

# BACK TO SCHOOL

Major Progress For Multi-Cultural Groups

## Survey Shows Bargain Hunting On The Rise For Back-To-School Trends

(NAPS)—Back-to-school time is here, which means it's also time to update the kid's fall wardrobes. At the rate at which kids grow, wardrobe revamping is a necessity, but it can get expensive, especially when kids want only "the latest" trends. According to a nationwide survey conducted by Opinion Research Corporation of Princeton, New Jersey on behalf of Marshalls, Inc., a majority of consumers plan to save money on back-to-school wardrobes this year by shopping off-price.

• Among women who shop for back-to-school clothes (representing 34 percent of all women in U.S. households), the average total amount they plan to spend on back-to-school apparel, footwear and fashion accessories this year is \$372 (representing \$12.1 billion total);

• \$372 represents 43 percent of their children's total annual clothing budget (\$28.4 billion total);

• Almost half of women shoppers (48 percent) said they will seldom or never pay full price this back-to-school season; and an additional 36 percent said they will only pay full price half the time;

• 23 percent said they planned to shop more often at off-price stores compared with last year; another 69 percent said they would shop at off-price stores about the same amount.

"For \$372, you can get more for less than ever before, if you shop smart. One great way to save on back-to-school clothes is to identify the hottest trends, styles and brand names your kids want before you shop, and find them for less," says Kristi Szechenyi, Marshalls' national spokesperson. "Following are some of the key trends kids will want to be wearing this back-to-school season, all available at Marshalls for 20 to 60 percent off what you would pay for them at a department store."



### Junior Girls

• Denim, denim, denim—designer jeans, shorts, jumpers, vests, skirts and jackets—anything denim will be a staple in a young woman's wardrobe this fall.

• Updated "tiny t-shirts" will continue as a hot item for summer into back-to-school, with long sleeves and lightweight denim or satin collars. Worn with a pair of jeans, overalls or shortalls, this look will keep any girl looking and feeling cool at school.

• Anything that shines! Whether satin, summer knit, lycra or lace, shimmering fabrics will be the look for junior girls this fall.

### Young Men

• The rugged outdoor look will be the hottest look for guys this fall. Look for Henley-style shirts in natural and muted colors, worn alone or layered under a flannel shirt.

• Denim and chambray will be the fabrics of choice in shirts this

fall, found in solid blue color palettes as well as stripes. Banded collars will be hotter than ever for the trendy set.

• Guys will go to school in style wearing athletic-style hiking shoes and boots with jeans and khakis.

### Girls

• For girls, denim jumpers are a must—and they are versatile, durable and comfortable. Pair them with t-shirts in early fall and turtle-necks as the weather gets cooler.

• Funky shoes will be "the look"—updated hiking boots in a variety of brown and natural tones and brightly colored, lug-soled sneakers will make any outfit trendy and fun.

• Plaid kilts in eye-catching bright colors will be everywhere—and look great with just about anything from "tiny t-shirts" to sweaters.

### Boys

• The rugged look is hot for boys, too—look for polar fleece tops, knit Henley and flannel shirts—key components for keeping up with the older guys!

• Trendy, yet functional, hiking boots in a variety of styles are the cool statement for back-to-school shoes this fall.

• Classic 5-pocket blue denim jeans in a variety of shades are a wardrobe staple and will be seen paired with denim or chambray shirts or knit and polar fleece tops.

Marshalls is one of the nation's leading off-price family retailers with more than 485 stores spanning 40 states and Puerto Rico. Marshalls offers a wide selection of current season, top quality, designer and brand name fashions, giftware and domestics for the family and home prices significantly lower than catalogs, department stores and specialty boutiques, everyday.

For store locations and information, call 1-800-MARSHALLS.



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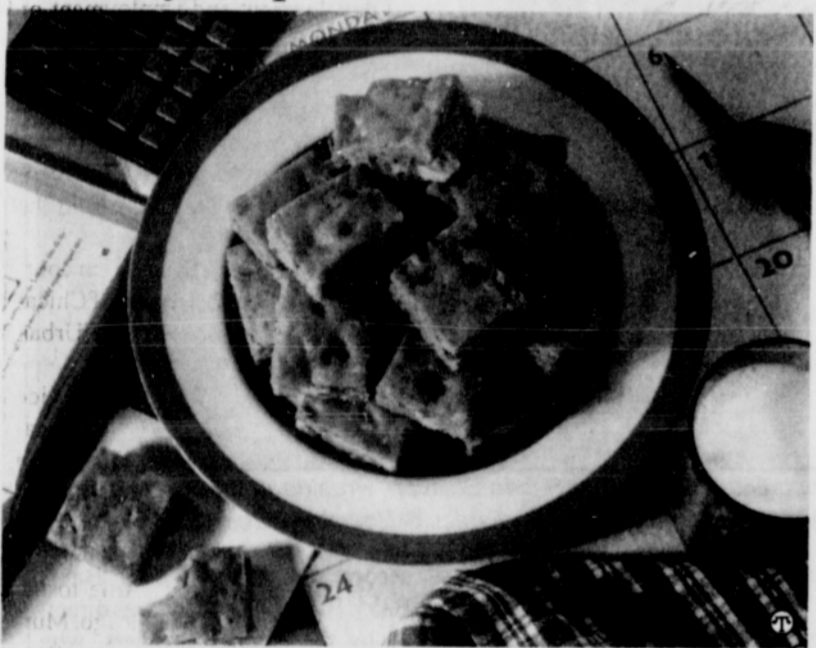
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## Help Kids Get Back To School With Easy Prep Chocolate Blondies



(NAPS)—Getting kids to hit the books again after a long fun-filled summer can be tough, but there are a few things moms can do to help. A plateful of dense and chewy homemade brownies makes the grade every time.

Imagine your kids' surprise when they come home and are greeted with a plateful of chewy Blonde Brownies that you made just for them. These "blondies," crammed full of sweet chunks of Baker's® premium white chocolate and nuts, are just the snack kids need to help them tackle that list of math problems. Best of all, they can be mixed up in one bowl in just 15 minutes—and that's great news for busy moms.

Kids will agree that with these sweet, delicious brownies, going back to school is as easy as 1-2-3.

### WHITE CHOCOLATE BLONDE BROWNIES

- 1/3 cup butter or margarine
- 1/2 cup firmly packed brown sugar
- 2 eggs
- 1 teaspoon vanilla
- 1 cup flour
- 1/2 teaspoon Calumet baking powder
- 1/4 teaspoon salt
- 4 squares Baker's premium white chocolate, chopped
- 1/2 cup chopped nuts

Heat oven to 350°F.

Beat butter and sugar in large bowl with electric mixer on medium speed until light and fluffy. Beat in eggs and vanilla. Mix in flour, baking powder and salt. Stir in white chocolate and nuts. Spread in greased foil-lined 9-inch square pan.

Bake 20 to 25 minutes or until toothpick inserted in center comes out clean. Cool in pan. Cut into squares.

Makes 16.

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Knowledge of human nature is the beginning and end of political education.

—Henry Brooks Adams

# 25th ANNIVERSARY

The Portland Observer

**These days, there's no telling how much your kids could wind up costing you.**

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Sound the trumpets, beat the drums: Someone has finally come up with affordable healthcare coverage for your children. Like a rate of just \$29.50 per kid, per month. Best of all, that someone is Blue Cross and Blue Shield of Oregon, the largest, most respected name in the business. What we've done is base premiums strictly on the average medical expenses and needs of kids, unlike most programs. For details, contact your local independent insurance agent, or call us toll free at 1-800-452-7397, or in Portland call 225-6420. But don't put it off. The only thing predictable about kids is their unpredictability.

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