



Wardell Friday, owner of Friday's Beauty supply, discusses his line of products with regular customers.

(Photo: Richard Brown)

Friday's Beauty goes national

By Stephanie Cole

"Friday, Thank God its Friday!" was not just a hit movie theme song sang by music lovers, locally its the upbeat melody being sung by the grateful customers who patronize Wardell Friday's beauty supply business in Portland.

Friday, who presently owns two beauty businesses in Portland, and five others in California (with his brother) started out rock bottom and worked his way up the rocky ladder of the beauty retail business. When asked what motivated him to venture into the business Friday said, "My interests wasn't an idea that came out of the blue, it was generated through my brother who is in the business in California. The Black owned retail business I have in Portland was started when he and I got together to see how the Black retail concept of California would go over in Portland. At first, I was hesitant because I was into other things such as community social

services, and I really didn't have a business background or financial resources."

Friday credits his brother for accompanying him in learning the business and getting himself together financially. With his brother's support, Friday opened a small beauty supply store called Friday's Beauty Supply on N.E. 15th and Freemont. Most recently he has acquired an additional beauty house called Melody's.

The fact that both of Friday's businesses are centrally located in the Black community shows an awareness on his part to harmonize and identify with the Black community. "My primary concern is serving the public's need. I want to give some of our young people an opportunity to see me in the community. I'm not strictly in the business so much as for myself, but to show that what I'm doing as a Black businessman is positive and role modeling for the community and our Black children."

Friday employs and gives on-the-job training to a considerable number of Black youths in his business; in fact, the majority of his staff personnel are minorities.

Another indication of Friday's economic awareness is the fact that most of the products stocked in his store are products manufactured by Blacks, and are diverse in variety to suit the public's taste. Friday has further plans for enhancing his business; one is, to offer seminars for beauticians and the public in beauty and hair care; a plan that he's already implemented. Incidentally, Friday is currently the only Black beauty supply retailer of Black beauty products in the United States with another store to open next summer in North Carolina, a feat that cannot be overlooked.

And with that accomplishment, it's inevitable that the Black folks here will continue to keep in tune and rock with Mr. TGIF (alais Friday). To the beat, everybody!

New drug promises sickle cure

A new drug to fight sickle cell anemia has recently been developed by scientists at the Weizmann Institute of Science in Israel and the Massachusetts Institute of Technology, working with a biochemist from Ghana.

Sickle Cell anemia, which affects an estimated 50,000 Black Americans and millions elsewhere in the world, is a painful, debilitating genetic malady which can maim virtually any organ in the body.

To find a cure two scientists from the Weizman Institute headed a team that included Clemenceau T. Acquaye of Ghana and two scientists from M.I.T.

After seven years of research, they have discovered how to prevent and reverse the distortion of red blood cells that causes suffering to many sickle cell victims.

As part of the research, blood cells were taken from sickle cell anemia patients in Israel, mostly of Sudanese origin, as well as from suffers in the United States and Nigeria.

The international effort to conquer sickle cell anemia was launched by the Weizmann Institute in 1973. Shortly thereafter, Mr. Acquaye joined the team. The Ghanaian biochemist has spent several years at Kumasi University, near Accra, treating sickle cell anemia. Some 15 per cent of the population of Ghana are victims of sickle cell anemia.

"Until now," says Acquaye, blood transfusions were the only effective way to treat the disease -- and that worked only in about half of the cases.

Now, at last, we have high hopes. Clinical tests on patients will begin just as soon as the safety of these drugs is fully demonstrated."

The BOOST Educational Talent Search Program will be sponsoring a financial aid workshop on December 3rd, at 7:00 P.M. for students and parents. This workshop will be held in the library of Jefferson High School. We encourage students and parents to attend. For further information please call us at 229-3815, or drop by our office at the D.C.E. building 1633 S.W. Park, Portland.



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Citizen of the Week



Ruth Spencer has been a teacher in the Portland Public School system since 1948 and has consistently endeavored to bring about better educational opportunities for Black children.

A graduate of Savannah State College, Mrs. Spencer earned her Masters Degree in Human Relations Education from New York University. She took a leave of absence from the PPS in 1966 to work with the Teachers Corps. As Associate Director of the Teachers Corps in Boston, she helped train teachers for urban schools.

Her 1969 Civil Rights suit against PPS was the first Civil Rights Bureau case to reach the Oregon Supreme Court, which gave the Bureau the right to review employer's personal records.

Having taught in ten Portland schools, she now teaches at Alameda.

Mrs. Spencer is Chairman of the Oregon Minority Educators Organization, is a life member of the NAACP. She is a national member of the Alpha Kappa Alpha Sorority and a charter member of the Zeta Sigma Omega chapter in Portland.

She was a member of the Community Coalition for School Integration's Research Committee, a member of the Committee for Equal Education for All Children, and currently is a member of the PPS Desegregation Monitoring Committee.

Her daughter, Alise, is in the U.S. Air Force.

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The N.A.A.C.P., Urban League and Albina Ministerial Alliance urge you to apply for the position of Police Officer. The Portland Police Bureau's Minority Recruiting Unit is seeking qualified minorities and women for the position.

If you are interested in a career in law enforcement and are 21 years or older, have a high school diploma, or G.E.D., are a U.S. citizen and have no felony convictions, the Bureau is interested in you.

Applications can be picked up at the Portland Civil Service Board, 510 S.W. Montgomery St., Portland, Oregon 97201.

The written exam will be given to groups of 200 applicants.

For further information contact:

Officer Dwight D. Ford, Officer Jeanne Bradley or Officer Linda Gross
248-5653, Personnel Division,