

# perspectives

by Professor McKinley Burt

## NO SPARE PARTS IV: DOES MINORITY BUSINESS BEGIN IN ASIA?

Most intelligent people in the world understand that a critical area of business development is identifying the most profitable market for your products and skills. None have learned this lesson any better than the enterprising Southeast Asians (Korea and Taiwan) and the Japanese.

The key target for their export of capital, technology and bodies (immigration) has been the United States. There has been nothing underhanded or sinister about this, just good common sense, or what you would expect from people who can read and write. It was also expected that those immigrants at the lower end of the economic scale -- not having automobiles or televisions to sell -- would seek to get ahead by exploiting opportunities available to those of the working class whose LIFE STYLES permitted the accumulation of capital for business.

And what better and more lucrative opportunity than the 500 Billion Dollar Black consumer Market? After all, this is the gold mine exploited by the European immigrants who came before the Asians and who took the money and ran. How surprised and ecstatic the new arrivals must have been to realize that many scores of years later, here was a population of 22 million blacks, apparently still incapable of supplying their basic needs. And that this situation persisted though this huge minority population contained hundreds of thousands of college graduates and several million quite literate skilled and semiskilled workers and clerical types -- who in 30 major cities own a total of only Three Super Markets worthy of the name.

It seems necessary that we understand this state of affairs before discussing those "business development opportunities available" promised last week. Though quite true, there is a little more to the problem than the criticisms put forth by, say, "Tony Brown's Journal" and similar critiques. We do indeed spend billions upon "conventions, liquor and chicken wings that neither produce business enterprise (or Chicken)" And it is equally true that

many times (in the north) blacks will not trade with enterprises owned by African Americans even when services and prices are on a par with others; prestige habit, past experience, self-deprecation?

What we need to understand is that beginning in the early 1940's certain African American publishers, advertising executives and economists launched a massive campaign to persuade the white manufacturers of goods and services that blacks were huge consumers of their products and that therefore these corporations should advertise heavily in black newspapers, magazines and television. You can see that it worked, from autos, electronics, appliances and clothing to food, alcohol and tobacco. What the Asians are seeing is the Ultimate Consumer; the U.S. "Black Market" is the most studied, researched and exploited in the world.

An analysis of this situation quickly reveals that at the same time we have a circumstance designed for maximum exploitation by others, there is a magnificent opportunity for thinking and energetic African Americans to avail themselves of the very same research and distribution techniques. Accentuating the positives and discarding the negative, they can indeed build an "appropriate technology and economy" just like that of the people of Ghana, Africa I described the past two weeks in my articles, "No Spare Parts". But we need leaders and activists who are industry experienced or oriented.

Today, blacks can use the exact same techniques to build their own wealth and economy as used by American industry to profit trillions from a "captive market" -- an effort which was designed and expedited by our "talented tenth" blacks as Dr. W.E.B. Dubois called them. There is no reason why we, too, cannot organize and train the brightest of our graduates to develop the vast innercity consumer base and harness it to our own enterprises.

For the last 40 years, America's Liquor, tobacco, soft drink and fast foods industry has done exactly that,

using our own advertising people and psychologists to develop the in-depth statistics and consumer profiles necessary to saturate the captive market. The data is there in the texts and studies for us to use also (if we have the sense). We, too, can put thousands of our young people on the streets of our ghettos to sell products and services we develop -- and we, too, can develop good well-designed public relation liaisons between our enterprises and our people. The S.B.A. ain't about to do these absolutely essential tasks.

many of us will never understand why the "Black Market" hustlers who "sold" their brothers and sisters to industry (including foreigners) could not see that with their new-found expertise and wealth they could easily have built the kind of black prosperity and economy that earlier committed blacks could only have dreamed of (Booker T. Washington, Marcus Garvey, Madame C.E. Walker, and others). Strange that now in four states, the Indians have developed a quarter-billion dollars through enterprise.

In my "Black Economic Experience" classes at Portland State University (and in my book, "Black Inventors of America"), I focused on this problem. I gave out photo copies of ads appearing in relevant industry magazines like "Advertising Age" and "Printers Ink". Placed by the black advertising agencies and publications like "Ebony/Jet" they had one clear message, "Place your millions in advertising dollars with us -- We Develop And Control Black Buying Habits".

In particular, I remember one huge ad they placed in Advertising Age, featuring a picture of the comedian "Redd Foxx". The caption had him saying something like, "we've got'em baby, we've got the statistics and the researchers: automobiles, liquor, tobacco, beer, food products, whatever you need". We can still beat these greedy "plantation agents" at their own game if we can't persuade them to come over to our side. See my companion article in this issue, "Real Minority Business: Now or Never"

## How Black People Work Hard To Fit Into American Society



Jeffrey Sims, Artist  
Jeffrey Sims has this picture displayed on a billboard at S. W. 13th and Salmon downtown Portland, through the end of August.  
Jeffrey, "says the picture portrays how black people work so hard to fit into American Society, to obtain the American Dream, yet government legislation, KKK fights to keep black people from achieving their goals. Jeffrey will be attending Cornish College of The Arts in Seattle, Washington to obtain a Bachelor of Fine Arts degree at the end of August. His future goals are Black Comic Book Illustrations.

## Non-Payment Of Rent

Times are hard. Jobs are lost. And sometimes bills don't get paid. But if you're having trouble paying rent, the landlord can't simply toss you out into the street. He must follow certain legal steps that give you more time to pay, and even the chance to fight an eviction.

If your rent is eight days overdue, your landlord must give you a written 72-hour (three days) notice to pay up. If you pay your rent within that time, you cannot be evicted. If you don't, the landlord can have you removed through the courts.

In most cases, you have only 72 hours to pay the rent after receiving a written eviction notice. The clock starts ticking immediately after you are personally handed the notice. The 72-hour deadline also applies if your landlord both posts the notice to your door and mails you a copy. But he can only use this double-pronged attack if your writ-

ten rental agreement says he can. If, however, he only mails the notice and doesn't post it, he must give you an additional three days, for a total of six, before suing to evict you. Posting alone is not effective service.

If the eviction deadline passes, and you still haven't paid the rent or moved, the landlord must go to court to legally kick you out. To do this, he must file a lawsuit, called a Forcible Entry and Detainer (FED). The deputy sheriff or other person serving the court papers (FED Summons and FED Complaint) will hand them to you, or will tape them to your door and drop a copy in the mail. You normally will have to appear in court within a week.

As soon as you get the papers, especially if you think you're being evicted unfairly, call Multnomah County Legal Aid at 224-4086 and tell the person answering the phone you

have court papers. Legal Aid can offer advice about a possible defense to the eviction, such as part payment, improper notice, discrimination, retaliation, illegal entry or lack of repairs to the rental. Beware, however, that Legal Aid does not advise withholding rent to get repairs completed.

You can also call the Tel-Law tape library at 620-3000 and ask to listen to tape 7016 (Rights and Duties of Tenants) and 7017 (Rights and Duties of Landlords).

Multnomah County Legal Aid Services provides legal advice and representation to low-income people living in Multnomah County with landlord-tenant problems. Appointments may be made by calling our downtown office at 224-4086 or our North/Northeast Community Law Office (on the Portland Community College Cascade Campus) at 295-9494.

## Portland Community College Continues To Register Students

According to officials at Portland Community College, there are still openings in many classes at the college's four campuses. PCC will continue to register students through Sept. 21, when fall term classes begin.

Open registration for new and returning students began Monday, Aug. 3.

PCC President Dan Moriarty said, "Despite the crowds the first day of

registration and the fact that some classes in popular time slots are closed, there are still many classes available to students."

Fall term enrollment figures were unavailable. "It's too early," said Assistant Registrar Jeanine Lofton-Hendrix. "All indications show we will have an increase in our fall '92 enrollment over last fall," she said.

Lofton-Hendrix did a data search on Thursday, Aug. 6 and according to registration reports, classes were still available in transfer courses such as Writing 121 and 122, Chemistry 104, History and most others.

"However, students may not be able to take a class at exactly the time they want or the location they want," explained Lofton-Hendrix.

## CIVIL RIGHTS JOURNAL

By Benjamin F. Chavis, Jr.

## War On Drugs: Made In America

Repeatedly many have asked, "What happened to the war on drugs in the United States?" Well, the so-called "war on drugs" has amounted to nothing more than a political fabrication, that is, it was "made in America" as a rhetorical device in political campaigns, especially during presidential campaigns during the last 20 years.

The huge magnitude of the presence of dangerous and addictive drugs in nearly every community in the nation is an indication of how pervasive the drug problem has become. There is in fact a national "drug crisis." Crack, cocaine, heroin and other drugs are more prevalent in 1992 than in 1972. The negative health impact attributed nationally to the drug epidemic alone has cost this society billions of dollars.

But beyond the devastation on the national economy is the devastation on millions of human lives. Entire families have been wiped out due to drug addiction. Importing, distribution, and selling drugs is big business in the United States. This multi-billion dollar illegal enterprise is thriving today with impunity.

The reality is, there has been no real war on drugs in this country. "War on Drugs" has become only a sorrowful slogan that is given voice to satisfy political expediency. President Bush's record of use of this fabricated term bears need of review.

The New York Times did an analy-

sis of the President's record on "fighting" the so-called drug war. Reporter Joseph Treaster observed, "Mr. Bush has often spoken of the value of education, treatment and prevention programs to staunch the desire for drugs. But disregarding the near-unanimous advice of independent experts as well as some White House aides who say these are the most effective weapons, Mr. Bush has consistently subordinated health and education to law enforcement. These tactics have sometimes been proven to be quick, visible and politically useful...but the benefits have usually been ephemeral at best."

Remember President Bush ordered the invasion of Panama in 1989 as part of the war on drugs. It was only later to be revealed that General Manuel Noriega was actually working for the CIA while Mr. Bush was head of the CIA in the 1970's. Many innocent persons died during that invasion and the flow of drugs to the United States has only increased since the arrest of Noriega. No one has ever answered the question of why the CIA has been involved in the importation of drugs into the United States?

Now we are learning what many assumed to be true, and that is the active involvement of police officers in many of the large cities support drug trafficking under the color of the law. Sadly all of this leads to an indirect sanctioning of the destruction of millions of lives through drug abuse. The official policy

of stressing "law enforcement" over treatment, education, and prevention of drug abuse is a policy that has miserably failed.

Current public opinion polls, however, do not show that the nation's drug crisis is a high priority during this presidential campaign. We believe that the issue of the eradication of drug abuse should be a top priority issue in this election year. Yet, we know that this issue should be viewed not solely as a political campaign issue but also as a fundamental moral issue facing the nation. The profitability of illicit drug use must be challenged by removing the economic vulnerabilities of millions of persons who are literally shut out of the national economy.

Our society cannot afford to be tricked by false rhetoric concerning a war on drugs that never existed. Alternatively we call upon every person in every community to take greater responsibility in playing a direct role in combating drug abuse. It is a national and international problem, but until we mobilize around this issue at the grassroots and community level, it will be increasingly difficult to stem this huge tide.

The struggle against drug abuse has to engender our support in the same manner as our struggle against racism because these two evils are inextricably linked, both in history and in our present realities.

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