



Perspectives

by Professor McKinley Burt

accepted this and headed for the hills, 1953-1954.

Albany, Oregon was a very strange place in those days (now). No one within the city limits would rent to a Black. The president of the Albany Chamber of Commerce WAS AN AFRICAN AMERICAN WHO OPERATED A SHOE SHINE STAND. He lived in town, owned property in town, but would not rent to either Blacks or Hispanics. However, an elderly German widow leased me a farmhouse on the outskirts and this served to house me and the carwash crew.

The Albany operation proved to be a classic exercise in small business operation and development. The techniques and methodologies employed are just as applicable today. In conjunction with these economic considerations, we should keep in mind my last week's comments--where I detailed the level of BASIC SKILLS and INDUSTRIAL CRAFTSMANSHIP possessed by the youth of my generation. There was very little we could not do (southern-born youth) in setting up or maintaining an enterprise. Also, we had been provided the necessary education in math and language very early on in high school--in fact, the process had begun in grammar school.

Nothing very exciting at the carwash until one day a farmer stopped by with a turkey pen in his pickup truck. Pointing at the steam cleaner we used for white sidewall tires, he demanded to know why it couldn't be loaded onto a truck and brought out to his farm where the rest of his turkey pens could be cleaned on site. The Oregon State Department of Agriculture had requested that all such pens be sterilized with steam in view of a spreading epidemic among the fowl.

I bought a pickup at first, but after going through the effort of loading and unloading the 'stationary' unit at the car wash scores of times, I bought a large trailer-mounted mobile unit which could be towed behind the pickup. As I visited dozens of farms with this unit, I would be hailed by people with a variety of cleaning needs: farmers with com-

bines and tractors, drivers of truck and trailer rigs, logging contractors, construction equipment operators, Veterinarians and kennel operators.

At the end of the first quarter in business, I had to add a second unit and operator. I placed a large ad in "The Albany Herald", "Burt's 'Kar Kare' now has a Mobile Steam Clean Division" (© 1954 & 1990 McKinley Burt, all rights secured). Soon a member of the Oregon Restaurant Association called and had me speak at a regional meeting. I described how a steam cleaner or hotwater washer could remove the accumulated grease from restaurant grills and hoods, eliminating a dangerous fire hazard and reducing insurance rates. Soon, a third unit was added, mostly cruising up and down 99W and 99E servicing restaurants from one end of the state to the other. Also, we cleaned shopping carts for food markets.

Very soon afterwards, two things were happening simultaneously (late 1954). Again, there was a severe depression in Oregon and an extended loggers' strike closed down almost everything. At the same time I was getting bored with the "boonies" and looking at Los Angeles--to be around 'the folks' again and to enroll at City College and UCLA. Too, a visit had determined that were excellent opportunities for resuming my accounting and Federal Tax Court Practice (and at age 32 I thought it was about time to settle down, get married and start a family).

A wealthy local rancher and restaurant owner made me an offer I couldn't refuse--he wanted a business for his newly-married son. Los Angeles turned out to everything promised and much more, maybe too much. I stood at the corner of 47th and Central Avenues and true to the folklore, within a half hour I saw several people I hadn't seen since childhood. Here, too, I had my first personal encounter with one of the famed Black Inventors of History; Richard Spikes: Railroad Semaphore, Magnetic Torpedo, Early Automatic Transmission, Trolley for the San Francisco Cable Cars, ad infinitum; blind at 93 and still inventing!

The dancers strike an emotional response in our target audience because of their achievement and stature in the black community and internationally." DTH was established in 1969 by Arthur Mitchell, a former principal dancer with the New York City Ballet, to introduce young people, especially those who were economically and culturally disadvantaged, to the beauty and discipline of dance.

Procter & Gamble also is sponsoring the Dance Theatre's fundraising event, "Not BlackTie/Black Tights," to be held September 12.

The commercial was directed, and choreographed by Otis Salid whose background includes performing with the Dance Theater of Harlem.



Clip of New Tide Commercial

Chief Creative Officer for Burrell Advertising. "We chose DTH as a dramatic way to capture the attention of the

'Staying Clean' In Southern Oregon

Moving right along in rural Northwest, we present another true life episode in the continuing saga of a 'young-Burt-in-Oregon' (In fact, a recap of my adventures would make a very good 'soap').

The time is almost 40 years ago, I had completed two years of law school (now Lewis & Clark)--admitted despite being a high school dropout, after passing a strenuous entrance exam. I had scored the second highest mark in the state, a point I make with school administrators when we argue about the preparation they are providing the high school graduates of today. That situation has carried significant weight when I make the case that high school graduates of the 1930s were, for the most part, significantly better educated than the current crop.

I had been certified to PRACTICE IN FEDERAL TAX COURT, and for a while enjoyed a thriving public accounting practice in Portland--inter-racial in nature (80% white). However, there was a sharp downturn in the Northwest economy around 1952 and as my mainstay clients, used car dealers and "Union Ave. Finance" company, fled Union Ave. for Beaverton and Hillsboro, it was "back to the boondocks for me". A fellow owed me several thousand dollars which he was unable to pay, and the only thing of value he had to discharge the debt was A CAR WASH IN ALBANY, OREGON. Looking it over, I

New Tide Commercial Features African American Talent

A new television commercial unites the classical music of Beethoven, and world-renown African-American cultural institution, to demonstrate the whitening power of Tide with Bleach.

The 30-second spot, features members of the Dance Theatre of Harlem (DTH), a premier African-American ballet company, rehearsing to the strains of Beethoven's Ninth Symphony. The spot opens on members of the dance company rehearsing with white socks over their shoes, socks that quickly show danced-in the dirt. Voiceovers note that when socks get this dirty, it takes a "Tough performer" like Tide with Bleach to whiten better than other detergents.

"We knew that dancers often rehearse in socks," said Anna Morris,

JTPA Working In Oregon

Linda Horsley did drugs for 14 years. She is serving three years of probation, and her two sons were placed in the custody of the state. She was unemployed for five years, and was a long-term welfare recipient.

As of August 1990, Linda has been off drugs for ten months and working for eight months, in a dramatic life-style turn-around that she attributes directly to JTPA services. She has her children back and the family is doing well.

In October 1989, Linda enrolled in The Private Industry Council's Northeast Employment and Training Center (NEET) in Portland. She states that this was the turning point, recalling her first experience at NEET, Linda says, "The staff at NEET takes the time to listen. The self-motivation training really boosted my self-esteem. I'll always carry that with me."

Linda participated in a four-week workplace skills class that emphasized basic skills upgrade, job search techniques, and word processing-oriented computer training-transferable skills to help her achieve her employment goals. JTPA "helped me find out who I am," she says. "They boosted me up and gave me a life-lift." Linda recently submitted a proposal to create a participant support group at NEET, which could help others who are struggling to start their lives over again.

Linda has worked for eight



LINDA HORSLEY

months as an inside sales representative for AAA Heating Company in North Portland. She speaks with prospective clients at trade shows and in telephone contacts, giving them information about heating and cooling systems. Gordon Spesa, owner of AAA, says that Linda is very personable and spontaneous. "We're proud of her! At first she was a little bit shy about pressing the flesh, but now she's really come out of her shell. She makes people around her happy." This month, Linda is fulfilling a long-term goal by starting a new job as a vault teller with Security Pacific Bank. She hopes to train as an assistant manager.

Reflecting on the difference between her life before and after becoming involved with JTPA, Linda says, "I didn't like myself before. I felt drugs were a way to say 'I'm okay.' Now, being me is okay. I'm not ashamed to admit my problems. I'm not a bad person. I have a future now."

Emanuel Physician Named to National Commission on Chemical Dependency

Dr. Dolores Orfanakis, Emanuel'sm Director of Ambulatory Pediatrics, has been named to a 50-member North American Commission on Chemical Dependency and Child Welfare by the Washington, D.C.-based Child Welfare League of America (CWLA). The commission was formed to study and respond to the effects of alcohol and other drug dependency on children and families served by child welfare agencies. Dr. Orfanakis has extensive experience in the evaluation and treatment of children affected by alcohol and drugs.

The multi-disciplinary commission is composed of experts from the United States and Canada who are charged with addressing the complex legal, legislative, medical, economic and practice issues surrounding families with chemical dependency problems. The commission will meet quarterly and is expected to issue the first of a series of recommendations early next year. Selected to chair the commission were Richard L. Jones, executive director of Boston Children's Service, and Julia

Lopez, general manager of the San Francisco Department of Social Services.

CWLA is a 70-year old federation of more than 600 voluntary and government agencies whose staffs annually serve two million children and their families. It plays a major role in advocating for children, issues internationally recognized standards of practice, published child welfare materials, and conducts training and consultation throughout the U.S. and Canada.

The Holladay District Public Safety Action Committee announced today a new comprehensive neighborhood safety strategy plan to the Portland City Council.

The plan was created as a response to the rapid urbanization of the neighborhood. The imminent opening of the Oregon Convention Center and the redevelopment of the Lloyd Center are just two of the many improvements transforming the district. The greatly accelerated activity created a need to explore proactive public safety meas-

Poetry Committee Honors Askari's Poem

The World of Poetries' executive committee has chosen Nyewusi Askari's poem "Meeting With A Stranger" as eligible for presentation at its sixth annual poetry convention in Las Vegas, August 26-28. At the presentation Askari will be honored as a Silver poet and will receive a beautiful commemorative trophy.

Nyewusi will be honored as a Golden Poet for 1990

Formal presentations are scheduled to take place at the Las Vegas Hilton. Last year over 3,700 poets attended from around the world.

In its sixth year, World Of Poetry is the largest poetry organization in the world, boasting 1.4 million poets. Fewer than twenty percent of its worldwide constituency have submitted poems eligible for a presentation as a Silver poem at the conference.

During the presentation Askari will have two minutes or so to read his poem and to offer personal remarks. (The Academy Awards usually limit recipients to one minute) after Askari has shared his poem, he will be presented with the commemorative trophy, acknowledging him as a Golden poet for 1990.

Heading the three day affair are, John Campbell, Joan Rivers, Bob Hope, William Shatner, Eddie Lou Cole and Red Buttons. Actress-singer Pearl C. Bailey has been scheduled to appear.

ures to maintain the present positive experience of those who live, work and visit the area.

Immediate actions proposed in the plan include:

- Coordination of existing private security with the Portland Police Bureau. This includes various communication efforts from information sharing to common radio frequencies for security staffs;
- Street Clean-up efforts, both public and private sources are being coordinated ensure an attractive and clean community;
- Lighting Improvement measures to be undertaken by the Portland Department of Transportation with the support of private businesses to initially improve lighting on Martin Luther King, Jr. Blvd., Grand Ave., Holladay and Multnomah Streets, and
- Employee education programs to be introduced to enhance public safety skills as well as training programs to improve hospitality.



Last Saturday, I attended a softball game at Donald E. Long home, which, for those who are unfamiliar with the home, is a juvenile crime "middle home" of sorts, with the objective of reforming the students and returning them to the streets. The Donald E. Long home needs updating, claims the city: it is outdated and overcrowded, not suiting its intending needs, and the cheapest way to improve it would be to tear it down and rebuild it. So far, so good...a good idea, children in need, community support...what could be wrong? I was intrigued, too...why would anyone argue with a bill that could help get to crime by its roots via juvenile reform?

But this softball game was called for more of a reason than exercise. Gladys McCoy, Lisa Naito, and Barbara Roberts were all scheduled to--and, indeed, did--attend. Roberts, who I've had the tendency to like since Bush came to town (Frohnmayer and Bush breakfasted, and charged people \$1,000 a plate to benefit--are you ready?--Frohnmayer. After the event, he sneered to the press, in a comment clearly intended for Roberts, that he'd made more at that breakfast than Roberts probably had in her entire campaign fund. To this, Roberts responded simply that she felt the campaign for governor would be won on integrity, not money. That same morning, by the way, Roberts ate at the "Sisters of the Road" cafe, which is a diner that feeds the homeless for \$1.25 per meal. I found this to be a moving political gesture, and a beautiful way to contrast Frohnmayer's hunger for power with her hunger for improvement), was there to push measure 26-2. The measure asks for \$23.8 million to rip down and revise Multnomah's only juvenile detention

facility. My complaint with this is not to question whether or not the home needs the millions, or even whether we can afford it, because both those questions become moot when you examine what venue the city selected to obtain the money from: property taxes. Property taxes--which anyone who hasn't already moved to Vancouver has surely noticed--are terribly out of proportion already. Oregon has one of the highest rates for property taxes already, for the simple reason that homeowners bear the burden of funding education.

So, I'm not saying, vote this measure down, as when I visited the home, it did look short of space to me, and I think this is a good way to spend tax money. However, there is a need for this measure to be funded from another source. If you are paying property taxes, you should consider investing a quarter for a stamp, clipping this article, and mailing it to Barbara Roberts campaign headquarters at P.O. Box 69308, Portland, 97201, or calling at (503) 273-8765.

Item: The other day I saw something heartening I'd like to share. On the side walk, in a heap of garbage--this obviously isn't the heartening part--I saw a "bum" passed out, clearly very drunk. While I was wishing that there was an organization or some solution for this man, up pulled a vanster labeled "Central City Concern", out scooted a woman and a man to help out the unfortunate drunkard, and while they were gently shaking him, they called him by name...apparently a "regular" of theirs. A thousand kudos to Central City Concern for helping people, and adding a humane touch!

CORRECTION: Our July 18 front page picture mistakenly identified the African American Festival contestants with incorrect titles. The proper titles should read, from left: Jeannice Hartley (contestant), Christie Green (contestant), Paul Knalus (King), Carolyn Warren (First Princess Runner-up), Cora Benjamin (Queen), Nathaniel Warren (Contestant), and Rukaijah Adams (Princess). We apologize for the error.

Teens on Welfare Urged to Return to School

Many teenagers on public assistance will have to head back to school under Oregon's new welfare reform program, and the state's welfare agency is urging them to start thinking now about enrolling in classes this fall.

"Welfare reform concentrates on teen parents and how to prepare them to be financially self-sufficient," stated Stephen Minnich, administrator of Adult and Family Services Division (AFS). "An education is the groundwork for finding employment and earning enough to support a family, so it naturally is the first step in this program."

Under welfare reform, teen parents from 16 to 19 years of age who do not have a high school diploma must be part of an educational program in order to keep getting full welfare benefits. Welfare reform officially begins October 1, but since schools will be reopening before then AFS wants teen parents to think now about returning to classes in the fall.

Teens do not have to enroll in traditional high schools to meet the welfare reform requirement. Alternative programs, such as GED courses at community colleges, may offer them a

better chance of success and are an option under welfare reform.

"We realize this return to an educational setting may be stressful for many of these teens, but we must also keep in mind the potential benefits to them," Minnich pointed out. "To ease the transition, many areas are setting up special day care centers and offering support groups to help teens as they continue their schooling."

The state will be paying for child care and support services such as transportation for teen parents when they return to classes.

Teenagers who are required to continue their education but do not do so will risk losing part of their welfare benefits. As an example, \$136 would be deducted from the \$444 monthly grant given a mother and two children.

Oregon's welfare reform program, known as "JOBS For Oregon's Future," stresses education and training for welfare recipients to enable them to find jobs that pay them a living wage. Teen parents who want to find out more about the requirement to continue their education should talk with their AFS worker as soon as possible.

PORTLAND OBSERVER

(USPS 959-680)
OREGON'S OLDEST AFRICAN AMERICAN PUBLICATION
Established in 1970

<p>Alfred L. Henderson Publisher</p> <p>Gary Ann Garnett Business Manager</p>	<p>Joyce Washington Operations Manager</p> <p>Leon Harris Editorial Manager</p>
---	---

The PORTLAND OBSERVER is published weekly by Exie Publishing Company, Inc.
4747 N.E. M.L.K., Jr. Blvd.
Portland, Oregon 97211
P.O. Box 3137
Portland, Oregon 97208
(503) 288-0033 (Office)
FAX#: (503) 288-0015

Deadlines for all submitted materials:
Articles: Monday, 5 p.m. -- Ads: Tuesday, 5 p.m.

POSTMASTER: Send Address Changes to: Portland Observer, P.O. Box 3137, Portland, OR 97208. Second-class postage paid at Portland, Oregon.

The Portland Observer welcomes freelance submissions. Manuscripts and photographs should be clearly labeled and will be returned if accompanied by a self addressed envelope. All created design display ads become the sole property of this newspaper and can not be used in other publications or personal usage, without the written consent of the general manager, unless the client has purchased the composition of such ad. 1990 PORTLAND OBSERVER. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR IN PART WITHOUT PERMISSION IS PROHIBITED.

Subscriptions: \$20.00 per year in the Tri-County area; \$25.00 all other areas.

The Portland Observer--Oregon's Oldest African-American Publication--is a member of The National Newspaper Association--Founded in 1885, and The National Advertising Representative Amalgamated Publishers, Inc., New York, NY.