

M mid-county MEMO

Vol. 1, No. 1

May, 1985

Keystone Cops appear at Fun-O-Rama Days

Don't worry about the unpaid parking tickets, but do watch out for the pie in the face. The Keystone Cops will be at it again.

The Cops, acting as the public relations arm for the Greater Gateway Boosters, will be this year's hosts for the Fun-O-Rama Days parade May 18. It is one of eight or nine parades the Cops will perform in this year.

Although the majority of the Cops are not Booster members, they enjoy promoting the Gateway area, says Ron Manza, "Chief" of the Keystone Cops.

"We believe that a healthy community helps build a healthy business environment," Manza says.

About 15 Cops perform in each event, some operating microphones and some dressed up as crooks or gorillas for the eight or so Cops to chase. The Cops can first be seen in action at the St. Johns Parade May 11.

The Cops are celebrity regulars at the Rose Festival Starlight Parade (this year on June 1) and have put Rodeo Days and festivals at The Dalles, Hillsboro and Lincoln City on the agenda for this year.

Area gets new paper; Mid-county Memo out

What you are reading right now is the first copy of your new neighborhood newspaper, the Mid-county Memo. It will come to you by mail each month and be available to you at newsstands throughout the area.

The Mid-county Memo is owned by the Bellwood Bee, a newspaper publishing firm that owns and publishes the Bee, the St. Johns Review and the Hollywood Star. But this paper was the brain-child of some forward thinking members of the Greater Gateway Boosters who are anxious to better unify the Northeast mid-county area and make their presence better known throughout that community.

The third and equally important component responsible for bringing this paper to you are the merchants whose ads you read in this issue. It is the revenue from these ads which supports the paper and makes it possible.

The Mid-county Memo has established a small office in the Pearson-Allen Funeral Home at 223 S.E. 122nd Ave. The phone number is 256-3670. Persons wishing to communicate with the Mid-county Memo staff may also do so by calling the Bee, 8113 S.E. 13th Ave., 235-8335.



A Keystone Cop hails the start of Fun-O-Rama Days in the Gateway area.

35th annual fun days May 14-26

Fun-O-Rama Days, kicked off this year by a parade featuring Mayor Bud Clark as grand marshal, are scheduled for May 14 through May 26 and organizers say it has a lot of special meaning.

This year celebrates the 35th anniversary of the Greater Gateway Boosters, the chief sponsor of Fun-O-Rama Days, according to Luigi Germano, Booster president.

He says this year's Fun-O-Rama Days will include a week-long carnival that will hold family nights probably on Thursday and Sunday. The carnival, to be held at 103rd Avenue and Clackamas Street, will raise money to help support other activities of Fun-O-Rama Days.

The biggest crowd pleaser is the Fun-O-Rama parade to be held on May 18 at 10:30 a.m. The parade will begin at 122nd and Halsey and will travel west on Halsey to 102nd Avenue.

Among some of the more popular offerings in the parade are the antique car clubs, horse shows, high school bands, the Keystone Cops and the Rose Festival Junior and Senior Courts.

Activities are also planned, says Germano, at the three area shopping centers: Gateway, San Rafael and Menlo Park.

For those who might have to miss the parade, Germano says a deal is being worked out with the local cable network to televise the event for future replay.

Both the Boosters, who number about 110 area business people, and area merchants join together to organize and fund Fun-O-Rama Days, in order to publicize the Gateway area and attract more business. Mayor Clark will be there to (Whoop! Whoop!) help them along.

ACTIVE PHOTO 1 HOUR FILM PROCESSING

223

1 hr., 1 day or 1 week service

BRING IN THIS AD FOR...

\$1 off 12 exp. or Disc

\$2 off 24 exp.

\$3 off 36 exp.

—OFFER GOOD ON 1 HR. & 1 DAY SERVICE ONLY

257-6524 Exp. May 31

SAN RAFAEL SHOPPING CENTER

Between Del & Shoe Factory

1852 N.E. 122nd

Fast PRINT & COPY CENTER

12006 N.E. GLISAN - PORTLAND, OREGON 97220
(503) 254-PRINT - (503) 254-3279

We'd Like To Be YOUR Printer

- Letterheads and Envelopes
- Business and Post Cards
- Flyers and Bulletins
- Newsletters and Brochures
- Business Forms & Catalogs
- Wedding & Social Stationery
- Rubber Stamps & Plastic Laminating
- Magnetic Signs & Name Badges

FREE LUGGAGE TAG Bring in this ad and your business card

PHOTO-COPY SPECIAL

5¢ Letter Size—7¢ Legal Size

Expires 5/1/85

CROWN VIDEO

MOVIE RENTAL

2 FOR \$3.00

Mon.-Thurs. with coupon
(Many, no reservations, TTL required)

Exp. May 30, 1985

San Rafael Shopping Center

1916 N.E. 122nd

256-3398

The Mid-county Memo
223 N.E. 122nd
Portland, Ore. 97233

BULK RATE
U.S. POSTAGE
PAID
Portland, Oregon
Permit No. 1286

Mohn's trip to moon stays a dream

By LAURIE OLSON

Herbert Mohn leans back in his chair and stretches his arms behind his head, a smile escaping from beneath his graying beard.

Surrounding him in his cavernous physics/electronics lab at Parkrose High School is an array of computer terminals and curious-looking scientific gadgets. One wall is decorated with a poster of the earth as it looks from space.

It is the latter article Mohn's eyes focus on as he talks about the possibility of someday seeing the same image firsthand.

A teacher at Parkrose since 1969, Mohn came closer to realizing that dream than most would-be star voyagers when he was named one of 10 Oregon finalists in NASA's Teacher-in-Space Program this spring. He didn't make the state's last cut April 20, but becoming a finalist was an achievement in itself since some 170 Oregon teachers applied.

"I applied and then pretty much forgot about it because I heard there were 10,000 applicants in the nation," Mohn says.

Consequently, he was surprised when State School Supt. Verne Duncan telephoned to say judges had selected him as a finalist after reading his eight required essays on topics ranging from philosophy of teaching to potential plans for communicating the space flight experience.

"I wanted to have a chance to see NASA up close. I wanted something other than the sanitary tour," Mohn says of his reason for applying.

A project he had in mind to conduct in space, he continues, would have involved producing a 30-minute movie portraying how time is actually spent on a flight.

About one-fifth (six minutes) of the movie would depict astronauts sleeping since that is the amount of time actually devoted to that activity in space. Lift-off in the film would take about nine seconds.

"It would show life as it really is," Mohn says. "Life as it really is" is a concept Mohn, 48, applies to education on a daily basis.

A 1958 graduate of Oregon State University, he has attempted during his career to incorporate relevant learning experiences into classes he has taught at Franklin, Reynolds and Gresham high schools and, for the past decade and a half, at Parkrose.

Over the year, those classes have included everything from algebra to wood shop. However, it was a physics class he conducted from 1977 to 1979 which he counts as his best effort.

"I took students to Lake County (Oregon) to do an environmental impact study," Mohn says, explaining



Herbert Mohn discusses his space movie project at his Parkrose High School classroom.

that the project demanded research covering population, employment, animal life and more.

During the first year of the class students produced an overall environmental impact statement. Those enrolled during the second year the course was offered

developed a supplemental report focusing exclusively on radiation and water quality.

Both years students who took the class received credit not only for science but English and U.S. history as well. Equally important, they learned how to apply their education to real-life situations.

"That was the best thing I ever did as a teacher," Mohn says.

He notes proudly that the students' work attracted the attention of local media and the National Science Teachers Association and has been used by citizen groups in Lake County.

In addition, those enrolled in the class used the knowledge they gained to testify at public hearings concerning the now enacted Northwest Power Bill.

Unfortunately, however, the class was cancelled after two years with 32 students remaining on an enrollment waiting list, according to Mohn.

Despite what was an obvious disappointment to him, Mohn has not abandoned his effort to insure that each class he teaches is in some way relevant to the modern world.

Being able to offer a first-hand account of space travel would certainly have suited that effort well.

Not this time.

But someday, perhaps, the genial husband/father/grandfather will still find his way to the stars and, subsequently, a way to use the experience to enrich young minds.

ALL-CARS

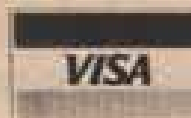
10041 N.E. Glisan Portland, OR 97220

**All-Cars
Lease & Sales
New Car Brokerage**

Should you buy or
lease your next
car? We'll show
you how to
**INVEST less and
DEPOSIT more in
the bank. We
handle all makes
and models of
automobiles.**

**All-Cars
Lo-Cost Rentals
Daily · Weekly · Monthly**

**Clean
Sharp
Dependable
Used Cars**



Just Dial —
**(503) ALL-CARS
255-2277**

Mid-county MEMO

The Mid-county Memo is published monthly by the Sellwood-Moreland Bee Company, Tom and Marcia Pry owners. Over 11,000 issues are direct-mailed throughout a geographic area roughly bounded by 82nd Avenue, Burnside, 146th Avenue and the Columbia River. Several thousand additional copies are available at newsstands in the mid-county area.

Tom and Marcia Pry, publishers
Scott Steward, advertising manager
Jane Branten, reporter

Chris Marra and Steve Madington,
ad production

Kim Schwartzenberger, bookkeeper

The Bee
8113 S.E. 13th Ave.
Portland, Ore. 97202
235-8335

Mid-County Memo
223 S.E. 122 Ave.
Portland, Ore. 97233
256-3670



12035 N.E. Halsey

**Think of us
for great tasting food.**

**Roy's
Prize
Mushrooms
on our
New!**



Mushroom Bounty Cheese

In a class by itself! Arctic Circle's new and delicious Mushroom Bounty Cheese 100% lean ground beef tangy swiss cheese, garden fresh lettuce, special sauce and "Roy's prize mushrooms" Try one. Um, um.

Coupon Expires 6/4/85

Introductory Offer

MUSHROOM BOUNTY CHEESE

\$1.49

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **1**

Coupon Expires 6/4/85

The Ultimate!

TACO SALAD

\$1.99

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **2**

Coupon Expires 6/4/85

BACON BOUNTY CHEESE

\$1.59

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **3**

Coupon Expires 6/4/85

Introductory Offer

MUSHROOM BOUNTY CHEESE

Small Fry — Medium Drink

\$2.29

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **4**

Coupon Expires 6/4/85

Buy A FISH SANDWICH, Small Fry, Medium Drink and Get a

FISH SANDWICH FREE!

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **5**

Coupon Expires 6/4/85

Two Beef Patties on a Double Cut Bun

RANCH BURGER

99¢

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **6**

Coupon Expires 6/4/85

Our Big 1/4 Lb. Burger w/Cheese

BOUNTY CHEESEBURGER

\$1.09

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **7**

Coupon Expires 6/4/85

Introductory Offer

MUSHROOM BOUNTY CHEESE

Small Fry — Medium Drink

\$2.29

Arctic Circle LIMIT 5

Good only at Halsey Arctic Circle No other offer redeemable with this coupon Coupon Value 1/10¢ **8**

mid-county memo pad

Declaring he "just wants to do what I want to do," Gordon Owses is preparing to retire after 32 years in the florist business.

Owses has his flower shop in the Gateway Shopping Center, the Gateway Florist, up for sale and is evaluating some offers.

Owses began his career as a deliveryman at the St. Johns Florist Shop in 1953 and bought his own shop in the Gateway area in 1963.

Owses, 53, says he is anxious to work on a part-time basis only.

"This is a demanding business, more than people think. Especially at holiday time — it's when we work the most and want to be with our families."

MEMO

Two Gateway area eateries have been honored by Multnomah County for banning smoking in their establishments.

Joyce Baskuhl, owner of the Baskin Robbins at 11011 N.E. Halsey St., says the decision was an easy one.

"We're non-smokers and two of our employees are allergic to smoke," Baskuhl says.

"A lot of people seem to notice (the signs on the doors), but no one has said too much."

The Gateway Gourmet, 1244 N.E. 102nd Ave., banned smoking eight years ago. The owner, Chung Woynowskie, says his restaurant is too small to allow smoking.

"Our regular customers are so happy, and we are happy just the way it is," says Woynowskie.

MEMO

Pull up the bootstraps and strap on the gear. Amateur mountain climbers are learning how to scale the big one at an evening class through the Western Forestry Center.

The center, 4033 S.W. Canyon Road, offers the climbing class that culminates in a Mt. Hood summit climb in the middle of May.

Coached by a certified international climber, the class has warmed up with two practice climbs prior to the Mt. Hood ascent.

The class costs \$85 for forestry center members and \$100 for non-members. More information about future classes is available by calling the center.

MEMO

It could be said that they danced their little hearts

out, but it was all for a good cause.

Dancers participating in the April 13 Dance for Heart raised \$10,700 in pledges for the American Heart Association, says Ellen Fisher, the event secretary.

The dancers collected pledges per time they could endure the four hours of aerobic workouts, broken up into 15-minute segments.

When all pledges are in, the top fundraiser will receive a 14-karat gold and jade bracelet.

MEMO

The Portland Board of Realtors named H. Roberts 'Bob' Blower, 5510 N.E. Stanton, as the 1985 Realtor of the Year.

He was presented the award at a board luncheon April 17.

Blower, 85, is a founder and active member of the Columbia Land Owners Association, a group that worked toward annexation and economic development of the Columbia corridor.

He has been a member of the Board of Realtors for 20 years and has been active in the East Side Rotary Club since 1975.

Blower will celebrate his 60th wedding anniversary on May 16. He and his wife have two daughters.

MEMO

A charter for the proposed City of Columbia Ridge will be drafted at a series of public meetings held every Tuesday evening during the month of May and the first week in June.

The Columbia Ridge Commission is composed of two members from the City of Fairview and two from Multnomah County. Both county members also belong to the Mid-County Future Alternatives Committee.

Public testimony is encouraged at the meetings, which will be held at Fairview City Hall, 300 Harrison St., at 7 p.m.

MEMO

For up-to-the-minute information on ramp and street closures in connection with the Banfield and light-rail projects, ROW operates a hotline number at 226-5163.

According to the Oregon Department of Transportation, the Halsey Street on-ramp to the Banfield is set to open in late June and the structure connecting northbound I-205 to westbound I-84 will also be opening soon.

Preliminary testing of light-rail cars from Gresham to Gateway will begin by mid-summer, says Tri-Met.

MEMO

The Kiwanis Club and the Medicine Shop pharmacy are sponsoring free hearing tests June 7. The pharmacy, 1720 S.E. 122nd, will be open for testing from 10 a.m. to 5 p.m.

MEMO

Two committees which will forge policies affecting the mid-county area have are looking for qualified members, says Sherri Holman of Multnomah County.

The Blue Lake Park Task Force is looking for someone with economic expertise for its advisory board, which is creating a master plan for the development of the Blue Lake area.

Experience in public and private budgeting would be an asset, but any interested person is encouraged to apply.

The Multnomah County Planning Commission, which advises land-use decisions in the unincorporated area of the county, is also looking for an additional member.

The criterion for office is that no more than two members of the board can be involved in the same trade, says Holman.

Both boards are expected to meet once or twice a month, and the positions will remain open until a

sufficient number of applicants have contacted Holman, 248-3302.

MEMO

Well-read persons, or those who would like to be, are encouraged to participate in Midland Branch Library's evening book discussion group.

May 8 the group will discuss *Megatrends* by John Naisbitt at 7:30 p.m. at the library, 803 S.E. 122nd Ave.

The group, which meets once a month, plans September through May discussion calendar. Susan Fromm, head librarian, says she tries to make extra copies of the book available in advance of the meetings.

Discussion schedules are available at the Midland branch library.

Beginning in June, the library will also offer summer programs for children; for more information call 252-1144.

MEMO

Confusion over which long distance company to choose still lurks, so Pacific Northwest Bell and the Oregon Senior Council are providing a handbook that can help.

The booklet will outline how to contact long distance companies, what questions to ask, what services are available and how to determine which service may be cheapest for the types of calls the user makes.

This information is being made available in recognition of National Consumer Week, which was the last week of April.

Copies of the book can be obtained by writing to the Council for Senior Citizens, 840 Jefferson, N.E., Salem, Ore. 97303 or by calling the phone company toll free at 1-800-555-5000.

MEMO

Rose Festival enthusiasts, get ready. Tickets are on sale now for the Queen's Coronation May 31, the Stage Band Classic June 6, the Festival of Bands June 7, Memorial Coliseum seats to the Grand Floral Parade June 8, G.I. Joe's Rose Cup Races June 8 and 9 the Oregon Symphony June 8 and 9 and the Strohs/G.I. Joe's Indy Car Series June 14 through 16.

Ticket information is available from the Port of Portland, the Portland Chamber of Commerce and the ticket office at Memorial Coliseum.

MEMO

Several types of trees, provided by Tri-Met and Multnomah County, will soon add some scenery for light-rail travelers and area residents.

Tri-Met will be planting 487 trees at the 12 light-rail station platforms and four Park & Ride lots between Gresham and Gateway.

The agency is also replacing trees and shrubbery removed from private property along Burnside as part of the \$6.5 million landscaping contract for that area.

The county, as part of its street tree program, will be planting 381 trees for the Burnside sidewalk arums. These trees will include red sunset and Norway maple, flowering plum, hawthorne, European hornbeam, Callery pear and sycamore maple.

Tri-Met will be adding European hornbeams, Norway maple, sweet gum, Heigan cherry, flowering plum, incense cedar and shore pines.

MEMO

Break out the jogging shoes. The summer schedule of running events is off and running.

The eighth annual Troutdale Trot is May 11, and all participants receive T-shirts. To sign up for the 5.7-mile run, call Kent Lundergan at 665-7073.

Run for fun in the 5th Annual Happy Valley Fun Run May 18. For more information on the 3- and 5-mile runs, write 13865 S.E. King Road, Portland 97236.

The I-205 bridge will support runners in the third annual Run Between the States May 19. The 12-K run is open to the public; the Portland Runner's Clinic, 252-8374, can offer more information.




Gateway Corridor Specialists

DON AND JO BOGH (associate brokers)

**Professionals 100 Inc.,
Realtors**

11157 N.E. Halsey

*Call for a free marketing analysis
and/or housing search.*

255-4904 255-8698
Bus. Res.



PROFESSIONALS 100, INC., REALTORS

Nobody does it better than the Greater Gateway Boosters.

Happy 35th anniversary from your friends at First Interstate Bank.

First Interstate Bank salutes the Greater Gateway Boosters on 35 years of community involvement. Your spirit and dedication makes our

community an even better place to live.

We also salute the Mid/County Memo on this exciting, premiere issue. We welcome you, and wish you success.

Nobody does it better than First Interstate Bank.

We offer you more convenience. More service. More savings and investment options. And unparalleled financial strength. We're proud to be part of this fine community. And look forward to serving you.

Gateway branch 122nd & Halsey branch Parkrose branch
13401 N.E. Halsey St. 5518 N.E. 122nd Ave. 10721 N.E. Sandy Blvd.
phone: 220-2845 phone: 220-2820 phone: 220-2825



First Interstate Bank

**Tantalize Your Tastebuds.
Read Nifty Nibbles
For Great Recipe Ideas!**



**Just one of the many reasons
for reading
The Mid-county Memo**

Hobby turns out anything but toys



Don Netz completes the decking of his latest sailing ship creation at Darleen's Toyland.

Ship-building, at least on a small scale, comes to Darleen's Toyland, Gateway Shopping Center, every Saturday during May and June.

Don Netz began building tall ships from kits about eight years ago. He has become so proficient that now his skills are contracted out to build ships that people want for displays.

Netz works on his ships at the Toyland, so that "interested people can get first hand information on what a finished product looks like," he says.

He has five ships on display, in various stages of completion. Another purpose of his work at the Toyland, he says, is to show people how much work is required to make a ship, even from a kit.

The kits offer some pre-cut pieces, but all the planking and detail work must be done by the builder. Netz says that prices and quality vary on the ship kits, but most sell for about \$100 to \$150.

After completion, the market value of the ship increases to thirty or forty times the kit price. He says that one ship he finished was appraised at over \$10,000.

As for doing small portions of a project, Netz says that he does this only rarely.

"Sometimes in the condition it's in, you might as well start over," he says.

One exception he made was for a man who moved his ship from Ohio to Oregon and it arrived in pieces.

"It was a challenge but we got it back together. Ships need to be stored in cases and he has one now," says Netz.

Completed ships range in length and height from just over one foot to more than four feet long and more than three feet high.

Many of the ship kits are for sailing ships of the 1600s and 1700s, but Roman slave ships and Viking ships are also available in kit form.

Levy seeks yes from city votes

Portland voters will be asked May 21 to approve a three-year serial levy designed to continue operation of city street lights.

The 10-year levy currently in effect expires June 30 and new levies spanning such lengthy time periods are no longer allowed by law.

Under the proposed three-year levy, property owners would pay a fixed rate of 50 cents per \$1,000 assessed valuation, 5 cents more than the average cost over the past 10 years.

Monthly cost to the owner of an average (\$80,000) home would be \$2.50 under the new levy.

Known as Measure 51, the levy was developed after voters in November rejected a proposal calling for a street light fee system similar to that used to collect for sewer and water services.

Officials with Portland's Bureau of Street Lighting recommended a City Charter amendment which would have authorized the system.

Average annual cost to a residential property owner or small business owner was estimated between \$28 and \$32, about the same as under the proposed three-year serial levy.


To date, at least four organizations have endorsed the proposed levy, including the Portland Chamber of Commerce, the Transportation Citizens Advisory Committee, the League of Women Voters and Metropolitan Homebuilders.

Harrison King, manager of government relations for the Chamber of Commerce, has said that organization supports the measure because it is in line with the chamber's goals to "improve economic development and the city's business climate."

He said street lights are essential for traffic, pedestrian and public safety.

Actively backing Measure 51 is an 18-member citizen group called the Committee for Secure Street Light Funding.

Members include Bill Naito, chairperson; Richard E. Goff, treasurer; Mayor J.E. "Bud" Clark, Portland City Commissioners Dick Bogle, Mike Lindberg, Mildred Schwab and Margaret Struchan, Catherine Sohm, Larry Black, Pamela Hulse, Steve Janik, Ken Kraus, Linda Rasmussen, John Reed, Isaac Regenstein, Joan Smith, N. Robert Stoll and Bill Wyatt.



Got a story idea?
Give Jane a call.
256-3670 or 235-8335

ROBERTO'S
DELI
1860 N.E. 122nd
9a.m. - 7p.m. - Monday - Friday
9a.m. - 6p.m. - Saturday
Orders To Go 253-8387
Closed Sundays

Try A Delicious Cup Of Soup
And A Crisp Spring Salad Bar.

\$2.25

Roberto's Quality Catering

Planning a party, wedding reception or special meeting? Ask us about: our hors d'oeuvres, meat and cheese trays, special salads.

3 - 4 - 5 Foot Torpedoes Our Specialty!

We deliver lunches to your company or business. A \$25.00 minimum is required. Place your order by 10 a.m. THANK YOU

WOODLAND PARK HOSPITAL ASKS YOU.... "Who Will You Call?"

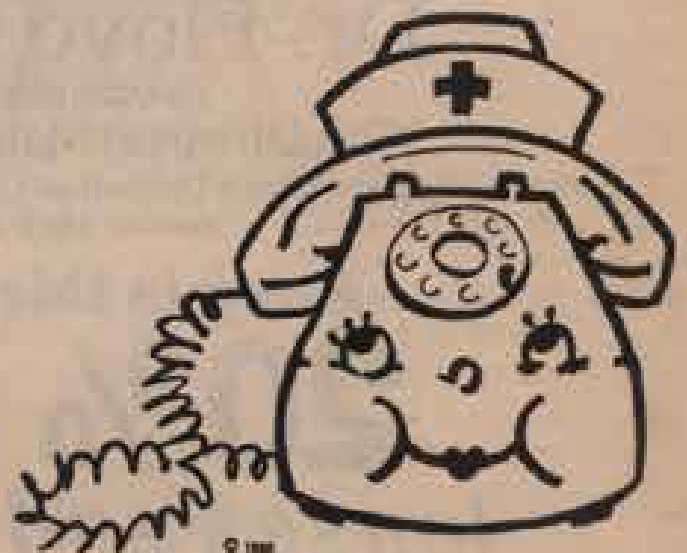
When it's late and your little one is sick...your knee still hurts from basketball and you're not sure what to do...you want to know how long a tetanus shot lasts...you want a personal physician...you're concerned about a persistent symptom...you need information.

Now you can call our health resource nurse 24 hours a day when you need health information. Your questions will be answered accurately, quickly and with total confidentiality.

DIAL: 24NURSE

So go ahead... Call... a little peace of mind...
no charge... from Woodland Park Hospital

DIAL: 2-4-N-U-R-S-E (246-8773)



SNOW-CAP assists neighbors in need



At SNOW-CAP headquarters, Glenda R. Stevens, William Taylor and Barbara Burnham pack food from Project Second Wind to be distributed to needy families.

By JANE BRAATEN

For some it's a three-day supply of food; for others it can be a new pair of shoes or help with a medical bill.

For all people involved in SNOW-CAP or who have used the services, it is dedication to the idea of neighbors helping neighbors, and anyone in need.

SNOW-CAP, or the East County Church-Community Action Program, is an organization sponsored by 46 area churches of 19 denominations. From its offices at 1740 S.E. 139th Ave. and at 507 W. Powell Blvd., it dispenses emergency, short-term aid to residents of east county.

It also represents an achievement in community activity. From its conception almost 30 years ago, SNOW-CAP has refused governmental funding, preferring instead to adopt a "We will do it ourselves philosophy," says William Taylor, chairman of the SNOW-CAP executive council and minister of the Eastminster Presbyterian Church.

SNOW-CAP stands for the idea that "We can fund it. We can control it. And the community has responded," says Taylor.

"We are able to speak out to the Legislature and represent the people — both clients and sponsors — without a political axe to grind.

"We are able to take an honest look and say 'Here's what's needed' without the fear of funding being cut off," Taylor says.

SNOW-CAP, along with CAPS representing other communities of the Portland area (HUB-CAP was the acronym for the downtown area), was founded as one of numerous social programs in the late 1960s. But SNOW-CAP is the only CAP still in existence, because, Taylor says, it refused government money.

The other CAPS had to close down when conservative trends in government dried up money for social programs.

SNOW-CAP services an area bordered by 82nd Avenue, the Columbia River, the Clackamas County line and about Corbett Street.

Clients may go to either of the two service centers and apply for assistance by proving they live in the area and that they are in need.

Most of the direct funding for SNOW-CAP comes from churches, individuals and community groups. The churches belonging to SNOW-CAP accept food and clothing donations which they transport to the SNOW-CAP centers.

SNOW-CAP's primary function is to supply emergency food supplies, and it is one of the founders of the Inter-Agency Food Bank. It also provides a host of other services such as Christmas baskets, clothing, kitchen and bedding items, some cash for medications and referrals to other programs that can provide long-term assistance.

Taylor says about half of the people who came to SNOW-CAP for food (about 30,600 in 1984) were one-time visitors during the year. He also says that more than half were children, part of families enduring an economic crisis.

"The better economy has not reached the poor. They are hurting as much now as two years ago, if not more," says Taylor.

Indeed the number of people helped has drastically increased from three years ago. Food assistance went up from 11,700 people in 1981, and monetary support for medication or utility bills jumped from 520 people in 1981 to 4,000 in 1984. The increase of all services combined over these three years was more than 160 percent.

SNOW-CAP was set up as an emergency service in order to avoid being in charge of long-term assistance. Its volunteers, though, are involved in helping families wade through the myriad of programs offered in the Portland area if they are in need of long-term help.

Volunteers and donations are the key to SNOW-CAP's success. Its 1985 operating budget totals more than \$138,000, yet it has only five personnel who receive minimum wage for part of their hours.

Taylor says that when the cash value of the volunteer services are added, SNOW-CAP operates with a \$425,000 budget.

One volunteer program, in its second year, is Branches, a match-up service coordinated by telephone, that links people needing transportation, shopping,

home repair and bookkeeping with people who volunteer their time to do them.

In 1984, 128 volunteers provided 2,300 hours of service for primarily the elderly and the handicapped, Taylor says.

United Way funding for this program runs out this year, Taylor says, and Branches will go under unless it finds another source. Even the SNOW-CAP budget is running \$5,000 to \$10,000 short, so more help is needed.

As part of their fund-raising activities, SNOW-CAP, together with the Church World Hunger Service, sponsored the May 5 Hunger Walk. Last year the walk brought in \$22,000, and one-quarter of these funds went to SNOW-CAP and the rest to help solve world hunger.

Taylor says a focus of SNOW-CAP is to show "concern for hungry people outside of our own area as well."

"The excitement of working with SNOW-CAP is that churches, people and community groups in East Multnomah County have expressed concerns for the hungry, the homeless and the unemployed — not only in our area but in the state and in the nation," says Taylor.

This paper is great!

How do I get my ad in the next issue?



It's simple
just give Scott a call.

256-3670

mid-county
MEMO

223 S.E. 122nd Ave.
Portland, Ore. 97233

Or call The Bee
235-8335
8113 S.E. 13th Ave.
Portland, Ore. 97202

Dr. Floyd Geller

OPTOMETRIST

With Offices at Mall 205 Optical

Formerly Columbian Optical at Gateway Shopping Center
now at Mall 205

Bring in this ad for
20% off
lenses and frames

Mall 205 Optical

9978 S.E. Washington
Portland, OR 97216

21 Years of Service to the Greater Gateway Areas

Expires May 31, 1985

Phone: 256-4311

nifty nibbles

By MARCIA PRY

Last December Tom and I and another couple traveled to Leavenworth, Wash., to see the Christmas light festival. Leavenworth is a town done entirely in a Bavarian theme.

Twenty years ago Leavenworth was a typical dying town. The highway and the highway of life were passing it by. On our December Saturday we were among 30,000 to 50,000 people crowded into two blocks to see, buy, marvel and eat. If this were a column for business developers and booster groups, I'd suggest investigating the Leavenworth story.

Actually, we had an equally delightful time in another small town nearby, Cashmere. Those of you who read labels might recognize Cashmere as the town in which Apples and Cider are produced. We visited the plant, saw the candy being made, sampled some and bought some.

One of the things that intrigued me is that the two Cashmere drug stores take turns being open on Sunday mornings. The one that was open on our Sunday was selling a cookbook compiled by the women of the Cashmere First Baptist Church. Here are some samples from the Baptist ladies.

CHEESE AND PINEAPPLE SALAD

3/4 cup sugar
1/2 cup syrup from canned pineapple
1 envelope unflavored gelatin
1/4 cup cold water
1 cup crushed pineapple, drained
1 cup grated American cheese
1 cup heavy cream, whipped

Dissolve sugar in pineapple juice over low heat. Add gelatin which has been softened in the cold water. Chill until partially set. Add pineapple and cheese. Fold in whipped cream. Chill until firm.

QUICK AND EASY GERMAN SAUERBRATEN

1 16-ounce can beef gravy or
2 cups leftover beef gravy
1 package sweet and sour mix
1/4 cup vinegar
1/4 teaspoon ginger

3 pounds beef cut into one-inch cubes

Combine all ingredients and put in a 10 by 16 oven bag in a 9 by 13 baking dish. Bake 1 1/2 hours at 350. All ingredients can also be placed in a slow cooker.

GRATED POTATO CASSEROLE

6 medium potatoes, cooked until tender in their jackets

1/4 cup butter
1 can cream of chicken soup
1/3 cup snipped green onions
1 1/4 cups grated cheese
1 cup crushed cornflakes
1 teaspoon melted butter
1 pint sour cream

Peel the cooked potatoes and grate. Melt butter in a saucepan and stir in the soup. Blend in sour cream, onions and cheese. Stir in the potatoes and place in a greased casserole. Mix cornflake crumbs and melted butter and sprinkle over casserole. Bake at 350 for 45 minutes.

CAPE COD MUFFINS

2 cups sifted flour
2 tablespoons baking powder
1 1/2 teaspoons apple pie spice
1 teaspoon salt
1/4 cup firmly packed dark brown sugar
1 cup whole berry cranberry sauce
1 egg

1/4 cup melted shortening. Sift dry ingredients into a large bowl and add brown sugar. Measure cranberry sauce and save rest to serve later. Beat the egg; stir in cranberry sauce and melted shortening. Add all at once to dry ingredients. Stir lightly. Spoon into 12 greased muffin cups. Bake at 400 about 20 minutes.

FIRESIDE COFFEE

1 cup instant coffee
2 cups dry dairy creamer
2 cups Swiss Miss Cocoa mix
1 1/4 cups sugar
1 teaspoon cinnamon
1/2 teaspoon nutmeg

Mix all ingredients together. Use about three teaspoons mix in a cup of boiling water.

Not everything in the cookbook is recipes. The pages are often full of little poems, one of which I'll share.

Thank God for dirty dishes,
They have a tale to tell:
While others may go hungry,
We're eating very well.
With home and health and happiness,
I shouldn't want to fuss;
For by the stack of evidence,
God's been very good to us.

If you can't make it to Munich or Austria this year, perhaps a trip to Leavenworth can be worked into your travel plans and budget. And if you get to Leavenworth be sure and visit Cashmere; it's very nifty.

Parkrose kids 'straight, sober'

Neighborhood merchants have helped teens stay "Straight & Sober" by providing items for a recent auction benefiting the Parkrose Student Assistance Program.

The April 19 auction, which featured items such as a trip to Sunriver, carpeting and a car stereo, raised nearly \$1,700 for the program's budget.

Kris Vanderburg is the coordinator of the program which operates out of Parkrose High School. It is designed to help students who have undergone drug or alcohol treatment or who are having problems with chemical dependency.

Vanderburg says the program offers a support group for the young people in which they can form an alternative peer group.

She says one big reason why graduates of treatment programs have a hard time staying straight and sober is that they attempt to renew all their old friendships, which centered around drugs.

Through the peer group, the assistance program gives away T-shirts with the logo "Clean & Crazy"

after a student has spent six months sober. After one year of sobriety, the youth is treated to a pizza party.

In addition to these, the program's budget also goes to families who desire but cannot afford drug evaluations for a young person in their family.

These evaluations are conducted by a professional consultant and usually are requested after parents and teachers agree that a teen is a drug or alcohol abuser.

If the consultant suggests a drug treatment center, it is then up to the parents to foot the bill for the treatment.

Vanderburg says that program members would like to eventually be able to assist families in paying for treatment, which usually costs between \$4,000 and \$14,000.

With a current budget of \$900, she says, the program can afford to pay for the \$50 evaluations but is nowhere near the goal of paying for treatment.

Twenty-six students currently participate in the support group at Parkrose, says Vanderburg, and the program would like to help all those who need it.

Gateway Chiropractic Center

103rd and Halsey

Dr. Charles Blodgett • Dr. George Douglas • Dr. Robyn Pinseth

- Health maintenance through physical manipulation and nutritional guidance.
- tension relief
- relief from many types of muscular skeletal problems including back, neck, arthritic and posture related pain.

9-5 Monday-Friday, Saturday morning and emergency treatment available

252-8301

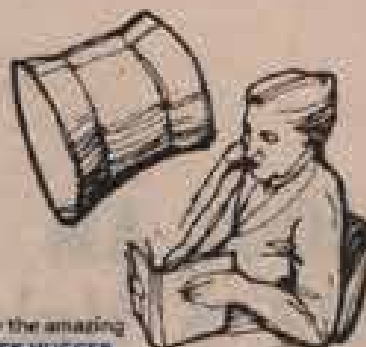
Call For An Appointment Soon

HAPPYBACK

San Rafael Shopping Center
NE 122nd & Halsey
255-4516

BACK ACNE?

Take it to HAPPY BACK, everything your back ever wanted and all under one roof the only store of its kind in Oregon.



Try the amazing **BACK HUGGER**. Literally hugs your lower back, reduces fatigue and feels great.

Individually fitted **SACRO EASE** for perfect driving comfort mile after mile.



World famous **BALAN'S CHAIR**

the most comfortable chair your back ever worked in. Hailed by orthopedics as the best chair ever built for backs.



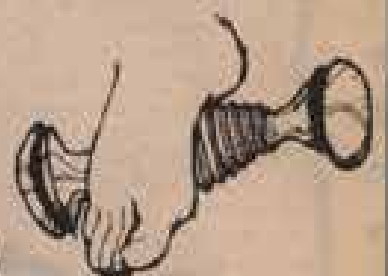
The best night's sleep you've ever had on the **WAL-PILO** developed by Lionel A. Walpin, M.D., specialist in Arthritis and Pain Management.

Helps relieve tension headaches, neck and shoulder pain, arthritis related disorders, irritated and pinched nerves. Available in Standard and Travel sizes.

Every product in the store is unconditionally guaranteed. All at **HAPPY BACK** in the San Rafael Shopping Center 1926 N.E. 122nd Avenue. Open Monday-Saturday 10:00 a.m. - 6:00 p.m. (255-4516)

YOUR BACK NEVER HAD IT SO GOOD

And so much more ... **FOOTSE ROLLER** oh so good for those aching feet



MASSAGE ANIMAL makes a wonderful gift made from selected hardwood



BOOKS AND TAPES ON weight reduction stop smoking stress relaxation and easy music listening

Ad, news deadlines set

The Mid-county Memo deadline for advertising and news items is May 24 for the June issue. Contact Scott Steward for ads and Jane Braaten for news at 256-3670.

Great Mother's Day Gifts

FUN O RAMA

**BRING THE FAMILY
FOR A TREAT
OF THRILL FILLED
FUN!**

MAY 17-26

GREATER
**Gateway
Boosters**

... Schedule of Events ...

ALL NEW

Carnival
Fun Center

Funtastic
Shows

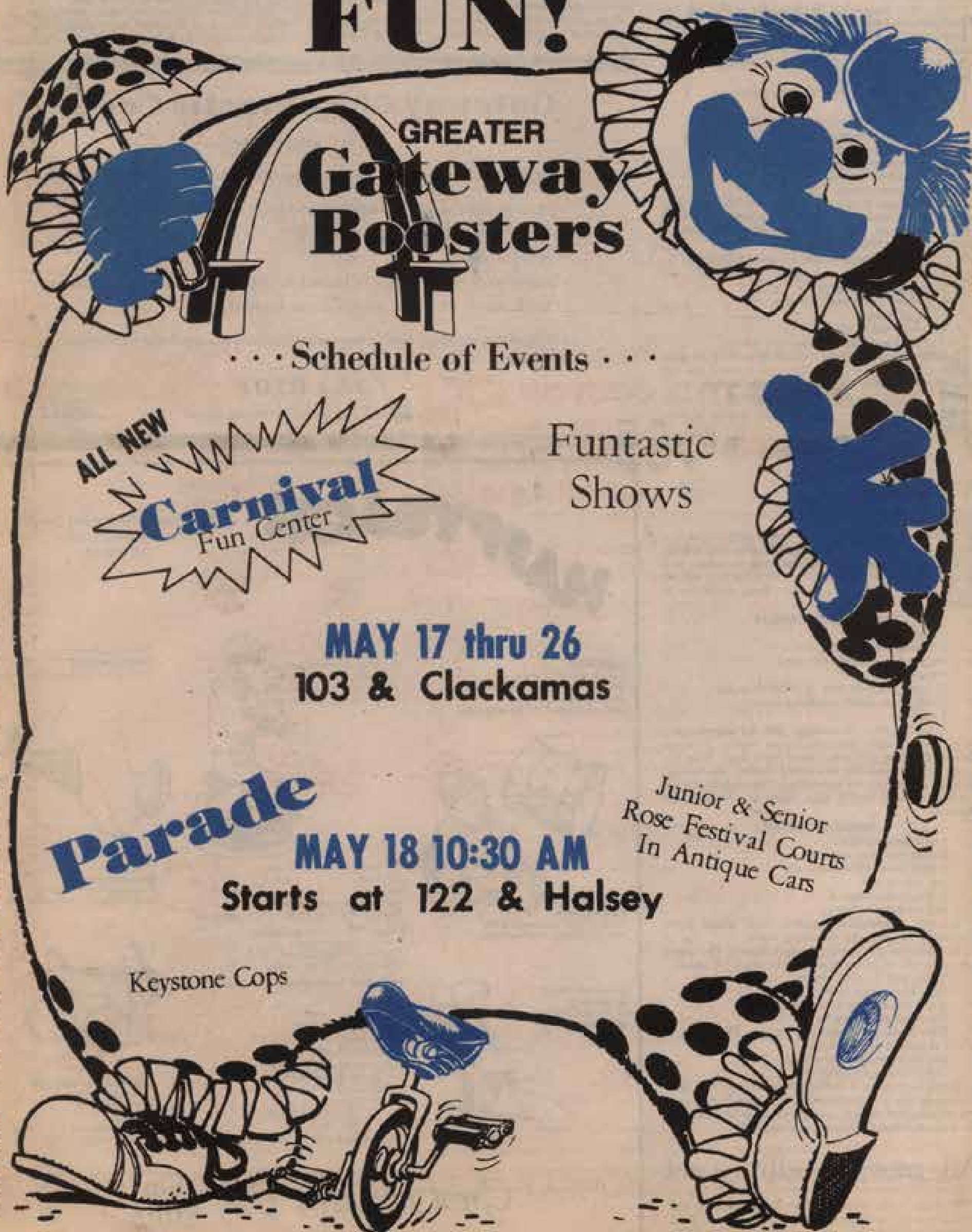
MAY 17 thru 26
103 & Clackamas

Parade

MAY 18 10:30 AM
Starts at 122 & Halsey

Junior & Senior
Rose Festival Courts
In Antique Cars

Keystone Cops



The Great American Entertainment Value

Burback & Bollinger's
Funtastic Traveling Shows



CLIP THIS COUPON

7 Rides For **\$265** Any Rides for All Ages!

Good only - May 19th, 23rd & 26th.
CASH VALUE 1/20th of 1*

CLIP THIS COUPON

11 Game Tickets **\$265** Games for All Ages!

Good only - May 19th, 23rd & 26th.
CASH VALUE 1/20th of 1* (Some games require more than 1 ticket)

Now Appearing:

From May 17
thru
May 26 1985

AT: N.E. 103rd
& Clackamas.

*Captain
Funtastic*

Burback & Bollinger
FUNTASTIC
TRAVELING SHOWS
New fangled fun at
old fashioned prices.

CAPTAIN FUNTASTIC® is a registered trademark of Burback & Bollinger's Funtastic Traveling Shows.

DA starts project to inform victims

Thanks to a new project initiated by the Multnomah County District Attorney's office, business owners who have been victims of shoplifting will know in a more timely manner when they may put stolen merchandise back on the sales floor.

The effort, known as Project Inform, was developed in response to complaints that shoplifting losses are compounded by the need to retain the merchandise as evidence.

According to Jo'ey Gardelius, operations supervisor in the district attorney's office, the items in question must be held until the criminal case is settled.

The length of time necessary varies from case to case.

However, some situations are resolved rapidly when the defendant pleads guilty.

Regardless of the resolution time required, Ma Gardelius says, the goal of Project Inform is to notify business owners of the outcome within 30 days of the final court date.

The intent is to help businesses reduce losses by insuring that merchandise is returned to the sales floor as soon as possible.



At an afternoon aerobic session at Prescott Grade School, Gail Ramjam, Lynda Wittren and Terry Dion stretch and bend (at left). Naomi Amundsen follows Dion in her circling routine.



Gentle approach appealing to women

By JANE BRAATEN

Finding the right environment to exercise in is a difficult task for Portland women. Popular aerobics classes can emphasize the "beautiful body" approach to fitness or leave the body in worse shape than before.

These needs have prompted Terry Dion, certified fitness instructor, to teach Gentle Aerobics, an alternative exercise program for women who are turned off by typical classes but who want to keep fit. She recently began teaching a class for Parkrose school teachers.

She says the classes emphasize paying attention to one's individual limits while still obtaining fitness and a sense of well-being from aerobic exercise.

What the classes avoid, says Dion, are the hopping and bouncing exercises taught in most aerobic workouts. In her classes, she says, "You almost don't have to lift your feet off the floor."

She demonstrates an exercise of bending at the waist, arms outstretched in front, knees locked and bouncing outward.

"This particular exercise puts 300 pounds of pressure on the lower back," Dion says, and obviously is harmful although it is taught in many aerobics workouts.

Dion teaches six classes a week and also attends Portland State University's master's degree program in counseling. She says this has helped her to maintain a non-judgmental atmosphere in her classes.

"It is always OK to simply walk in place or around the circle at your own pace," she says in her literature. And yet the workout the class does is genuine.

"This class gives women a lot of energy. Several have told me they can now do things they couldn't before," Dion says.

To the tunes of "Eye of the Tiger" and "Puttin' on the Ritz," her class completes a one-hour program that

includes warmups, stretching, 20-minute aerobic workout, strength exercise and a cool-down.

The cool-down exercises are essential, Dion says. "The cool-down prevents soreness the next day. It is not true that being sore means you've had a good workout."

"I try to educate people to pay attention to how their bodies feel," she says. Some members of her class go on to participate in other aerobic classes and Dion says she wants them to leave "knowing which exercises aren't good."

About half of Dion's clients are either overweight or over age 45. The rest have either suffered an injury or were turned off by other aerobic classes.

"I try to give people permission to learn at their own pace, and make it safe for them to learn," she says.

Dion teaches classes at the Sellwood Community Center and a Southwest Portland facility, and her Parkrose classes are held in the cafeteria of Prescott Grade School. She charges \$2 a session in advance, and she can be contacted at 236-8120.

She is enthusiastic about her classes for a variety of reasons. "I emphasize how exercise can bring about feeling good. After becoming fit, many women are stronger, more confident. They can feel like 'I am strong enough to take care of myself.'"

Little League teams still have openings

Spring has really arrived when one sees signs of the familiar rites — lawnmowers in motion, trucks towing fishing boats and kids in matching T-shirts practicing baseball.

Little League practice is well underway for area youngsters as the season opening day ceremonies were held April 27. The 1985 season will end the last week of June.

Parkrose Little League, bordered by 82nd Avenue, the Columbia River, Halsay Street and 143rd Avenue, has divisions to include boys up to age 12 and girls to 18 years of age.

Although the deadline has passed for registering a youngster for a designated Little League team, the league will still accept one if they are willing to play on a team assigned to them, according to Jerry Goodland, Parkrose Little League president.

Goodland says 39 teams, with an average of 12 to 14 kids per team, have registered so far in his area.

Most teams have individual or company sponsors, and the Greater Gateway Boosters donates funds for the maintenance of the stadium at 135th Street and East Burnside, Goodland says.

Other fields where interested spectators can watch a game are the Knott School fields, Knott Park and the Sacramento School fields. Little League teams do not travel out of their area for games.

Parents and others can volunteer to organize games or registration activities by contacting Goodland. "Without volunteers, Little League does not function," he says.



Balloon-A-Rama

7 till Midnight

Every Friday

Open play extra

Bowl a strike w/red headpin
WIN A PRIZE!

Win a FREE game

with

Red Pin Bowling

Mon.-Sat. during

Open Play

Casino Bowl

Saturday Night

7:30

Call ahead for reservations

Colored headpins,

Money shots from 1-50

Jackpot tickets, Cash prizes,

Headless Strike

Jackpot Split

Spring Leagues Starting Soon

Call Now

253-7517

10510 N.E. Halsay

39th Anniversary Sale



Wooden
Rockers
From \$99

Swivel
Rockers
\$139



Platform
Rockers
\$119



5234 NE Sandy

American
Originals!

Riverdale Branded Design

Save Up To 30%



Betty Lee Maple
Combination Table
\$89.95



Save Over 50%
Regular Price \$189

BRUNKE'S

287-6331

Portland's Original Early American Furniture Store

Loaves and fishes

MONDAY, May 13 — Vegetable juice cocktail, cheese/peas salad, stew, cabbage, 3-grain bread, margarine, pineapple tapioca pudding, milk.

TUESDAY, May 14 — Coleslaw, pork steak, whipped potato, veg., roll, chocolate applesauce cake, milk.

WEDNESDAY, May 15 — Tossed salad, omelet, potato patties, tomato/zucchini, bread, fruit, milk.

THURSDAY, May 16 — Orange juice, meatloaf, scalloped potatoes, veg., roll, french apple pie, milk.

FRIDAY, May 17 — Pineapple juice, bean salad, savory chicken, potato salad, relish, roll, ice cream cup, milk.

MONDAY, May 20 — Apricot/orange salad, banger sausage, whipped potato, cream gravy, veg., roll, raisin fruit bar, milk.

TUESDAY, May 21 — Pineapple juice, tossed salad, baked lasagne, broccoli, french bread, pudding pops.

WEDNESDAY, May 22 — Orange juice, cottage cheese & pineapple salad, chicken fricassee, baked rice, carrots, roll, margarine, sunny honey cake, milk.

THURSDAY, May 23 — Grapefruit juice, pasta salad, baked fish, scalloped tomatoes, spinach, cornbread, margarine, cinnamon crispie, milk.

FRIDAY, May 24 — Coleslaw, pot. roast, whipped potatoes, gravy, peas/onions, soda bread, banana, milk.

MONDAY, May 27 — Memorial Day Holiday

TUESDAY, May 28 — Orange-grapefruit juice, cabbage roll, corn pudding, green beans, bean bread, jello, milk.

WEDNESDAY, May 29 — Layered salad, ham loaf, yams, cauliflower, biscuits, strawberries, milk.

THURSDAY, May 30 — Chef's salad, cheese souffle, oven french fries, oriental veg., wheat roll, margarine, rhubarb crumble, milk.

FRIDAY, May 31 — Grapefruit juice, cranberry-pineapple salad, sliced turkey, dressing, gravy, mixed veg.,

**Please tell
merchants
you enjoy the
Mid-county Memo**

here is my card

Parkrose United Methodist Church
11111 N.E. Knott, Portland, Oregon 97220
Ralph W. Wilds, Pastor



Office: 253-7567 Parsonage: 257-8002 David's Harp: 253-9993

Sunday Worship,
10:00 a.m.

Licensed free estimates Bonded

REBSTOCK HOME IMPROVEMENT
REMODEL and NEW CONSTRUCTION

Karl Rebstock

Residential (503) 252-8085 Commercial

PROBLEM FEET!

Treatment for
• Corns • Bunions
• Callouses • Ingrown Nails
Medicate and most insurances accepted

T.A. Dennis, DPM
Podiatric Surgery and Medicine
10309 N.E. Halsey
252-1707

VISA Master Charge

Lettie's

Where Fashion Has No Size Limit
Sizes 12 thru 54 & 12 1/2 thru 32 1/2

Gateway Shopping Center Across from Fred Meyer Drug 1400 N.E. 101st Ave. Portland, Ore. 97220 Phone - 252-3242

Hospital aids seniors on health

An older person may become tired and confused from wading through the paperwork jungle of Medicare forms. Or he may be unable to get to a drugstore for needed medication.

Almost one-quarter of the people living in Woodland Park Hospital's service area are senior citizens, and the hospital has recently begun to help seniors through some of these difficult situations.

The hospital has developed a two-part program of senior health care set to begin in the middle of May.

The first component involves a number of health-related services available to senior citizens.

Three facilities serve Loaves and Fishes

Loaves and Fishes program, which offers hot lunches to senior citizens and others in need, has three facilities to aid persons in the greater Gateway area.

St. Matthew's Episcopal church, 11229 N.E. Prescott, offers noontime meals Monday, Wednesday and Thursday. It operates on a donation basis with no income guidelines, as do all other Loaves and Fishes centers.

Meals on Wheels, a subsidiary of Loaves and Fishes, delivers hot meals to seniors who are homebound either from illness or disability. This service operates from St. Matthew's and from St. Rita Catholic church on Tuesday and Thursday.

Loaves and Fishes meals can be obtained from St. Aidan's Episcopal church, 17405 N.E. Glisan, on Tuesday and Thursday.

Nancy Daley, 777-2424, is the Meals on Wheels Multnomah County Coordinator. She says transportation is also available for seniors who are mobile enough to attend a meal at one of the centers but who do not have a car.

YMCA memberships to be sold at carnival

Memberships for the new Gateway area YMCA will be sold at the Fun-O-Rama days carnival May 18, in anticipation of the new facility set to open in 1988.

Richard Smith, director of the Northeast YMCA, says many programs do not require a building and the YMCA can now begin to offer these to area residents.

Community memberships will be sold at the carnival for \$30 per family or \$12 per youth. A community member is entitled to reduced rates for programs such as Camp Collins, youth basketball and Indian guide workshops.

Many programs are due to begin in September of this year, Smith says.

In a year or so, they can begin selling facility memberships for the new building which will be located at N.E. Pacific Street and 98th Avenue, he says.

The facility site, which is leased from Tri-Met, will be at the new Gateway light-rail station. The building will house a pool, a gym, weight rooms and racquetball courts.

Membership costs have not been determined, but Smith says that financial aid is available for people unable to pay.

The 80,000-square-foot facility will, Smith says, "offer all of the amenities to take care of youth and family fitness."

Both the Hollywood and the new Gateway area YMCAs are included in the Northeast Branch of the YMCA, Smith says, and persons who are interested in more information can pick up brochures at the carnival booth or call the Hollywood facility.

Cheri Baird, public relations director for Woodland Park, says the hospital has contracted with an independent insurance company to aid seniors in filling out Medicare claims and supplemental insurance forms.

Considering the problem most young adults have with their tax forms, it is understandable why older people may have questions filling out their claim forms, says Baird.

Incorrect filing can result in denial of reimbursement, and this is crucial to seniors, most of whom are on fixed incomes.

Another service offered in senior care is an evaluation of prescribed medications.

Plaza 102 Pharmacy will review the medications the person is taking to check for potential drug interaction problems and will give careful instructions on how to take the medications.

The pharmacy has also agreed to keep a pharmacist on call 24 hours a day and to deliver medications for homebound seniors.

24-NURSE, a 24-hour health information service run by Woodland Park, is also available for questions and access to the emergency response system.

The hospital will also operate a referral network to put seniors in touch with health care workers who will come to a person's home, such as physical therapists, speech therapists and home care nurses.

With the exception of the insurance consultant, who will charge a nominal fee for appointments, all the services in the Senior Health Care program are free to those 65 or older.

The second component of senior care is a specialized eight-bed hospital unit that is designed for seniors who cannot be cared for in the home but who do not yet require nursing home care.

Baird says the unit will "help seniors achieve or regain a level of day-to-day functioning."

"We have evidence that often senility was just assumed in the past," Baird says. "We haven't really looked at older people's behavior closely enough. We are trying to do something to keep them independent."

The unit is designed only for short hospital stays and is covered by Medicare, says Baird.

Seniors can often become depressed, withdrawn and sometimes violent, she says, and the group setting helps to get them participating in everyday activities again.

Those wanting more information about these services can call Baird at Woodland Park, 257-5549.

A fascinating maritime history...



Bring the family and
talk with shipbuilder
Don Netz every
Saturday in May at
Darleen's Toyland in
the Gateway Shopping Center.

The relaxing hobby of model shipbuilding.
Instruction available.

Netz's Tall Ships

503-659-6868

Donald L. Netz
Builder

WITH THIS COUPON

**TOYS, TRAINS,
MODELS,
GAMES**



This would be a GREAT TIME AND PLACE to do your gifting! We're a Specialty Store. We carry the spare parts to keep your units operating.

**WE SERVICE
WHAT WE SELL.**

"Fun-O-Rama Special"
EVERY ITEM IN OUR STORE

20% OFF

OFFER EXPIRES MAY 18, 1985

253-1434

Darleen's

TOYLAND

GATEWAY

Neighborhood papers allow folks to 'talk'

Neighborhood newspapers do two main things for a community. The first is that they provide a communications vehicle for organizations and individuals to "talk" to members and one another.

In neighborhoods not served by a local paper, it is harder, if not impossible, for Scouts to let everyone know there is a paper drive; for church members to invite buyers to their bazaar; for activists to organize their neighbors for or against certain issues.

The other benefit is for business people. Local papers provide affordable advertising for local businesses. The circulation area of a neighborhood paper is usually the prime buying area of a neighborhood business.

When a local business has a good, affordable place to advertise its goods and services, local customers can take advantage of these goods and services. Thus both business people and residents benefit. And a strong business community is an asset to any residential area.

WE'RE MAKING CHANGES WORTH BANKS FOR.

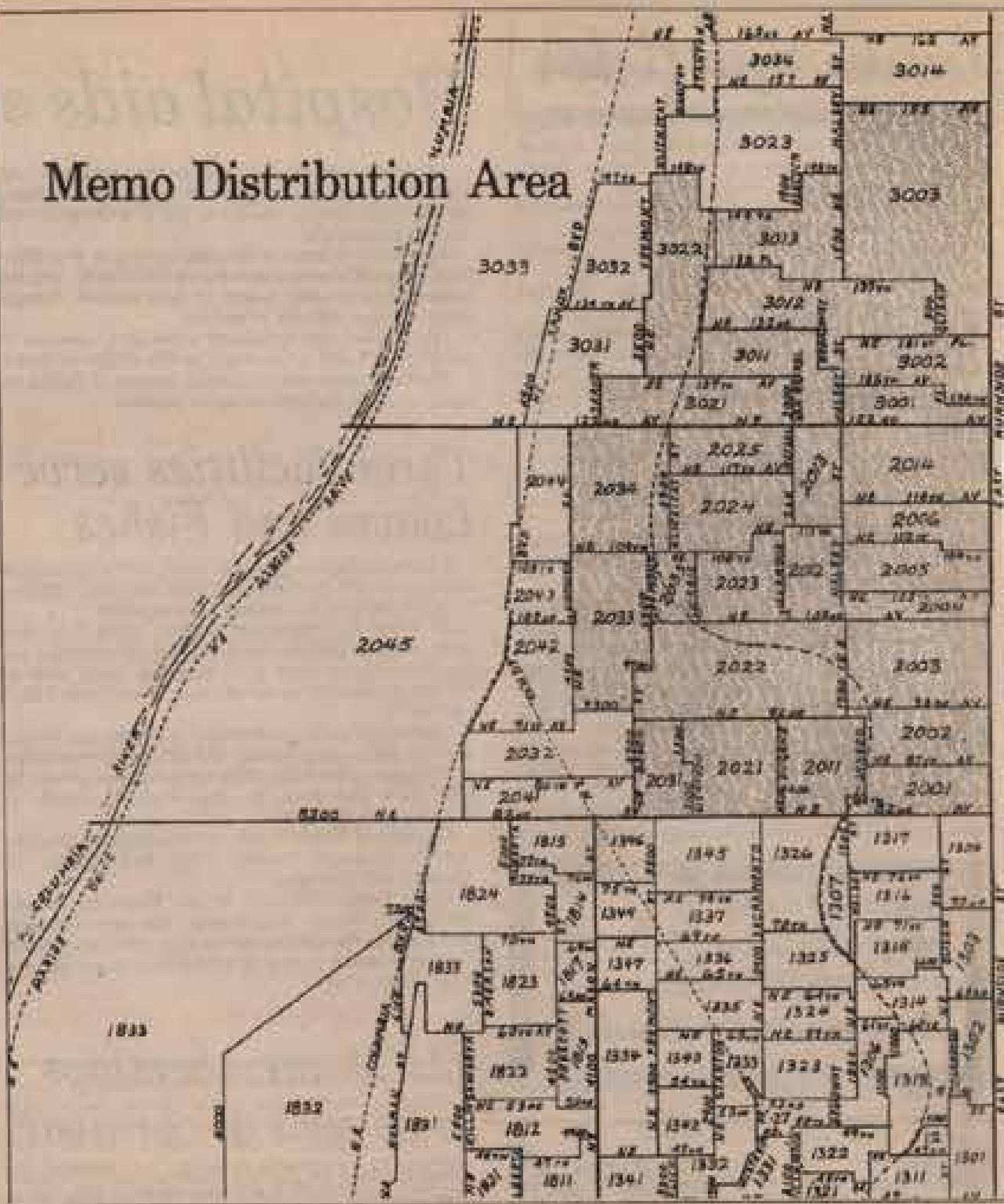
Home Equity Loans

- Save up to \$350 on on Home Equity loan fees
- contact us for current rates
- frees the equity in your home for you to do the things in life you've been wanting to do.

Pacific First Federal

Savings Bank, Member FSLIC.
1515 N.E. 112th Ave., Portland, OR 97220
(503) 222-2111

Memo Distribution Area



New newspaper gets a new staff

A newspaper, and the Mid-county Memo is no exception, has two main divisions: its news content and advertising. The Mid-county Memo has a staff person for each area.

Scott Steward, 26, is the ad manager of the Mid-county Memo. A native of Eugene, he and his wife, Sherrie, and their daughter, Stephanie, live in Grosham. Steward has sold advertising for several

Paper to keep local angle

What makes a neighborhood paper local? Just about every ad and story you read in the Mid-county Memo will be about someone or some place close to home. Stories will be about issues, people and businesses you know or want to know more about. Ads will be from merchants located in the same area.

Regular features will include a monthly update on the Hopsters, Loaves and Fishes and school lunch menus, a recipe column called Nifty Nibbles and a collection of news notes under the heading "Memoged."

Eugene radio stations and for Lane County Living Magazine.

"I strongly believe in a service-oriented consultant approach to advertising sales," said Steward, who hopes one day to combine his radio, television, magazine and newspaper ad sales experience by opening his own public relations firm.

Jane Brasten, 22, is a 1984 journalism graduate of Northwestern University in Evanston, Ill. She was class president for three of her high school years in Florence, Ore., and has received many awards for her journalism work in high school and college. Working on the Mid-county Memo is her first professional job, although she has recently been hired as a part-time copy editor at the Vancouver Columbian.

Ad production on the Mid-county Memo is done by Chris Marrs, production manager at the Bee, and Steve Madington, assistant production manager. Both have years of professional experience in graphic arts.

Kim Schwartzberger, a bookkeeper/receptionist at the Bee, has taken on the additional duties of the Memo bookkeeping.

Owners of the Mid-county Memo are Tom and Marcia Pry. Eleven years ago they bought the Sellwood Bee, a neighborhood weekly established in 1966. Since then they have developed a commercial typesetting and newspaper printing plant and have purchased or started several other weekly and monthly newspapers.

"We see our involvement in the greater Gateway area as a sound business move," said Mrs. Pry. "Our commitment to community journalism is strong so that our papers become not only business ventures but emotional stakes in the neighborhoods we serve."

Distribution explained

Distribution of the Mid-county Memo will be by mail and through newsstands.

About 11,500 copies of the new monthly will be delivered third class to residences and businesses in the zip code areas of 97220 and 97230. This area is roughly bounded by 82nd Avenue on the west, Burnside on the south, various numbered streets from 145th to 155th avenues on the east and various named streets from Beech, Mason, Shaver, Skidmore and Fremont on the north.

The remaining 8,000 copies of the Mid-county Memo will be distributed at stores, banks, restaurants and other outlets throughout a geographic area larger than the mail distribution area.

Madison High program aims at helping teens land first job

Summer can be a happy time for teenagers, but it can also be frustrating for those teens trying to convince an employer to give them a chance at a job.

This is the busy season for area high school job placement offices as they guide students to programs that can offer help.

At Madison High School, Mary Ann Schwab says she is working to "help our students to get that all-important first job."

She distributes information about the Private Industry Council (PIC), and other programs, and the jobs that they offer.

The deadline for applying for the PIC program is May 31, and Schwab says, "It is definitely the case that the early bird gets the worm."

The Private Industry Council, which will be providing 1,800 jobs citywide, operates on a first-come, first-serve basis according to application filing dates.

Often a teenager must wait until receiving a work

permit or a Social Security number before applying for a job and this further necessitates an early start in looking for a job.

Schwab says, "Parents need to understand that their kids need to follow through on the paperwork" if they want to work this summer.

The PIC program does require proof of income, and applications can be obtained from any public high school.

High school placement centers can also act as an employment referral service, sending out qualified students to business people with job vacancies.

For those living outside the Portland city limits, Multnomah County operates the Youth Employability Support Services (YESS) program to aid in finding teens summer jobs.

Enid Branch, placement assistant for the YESS program at Parkrose High School, says she has been very pleased with what YESS has accomplished.

"It is awfully hard for teenagers to get jobs. This just gives them a little boost," says Branch. "I really recommend it to anyone who is qualified."

To qualify, a student must be either handicapped, have been through a drug or alcohol treatment program or have a low income.

Branch says applications for YESS must be turned in before school is out, and her office is available to help students obtain their documentation, such as a work permit, ready.

The Parkrose School District contracts with YESS to have their participants do all the painting and repair work that needs to be done in the summer. Branch says this feedback relationship is a positive one for the kids.

Prior to beginning the YESS job, every applicant must attend two 8-hour employment workshops which teach them how to fill out a job application, how to interview and how to prepare a resume.

This training makes the program not only useful in obtaining the first summer job but teaches students how to go about getting their next full-time or career position.

For handicapped youth, the Association for Retarded Citizens (ARC) also has an employment referral service to place special needs high schoolers in summer jobs.

More information about any of the summer jobs programs, or about other work experience projects that operate on year-round basis can be obtained from guidance counselors at any high school.

This is
Your Year
to
Turn Heads
and



Gateway Shopping Center



Can give you that body.
255-3836

Aloe Vera Body Wrap

Permanent
Inch Loss

You Lose Inches or Don't Pay

Reg. \$35.00

Save \$10.00

With This Coupon

Expires 5-1-85.

One to a customer.

Firm-A-Tron

Instant Muscle Toning
Especially for Hips and Tummy
and Thighs

Reg. \$20.00 Save \$5.00

With Coupon

Expires 5-1-85.

One to a customer.

Bowling event to aid Miss Oregon hopefuls

Casino bowling is about to help four young women make their way to Seaside for the Miss Oregon pageant.

Gateway Lane, 10610 N.E. Halsey St., held a benefit May 3 to raise money to send Miss Mt. Hood Area, Miss Clackamas County, Miss Metro East and Miss Multnomah County to the state pageant in July.

Last year the event brought in \$800 to put toward their travel expenses.

Vicki Gunderson, director of this year's pageant, says the three-year-old event has been quite a success.

"We give people a few hours to play, and last year everybody left with something and had a good time," she said.

Tickets for the event enabled participants to play three hours of bowling, bingo, blackjack and game machines.

The event began at 7:30 p.m. and at the end of the evening, people bid for auction prizes with their play money winnings.

Some prizes sold were a 30-day spa membership, gift certificates for dinners, wine and jewelry. A separate drawing gave away prize weekends in Reno and Cannon Beach and a video game.

The four queens on their way to Seaside and their respective courts were on hand to deal cards at blackjack and award fake money winnings at bingo.

24-NURSE meets need

When asked by an area hospital to "Reach out and touch a nurse," many people have responded.

24-NURSE, a 24-hour telephone service monitored by registered nurses, began at Woodland Park Hospital in January. Since that time, the service has received about 120 calls a day.

Public relations director Cheri Baird says the number of calls the 24-NURSE handles indicates it "really meets a need in the community."

"We've received calls on every subject imaginable. Many people call in with a problem that they don't know whether to go see a doctor for," says Baird.

The hospital does not charge a fee for the service and it is available by dialing 2-4-N-U-R-S-E.

A registered nurse answers the call and has a medical library and nearby physicians if further research or consultation is necessary.

If the caller describes an emergency situation, the call is immediately patched through to the 911 emergency response system.

DR. WILLIAM J. ANGELOS, P.C.

DR. EDMUND C. BECHTOLD

887 N.E. 102nd • 252-0048 (BETWEEN HALSEY & GUSAN)

Mon., Tue., Wed., Fri. 8:00-5:00 Sat. 8:00-12 Noon

Gateway
Area

COMPLETE DENTAL FACILITIES AND DENTURE SERVICE

- Family Dental Care
- All Insurance Accepted
- Nitrous Oxide Available
- No Appointment for Emergency Service
- Dental Lab On Premises
- Repairs While You Wait
- 1 Hour Denture Repairs
- 1 Day Denture Service
- Senior Discounts

NEW PATIENTS WELCOME

DENTAL EXAM, X-RAYS AND CLEANING

\$19.00 Each Person

VALID FOR ENTIRE FAMILY

- Cleaning • Complete Examination of Teeth
- Two Bite-Wing X-Rays • Soft Tissue Exam
- Consultation

WITH THIS CERTIFICATE/EXPIRES JULY 1, 1985



Why is the little fellow
so happy?

He's reading The Memo.

He'll get a new issue before the 10th
of each month....and so will you.

Who laid all those eggs?



Annual Easter egg hunt,
April 6, sponsored by
Greater Gateway Boosters



Steak Dinner every other Friday

Halibut Steak Dinner \$3.99

Big cut, coleslaw, jojo potatoes

Bacon Wrapped Fillets 2 for \$9.99

Fries or jojo's, garlic bread

Big New York Steak \$6.99

Soup Specials — Mon. thru Fri.

Try Our New HAM-BURGER \$3.99

11 a.m.-2:30 a.m. — Open for lunch DAILY

Big, Lean, Charbroiled Burgers

"Burt and Kathy welcome you to the Candy Store, the sweetest place in town."

The Candy Store Tavern

10346 N.E. Halsey

253-3660

Health fair planned

If it's time for a checkup or another blood pressure reading, Western States Chiropractic College is offering free health services at its fourth annual Health Fair May 11 and 12.

The fair, held at the college at 2900 N.E. 132nd Ave., will engage the students in providing physicals, blood pressure checks, gait analysis, nutritional counseling, children's health screening and massages.

Lisa Sweeney, publicist for the fair, says its purpose is to "educate the public to chiropractic and current health issues."

A portion of the students' tuition goes to fund the health fair and all the 500 students participate, Sweeney says. It will run from 10 a.m. to 6 p.m. Saturday and noon to 6 p.m. Sunday.

An estimated 5,000 people are expected to attend the two-day event, says Sweeney.

Western States is a four-year graduate school, similar to medical school. The only difference in course work, says Sweeney, is an emphasis on nutrition and the muscular-skeletal system and less work in pharmacology.

"We do more work in nutrition and exercise — the primary prevention of health problems," she says.

In addition to the medical services, representatives from several health groups, including the Heart Association, the Kidney Association of Oregon, Planned Parenthood and the Mental Health Association, will have booths at the fair to distribute information.

Some private companies will be selling health foods and other goods, also.

Daycare will be provided free at the fair, and children can have their health screening done at the same time that their folks are having gait analysis.

Sweeney says that gait analysis, which studies foot structure and the impact of the foot during walking and running, is especially popular for runners. An average gait analysis costs about \$40 to \$50, she says.

The college is also holding an 8-kilometer run Saturday. The run will begin and end at the fair grounds.

The students hope that "everyone leaves learning something about themselves and their body," says Sweeney.

"With nutritional counseling, people will be able to answer their questions like 'Why do I take Vitamin E?' or 'Why do I have to read the food labels?'" she says.

For more information about the fair or about the run, the fair number is 253-0082.

Thanks for making us so welcome

*your vote of confidence
is just what we needed
to get this first issue out.*

- | | |
|------------------------------------|--------------------------------------|
| Arctic Circle | • Woodland Park Hospital |
| Fast Print | • Active Photo |
| Crown Video | • Lettie's |
| Dr. T.A. Dennis, D.P.M. | • Rebstock Home Improvement |
| Gateway Lanes | • Darleen's Toyland and Hobby Shop |
| Netz's Tall Ships | • Renaissance Press |
| The Candy Store | • The Greater Gateway Boosters |
| Funtastic Shows | • Happyback |
| The Carousel Hair Designs | • Dr. William Angelos |
| Dr. Edmund Bechtold | • Set-N-Me-Free |
| All Cars Lease and Sales | • Kelley's Recliners |
| Pearson-Allen Funeral Home | • Parkrose United Methodist Church |
| Don Bogh, Professionals 100 Realty | • Mall 205 Optical |
| First Interstate Bank | • Brunke's Furniture |
| Camelot Creations | • Pacific First Federal Savings Bank |
| Roberto's Deli | • Gateway Chiropractic Center |
| Pyramid Life Insurance | |

Neighborhoods to get extra recognition this week

A host of activities honoring neighborhoods will dot the city as Mayor Bud Clark proclaims the week of May 6 to 10 as Neighborhood Recognition Week.

More than 30 neighborhoods kicked off the week's events by displaying neighborhoods flags at City Hall on May 3.

To familiarize residents with their functions, more than 30 city bureaus and offices will be open to the public on May 10. All Portland Fire Stations will conduct open houses on that date.

At the Portland Building downtown, displays will feature the activities of the Water Bureau, the Bureau of Environmental Service, the Bureau of Community Development and the Portland Development Commission throughout the week.

Mayor Clark's Spirit of Portland Awards for Outstanding Neighborhood Achievement will be presented at a ceremony in City Council Chambers May 9. The twelve recipients will also be treated to a reception following the ceremony.

Edward Marthart, 2324 N.E. 40th, will be honored with the neighborhood award. Other recipients are William H. Carpenter, Lillian Herzog, Del Lillevig, Gene McLaughlin, Vida Lee Mick, Madeline Noebush, Carole Pope, Betty Ream, Thelma Skelton, Rance Spruill and the Burnside Community Council.

A special posthumous award will be presented in honor of Ira D. Mumford.

Six workshops dealing with community issues ranging from traffic problems to annexation plans will be offered at the Portland building May 10 from 1:30 p.m. to 3:30 p.m.

For information on how to participate, contact Mayor Clark's office.

The workshop topics are:

Beyond Petitions — How to Get Council's Attention: An informal panel discussion by members of the staff of the Commissioners stressing techniques, strategies and processes for having your message heard and acted upon by City Council or a city bureau.

Minding Your Own Business — Community Development Services of Portland Development Commission and Bureau of Community Development: Workshop will include a slide show on the Housing and Community Development program and explain loan opportunities and grant programs available.

New Sense About Nuisances — Methods for Maintaining Neighborhood Quality: This will include a tour of the Permit Center, discussions on abatement, noise control and a demonstration of noise measurement equipment. The Plans Examination and Building Inspection Programs will be explained.

Getting From Here to There — A Workshop on Neighborhood Traffic Management: Participants will be directly involved in identifying traffic issues and learning ways to work with city bureaus to resolve them.

Everybody's Getting Zoned — A Land Use Planning Workshop: Citizen involvement in the planning process will be stressed, including discussions on zoning, variances, annexation and comprehensive plan amendments.

Crime Time Viewing — Neighbor Watch at Work: Participants will receive information on how their neighborhood can take positive action against crime including methods for working more closely with their

local police precincts to fight crime.

Other events during the week include tours of the

Performing Arts Center and open house at all youth and senior centers.

Men's or Women's
HAIRCUT
\$6.00

with this coupon

Reg. \$10.00

PERM
Includes Haircut, Shampoo, and Style
Men's or Women's Reg. \$38.00

\$10.00

OFF

with coupon from \$28.00

The Carousel Hair Designers

10231 N.E. Clackamas

255-6112

Coupon valid for appointments with Venus, Denise or Joanie only.

Not valid with any other promotional offers.

New clients only

Expires June 7, 1985.



**We can't get along
without 'em!**

**Special
Automotive Section
in the June issue
of the
Mid-county Memo**

New cars

Used cars

Car repairs

Body work

Interior detailing

Insurance

Auto parts

Advertisers:

call Scott to reserve your ad space at 256-3670

Mt. Hood foundation elects head officers

Two Gresham residents were chosen top officers of the Mt. Hood Community College District Foundation Board on April 24.

Eric Young, a Gresham attorney, and Sandy Clawson, a Gresham substitute teacher, were elected president and vice-president, respectively, of the board.

Young, a MHCCD board member since 1981, is also the current president of the Gresham Rotary Club.

Clawson, a third year member, served as co-chairperson of the 1985 Foundation Auction/Ball and is a member of the Mt. Hood Jazz Festival Foundation Board.

Also at the meeting, the board determined that its account for KMHD-FM, the MHCC community jazz radio station, received more than \$2,000 in contributions from businesses and listeners since March.



**Please
let us
hear
from you.**

Address letters to the editor to

Mid-county Memo
223 S.E. 122nd
Portland, Ore. 97233

Menlo Park Plaza

N.E. 122nd and Glisan Streets

36 Great Shops, All Close To Home

CASH AND CARRY

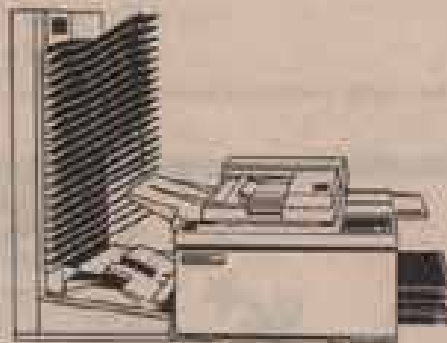
AFTER you bring home the bacon, collect your old newspapers in grocery bags and carry them to your nearest waste paper dealer or recycling center. They're listed in the Yellow Pages. They'll turn



Association of Oregon Recyclers

your bags into bucks. Right on the spot. To get a free how-to-recycle packet, call the State Recycling Hotline toll free at 1-800-452-4011 or 224-5555 in the Portland metro area.

Let's keep Oregon the No. 1 recycling state.



PRINTING
COPIES 5¢

The Renaissance Press

Menlo Park Plaza
122nd Avenue & N.E. Glisan St.

256-3265

3 Quality Copiers • Automatic Feeding and Sorting
Enlargement, Reductions • Letter Size, Legal Size, 11 x 17

Kelley's
The Portland Area's
Largest Selection of Recliners.
Anniversary SALE

Don't
Forget
Mom's Day
May 12

She Would Love a New Recliner.



Model
Shown
Rocking
Recliner
in Herculon
Velvet

\$299

LIMITED
QUANTITY

**All Sofas, Sectionals,
Loveseats and Sleepers
ON SALE NOW!**



Reclining Sectional Shown.

Only **\$999**

in Herculon Velvet

Kelley's
RECLINER SHOWCASE

12403 N.E. Glisan, Portland, Oregon

Hours: 10-6 M-F
10-5:30 Sat
Eve's. by appt.
Closed Sunday

255-2888



ALOE VERA
1/2 PRICE



Bring a written statement of why you use
Aloe Vera products and buy any
FIVE items at 1/2 price.

Aloe Vera Juice
Aloe-Cosmetics Gel
Foot & Calves Rub
Joint Heat Cream
Aloe Body Wash
Day-Night Emollients
Sore Throat Lozenges

Face Lift Kit
Reducing Herbs
Dietetic Herbs
Shampoo
Hair Conditioner
Pet Flea Control
Sunburn Gel

SET-N-ME-FREE

12417 N.E. Glisan • Menlo Park

Menlo Park Plaza
N.E. 122nd and GLISAN STREETS
36 Great Shops All Close to Home
Visit Us Soon.

Ambassador Uniforms
Barber Shop
Carriage House Paint & Art
Coast to Coast
Collins (KFC)
Family Natural Health
Center
Family Pet Center
Farmers Insurance
Fotomat
Great Reflection
Styling Salon
Mark Hatten, O.D., P.C.
Kelley's Recliner
Showcase
Klenow's
Letter Box
Liquor Store
Made to Order
Menlo Park Flowers
Menlo Park Medical Clinic
Menlo Park Pharmacy
Morris's Delicatessen

Pat's Mobil
Nolette's Shoetorium
Oregon Pioneer S & L
Paul Chiropractic
Paperback Exchange
William G. Whitney
Renaissance Press
Robert Miller Fine Jewelry
Rodgers Variety
Rose's
Save More Beauty Supplies
Segal's for Children
Set-N-Me-Free Natural
Figure Wrap
U.S. Bank
Van Duyn Chocolate Shop
Viking Sewing & Vacuum
Center

For Fine Quality
And Service

Memo *mid-county*

Vol. 1, No. 1

May, 1985

20,000 copies out each month, guaranteed!

Distribution of the Mid-county Memo will be by mail and through newsstands.

About 11,500 copies of the new monthly will be delivered third class to residences and businesses in the zip code areas of 97220 and 97230. This area is roughly bounded by 82nd Avenue on the west, Burnside on the south, various numbered streets from 148th to 188th avenues on the east and various named streets from Beech, Mason, Shaver, Skidmore and Fremont on the north.

The mailed portion of the distribution will be verifiable by postal receipts which can easily be furnished to advertisers so that they may take advantage of any co-op programs which apply.

The remaining 8,000 copies of the Mid-county Memo will be distributed at stores, banks, restaurants and other outlets throughout a geographic area larger than the mail distribution area. Verification of this distribution will be made by a letter from the publisher if requested.



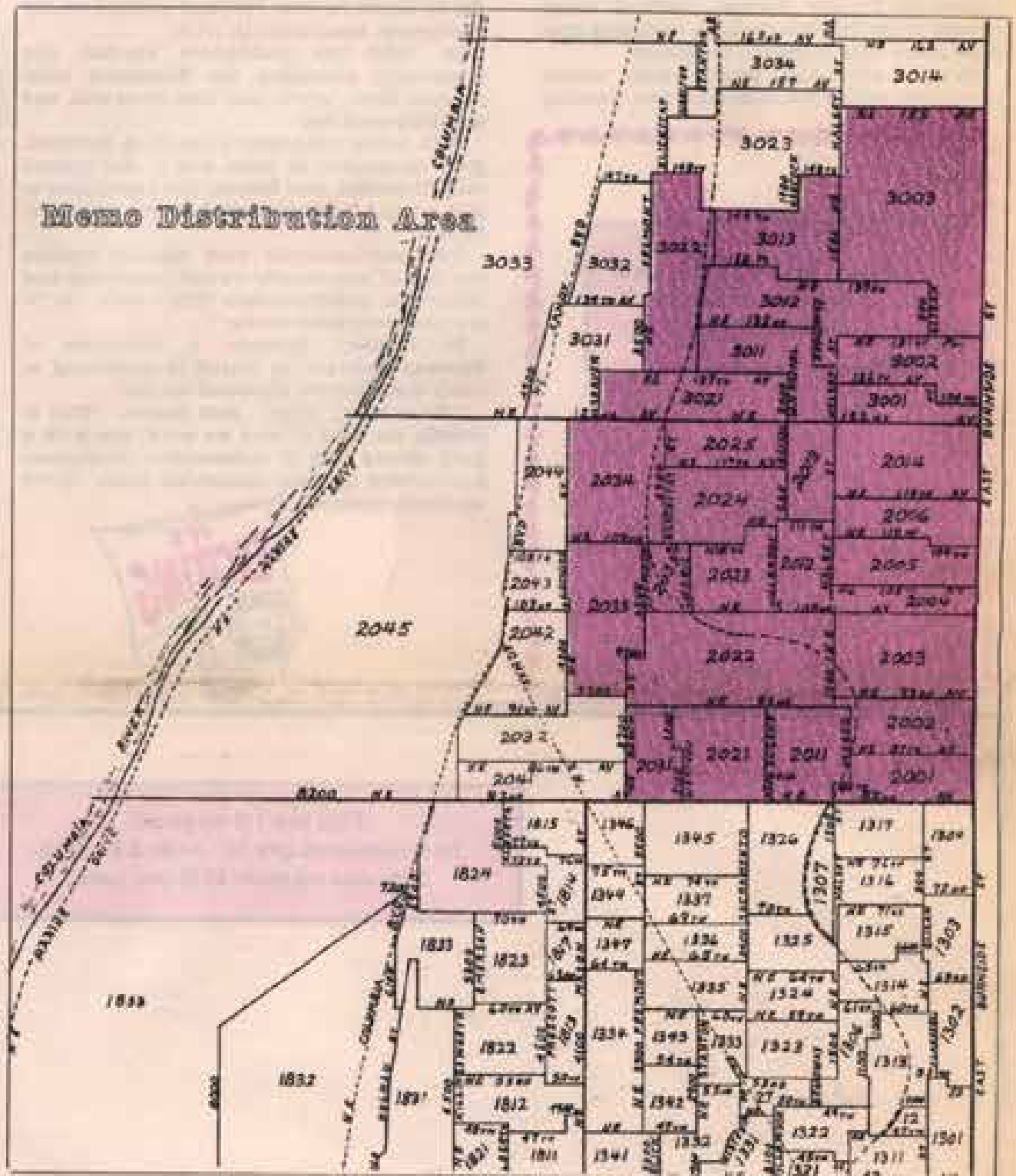
Local stories, ads are main emphasis of new local paper

What makes a neighborhood paper local?

Just about every ad and story you read in the Mid-county Memo will be about someone or some place close to home. Stories will be about issues, people and businesses you know or want to know more about. Ads will be from merchants located in the same area.

Regular features will include a monthly update on the Boosters, Loaves and Fishes and school lunch menus, a recipe column called Nifty Nibbles and a collection of news notes under the heading "Memopad."

Although production of the Mid-county Memo will take place at the Bee office in Bellwood, there will be a local office (as soon as one is found) with a local phone number.



This is the best ad placement in the paper. The size is 3 inches wide by 4 inches high; the cost is \$100 per issue. There are two front page ad spots in each paper.

BULK RATE
U.S. POSTAGE
PAID
Portland, Oregon
Permit No. 1285

The Mid-county Memo
8113 S.E. 13th Ave.
Portland, OR 97202
235-8335

Memo hopes for pleasant reception

Business begets business.

The woman waiting while her car is serviced wanders into the wallpaper store; the family that goes to the movie spills over into the coffee shop; the man needing a wrench also finds time to look over the shirts and ties next door.

Whenever a new business comes to an area, it brings with it the promise of benefit to its neighbor businesses.

It is our hope that you will regard the Mid-county Memo in this light. What we bring to your area is proven expertise at what we do, publishing good community newspapers. You get our energy, our skills and our commitment to the concept of local journalism and to the neighborhoods we serve.

What we need from you is your advertising

support. It will be new to you to allocate some advertising budget to a local publication since you have not had a local newspaper prior to the Mid-county Memo, but your advertising dollars spent with us will be well invested. Business does not survive without customers; you are our customers and we remain ever mindful of that fact.

The price of your ad in the Mid-county Memo includes composition and assistance in wording and layout. You can expect us to come out on time and print the number of copies we say we will. We expect you to pay your bill either when your ad proof is shown or, if credit has been arranged, within 30 days. We may be new to the Northeast area, but we are not new to business and we have a credit and collection policy.

You can expect a professional, energetic staff person to call on you, whether for ads or news. We hope we can expect a pleasant reception.

We have selected this area for our next expansion because we believe what the Boosters say about unifying the area, and we think it is good business to "be in line" for whatever light rail brings.

We feel fortunate to have been asked to establish a paper in this area and look forward to sharing your business success.

Local paper is asset to community folks

Neighborhood newspapers do two main things for a community. The first is that they provide a communications vehicle for organizations and individuals to "talk" to members and one another.

In neighborhoods not served by a local paper it is harder, if not impossible, for Scouts to let everyone to know there is a paper drive; for church members to invite buyers to their bazaar; for activists to organize their neighbors for or against certain issues.

The other benefit is for business people. Local papers provide affordable advertising for local businesses. The circulation area of a neighborhood paper is usually the prime buying area of a neighborhood business.

When a local business has a good, affordable place to advertise its goods and services, local customers can take advantage of these goods and services. Thus both business people and residents benefit. And a strong business community is an asset to any residential area.

April 25 and 26 Memo deadlines

The Mid-county Memo will have its first issue out May 7. The deadline for news and photos will be April 26. Deadline for ads will be Thursday, April 25.

Ad proofs will be shown May 1, 2, and 3. The paper will print on Monday, May 6, go to the mailing bureau May 7 and should be received in the mail by May 8 and 9. Newsstand copies will be distributed and advertisers receive copies on May 7.



HURRY! HURRY! HURRY!

**The Mid-county Memo
is a great place
to advertise**

This is a 1/3 page ad.
Its dimensions are 6" wide X 9" high.
The cost is \$150 per issue.

This is a 1/3 page ad.
Its dimensions are
3" wide X 16" high.
The cost is \$150 per insertion.

Here Is My Card

Here Is My Card is a special advertising section for service and non-retail businesses. The cost is \$30 per issue. The size is one column by two inches, or the size of your business card. Payment in advance is required for these ads. No proofs will be shown.



Ad layout work sheet

Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.



Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.

Advertisement for a local business, featuring a pink background and a small illustration of a person.

16
15
14
13
12
11
10
9
8
7
6
5
4
3
2
1

Owners old hands at local news; 11 years community experience

Tom and Marcia Fry, publishers of the Mid-county Memo, come to the Northeast Portland area with 11 years of community newspaper publishing experience in Portland.

In 1974 the couple purchased the faltering Sellwood Bee, one of Portland's oldest neighborhood weeklies. New to business ownership, the couple was not new to journalism.

Tom had five years as a copy editor at the Oregonian and was editor of the Milwaukie Review for three years prior to joining the Oregonian staff. The Milwaukie paper (now the Clackamas County Review) received many awards under Tom's editorship, including first place in the state in general excellence.

Marcia, who had taught high school journalism before her marriage, was teaching

reporting at Portland State University and Portland Community College and doing public relations for non-profit organizations prior to purchasing The Bee.

Nor were the Frys unaccustomed to working together. They met in 1960 in a journalism class at Sacramento City College where they were editors of the Pony Express, the college paper. They were married in Oregon in 1966.

On March 1, 1978, the Frys expanded their operation by purchasing a newspaper press and installing it at the Sellwood location. One year later, also on March 1, the Frys bought the St. Johns Review, Portland's oldest weekly newspaper, established in 1904.

In 1983 the publishers started two community monthlies, the Woodstock Independent News, which they have since sold, and the Hollywood Star.

With newly remodeled production facilities, good equipment in place and a well-trained staff, it seemed, said Marcia, like a good time to look around for a new neighborhood and a new paper.

Two neighborhoods were rejected because the mix of individually owned businesses and residential neighborhoods didn't seem "to fit our picture of what works."

In January, however, a committee of Gateway Boosters, in search of something to unify their district, contacted the Bee.

"We're rarin' to go," said Marcia. "This is exactly the kind of area we want, one with a good strong mix of independent businesses surrounded by good residential areas. We're excited to be here."



This is the 1/12 page size.
The price for this ad
is \$75 per issue.

This is a 1/6 page ad.
This example is
3" wide X 8" high.
You can also buy a 1/6 page ad
that is 6" wide X 4" high.
The cost of either is
\$100 per issue.

This is a 1/2 page ad.
Its dimensions are 10" wide X 8" high.
This size ad costs \$230 per issue.

Sizes and Rates

1/12 page	3" x 4"	\$75
1/6 page	3" x 8" or 6" x 4"	\$100
1/3 page	3" x 16" or 6" x 8"	\$150
1/2 page	10" x 8"	\$230
2/3 page	6" x 16"	\$300
Full page	10" x 16"	\$375
Front page	3" x 4"	\$100

