

BERRY, ONE STOP

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Berry--"Yes they can. You can get gospel, jazz, reggae, blues, old blues, you can get 45's, C.D.'s, tee-shirts, and there is a game room for your children to play in while you're listening to music and shopping. It's truly a One Stop."

Portland Observer--What type of music do you sell the most?

Berry--"Right now, we are selling a lot of rap music. Rap and R & B (rhythm) could be about 50-50 and gospel is about twenty-five percent. Jazz rounds it out, but most of what we sell is rap and R & B."

Portland Observer--What social impact has rap music had on America, especially the black community?

Berry--"I think that it's the way young people of today express themselves. In the sixties, we expressed ourselves oneway and this is their way of communicating to each other. Before the One Stop came along, you couldn't get as much rap as you do now. This is something that we set the tone for in this market. For example, I remember when we were stocking LL Cool J long before the other stores in the area. As a matter of fact, the distributor that we use to carry only one percent rap music and now they carry twenty-five percent."

Portland Observer--Do you see rap music having any social value? Some of the lyrics are really disrespectful and nasty.

Berry--"That's a tough question to answer. A long time ago, we had Moms Mabley and Pigmeat Markham and other entertainers who had suggestive lyrics or music having any social value? Some of the lyrics are really disrespectful and nasty."

Berry--"That's a tough question to answer. A long time ago, we had Moms Mabley and Pigmeat Markham and other entertainers who had suggestive lyrics or words in their shows. So, I see groups like 2 Live Crew, as exercising their right of free speech. We don't have to buy the music. I wouldn't let my daughter listen to the 2 Live Crew. She's nine years old. I try to make sure that people under the age of eighteen don't buy this type of music, but that does not mean we succeed all of the time. On the other hand, there is some positive rap music out today that is great for young people to hear."

Portland Observer--So, why is it that we hear so much bad press about rap music and groups like 2 Live Crew?

Berry--"2 Live Crew is making a lot of money, that's my personal opinion. Everybody suggested that rap music was going to be here today and gone tomorrow, but it is staying around. It's just a matter of economics, I think."

Portland Observer--Is there any type of music that you refuse to sell?

Berry--"I can't recall the artist off the top of my head, but there are some. If it is not helping the young kids, I will not sell it. There are ethics that go into selling music and buying music for my store. That's why we stock gospel music."

Portland Observer--How important is music to black people?

Berry--"Music is very important to black people. After being in the music business for the last five years, I've learned that black people will buy music before they buy other things and that's not a negative."

Portland Observer--How do you see the role of black businesses/businessmen in light of giving something back and leadership?

Berry--"I see our role as establishing employment in the community and I think that it is very important that we hire the people who live in the neighborhoods where we own businesses. Also, it's important that black businesses enhance the neighborhoods and create a positive impact. Most of my businesses are in areas where no one else will go. We go into those areas and try to the best of our ability to rehabilitate the place as well as make it a better place to live. I

think more black businesses should have this attitude because too many times they end up in areas where none of their people are. It's very important to be in terms of economic development."

Portland Observer--Do you have a vision for North/Northeast Portland in terms of economic development?

Berry--"I think more African-Americans need to take advantage of this area. This will be a striving area, but I don't know whether it will be retail outlets or residential. I see it going more into industrial development, unless people who are indigenous to this community start buying property. If you don't buy property, you can't control what happens. As a matter of fact, a couple of partners and myself are proposing a mall on MLK Blvd. real soon. You can't dictate nothing if you don't own nothing."

Portland Observer--How do you get people into a business mentality, especially black people since we are basically stereotyped as materialistic and basically consumers?

Berry--"Education and role models. We have to start educating our kids in lower grades about economic principles and business. If you don't catch them early, chances are you are going to lose them. We also need to promote our role models. One thing African-Americans don't do is put ourselves on the

back. It's hard being in business anywhere for an African-American. So, the ones in business and the ones who are surviving should be highlighted and acknowledged. We are examples that you can make it in America and Portland, Oregon. I'm involved as a member with the Family & Consumer Committee for the Portland Public Schools. What we try to do on that committee is make sure kids learn about balancing checkbooks, make money, and pay bills. We teach the importance of business ownership, also instead of employment because employment, in my mind, will become a thing of the past in the future."

Portland Observer--How do you get those points over to a youngster, who might be tempted by the quick money of the streets, peer pressure, and gangs?

Berry--"What you do is teach them that fast money won't last forever. Fast money is only temporary. You must live by the laws of the society in which you live. If you read the newspaper, you can read about the drug dealers everyday receiving jail time or getting caught. You don't make money in jail."

Portland Observer--You see youngsters in the record store everyday, what are their biggest fears and concerns?

Berry--"Most of them tell me that if they had opportunities, especially the ones going wrong or are on the border-

line, they wouldn't do what they're doing. Some go so far as to say that they have no alternative but to live the fast life. The fast life is the only way, in their minds, to get the nice gold, cars, etc... So, we as a community must figure out a way to get these young folks interested in math and business. I'm a businessman and I enjoy it because it allows me to do what I'm capable of. We need to teach these young people the same thing."

Portland Observer--What should people know about you that they might not know already?

Berry--"That I'm a community minded businessman. I'm community minded first and a businessman second. All of my businesses are located in the areas where I want them to be, the black community. This does not mean that I don't do business in other communities. We have a traffic control company that takes us as far as Bend, Oregon and many other towns. I feel a certain responsibility as a black businessman to serve as a role model and to make sure that people in Northeast Portland know it's possible to succeed. As a businessman, I'm not in it for just the money. I'm more interested in leaving something for my kids and others to work with after I'm one."

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NO.	TITLE LABEL & NUMBER	ARTIST
1	Merry Go Round (Elektra 64937)	Kerli Suvaat
2	So You Like What You See (Atlantic #7664)	Sunnaher
3	Misunderstanding (WB 19596)	Al D. Sore
4	The Boomie System (Def Jam 73457)	LL Cool J
5	Slow Love (Motown 2028)	Dave Blue & J.P. Fresh
6	I L-O-V-E-U (Mercury 19716)	Tina Turner
7	All Night (Pump Records 5104)	Cardygreen
8	Knockin' Boots (Epic 79450)	Cyndie Williams
9	Harlem Nights (Columbia 73564)	Cyndie Williams
10	Black Cat (A&M 1477)	Janet Jackson

ONE STOP RECORDS
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