
Bank of America