

Broadway Hairweavers & Designers

and

Unity of Love Beauty Salon

present

Door
Prize!!

2nd Annual

Dress Your Best Christmas Party

December 25th, 1990
9:00 p.m. - Until
Royal Esquire (Annex)
Donation \$5.00

Free Champagne

Tickets:

Broadway Hairweavers
5852 N.E. 42nd
281-9495

Unity of Love
6760 N.E. MLK Blvd.
283-5440

Free
Food

Lonnie Jenkins

Hattie Porter
Flenard Grisby
Carolyn Stoudamire
Karol Davidson



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Business Profile: Cason's Fine Meats

BY CYNTHIA BROWN

If you have a craving for barbecue ribs, Cason's Fine Meats at 7406 N. Vancouver is the place to call. Ribs are their specialty, either to go or as part of their catering service. They also offer other specialty meats including home-made pork rinds, "chitlin's" Louisiana catfish, Buffalo fish, Pacific whiting, home-made sausage, hog head cheese, lamb, as well as the usual cuts of pork, beef and chicken.

When Theotus Cason decided to go into business for himself six years ago, he bought the former Neighborhood Bill's Market. The transition was a natural one for him since he had started his working career there at age 8, stacking bottles before and after school, and was considered part of the family. Two years after graduating from Washington High School in 1973 (where he wrestled, played football, and managed the basketball team), Cason decided to capitalize on his years of working in grocery stores and meat counters. He entered the State of Oregon Apprenticeship program and completed his certification as a Journeyman Meatcutter in two years rather than the usual four—he received two years worth of credit for his prior life experience. "I had a lot of experience and I thought I might as well go for it rather than waste time and see how far it could take me," he said.

His biggest challenge over the years has been finding the best location. He's moved the business three times in the last five years, but thinks the present location at 7406 N. Vancouver is the best.

Cason feels rewarded by the challenges of small business ownership. "I don't mind being my own boss. I can determine my own destiny; you can go farther," he commented. "I've been self-employed for so long, I couldn't work for someone else again."

For part of his success, Cason credits the uniqueness of his business. "We are one of the only black meat markets in the state. We can offer specialty items, personal service, and we offer a good product. Our meat isn't pre-packaged and people can pick out the piece they want. Also, we're open seven days a week. No other market that offers non-packaged meat is open every day."

He also feels his ability to work hard for long hours has contributed to his success. "I'm a workaholic. I have to be. You have to stay focused, meet your goals and pay your bills. I work 12 hours a day, sometimes 14 or 16," he stated. He learned how to work long hours from his father. "It's the way Dad raised us. He was a workaholic. He showed us how to work," Cason recalled. "Dad always wanted to be self-employed but didn't make it until after he retired. He started a vegetable garden and roto-tilling service."

Cason has lived in Portland all of his life and feels it has a lot to offer. "It's a nice place to live and raise a family. It's a good city for business. There are a lot of opportunities if you have the skills."

Cason believes black businesses are very important to the black community. "They're real important to the neighborhood. We try not to give credit but with a small business we have to make some exceptions. A lot of people live paycheck to paycheck. You have to learn to take chances. It's about working together and it wouldn't happen in a white market," he said. "When you're in touch with God you learn to give and bend a little. We're blessed just to be in business."

Besides offering a variety of fresh meats, fish and poultry to walk-in shoppers, Cason's caters parties and company picnics. Satisfied customers include Paragon Cable, Gresham Dodge and the annual Tap Dance Festival.

Cason's wife Gloria is employed part-time at the market and they have a full time partner, Joe Smith and two other part-time students complete the roster. Theotus and Gloria have one son Theotus Cason, Jr. (age 10), a student at Applegate Elementary.

Cason also supports community projects. He's a regular sponsor of Pop Warner Little League Football at Jefferson High School and the Peninsula Little League baseball team.

Cason's Fine Meats is a full service meatmarket and caterer specializing in barbecue ribs and other special order meats and fish. They also sell side of beef at \$1.69 per pound, cut and wrapped and have a rental walk-in freezer on the premises. They also offer specialty meats and fish. They are located at 7406 N. Vancouver and the telephone number is 285-4750.

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(It'll take just a few minutes
to see if you can afford a HUD home!)

1. If you've worked for two years for the same employer (or in the same occupation) and you have a good credit record, move ahead 1 space
2. Stop here and compute your Adjusted Income. That's your total gross monthly income, less federal withholding taxes. Write your answer here and move on.
3. Multiply your Adjusted Income (from space 2) by 0.38, then subtract \$150 and write the answer here. Then move on to the next space.
4. Add up all your monthly debts (car, loan, credit purchase, credit card, child support and alimony payments you owe every month) and then add \$150. Fill in the total here and go to space 5.
5. You're almost home. Multiply your Adjusted Income (from space 2) by 0.53, subtract the amount on space 4, and write the result here. Now move along.

6. Write the smaller amount of either space 3 or space 5 here. As a general rule, that's the maximum amount you can afford for a monthly house payment (including property taxes).

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