

The Portland Observer 25¢

A PLAN TO HELP OUR INNER CITIES

by Venerable Booker and Gordon Studebaker

MORE than ever inner city minority areas, plagued by high unemployment, poverty, crime, inadequate education, poor health and lack of access to our mainstream economy cry out for aggressive initiatives to bring lasting jobs and hope.

Breakthrough approaches need to be pursued, approaches that are market driven by private-sector firms trying to compete in a global economy and that take into account global production costs.

Understanding The Competition
Competition facing our inner cities comes not just from the suburban areas of our own action, nor from Sunbelt states like Arizona and New Mexico, nor from the non-union south. Fierce competition for jobs and firms also arises from countries beyond our won borders.

In mid 1990, for example, shoes manufactured for Reebok in Korea landed in the U.S. at the cost of around \$14.00 per pair. Bally Brassieres from the Cartago Free Zone in Costa Rica landed in the U.S. at a cost somewhere near \$12.00 a dozen. The list of U.S. firms operating in Taiwan totals 70 pages; in Korea, 100 pages. The Dominican Republic, taking advantage of IRS tax benefits aimed at U.S. firms operating in Puerto Rico, has more than 30 free zones employing 150,000 people in leading U.S. firms like Westinghouse, Bristol Meyers, Johnson and Johnson, and GTE.

The common threads for U.S. firms operating in offshore environments are global cost competitiveness and maximizing shareholder value. Yet, U.S. and foreign firms operating offshore, if recruited competitively, represent solid targets for relocation to out inner cities. Bringing jobs home creates new opportunities. It avoids creating in our country unemployment in one place while creating jobs in another, which usually happens when U.S. firms change domestic locations.

Avoid Conscience Money
Traditional approaches to building jobs and incomes in inner cities have generally followed non-competitive paths. Most inner city development programs sought conscience capital from private firms, or they imported government capital.

Conscience capital, non-competitive and dependent on continuing profitability of donating firms, tends to flee inner cities first in economic downturns, as hundreds of thousands, maybe millions, of central city residents know all too well.

Government capital may actually debilitate inner cities. That's because government money targeted at stimulating economically hard pressed communities seldom connects to realities of the marketplace. It most often fails to develop



competitiveness or the necessary skills to attract competitive capital. Government capital evaporates as soon as the heat of a problem cools. Our politicians move on to place a new ban-aid on a new problem--always aiming to make it look like they are addressing root causes.

A very basic fact inhibiting inner city development is lack of internal capital. Capital must be imported. It must be competitive or used competitively if it is to remain in the inner city and act as a magnet to attract additional capital.

Watch The Government Carefully
Making the best use of government is critical. Government, especially at the federal level, has failed tragically to achieve serious economic development in our inner cities. Well paid and secure, today's government staunchly supports the status quo. "Development" of our inner cities, like "assistance" to developing countries, simply fails wherever government plays the dominant role. Government bureaucrats can't entice the best firms into hard pressed inner cities because bureaucrats themselves, isolated from the market, seldom understand competitive needs. Failure meets everybody's expectations and keeps everything the same. We keep riding different horses on the same merry-go-round.

Short cited, insulated tax bureaucrats in the Treasury Department will oppose
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Business Improvement Association formed to Improve Martin Luther King Jr. Blvd's Businesses

The Martin Luther King Jr. Blvd. Business Improvement Association has an agenda to promote businesses located on the boulevard.

The association was formed strictly to address business issues (not addressed by other community groups), offer clear-cut solutions and implement positive change.

The association has three classes of members. The Proprietary Residential member - composed of members who own or operate businesses located on MLK Blvd.

The Associate member, composed of businesses that are supportive of other businesses located on MLK Blvd.

The Affiliate member, comprised of agencies and associations which are supportive of business improvement along MLK Blvd.

The Association will publish a monthly open letter to the public at large, disclosing the concerns, needs, improvements and highlights of various businesses located along the boulevard.

The open letter of the MLK Jr. Blvd. Business Improvement Association will be published in the PORTLAND OBSERVER. The organization's headquarters is located at 4008 N.E. Martin Luther King Jr. Blvd, Portland, Oregon 97211. Thomas Boothe is chairman of the association.

Adopt A Family Needs Adopters

Assistance Down From Last Year
Adopt A Family, a program coordinated by Volunteers of America to assist needy families during the holidays, needs more "adopters". Adopt A Family hopes to match 1100 families this year, but so far have adopters for fewer than 500 families, which is considerably fewer adopters than last year at this time.

"Our phones have been ringing off the hook from families seeking assistance," said Adopt A Family Director, Pattie Pardue. "We desperately need adopters, or we'll be turning hundreds of families away."

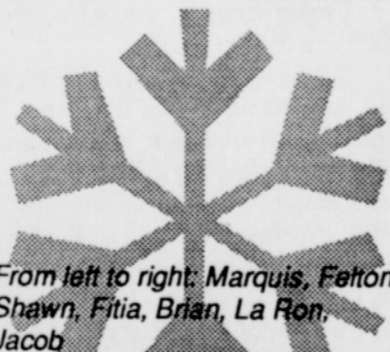
Adopt A Family matches needy families with groups, businesses, families, and organizations that wish to offer assistance by providing food, toys, and clothing for the holidays. "Adopt-

ers" have an opportunity to become personally involved by meeting the family they "adopt" and purchasing gifts and food to assist their specific family. Anyone interested in "adopting" a family should call Volunteers of America at 23-ADOPT (232-3678 before December 18.

Volunteers of America is a nationwide social service organization with branches in over 200 communities. Volunteers of America Oregon, Inc. serves the community through child care, family preservation programs, a shelter for homeless women with children, a senior center, senior health clinic, adult day care program, residential alcohol and drug treatment facilities, a shelter for homeless adolescent girls, and a Christmas Assistance Program.

Martin Luther King, Jr.
SPECIAL EDITION
COMING JANUARY 13, 1993

Children Enjoy The Season's First Snow Fall

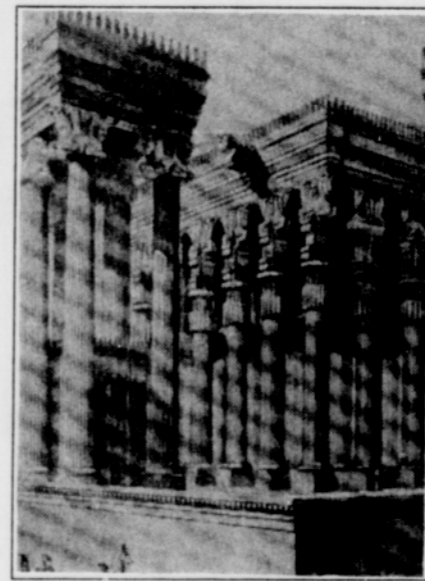


From left to right: Marquis, Felton, Shawn, Fitia, Brian, La Ron, Jacob
Monday morning was greeted with the season's first snowfall, about three inches fell on the Portland metropolitan area giving children an ideal playground. Most children around the area stayed home from school because of the hazardous road conditions.

About: X, Malcolm X and Xerxes



Left: James B. Williams • Center: Hypostyle Hall of Xerxes, largest building of the ancient world. • Right: A detail of Crown Prince Xerxes standing behind his father King Darius, on the throne from the stone relief at Persepolis, shown in excavation scene.



BY, JAMES B WILLIAMS (J.B.)
The letter "X" has a long and revered history that dates back thousands of years. Many people are not aware of its historical connotations or importance. In the beginning, the "X" signified someone's mark or signature. That person, in most cases, may not have been able to read or write. Some notation was required for legal purposes, so the person was allowed to make their mark; the "X" to document whatever form was necessary for the transaction to take place.

As more people learned how to read and write, the "X" was then used to show where one should sign their name, as in "X" marks the spot on the dotted line. Other notations cite the "X" standing for the unknown and as being symbolic, as "X" in Greek, translated into "Chi", the first letters in the Christmas, "Xmas".

Malcolm, who was Malcolm Little, was given the "X" by his leader Elijah Muhammad. Later, he took the name

Shabazz, so he could travel to Africa; it was not known as a Muslim name. What Malcolm X was about was self-improvement.

Xerxes was the wealthiest black king of the Persian Empire from 486-465 BC, then known as the land of burnt faces, today Iran. The Greek listed his meaning, Xerxes, as an unknown king. He is the same as Ahasuerus mentioned in the Bible book of history, Esther. The influence in Persia was Ethiopians, Greeks and Jews.

He built the largest building of the ancient world, Hypostyle Hall of Xerxes. It had a hundred columns made of marble. Like the Egyptian Pyramids, it remains a mystery how columns 65 feet high could be set in place, without heavy equipment. Inside, Hypostyle Hall's precious metals, rare woods, ivory and faience, and the wonderful weaves from the Persian looms harmonized to form no unworthy background fit only for a king.

In the third year of the reign of

Xerxes, at Shushan, a great feast was held in honor of all the nobles and rulers. Guests came from as far as Egypt, Babylon, and Nineveh. Toward the end of the week, he invited all the men of the royal city to come to the palace and enjoy the feast. He drank so much wine that he was felling reckless. Xerxes wanted all the men to see his favorite queen, Vashti, from Ethiopia. She was beautiful. He sent a servant to get her, but she refused to go and unveil her lovely face. She heard again the King command and left her high estate.

Then Xerxes sent command throughout the kingdom that the most beautiful young women should be brought to his palace. Mordecai, the keeper of the palace gates sent Esther, whom he had raised as an orphan. When Esther was brought to the King, he knew at once that she was the one he wanted. Mordecai advised her, "Don't tell anyone we are related or that you are a Jew." After that, she became history (Esther, chapters 1-10).



Toy & Joy

Distribution Center To Open In New Location

When: Monday, November 23, 1992 - 7:30 a.m.
Where: 8425 N. Lombard, Portland, OR
Portland Fire Bureau 1992 Toy & Joy Drive will be working out of a new location this year: 8425 N. Lombard (Lombard & Leavitt). This location is 2 blocks from the heart of the St. Johns Business District, where the east end of the St. Johns Bridge meets Lombard St. Thanks goes out to LeBeck's Properties' generous donation for the use of this 13,000 sq. ft. warehouse. So, we will not be at Lloyd Center, for the 1st time in several years.
New or like-new toys are being accepted at your

local fire station. Bicycles will be taken at The Bike Gallery's three locations (2625 SW Cedar Hills Blvd, 821 SW 11th, and 5329 NE Sandy Blvd. Help is needed as our donations this year so far are down 30%.

This program began 86 years ago when a Portland Fire Fighter fixed a bicycle for a local child whose family was on a limited income. It has since progressed to cover the entire State of Oregon and meets 12,000 requests each year.

Requests for toys were accepted beginning November 23, 1992, 9:30 a.m.-3:30 p.m., at 823-4550.