

Family Living

Look Of Love Survey Shows:

Beauty Ranks

High with Singles

When it comes to finding a partner, today's singles are more concerned with "looks" than married people were when they were single. That's what Great Expectations video introduction service discovered in its revealing "Look of Love" survey, according to Robert Richley, president and CEO of Great Expectations.

"The purpose of this survey was to compare how singles and married people view matters of the heart," said Richley. "We were surprised to learn how differently single and married individuals view appearance when trying to find a partner. But, the results speak for themselves. Single people need to realize, when looking for their life partner that in the end, it is the person inside that counts."

In the survey, which polled 2,000 people in June, 32% of single women and 35% of single men were set on finding an attractive mate, while 39% of married women and 25% of married men said looks were never that important when it came down to selecting a partner.

The "Look of Love" survey also yielded some interesting results regarding how both single and married people view sexual chemistry. A whopping 42% of single men and 40% of married men said they wanted a partner who was well-versed in the "language of love" while 34% of single women and 31% of married women selected this quality over a partner who excelled in the board room, kitchen or fix-it department.

As far as expenses go, it's important to 73% of single women and 58% of married women for a man to be generous with his money. However, 40% of single men and 67% of married men prefer a lady who is willing to take a '90s approach and "go dutch."

*40% of single men surveyed seek women who are not rebounding from a previous relationship.

*45% of single women desire a man who is sensitive and caring

A Show of Support for Children's Health

By U.S. AGRICULTURE SECRETARY DAN GLICKMAN

Families and the youngest Americans have good reason to celebrate these days. President Clinton and Congress recently agreed to the first balanced budget in a generation. In it, working families will get a \$500 per child tax credit, and as many as five million children without health insurance will soon be covered.

We at the U.S. Department of Agriculture are proud of the role we play in ensuring America's children grow up healthy.

Most folks are familiar with the school lunch and breakfast programs which we run. But USDA actually has a hand in children's health from the very start. We do this through our Women, Infants and Children (WIC) program.

WIC serves as a 'guardian angel' for nearly half the babies born in our country. Through this program, America ensures that million of new moms and their babies get a balanced diet, medical referrals and answers to their questions about how to give their children a healthy start in life.

WIC works, too. Studies show that for every dollar America invests in the program, the public saves more than three dollars in medical costs down the road.

Many of us know the importance of immunizations and a balanced diet, but another critical piece of advice our WIC folks offer new moms is the importance of breastfeeding. In fact, the health benefits are so positive that many pediatricians today call mother's milk 'baby's first immunization.'

Now, in cooperation with state and local WIC agencies, the American Academy of Pediatrics and other partners, USDA is launching a year-long campaign to raise awareness and support for breastfeeding.

Before I tell you what I've learned, I thought I would defer to an expert -- a fan of the local WIC folks in North Bergen, New Jersey:

'Hello! My name is Michelle Alejandra Lopez. I consider myself

the healthiest baby in North Bergen. Although I was born in mid-winter, I have yet to learn what a cold is, never had a cough, never had a fever or any stomach problems.

Why? Would you like a clue? All the staff of the North Hudson Community Action Health Center advised my mother to breastfeed me.'

Apparently that decision made her highly literate, too!

Little Michelle's experience reflects what the most advanced science now proves. Not only is mother's milk nutritionally adequate, it offers numerous added health benefits, too.

Studies show that breastfed babies get all the nutrients they need for the first four to six months. They get a stronger immune system, and added protection against disease. New research also indicates that breastmilk may improve cognitive development as well.

There is good news for mom, too. Doctors say that breastfeeding mothers recover faster from pregnancy, have an easier time losing weight, and tend to develop stronger bonds with their children.

New research also shows that breastfeeding may help prevent breast cancer.

Unfortunately, while moms are generally aware of these health benefits and the number of breastfed babies is on the rise, too many women are discouraged from making this choice because their loved ones are not supportive or the family doctor they trust doesn't speak up on the issue.

Whether you work in health care or not, whether you are a parent or just a concerned citizen, we can all support moms who want to give their children the healthiest possible start in life.

If we take this stand today, a stronger, healthier America can thank us later.

Isaac Hayes receives NAACP'S

James Weldon Johnson Award



Learning how to learn: Legendary composer and entertainer Isaac Hayes recently received the NAACP'S prestigious James Weldon Johnson award from NAACP Regional Director Ernestine Peters. The NAACP bestowed the honor upon Mr. Hayes for his inspirational work in introducing African American children to the life changing study technology developed by author L. Ron Hubbard. Mr. Hubbard's methods are in use in African American communities throughout the U.S. and have been hailed by many as the solution to growing illiteracy.

Goldman Vs. O.J.

The legal haggling continued today over who owns a \$20,000 piano. O.J. Simpson or Fred Goldman—though neither of them can play a note. In Santa Monica, Calif., Judge David Perez ruled that Simpson could produce witnesses at a hearing Monday to attempt to show that he bought the piano as a present for his mother, Eunice.

Attorneys for Goldman, whose son

Ron was murdered along with Simpson's ex-wife, Nicole Brown Simpson, in 1994, maintain Simpson bought the instrument as a piece of furniture to adorn his mansion.

Simpson was found not guilty in a criminal trial of murdering his ex-wife and Ron Goldman, but at a civil court trial he was found liable for their deaths and ordered to pay \$33 million.

U.S. Jobless Rises

The number of newly out-of-work Americans seeking unemployment benefits rose by 20,000 in mid-August, the U.S. government said today. First-time claims for jobless benefits rose to 337,000 in the week ended Aug. 16 from 317,000 the prior week, the Labor Department said. Over the past four weeks, weekly claims averaged 308,000, up from 298,500 in the prior four weeks, reversing a string of declines begun in early July.

Diversity

Call (503) 288-0033 To Advertise In

The Portland Observer

Community

Ronald McDonald House Charities Awards Future Health Care Professionals

Health and medical students across the country are constantly in search of financial aid resources to help bridge the gap between their shoe-string budgets and rising tuition costs. The good news is that scholarship monies are available for African Americans and other undergraduate students of color who want to work as health care professional in underserved rural and urban areas.

Recently, Ronald McDonald House Charities (RMHC) and The College Fund/UNCF awarded 10 two-year, full-tuition scholarships to college sophomores pursuing and education in healthsciences. The RMHC/UNCF health and Medical Scholars program recognizes students for their scholastic achievements, leadership abilities, and diligent pursuit of a health care profession.

Created in 1994 to help address the need for more minority health care practitioners in rural and inner-city communities, the RMHC/UNCF Health and Medical Scholars program has awarded more than \$550,000. While McDonald's and its franchisees have given more than \$10 million to the College Fund/UNCF, these scholarship dollars are expected to be returned to the African American community when the students become health care professionals. Recipients were selected based on their academic performance; their dedication to service and volunteerism; and a written description of a singular volunteer experience that helped affirm their desire to pursue a health related career.



SAFeway
FOOD & DRUG

Look For Your
Safeway Weekly
Shopping Guide

In Your Oregonian FOODday
in the Portland Metro Area
...and save more shopping
at Safeway

Enjoy Extra Savings
With The
SAFeway EXTRA
In-Store
Savings Guide

Available at your Safeway store.

Visit Safeway's Web site at
www.safeway.com

PRICES EFFECTIVE AUGUST/SEPTEMBER 1997						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	27	28	29	30

Prices Effective Wednesday August 27, 7am
Thru Tuesday September 2, Midnight

Items & prices in this ad are available at your local Safeway stores. No sales to dealers, restaurants or institutions. Sales in retail quantities only. Quantities of some items may be limited and subject to availability. Not responsible for typographical or pictorial errors. We reserve the right to correct all printed errors. ©1997 Safeway Stores, Inc.

Labor Day Sale

Fresh Oregon Grown Fryers

- THRIFTY PACK
(Washington Fryers sold in Washington)
- First 3
- SAVE up to 72¢ lb.

47¢
lb.



Thompson Seedless Grapes

• Grown in California

(Red Flame and Black Seedless, 68¢ lb.)

58¢
lb.

EXPIRES 9/2/97 SAFEWAY (S) COUPON PLU #0891

12-Pack Coke

- 12-oz. cans
- Assorted, Regular and Diet
- Plus Deposit in Oregon
- First 2

1.25

(Additional at Super Saver Price of \$1.99 ea.)



One coupon per customer. Coupon valid 8/27/97 thru 9/2/97 at your Oregon Safeway Stores (except Milwaukie-Freshwater) and S.W. Washington stores serving Clark, Wahkiakum, Clatsop, Skamania and Klickitat Counties only. COUPON CANNOT BE DOUBLED.



NOBODY DOES IT BETTER® FOR LESS.