

## New NUL Director

At the National Bar Association's recent convention in Atlanta, Vernon Jordan was called upon to issue greetings to several prominent black politician-lawyers, who were to participate in a panel on "political action and the black attorney." The meeting room was jammed, in anticipation of remarks from such noted persons as California State Sen. Willie Brown; Georgia legislator Julian Bond; Louis Stokes and Charles Rangel, both U.S. congressmen; Ruth Harvey Charity, a Danville, Va., councilwoman; and Haywood Burns, of the National Conference of Black Lawyers. Only Burns and Mrs. Charity were on hand, however, and there were murmurings of disappointment from the crowd that obviously felt that it had been promised a great deal more than was going to be delivered.

Jordan went about his task of welcoming the two speakers to Atlanta, his hometown, in a workmanlike way, telling small jokes and hitting hard on a theme—the appointment of blacks as federal judges in the South—that had been continually sounded during the convention of the black lawyers organization. After he sat down, Burns and then Mrs. Charity spoke, both delivering cogent remarks that grasped the momentary attention of the assemblage, but which never quite diverted the crowd from wondering "Where's Julian? Who's going to speak after she gets finished?"

The answer to that question was Jordan, who had not come prepared—or at least hadn't come with a prepared text—but who had been scribbling furiously during Mrs. Charity's remarks. He strode to the podium and talked for 11 minutes about the potential pitfalls of black participation in the Southern political process. Considering the haste with which it was prepared, Jordan's was a remarkable speech—good enough to grab the lead paragraph in the Washington Post story on the NBA convention the next morning. The audience loved it. But for Jordan, it had been nothing extraordinary, just another day's work for this black man who will face challenges a great deal more difficult in the months and years to come.

For the 35-year old Jordan, as the new director of the National Urban League, has inherited from the late Whitney Young the difficult job of trying to reconcile the often diverging interest of American corporations and of the black community. It is one of the most formidable assignments that anyone could ask for—stepping into Young's shoes—but Jordan is off to a sprinting start and it may just be that his blend of confidence, nerve, experience and charm will make him a success. Jordan certainly is not worried by the enormity of his future task—or at least he doesn't seem to be.

"There may well be, and no doubt is, as there is in any situation, some difficulty on the part of staff, volunteers and even the public in adjusting to the new head of the National Urban League," he said in an interview during the League's recent convention in Detroit. "But that doesn't bother me. I'm not going to be running a p.r. campaign to establish myself as some kind of extraordinary leader. I'm going to do my work; to administer this organization and give it some kind of leadership, and that's it."

Although the content of his leadership remains to be discovered (Jordan does not officially take office until January 1), there can be little doubt about the style with which it will be rendered. Jordan is an extremely personable man, who remembers the names of his high school classmates, even if those classmates happen to be waitresses in the Atlanta hotel whose manager donated free of

charge, a suite of rooms for the comfort of the new head of an important national civil rights organization.

Nevertheless, Jordan obviously enjoys the prerogatives of office and a comfortable salary, including a house in suburban Westchester County, N.Y., which he acquired during his tenure as director of the United Negro College Fund. Out in the suburbs, Jordan, like his white neighbors, has problems with finding servants. A recent example was his Italian-American gardener, who charged \$60 a month to "hit the lawn a lick and a promise and didn't touch the hedges." Jordan dismissed the gardener in a letter that also announced his intention of hiring a black youth as a replacement.

Jordan was brought up in Atlanta, Ga., playing basketball on the Morehouse College athletic fields with Howard Moore, now a prominent attorney, and Don Clendenen, today a professional baseball player. Jordan spent much of his youth living in a public housing project, but life there was only remotely similar to what life in housing projects is now. The projects then were havens of the black middle-class, of which Jordan's parents were well-established members. Jordan's father is a mail clerk, and his mother, a caterer.

Later, after his graduation from college and Howard University Law School, Jordan's civil rights experience, first as a practicing attorney and later as director of the Atlanta-based Voter Education Project, was in the South, and may not necessarily have equipped him to lead an organization whose major constituency is the Northern priorities for the Urban League is to shepherd incorporation executives, especially those on the middle-management level, into the ghettos. He wants to familiarize them with the problems and to show them, first hand, the effects of some of their corporate policies. Jordan says that he needs to take one of the tours himself.

If his Southern Background is in any sense a liability, he also sees it as an asset. "I have seen change," he said. "I've seen things happen as a result of black people doing things. And that's a plus." Some of his VEP experience, registering black voters across the South and seeing a precious few of them go on to become elected office holders, has obviously stuck with him. The Urban League will mount a voter registration and education drive in selected Northern cities whenever Jordan is able to find the money. It will take at least four donors, all of them giving less than one-fourth of the money, to get the project under way, because of regulatory provisions in the tax reform act of 1969.

Jordan's other big asset, he feels, is his experience raising money from foundations and corporations as head of the UNCF. Whatever skills he acquired in shaking the establishment's money trees will be put to immediate task along with whatever influence he can bring to bear on corporation's hiring policies with regard to blacks. On these points, Jordan speaks modestly. But somehow it doesn't come out modestly. Influence, he says, "is acquired, not inherited," but he leaves little doubt of his confidence that he will acquire influence.

One corporation executive Jordan will have to work on is James A. Line, chairman of the Urban League Board and chairman of the executive committee of the Time-Life Corporation. On Time, for instance, only five blacks are listed in the magazine's mast head, among many editors, writers and researchers. Lines's justification for the small number of blacks is that Time can't find "qualified" Negro journalists.

## Neighborhood clean up campaign



Charles Turner and Robert Mulkey of Boy Scout Troop 99 get a head start on Vernon Clean-up Campaign, scheduled for Saturday, September 25th. Cub Scout Paul Mulkey holds "Vernie" the owl, symbol of the Vernon Neighborhood.

## "State of University" address open to public

Portland State President Gregory Wolfe will launch the new academic year by giving a public "State of the University" address at 1:30 p.m. Monday (Sept. 20) in Old Main Auditorium.

It is expected about 70 new faculty members will be introduced at that time according to Joseph C. Blumel, vice president for academic affairs.

The main day-time student registration will be held Thursday and Friday, beginning at 8 a.m. Registration for all night students is scheduled from 5 to 8:30 p.m. Thursday and from 10 a.m. to 8:30 p.m. Friday. Classes begin Monday, September 27.

The State Board of Higher Education this week released a new fee schedule to account for the four-dollar-a-term reduction in the previously announced \$30 increase over last year. The new PSU fee schedules will be \$169 a term for resident undergraduate students; \$514 for non-resident undergraduates, and \$223 for graduates.

A new twist in student registration, made possible by the recent Constitutional amendment lowering the voting age, will be apparent during the course registration period.

Voter registration facilities will be set up in South Park Hall and manned by representatives of the various parties.

## Black Caucus opens Office

The Black Congressional Caucus has opened the offices named a staff and is gearing up for a campaign designed to increase black participation in the national political process.

The Caucus's recently appointed staff director, Howard T. Robinson, says that the staff's role would be to "flush out the facts and help to provide local elected officials with the information they need." Along with this supportive and consultative role, Robinson said, the staff would attempt to provide "profiles of the electorate" in the various states, with a view toward showing blacks "how to plug into the system where there are opportunities to do so."

Along with Robinson, 45, four other black staff members are now on board. Their salaries and the work of the Caucus are financed from the over \$100,000 raised at a June 18 fund-raising soiree in the nation's capitol. Robinson brings an extensive background in international relations and labor relations to his new job, which began officially on Aug. 1. Immediately before becoming staff director, he was labor attaché in the U.S. Embassy in Tokyo. He has previously served as a staff member of the International Confederation of Free Trade Unions, an international representative of the International Union of Electrical, Radio and Machine Workers, and a lecturer at the Wesleyan Center for Advanced Studies.

## Medical funds for elderly called insufficient

Senator Earl Haas (D., Mult.) said today that "The Federal Medicare and Medicaid programs coupled with state funds are not providing adequate funds to give Oregon's elderly citizens the quality of nursing home care they deserve."

As the keynote speaker at the Oregon Nursing Home Association Convention Haas said, "This need has for too long been shoved under the rug—President Nixon's characterizing nursing homes as dumps for the dying and then providing no funds for a revitalized program, will only close existing facilities without providing a place for our senior citizens to receive

Residents of the Vernon Area in Portland will join together in a neighborhood clean-up campaign on Saturday, September 25th. The campaign is being spearheaded by the Vernon Community Development Association and the Portland Development Commission through its Neighborhood Development Office, PTA, area church, youth and service organizations have been invited to help.

Several organizations have volunteered equipment for the clean-up. The United States Army is sending two dump trucks from the Vancouver barracks. Other trucks will be provided by Alberta Sanitary Service, Baldwin Sanitary Service and Community Care Association. Teamsters Union Sanitary Drivers, Local 220 will provide six drop boxes at a reduced rate and PDC's Neighborhood Development Program will cover the balance of the fee.

City Commissioner Connie McCready will join in the clean-up campaign. Commissioner McCready, whose responsibilities include the Fire Bureau, hopes to emphasize the removal of fire hazards by the campaign.

Trucks and helpers will gather at 8:30 a.m. at Redeemer Lutheran Church parking lot, 5430 N.E. 20th Avenue. The clean-up campaign coincides with election day for Model Cities Planning Board Representatives. Clean-up crews will also be working to get out the vote in the Model Cities portion of Vernon.

A free press can be, of course, good or bad, but most certainly without freedom it will never be anything but bad.

## Now you see it

Prestol Electric shop one month, Jefferson Child Care Center the next! Or, so it would seem to the casual observer, or to last year's shop students who enter the Child Care Center trying to convince everyone that it really is the electric shop. Actually, having the Center has been the desire of the community as well as the high school and Early Childhood Education supporters for a number of years. The "trick" came in actually turning the idea into reality. The Adams Child Care Center was the first 4-C's funded program operating through the Portland Public School System. Jefferson, similar in purpose but different in physical plan, is the second such center. The main function of the Child Care program is to provide day care with an educational component to children of qualified working or full time student parents of the Model Cities area, while at the same time offering between forty and fifty Jefferson High School students the opportunity for first-hand experience in a child care facility. The program is designed to give them opportunities to grow in all the skills necessary to succeed in working with three to five year olds.

In order to pull this kind of "rabbit" out of the hat, it is necessary to have the right staff. Mrs. Martha Jordan and Miss Lee DeLance "get it all together", or in simple terms, supervise the program. They seem to have it at Jefferson where Miss Jackie Kling, the teacher in the home economics department, works closely with Mrs. Vicky Love who is the head teacher of the Child Care Center. The other vital members of the teaching staff are Mrs. Velma Redjau,

assistant teacher, and Miss Cynthia Cunningham, teacher's aide. Two student aides who have had child development classes previously are soon to be chosen to complete the ensemble. The 4-C's program provides social workers, nurse, dietician, and other personnel so that the needs of the whole child and his family can be met.

The "stage" for the coming attraction is two lovely rooms in the basement with an outside entrance for easy access by parents. The large, freshly painted and remodeled rooms provide a spacious, cheerful setting for some marvelous experiences to enrich the lives of the children entrusted to the Center by parents who care. Those residents who are interested in full day child Early Childhood Education at the Child Service Building at 220 N.E. Beech Street.

Some of the props which complete the staging of this new scene include a 7-foot indoor climber, sand and water table, colorful cots for daily nap-time, breakfast, lunch and snacks, a large restroom, and numerous individual items among the more traditional nursery equipment.

The "big attraction" will be Wednesday, September 15 when the parents of children accepted into the program will come for registration. At the same time there will be an open house for all Jefferson staff who wish to drop in for refreshments and get acquainted with the Center. We hope soon everyone will be accustomed to the idea of a three-foot high class coming out of the door after an early morning arrival. The only disappearing act promised, however, will be from 5 to 6 in the evening when the last child has been picked up.

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- Acid burns, Acne, Airplane travel, Alkali burns, Allergy, Anemia, Angina Pectoris, Antidotes for poisons, Appendicitis, Arthritis, Artificial respiration, Athletes foot, Atomic Bombing, Backache, Bad Breath, Baldness, Bed Wetting, Black eye, Black widow spider bite, Blood transfusion, Boils, Breast examination, Bronchitis, Burns from hot objects, Burns of the eye, Bursitis, Calluses, Cancer, Canker sores, Caruncles, Cataract, Chapped hands, Chest pains, Chicken pox, Choking, Cold, Cold sores, Colitis, Constipation, Corns, Coronary Sclerosis, Cramps, Dandruff, Diabetes, Diarrhea, Diets, Diptheria, Diverticulitis, Dog bite, Dropsy, Drowning, Drugs, Drunkedness, Dyspepsia, Earache, Ecema, Electrocuttion, Emphysema, Epileptic fits, Eye injuries, Fainting, falling uterus, Fever, Blisters, First aid Food poisoning, fractures, Gas in arteries, Head injuries, Heart disease, stomach, Hanging, Hardening of the Heat stroke, Hemorrhages, Hemorrhoids, Hernia, Impetigo, Insect Bites, Measles, Mumps, Poison Ivy, Puncture wounds, Sprains, Sunburn, Sunstroke, Ulcers, Winter itch.

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For those who have never seen CAVEAT EMPTOR NEWSLETTER we must tell you that it is the newest hardest hitting consumer publication you can read. This is the newsletter that Sen. Abe Ribicoff not only found "interesting" and "informative" but that he felt important enough to send to the Senate sub-committee on Executive Reorganization and Government Research for use in their hearing. **EVERY ISSUE IS CRAMMED WITH PENETRATING, FEARLESS ARTICLES.** Typical of the type of articles in CAVEAT EMPTOR are:  
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- THE MAGAZINE SUBSCRIPTION RACKET** How nationally known publications swindle unsuspecting readers.
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- MAIL ORDER INSURANCE.** How to analyze insurance offers that you see in the newspapers or get in the mail.
- HOW CAN THE CONSUMER FIGHT BACK?** The methods used by a small group of women that stopped their local supermarket from selling outdated, spoiled food.
- WORK AT HOME.** How to avoid the swindlers that prey upon people who need extra income.
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- WASHINGTON SCENE.** What is being done to help and hurt the consumer. Who to contact to influence legislation.
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**LEAGUE SUPPORTS SCHOOL MEASURE**

The League of Women Voters of Portland supports passage of the School District #1 proposed operating levy to be on the ballot at a special election September 28th.

League president, Jane Cease, stated "The League believes that it is the responsibility of the public schools to provide education for all children and to develop the greatest potential in each individual. Any curtailment of existing school programs would preclude the maximum development of each child to full capability as a contributing, responsible citizen."