

The Portland Observer 25¢

Mrs. Frances Schoen-Newspaper Room
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News In Brief

"Rites of Spring"

On Saturday, April 24 from 6:00 - 8:00 p.m. Key Largo - 31 N.W. 1st (in Old Town)

Local designers and shop owners will be presenting the first in a series of fashion shows. "Rites of Spring" will feature styles from: Suzanne's Custom Clothes, Just James, Sheba's House of Elegance, XTZ, Carolyn Locke Designs, and Ethnocentric.

Receipt Of Award Betty L. Campbell. Principal Boise/Eliot School



Outstanding Teaching Award Betty L. Campbell, Principal Boise /Eliot School received an outstanding award of excellence. Teacher of the year.

Don't Forget To Register And VOTE

Harley Akers Matrons Club

The Matrons Clubs Spring Fashion Show will be held at Bethel AME Church Saturday, April 25, 1992 at 4:00 p.m.

Requested donation is \$5.00. Appetizers will be served. Fashions for men and women from "Just James Shop" will be featured.

PDC's Low-Rate Fix-Up Loans For Rundown Rental Properties Are Pushed As Part of Neighborhood Pride Campaign

The Portland Development Commission (PDC) is stepping up an effort to make low-interest loans available to repair deteriorating multi-family rental properties in the City as part of its Neighborhood Pride campaign.

The loans are available through PDC's Rental Housing Preservation Program (RHP) and are made at below-market rates to owners of substandard rental housing in North, Northeast and Southeast Portland where in some places the concentration of such properties has degraded neighborhood livability.

"We want to get the word out to rental property owners that PDC offers loans at low enough interest rates to make the needed repairs pencil out for them financially," said Randall Mullen, PDC's director of housing. "Similar to our homeowner programs, RHP's goal

Sisterhood Luncheon

The next Sisterhood Luncheon for African-American women is scheduled for April 10, 1992 at 11:30 a.m. at the Cleo-Lillian Social Club, 3401 N.E. Williams.

As you may already know, the Sisterhood Luncheons are simply a time for sisters to get together, share information, eat and enjoy being in the company of other sisters.

If you have any questions and/or comments, please call Jo Ann Allen at 282-7973.

"Mommy, My Ear Hurts!"

Legacy Hospitals Hold Free Health Seminar

"Mommy my ear hurts!" will be offered Wednesday, April 8, 7-8:30 p.m. at Emanuel Hospital & Health Center, Portland Lorenzen Conference Center; on Monday, April 13, 7-9 p.m. at Meridian Park Hospital, Tualatin Community Health Education Center; on Tuesday, April 14, 7-9 p.m. at Mount Hood Medical Center, Gresham, Viewpoint Room. Space is limited, so pre-registration is required by calling 335-3500.

Urban Talent to Relocate

The Urban Talent Association has announced that it has moved to a new location, 4926 N.E. 17th (and) Alberta. Urban Talent is a talent promotion and management organization representing actors, models, musicians and comedians. It is at this time actively seeking talent of all ages and ethnic background. On Saturday, April 18th, they will be holding modeling auditions in the auditorium of the Portland Community College Cascade Campus, located at 705 N. Killingsworth, from 9 a.m. to 3 p.m. People of color are encouraged to apply. For more information, call Urban Talent at 287-8065 or 286-3076.

E & M Sentry, New Kids On The Block?

BY MATTIE ANN CALLIER-SPEARS

Almost thirty years ago, in 1963, while attending Roosevelt High School in North Portland, a young man was having problems in school.... So, he was advised by his counselor, Mr. Fall to begin working at the North Portland Albertson's for four hours each day to work off some of that unharnessed energy. He continued to work: carrying groceries, being courteous to customers, working the register, stocking shelves, following directions and more.

It was from these meager beginnings that Robert L. Malone came. "Even though it began as a kind of punishment; because I couldn't participate in my sports anymore after school, working in the store became a career focus for me. Before -- my life was going no place that was good. I was getting into trouble and everything. Oft times, kids don't want to hear what their teachers and counselors have to say; but, if it wasn't for my counselor, I don't know where I would be today," Robert reminisced.

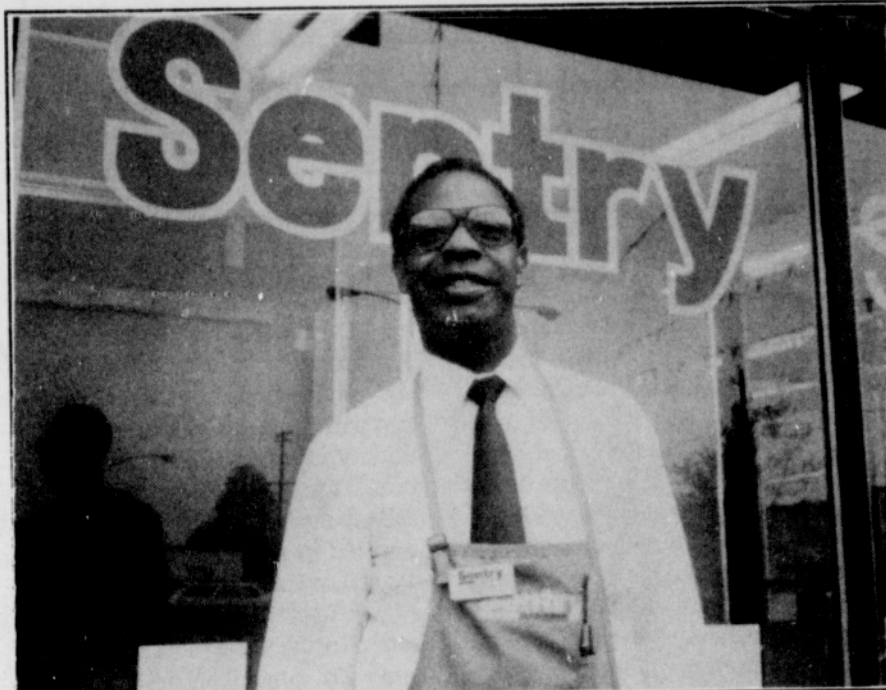
Meanwhile, ten years later, another young man, Chris E. Ehlers, was coming up in the small community of Tualatin by working in the local grocery store on a part-time basis.

"I grew up in a small town but I also knew, in my heart, that if I stuck to it (working in the store), I would make something out of this," Chris shared.

Little did these men know that their lives would be tightly woven together or that their paths would cross.

Robert labored dutifully at the St. John's Albertson's until he was transferred to the Albertson's Store on North Killingsworth, in 1967. He had gone from Grocery Clerk to Variety Manager. He served in that capacity for one and a half years; then, he became Store Director, in the same store, for seven years.

Robert left Albertson's in 1982. He was employed by WACKER SILTRONICS where he served for four and one half years as Section



Robert L. Malone

Supervisor until 1986. During his employment with WACKER SILTRONICS, Robert received extensive training in the management field which included a comprehensive stretch in Germany.

In the interim, Chris was receiving management training through the United Grocers chain. He served as Store Manager of the Ferguson Thriftway; and then, he was transferred to the Thriftway on forty-second.

The Albertson's store, on North Killingsworth, was purchased by Tom Conklin who also purchased the old Big "C", on thirty-third, and the old Thriftway, on forty-second.

In 1987, Robert returned to the grocery business. He went back to 909 North Killingsworth to find that the store was sporting a new name, a new owner and brand new features.

A couple years following Robert's arrival--Chris was transferred to the

Killingsworth SENTRY MARKET from the 42nd and Going SENTRY MARKET. Mr. Conklin's instructions to Chris were, "I want you to go in there and turn things around. Create ways to make the business work."

The courtship begins. Chris meets Robert and Robert meets Chris. The two of them have come-up through the ranks of the food chains to this juncture.

In March of 1992, Chris E. Ehlers and Robert L. Malone, jointly, purchased the SENTRY MARKET from Tom Conklin.

"It's just like a marriage," said Chris.

"This is a marriage that is going to work," Robert adds while throwing in a little humor, "as long as he (Chris) stays on his side of the bed."

The new owners tossed a coin to see how they would divide the per-

centage. It came up 50/50.

"We don't want this store to be just any ordinary store but one that will be a more viable unit in the community" Chris expounds. "We want to make the customers feel welcome. It is our hopes to become known as one of the friendliest stores around."

Robert recalls the length of time that he has been in this same location.

"I have been in this store for twelve years. I have given balloons out to at least three generations. We even have the same telephone number that we had when I first came here in 1967. It is so ironic that, when I did decide to make such an important move, this was the store that was chosen."

They both agree that it will take a lot of work to put their program into practice.

"In just this short period", says Chris, "I have heard nothing but positive feed-back from the customers. And I hope to keep it going."

An important aspect to their new plan is to create a situation whereby all employees can qualify for the BONUS PROGRAM. This program, once implemented, will enable each employee to purchase stock in the store, thereby, becoming eligible to be a co-partner.

Community Out-Reach is the Key. Robert has been spending time in Neighborhood Meetings and at community Forums so that he can hear the voices of the people. Here he found that he has a direct line into the needs of the people.

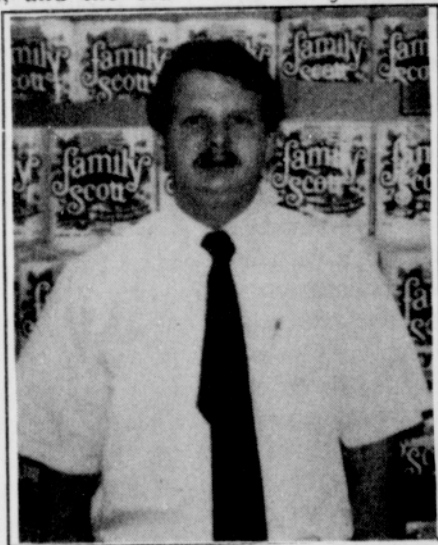
They, Chris and Robert, want the community to be proud of them. They want to work closely with the churches and the schools and other community groups.

I asked them "Why are you checking, also? Isn't that a bit much? Is it because you don't have enough help?"

Robert hastily responded, "We are donned with aprons because we don't want people to think that just because we are now owners that we are now going to sit down and take-it-easy. We want to be good role models as well as being good owners; and, we take turns in everything."

Chris agreed and added, "This is

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Chris E. Ehlers

Volunteers Needed For The Holiday Project Easter Visit

The Holiday Project is a national non-profit organization made up of thousands of volunteers who visit people that spend Christmas/Chanukah, Easter and other holidays confined to hospitals, nursing homes and other institutions.

Right now, The Holiday Project needs volunteers to visit the residents of Portland area nursing homes on Easter Sunday, April 19, 1992, at 1:00 p.m. The visits will be scheduled for about one hour at various locations. For more information, please call the Holiday Project at 234-1750, leave your name and number, and Holiday Project volunteer will return your call.

Each year, more than two million people spend their holidays confined to institutions. For many of them, relatives and friends have moved far away or are no longer living. Life for some of these people is often a lonely experience. At the same time, many other people look for ways to make their holidays more fulfilling and to recapture the true spirit of the season. The Holiday Project provides a unique opportunity that fulfills both of these needs.

Public Service Announcement

Portland Fair Share's Annual Rumage Sale fundraiser will be held on Saturday, April 25, from 9-4 p.m. at St. Timothy's Lutheran Church, S.E. 145th & Powell. Baked goods, children's clothing and house and garden plants are among the many items for sale at bargain prices!

Black United Front March On Racism



photo by Veronica Green

Community residents banded together this past Saturday for the Annual march on racism. There were more than 200 people took part and many more turned out to watch the proceedings.

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