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ALFRED LEE HENDERSON, Publisher and Editor

Model Cities (second series)

This is the second in a series of stories to provide Portland Observer readers with information about Model Cities Program.

The Model Cities planning process is based on the concept that citizens should be involved in determining the major issues that will shape their neighborhoods and affect their lives. During the Planning Year for Model Cities citizens participated in working committees to set the five year objectives and strategies for the program.

In the areas of housing some definite objectives are planned. In the areas of physical housing strategies are the following: Maintenance: Preserve and improve the condition of a standard single and multi-family housing by encouraging owner maintenance and clean-up programs and by developing an effective code enforcement program. A variety of financial sources will be utilized.

Rehabilitation: Rehabilitate substandard housing where economically feasible. Utilize Housing and Urban Development programs, the Neighborhood Development Program and grants and loans from a seed money pool from the Model Cities Residential Development

Program.

New Construction: Acquire vacant lots and land occupied by dilapidated structures for construction of new housing necessary to meet various needs of local residents. Utilize Neighborhood Development Program for financing land acquisition and all available public and private financing for construction.

Neighborhood Development Program: Utilize urban renewal program to achieve housing goal by establishing a Neighborhood Development Program for the entire Model cities area.

Public Housing: Assist the Housing Authority of Portland in expanding its leasing program for existing housing and provide vacant land for construction of needed new housing. Encourage modification of rental increase procedures based on increased renter income.

Residential Development Program: Study the means of organizing a citizen owned and controlled non-profit corporation to expedite new housing construction and rehabilitation. By nature of this program RDP is a natural means for the participation of citizens in the economic and social benefits arising from the total Model Cities housing program.

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Blacks are American as any

The following questions excite interest on part of many as we address ourselves to Black Studies today. They are old questions, but yet important questions.

1. When did the Negro come to America and under what circumstances did he first come to these shores?

2. Why did the Negro come to America and how did he fare?

3. What right has the Negro to claim himself an American?

4. What are his chances of realizing his best achievements in America and under what circumstances?

5. How should the American Negro proceed to achieve his highest freedom and security?

Volumes could be said or written on the above questions without exhaustion. But we shall only touch on a few vital areas. Negroes were with the first whites who came to America. Alonzo Pietro was pilot of the Nina, one of the ships of Christopher Columbus. Negroes were with Vasco Balboa who discovered the Pacific Coast. They were also with Herman Cortez in Mexico and the explorers of Guatemala, Chile, Peru and Venezuela.

Negroes were thus explorers and assistants to those who first came to these shores. Many Negroes came to America as indentured servants and like that class of whites were in some cases set free after serving the tenure of their positions of employment. Other were captured slaves whose condition remained unaltered throughout their lives. There children were born slaves, but occasionally a liberal master either freed his slaves or permitted them to purchase their freedom.

There were 59,557 free Negroes in America by 1790 of whom 35,000 lived in the South. From 1790 to 1810 the rate of increase of free Negroes exceeded that of slaves. After 1810 however, the opposite was the case in most instances. By 1850 there were 431,455

free Negroes in America. 1860 there were 483,070. The number of free Negroes in 1800 in Maryland was 53,942; in Virginia, 58,042; North Carolina, 30,463; Louisiana, 18,467; District of Columbia, 11,131; Kentucky, 10,638, or 250,787 in the South.

Blacks contributed to the development of America in music, in politics and government, in agriculture and industry, education, health, commerce, war science, religion, labor, and in fact, in every other field of labor. There are many fields, Blacks haven't just been included, but they have outstripped the whites in several fields.

Blacks have contributed more and have made more progress since emancipation in America than any other group perhaps in the world history. Blacks have and are utilizing the great possibilities in America, is not a gainsaid fact.

Blacks therefore should consider themselves merely a distinct race with its own cultural and historical background but as also an American citizen like all other American. It is for America's benefit and advancement that the Negro strives as well as for his own. While striving for the common good, Blacks have given America million of men and women in the armed force during the wars, plus many thousands of physicians, dentists, nurses, scientists and others associated with the army.

IN GOVERNMENT: Blacks have proved unquestionably their ability of successful government. Despite their long years of political segregation and denial of the ballot and office, Blacks have wrought marvelously in government. Negroes have governed more than 60 towns and settlements in America. The most familiar and best known of these is Mound Bayou, Mississippi, which was founded by Isaiah T. Montgomery. It has a very splendid population, and is so well governed that it has no use for a jail which it abandoned many years ago. In recent years Blacks

have been elected to high government office in cities, towns and the federal government. Among the large cities towns now ruled by Blacks are Cleveland, Ohio (5th largest in America), Gary, Indiana; Springfield, Ohio; and several other, in which there are Black Mayors. Fayetteville, Mississippi, is another town where recently a black mayor has been elected. Senators, Congressmen, and even members of the President's cabinet, Blacks are represented. The current president of the U.S. does not fascinate Blacks' respect and support by his ignoring them for cabinet posts.

There are millions of Black children in the schools, colleges universities today. Wilberforce University, (A.M.E.) Church, is the oldest Black University, owned and operated solely by Black in America. Howard University founded in 1867 by General Howard, is probably the only educational institution, in America that depends on the federal government for support. Although it is usually regarded a Negro Institution, it is operated for students of all races creeds and both sexes.

Blacks have always had the support of some liberal whites in their efforts to secure freedom, security and happiness. But none have eclipsed (as leader) the late Dr. Martin Luther King. The abolitionists were devoted to the cause of Negro emancipation. Whites have supported the cause of Negro freedom, equality and opportunity ever since the days of slavery; despite the millions of them who have done otherwise. The white support can still be counted upon. Next to the Black Church, I think that the NAACP HAS been the strongest agency or organization in the Negro's cause although many other recent groups have risen upon the scene.

Cash and Maxey's Barber Shop

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WHO'D HAVE THOUGHT WHITE CATS WOULD BE COPYING BLACK CATS?

Ask anyone in the fashion industry. When a black cat crosses your path, brother, that's good luck.

"The Negro shopper is my guide," says an executive at Carson Pirie Scott. "If I see him buying yellow shirts I start to buy greater quantities of the color which will filter down to white men a little later."

("Two years later," in the judgment of the people at Kosin, the Detroit menswear store.)

Men's wear magazine agrees. "American Negroes form an independent fashion group whose tastes filter down to influence the general men's wear market."

But who influences the influences? "I personally feel that the Black news media is the most effective medium around today," concludes the men's wear buyer at Strawbridge & Clothier.

"I'd like to see more manufacturers take out ads in the black news media on the brands that we stock."

With good reason, Portland Observer readers spend 35% more of their income (median \$7,584) on clothes than whites.

For instance, 75% more black bought \$100- and-over suits than the city average. And that's almost 10% more than the total city men in \$10,000 to \$15,000 income class.

Furthermore, on the national level, the comparison with the U.S. Average, 107% more black men bought at least 7 dress shirts (285% more bought at least 11 pairs of support hose); 109% more bought at least 4 pairs of

shoes; and 80% more bought at least 2 hats.

Little wonder that advertisers like Manhattan shirts, London Fog coats, Jaymar-Ruby slacks, Florsheim and Stacy Adams shoes, Stetson hats, and Petrolcell suits turn to the Black news media to influence the black and white cats.

There are some merchants who have a moral conscious knowing that some of their customers are black take out ads because they want to help build all community business by placing a few dollars back into the community.

Many other advertisers of food, drug, home furnishings, automobiles, airlines and per-

sonal grooming products, they know that the black market (Portland Observer) is a spend more market and cannot be overlooked.

Besides, Portland Observer advertisers figures that what the Observer readers buy today will "filter down" to the rest of the cats before long.

For further information, please call Lew's Man's Shop "House of Style" 113 N. Russell 282-4900, William Greaby, Regional Loan Manager U.S. Nat'l Bank, Portland, Oregon, Leon Washington, publisher of the Los Angeles Sentinel, East 43rd St. Los Angeles, Calif., Fitzgerald Beaver, publisher of Fact News, Seattle, Wash.

