

**B**lack **H**istory **M**onth

**E** continued

neighborhood for industrial, commercial and institutional uses. Despite neighborhood requests for housing assistance, city officials continued to ignore this opposition. In the end the massive land clearance razed 188 houses in the area between Russell and Cook, west of Vancouver Avenue. Residents were required to move within ninety days. Homeowners were compensated for the value of their home and given up to \$15,000 in relocation compensation. Renters received up to \$4,000 in relocation compensation. When the expansion plan came to a halt because of federal budget cuts, many of the displaced residents were bewildered and felt cheated.

**F** for Fashion

By THE SCHOMBURG CENTER

Daymond John (CEO) creates a factory in his mother's Hollis, Queens (in New York) home and is joined by neighbors J. Alexander Martin (designer), Keith Perrin (manager of celebrity relations), and

Carl Brown (manager of licensees) in developing FUBU (For Us, By Us), a line of clothing by and for young urban men. The fashion line is endorsed by a former neighbor, rap star LL Cool J, who appears in the company's first advertising campaign in 1993. As the company's gross sales escalate from \$40 million in 1997 to \$350 million in 1998, FUBU begins to explore reaching a broader constituency by producing more mainstream styles - everything from backpacks to men's suits.

**G** For Gumbel, Bryant

By THE SCHOMBURG CENTER

Born in New Orleans and raised in Chicago, Gumbel graduated from Bates College in Lewiston, Maine. He then joined *Black Sports* magazine as a freelance writer, quickly moving up to staff writer and then editor-in-chief. In 1972, Gumbel became the weekend sportscaster for KNBC in Los Angeles; before long he was the station's weeknight sportscaster and finally sports director. He joined NBC in 1975 as a sports announcer, and in 1982 he became the first African American cohost of a major television news show, *The Today Show*. Gumbel remained a fixture on NBC's popular morning program until 1996, when he left to pursue

other interests. In 1997, Gumbel signed a five-year contract with CBS to work on a variety of projects, which included hosting the TV news magazine *Public Eye*. His brother Greg has also enjoyed a successful career as a sports announcer with ESPN and NBC.

**H** for Heavyweight Champ

By JANUS ADAMS

Readers of *LIFE MAGAZINE'S* mid-February 1963 issue were in for a treat as pugilist-poet Cassius Clay (Muhammad Ali) modestly declared, "I Am The Greatest":

**This is a story about a man**  
*With iron fists and a beautiful tan.*  
*He talks a lot and he boasts indeed*  
*Of a powerful punch and blinding speed.*  
*The fight game was dying*  
*And Promoters were crying*  
*For someone to come along*  
*With a new and different song.*  
*Patterson was dull, quiet and sad,*  
*And Sonny Liston was just as bad.*  
*Then along came a kid named*  
*Cassius Clay,*  
*Who said, "Liston, I'll take your*  
*title away."*  
*This colorful fighter is something*  
*to see*  
*And heavyweight champ he's*



Members of the Albina Neighborhood Cleanup. Applying nationally accepted planning principles, Portland's professional planners viewed older inner city neighborhoods like Albina as "blighted areas" that no longer served their original purposes as stopover neighborhoods (staging areas for minority ethnic newcomers to the city).

*certain to be.*  
*You get the impression while*  
*watching him fight*  
*That he plays cat and mouse, then*  
*turns out the light.*  
*What a frustrating feeling I'm sure*  
*it must be,*  
*To be hit by blows you can't even*  
*see.*  
*Where was he first? Where was he*  
*last?*  
*I'm sure his opponents have tried*  
*their best,*  
*But one by one on the canvas they*  
*rest.*

*Everyone knew when Cassius*  
*wasn't around,*  
*For quietness descended on the*  
*town.*  
*If Clay says a mosquito can pull a*  
*plow, Don't ask him how - Hitch*  
*him up!*

**I** for Inner City Neighborhoods

By PORTLAND BUREAU OF PLANNING  
 Until the 1960s, Portland's



In 1954, the NAACP strategy to end segregation did change our world with the Brown v. Board of Education of Topeka Supreme Court victory. The court's unanimous decision desegregated schools, officially ushered in the Civil Rights era, and brought to global prominence the NAACP Legal Defense Fund's (LDF) lead attorney and future first African American Justice of the Supreme Court, Thurgood Marshall.

Celebrate Black History Month  
 with the students, faculty, staff and alumni  
 of Oregon's public universities.  
 Check campus Web sites for information  
 on scheduled events and activities:



**Oregon University System**

- Eastern Oregon University [www.eou.edu](http://www.eou.edu)
- Oregon Institute of Technology [www.oit.edu](http://www.oit.edu)
- Oregon State University [www.osu.orst.edu](http://www.osu.orst.edu)
- Portland State University [www.pdx.edu](http://www.pdx.edu)
- Southern Oregon University [www.sou.edu](http://www.sou.edu)
- University of Oregon [www.oregon.uoregon.edu](http://www.oregon.uoregon.edu)
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- Oregon Health Sciences University-affiliated [www.ohsu.edu](http://www.ohsu.edu)