



GEORGE BENSON



ENTERTAINMENT GUIDE

by Allen Jones

THE LINKS PRESENT 'EBONY FASHION FAIR 79'

"Back to Glamor" was the theme for this year's Ebony Fashion Fair. As the theme suggests, dressing up and not down is exactly what your favorite designer has in store for the fashion conscious public for the next two years. Whether you like it or not! If you detect a note of sarcasm you're right.

In view of Sunday night's presentation at Civic Auditorium, I couldn't help but revert back to the four years I spent in retail and wholesale fashion in L.A. I worked for Zeidler & Zeidler Men's Store. We catered to entertainers, would-be executives, pimps and players (an education in itself). I was subsequently terminated by the Twin Brothers (genetically), because I wasn't aggressive enough, or you could say I wasn't a 'high-pressure' salesman.

From there it was uphill all the way. Sy Amber in Sherman Oaks, The May Company (a subsidiary of Meier & Frank) and finally Semour Phillips and Associates — the big time wholesale and retailer, who can go in and buy a clothing store that is in financial trouble and buy it lock, stock and barrel. They then overstock the store with fashions from last year and this year, hire top sales people, run an extensive advertising campaign and gross \$10,000 in one day! Two months later, sell the store lock, stock and barrel to an unsuspecting buyer at twice the price paid and move on to the next one. You're probably asking what this has to do with the Ebony Fashion Fair? It would of course depend on your point of view — all I'm saying is that fashions play a very important role in everyday life, regardless of who you are, and what your station in life may be. Try wearing a zoot suit to work tomorrow and see what happens (smile).

The '79 Fashion Fair was a very good show. Personally I only liked a third of the fashions presented because they complimented the model so well, the model is Von G. Shepard.

An international organization of Black women — The Links, Inc. should be congratulated for their efforts in putting together this year's show. I think a combination of the Benson concert and people just wanting to stay at home on Easter curbed ticket sales to a degree. The show was very good. Maybe I'll be there next year wearing a zoot suit!!

AN EVENING WITH BENSON

It's not often that a major star comes to Portland (or any city for that matter), who has the artistic status to build up such an emotional anticipation prior to arrival like George Benson. In the past four years Benson has reached a plateau that the average entertainer can only fantasize about!

He caught our attention by playing double octaves on the guitar. Similar to the late master Wes Montgomery — later projecting the same uniqueness in song. An unbeatable combination by anyone's standard. Benson, a gifted musician since the age of five, contributes his success to God (he's a Jehova Witness) and his family. That too is an unbeatable combination.

Benson is thoroughly a professional when it comes to business — making music. If you happen to have been one of the lucky 6,000 people who attended one of the two concerts presented last Friday evening at the Civic Auditorium — you're probably inclined to agree. George Benson is the best there is at what he does and that's all there is to it!

If you've been keeping up with me over the years, you may remember a biographical profile (Spectrum in Blue) that I did on the opening act for Benson — Seawind — in August of '76. As a matter of fact, singer Gene Diamond made me aware of this group because he spent a month in Hawaii doing some arranging and writing for their first album. I don't think there is any question about the groups potential. When you're a relatively new group playing behind someone like Benson in front of a capacity audience, that's when it's difficult to grasp anyone's attention. On the other hand, if you weren't good, you wouldn't be there playing with Benson in the first place.

CHECK IT OUT!!!

Wally Amos, Founder/President of the Famous Amos Chocolate Chip Cookie Corporation, will be in Portland April 24th on a tour to promote his famous chocolate chip cookie.

Portland Profile

by Linda Thompson

Our scale of justice stands proudly in our court houses throughout the land. It symbolizes the equality of the American Justice System.

Our Black role model for this week, Vera Poole, believes that the scales can be assisted in carrying out its judicial responsibility by working within and close to the Justice System.

A graduate of Grant High School, Mrs. Poole moved to Portland in 1961 from her hometown, Greenwood, Mississippi.

Her educational achievements include an associate degree from PCC; a B.A. degree, a Master/Education and a Master/Science in Criminal Justice from the University of Portland.

Mrs. Poole is married (John Poole) and is the mother of a vivacious daughter Shena, who happens to be a Pisces. Our role model's warm smile and mild manner cannot be labeled as qualities of a passive person, at least not in this case. As you continue to read her profile you will see the persistency and determination of what my grandmother would call "a strong and caring woman."

It is not an easy task to hold down an eight hour job and be a wife and mother. To couple this with an educational pursuit is indeed what many would consider an impossible task. Impossible it is not and was not, for Mrs. Poole held an eight hour job during her entire educational career (graduate and undergraduate).

For five years she was employed as a dietician aide (delivering meals and washing carts) for the Veteran's Hospital. In 1970 she left the hospital and became an employee of Multnomah County as a correctional officer for Rocky Butte Jail. In 1975 she was promoted to her present position as Supervisor of Corrections at Argow Women's Facility where she supervises a staff of thirteen.

The stylist Mrs. Poole is a member of the American Business Association, Mt. Hood Chapter; and a member of women's International Bowling Congress. She loves traveling and bowling, and has an interest



VERA POOLE

in real estate.

Mrs. Poole has this to say about her success and how one goes about gaining success:

"My success, I credited it to being motivated, determined and self-assured that all goals are achievable. I've encountered many obstacles during my educational and professional career. However, those encounters did not obstruct my attempts. I was optimistic more than ever to utilize my potential effectively, if my goals were to become a reality."

"One has to set goals, conform and adhere to them if the end is going to be successful, whether it be in education or occupation. I did not achieve my goal by being passive or submissive. I employed what tools were necessary for me as a female, in terms of advancement and progressive development. Goal of achievement is something one should be proud of. However, performance is a substantial accomplishment."

As my interview with the highly respected Mrs. Poole ended the very warm and human qualities surfaced and she said, "I don't think people should ever forget where they came from — I hope I never do. All of us are potentials for the unemployment line. What I have tried to do is to prepare myself so I can seek employment in other professions if the need arises."

Until next week remember: A lover is one that can truly love one mate successfully for a married lifetime.

TV series explores Africa

For most Americans, Africa today seems a bewildering collection of new states with unfamiliar names and complex problems. Part of the reason for this is the sheer size and cultural variety of the continent, the world's second largest. With an area almost 3½ times that of the United States, Africa is simply too diverse in geography, history and political organization to lend itself to easy generalizations. The contrasts often seem strikingly more apparent than any kind of continental unity.

Gone are the images and stereotypes of the past: the mythical Dark Continent described by the early explorers and the legends of Empire spun by the colonial exploiters who followed. They were replaced in a single generation by the strong currents of independence, of diverse peoples united in the struggle to win "Africa for the Africans." Now that this has been achieved for the most part, individual African governments are troubled by economic difficulties and internal dissension in their efforts at nation building.

Since 1960, there have been over four dozen coupes d'etat in Africa involving the assassination of a dozen heads of state. The instability of some African states, as well as the liberation movements in the last bastions of empire on the continent, have made Africa the focal point of world politics. It has become increasingly an area of confrontation between East and West as each side has tried to take advantage of power vacuums created by economic crisis and internal unrest.

The United States is much concerned and involved in current Afri-

can developments. Africa is important to America for several reasons; economic because Africa is rich in Natural resources and a growing market for our goods; political because we cannot afford to allow this strategic area to be dominated by foreign influence; and moral because by tradition our country is committed to the principles of self-determination of nations and the human rights of individuals.

"The Africans" is an extraordinary opportunity to learn about this rapidly developing continent. "The Africans" concentrates, in depth, on specific areas from which certain generalizations and comparisons with other parts of Africa can be made. The area chosen was that colonized by the British — South Africa, Rhodesia, Kenya, Tanzania, Zambia and Nigeria — English-speaking states whose cultural background make them much closer and more accessible to American viewers. Most valuable of all, however, is that the series centers on people, letting Africans speak for themselves and explain how they see events shaping the new Africa.

The program will be presented by KOIN-TV (Channel 6), each Wednesday evening at 8:00 p.m., beginning April 18th.

The April 18th segment featured Rhodesia. The schedule is as follows: April 25th — "New Faces of Africa" — portraits of how life is changing for the better; May 2nd — "South Africa — Without Love"; May 9th — "Soweto — The Secret City"; May 16th — "Africa In Search Itself"; and May 23rd — "Making Up For Last Time."

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