



To serve you better

Our office was - where we are no more
 We've moved where we never were before -
 You know where we are, but not where we're is:
 So here's the new address where 'Tis.

The Portland Observer Staff

2726 N.E. Union Avenue
 Portland, Oregon 97212
 Phone 282-0929

Police Community Relations

Portland in general, and the Albina neighborhood in particular, has been experiencing a steady increase in the number of house burglaries. The Portland Police Community Relations Unit has a number of suggestions to help decrease the chances of loss and increase the likelihood that stolen goods are returned.

Be sure all goods, particularly T.V.'s Hi-Fi's, guns, and small appliances, have permanently marked serial numbers. If the items do not have any numbers, stamp your own, using a Social Security or Selective Service number.

Keep a record of the serial numbers, including a description of the location of the number and physical description of the item; make two copies and keep them in safe and separate places. Using and keeping serial numbers greatly in-

creases the chances of recovering stolen possessions.

Be sure all windows and screens on your home are securely fastened; keep proper locks on doors and use them. Keep your home well-lighted, and leave a light on in the evening when gone.

When on vacation, take the following precautions. Tell your neighbors where you're going and how long you'll be gone. Notify the police about your trip, and request an officer to fill out a vacant house report. Arrange to have lights on at night, and have all deliveries (milk, newspapers, mail) cancelled or collected.

Lastly, stay away from hot merchandise. Remember, burglaries are a two-way street. The man who steals depends upon the man who will buy hot goods. The thief you buy from today may rip you off tomorrow.



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ALFRED LEE HENDERSON, Publisher and Editor



'Law of Reinforcement' Toothless Authority Aids Social Turmoil

Mark Twain once wrote that everyone talks about the weather, but no one ever does anything about it. If Mark Twain were living today, however, he might observe that the weather no longer holds the top conversational spot; it has been replaced by the subject of social violence. And unfortunately, the new problem is also getting more talk than action.

It is not surprising that people are aroused by what is happening to their world; the daily news is saturated with the painful details of race riots, bank holdups, drunk driving arrests, marital discord, civil disobedience, and juvenile delinquency. The conscientious citizen finds these events more shocking every day! It is no longer therapeutic for him to sink down in his soft chair to view the evening news on T.V. His ulcer throbs and fumes while he watches a typical newscast showing films of a draft card cremation, a Black Panther on trial or killed, a Ku Klux Klan bombing, and special feature on American students collecting blood for the Communists in North Viet Nam. And the Conscientious citizen just sits and chews his antacid tablets and mumbles, "Why?"

The answer is disarmingly simple: such violent and antisocial behavior continues to occur because our society is allowing it to bring results! Psychologists have known for many years that behavior which achieves desirable consequences will recur again and again. One can make a dog bark (speak) for his food, for example, by simply throwing him a bite of food every time he makes a noise. He will soon be yapping at every sight of potential food. At circus performances, the animals are always rewarded with a tasty morsel after each successful act. The behavior of the animals brings them delightful results

and it will probably repeat itself.

This psychological principle is called the "Law of Reinforcement" and it is especially applicable to human behavior. Much of the current turmoil and social discontent which plagues our cities has evolved from our habit of "reinforcing" these antisocial responses; for example, when an unwed mother can get a larger welfare check by spawning more illegitimate babies her promiscuity has been reinforced. Cited below are just a few situations in which the unwise application of this principle often results in unnecessary sociological headaches.

Why are there so many noisy demonstrations throughout the world today? The reason is obvious; any group of bored, purposeless people, trapped by their own monotonous existence, can gain the eyes and ears of civilization by creating an irritating protest. The desire for publicity is the primary motivating force in these displays, we feed the flame with volatile fuel. The mass media dispatch crews of reporters to publicize every sign carrying bunch of bearded weirdmen that congregates in the city. And was not his what the malcontents had in mind in the first place? Today's society has had more of the "good life" than any people in history, yet we are called the "Angry Generation." Could we be reinforcing this behavior?

Does rioting and burning and stealing produce any justifiable gain in the Civil Rights cause? If not, then we should not allow this behavior to bring results. Unfortunately, our leaders pour millions of federal dollars into communities where a few dissenters have reacted violently, while withholding those funds from more tranquil minority areas. This policy has taught the less vocal Mexican American a painful lesson. He has

many of the same social and economic needs as the Negro, but thus far he has kept his mouth shut and has received much less aid. It is fitting and proper that all needy people be given financial assistance, and only a foolish bigot would resent the expenditure of funds to train and feed less fortunate members of our society. But the timing and the placement of these allocations have been unfortunate.

Do you want your child's minor discipline problems to become major ones? Then let his protest get results; when he screams and kicks at bedtime, yield to his demand. Let him stay up an extra hour to avoid a fuss. But you had better be prepared for the same response tomorrow night, because it succeeded 24 hours earlier.

Do we want teenagers to drop out of school? Then we should establish a glamorous school in a romantic, far-away city, specifically for the quitter. It should be much more attractive than the drab, humdrum high school life back home, where he even had to work for his money. Pay him \$35 a month for doing nothing, and then let us try to tell ourselves we are helping to eliminate the dropout problem.

Do we want the incidence of crime to increase greatly? If so, we should leave some doubt in the potential criminal's mind as the certainty of the consequences of his crime. It should be known that many convicted rapists, thieves, and murderers can go free because of legal technicalities. And better yet, they might not even get caught. If they are apprehended, however, there is the possibility of writing a "best seller"; the royalties will buy the greatest legal minds to prepare their defense. If all these things fail, a prompt parole can usually be obtained. Is it surprising that crime rates are increasing?

Positive Approach Needed

In this great city of ours we can solve all of our problems if we take the positive approach. There are always some weeds in every flower garden, but there are many other beautiful flowers there too.

A loud cry from some that the police are pigs and these people have demanded their proud of flesh from the established fact that some law enforcement agency must be utilized in this society as a protective measure.

Whether this law enforcement agency is seen as a deterrent to crime or whether it is seen as a stricture on society is much in the eye of the beholder. At any rate, it is clear that some law enforcement agency is very vital and is necessary.

If there is discontent in the community over the performance of the police department, then there is a formidable solution to the problem.

Contrary to what many say, I still believe that within the community, there are many young men who have flawless records and who can not afford to attend college because of their family or financial obligation. Then too there ought to be a way to train the trainable! What better way to solve a problem of this nature than to become a member of the organization?

There is a stigma attached to becoming a member of the Portland Police Department. But much of that stigma officers in the Dept. to balance the scales.

Instead of complaining about real and imagined ills, the young black men of the community could become a part of PPD and know exactly what goes on instead of having to rely on second hand information.

Like most organizations there may be things wrong with the Portland Police Dept., but it can not be remedied by bellyaching and crying, pointing fingers and calling police officers pigs.

What is needed is a positive approach to the situation. The young men who can qualify can become a part of that department and take a functional part

in the policing of the community. You can be on the scene as an officer.

Yes, I am aware that there will be those people who will be disappointed when they attempt to join the department and find they cannot qualify. There will be those people who will look down their proverbial and collective noses at the notion of becoming a law enforcement officer, but these officers and people are necessary in this society.

It is true that circumstances have not always favored many young black men, but there are enough young blacks to make a sizable impact on the PPD recruiting office.

If we are to have any voice in this society, then we must have an equal voice in the law enforcement of the community. By the same token, a sizable force of black officers in the Dept., would insure that there would be black officers with white officers in almost every situation that involved the arrest of other black people.

This alone should not be the prime motivation for seeking to be appointed to the PPD. There must be also an overwhelming desire to maintain some semblance of order within the community.

With all these facts as a background, it perhaps would behoove many of the young men in the community to at least consider becoming a part of that establishment that has brought some problems to this community, but again, we need the PPD and not all officers are BAD.

The Portland Police Department is by no means perfect and many unfortunate sets of circumstances have evolved from PPD. But in order to rectify the situation, it is necessary to have black officers in the department and presently there are far too few.

It would be better indeed to have community people who are aware of the problems that exist than strangers who have no knowledge of the inequities.

The next occasion you see an officer try a little courtesy and see what will happen. If you treat members of the PPD like KINGS...don't you think they will act likewise?

If you did not read Dec. 3 editorial on "Abolish Name calling," you have missed valuable information order it today.

Lonely child

I'd like to take a lonely child
 And help him wear a smile
 I'd like to take a lonely child
 And show him life's worthwhile
 And when the circus comes to town

I'd like to take him there
 Or take him to a baseball game
 We'll be a happy pair
 I want to take him to a store
 To buy his favorite toy
 I want to hold his hand in mine
 And think of my own boy
 There's so much I would like to do

But most of all, I know
 I'd like to take a lonely child
 And show I love him so.

Lyric by Rose B. Kaufman
 Music by Lou Halmay

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