



**New Prices  
Effective  
May 1, 2014**

## Martin Cleaning Service

**Carpet & Upholstery  
Cleaning  
Residential &  
Commercial Services  
Minimum Service CHG.  
\$45.00**

A small distance/travel charge may be applied

### **CARPET CLEANING**

**2 Cleaning Areas or  
more \$30.00 Each Area**

**Pre-Spray Traffic Areas  
(Includes: 1 small Hallway)**

**1 Cleaning Area (only)  
\$40.00**

*Includes Pre-Spray Traffic Area  
(Hallway Extra)*

**Stairs (12-16 stairs - With  
Other Services): \$25.00**

**Area/Oriental Rugs:  
\$25.00 Minimum**

**Area/Oriental Rugs (Wool):  
\$40.00 Minimum**

**Heavily Soiled Area:  
Additional \$10.00 each area  
(Requiring Extensive Pre-Spraying)**

### **UPHOLSTERY CLEANING**

Sofa: \$69.00

Loveseat: \$49.00

Sectional: \$109 - \$139

Chair or Recliner:  
\$25 - \$49

Throw Pillows (With  
Other Services): \$5.00

### **ADDITIONAL SERVICES**

- Area & Oriental Rug Cleaning
- Auto/Boat/RV Cleaning
- Deodorizing & Pet Odor Treatment
- Spot & Stain Removal Service
- Scotchguard Protection
- Minor Water Damage Services

**SEE CURRENT FLYER  
FOR ADDITIONAL  
PRICES & SERVICES  
Call for Appointment  
(503) 281-3949**

# OPINION

## 50 Years of Making College Achievable

**Building future  
opportunities  
and success**

BY MARC H. MORIAL

There is good news coming from the halls and classrooms of our nation's high schools.

High school graduation rates are on the rise, which means the dropout rate has fallen and continues to fall. For the first time since states began uniformly calculating graduation rates in 2008, the nation's overall graduation rate reached a high of 81 percent for the 2012-2013 school year.

While deep achievement gaps remain the norm, preliminary data from the Department of Education for the 2013-2014 school year also reveals a narrowing of the graduation gap between white students and students from low-income families, students of color, students with disabilities and English language learners.

As we usher greater numbers of high school graduates into the workforce, are we prepared to ensure that—for those who want it, but cannot afford it—their journey in education does not end on a high school graduation stage?

Today's technology-fueled, fast-paced, global economy was not our nation's reality when President Lyndon B. Johnson signed the Higher Education Act of 1965 into

law half a century ago, but even then, Johnson had the foresight to recognize the value of a post-secondary education, understanding that our nation would ultimately, "reap the rewards of their wiser citizenship and their greater productivity for decades to come."

In its 50 years of existence, the Higher Education Act has offered financial aid, grants, federally guaranteed loans and work opportunities to

Act was a powerful cornerstone in the president's "War on Poverty" initiative.

He understood, as we understand, that education continues to play an integral role in future opportunities and success. Our recognition of Johnson's foresight must move beyond appreciation and accolades. We must, and can, continue to build on the success of the Higher Education Act.

This current generation has both the opportunity and the obligation

quality education.

Education has always proven to be a wise investment—and an economic imperative. Better educated citizens and a highly skilled workforce will always strengthen our country and our economy and our global economic standing. We know that today there are fewer and fewer viable career options for individuals who only have a high school diploma. To deny our rising numbers of high school graduates the opportunity to climb the ladder



*Like its legislative companion, the Elementary and Secondary Education Act of 1965—created to close the education achievement gap between lower- and higher-income children in our nation's public schools—the Higher Education Act was a powerful cornerstone in the president's "War on Poverty" initiative.*

millions of high school graduates. It has opened the once closed doors to higher education to low-income families, making college affordable for millions of families who could not afford the necessity.

Like its legislative companion, the Elementary and Secondary Education Act of 1965—created to close the education achievement gap between lower- and higher-income children in our nation's public schools—the Higher Education

to be the architect of the next great advance in higher education. We must ensure that colleges are held accountable for skyrocketing tuition hikes. Any reauthorization of the act must address the growing problem of students saddled with outsized student loan debt after graduation. Funding for Pell grants should not be compromised and there are still improvements to the student loan process that need to be made to ensure access to affordable

of success because of financial disadvantage is unfortunate, unnecessary and unwise. When we ensure equal opportunity to education—regardless of your background—we ensure a stronger America committed to growing its middle-class, and we remain committed to the heart and purpose of the Higher Education Act.

*Marc H. Morial is president and chief executive officer of the National Urban League.*

## Poverty a Constant, Heart-Breaking Burden

**Shaking my  
head in tears**

BY VIVIAN M. LUCAS

Each year, during this season, I find myself shaking my head in wonderment as holiday advertisements flood the airwaves.

Messages about the newest tech gadgets, top-selling toys, smart TVs, fine jewelry, two-for-one holiday meal deals, and countless other alluring tokens, trinkets, and enticements compete for attention and dollars daily.

I think, "Am I missing something? Is there a super holiday elf flitting about with a magic wand granting infinite shopping dollars for the pockets, purses, and bank accounts of everyone in the U.S. except me?" Then I think, "What about those who are barely mak-

ing ends meet already? What about persons living in poverty?"

Poverty is a constant struggle and heart-breaking burden for individuals, families and communities in our country and around the world. In 2014, 14.8 percent of people in the United States lived in poverty — a whopping 46.7 million people!

The 2014 poverty rate for children under age 18 was 21.1 percent.

I am blessed to have a job. But in the community where I live and work, the poverty rate is 25 percent, and child poverty is over 45 percent. In this North Carolina county, unemployment still hovers in the double digits.

Those who have jobs are grateful, but there are still many who are working for the minimum wage of \$7.25 per hour. I imagine these, my sisters and brothers, shaking their heads as they try

to stretch their dollars to provide for their families. For no matter where they shop, what businesses they support, or services they patronize, it costs more than they have to pay.

I see the hurt poverty inflicts. Poverty affects where people live, the quality of their education, access to healthy food and medical care, the quality of their environment — even longevity of life. In distressed communities, housing is scarce and substandard; schools have limited basic supplies; fresh foods are unavailable; medical attention is distant; and chronic disease is overwhelming. The whole community hurts because of poverty.

Just recently, I heard about a veteran who took his own life after struggling for years to find a job, care for his needs, provide for his family, and get medical help. He suffered from post-traumatic stress, but his plight was made

worse because the poverty-stricken community he returned to could not offer economic opportunities for work, for adequate pay, for a living wage, or for needed services. I am grateful for his service and I thank God for him. But my gratitude will not make a difference.

The problem of poverty is complex. There are no easy solutions. But in one of the wealthiest countries in the world, there is much that can be done to ensure that opportunities are available to those who want to work. There is more that can be done to make sure people have jobs and earn a fair and living wage. This season, I renew my commitment to work with the women, men and children in my community to fight for economic justice, more jobs, fair pay, and a better quality of life.

*Vivian M. Lucas is director at the United Church of Christ's Franklinton Center at Bricks.*