

# Entertainment Guide

by Allen Jones

Entertainment Ratings  
Fair\* Good\*\* Excellent\*\*\*



PAUL AND GENEVA KNAULS

## "A Portrait of Success"

After telling a friend of mine, Billy Williams, who is a very successful clothing store owner in Berkeley, California, that my job was transferring me to Portland, he told me to make sure I check out a club called "Genevas". Billy told me the atmosphere was mellow and so were the people... went there... needless to say, everything Billy told me three years ago is still true today.

The success of any business depends primarily on the people who run it. According to business statistics, it takes five years before a business is considered successful. Paul and Geneva Knauls recently celebrated their thirtieth year as successful entrepreneurs in the Albina community.

As success comes to anyone, it didn't come particularly easy to the Knauls. Paul worked for Royal Typewriter Company in Spokane, Washington, for 12 years during the day. At the same time, he also worked for the Davenport Hotel as a wine steward for 15 years.

As Paul puts it, "I looked at my bank book one day and realized I had enough cash to go into business." He left Spokane a few months later, in 1963, and headed out for Portland, where he opened "The Cotton Club" with Waylee and Waylee Construction Company. Later, their partnership was dissolved. In 1965, he opened up "Paul's Club", once located on N.E. Williams and Russell. The Cotton Club, the more noted of the two, had live entertainment. There were a few locals who went on to fame as a result of the exposure they received at the Cotton Club. People like Mel Brown, who was the drummer for the Temptations, Martha Reeves and the Vandellas and most recently the Supremes. The group "Sunday's Child" and Rene Woods who is currently lead singer in "The Whiz" in Hollywood. There were many stars to come through such as Sammy Davis Jr., Fred Williamson, Joe Louis, Mohammad Ali and many others.

In 1968, Paul purchased the now popular "Geneva's" Lounge. The rest you know. Geneva's is without question, the most stable and popular Black owned night club in the Northwest. The success of any business, according to Paul is quite simple; you've got to put in as many man hours as you possibly can in order to make the business a success.

A problem that Paul readily admits plagues many of the Black businesses, particularly the young Black businessmen, but adds, young businessmen like Harvey Rice are steadily becoming exceptions to the rule.

Paul's staff has also played important roles in the total success of the club. For example, Delores "Dee" Allen has been with Paul for 11 years. Charles "Chuck" Strouder has been with the club eight years on a part-time basis. Along with Barbara Allan, Jean Davis, Jennifer Dichman and Debra Walker. If you think I've forgotten the rest of "The Family", Robin, Ricky, P.J. Paul Jr., and the women behind the man's success, I haven't.

Geneva, who's name is up in lights, has been the motivating force behind the success of the various business ventures that Paul has undertaken through the years. As Paul puts it, "I wouldn't have been able to make it without her behind me - all the way." They're both avid Trail Blazer fans, along with sponsoring mushball, baseball and basketball teams. Their basketball team took second in the nation for players under 6 feet tall, not to mention giving to various community organization's throughout the year. It's a conglomeration of factors that makes a business successful, and for Paul and Geneva Knauls - they just happen to have them all!!!!

CHECK IT OUT

This week's column is dedicated to Paul, Geneva and "The Family." May your next thirteen years be as equally successful as the first.

Allen Jones and the Staff of the Portland Observer

## THE MARIAN MAYFIELD TRIO \*\*\*

You know, the 14th of September is not only my birthday, but also my first year anniversary of bringing you "The Entertainment Guide" into your home every week.

If there's one thing that I haven't been able to adjust to, it's being calm before I go out and interview a show. I am not certain if it is the excitement, anticipation or the curiosity of seeing a performer or group I hadn't see before, or just a conglomeration of feelings.

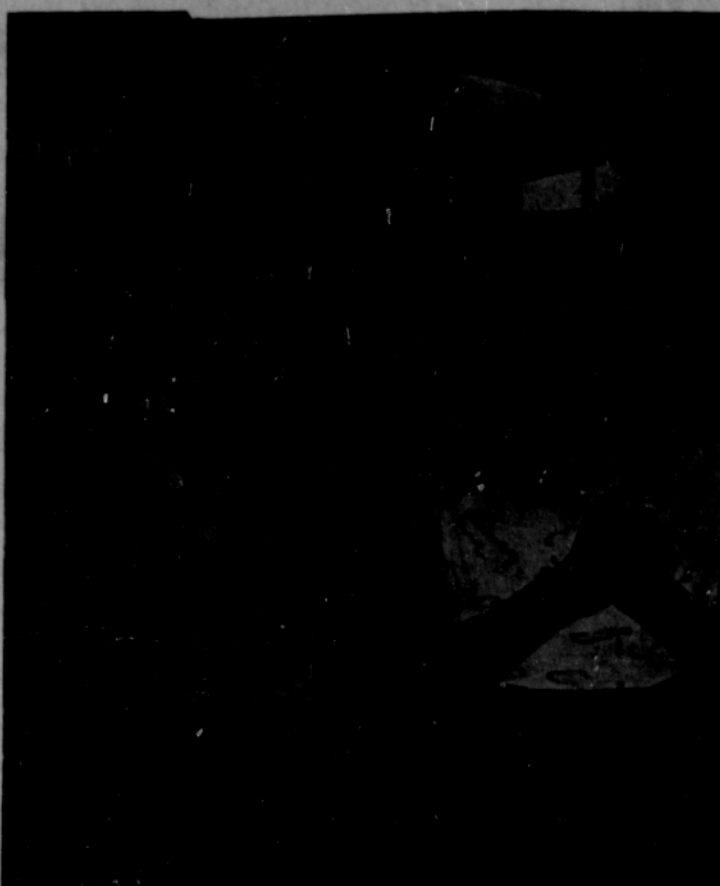
In the case of "The Marian Mayfield Trio" it was all of the forementioned, plus "hear say." She and her very talented side men, Lee Reindehl on piano and Ron Stein on drums who will be leaving the group to join one of the best vibists in the business, Bobby Hutcherson, who incidentally was scheduled to play two sets Sunday but cancelled out. Marian Mayfield plays a mellow guitar, but sings even better. She has a voice that I refer to as being "sweet and spicy." She sounds a bit like Carmen McRae (remember her), Ella Fitzgerald, and Loretta Alexander. That's what I call sweet and spicy. You'll understand what I mean when you go and check her out. All three members of the Trio are naturals. Lee Reindehl on piano 'rolls' his fingers over the keyboard as opposed to many professionals who prefer to 'bang' on them. The sound is muffled, but the clarity and years of experience are quite evident. Ron Stein, the drummer is one of those 'exciting' drummers that is thoroughly enjoyable to see. He's the type that would make you go out and buy a set of drums for your ten year old son.

As I walked in the door, they had just gotten into Mongo's classic "Watermelon Man", following with "Love For Sale", "Misty", "How Sweet It Is", "My Funny Valentine", "Wandering Soul", a composition written by pianist Lee Reindehl and "Fine and Mellow" which was sung superbly by Marian Mayfield. It would be pointless for me to say this sister and her group have it all together... they know it... and so will you!

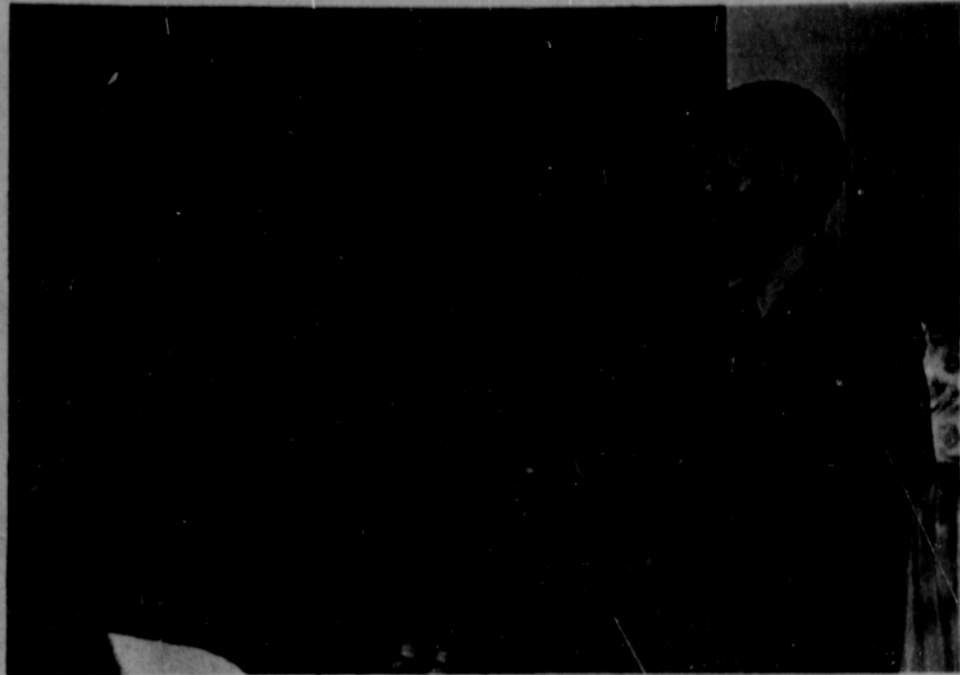
## LEISURE HOUR - LES FEMMES DO IT AGAIN \*\*\*

I generally shy away from reviewing social functions, because they're usually made up of people in the community, banding together to raise money, gain exposure or what ever. And if it doesn't come off like the organizers anticipate, it's my job to say so, even though I may know them socially. Even though I go into every assignment with an open mind and thinking objectively - people still take it personally. Regardless how tactful and objective you try to be, I've said all of this to say, I had a nice time the other night at "Town Hall." It appears that everytime these two social clubs "unite" to have a function - it's successful. This one was no exception.

Leisure Hour Golf Club's trophy ceremonies went smoothly. There were certainly more people there than I had anticipated, because there were a couple of other "happenings" going on Saturday night, too. The fact that only one bar was set up for serving, would indicate the organizers expected a lesser crowd, too. When we employed "The West Coast Sound Assembly" to play at our "Lion's Club" dance back in May, myself as chairman of the 3rd annual fashion show and dance, was disappointed in their performance. What had happened was, during the 2 month lapse of signing the contract and the actual night of their performance at the Hilton Hotel, three of the original members were replaced. I didn't even know who was providing the music at the Leisure Hour dance until I arrived. I really didn't know then, until I asked some one, because they've changed personnel - again! This change however, was thoroughly satisfying as everyone who attended will quickly attest to. They received a standing ovation (the first time I've ever witnessed that at a dance here in Portland) and two encores to boot! James Johnson, leader, is to be commended on his choice of Personnel. Let's hope he keeps it together. Mr. Rankins, I know we're good friends, but the next time I have to wait 20 minutes for a drink, I'll bring my own bottle. I had a ball!!!!



Terrence Connors gets help with his "mortar Board" from his mother, Mary. (above) Lada Warren and her son, Derek, admire the new diploma. (right)



Sheila Kimmon and Frank Gaston wait "patiently" for graduation ceremonies for PMSC Child Development Division graduation ceremony. (left above) Ron Herndon, center director, urges parents to participate in children's public school education. (above)



## Coast Guard celebrates birthday

SEATTLE - On August 4th, the United States Coast Guard, the nation's smallest military service celebrates its 186th birthday.

The forerunner of today's modern Coast Guard was formed in 1790 when Congress authorized the Treasury Department to build 10 vessels to protect the fledgling country from the depredations of smugglers.

For nearly eight years, until the Navy was formed in 1798, the small fleet of cutters was the nation's only Navy.

Throughout its colorful history the United States Coast Guard has served the nation in many diverse activities. In addition to deterring pirates, slavers, rum runners, and smugglers, the history of the service is rich with the drama of rescue.

During the past year alone, the Coast Guard responded to more than 70,000 distress calls around the United States with about 42,000 persons being saved from death. More than 140,000 other persons were aided and about \$280 million in property was saved.

But today's Coast Guard is also adding new chapters to its history almost daily in such areas as Aids to Navigation, pollution prevention, and, beginning in March 1977, enforcement of a new 200-mile fisheries conservation zone.

The new 200-mile limit is designed to prevent foreign fishing fleets from encroaching on United States fisheries resources. The new land means the Coast Guard will have about 2 million square miles of ocean to patrol.

Its 186th birthday finds the Coast Guard not only expanding with new missions, but also with new ways to perform traditional missions.

During the last year the Coast Guard has continued to commission and operate Vessel Traffic services similar to the one in Seattle.

Work is continuing on a new Long-

Range-Aids-To-Navigation (LORAN-C) system which will provide the mariner exact navigational information anywhere in the world.

Last October the Coast Guard approved regulations designed to reduce pollution from seagoing United States tank vessels. But in spite of such regulations, oil spills do sometimes occur. The Coast Guard, therefore, has established a "National Strike Force" to assist in control and clean up of major oil spills around the United States. And the Strike Team has been given sophisticated new equipment which can detect oil in the water and determine the amount, so the water can effect clean-up more quickly and efficiently.

The United States Coast Guard - 186 years old, and still growing!

## PSU registers

Advance registration for fall term day and evening classes at Portland State University begins Monday, August 9th and continues through Friday, September 10th.

For the first time, students who attended Portland State University last spring term, and all newly-admitted students will receive a time schedule and course request form in the mail. Others may pick up materials at the Registration and Records window in the lobby of Neuberger Hall (724 S.W. Harrison) on the Portland State University campus.

To participate in advance registration, students should fill out the course request form and return it to the Registrar's Office no later than September 10th. Students will be notified by mail of their course assignments, and also will receive a bill for tuition and fees shortly after that date.

Students who do not participate in advance registration, or are not satisfied with their class assignments, may participate in general registration on Friday, September 24th. Registration will be open from 8 a.m. to 7 p.m. in Portland State University's Health and Physical Education Building (930 S.W. Hall).

Persons over 65 years of age may take classes on a non-credit, space available basis at no charge. Senior citizen registration will be held Monday, September 27th, in the Adult Learning Center, room 124 Cramer Hall.

## Children's Place tours parks

City Commissioner Charles Jordan announced that the Metropolitan Youth Commission is touring the parks with a unique exhibit of ethnic children's games. The Children's Place is a booth of toys and games from different countries. It was exhibited at the Neighborfair Ethnic Folk Fest July 18th.

Staffed by 11 Youth Career Training students and two supervisors, the booth will be touring the five parks listed below on the dates indicated.

August 10th, 11th and 12th at Irving Park, N.E. 7th and Vermont; August 17th, 18th and 19th at Sellwood Park,

S.E. 7th and Miller; and August 24th, 25th and 26th at Columbia Park, Lombard and Woolsey.

The games and activities begin at 10:00 a.m. and conclude at 2:00 p.m. Activities are free and appropriate for children of all ages. In addition Commissioner Jordan said the booth will be donated to a non-profit organization at the end of the summer. Anyone interested in receiving "The Children's Place" booth may call the Youth Commission at 248-4005.

The Commissioner encourages parents to take their children to the park and enjoy the games.

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