

When Opportunity Knocks

BY DAN BELL

Some say luck is being prepared when opportunity arises. In the case of Mrs. C's Wigs that phrase is quite appropo.

In 1974 Mrs. Betty Cabine the primary operator/owner of the Mrs. C's Wigs Store took a leave of absence from her job at the telephone company to embark on a business venture which she has yet to return.

Mrs. C's took advantage of some interesting development in the wig market in 1974. At that time a successful wig store mysteriously went out of business. There also was a demand for wigs at that time.

Mrs. Cabine did her home work, found suppliers and with her family's own capital opened a wig store on N.E. 7th avenue.

Mrs. C's is a family enterprise. Mr. Adolf Cabine still serves a president, and Mrs. Cabine mother worked at the store from 1974 until 1985.

The store opened in 1974 with a small inventory and has been in business ever since.

The key to Mrs. C's success, Mrs. Cabine states is inventory and the quality customer service. She also observed that the demand for her product was the engine that drive the business.

Although she has customers in Europe, the Netherlands, Hawaii, and Guam. She stresses that her most effective marketing has been done by

word of mouth.

Mrs. Cabine says that she has no desire to branch out and open other outlets, and that she feels comfortable with the current situation at the store now.

In regard to the stores cross over appeal she credits again a good product and a willingness to help her customers. She emphasizes that a proprietor must focus on the ability to deal with all types of people and listening to the needs of the customer.

She doesn't belong to any organizations however she said she is available to individuals who are seeking advice.

She said that her advice to a person of color opening a business that should go out and find a need that to be address in the business place. The Cabines also have developed real estate holding owning several resident housing units. Interestingly enough they carry their own contracts on their properties. This is down by a rent/lease to own arrangement.

Short range goals for the Cabines is to maintain the real estate interest and to develop a mail order catalogue.

Mrs. C's is a good example of niche merchandising. They have the community for 19 years with courtesy and fine products. While doing so, they provided jobs and helped the inner-city economy.

Darryl Tukufu Named For Human Rights Award

Dr. Darryl S. Tukufu, President and CEO of The Urban League of Portland, has been named by the Metropolitan Human Rights Commission to receive the Russell A. Peyton Award given for outstanding service and commitment to protecting the human rights of all persons within the City of Portland and Multnomah County. The award will be presented at the annual Human Rights award Dinner on Oct. 13, at the Hilton Hotel.

Dr. Tukufu has a long and distinguished history in administration, community involvement and race re-

lations. He is an Adjunct Associate Professor of Sociology and Black Studies at Portland State University and an Adjunct Professor at Maryhurst College. Dr. Tukufu was named the "Executive of the Year" by the National Urban League Council of Urban League Guilds, Western Region.

The honored speaker for the Award Diner will be Gerry Newhall, who has spent four decades working for human rights in activities ranging from the Community Coalition for School Integration to the Future Focus Diversity Action Plan.

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their vehicles accompanied by a friend who could retrieve a kill or pursue a wounded animal.

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