

MEN OF THE WEEK



The Observer salutes Mr. Charles Ford (left) and Mr. Joll Southwell (right) for their courage and undying long hours of hard work. They pulled themselves up by their own bootstraps.

FROM BOTTOM TO TOP

Mr. Charles Ford now salesman for Kraft Food Company started 19 years ago as a maintenance man and today he is one of the company's top salesmen.

The determination all started back during the boyhood days in Mississippi. He was just one of the many black boys who walked the dusty roads, feeling the wet clay between his ebony toes. Like all boys he loved to run through the tall grass and climb the big trees. He experienced hard winter, evening breezes and sweat filled summer and the frustration of being black in Mississippi. One day he left that dusty, red clayed community, still angered by the lack of manhood allowed him in Mississippi. With no money, just the clothing upon his back and a dream in his heart, he set out to meet his destiny. Years have passed since that when, with tears in his eyes, he bade his family and friends a fond farewell with a promise that one day he would return...and return he did.

NATIVE SON RETURNS

He went back to visit his native home, but not as a thief in the night, but as one who is bigger than life. He went home as one who has seen a far vision and marches to the beat of an

NAACP charges Companies

During the National Association for the Advancement of Colored People (NAACP) Northwest Area Conference meeting in Vancouver, Wash., the Portland Branch NAACP charged that discrimination by automobile and property insurance companies is being practiced against the black community.

This was one of the four resolutions that was passed by representatives of the other four Branches of the Northwest Area Conference. Delegates from Alaska, Washington, Idaho and Montana were present and voted approval of the resolution.

The resolution stated that property insurance coverage by black individuals, organizations and business in Portland has been cancelled. Black persons living within the Albina Area were unable to purchase automobile insurance. They are charged higher rates because of address or residence or canceled without just cause.

The four other branches voted to support Portland Branch to help "apply pressure to bear on the State of Oregon and the state insurance commissioner to eliminate racial discrimination" in insurance procedures.

The case has been tested that whites living in the same area are able to get insurance coverage without any trouble at all. When this reporter called one National Insurance Company here and asked if they would insure Blacks living in the Albina with car insurance the answer was, "no, you are living in the wrong area, however, you can join the club which entitles you to call and get your car started, or fix a flat tire, etc., but we cannot cover you, I am sorry."

eternal drummer. With dignity and pride he stepped once again upon that dusty, red clay road telling the story of success how he started 19 years ago as a maintenance man, a promotion as a warehouseman for 10 years and now a salesman for four years. Charles Ford told this reporter, "There is more in the man than in the land." Charles lives at 4012 N. Commercial with his wife, four sons and two daughters.

PSU GRADUATE

Joll Southwell was born in Antigua, West Indies, came to Portland, Oregon December, 1963, is in sale service for Zellerbach Paper Company. He graduated from Portland State University with a major in Business Administration in 1968. He has been employed in the sale service for Zellerbach Paper Company for two years. All customer problems in the sale division come through him. When asked how he likes such a job, he chuckled and said, "as long as people feel that someone cares, they are easy to deal with. I care and each customer complaint is my concern and I try to make him happy."

YOUR JOB and YOUR FUTURE

By ROBERT O. SNELLING, JR.

Q: Everyone I talk to seems to be concerned about the employment situation in the country and how jobs are harder to get. Yet, aren't jobs more plentiful when a country is engaged in combat and we are preparing war materials? What is going to happen to the unemployment rate if we ever do get out of Vietnam and the troops are home looking for jobs?

Terry O'H.

A. You don't have to be an economics professor to realize that if we brought 396,000 military personnel home from Vietnam tomorrow and unloaded two million additional service men and women here backing them up and our emergency materials machine ground to a halt, there would be economic disaster.

But it won't grind to a halt. Vast sums made available by peace would be funneled into rocket and rocket defense systems and other government priorities. When the boys do get back they'll be busy building houses for each other, selling each other cars and loaning each other money.

As far as the talk of jobs being harder to get right now, let's don't construe that to mean that there isn't work in this country for everyone who can and really wants to work, because there is - not invariably what he wants, or where he wants it, but work to make a living while seeking the desired opportunity.

Q. I'm 17 and a junior in high school. I'm very good with my hands and would like to become a plumber. My parents are both professional people and they object strongly to my idea. They say I should go to college and make something of myself. Isn't being a plumber "something"?

A. There are thousands of high school graduates headed for college who shouldn't be, for many reasons, one of which is that they are being pushed there by parents who don't understand that everybody is not college material - a fact accounting for the current terrible college dropout rate (in excess of 50 per cent). Much of the parental push is dictated by nothing more practical than the white-collar fetish.

PSU offers enforcement instruction

By LEE P. BROWN

Over 250 students who are preparing for careers in the criminal justice system are enrolled in the Law Enforcement Education Program at Portland State University. The students enrolled in the four-year program complete the requirements for a degree in Sociology, Psychology or Political Science in addition to the requirements established for the Certificate of Law Enforcement.

The program is designed for students who are interested in becoming police officers, court officers, probation and parole officers and other positions in the correctional system dealing with both adults and juveniles. Job opportunities are available in these areas at the federal, state and local level.

Portland State University is one of the participating institutions in the Law Enforcement Education Program authorized by the Omnibus Crime Control and Safe Streets Act of 1968 (P.L. 90-351). The Law Enforcement Education Program (LEEP) offers loans up to \$1,800 per year to help finance college study for students who are preparing for careers in police, courts or corrections. The loan is cancelled at the rate of 25 per cent for each year spent in the criminal justice profession.

Additional information about the Law Enforcement Program or the LEEP loan program may be obtained by contacting the Law Enforcement Department at Portland State University, 1604 SW 10th Avenue or by calling 229-4014.

This country faces a labor crisis for lack of skilled workmen. Most householders know how hard it is to get a plumber. Plumbing pays high, and you have the opportunity to be your own boss and even expand your operation if you desire, plus time for your family and personal activities.

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Fraudulent claims at minimum

SALEM - (Special) - Fraud in connection with unemployment insurance benefits and taxes was kept to a minimum during the third quarter of 1970, even though claims were more numerous this year than last, the Employment Division reported here. The low incidence of fraudulent claims continued and was possible because of constant vigilance of local office claims personnel, the fraud investigation unit of the Benefits section and by Tax Section auditors, the Division said.

Third quarter fraud control activity brought recommendations for prosecution of five new cases, bringing the total number of cases to 42. The 42 fraud cases compared with a total of 20,810 unemployment insurance claim determinations made during the third quarter of 1970 as compared with 16,738 processed during the same period last year, when there were 39 cases in process.

Eight cases were completed as follows: one conviction and one dismissal in Lane County; one conviction and one dismissal

in Multnomah County; one conviction in Umatilla County; two convictions in Jackson County and one conviction in Josephine County.

The courts ordered restitution in six cases; imposed fines ranging from \$5 to \$100 in two cases; set probationary periods from one year to two years in two cases; imposed one two-day sentence with 88 days suspended in one case and set sentences of 10 days to three months suspended in four cases.

There was a total of 171 determinations written in which 1,827 calendar weeks were disqualified for willful, false statements or misrepresentation to obtain unemployment insurance benefits. A total of \$13,989.28 was recovered in overpayments, the Employment Division reported.

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