

OBSERVATIONS

FROM THE SIDELINES

By Kathryn Hall Bogle

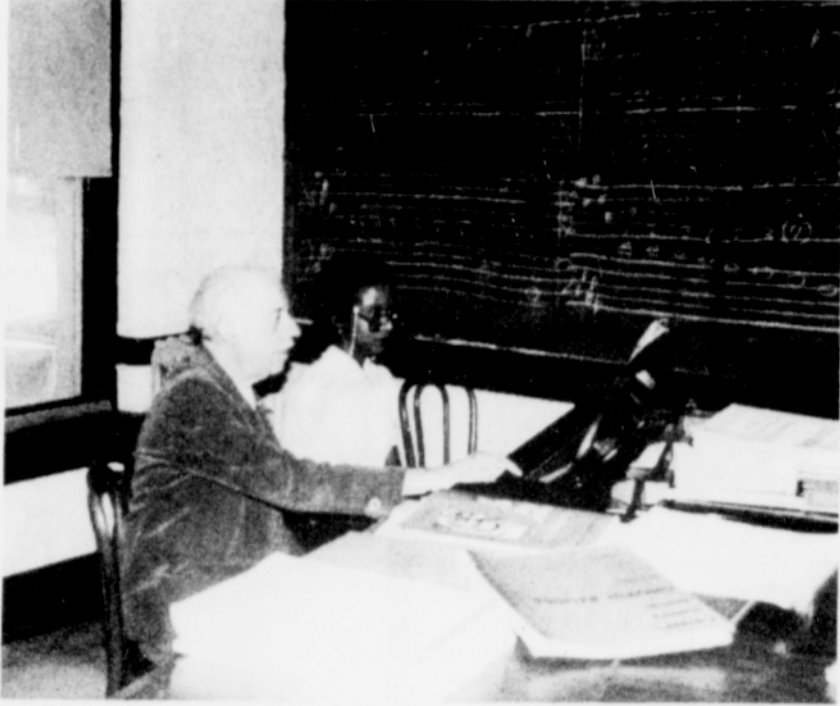
Friends and former students at Talladega College and friends of William Duncan Allen, native Portlander, will be glad to learn that the college and Dr. Allen got together this year.

Dr. Allen, noted concert pianist and former professor of music at Howard University and at Fisk University, was in Portland a year ago. During his visit here Allen was honored guest for a day at Jefferson High School spending time with the high school's music department. He also visited two retired Jefferson teachers who had taught him history and English when he was a student at Jefferson. Allen went to collect advanced degrees in music from Oberlin but the Jefferson annual of 1924 credits William Allen with composing the music for the class song of that year.

Ending a brief retirement he began after serving 25 years as organist and music director for the South Berkeley Community church, Dr. Allen has accepted an appointment at Talladega to serve as visiting Professor and Artist in Residence for the 1980-81 year.

During his attempt to retire, Dr. Allen frequently responded to calls from touring stellar soloists to accompany them in their west coast appearances. Leontyne Price, among others, called with fair frequency for his sensitive accompaniment. Allen had been associated for many years as director of San Francisco's Junior Bach Festival and he was a handy and reliable source for anything concerned with Johann S. Bach and his music. Allen is also an authority on the music of Black Composers such as William Grant Still and others.

Talladega, a four-year nationally accredited liberal arts college founded in 1867 by former slaves, the Freedman's Bureau and the American Missionary Association



William Duncan Allen instructs music student at Talladega College.

was the first college in Alabama open to negroes. The college opened with four teachers and 140 students in the fertile valley of the foothills of the Blue Ridge Mountains. It is situated on 130 acres of land "55 miles east Birmingham, 85 miles north of Montgomery and 120 miles west of Atlanta" say the brochures. Its major goal is the training of leaders in education.

Talladega prides itself on being a "family college" where 95 per cent of the students live on campus. Dr. Joseph Gayles, president of the college calls many of the students by name for he likes to engage his students in informal conversation as they meet on the campus walkways.

While on campus at Talladega, Allen is of course, teaching students privately and in class, he is lecturing on music and on music-related topics such as "Practical Musicianship." He is conducting recitals by department students

much as he did at Howard University and at Fisk during his tenure at these schools in his active professional career years.

Allen is not forsaking the concert stage during this year on campus. In October he accompanied Barbara Purdy, a New York soprano, in concert at Talladega.

For November Allen is rehearsing in Atlanta with William Warfield, renowned baritone, for a concert they will perform together in San Francisco immediately after Thanksgiving.

The six clubs of women in this area under the federation banner of the Oregon Association of Colored Womens Clubs have scheduled a state board meeting to be held at Mt. Olivet Baptist Church on Saturday November 29th, at 10:30 a.m.

June Pryor, Northwest regional president of the National

Aiding customer salesman's goal

By Stephanie L. Cole

An observer will notice when shopping around, Phil Brown, is one of the few Black salespersons in this town. Brown who is currently employed by Tele-Tronics, a family owned home furnishing business gives his advice on preparation for sales and marketing.

"Most importantly, I would advise prospective salespersons to finish high school and acquire experience in as many areas in sales and marketing as possible."

Brown's experience in sales and marketing has aided his rapid promotion as one of Tele-Tronics department managers. In addition to selling furniture, appliances and home furnishings, Brown buys and selects furniture and wall accessories in the Patio Department.

Brown's vast experience in sales and marketing includes being a former auto-salesman at Frank's Chevrolet and Pontiac Plaza, a former bar-tender in Spokane, Washington, and salesman's work at Lampus preceding his present employment at Tele-Tronics. All of his experiences involved close contact with the public.

Like all occupations that have established special requirements, additional abilities always enhance the occupation. "Sales and marketing is no different" asserts Brown. "Most people who are in sales and marketing particularly salespersons enjoy their occupation. Probably the greatest reward in salesmanship is satisfying your customer's needs."

"A Salesperson has a great amount of patience and charisma with the public. Knowledge about the product you are selling and being willing to take the time to thoroughly explain that product is important to your average consumer. Most customers don't like to be hassled into impulsive buying. A salesperson who is able to make prospective customers feel relaxed



Phil Brown discusses materials for living room set with potential customer.

(Photo: Richard Brown)

and knowledgeable when they are buying or browsing usually hings back those customers again. And acquires additional customers based upon the above criteria.

Sometimes the customer may change his mind about a product or the store may receive damaged merchandise. Knowing how to effectively handle these problems is essential to retain the customer's satisfaction with a business, uphold the business's reputation and prevent similar problems from reoccurring."

When asked if he has encountered any obstacles along the way, Brown gives this picture. "Generally I haven't come up against difficult

obstacles. The fact that there are few Black salespersons in Portland pushed my incentive to work harder and prove myself. Salesmanship is a tough, competitive field and if you enjoy challenges and working with the public, most obstacles will be very minor."

Brown who is a native of Montana, is married and has four children. When he's not working he enjoys traveling and get together with close friends. Not only is Phil Brown one of the few Black salespersons in town, but he's one of the best qualified because his knowledge is so sound. And with high pressure sales today, that's hardly ever found.

Vote

(Continued from page 1 col 6)

ballots before 3pm. Helping to swell this figure was the unusually large increase in the Black youth vote on college campuses in Atlanta and at Howard University."

"Additionally," Madison said, "reports from selected precincts in Black communities throughout the country indicate a 70 percent turnout among registered Black voters in Miami, an 82 percent turnout in Detroit, an 84 percent turnout in Chattanooga, an 80 percent turnout in Atlanta, a 70 percent turnout in Washington, D.C., and an 83 percent turnout in New York City."

Other efforts in this NAACP half-million dollar campaign included field coordinators and volunteers who directly registered 49,000 in New York, 40,000 in North Carolina, 40,000 in Tennessee, 43,000 in Indiana, 65,000 in Illinois as well as thousands of others in many additional states. "The NAACP effort, combined with Operation Big Vote, the National Urban League and other organizations, made this the most successful Black registration campaign ever undertaken," announced Hooks.

In addition, local NAACP branches in Tennessee registered hundreds of prison inmates, who gained the right through a court order less than two weeks before the registration deadline. Former Congressman Charles Diggs, presently incarcerated in an Alabama prison himself, was the chairman of the NAACP Inmate Registration Program, and played a large role in placing registration booths in prison waiting rooms."

Statisticians say one out of every thousand babies born in 1975 can be expected to reach the age of one hundred.

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Talladega President Dr. Joseph N. Gayles and students. (Center) talks with Congressman John Conyers

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Association of Colored Womens clubs, will address the gathering as a part of her regular semi-annual visit to the Oregon group. Herb Cawthorne will also speak to the assemblage that day on matters of concern to the Portland School Board and to the citizens of Portland.

Clubs involved with the session, according to Amelia Lanier, president of the OACW, are the Altruistic, the Harriet Tubman, the Katherine Gray, the Literary Research, the Semper Fidelis and the Multnomah Women.

Bobbi Gary cautions that only a few days remain to submit applications to be a delegate to the White House Conference on Aging to be held next year in the nation's capitol. One of the prerequisites is that delegates must have attended the state conference on aging to be well versed in the current state of affairs in the home territory before carrying responsibility on the national scene. The Oregon conference is to be held in the spring of 1981 with some preliminary sessions being scheduled for mid-winter. Deadline for delegate applications is November 30th. For further details call Ian Smethurst at 248-4752 or Ms. Gray at 231-7509.

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