

# OPINION

Opinion articles do not necessarily represent the views of the Portland Observer. We welcome reader essays, photos and story ideas. Submit to [news@portlandobserver.com](mailto:news@portlandobserver.com).

The Portland Observer makes the following endorsements in Oregon's May 20 Primary Election:

## Barack Obama for President

Oregon's Democratic Party voters should elect Sen. Barack Obama as their nominee for president.

His inspiring message of hope and collaborative politics makes him the best candidate to address critical needs in healthcare, education, environmental policies, Social Security and future appointments to the Supreme Court.

Obama had the courage to stand up against the invasion of Iraq when the Bush administration put us on a course of unending war with justifications that proved flat-out wrong.

An Obama presidency would give America a second chance to prove to the world that our country really does stand for its democratic principles with promises of equality and justice for all.



Barack Obama

Obama has proved he is the better candidate to end the politics of personal destruction, bringing Americans together after the disastrous years of George W. Bush and Karl Rove.

Obama has already united people

across party lines to register to vote in record numbers, especially young people and African Americans. He shows great promise in generating even more excitement for the November General Election when a tide of new voters can make it possible for other progressive candidates to win and break the deadlock in Washington, D.C.

Obama is uniquely qualified to serve as president. He has a commanding intellect with extensive experience as a community organizer, state lawmaker and U.S. senator.

He has generated support from a wide constituency, including the military.

With the closeness of the election, Oregon has a unique opportunity to make him our first African-American president.

## Sam Adams for Mayor

Because of his energy, experience and passion to get things done, Sam Adams is the best choice for mayor of Portland.

As a progressive leader, you can count on Adams to continue his advocacy for the disadvantaged and stand up to powerful interests.

Growing up in a home that needed food stamps and subsidized housing to survive, Adams can relate to helping people and families who struggle and are too easily left behind. He overcame a personal bankruptcy caused by uninsured medical expenses and paid back the debt. He returned to college after several years to finish his degree.

Adams is candid and honest in his approach to governing. He has tackled tough issues during his 15 years in city government,



Sam Adams

including 12 years as chief of staff for former Mayor Vera Katz. He has proven that he's not afraid to take a stand or face the pressures of public life.

The city leader also appreciates the economic burdens faced by entrepreneurs. He reduced red tape and lowered taxes for small busi-

nesses during his first term as a City Commissioner. He is currently promoting a transportation tax to fix and improve the safety of our roads and sidewalks, making room for increased bicycle traffic and walking.

Advocating for schools and raising people out of poverty wage jobs would be top priorities under an Adams administration.

He proposes an education compact as his first act as mayor to wage battle against Portland's staggering drop-out rate during high school, especially for Hispanic and African-American populations. He also proposes the creation of an endowment to make college affordable for lower-income students.

Adams is ready and qualified to go to work to make Portland a great American city. You can help get there by electing him mayor in the May 20 Primary.



### City of Portland ~ Community Budget Hearing May 8!

The City Council will be present to hear your testimony on the Proposed Budget!

**THURSDAY, MAY 8, 6:00-8:30 PM**  
6:00 - Community Fair  
6:30 - Budget Hearing

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More Info, Provide Your Testimony Online:

[www.portlandonline.com/communitybudget](http://www.portlandonline.com/communitybudget)

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OR Convention Center

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The OAME Trade Show is designed for purchasers/buyers from the Public and Private agencies to network with minority, women and small businesses. It is also an opportunity for minority, women and emerging small businesses to showcase their products and services and to network.

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## McCain Doesn't Show Enough

Does he actually care to make a difference?

BY JUDGE GREG MATHIS  
Republican Presidential nominee Sen. John McCain is touring America. The America, he says, that has been neglected. Poor America. Working-class America.



McCain kicked off his tour in Selma on the Edmund Pettus Bridge, the site of 1965's "Bloody Sunday," where armed officers attacked peaceful civil-rights demonstrators. His next stop was Appalachia, an area where many residents live in extreme poverty. He headed to Youngtown, Ohio where the loss of blue-collar jobs has devastated the local economy and the 9th ward in New Orleans, an area that has seen little development since Hurricane Katrina hit nearly three years ago.

America has indeed "forgotten" the people living in these

cities and in others. But McCain must do more than simply land in town for one night, make a speech and continue on to the next stop

in this publicity campaign. He must convince the average American, through proposed policies, that he actually cares enough to make a difference.

John McCain, though more liberal than his Republican peers, is a conservative. And his political views demonstrate that he does not believe in a woman's right to choose, he supports capital punishment, mandatory sentencing and does not support universal healthcare. His past voting record does not paint the pic-

ture of a man who cares about the needs of the poor, at least in his political life.

In fact, McCain has often

*McCain has often supported many of President Bush's policies, policies that have not served America's poor and working class well.*

supported many of President Bush's policies, policies that have not served America's poor and working class well. Under Bush, the U.S. entered into a war that continues to push the country into debt, the number of poor people has increased and public education has suffered. So much for compassionate conservatism.

If America is to believe that McCain will not be more of the same, the Senator must do more than talk. He must propose a realistic - and fundable

- plan to provide healthcare for the 44 million Americans who do not have it.

McCain has to develop a plan that provides early childhood education for the poor and he must propose a realistic solution to save America's public-school system.

His agenda must include a roadmap for providing job training as well as access to funds to pay for college. These are the issues America's poor and working class care about.

While he waits for the Democratic Party to select his opponent, McCain should use the time he has on his hands to develop strategies that will deliver America's promise to all citizens, not just a privileged few.

Judge Greg Mathis is national vice president of Rainbow PUSH and a national board member of the Southern Christian Leadership Conference.

## Drug Ads Deliberately Deceive Consumers

BY JIM HIGHTOWER

Four out of five doctors recommend that you not believe any advertising that makes claims based on the opinions of four out of five doctors. Or, for that matter, ads based on the opinions of even one, well-known doctor.

Take Dr. Robert Jarvik, one of the pioneers in the development of the artificial heart. You might have seen him on TV throughout the past couple of years touting the healing power of Lipitor, a cholesterol drug made by Pfizer.

The pharmaceutical giant has paid the doctor \$1.3 million to shill for the drug. In one of the ads, Jarvik is depicted as an athletic rower, skimming in his boat across a mountain lake. The implication is that he is full of vigor, thanks to the cholesterol-clearing power of Lipitor.

Jarvik's endorsement of the drug oozes credibility - until you realize a few facts not mentioned in this \$250 million ad campaign. One, that's not Jarvik rowing so robustly across the lake. It's a

stunt man posing as the doctor, who apparently doesn't row at all. Second, while Jarvik touts the cardiovascular benefits of Lipitor, he is not a cardiologist. And, even though he has a medical degree, he is not licensed to practice medicine. What he is, is a marketable medical name, having been, as the ad put it, the "inventor of the artificial heart."

Oh, that's the third hicky on Jarvik's testimonial. He is not "the inventor." A large team at the University of Utah worked on

the heart device back in the early 1980s, and they credit two others as deserving of the "inventor" honor - not Jarvik.

A top Pfizer executive says the corporation regrets that the ad led to any "misimpressions." But that's exactly what this direct-to-consumer ad campaign was designed to do. Drug companies spend some \$5 billion a year on ads to "misimpress" us - and it's time to rein in their deceit.

Jim Hightower is a national columnist and author.

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