

Hurtis and Dorothy Hadley pose in front of their Pastry Kitchen in Milwaukie.

(Photo: Richard J. Brown)

Black-owned business faces closing

by Lanita Duke

Grassroot News, N.W.—Oregon's first Black-owned bakery, Milwaukie's Pastry Kitchen, owned by Hurtis and Dorothy Hadley, is finding itself unable to stretch its dough in the face of demographic and economic changes that have occurred seven years ago.

Hurtis Hadley said, "When we came to Milwaukie we were received with a lot of fanfare. It was very unusual to have a black business opening up in a suburban area. Most of the people wanted to see us succeed and when we opened the doors we were just 'snowed.'"

The season changed on the Hadleys when the economy took a turn for the worse, and like many small businesses their clientele turned away from them. "Since we've been here we have seen new fast-food eateries. And with the traffic patterns everything goes around or over instead of through Milwaukie."

Hadley said race could have been a factor. "I feel that if there is any money to be spent, the people in Milwaukie are spending it on their own. I experience that fact every day as I look at other businesses around us doing better than I am."

The competition from fast-food

eateries and chain-store bakeries also took customers away from the bakery. "The community of Milwaukie has seen a decline. It is an older community. Younger people like to be where the action is and it is not in Milwaukie. To survive we have to have some of that young traffic."

A former musician, Hadley learned his craft as a Baker's Aide. "In 1965 I worked at Albertsons and finished their three-year apprenticeship course in two years. I worked for Albertson for ten years and left when they would not promote me."

Hadley said he bounced around until he found a bakery for sale in Milwaukie. "The reason I bought a bakery out here was because the bakery was already established; it had the equipment and the clientele. The only thing I had to do was walk in and operate it."

He tried to insert himself into the Portland community by leasing a rib joint located on Alberta Street, but he said 70 percent of that clientele were looking for ribs and not for cakes or pastry.

Proud but solemn, Hadley stated that unless business turns around, the only Black bakery in Oregon may close—a victim of the depres-

sion of the '80s. "The economy is such where we are not able to hold on unless we get some business from somewhere and we are not getting it in Milwaukie."

With tears in her eyes, his wife, Dorothy, said, "We would like to keep the bakery open. When we go, there will be no Black independent-owned bakery in Oregon. We are craftsmen in our field and all we want is a chance."

The Hadleys are not going down without a fight. They never left the community when they opened their business and, since they live in Northeast Portland, they stated their willingness to make home deliveries for all baking needs, including breads, cakes and pastries. "These are hard times for everyone and in these times we have to come together. Please, support us." The number at their bakery is 654-6238 and their home phone is 285-2158.

READ! program fosters

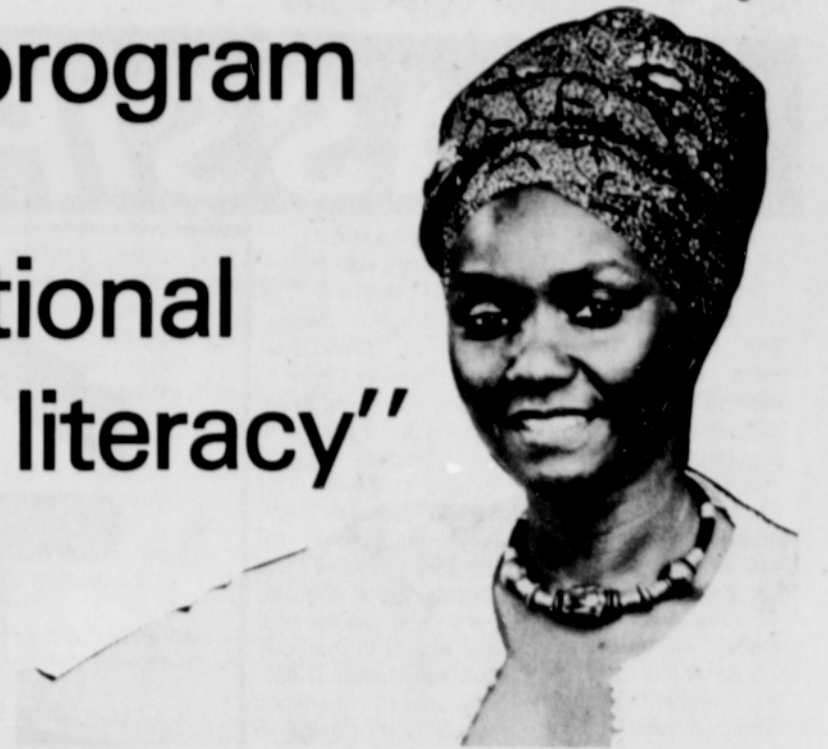
"functional literacy"

The term *illiterate* refers to one who cannot read or write a simple sentence. A *functionally illiterate* person is unable to read above the fifth grade level. In America, there are approximately 23 million illiterates and another 23 million functional illiterates, according to a nationwide study by the Ford Foundation. "This means 46 million adults are incapable of meeting the demands of everyday adult life... they cannot read a bus schedule, complete a tax form or employment application, let alone read to their children," commented Magie Raine, chairperson for READ! The North/Northeast Reading Council of Oregon Literacy, Inc.

READ! was established nearly one year ago to recruit and train tutors to teach functional illiterates in the northeast area to read and write.

"In one year, we have trained 65 tutors," says Ms. Raine, "but that is a drop in the bucket to meet the growing demand of adults 18 and over who have expressed a desire to learn to read and write... not to mention those who have not yet come forward. Some of these are employed; most are unemployed. In fact, that same Ford Foundation survey reported that 75 percent of the unemployed have inadequate reading and writing skills," which accounts for the national unemployment epidemic," she said.

Some businesses, organizations and civic groups have aided READ! in recruitment or financially over the past year. One corporation, B. Dalton Bookseller, who has made literacy its number one priority, is planning special events for Oregon



Magie Raine, chairperson of READ!, works to combat illiteracy in Oregon.

Literacy Day, October 13. Twenty percent of all sales at a designated cash register at each B. Dalton Bookseller go to Oregon Literacy local councils. Various authors will be on hand to autograph their books and/or special events and demonstrations will take place at each B. Dalton Bookseller throughout the city. At the Lloyd Center, Richard Meeker will be on hand to autograph his new book, *Newspaperman*, a story about *The Oregonian*, from noon until 1:00 p.m., in celebration of Oregon Literacy Day. Meeker is co-owner of the *Williamette Week*. Ms. Raine and other

council members will also be on hand during the day to greet northeast residents and workers.

Additional assistance in combating illiteracy may be on the horizon with the advent of the designation of Portland Community College as one of the four national pilot institutions which will help develop demonstration tutor projects using work study students.

For additional information regarding Oregon Literacy Day, October 13, or information on what you can do about illiteracy, contact the READ! Hotline: 295-3465.

BUSINESS NOTES

Savers and borrowers of Benj. Franklin S&L have approved a plan to convert the company from a federal mutual association to a federal stock association. 7.5 million shares have been offered to eligible depositors and borrowers at between \$12.75 and \$17.25 per share. The unsold stock will be sold to the public.

Oregon's unemployment rate dropped from 9.9 percent to 9.8 percent (seasonably adjusted) in August. The nation's civilian unemployment rate remains at 9.5 percent (seasonably adjusted) with 10.7 million officially unemployed—about equal to the combined population of Oregon, Washington, Alaska, Hawaii, Idaho, Montana and Nevada.

The Big Three auto makers gained a 16.7 percent increase in sales during 1983. The increased sales, along with wage concessions, will bring the three companies—Chrysler, Ford and G.M.—combined earnings of about \$5 billion for calendar 1983.

New Jersey Governor Kean signed five auto insurance bills that are predicted to save the average motorist \$150 per year. The package continues mandatory liability and personal injury protection (no-fault) but allows other options. It also requires financial disclosure by insurance companies, sets standards for determining excess profits and forcing their return to motorists, and licenses auto body repair shops.

FCC role blasted

The Federal Communications Commission came under attack for what Congressman Parren J. Mitchell (D-Md) called the Commission's "disgraceful" record in the areas of minority employment and small and minority enterprise in telecommunications. Mitchell is Chairman of the House Committee on Small Business.

"When this Administration had an opportunity to demonstrate its commitment to a diversified national telecommunications system, it consciously voted to deny extension of the Commission's minority ownership policies to non-broadcast telecommunications services."

"When the FCC Chairman had the opportunity to provide unequivocal support of H.R. 2331, which implements the legislative proposals which grew out of Commissioner Henry Rivera's 'Alternative Financing for Minority Opportunities in Telecommunications Report,' refused," Mitchell continued.

Mitchell said that the Federal Communications Commission flouts enforcement of existing FCC policies and congressional directives relating to minority ownership preferences in the field of telecommunications. Mitchell said that:

•The FCC's elimination of the Fi-

ancial Interest and Syndication rule will adversely affect independent producers. This action was opposed by major sectors of the broadcast industry.

•The Commission's position in support of the elimination of the 777 Rule will adversely affect small businesses operating as broadcast companies. This rule restricts any one group from owning 7 AM, 7 FM, or 7 TV broadcast stations.

•FCC's position in support of the elimination of all multiple ownership rules will seriously stifle the growth and development of small communications firms.

•FCC's failure to extend the tax certificate policy to non-broadcast telecommunications areas establishes another obstacle to small business and minority ownership in the new telecommunications technologies, such as cellular radio; microwave; private radio networks and specialized common carrier services.

"Throughout all of FCC," Mitchell said, "there is only one Black in a policy-making position. An absence of Black and other minorities at policy-making levels within FCC means an absence of a significant perspective in the development of crucial communications policies."

Community Calendar

First Gospel Extravaganza of the Black United Front, 7 p.m., Friday, Oct. 7, Mt. Olivet Baptist Church, 116 N.E. Schuyler. Admission free; offering will be requested. Proceeds will benefit the Black United Front's Health Committee.

Sixth Annual Minority Business Opportunity Day, 9 a.m.-5 p.m., Wednesday, Oct. 12, at the Memorial Coliseum, Assembly Hall, Portland. This unique trade fair will bring minority and women's businesses together with approximately 100 private industry and government purchasers from Oregon, Washington, Idaho and other states.

Fourth Annual Black Colleges Conference, Oct. 15, Red Lion Inn, Jantzen Beach, Portland, sponsored by Black Colleges Committee, Inc., for college-bound students, parents, teachers, counselors. Nine practical workshops, eight Black colleges represented, nationally known speakers. Students \$7.50/adults \$12.50. Contact Pearl Spears Gray, Corvallis, 754-3556 (8 a.m.-5 p.m.) or Dorothy Alexander, Portland 236-8727 (after 5 p.m.).

"You've come a long way, maybe," **ERA auction**, hosted by Oregon N.O.W., 6 p.m., October 19, at Multnomah Center, 7688 S.W. Capitol Highway, Portland. A silent auction will begin at 6 p.m., followed by entertainment by Mother Light from 7:30 to 8:00 p.m., followed by the oral auction at 8 p.m. Tickets are \$3, which includes one beverage. 229-6605 for more information.

Paul Warnke, lectures on international security, 7:30 p.m., Thursday, Oct. 13, Lewis & Clark College, Templeton College Center. Free. Paul Warnke is a former director of the U.S. Arms Control and Disarmament Agency and Chief Negotiator of the 1977-78 Strategic Arms Limitations Talks.

Mau Mau, part of film series, "Africa: Visions of change and continuity," 7:30 p.m., Thursday, Oct. 6, Lewis & Clark College, Aubrey Watzek Library. Free.

Man of the Serengeti, part of film series, "Africa: Visions of Change and Continuity," Thursday, Oct. 16., Lewis & Clark College, Aubrey Watzek Library. Free.

Thank God and the Revolution, film about the role of the Church in Nicaragua, 7 p.m., Reed College, Rm. 314 Eliot Hall. \$1 admission.

Continuity and Change: The Past in the Present, lecture by historian Thomas J. Dodd, 11:30 a.m. and 7:30 p.m., Thursday, Oct. 6, in the Vol-lum College Center on the Reed College campus. Professor Dodd will trace the present turmoil in Central America back to its historical roots. \$5 admission. For more information call 771-1112, ext. 502.

St. Andrew Parish 10th Annual Auction, 7 p.m., Saturday, October 22, St. Andrew Community Center, 806 N.E. Alberta. 281-4430 for more information.

Black United Front meeting, 7:30 p.m., Thursday, Oct. 6, King Neighborhood Facility, N.E. 7th & Alberta.

Irvington Community Association meeting, 7:30 p.m., Thursday, Oct. 6, Augustana Lutheran Church, 2710 N.E. 14th.

Northeast Police Precinct Council, 7 p.m., Tuesday, Oct. 11, King Neighborhood Facility.

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