



**New Prices
Effective
May 1, 2010**

Martin Cleaning Service

**Carpet & Upholstery
Cleaning
Residential &
Commercial Services**
Minimum Service CHG.
\$45.00

A small distance/travel charge
may be applied

CARPET CLEANING

**2 Cleaning Areas or
more \$30.00 Each Area**

Pre-Spray Traffic Areas
(Includes: 1 small Hallway)

1 Cleaning Area (only)
\$40.00

Includes Pre-Spray Traffic Area
(Hallway Extra)

**Stairs (12-16 stairs - With
Other Services): \$25.00**

Area/Oriental Rugs:

\$25.00 Minimum

Area/Oriental Rugs (Wool):
\$40.00 Minimum

Heavily Soiled Area:

Additional \$10.00 each area
(Requiring Extensive Pre-Spraying)

UPHOLSTERY CLEANING

Sofa: \$69.00

Loveseat: \$49.00

Sectional: \$109 - \$139

Chair or Recliner:

\$25 - \$49

Throw Pillows (With
Other Services): \$5.00

ADDITIONAL SERVICES

- Area & Oriental Rug Cleaning
- Auto/Boat/RV Cleaning
- Deodorizing & Pet Odor Treatment
- Spot & Stain Removal Service
- Scotchguard Protection
- Minor Water Damage Services

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FOR ADDITIONAL
PRICES & SERVICES**
Call for Appointment
(503) 281-3949

OPINION

Opinion articles do not necessarily represent the views of the Portland Observer. We welcome reader essays, photos and story ideas. Submit to news@portlandobserver.com.

Advocating for a Safe Summer

We need
everyone's help

BY MAYOR SAM ADAMS

On Tuesday, June 22, I stood with Police Chief Mike Reese and North Precinct Commander Jim Ferraris at the North Precinct to ensure Portlanders that the Police Bureau is responding, increasing engagement and outreach, and calling for support and help from residents across the city.

As you may know, a night earlier a tragic shooting in the New Columbia neighborhood took place, taking the life of a 17-year old boy.

The shooting was the fourth shooting in just a few days. Two of those shootings were fatal; two of those shootings took place in the New Columbia neighborhood.

Law enforcement data we have shows an increase in gang activity in the Portland area. When we combine summertime weather with high levels of unemployment and youth unemployment, we have the ingredients for a rise in gang activity.

The Portland Police Bureau's Gang Enforcement Team is very aware of and intensively working to aid the situation. Chief Reese and

Commander Ferraris discussed the details of this increased presence and change in hot-spot crime prevention. Those details included: increased police presence in New Columbia and other key locations around the city, drawing from divisions and precincts from around the city; locating the Portland Police Mobile Unit in New Columbia; and, increasing engagement and outreach efforts by patrol officers on



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the street.

But to bring peace back to every neighborhood in Portland, this needs to be a community-wide effort with the police as partners.

We need the vigilant eyes and ears of every Portlander. To have as safe a summer as possible, I urge everyone in the community to become part of the solution. There are four straightforward ways to get involved:

1. Two of the four most recent shootings had no witnesses—no one who contacted us with information. If you witness a crime, call the

Crimestoppers Tip Line.

There are too many guns in the wrong hands in our city. If you see a gun in the wrong hands, call 9-1-1. Every tip can make the difference in solving a case and preventing another incident. The phone number is 503-823-HELP. The website is crimestoppersoforegon.com.

2. Volunteer in your community. For example, the Regence Boys and Girls Club in New Columbia needs

volunteers and donations. Call them. Their number is: 503-853-8678.

Portland Parks and Recreation needs volunteers. Even in a tough budget situation, Commissioner Fish and I worked to expand and provide free activities for youth during the summer—and we will provide more than ever this summer. Call 503-823-4000.

3. Family members of kids in the community, take advantage of the summer recreation opportunities. The City of Portland has invested in summer activities through Portland Parks and Recreation. The Portland Police

Bureau has their summer recreation offerings. All these are free or very low-cost opportunities to keep kids safe, having fun and out of trouble.

4. Contact the Office of Neighborhood Involvement (503) 823-4000 about getting involved in or starting a Neighborhood Watch program in your community.

Crime prevention specialists consider neighborhood watch programs to be one of the cornerstones of preventing crime. The Police Bureau and ONI will help you set up foot patrols and other efforts to help your neighborhood keep an eye on the streets and show gang members that you're out and invested in the safety of your community. 72 percent of Portland neighborhoods have a public safety or neighborhood watch committee where you can get involved.

I want to thank David Pickett from the New Columbia neighborhood for his activism and community involvement. Talk to him to get more information.

Again, the shootings and absolutely tragic deaths are deeply distressing and troubling. The Police Bureau needs your help in curbing these acts of violence.

Please get involved today.

Sam Adams is the Mayor of Portland.

Another White Actress as Cleopatra

Hollywood
misses the mark

BY SHIREA L. CARROLL

Just when we thought there weren't enough leading roles for black women in Hollywood, they create one and give it to a white woman.

Film producer Scott Rudin has purchased the film rights to upcoming biography Queen of the Nile, Cleopatra: A Life, and has confirmed that the movie is being developed for and with Angelina Jolie. Jolie, a Hollywood A-lister, will do her best in bringing the story of the famed Egyptian queen to life, and it appears no one doubts she can do it... including Pulitzer prize-winning author Stacy Schiff, who penned the biography, "Cleopatra: A Life," a book that won't be on shelves until the fall.

Schiff already heavily endorses Jolie, stating, "I think she'd be perfect for it and I can see a possible Oscar in her future. Physically, she's got the perfect look."

Gasp, the nerve! "She's got the

perfect look?" Honestly, I don't care how full Angelina Jolie's lips are, how many African children she adopts, or how bronzed her skin will become for the film, I firmly believe this role should have gone to a black woman.

I mean, isn't it enough that 47 years ago, dame Elizabeth Taylor was cast to portray Cleopatra in one of the most expensive films ever made? That Elizabeth Taylor was actually the third white woman to be tapped for the Cleopatra role -- following Vivien Leigh and Claudette Colbert -- just makes this all the more comical.

Were Vanessa Williams, Halle Berry and Thandie Newton unavailable for auditions that day? Why does Hollywood think it's even slightly plausible to cast white women in roles that would be more sensible to cast a black actress for? Especially when that role is an African queen.

It happened just two years ago, in 2007's thriller Stuck, directed by Stuart Gordon, based on the true story of a Chante Mallard. The story tells a tale of a woman who hits a



Elizabeth Taylor as Cleopatra

homeless man with her car and results with him trapped in her car's windshield. Instead of getting the man help, Mallard (played by actress Mena Suvari) opts to let him die slowly in her garage.

The interesting thing is Mallard is a black woman, and Suvari, who was cast to play the role, is -- surprise, surprise -- a white woman. Adding insult to injury, instead of just casting a black woman to play the role, the film gave Suvari a more

"ethnic look" for the role, by adding stereotypical cornrows to her hair. Hollywood, are you serious?

Now, Jolie is set to play Cleopatra, who isn't as technically perfect as some would claim if you study the Queen of the Nile's distinguished history. First and foremost, the role should be given to a younger actress -- think Jurnee Smollett -- considering Cleopatra began her reign as Queen of Egypt at the tender age of 18 and ended her own life at the age of 39.

Secondly, while historically there is no concrete confirmation that Cleopatra was of a darker complexion, there is more evidence than not that she was black, and not entirely of Macedonian Greek ancestry, as Shakespeare, leagues of painters and now Hollywood would have us believe. And, ultimately, while Cleopatra's heritage remains under speculation, it remains that she was in fact an African queen.

Jolie -- not so perfect. What's next? A biopic on Sojourner Truth played by Betty White.

Shirea L. Carroll writes for essence.com.