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YOUTH LEISURE



HOURLY GOLF CLUB

PORTLAND OBSERVER 25¢

Volume XX, Number 30

"The Eyes and Ears of The Community"

August 8, 1990



Where's the Beef?

BUSINESS PROFILE Travel Roberts TRAVEL AGENCY

BY ULLYSSES TUCKER, JR.

When Robert Butler, Owner/Travel Roberts Travel Agency, decided to establish an agency fifteen years ago, there was no doubt about what he wanted to do as a business. He considered, briefly, opening a Phone Center Store, but the travel industry is where his heart was. People will always travel, he thought to himself, and there was not a black owned agency at the time in the Pacific Northwest. He was the first. Butler is proud of that fact.



ROBERT BUTLER

Owning a travel agency might sound appealing to many readers because of the many travel opportunities. However, Butler has had only one vacation in fifteen years, and Saturdays are a regular workday. Travel Roberts is located at 3415 Northeast Broadway in Portland. (503) 287-1745.

Portland Observer-Why a travel agency?

Butler- "When I was with Job Corps, I had worked with an airline and a travel agency in Utah. I had also worked with the Portland Metropolitan Steering Committee before deciding to get into the private sector. At the time, I felt like I had paid my dues in the social area and wanted my own business. We jumped into it with no experience. I wouldn't advise anyone to do that at all. I had a little experience but not enough."

Portland Observer-How difficult was it when you first started?

Butler- "It was pretty difficult. With a travel agency being new to the area, we first targeted the minority population, it was even more difficult. Ninety-nine percent of the services are free with a travel agency and people are unaware of that fact. People are not used to going to a travel agent. They go straight to the airport. I guess you could say that we had to change some old habits. You also have to establish credibility. We still have people asking us if we are fronting for somebody after 15 years. Give me a break (laughing). If I was, I would have paid them off by now."

Portland Observer-Do you think that blacks support other black businesses enough?

Butler- "No, not really. A lot of small businesses are different in terms of the way they're established. For example, our rates are the same as the airlines. Small retail businesses might be a nickel higher because they can't buy on the same level as a Fred Meyers and most people see those prices and shy away. Then, there is the crab in a barrel syndrome where some blacks don't want to see other blacks succeed. Generally, we must don't support our small businesses like other ethnic groups."

Portland Observer-Blacks are basically consumers. If blacks had their own county, based on spending habits, we would have the fifth largest GNP (Gross National Product) in the world. Should blacks realize this clout and start focusing on development in our own communities?

Butler- "Definitely! That's what it is all about. How do people sit on commissions? How do people sit on boards? These are people who have time to leave their businesses and do that. If you are a small business and always scrambling, you don't have time to do things like this. We need to be involved on these boards so that you can find out the ten year program for the community. All of a sudden, things will sneak up on you. The convention center crept up on us and we had no representation, basically. That generally comes out of the private sector and we need to

be more in tune."
Portland Observer-How do you find the time to stay in tune to the private sector and your own business?

Butler- "I've learned to manage my time better. Becoming President of the Albina rotary Club has put a heavy burden on me and my wife (Mary). She works here at the business and is responsible for much of the marketing, promotions, and accounting. We've learned to get up a little earlier to do what we have to do."

Portland Observer-What's your vision for Albina?

Butler- "I see it growing. I really do. I can see more small businesses opening up on MLK Blvd. and I think they are going to make it. Oregon is built on small businesses, not large businesses. I think that core area is going to develop again. There will be expansion by some black businessmen and a mall developed by black investors. If the right shops are in there, people will support them."

Portland Observer-What are some of the benefits of owning a travel agency?

Butler- "There's a certain amount of travel involved. I could take advantage of a lot more than I do, but I still have to take care of business here. Time and money suggest that I stay home to do what is necessary for me to be successful. The travel I do is generally business related. I'm usually taking time off to go to places I plan to sell and I want to keep up with the ones that I'm already selling. I wouldn't want to send you to a trashed hotel or send you to a bad place."

Portland Observer-What are some of the services you offer at your agency?

Butler- "We do hotel reservations, car rentals, city information, and a host of other services. We have all of this information in our computers. Airlines sell you whatever they can. We sell you what is better for your schedule. Airlines will not switch you over to another carrier. Travel agencies do not push one certain airline. We give the best services we can as a client."

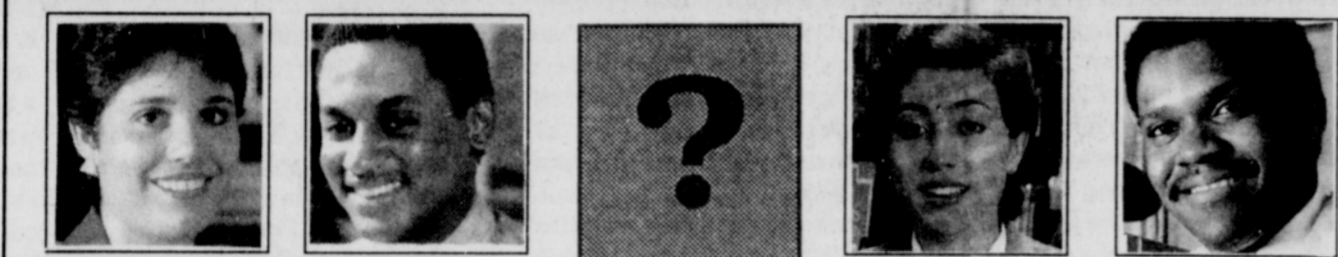
Portland Observer-What advice would you offer someone wanting to own a travel agency?

Butler- "Regardless of the type of business you get involved with, know as much as your managers and workers. You must know your operation. If you don't know your operation, you're going to get ripped off and things will not go well. Know your business and have enough capital to get by in the beginning. Capital allows you to hire the right personnel and getting along with people also helps."

Portland Observer-What do you see for your agency in the future?

Butler- "I would like to expand a little more. When you get too big, you start having problems. Problems within when you're not ready for the competition. My friends from mega agencies tell me that I should compete more for the government contracts. I can't compete for the government contracts. If you are too small, you're going to have

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General Electric Co. Engineering Apprentices: How many of the Portland school district's African American graduates will qualify for the science and engineering programs at Oregon Universities? It's got to happen -- 95% of their parents cannot afford to send them out of state!

Is it to be Cultural Literacy or European Literacy?

BY PROFESSOR MCKINLEY BURT

My recent, somewhat cursory comment on the bestseller, "Cultural Literacy" by Prof. E.D. Hirsch -- "middle class polemics, intellectual masturbation" -- was meant to "cut 'em off at the pass." Of course we agree with his warning, "Children in the United States are being deprived of the basic knowledge that would enable them to function in contemporary society."

But I said that on June 27, didn't I? "The teacher tests are biased alright -- biased against an ignorance of the basic skills and techniques (math and language) necessary to decode the data base of knowledge which supports our contemporary culture." What could be clearer? What is not very clear at all, or very likely, is that the school district's curriculum people -- given the racist mindset they have demonstrated over the past two decades -- will pursue a "cultural enrichment" that employs and integrates the documented motivational and role model materials furnished by the authors of the BASELINE ESSAYS (or by the Local Consultants).

Hence, the intent to "cut 'em off at the pass" -- before the traditionalists pretend that there can be no "cultural literacy" other than (or exclusively) within the context of Professor Hirsch's definitions and reading lists. Nothing could be farther from the truth, and certainly in this series of front page articles I have identified scores of basic African and African American contributions

to the culture and technology of the world. It is not just a matter of the "omissions and thefts" cited in Bill Cosby's video that obtains here -- it is the fundamental truth of Marshall McLuhan's observation, "The Medium is the Message."

And therein lies the danger. An examination of Mr. Hirsch's projections makes it quite clear that the schema he projects is as much as "cultural SUPREMACY" as it is about "cultural literacy." The overall structure fits very well with an embodiment of that racist polemic of an upstate New York newspaper editor, "Manifest Destiny" (of the white races) -- much in the sense of the last part of the title of Charles Darwin's epic, "...and The Preservation Of The Favored Races of Mankind." The citations, demonstrations and bibliographies furnished by the good professor would not differ that much in impact from the exclusionary preferences and guidelines of the IMMIGRATION LAWS which structured this republic.

What we need is a school district and a school board that is in step with the enlightened and perceptive educators of this nation who realize that as we approach year 2000, a significantly large and steadily growing proportion of our population is of so-called "minorities" -- groups who are well aware of what they have contributed to the world civilization (in toto, the greater role). It is incomprehensible that a reasonably enlightened educational establishment

could not perceive that minority achievements in science, mathematics, literature and music work just as well as lesson elements and paradigms as the Greek modes.

The author of "Cultural Literacy" asks the following:

Test your cultural literacy. Can you put the following in context?

absolute zero	Homestead Act
Alamo	Iago
Billy the Kid	Icarus
carpetbagger	jazz
El Greco	lame duck
Faust (title)	manna from heaven
gamma rays	nom de plume
penis envy	rococo
sea legs	tabula rasa
Valhalla	Waterloo, Battle of
Zeitgeist	

But we ask why -- in addition to the innumerable scientists and mathematicians of color cited earlier -- cannot the contributions of the great Black classicists of literature and poetry be utilized, from Pindar whose works were required curriculum in the school Shakespeare attended, to Pushkin and to the magnificent writings of the Dumas family that encompassed novels and plays which also became operas by the great composers of the world? Why? Why? Continued next week.

Portland to Host Two-State Youth Tournament

August 8th, 9th, and 10th marks the 10th annual YOUTH GOLF TOURNAMENT sponsored by FIR STATE Golf Club of Seattle, WA, and LEISURE HOUR GOLF CLUB of Portland, OR.

Over 200 youth, ages 9-14, from the two states are expected to participate in the three day event which will be held at Glendover Golf Course in Portland.

FORE! - On Wednesday, the 10th Annual Youth Golf Championship teed-off at Glendover Golf Course. The Championship games are part of an effort by the black community to involve youth in positive activities in lieu of gangs and drugs.

A Golf Clinic is scheduled, and will be conducted by some of Portland's and Seattle's top flight golfers. Also scheduled is a dinner at Bethel A.M.E. Church, a down home picnic and soulful entertainment. Ruthie's Fine Foods will provide the BBQ sauce for the dinner. The event will be concluded on August 10th, with an awards luncheon at the Execulodge in Portland.

LEISURE HOUR and FIR STATE GOLF CLUBS are affiliated with the WESTERN STATES GOLF ASSOCIATION, INC. which was conceived by the late Vernon Gaskins of Portland.

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