



New Ideas For Black Businesses

Paul and Geneva Knauls, owners of Geneva's Restaurant, located at 4228 N. Williams, have some very good ideas about where black business is going and where it's coming from.

A special problem for black owned businesses, especially public places such as restaurants, is the high rates of fire insurance. High insurance rates imply that there is an unusually high risk involved for the insurance company.

Paul said, "Insurance rates are so high that it's almost better to be without it." He doesn't see a change coming, though, because insurance is a necessity for which everyone must eventually pay. Until one big company sets a precedent and lowers the rate, all companies will continue to make margins of profit by insuring the black business community.

Paul feels that in spite of this and other problems, black business will continue to grow in Portland, because the black community itself is growing. People are moving into the area from the east and from California.

Paul himself came to Portland from "the east," eastern Washington, that is. He was a wine steward at the Davenport Hotel in Spokane and a customer engineer for the Royal McBee Company. In 1963 he bought the Cotton Club on 2125 N. Vancouver and moved here. In 1964 he purchased Paul's, which Geneva said was displaced by the Portland Development Commission. Eight employees were out of work as a result.

Paul relates that he was happily single when he came to Portland. He made the lucky mistake of going to Cash and Maxey's for a trim and met Geneva, the barber. They were married in September, 1966, and Paul says, "I've been getting free haircuts ever since." They have four children, Darrell, 19; Robin, 18; Rick and Paul, Jr., both 16.

Of their marriage, Paul said, "She supports me in everything I do, and I wouldn't be where I am without her." Geneva said simply, "We accomplish more together."

And they do. Geneva's Restaurant was opened in April, 1968, employing six people. Paul opened the new restaurant, because, "We felt there was a need for a nice place in the area. People bring their kids, so you know it's alright."

Paul says they serve the best Bar-B-Que Ribs in the city. And because a birthday is something special, a person is honored with a free drink.

When asked how business was going, Paul replied that in spite of inflation and other economic problems, it was going well. He noted that black people are becoming more aware and "spending more money in the black community."

Besides their own business, Geneva is still giving haircuts at Cash and Maxey's, and Paul is still getting his free. She is also the chief household organizer for the six Knauls, enjoys skiing, is a member of the Lion's Auxiliary, and finds time for modeling, too.

Paul is the community relations man for the Trailblazers Basketball team. He promotes activities and coordinates speaking engagements for the players.

He says he's not a community leader and simply does what he can, but the facts don't coincide with his estimation of himself. He is the 1st Vice President of the Albina Lion's Club, a member of the Chefs de Cuisine Society of Oregon, the Albina Waiters, Waitresses and Bartenders Association of Portland and organizes activities for community days in the parks. This leader also finds a few leisure moments to enjoy photography and skiing.

New EEOC bill signed

By David M. Nero, Jr.

NEW BILL

The new EEOC bill, signed by the President last week, and the OFCC's Revised Order No. 4, which will go into effect next week, put the federal government in a better position than ever before to enforce equal employment opportunity for minorities and women, says the MIS Analysis. Not only does the Equal Employment Opportunity Commission gain some muscle to back up its persuasive efforts, but also the Office of Federal Contract Compliance will be empowered to ensure opportunities for women among federal contractors.

MINORITY BUSINESS

Increased aid to minority-owned businesses is the aim of new legislation proposed by President Nixon. In a message to Congress in which he stated that the principal need of minority business is increased capital investment, the President urged support for a new bill that would facilitate loans to Minority Enterprise Small Business Investment Companies (MESBIC's) from banks, other private lending institutions, and the federal government. The President also asks Congress for a \$63.6 million appropriation for the Office of Minority Business Enterprise to provide technical assistance to minority enterprises.

The Portland Traffic Safety Commission says a burned out tail light or turn signal can cause a serious accident. Check your lights every so often to make sure that life-saving messages are getting through to the other drivers.



Black Caucus hits white press

The white-dominated news media was warned that it must begin changing its policy both on the treatment of news about minorities and the inclusion of editorial decision makers from that segment of the American population which can influence the handling of such news.

That was the consensus coming out of the panel on communication at the conference on National Priorities by the Congressional Black Caucus, the Boston Globe, the Chicago Sun-Times and the Philadelphia Bulletin.

Wide dissatisfaction was expressed by the participants with their current procedures and policies. The members of the communications panel included Representatives William L. Clay and Charles C. Diggs, Jr. of the Black Caucus; Robert Healey, executive director of the Boston Globe; Louis Martin, vice president and editorial director of the Sengstacke Newspapers; W. Leonard Evans, publisher of Tuesday Magazine; Dr. Carlton Goodlett, publisher of the

San Francisco Sun Reporter; H. Carl McCall, chairman of the editorial board of the New York Amsterdam News; and Ben H. Bagdikian, executive director of the Washington Post.

Clay said that the white media has systematically excluded and exploited the black community, while Martin charged that President Richard Nixon is the leader of the counter-revolution against the black revolution and is successfully manipulating the mass communications industry to achieve his aims.

Martin suggested that in addition to the 14 recommendations made by the Black Caucus, steps be taken to correct distortions in the news, including film and movie making which constitutes enormous, untapped news resources.

There should be more media training for blacks and minorities and experts in the field of health, education, economics, housing and other areas affecting blacks who can be utilized as advisors.

Martin's third point was that blacks must find ways to become self owners or stockholders in major corporations

so that they can exercise influence on policy at stockholders' meetings through their share votes.

He recommended the establishment of community corporations for the control of these properties, the same as used in developments. Martin's final recommendation was that black newspapers set up a national news wire service to increase their own efficiency and to give better distribution of news by, for and about blacks. He said there are only two instruments that are effective for working within the establishment and bringing about change and these are votes and dollars.

Dr. Goodlett urged the organizing of selective buying campaigns on advertisers and boycotts of white media to force change of attitudes.

Healy said there are still 149 large white daily papers in the country which do not hire blacks in editorial positions. He cited the discrimination in the union which controls the production of the newspapers and said the question is how the up-from-the-ranks system for blacks in the media can be accelerated.

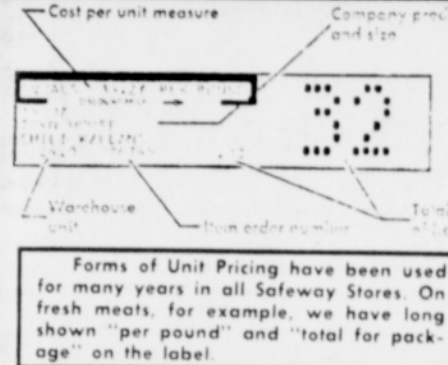
McCall called for using the challenges' right to gain TV ownership of stations that lose their licenses when they do not comply with fairness standards governing the communications field.

The Caucus recommendation included forming a watchdog committee to monitor local media activities, the recruitment and employment of blacks and minorities at all levels to provide forums by which blacks can determine program content to eliminate distortion of the use of economic and political pressure to obtain for blacks' publications a proportionate share of all public and private advertising budget. The Black Caucus also proposed an investigation into the possibility of legislation protecting defendants from excessive abuse, adverse arrest and pretrial.

The conference continued with a panel discussion on housing, employment, education, health and law and justice. About 600 persons attended.

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lb. 66¢

SMOKED HAM
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lb. 66¢

PORK CHOPS
Full Quarter
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and End Chops
lb. 76¢

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Turkey Steaks Boneless Cubed Breast Meat **lb. \$1.59**
Fryer Parts Fresh Thighs and Drumsticks **lb. 59¢**
Pork Sausage "WHOLE HOG" Safeway **lb. 88¢**

Fishsticks Jumbo size Pre-cooked **lb. 98¢**
Fresh Oysters Medium size Coastal 10-oz. jar **78¢**
Breaded Scallops Just Heat 7-oz. & Serve pkg. **88¢**
Fancy Trout Two dressed Trout in a package **12-oz. pkg. 69¢**

Piece Bacon Bar-S Half or Whole **lb. 59¢**
Beef Jerky Smokecraft 4 1/2 Yac Pac Can 8-oz. **\$1.99**
Chopped Ham DAK Danish Ham 1-lb. can **79¢**
Sliced Bacon DAK Danish Canned Bacon **lb. 79¢**

Beef Franks Safeway 12-oz. pkg. **56¢**
Sliced Meats Land-O-Frost 3-oz. pkg. **3 for \$1**
Piece Bologna Fresh and Tasty **lb. 49¢**
Braunschweiger Liver Sausage **lb. 59¢**

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Whole Body
Strictly Fresh
Gov't Inspected
lb. 35¢

TURKEY MEAT
Lean Ground
Pan Fry or
Braise for Burgers
lb. 69¢

BONELESS ROAST
Waste-free
Shoulder Roast
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lb. 98¢

TOP ROUND
BONELESS STEAK
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Grade Beef
lb. \$1.29

EVERYDAY LOW DISCOUNT PRICES
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Cottage Cheese Blossom Time Pint cn. 25¢
Large AA Eggs Cream O' The Crop Dz. 3 for \$1

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1000 Island Wishbone Dressing 16-oz. Btl. **48¢**
Tomato Sauce Del Monte 8-oz. can **10¢**

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DEL MONTE
Finest Quality Vegetables
16-oz. and 17-oz. **5 for \$1**

GRAPE JUICE
GOLD LABEL
Frozen Concentrate
6-oz. Cans **6 for \$1**

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Soft Drinks and Mixers
16-oz. Bottles plus dep. **49¢**

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COLD BROOK
Wonderful Flavor plus Economy
1-lb. Tub **28¢**

STRAWBERRIES
Sugar Sweet 3 PINT BSKTS **89¢**
Green Cabbage Fresh & Crisp **lb. 12¢**
Anjou Pears Delmonte Fresh 4-lb. 1/2 **4.11**
Fresh Broccoli Fresh **lb. 29¢**
Large Pineapple Hawaiian 11-oz. **89¢**
Fresh Spinach Tender 2 for 39¢
Valencia Oranges Golden Sunrise Beauties, Full of sugar-sweet juicy goodness **7.88¢**
MARIGOLD PLANTS Mean Shot Variety These Plants will bloom into beautiful golden-yellow flowers **3 for \$1**
Russet Potatoes 10-lb. 58¢
Local Rhubarb Fresh & Tender 4-lb. 1/2 **4.11**
Yellow Onions U.S. No. 1 Medium 3-lb. 29¢
Orange Juice Safeway Florida Pure Juice 97¢
Prunes DEL MONTE Baked Variety 2-lb. 79¢
Fresh Artichokes California Field Green - Fresh, Tender, Green Leaves **2 for 29¢**

MJB COFFEE
Instant \$1.57 10-oz. 1-lb. 93¢ 3-lb. \$2.32 2-lb. \$1.77
BREAD White or Wheat 4 for 98¢
Ovenjoy 22 1/2 oz. loaves
Shredded Wheat Sunshine 34¢
Potato Chips Sunshine/Blue Bell **64¢**
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Ecology Trip Slated

Ecology will be uppermost in minds of YWCA campers at Camp Westwind by the Pacific Ocean near Lincoln City this summer. Among plans already being made is special study of marine life with exploring of beach caves according to Jo Rita Gann, camp director. Canoe trips are slated for the Salmon River and there will also be primitive camping for groups of older girls. Registration for Camp Westwind begins April 24 at the Downtown YWCA, 1111 S.W. 10th Ave.