

Doing the Right Thing: Continued

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member the social activities, the games and the school traditions--THE GLUE--that were passed down to my teenage set by older brothers, sisters and cousins, parents, grandparents (still in the household), and by people who were just plain neighborhood fixtures, known, trusted and consulted by all. It's all mostly gone, like corsets with ironstays and we must most immediately be about implementing "alternative structures".

It is to this end, then, that I address this series to parents and community. There are some incredible good role models in this community and there are some very energetic citizens and organizations who want a way to go. I know many of them, Black and white, and we want to develop an informational retrieval and an operational format capable of fully utilizing their talents and commitment. I'll move on this most immediate need this week and then next time to delivering those science and mathematics materials to the homes.

I'd like to see African American school children taken on well-structured field trips to public agencies and to FOR PROFIT enterprises which are key "tax paying" elements of our infrastructure. These tours should be led by people who thoroughly understand how these institutions fit into our economic system; "The nation does not move without these financial 'cogs' in the machine--your fathers and mothers are supplied with jobs (or benefits), they put bread on your table and they SUPPORT YOUR SCHOOL SYSTEM." The streets, the sewers and the water that flows from your kitchen faucet are financed from here as well as by individual taxpayers. This orientation should have a priority over dinosaurs and spotted owl walks--for the following good reasons.

I have found this to be a desperately needed approach as we find more and more children (and new parents) who have not the foggiest idea of what the American system is all about. In many cases--not necessarily through any fault of their own--they BELIEVE that food, housing, clothing and income quite legitimately (and permanently) derives from social programs and entitlement of one kind or another. When we speak of the devastating effects of the "CYCLE OF POVERTY", what we are really talking about is an "impoverished mindset".

Dixon: PCC's Newest Addition

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since I could do it better. Essentially, that's what I've done."

Portland Observer--Has it been easier since you left Avina's basketball program?

Dixon--"At the time, I didn't know because you're just listening to everything he says. It's pretty much like when your parents tell you something and later on in your life you understand. Now that I look back, there is some truth to what he said, but life is all relative. Each day that you live can be a tough experience. It's like dealing with death. If you dealt with death ten years ago versus right now, it would be totally different. I wouldn't say that playing basketball for him was a tough experience, but I just think now it's just a new situation that's also tough.

Experience and maturity allows a person to adjust emotionally to the challenges that come up in life. I think that character is built through experiences. You either grow or live life feeling sorry for yourself."

Portland Observer--They say great coaches were not great players and that great players don't make great coaches. Where do you fit in this concept?

Dixon--"I think that I was a pretty good player and I'm a pretty good coach. Greatness is unique as far as a player is concerned. I think that I played pretty much like I coach. I would like to think that I'm unique when it comes to that type of question. I think that the majority of coaches are not good coaches because they can not relate or communicate with their players, not because they don't know or can't instruct the game. I think that there are a lot of great coaches who get labeled great and it's more of their people skills than coaching. In addition to having people skills, a coach must know the science of the game as well. I now coaches that know the science of the game real well, but they are not good coaches. I dare to say that the majority of coaches on all levels are not good coaches because of their inability to deal with the players. There are not too many good coaches to me because there are not too many people who deal with people that well."

Dixon also said that his team will be represented well in the public and be a credit to the college. For more information about PCC basketball, contact Donald Dixon at 244-6111.

This disability is a prime reason why it is so difficult to motivate many inner city children toward meaningful careers (or to enlist parental support)--or to interest them in subject matter that can prepare them for worthwhile positions in the workforce. Again, I emphasize that such "tours" should be led by persons who thoroughly understand and can clearly explain how the particular operation fits into the economic and job picture. Quite often this can be done only by a person with a relevant background--which is why I have suggested last week that there are "things that a school district cannot or should not attempt." What we can have--and should have--is a sort of parent industry "tour bureau" that targets specific industries which best reveal the manufacturing, processing and distribution elements of our economy and that correlates the informational elements gathered with the teacher/curriculum process at the school.

A notable example of this type of cooperation is when in the 1970s I persuaded the U.S. Forest Service to implement a project of mine which had the purpose of acquainting inner city kids and their PARENTS with the importance of the timber industry and its daily impact upon their lives here in Northeast Portland. My program had the huge public agency to lease Greyhound buses to take them to the Wind River Tree Nursery, largest of its kind in the world. The complex is in the state of

Washington, 30 miles upriver from Vancouver.

The successful outing, sparked by ads placed by the agency in the Observer newspaper, involved an all-day tour of the facilities--lunch and informative details and handouts on the operation from the initial harvesting of fir cones in the forest to their climate and elevation-matching controlled storage to the setting out of millions of seedlings. On-site guidance and exposition of the processes was provided by the AFRICAN AMERICAN HORTICULTURIST in charge, graduate of famed Tuskegee University which became the base of that botanical great, Dr. George Washington Carver. Throughout career opportunities were emphasized (as was related school curriculum)--opportunities were seen and later followed upon, ones which these inner city children and parents had never dreamed existed.

I was able to follow up the next year with a similar "expedition" to a wood products and paper making concern. This is the first of several major projects that I believe we in the community should get busy on. I, certainly, have the will and the commitment so why don't you call me here at the newspaper, individual or organization. It's time to "Stop Driving Miss Daisy" and time to "Do The Right Thing". I've also got the resource/contacts again so let me hear from you; there are many alternatives to gangs.

Sears Announces Bonuses for Cardholders

Sears, Roebuck and Co. today announced a new "frequent shopper" program for more than 40 million SearsCharge card holders, enabling credit customers to earn merchandise certificates to save money on future Sears purchases.

Called the SearsCharge Bonus Club, the program will debut on Sept. 15 when SearsCharge customers will automatically begin earning credit toward certificates values at one percent of every SearsCharge purchase. The certificates values at one percent of every SearsCharge purchase. The certificates can be applied toward future purchases at more than 850 Sears stores nationwide, for Sears catalog orders and for a variety of services, including automobiles, repair and optical services.

"Our credit customers are very important to us," said Laurence Cudmore, president of retail for Sears Merchandise Group. "This is our way of thanking them for their loyalty and inviting them back again to shop at Sears."

Each time customers accumulate \$200 or more in SearsCharge purchases after September 15, they will receive a Bonus Club certificate valued at one percent of those purchases in their regular monthly billing statement.

SearsCharge Bonus Club has been test marketed in Baltimore and Pittsburgh since late 1989. More than 865,000 SearsCharge customers participated in the pilot program through 16 local retail stores.

"Our test market response

exceeded expectations," said Cudmore. "Our Baltimore and Pittsburgh customers not only bought more, but saved more too." Additionally, there is little expense in maintaining the program since all communication with the customer will be done through existing monthly billing statements. "There are no costly forms to process or start up," he said.

"Today, more than ever, controlling costs is the key to profitability," Cudmore continued. "We are intensifying our reviews of costs at all levels, including the expense of starting new marketing programs. While they may

offer potential revenue growth and increased consumer benefits, their cost must be addressed first. The SearsCharge Bonus Club has been successfully designed and tested to benefit both the shopper and the company," Cudmore said.

Cudmore said SearsCharge Bonus Club is being supported by an aggressive nationwide promotional campaign which began this week with mailings to all SearsCharge customers. Sears will also roll out a national advertising campaign beginning this week and continuing into 1991.

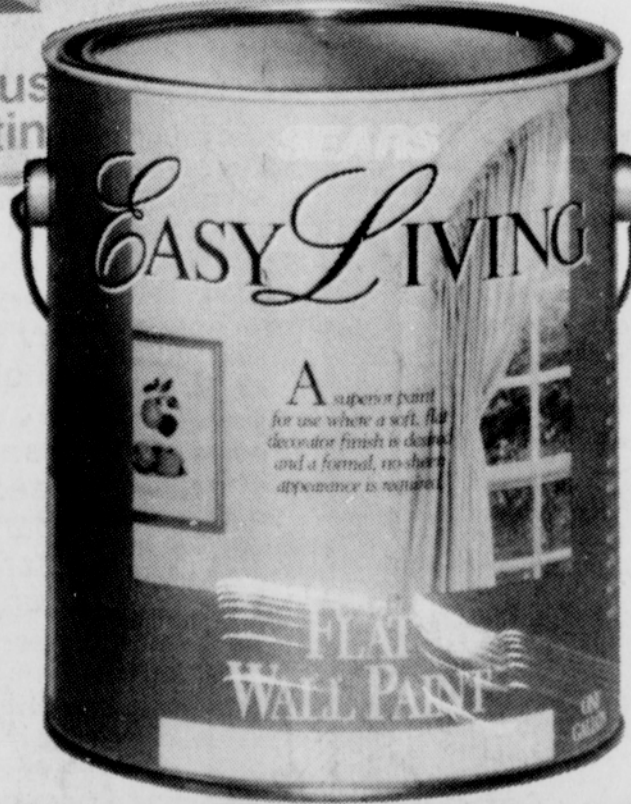


SEARS

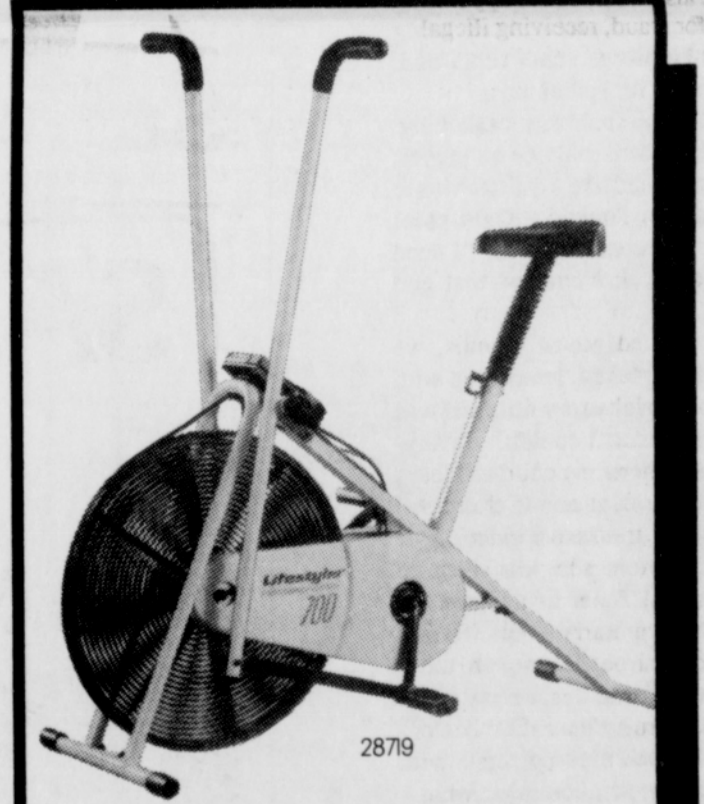
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