

E & M Sentry, New Kids On The Block?

Continued from front page

the way we started--anyway!" As I entered the store earlier, I witnessed Robert engaged in a personal conversation with one of the customers. I wondered if the friendly attitude was merely an outward showing or was it from within?

you look like or begin to feel good because someone has been nice to you. And sometimes that's all it takes." Chris and Robert agreed that the "Be Nice To Your Customers" policy is fast becoming a lost practice. Because the larger you get the more impersonal you get. As clerks, in the early stages of

their careers, they were taught "Be nice to your customers". So--why should they stop now?

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They, both, began speaking simultaneously. "The object is to make the people feel welcome so that they will want to come back", said Chris. "Well!", said Robert, "That kind of relationship between customer and employee makes for good PR. And it works as a real good deterrent to potential criminals, entering the store. If you have a lot-o people speaking to you as you go through the store, you are not apt to take anything because by the time every employee in the store, that you pass, speaks to you--you will do one of two things: leave the store quickly and quietly because everyone knows what

"Buy Freedom" Network Launched

Callers to 900 number aid needy in their communities
BY JAMES L. PATTERSON, JR.,
Indianapolis Star Staff Writer

A campaign designed partly to give seed capital to veterans, minorities, welfare recipients and low-income entrepreneurs has begun.

The Buy Freedom 900 Network is the brainchild of syndicated television host Tony Brown.

Its premise is simple: Telephone callers choose items for sale from categories of participating businesses nationwide, and at the same time support their community through job creation, scholarships or other activities.

The project is essentially a telephone marketing and investment service that allows buyers and sellers to network, explained Brown.

He contends that justice for minorities and poor people is incomplete without an opportunity for business and property ownership.

"New laws are not enough. The emergency we now face is economic, and it is a desperate and worsening situation," said Brown.

The Buy Freedom Network 900 phone system works a bit like discount catalog shopping.

It's a telephone-based self-help

program designed to recycle profits from calls into the hands of the needy, especially the poor and the young, while providing information to consumers who call 1-900-976-6670.

Callers to that number will have access to a "talking yellow pages" listing more than 500 businesses, churches and groups nationwide. Firms from Indianapolis and Gary are expected among the early advertisers.

A portion of profits from the cost of the calls (\$1.99 for the first minute, 99 cents for each additional minute) will provide loans to start and expand businesses in areas where the calls originate.

According to Brown, out of every \$3 generated, \$1 will go to AT&T, \$1 to the businesses listed in the talking yellow pages and \$1 will be gross revenue.

Out of that \$1 gross, 50 cents will provide loan capital.

The plan has a goal of starting 50,000 businesses in five years through the loan program.

"If we got 10 percent of poor blacks off of poverty, it would do more for blacks than 100 high-paying jobs for the black middle class," Brown said.

L.I.F.E. Center Benefits from April Food Drive

The Low Income Families Emergency Center benefits from tri-county libraries' April Oregon Food Bank drive for local member agencies.

A collection barrel is located at Tidal Wave Used Books, 216 N.E. Knott Street, April 1 to 30, for the collection of food stuffs to beneficiaries of L.I.F.E. Center, a United Way social-service agency at 2746 N.E. Martin Luther King Blvd. The barrel is placed as part of the metro area libraries' celebration of National Library Month.

"We hope to empty the barrel several times this month. Each barrelful will feed many low-income or unemployed individuals in the Portland metro area," said board member Richard Rickel.

Canned goods and other nonperishable food can be dropped off between 10 a.m. and 3 p.m., Monday through Saturday in the collection barrel inside the store.

Tidal Wave Used Books is an outlet for discarded Multnomah County Library books, records and magazines.

For more information, contact Charles Carter at the Low Income Families Emergency Center at 284-6878.

Annual Sickle Cell Benefit A Huge Success!

Rickey Grundy was the featured guest of honor at the Portland Sickle Cell Anemia's 8th Annual Gospel Musical. The benefit was held at the New Hope Baptist Church where the Inspirational Sounds, Sermonettes, NW Interfaith Choir and the Voices of New Hope joined Rickey Grundy in voices of praise. Rickey received a hardy welcome to Portland from Commissioner Dick Bogle and Margaret Carter demonstrated her support by her presence and contribution. "The musical was a huge success", states Marcia Taylor, Executive Director for the Foundation. The Boeing Good Neighbor Fund approved a \$5,000 grant and the employees of Boeing boosted that amount to \$6,020 through payroll deductions, which was presented to Mrs.

Taylor at the musical. Taylor states, "one of the things that made the musical a great success was the fact that several individuals came forth to volunteer their services, including an RN, a flight attendant, a homemaker, and a D.J." The Foundation is currently gearing up for a cable telethon in September, which is "National Sickle Cell Awareness Month" with Rickey Grundy. Taylor is encouraging everyone to be tested if they haven't already done so, because "Sickle Cell Disease is a painful, disabling, inherited blood disease, and one doesn't always know all there is to know about one's heritage." Persons desiring to volunteer, be tested and/or obtain additional information, should call (503) 249-1366.

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Job Corps

Warren Rhodes is a clinical psychologist teaching at Delaware State College. When he was 17 he was in prison after failing in school, robbing stores, dealing drugs and nearly dying from a drug overdose. What caused Warren's dramatic turnaround? According to Rhodes, it was his desire to change and the availability of a slot at Breckenridge Job Corps Center in Kentucky. Dr. Rhodes especially credits his Job Corps basic education teacher: "She had faith in me and that gave me the faith in myself."

Not all Job Corps participants become Ph.D. graduates, of course, but most come from similarly troubled backgrounds. The average Job Corps enrollee is an 18-year-old minority (30.5 percent are White) high school dropout from a poor family whose annual income is less than \$5,500. He or she has never held a full-time job. Some enrollees don't last very long in Job Corps--about a third leave the program within the first three months. They may be unable to adjust to strict discipline and demands of the program or they lack motivation. However, 84 percent of participants do succeed and are placed in a full-time job, in further education or advanced training.

For most of those who do stick it out (the average stay is 7.3 months, with some remaining two years), the rewards for themselves and society are calculable. They are more likely than peers who do not get Job Corps training to hold a job; they make more money and are less likely to have to resort to welfare or to be arrested. A comprehensive study done in the early 1980s showed that for every \$1 invested in Job Corps, \$1.46 is returned through reductions in welfare, costs of crime and

incarceration and through taxes paid by graduates.

Job Corps has radically changed since its beginnings in 1964. A major overhaul has been underway in the last few years. Improvements include making the program available to more young women, focusing on computer literacy, adding more counselors, providing advanced-level training to expand earning potential, linking Job Corps with other programs (such as Head Start), and providing an allowance to enable graduates to readjust to life outside the Job Corps centers. Program administrators as well as advocates continue to explore ways to increase the program's effectiveness.

Job Corps has 107 centers serving 62,000 youth aged 16 to 21, approximately one in seven of the most needy eligible youth. Most Job Corps participants go to residential centers away from their neighborhoods to participate in a round-the-clock comprehensive program including basic education aimed at gaining high school equivalency degrees and job training in such fields as carpentry, plumbing, landscaping, solar installation, culinary arts, building maintenance, health occupations and automotive trades. They also get intensive medical attention (from corrective glasses to dental care), good meals and personal counseling. They play team sports, participated in student government, and build self-esteem.

Bread for the World will support funding increases of approximately \$340 million for fiscal year 1993 as a part of an effort called the "50-50 Plan." The plan seeks to serve 50 percent more poor youth by opening 50 new Job Corps centers over the next decade. We will also promote program improvements.

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NEW STAFF



Pictured from left to right are Job Corp staff members Marco Navarrete, Vincent Shortie, Poncho Gonzalez, Lana Barr, Kimberly Bridwell, Ollie Smith and Rafael Arellano.

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