

EDITORIAL

The "Rainbow Custom Long-Distance Calling Program," utilizing the quality service of AT&T's worldwide network, is up and running. By enrolling in the Rainbow "Partners in Power" program a penny (1 cent) of the 15.9 cents will be used to support the Rainbow Coalition and its programs. You save money and help the Rainbow!

FACTS YOU SHOULD KNOW

• Regardless of your carrier, you are paying higher than higher rates if you are among the tens of millions of Americans who have not signed up for a discount plan.

• People who make very few calls--or those who make lots of calls but have not bothered to sign up for a discount plan--are seeing their cost per minute go up rather than down. Thus, people are advised to pick a discount calling plan.

• A person who makes fewer than \$10 in calls in a month would pay AT&T 28 cents a minute for daytime calls. MCI would charge 19 cents a minute.

• Sprint, meanwhile, announced that it was abandoning all of its various discount programs and shifting to "Sprint Sense," a simple set of flat rates: 22 cents a minute during the day and 10 cents on evenings and weekends. A customer whose bill is less than \$25 for a month pays a \$3 service charge.

• Making sense of all this may be getting a bit easier. All

NATIONAL RAINBOW COALITION

Rainbow Phone Plan Compare And Save

AT&T (Regular)	Sprint (Sense)	MCI (Regular)	Rainbow Plan
28 cents	22 cents	19 cents	15.9 cents
			7 Days, 24 Hours

Graphs above are based on day rates. (Source: NYT, January 21, 1995)

three big carriers say they are willing to take any person's current long-distance bill and calculate what the total would be under their own discount plan as well as those offered by rivals.

• Sprint's new flat-rate system is a radical departure from the higher-math comparisons the industry has previously demanded of callers. So if customers begin flocking to Sprint, AT&T and MCI would be under pressure to adopt flat-rate plans of their own. But that could encourage even further price-cutting because the rates would be so easy to compare. [All of the above facts are from The New York Times, January 21, 1995]

Call your long-distance carrier today and compare our TOTAL PLAN with the one you currently have, and see the savings add up!

CHECK TO SEE IF THE RAINBOW PLAN IS EQUAL OR BETTER

• Free Enrollment!
• One Flat Rate Of 15.9 Cents Per Minute! (24 hours a day, 7 days a week)

• Same Rate for both HOME and BUSINESS! (Most basic rates are about .28 cents per minute during the day. When your long distance carrier says you are saving 'X' percent on your bill, ask them, "'X' PERCENT OFF OF WHAT BASE RATE?" to find out what you are

really paying.)

• Up To 20% Savings Over Most Other DISCOUNTED Calling Plans! (Same as the previous question)

• No Monthly Minimum Usage!
• Six-Second Incremental Billing--Additional Savings! (i.e., billing is divided into 10 second increments). For example, if you talk for 3 minutes and 2 seconds, you are often billed for 4 full minutes; while under the Rainbow plan you would be billed for only 3 minutes and 6 seconds.

• Already With AT&T? Keep the same quality service and enjoy the Rainbow rate.

• All Billing Services Handled By An AT&T Bill Manager! Special coding needs--e.g., attorneys, consultants and others who need to ID calls with special codes? No problem! Fill out specially designed business forms.

• Receive A Special Message on your bill each month from the National Rainbow Coalition!

• AT&T Is A Union Carrier!
• You Don't Have To Be A Rainbow Member To Join! But we hope you are.

HERE'S HOW TO ENROLL!
It's easy. Simply call 1-800-YES-JESS [1-800-937-5377]. Have A Recent Phone Bill In Hand!

> Switch Each Telephone Line
> Switch FAX Lines
> Switch 1-800 Numbers

When you answer a series of questions by an automated operator, within days you will be on the Rainbow Plan.

Civil Rights Journal

New Threat To Minority Businesses

BY BERNICE POWELL JACKSON

It's ironic. At the same time that there are efforts to eliminate or drastically cut welfare payments to the poorest of the poor, there are also attempts to end government programs which were established to help people of color who own businesses. These programs encourage government contractors to set aside a certain number of contracts for businesses owned by people of color, many of whom would find it difficult or impossible to compete for, these contracts otherwise. It feels like we are under siege from all sides.

According to the National Minority Suppliers Development Council, the number of businesses owned by people of color in this country is rising. They estimate there are 1.5 million such businesses nationwide, with annual revenues that could go as high as \$100 billion. That's good news, not only for these business owners, but also for their communities and for our country be-

cause most jobs are in small businesses and businesses owned by people of color are often located in their own communities and employ higher percentages of their own people. More businesses owned by people of color mean more jobs for our communities.

But a case now before the U.S. Supreme Court endangers many small businesses owned by people of color. In Adarand Contracting Company of Colorado vs. Peña, Adarand Contracting Company of Colorado is challenging a U.S. Department of Transportation program that encourages large contractors to subcontract with disadvantaged businesses through financial incentives. Under this program, members of so-called minority groups and women are presumed socially and economically disadvantaged and other small non-minority owned businesses can be included, if they establish that they are socially and economically disadvantaged.

In this case, Adarand, a white-owned business, did not receive a contract for providing highway guard rails, which went instead to a Hispanic business

because the prime contractor received a \$10,000 bonus for using a disadvantaged business. The suite charges that this violates Adarand's owner's right to equal protection under the 5th amendment to the Constitution.

The government argued that federal law is a means of effecting a national policy that was adopted by Congress and supported by Presidents of both parties and that the federal government can engage more freely in affirmative action than states and localities, which in the past have not been allowed by the Supreme Court to use set-aside programs for racial/ethnic businesses. It also pointed out that this program was based on disadvantaged business categories, which also can include businesses owned by white men.

Thousands of those businesses owned by people of color which are now doing so well are watching this case with fear and trepidation. They are fearful because the Department of Transportation alone set aside \$2.2 billion in 1993 for disadvantaged businesses. They are fearful be-

cause private industry watches government policies carefully and adjusts their policies accordingly. So, not only could minority-owned businesses' government contracts be jeopardized, so too could their contractors with private industry.

But these businesses are fearful for another reason as well. They remember the days of "old boy networks" which excluded people of color for generations. They remember when people of color businesses were red-lined by banks and lending institutions and it was impossible for them to raise the dollars for the large bonds often required of contractors. They remember when prior work requirements and other so-called qualifications were used to keep them out.

This country needs strong businesses owned by people of color. This country needs government to take the lead in supporting these businesses and we need private industry to make a real effort to use them as well. Maybe one day racial/ethnic and women-owned businesses won't need that special help, but that day certainly hasn't yet arrive.

Those Bloody Gloves Whose Are They?

BY DR. JOHN CASHIN

The most serious threat to Black American males in all states, and from all walks of life, is the fact that the Ku Klux Klan has traded in its white sheets for blue police uniforms." Erskine Smith-1972

Not many people knew Erskine Smith as well as I did. At the time of his death in 1973, Erskine was the chairman of the Alabama Advisory Committee to the U.S. Commission on Civil Rights. I was the Vice Chairman, and I succeeded him as Chairman after his death. He was a brilliant lawyer, and a fearless champion of Civil Rights in Alabama in the days when it was physically dangerous and economic suicide for white man to defend Black Americans' Civil Rights in the State of Alabama. But despite the threats, Erskine never faltered or backed down. He was also very bright, as his Phi Beta Kappa key attested.

The quotation above came from

one of our many reports to the U.S. Commission on Civil Rights. Our Alabama Committee had become the most active of the fifty states, which was a natural result of Alabama's role as "the keystone State of Massive Resistance", and "The Heart of Dixie", and "The Capital of the Confederacy". With such mottos and boasting, it is no wonder that Alabama became the main battleground of the Civil Rights movement. In fact, John Patterson was elected governor over George Wallace in 1958, mainly because he could boast that, as Attorney General, he had "put the NAACP out of business in Alabama!" Few people outside of Alabama know that just being a member of N.A.A.C.P. or C.O.R.E. in Alabama was punishable by a \$1,000.00 fine and six months in jail!

But this column is not about Alabama and/or the Civil Rights movement per se. It is about the current rage of the century, the O.J. Simpson murder trial in California. Whenever I spoke before audiences back in the sixties and early seventies, I was obliged to point out that things were the same Up South and

Down South. Many "knee-Grows" disputed me back then, but not any longer! Time does tell---Right?

Since the very beginning of the tragic O.J. Simpson murder case, I have had an uneasy gut feeling that some things offered as evidence against O.J. just defy logic. The most disturbing thing was the conveniently incriminating bloody gloves, one found at the murder scene, and the other at O.J.'s house. But where at O.J.'s house? In a narrow space between a steel fence and the wall behind the room of a "witness" who heard loud bumps and thumps at a time "conveniently" appraised as shortly after the murder. It was these loud noises reported by this witness which led to the search of this remote area, I suppose, and EUREKA!! The Los Angeles Police detective found the other bloody glove!! How "convenient"!! how "cut and dried"!! But the story is a bit too cute for me to swallow!

First of all, even the dumbest, craziest killer in the world is dumb enough to leave two bloody gloves anywhere to be easily discovered, and is much less likely to leave one at

the murder scene, and the other at his house!! This strains credibility to the utmost! But the other credibility crisis came when prosecutor Clark made her detailed opening statement during the first day of the trial. Perhaps she recognized her problem, because she carefully and dramatically traced the drops of blood from the Bronco, up the driveway, and into O.J.'s front door, meticulously describing each numbered drop as matching the defendant's. However, she avoided mentioning the bloody glove and where it had been discovered, perhaps a hundred feet around two corners from the trail of drops she carefully described! Maybe she thinks she can convince the jury that O.J. entered the premises twice, or that Johnnie L. Cochran, Jr., F. Lee Bailey and Bob Shapiro won't notice the discrepancy! FAT CHANCE!! These guys are the best there is! And I would even bet they have contacted Morris Dees at Klanwatch in Montgomery, Alabama, to see what information they might have on KKK infiltration of the Los Angeles Police Department! Now wouldn't that be interesting?

perspectives More Recommendations of Excellent Readings in Black History: Both Classic And Modern

BY PROF. MCKINLEY BURT

The following two paragraphs are taken from the preface of an inspiring book published in 1993 by James M. Brodie: "Created Equal: The Lives And Ideas Of Black American Innovators", Bill Adler Books (William Morrow & Co.) You will not only be given a new perspective on many known classic pioneers in science, medicine and invention, but will be introduced to new geniuses, men and women -- from business to nuclear science. The preface 'voices my sentiments exactly'.

The creativity of African people was evident long before they were brought to the North American continent. Euro-



By Professor McKinley Burt

pean explorers were in awe over the advancement of African civilizations, and they returned home with wondrous stories of a black-skinned people who were more advanced in their knowledge of astronomy, navigation, mathematics, architecture, literature, and agriculture than anyone they had ever encountered."

"They spoke of the mighty empires, the power and emotion in the art, the elaborate governments and ornate cities, the detailed codes of law, and the ingenious methods Africans used to irrigate their crops, keep time, and embalm their dead. In fact, the first noted European historian and philosopher Herodotus, a Greek, remarked in the fifth century B.C. that Africa was the greatest civilization in human history."

Every few years I recommend the following three-volume set on African literature: "Ancient Egyptian Literature, 3 vol.", Miriam Lichtheim, University of California Press, Berkeley, 1973 (pb. 1975) Vol I., the Old Kingdom; Vol II, The New Kingdom; Vol III, The Late Period. The set may also be ordered through the mail order, catalog house, "The Scholar's Bookshelf, 110 Melrich Road, Cranbury, N.J., 08512; No. 4512 R. Price \$39.00, Shipping \$4.00.

The longer I have these volumes, the more I learn from their revelations; better understanding each year why Plato and Herodotus, the leading historians and philosophers of ancient Greece, said that the Africans were the inventors of "letters/language" (along with astronomy, mathematics, etc.). One will soon realize with startling clar-

ity that the plots and story lines of many "Biblical" narratives had African sources; Egypt having established colonies in Israel long before the era of the Jews of the Old Testament. The chronicles of their conquests remain, etched in stone -- in Africa and in museums of the world, alternately conceded, then denied in racist ambivalence.

It is her in Dr. Lichtheim's offerings we note the striking (revealing) similarity of earlier African literature to the "Psalms", the sojourns of Moses, to the predictions of Ezekiel, the descriptions of the soul, resurrection and afterlife and to many religious rituals, incantations and icons. Egyptian Religion is detailed in books by Donald

Budge -- on a shelf locally at "Looking Glass Bookstore, 318 S. W. Taylor, 227-4760. Given these facts, we marvel that there

are African Americans who are wondering aloud in the nation's black media and lecture halls, "why it is that Israel has hustled the so-called 'Ethiopian Jews' out of Africa to the 'Holy Land' -- employing expensive airlifts while borrowing money from the U.S. for new housing? Can it be that, unlike most blacks, there are peoples on this earth smart enough and astute enough to control their versions of history?"

We offer more enlightening readings. The founders(?) of "psychiatry", Sigmund Freud (The Oedipus Complex) and Carl G. Jung (Signs and Symbols) developed their basic theories of psychoanalysis, human personality, dreams and the subconscious from the stories and narratives of African literature. One of the most familiar photographs in the world is that of Freud with the African bust on his desk. Jung, author of "Man And His Symbols", documented that the Christian symbols (Ezekiel/Evangelists) were derived from worship of the Egyptian sun god, Horus, and his four sons (P.3).

U.S. President Thomas Jefferson certainly thought Horus was worth emulating. For his design of the 'Great Seal Of The United States' he placed the all-seeing eye of the African god over another African icon, a truncated pyramid (look on the reverse side of a dollar bill). The Latin phrase, "Annuit Coeptis" means "He (God) has favored our enterprise". What arrogance and guts these slave owners had. More revealing books next week; Pioneering black authors.

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