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## Industrial Location Offers "Test Case" For New McDonald's Restaurant



The McDonald's Corporation broke ground April 15 for a new 4,300-square-foot, 110-seat restaurant at the Port of Portland's new Port Center office park. Port Center is a riverfront office/commercial development located on Swan Island—one of the region's major industrial centers.

"National fast-food chains normally place their restaurants in high traffic retail business and residential area," said Terri Deskins, the Port of Portland's real estate manager. "This restaurant's proximity to major ship repair, transportation, and manufacturing activities, instead of a more traditional retail trade area, represents what amounts to a 'test case' for the fast-food giant."

Swan Island, actually a 600-acre peninsula on the Willamette river near the city's downtown core, is comprised of 125 companies employing some 12,000 people. The area's industrial employment base combined with employment from the adjacent office park, represents an underserved, captive

market for a food service such as McDonald's," said Deskins.

According to Bob Sherwood, regional real estate manager for McDonald's Portland properties, the success of the new Port Center/Swan Island operation will be closely monitored by the regional real estate managers to determine whether or not similar restaurant locations in other cities should be considered.

"Industrial areas, such as Swan Island, present McDonald's with new, untapped markets," said Sherwood. "Other McDonald's real estate managers will be looking at this venture as a barometer to determine the viability of putting new restaurants in this type of self-contained commercial/industrial area."

Sherwood said he believes that so few national fast-food chains have considered locating in industrial areas such as Swan Island because of the lack of "pass through" automobile traffic and market limited generally to the people who work there. Yet, because thou-

sands of workers each day either choose to bring their meals with them or leave the area for a greater selection of dining facilities than exists there now, Sherwood believes this new outlet will offer an attractive dining alternative.

To make the dining experience at the new McDonald's more memorable, the Port of Portland has furnished the company with historic photographs of Swan Island for interior wall display, including pictures taken in the 1920s and 1930s when the island was the site of Portland's only airport.

The building's exterior will also deviate from the McDonald's norm, featuring exposed red brick to complement the adjacent Boise Cascade Corp. research and development headquarters. Additionally, the Swan Island eatery, tentatively scheduled for completion on July 18, will feature a parking lot capable of handling up to nine 60-foot trucks, as well as 45 other vehicles, in order to properly serve both the automobile and truck traffic on Swan Island.

## SAT Exam Countdown

*Continued from front page*  
your answer grid. (It's too easy to skip a question on the test and forget to skip one on the grid!) Check every five questions to see that numbers on your answer grid and question booklet match up.

4. There is a penalty for incorrect answers, so don't guess wildly. However, if you can eliminate at least one of the five answer choices, the odds are in your favor.

5. Pace yourself. Don't spend too much time on any one question. Place a mark in the question booklet beside the puzzlers and come back to work on them only when you've completed the rest of the questions in that section.

6. Make sure you keep track of

7. Don't push panic buttons! Anxiety is not going to help you test your best. Remember, instead, that you can miss almost half the questions and still get an above average score. (If worse comes to worst and you feel you are too

sick or nervous to perform up to your potential, ask the test supervisor for a cancellation form, fill it out immediately, and return it to him or her before you leave the testing center.)

Students or their parents wishing more information on the SAT or test preparation are invited to call the Portland Kaplan Center at 222-5556. PSAT/SAT and ACT reviews are available year-round and the Center is open days, evenings, and weekends.

## "Downsizing" The Military Will Reduce Black Opportunity

**Competition for Civilian Jobs Could Weaken Employment (Taken From 1991 April Issue of Focus magazine)**

The planned reduction of military forces that was delayed by "Desert Storm" will likely reduce the number of black Americans in the armed services by from 100,000 to 110,000 over the next five years. This reduction, which the military plans to achieve primarily by cutting recruitment, will, in combination with a recession in the near term, significantly reduce opportunities for blacks currently in the military and the next generation of black high school graduates looking to military service as a ladder of upward mobility.

The planned reduction will cut a total of 500,000 personnel from all branches of the service by mid-decade. While the reservists who served in the Gulf can be expected to return to waiting civilian jobs, Shane points to two groups in particular that will suffer the greatest dislocation as a result of the downsizing: those forced out by the reduction and young people wishing to pursue a military career that may no longer be open to them. Since blacks currently comprise 20 percent of the military and face substantial civilian unemployment rates, they may suffer most from these cutbacks.

For blacks, writes Shane, the civilian labor force is "decidedly less friendly to them than to others." This contrasts with the military, which he describes as "the closest thing we have to a true meritocracy." He writes, "Nowhere else has black leadership been accepted as fully or black accomplishment more greatly rewarded." Shane notes that reenlistment rates for blacks stand at 62 percent, higher than for any other group.

Shane advises that federal, state, and local governments as well as potential employers must act decisively to open up greater opportunities in civilian employment and to ease the transition to civilian life for service personnel displaced by downsizing. He cites the Army Career and Alumni Program, which provides job counseling and referrals to departing Army personnel and a recent agreement between the Army and the Florida education department as promising approaches. He concludes by calling on policy makers to assure that those displaced from the military "must be given the same opportunities they would have had in the military. This is double true for black Americans."

## Packwood To Discuss Social Security Legislation

Oregon seniors will have the chance to question Senator Bob Packwood about legislation he has introduced that would repeal the discriminatory earnings limit on Social Security recipients. Those meetings will take place in Springfield on Tuesday, April 30, Lincoln City and Seaside on Wednesday, May 1 and Scappoose on Thursday, May 2.

In addition, Packwood will meet with Norma Purdy on May 2. Purdy, a senior citizen, wrote Packwood about the earnings limit. Packwood used Purdy's letter during his testimony about the earnings limit before the Senate Finance Committee. She works at Diary Queen in Beaverton.

Packwood's legislation would repeal the artificial earnings limit placed on Social Security retirees. The limit was imposed during the Depression to compel Americans to retire so that their jobs would be available for younger workers. Currently, a retiree loses \$1 in social Security benefits for each \$1 they earn over the limit.

## African-American Brotherhood To Hold Open Forum

The African-American Brotherhood Alliance Youth Organization will be holding an open forum to discuss recent local attacks made against the African-American Baseline Essays. This forum will contain students and pro-Essays supporters who will be discussing ways in which students can locally and nationally take a stand to defend the legitimacy of the Essays.

Any time you have to attend this event would be appreciated.  
Place: Martin Luther King Facility  
Address: 4815 N.E. 7th Ave  
Date: May 2, 1991  
Time: 6:00pm - 9:00pm  
Contact Reginald Pryer at 281-9597 if you have any questions.



### Commission Meeting

Date: May 8, 1991  
Place: King Neighborhood Facility  
4815 N.E. 7th Ave.  
Portland, OR  
Time: 9:30 a.m.

Commission meetings are open to the public. A complete agenda is available at PDC. Call 823-3200.

PDC is the City of Portland's urban renewal, housing and economic development agency.

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## PCC Offers Home Buying Class to First-Time Buyers

In order to help individuals buy their own homes and to facilitate lending in inner-city neighborhoods, Portland Community College, in conjunction with First Interstate Bank's Community Lending Center, offers Buying Your First Home, a two-hour workshop, to be held in May.

The first class meets on Tuesday, May 14, from 7 to 9 p.m. at Whitaker Community School, 5700 N.E. 39th Avenue. The second class meets Thursday, May 30, from 7 to 9 p.m., at Grant High School, 2245 N.E. 36th Avenue. Both classes are free of charge.

Instructor Ralph Nickerson, manager of the Community Lending Center, said the class will address the following topics: how to budget money for closing, how to prepare for increased cash requirements, how to evaluate home financing programs and availability, and how to prepare for home maintenance.

A goal of the PCC class and First Interstate Bank's lending center is to meet the needs of as many inner-city neighborhood home buyers as possible.

For more information on Buying Your First Home, please contact PCC's Community Education Center, 244-6111, ext.5205.

## Older Workers Should Not Be Punished For Working

by Senator Bob Packwood R-OR

They say you are only as old as you feel. For many Oregonians, staying young means getting out, working in the community, and getting paid for their contributions. Yet our country now punishes those who continue working after the age of 65 by taking away some of their Social Security benefits.

I'd like to change that. A bill I have recently cosponsored in the U.S. Senate will help do just that. Under current law, many people over 65 have their Social Security benefits cut back if they make more than \$9,720 in wages. For every \$3 above this limit, they lose \$1 in Social Security benefits. As many of you know, this discriminatory practice is called the earnings limit.

Many older Oregonians support themselves and their families. Many who don't work, would like to work. Older Oregonians have valuable skills, such as wisdom and practical experience, that make them truly valuable employees. However, under today's law, many feel penalized for being productive.

Our bill will take some important steps toward changing the earnings limit. Under this bill, the limitation would be altogether by the end of 1996.

President Bush has supported a change in the limit on earnings. He presented a proposal to raise the earn-

ings limit gradually to \$11,400 in 1994. I supported proposals in the Senate last year to change the earnings limit. Just as I supported the legislation then, I support it today. It is my hope that this year Congress will soon change the earnings limit law.

As some of you may recall, the earnings limit law was enacted during the Depression to encourage older Americans to leave the workplace and open jobs for younger individuals. Today, many sectors of the economy are facing a labor shortage, and the experience of older Americans is needed. The earnings limit discourages people from working after the age of 65. Obviously times have changed since this law was created.

I believe many older Oregonians want to work. Many have told me of their unhappiness over the earnings limit. I think this legislation will encourage many of them to get out in the workforce. In fact, I think it will encourage thousands, from all over the country.

I believe Social Security is a program to supplement the retirement plans of older Americans and guarantee them a measure of security. Social Security benefits should help them, not limit them. Legislation eliminating the earnings limit would help guarantee this.

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Fri. 9:30 a.m.

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Sat. 9:30 a.m.

**Temple Baptist Church**

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