



7-Up boycott update

by Ron Herndon

The black community and its friends are showing they will not put their money into a corporation that discriminates against black people.

The 7-Up boycott is still on and gaining more and more support. It will continue until Portland Bottling Company develops an affirmative action plan that ensures black people will be hired throughout the company.

All major supermarkets in the black community have had a noticeable drop in their 7-Up sales. A big thank you to everyone who has stopped purchasing 7-Up and all other products distributed by Portland Bottling Company: Nehi Products, R.C. Cola, Squirt, A&W Root Beer, Paul Masson Wines, Wild Irish Rose, and Perrier Water. A special thanks to all of the businesses that have agreed to support the boycott.

We launched the boycott of Port-

land Bottling Company because for the past couple of years they had no black employees. This is particularly offensive when we see black people such as Sugar Ray Leonard, Magic Johnson and Geoffrey Holder being used in national advertisements promoting the products sold by Portland Bottling Company.

From what we have determined the company had no black employees between 1963 and 1967. After riots in the black community, Portland Bottling Company quickly hired two black people. From 1967 until 1977 it appears as if they had only those two black employees; from 1977 to 1983 we haven't been able to find any black employees.

This sordid hiring practice is in a company that employed over 125 people, and during the summer of 1982 hired 25 temporary people, none of whom were black.

As expected, after we started the

boycott Portland Bottling Company rushed out and quickly hired some black people—four up to now. Remember, the same move was made after the riot. Isn't this strange—before the boycott they claimed they couldn't hire anyone because of bad economic conditions. We are happy four black people have jobs and hope they realize the black community made their employment possible.

However, tokenism is not enough. The boycott will continue until the company develops a hiring plan that ensures black people are hired throughout the company.

Last year black people in America spent \$3.7 billion (\$3,726,834,800 to be exact) on soft drinks. Locally and nationally we must demand that our purchasing power be translated into jobs and economic development for the black community. In Portland the 7-Up boycott has shown we can do it.



Washington Hot Line

by Congressman Ron Wyden

I usually use this space to report to Third District residents on the key concerns before the Congress and my thoughts on those issues. This week, however, I want to report what Third District residents are thinking about the important issues facing Oregon and the nation.

Some 22,000 of you responded to my constituent questionnaire earlier this year, making it the most responsive poll to date.

According to your responses, a majority of you (63 percent) would not—given the current deficit situation—retain the next installment of President Reagan's tax cut due in July. 34 percent would retain that cut, while 4 percent had no response to that question.

On other issues:

•77 percent of you would cut military spending to help lower the federal deficit. 83 percent would cut foreign aid to help achieve that goal, while only 29 percent would favor additional social spending cuts.

•Asked about a series of proposed changes in Social Security, 63 percent opposed accelerating scheduled payroll tax increases, while 20 percent favored that option. 61 percent favored basing cost-of-living adjustments on increases in either wages or prices, whichever is lower, while 20 percent opposed this move.

•In responding to the same Social Security reform question, 52 percent liked the idea of funding part of Social Security from general revenues, while 36 percent did not. 36 percent favored gradually increasing the retirement age to 68, one month at a time, but 52 percent did not. 58 percent would abolish the earnings tests and include Social Security as taxable income, while 31 percent would not.

•Still responding to the Social Security question, 82 percent favored requiring federal employees who have worked less than 5 years, and all new federal employees, to pay Social Security taxes. Only 12 percent opposed that proposal. 51 percent also supported delaying cost-of-living increases until October (from July), while 30 percent opposed this option.

•Finally, 69 percent of you favored taxing the Social Security benefits of the wealthy, while 22 percent did not. Only 31 percent would keep Social Security benefits as they are now, even if it means raising Social Security taxes. 49 percent opposed this option. 59 percent supported the idea of finding new sources of revenue, such as taxes on the oil industry or luxury items, to help finance Social Security. Only 31 percent were in opposition.

•With respect to solving our unemployment problems, 72 percent of you said that, as a short-term solution, you would support a jobs program similar to that approved by the House during the Lame Duck Session. Only 25 percent opposed that option.

•For the long-term, 51 percent of you said the government should play an active role in stimulating economic growth and job creation. 39 percent felt we would be better off if the government left the private sector alone.

•Asked how important you felt it was for Congress to pass wilderness legislation in Oregon, 50 percent felt it was very important, 27 percent thought it was somewhat important and 17 percent thought it was not important.

•Asked the same question with regard to legislation that would allow timber companies to renegotiate unprofitable federal contracts, 34 percent felt it was very important, 36 percent said it was somewhat important and 19 percent thought it was not important.

•Finally, 71 percent of you said it was very important to adopt legislation to preserve the Columbia River Gorge, while 18 percent felt it was only somewhat important, and 9 percent felt it was not important.

Street Beat

by Lanita Duke and Richard Brown

Now that the mayoral election is over in Chicago the **Street Beat** team asked, "How do you feel about the political happenings in Chicago and Washington's victory and Epton's defeat?"



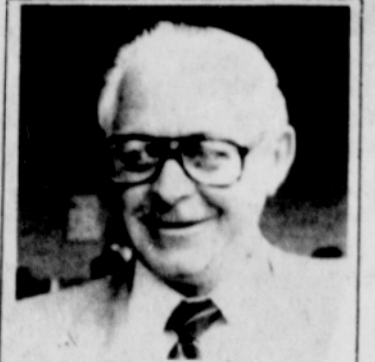
Gus Taylor
Post Office Employee

I think it is the best thing that could have happened in Chicago. It's the right step for black people in that city. It would put Chicago in its rightful place as a city.



Jessie Varner
Retired

I think he was the best person for the position. In politics they always rip each other apart. And afterward they come together for the good of the city.



Jim Doherty
Sales Manager

Being a Republican I didn't have much of an opinion. I still think it was a racial issue. I know Chicago. I think that Washington will change the Democratic Party forever.



Annette Johnson
Housewife

I felt real good about it. I was proud. I felt bad about those Democrats not voting for him. If I was there I would have voted for him.



Charlie Spires
Cannery Worker

I'm glad he won. The always want to bring up dirt on our people. Being black, they do it all the time.



Denise Roberts
Administrative Assistant

I think it was a poor campaign, like most political campaigns. The one in Chicago was a little worse than most.

Coleman Young on Chicago

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you use whatever instruments you can; it's affirmative action by appointment. In my own case, I concentrated first on the Police and Fire Departments, aiming for a 50-50 result that reflected the realities of Detroit."

The critical starting place for Washington, too, is law enforcement, believes Young. "The Chicago Police Department is known across the country as a law unto itself. When police use high-handed physical tactics, almost invariably the minority population is on the receiving end. The result is the alienation of large segments of the population. In Chicago that means Hispanics as well as blacks. Washington will have to gain control of the Police Department and its command structure to do something about that."

The point is not simply establishing racial balance, he adds. "The

idea is to foster cooperation between police and citizens, because unless you have that you can't do a damned thing about crime."

Despite an impressive string of municipal victories, Young feels that the growing number of black mayors has not yet become a political force to reckon with on a national level. They are, he argues, caught in a local trap: limited to a local electoral mandate based on local black majorities whose voices are too feeble to be heard in Washington.

Beyond the city boundaries, he says, political leeway for black mayors becomes "a matter of favors being exchanged... but you don't win national power by wheeling and dealing, you win it by a popular vote. That's where the continuing inability of blacks to win outside of black-majority districts comes into play. Everyone recognizes that there is no black majority in the United

States as a whole. So you are left with nothing but wheeling and dealing."

Nevertheless, Coleman Young believes there is reason to cheer the results of the Washington-Epton race, if not the racial bitterness the contest unleashed. In particular, he says, Chicago proved that young people—who did most of the canvassing and voter registration—can once again become involved.

"The young are at a great disadvantage now; there's been a clear deterioration of everything from education to job opportunities. The face of unemployment today is a young face. Still, some of these kids have clearly caught onto the excitement in Chicago, onto excitement and a reason to hope. Young people have historically been the legmen and handymen of the political process as well as its future. You can't do without their enthusiasm."

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MHRC destruction ensured

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justice. "It ensures that all citizens get a fair and efficient method of resolving disputes." If the program is not located in an agency that gives special attention to racial issues, there will not be equal justice, he said.

Calls coming from the Mayor's office and City bureaus demonstrated that people were being sent from one City bureau to another and no one was dealing with their problems, MHRC executive director Linda Roberts said. MHRC developed the mediation program "and now all of a sudden it doesn't fit in MHRC, but before it was the only place they sent people."

Strachan said the great need for mediation made her even more adamant that it be transferred to the Office of Neighborhood Associations (ONA). ONA has taken fewer cuts and could enhance mediation, she explained. With only a director and one clerk, MHRC could not properly supervise mediation.

Commissioner Jordan, who is

Commissioner in Charge of ONA, said he had no problem in leaving mediation with MHRC, and did not see where the transfer would help. "I don't know why Margaret feels so strong on this or whether it should be done this year." He added that the message this budget change (depleting MHRC) is giving to the public is not worth any improvements it might bring.

Others testified that stripping MHRC of its research and advocacy personnel would preclude the agency doing any advocacy.

Ronnie Herndon, co-chairman of the Black United Front, said MHRC has made a significant contribution to the struggle for justice and has provided invaluable assistance to community groups. All compliance organizations are separate bodies—EEOC, Office of Control Compliance, Civil Rights Division, etc. He told the Council that the vote will demonstrate their commitment. Freddie Petett, President of the Urban League of Portland, said, "Under the proposed budget, the MHRC will be completely dismantled and its effectiveness as a voice for Portland's disadvantages would be ended. This is intolerable... To effectively eliminate the MHRC during a time of increasing racism and bigotry and severe economic stress on the city's minority and disadvantaged populations is to effectively write off those populations. This act would clearly exhibit a lack of concern for the well-being of all minority and low-income residents of Portland."

Mayor Ivancie and Commissioner Strachan made it clear that the budget proposals came from Commissioner Strachan. She told Commissioner Jordan that she feels very strongly about the reorganization. She supported leaving disability in MHRC and adding one position to MHRC.

Commissioners Lindberg and Jordan offered an alternative—transferring Mediation to ONA, leaving disability and fair housing in MHRC and adding two positions. No supporting votes were provided and Commissioner Strachan prevailed.

THE BLACK UNITED FRONT'S
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