

The Small Business Bottom Line Report<sup>SM</sup>

# How to increase your sales by 27%.

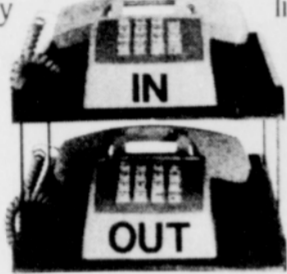
A leading national daily business journal reports that up to **27% of all customers who get a busy signal on their first call, go elsewhere.** What are busy signals costing your business?

Here's how to make sure you don't lose the 27% your competition may be gaining.

**Adequate Phone Lines:** By making certain you have enough lines for customers to get through, especially during peak business hours, you may eliminate losing sales to a busy signal.



**In-Coming vs. Out-Going Lines:** By assigning some lines only to in-coming calls and others to out-going, you increase your productivity. Clients are less likely to get a busy signal calling in and you are more likely to get a line out.



**Lines for Fax and Data:** By putting your fax machine on its own line, you eliminate callers hearing fax tones, and you can be on the phone and the fax at the same time. To make sure your lines for talking business stay open with less chance of callers getting a busy signal, transmit all your facsimile and data on lines just for fax and data.



Increase your opportunities to do more business by reducing busy signals during your busy hours. Call a U S WEST<sup>®</sup> Communications small business specialist to order the phone lines you need.

**Because it's not just a phone line, it's your bottom line.<sup>SM</sup>**  
242-3384.

**USWEST<sup>®</sup>**  
COMMUNICATIONS   
Making the most of your time.<sup>SM</sup>



**Bo Knows Sex Counselor!** Bo Jackson, the two-sports superstar, gets acquainted with Dr. Ruth Westheimer, the well-known television "sexpert," during a break in the well-known television "sexpert," during a break in the recent filming of a scene from the "Pepsi Summer Chill Out" advertising campaign. Lifting the diminutive "Dr. Ruth" on the beach at Santa Monica, Cal., Bo asked onlookers, "can I take her home?" Dr. Ruth, one of several celebrities to appear with Jackson on Pepsi's multi-million dollar TV advertising campaign, planted a kiss on the athlete's cheek before telling a reporter: "Psychologically speaking, the Pepsi Summer Chill Out gives us permission to let our hair down." A "non-stop, summerlong celebration" advertising campaign, the "chill out" aims to involve consumers through: a contest with more than \$74-million in prizes-including 150 convertible cars; a \$5 rebate on the video of the very popular movie, "Home Alone," and discount cards for 10-million teenagers and the introduction of a new, hand dance.

## Summer Camping With Camp Fire

rounded by great hiking trails. Two eight-day sessions are available running July 8-18 and July 22-August 1. Each session is affordably priced at \$40 per child and is open to all boys and girls entering grades 1-7.

Overnight camp sessions are also available. Located on a beautiful 600 acre site on the Sandy River, Camp Namanu is open to boys and girls entering grades 2-12. All camps provide friendships, outdoor skills, crafts and summer fun. Call Portland Camp Fire at 224-7800 for a counselor application or camp brochure and set off on a summer experience to remember.

The Camp Fire Camping Program offers a summer experience parents and kids will always remember. Registrations are now open for Camp Fire's day camp programs in the North and Northwest Portland area. Parents who volunteer as a day camp counselor receive training, learn new skills and their children, ages 3 and above attend for free. Volunteer positions are open to 8th graders through adults. Many more volunteer counselors are needed to make these camps available to more children.

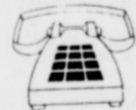
Located in the north/northwest Portland area, Camp Tolinda is sur-

## Inspirational Sounds



Several gospel presentations will be rendered by the **Inspirational Sounds** under the direction of Mr. John Gainer. This choir, of over 50 voices, has received national recognition and they hail from the heart of the Willamette Valley, Eugene, Oregon. This inter-denominational, community group strives to bring unity among various racial, cultural and ethnic constituents of our community through their performance of sacred Afro-American music; also, known as **Gospel Music**. In 1987, this exceptional group was one of four choirs, nationwide, that performed at the **Great American Gospel Gala**, in the fabulous Alice Tully Hall at the world renown Lincoln Center for the Performing Arts, in New York City.

### PHONE DISCONNECTED?



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- No Credit Check
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**\$69.95**



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New Location!  
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## Cora Lee Benjamin

BY CORA LEE BENJAMIN

Born in Mobile Alabama March 12, 1918 to Mrs. Rebecca and William Turner. In their home town Columbia, Mississippi, they were slaves on the farm in Mississippi.

My mother said to my father, "I don't want my children to be born in this town. She told my dad this before any of the children were born. She and my dad moved to the city of Mobile Alabama, where 13 children were born. My mother was a hard working woman.

She did washing and ironing for the white race in Mobile to help take care of the family. My father worked on the railroad, not being paid very much money, working hard for us to survive. When I was seven or eight years old some people mother knew, asked her to let me work for them fixing meals while they worked in the wood yard. My mother did not like the idea because of being so young and the only one at the house with her at that time. But she said O.K.

I started work at a early age. It came time for me to attend school. I went to Council School the first seven years and finished. I did not finish high school because of a tragedy in my life.

I had to stop school for a while. The school did not have the same books the white children had. Our books were different books for whites and blacks. Our school was different.

We were not taught the same things as the whites in a Jim Crow town. I had to stop school and go to work on a better job to support my mother and family.

Having a child at fourteen years of age put me back a ways, but with God's help, in a while, I decided to go to beauty school to make a little more money than I was getting on the job. I worked two jobs sometimes to get things going. My mother passed when my baby was two years old. I had a sister in Houston Texas. I moved from Mobile to Houston with my sister. There I went to beauty school.

I was there about twenty years. I worked in a white beauty shop and also work in my own shop to make a living for my son.

One day a Baptist minister came to Houston to a convention. I met him, and he invited me to Portland, Oregon in the northwest. I pondered over this for a while. I left my home, car and my business in September 1966.

I tried to get a beauty license here

to work. The people were so prejudiced. I was told I did not have enough hours to get a license here. I went to two beauty schools in the northwest. I went to Board Beauty Culture. I was turned down. I got angry and went from there to nutrition. This job paid very little money. I quit the job and went to Providence Hospital to train as a nurses aide. I worked this job until an accident stopped me. I retired.

I work with Faith Tabernacle Church. I am a very active member, mother, teacher and prayer warrior. In 1990 I was asked by my pastor Bishop Grace C. Osbourn if I would run for Queen of African American Association. I could not turn her down. I had to obey her, but had no idea I would be the queen that they would choose.

It's been wonderful working with the group. The Royal Court I have been with are some very nice people to work with. I have enjoyed every minute of it. I hope I have been of some help to the Association.

I also work with the King Neighborhood Clean Up.

Now may God for ever bless you all.

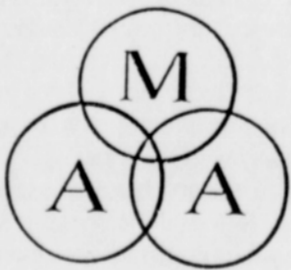
Mother Cora Lee Benjamin

# AFRICAN-AMERICAN FESTIVAL

## NORTHWEST GOSPEL JUBILEE



**USWEST<sup>®</sup>**  
COMMUNICATIONS 



**SATURDAY JUNE 15**  
**7:00 - 10:00 PM**

INTERMEDIATE THEATRE  
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tickets- 9.50 balcony, 14.50 orchestra  
at GI Joe's/Ticketmaster outlet

group rates available for information call 230-6702  
or to charge call 248-4496

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