



P E R S P E C T I V E S

By Professor McKinley Burt

Once More You All!

Many of our readers seem reluctant to let this series go away quietly, so here are a few notes prompted by your calls. I'd like to believe that this attention indicates a much-desired interest in economic betterment on the part of north-east residents.

You have indicated that for some of you I need to clarify and classify some of the information and terminology put forth here the past four weeks. Again, keep in mind that you can stop by the Observer offices and pick up older issues (4747 N.E. Martin Luther King, Jr. Blvd.). Beginning November 28, the articles you want are "When is At Home Not At Home", "There's No Place Like Home, The Electronic Home Concluded".

There is a quaint term used in the economic literature of the western countries, "COTTAGE INDUSTRY". The reference is to an earlier system whereby an urban corporation would provide scattered households with raw materials and tools for the home manufacture of various goods and appliances. The corporation would periodically collect the finished goods, paying the workers (usually women) at piece work rates. There was rampant exploitation under this system and both government and union have worked at bringing an end to the inequities that abounded in the system. Today, an innovative workforce has found new and profitable

applications within the basic concept, i.e. "Office At Home-Electronic Home". Now, specifically and in a narrow sense, "Office At Home" is an activity of just the sort the name implies; clerical-accounting work is performed. This activity may a. be in support of your personal affairs; b. facilitate your conduct of an employer's affairs where most of your work is "in the field" (see the January issue of "Black Enterprise" magazine for a very excellent article on the subject) c. serve as the administrative headquarters of your own business enterprise which is engaged in the sale of merchandise, service or information.

In an earlier column I described the "Drop Shipment" method of selling merchandise or equipment by the mail order process ("Direct Marketing"). In this system you establish a relationship with the original manufacturer (O.M.) such that when your customer answers your print or television ad for the product, you collect from the customer answers your print or television ad for the product, you collect from the customer and then notify the "O.M." to ship the item directly to the customer. This advice was given to those readers who queried, "How can I afford to finance, ship, or even manage to space to store the merchandise?" You don't!

And, of course, the answer to "how can I afford to carry all these unknown, unseen people on credit?" Or "The C.O.D. process is just too cumbersome to be bothered with."--is arrange with your bank for the acceptance of credit cards. You've seen all those t.v. ads for various merchandise giving an "800 number" or post office box to expedite the sale by credit card; probably you have made purchases in this manner. Call AT&T, 1-800-222-0300, or advertise your wares in print media, magazines-newspapers.

All of this is real time quite practical business activity being conducted from their home by millions of Americans. I have detailed in this column and in my "Baseline Essay" articles on the front pages how I have been using this methodology to market my Curriculum and Lesson Plan designs on a nationwide bases. There is no limit to what can be accomplished with the "electronic interface". Little people are finding a vehicle for innovation and for ideas they have nursed for years before finding an avenue for expression. Whereas in 1969 I invested \$47,000 in a similar operation, I have gotten this far with cash payments out of my social security check (Obviously, there is a point at which one will have to buy advanced equipment to handle large business). By then you can afford it!

An anecdote from my past experience in industry may throw more light on the modern version of "Cottage Industry". In 1959, I was the inventory accountant for the Stanley Lawrence Co., a huge Los Angeles mail order firm that covered the eleven western states--selling everything from jewelry to sporting goods and silverware to appliances, you name it. That year, eight days before Xmas we were running out of merchandise of all kinds and even the executives were driving all over Los Angeles county to scrounge up merchandise to fill the orders.

At 8 p.m. one night I drove up to an indicated street number in East L.A. looking for the factory of the "Western Highway Flare Kit Corporation". Hesitantly, I was admitted and inside found 12 members of a Hispanic family--men, women, and children--busy assembling flare kits on the floor of every downstairs room. Children kept a steady stream of parts coming from a backyard garage. IT CAN BE DONE!

A Parent Speaks

BY LULU R. STROUD-JOHNSON

On 5 December I attended Sabin Elementary School's Parent-Teacher Association (PTA) meeting. The parent attendance was better than earlier meetings; however, there remains a great deal of room for involvement on our part so as to have this body better reflect the Sabin student population.

We are fortunate to have Mr. Richard Bunch as Vice-President of the Sabin PTA. He is a serious man who has the well-being and educational development of our children at heart. He is truly a man of action.

At the 5 December Sabin meeting it was agreed that the PTA would take care of providing gloves for our safety patrol. The Sabin student safety patrol had been working without gloves and there had been many complaints of cold hands and fingers from our patrol children. Some children had to leave their street posts

and return to school early because of the coldness to their hands. At times our children's hands had been made numb by the cold and their sticks had been dropped.

My concern is that the President of the Sabin PTA arbitrarily decided to ignore the PTA's consensus to provide gloves for our young patrol. When questioned about her refusal, she first tried "passing the buck"--blaming another for her decision. After further talk, she stated that she did not feel the PTA body meant to really provide our safety patrol children with gloves. She further stated that our children should drop out of safety patrol if they did not know to wear gloves or if they did not have gloves to wear during the cold weather, etc.

That kind of callous attitude is both very distressing and troubling. I am angry and I hope that every parent feels likewise. Our children need encouragement--not discouragement! The Sabin safety

patrol children are providing a safety service and they need to be commended and supported by us. Our Sabin PTA's decision to provide gloves was ignored and usurped by the Sabin PTA President.

I expressed my concern and anger to Sabin PTA Vice-President Bunch and he personally secured a limited number of pair of gloves that same day! It is both frustrating and time consuming that this matter was not handled in the manner agreed upon by the Sabin PTA. It is equally sad that the Sabin PTA President failed to do the right thing. The callousness expressed by her towards our Sabin populace needs to be confronted and dealt with.

Parents, it is so important for us to get involved and to stay involved with our PTAs and schools. Remember that our children are our future. We all need to be there for our children! The address to Sabin Elementary School is 4013 N.E. 18th here in Portland.

Bills Kwik Mart

I find it hard to believe that so called "Black Leadership" in Portland, Oregon has chosen to remain silent regarding the brutal and unnecessary death of brother Charles Williams, age 28. Williams was killed Saturday, December 1st, 1990 by employees of Bill's Kwik Mart, located at 3510 NE Martin Luther King, Jr. Blvd.

It has been rumored that employees of Kwik Mart have, on numerous occasions, beaten and assaulted with sticks and clubs innocent persons, and have threatened them with firearms.

The owner of Kwik Mart claims that Williams was shoplifting (difficult to believe, since it is known that Williams' wallet contained in excess of \$300 at the time); but, even if that were the case, is that reason enough to take a life? I think not. This type of abuse cannot, and will not, be tolerated. Now is the time to put a

stop to this total disregard for human life.

Since December 3rd, members of both the black and white communities have voiced their great dissatisfaction with the actions of the staff of Bill's Kwik Mart. A picket line has been in force since this date and will continue until justice is served.

Why has "Black Leadership" in Portland been so very, so noticeably quiet in this matter. What are Ron Herndon and the Black United Front doing about the homicide of brother Williams? Reverend Green, Reverend Martin (of PUSH, People United to Save Humanity), where are you? I think that a human life is worth more than a damned pair of tennis shoes. I think, somehow, that it should count more. Dr. Tukufo of the Urban League, Robert Phillips of the NAACP,

what does it take to get you to respond? Harold Williams (of the Black Men's Coalition), another brother has died needlessly, why are you now silent?

I know that there is not a multitude of press and television cameras covering this "event." I hope that this is not the reason for the current silences of our leaders."

In the meantime, the members of the community-rich and poor, black and white--those whose faces aren't seen in front of the weekly media, these are the people whose faces can be seen maintaining the vigil in front of the Kwik Mart store. Black Leaders, lead, stand up and be counted among us. We must stop the violence. We must stop the killing in our community.

Sincerely,  
Frederick Douglass Washington, Jr.

Census Bureau to Survey Area Households

Local representatives of the U.S. Census Bureau will revisit selected area households beginning December 1 to conduct its Survey of Income and Program Participation (SIPP), Leo C. Schilling, director of the bureau's Seattle regional office, announced.

SIPP is a nationwide continuing survey introduced in the fall of 1983. It is one of the nation's largest, with about 20,000 households participating. The Census Bureau publishes periodic reports with information from the survey. Subjects covered include the following:

- \*Jobs and earnings.
- \*The economic effects of unemployment, disability, and retirement.
- \*How taxes affect personal spending.
- \*Participation in programs such as Social Security, Medicare, Medicaid, and food stamps.

Information from SIPP helps policy makers and administrators determine how well government programs are serving the public and how changes in programs

and policies will affect the public.

Here are some facts on health insurance based upon a 28-month survey period ending in May 1987 (the sample size limits accurate reporting to national figures only):

\*About 28 percent of U.S. residents lacked health insurance for a least a month during the period.

\*The survey showed that 7 percent of the population was covered for six months or less.

\*Thirty percent of men lacked continuous health insurance during the period compared with 27 percent to women.

\*Some 52 percent of Hispanics lacked insurance for at least a month. Other proportions were 38 percent for blacks and 26 percent for Whites. Private health insurance covered 90 percent of whites and about 75 percent of Blacks and Hispanics for at least one month.

\*One-half of persons aged 18 to 24 had no insurance for a month or more, and 12 percent were covered for under seven months.

Girls And Boys Equally Affected By Reading Disability

Contrary to the prevailing belief that more boys than girls have reading disability, the results of a new study indicate that both sexes are affected in equal numbers. In a study of 445 children from kindergarten to third grade, HICHD-supported researchers at Yale University School of Medicine in New Haven, Connecticut and the University of Texas at Austin found no significant differences in the number of girls with reading disability compared to the number of boys. This finding, however, only applied to those children whose reading impairment was diagnosed by a special test designed to measure reading achievement. In contrast, when children were identified by their schools as being reading impaired, 13.6 percent of the boys and 3.2 percent of the girls in the study were said to have reading difficulties. From these results, investigators have concluded that school identification alone is not always a reliable way of measuring reading disability in children.

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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.

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