

MAKES GOOD

Black cosmetic line success

The ability of black businessmen to succeed in the national market place has been demonstrated anew by the Cannolene Company, manufacturer of a new \$1-million plant in Atlanta that incorporates the most modern production technologies.

The dedication ceremony was attended by government and business leaders, including Secretary of Commerce Maurice H. Stans, Whitney M. Young Executive Director of the National Urban League, and H. P. Smith, Vice-President of F. W. Woolworth Company.

Although the Cannolene Company is 46 years old, its current substantial growth began only three years ago when it expanded into the national market, explains Robert O. Cannon, President, who is the son of the founder, W. S. Cannon.

Sales topped \$1-million 1969 and company officials are projecting annual sales of \$6 million to \$8 million in the near future.

"With our new plant and broadening marketing facilities, we now are able to take full advantage of the greatly improved earning power in the Negro market," said Cannon. The company manufactures a line of beauty products for distribution in the South and in major metropolitan centers of the U. S.

The one-story 51,000 square foot facility is situated in Atlanta's Great Southwest Industrial Park, a Giant complex that included manufacturing and marketing facilities for many of the nation's leading concerns.

Production facilities include an aerosol packaging machine capable of producing its "Mystery Black" cosmetics at the rate of 100 eight ounce cans a minute; two liquid filling lines that are capable of producing 300,000 bottles of shampoos, rinses, setting lotions and colognes weekly; a tubing line with a capacity of 200,000 tubes a week, and a cream filling line with the same capacity.

"The Mystery of Black" line, introduced a little more than a year ago, has met with "sensational success," according to William R. Giles, Executive Vice-President for sales. It includes a men's cologne and after-shave lotion, a natural hair sheen spray and natural easy-comb hair spray.

The high capacity of the filling lines has enabled Cannolene to diversify from its standard cosmetics, items, and to produce goods under private label contracts. Among the materials now formulated and packaged are pine oil, ammonium compounds.

Both Cannon and Giles give credit to national marketing authorities for guidance in distribution methods. During the dedication ceremony they presented an "In Depth Market

Awareness Award" to Woolworth's cosmetic buyer, J. H. Swon for his assistance and advice in packaging and merchandising.

Speaking of Woolworth, which was one of the first national retailers to merchandise cannolene products, Cannon said, "after proving to Woolworth that we could meet all requirements, not only in packaging but also in dependable delivery and service, we were treated in the same manner as any other company. They did not imply that they were extending us any special consideration in fostering Negro entrepreneurship. They are merchandisers - and this you need."

TOP NOTCH MANAGEMENT TEAM
Cannon, a graduate of Fisk University, has created a strong executive team composed of men with sound educational and business backgrounds.

Robert G. Lewis, Vice-President of marketing, is a graduate of the University of Mexico and gained practical experience with J. Walter Thompson advertising agency before joining Cannolene.

George C. Allen, Executive Vice-President, is a graduate of Northwestern University.

Giles, Executive Vice-President of sales, who is based in regional headquarters in Orange, N. J., formerly was with David and David, New York

hair goods company.
Dr. Cleon C. Arrington, Vice-President of quality control and production, holds a degree in

Chemistry from Kansas State University and served as chairman of the chemistry department of Atlanta University.

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**Conference of Poor
plants strong seeds**

By WILLIAM R. DEIZ

Oregon's first "Conference of the Poor", which met for two days in mid-September at the fairgrounds in Salem, has apparently planted some pretty strong seeds which have just begun to germinate. Another session is planned in mid-October and by then a new class of political lobby, made up of a united poor, may begin to take root.

Poor people don't need to be told about the discrepancies that exist between the vague promises made by officials seeking their support come election time, and the hard realities confronting them daily, not so much by choice, but by societal force.

If it any wonder then that some of them - in desperation - turn on society's leaders?

If you are a farm worker in Oregon you don't need to be reminded that your rights to strike and picket against unfair treatment are practically nonexistent; that you are singly excluded from federal minimum wage regulations. If you are urban poor you don't need to be reminded of the embarrassment of nit-picking welfare restrictions which, instead of working to help you back onto your feet in times of stress, oftentimes serves to keep you down and "sub-human".

One need only listen to the resolutions that emerged from committee meetings to get a grasp of the real problems - beyond the obvious - confronting poor people, as seen by the poor themselves.

One resolution asks that drug lists be abolished for welfare recipients, that it be enough for a certified physician to prescribe a drug for treatment, and that the red tape and delay resulting from a patient's request of a drug not on the list be eliminated. Another resolution asks that ultimate authority - in mental illness cases - concerning the use of shock treatment therapy reside in the individual to be treated and not in the state. Another asks that sterilization requirements be removed in cases where the recipient will receive further aid only when it has been guaranteed - permanently - that he or she will have no more children.

The list of resolutions, all tentative and all to be formalized at an October 17th meeting of the newly-formed "Council of the Poor" is a long one.

But the inescapable conclusion is society's "sub-human" classification of poor people - especially those on welfare.

And in bringing light on this,



WILLIAM R. DIES

the real plight of the poor - their "sub-human" classification by society - the conference must be considered a success. For after all, when you strip away the word "poor" from "poor people" you are left, quite naturally, with only one word: people.

And this recognition on the part of the one-thousand or so delegates to the convention: black or white, English-speaking or Spanish-speaking that they are ALL people and all quite literally in the same boat, is probably the most constructive element for change to emerge from the meeting.

As a primary student of politics knows, the most effective way to accomplish political ends in this country is through use of pressure groups. Labor uses them, industry uses them, conservationists use them; and now a group as old as time, which is short on money but long on numbers may finally begin to use the pressure tactic.

It will take organization, and Frank Martinez and Co. proved that can be done on a small scale, it will take patience and hard work, but most important, it will take support - active support on the part of those who stand to gain most from the effective use of this particular lobby.

Oregon's first "Poor People's Conference" is a beginning along those lines. With the notable exception of a few extremists, most were of the mind that they can improve their conditions by working within the system and not by destroying it.

After all - to twist a phrase - "what's good for General Motors" (the political lobby in this case), is clearly good for the rest of the country; and that certainly includes the country's poor.



ROBERT W. BLANCHARD

**School
leader
speaks**

I am happy to extend the congratulations of the Portland Public Schools and my personal best wishes to this important venture.

One of the critical needs today is for efficient and effective communications. Your newspaper promises to provide such a vehicle. Such a publication can also be a source of accurate information and become an opinion maker for an important segment of our community.

This is doubly significant because of the many changes that are taking place in all aspects of contemporary life. The need to know is greater than ever before as city governments, county governments, schools, the state and the nation undergo change and adjustment to better meet the needs of citizens. Nothing is more sacred than the citizens' right to know.

But equally important is the right to participate in the full development of an effective society.

This newspaper can make an important social contribution. It can help to bridge the gap between the many elements in society today and replace divisiveness with cooperation and sound change. As the schools move forward in this era of change, your newspaper can play a key role in informing your readers of the needs of the schools.

Your newspaper can also go a long way toward extending an opportunity for all of us to share the rational discussion of issues on which there are legitimate differences as well as agreements.

Robert W. Blanchard, Superintendent
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