

PORTLAND OBSERVER

The Northwest's Best Weekly
A Black Owned Publication

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ALFRED LEE HENDERSON, Publisher and Editor
Margaret Wicker, General Managing Editor



STATEMENT

The Hands that reach across mountains are the same hands that clasp across the street and across the back fence.

WE BELIEVE:

- Hands working together can pull a heavier load.
- Hands working together can build community pride.
- Hands working together can open locked doors.
- Hands clasped in love and friendship can turn turmoil aside.

WE BELIEVE:

- Civic pride for one breeds civic pride for all.
- Educational Standards should be applied equally across the board.
- Available housing (Man's castle) should be the best his heart desires within the limit of budget, anywhere his eye shall fall.

WE BELIEVE:

- A better means of community communication must be available to all people in the community we serve.

and finally, We Believe:

- Man is free to go any place, do anything or work in any field he chooses. And we believe that by enlightenment and guidance all men can do and have all that we believe.

A VEHICLE FOR COMMUNICATION

Each city is made up of a multiplicity of small towns or areas, and as these small towns or areas band together to form a city or metropolis, each area has a tendency to keep or maintain its own identity, or peculiarities. Portland is no different from other cities in this respect.

What is commonly known as the Albina section of Portland has problems, some peculiar only to Albina and its citizens. At the present time there are many attempts being made to solve many of the problems of this area, through agencies such as Model Cities, Multi-Service Center, Neighborhood Service Center, and many other agencies working in this area. But problems do not solve themselves, and no matter how many agencies we have operating the problem will not leave just because we want them too. Problem solving takes people interest. And the people of Albina must become interested in their problems and interested in solving them.

There are thirty six Agencies and Organizations in the area working for improvement for the citizens, but even twice as many agencies cannot do the job unless they have the help and cooperation of ALL the citizens.

We walk down Union Avenue and note there are less business on the avenue this year than last year. Is this a trend, for all businesses to move out — or is there some other reason? If so, what is the reason? We should find out why some businesses find it necessary to close their doors and move to other areas. Maybe it's time we asked ourselves these questions and searched for some honest answers.

We might also ask ourselves, do we want a progressive neighborhood? If so we can have it. If we want a ghetto type neighborhood we can have that also. But to have a better neighborhood in which to live, takes thinking, planning and cooperation, one with another.

To do these things, takes most of all, communication. To communicate there must be vehicle of communication. It is hoped that The Portland Observer will serve as that vehicle. The messenger or means of carrying pertinent information to the citizens of Albina, on a weekly basis.

Albina Community can truly become a Model City in every sense of the word, but the citizens will first have to make up their minds that a model city is what they want.

It is the job of the county, City, State and Federal Government to stand firmly behind the citizens of any city or town. To lead, advise, and aid, when necessary in order to accomplish the task at hand.

If it is better government we want, petitions must be made, and citizens must stand firmly behind the petitions. If better lighting is needed, the same. If there is a different type police force needed the same steps must be taken, etc. The citizens of the community must remember one thing without fail, they must back up — IN TOTAL — these new innovations once the petitions have been made to the proper authorities.

So the Observer is saying to all people of this area, "Get on Board," this train is moving out, we'd like everyone to be on board. Become a full fledged Citizen, know what you want for your neighborhood and go after it.

The Editor

COMMUNITY CARE ASSOCIATION INCREASES BENEFITS TO MEMBERS

The Community Care Association has a number of benefits available to members. Membership cards can be purchased for \$3.75, however, under certain circumstances the membership fee can be waived. Benefits include those listed below:

Meat - Purchase 25 lbs. of assorted Grade "A" beef for \$16.95. Included are steaks, roasts, stew meat and hamburger. Free locker storage is also provided, and food stamps are accepted. 6323 N.E. Wygant Street or phone 281-1149.

Garbage - Garbage collection for \$2.00 per month. Call 282-1930 or 284-8174.

Dry Cleaning - 8 lbs. of dry cleaning (cleaned only) for \$2.50. One day service if paid in advance. Discounts on all cleaning except knits. Portland Cleaning Works - 3964 N. Williams, or call 282-8361.

Clothes - Receive a 20% discount at the Fashion Hut - 5640 N.E. Union. Call 287-2030.

Advertising - Advertise free any working appliances, clothes, furniture, etc., which you would like to give away, or for any items which you are in need, call the PORTLAND OBSERVER, 282-0929.

Drugstore Items - All drugstore items may be purchased at a discount including medicine. Free delivery service. S & H Green Stamps given with each purchase. Paige's Prescription Pharmacy, 2701 N.E. 7th Ave. Phone: 284-4656.

Car Needs - Gasoline, motor oil, car repairs (all credit cards accepted). Cigarettes and milk at a discount at Gas for Less, 1 North Fremont Street.

Hair Dresser - Call after 5:30. \$2.50 donation is only charge. Call 284-2343.

Dairy Products - Discounts on all dairy products at Island Drive Inn Dairy on corner of N. Williams and Ivy.

Groceries - Discounts on many food items at Franklin Grocer, 915 N.E. Alberta, 284-9447.

The benefits described above are available to holders of Community Care Association membership cards only. To purchase a card or renew your membership, write Clara Peoples, 1406 N.E. Ainsworth Street, 97211 or call 287-7532 or 288-7211. As other benefits become available they will be announced in this paper.



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