

Black firm sells "IT" detergent

Polis Marketing & Development Corp., a black marketing firm out of Oakland, California sponsored a Buyers Luncheon on Wednesday morning, April 19th at 11:00 in the Thunderbird Motor Inn at Jantzen Beach. Buyers representing all the major grocery market chains attended for the presentation of a new product, "IT" Laundry Detergent, developed, marketed and distributed by Polis Marketing & Development Corporation (PMD).

The luncheon was arranged and hosted by Leon Harris, Administrator for the Portland Department of Human Resources Albina Multi-Service Center. Mr. Harris is anxious to see this young black organization get a sound footing in the Oregon business community. He optimistically looks forward to the day when PMD will need a packaging plant in Oregon, thereby providing much needed jobs.

The new detergent, "IT", is formulated and packaged to please all housewives, including the ecology-minded. The regular detergent is boxed in a 49 oz. size, and the non-polluter comes in concentrated form in a 5 lb. box. The revolutionary packaging concept employs a live model shown on the 5 color seal end boxes, calling attention to itself on any market shelf.

Discussions at this morning's luncheon centered



Left to right: Leon Harris; John Ford, President, Polis Marketing & Development; Charles Rangel, Vice President; Ted Belcham, Executive Vice President - shown displaying Polis product "IT", a biodegradable laundry detergent.

"IT" is successfully competing with other laundry detergents in California and Nevada, and is soon to be introduced to Oregon by Polis Marketing & Development.

Polis was hosted in Portland by Mr. Harris and Mr. Paul Knauls of Geneva's Restaurant.

around the distribution of PMD products through the chains represented. PMD Officers expect that as a result of the discussions Safeway, Fred Meyer and other large chains would be leaders in supporting them by placing large orders. California's leading chains, including Safeway lead others similarly when PMD's first product was ready to be distributed.

The remarkable sales success in California of the young firm's products is based on

PMD's unique approach to marketing which reflects the community experience of its young executives who are tuned-on, in touch and truly familiar with the needs and desires of today's consumers. The tremendous sales volume generated by PMD's "IT" detergent, is the first step in the Black firm's goal to develop programs and products which relate the needs and opinions of the minority community to the American mainstream.

March

(Continued from page 1)

ponents for the "electronic battlefield."

The reaction against large companies such as I.T.T. and other arms manufacturers on the part of those opposed to the war, constitutes a "protest beneath the protest". This protest is a cry in the wilderness against a technocratic society which values production and profit over loss of life in human terms. It is a system which makes no moral judgement as to how products are used or against whom, or what the effect is on the environment, as long as production continues. It seems to this reporter, that much of the protester's admiration of the Viet Cong stems from an identification with them as the small man struggling against an industrial monster. This identification results from a common plight on the part of many in this country who feel alienated from the forces of big industry who have neglected our human needs too long.

After 40 remember to ask your doctor for a procto as part of your annual health checkup. It's a lifesaver, says the American Cancer Society.

ATTENTION LADIES

Nice opportunity to earn extra money, part-time. For interview call 234-5763.

Labor foreman - \$624-688 per month at Oregon State University. Supervisory background in street and road maintenance work essential. Send resume to Classified Personnel Office, OSU, P.O. Box 1086, Corvallis or call 754-3103.

AN AFFIRMATIVE ACTION - EQUAL OPPORTUNITY EMPLOYER

PIANO OR ORGAN LESSONS: Latest and modern method guarantees that you can learn to play either instrument. For information, please call 287-1634.

HELP!

Many adults cannot read. Please tell them that FREE PRIVATE tutoring is available at Laubach Tutors. Call 222-2124.

Employment

Steamfitter - \$759-836 per month at Oregon State University. Oregon plumber's license required. Must have steam and hot water systems experience. Send resume to Classified Personnel Office, OSU, P.O. Box 1086, Corvallis or call 754-3103.

AN AFFIRMATIVE ACTION - EQUAL OPPORTUNITY EMPLOYER

NORTH-EAST HOTLINE

Hotline volunteers are needed for service in the Model Cities area. Interested persons should contact Ms. Janet Sweet or Ms. Annie Allen at 288-9145 Monday-Friday, 9 a.m.-5 p.m. Albina Family & Community Service, 73 N.E. Morris.

DIAL-A-JOB 227-5828

WANTED

Men and Women for janitorial service. Hiring immediately. Good wages--company benefits. 714 N.E. Alberta 288-5138. Coast Janitorial Service

WANTED

Full-time Child Care Care Assistant

Please send resume to:

Bethel Child Care Center
5828 N.E. 8th Ave.
Portland, Oregon 97211

Supervisor of Handyman and Telephone Reassurers

Home maintenance background in minor repairs and supervisory experience required. \$700.00 per month. Make application at, or send resume to:
Senior Adult Service Center
3904 N.E. Union Avenue
Portland, Oregon 97212
Closing date for applications is April 28, 1972 at 5:00 p.m.

Body and Fender Repair

Most reasonable shop in town
Carlos
287-8529 2609 N. Vancouver Ave.
Portland, Ore.

Where to buy your Observer

Lov-Lee-Ladee 106 N. Killingsworth
Neighborhood Bill's Sausage Ltd. 95 N. Tillamook
Georgia Pacific Bldg. 900 S.W. 5th
County Court House 1021 S.W. 4th
Paige's Prescription Pharmacy 2701 N.E. 7th
Grant High Pharmacy 2647 N.E. 33rd
Freedom Bank 2737 N.E. Union
Rich St. Cigar Man 734 SW Alder
Grenfell's Food Market 4239 N.E. Union
Lillian's Beauty Salon 3632 N. Williams
Maxey's Better Buy 4601 N. Williams
Albertson's 909 N. Killingsworth
Clark Market 833 N. Peninsula
Fred Meyers 5408 N.E. Union
Phipps Pharmacy 4001 N. Mississippi
Cathay Grocery 2619 N. Williams
POP - MA Grocery 2517 N. Williams
Shop & Save Supermarket 4947 N. Williams
15th Avenue Thriftway 2526 N.E. 15th

PAPER BOXES

Broadway and Alder
Broadway and Yamhill
Broadway and Salmon
Pioneer PO - 5th Avenue
Mannings - Lloyd Center
Lloyd Center - Multnomah St.

CLASSIFIED ADS get action

Portland/Observer Thursday April 27, 1972 Page 7

FOR SALE

1962 CADILLAC Sedan de ville. PS, PB, PW, 6-way Power Seats, Radiowith power antennae, heater/defroster, factory air conditioning, 390 cubic inch engine, much, much more. A great buy for only \$550 or best offer. Call 282-0067 after 5 p.m.

Accountant

Outstanding opportunity with local wholesale firm for graduate accountant with at least two years experience in public accounting and tax preparation. Excellent fringe benefits. Salary commensurate with experience. Send detailed resume, including salary history, to:

UNITED GROCERS, INC.
P.O. Box 22187
Portland, Oregon 97222
An Equal Opportunity Employer.

CITIZENS FOR CASSON COMMITTEE

P.O. Box 123
Portland, Oregon 97207
**Need money
**Need workers
Bowen-Duncan Company
Operators of Automated Book-keeping and Accounting Systems. 2716 N. E. Union Call 288-5341.

THIS SPACE IS AVAILABLE FOR YOUR BUSINESS MESSAGE!!

Ideal Appliance Center

Sales and Service. Used Refrigerators, Ranges, Freezers, Washers and Dryers. We service all appliances, all makes.

2142 N Killingsworth
Ph. 285-4732 Emergency 289-4527

Wanted Paper boys for the Portland Observer

For information call 284-8089 3973 N.E. Rodney

PEPI'S BOTTLE SHOP
Let PEPI'S BOTTLE SHOP be your headquarters for champagne, wines, mixers... at the lowest prices in town.

Lloyd Center - Next to the Liquor Store
PEPI'S One and Only Store
Open 9:30 a.m. to 9:00 p.m. Daily
Sundays: Noon to 4:00 p.m.

281-2731

NATE HARTLEY
Fuel Oil

282-5539

2330 N. E. Alberta St. Portland, Ore. 97211

Next 2 bdrm. - gar. - level 50 x 100 lot - \$6,500.

Lots - zoned commercial - 5,000 sq. ft., 2 - 10,000 sq. ft. - Must sell.

3 bdrm. - 50 x 100 corner - fruit trees - fcb. - terms.

2 bdrm. - 50 x 100 lot - fruit trees - \$7,500 - terms.

Brms. - fcb. - \$5,500

The good life awaits you in this 4 bdrm. brick-tiled roof home, finished bsmt. with party rm. and fireplace. 2-2/3 baths, w/w carpet, covered patio, dble. gar., lots of shrubbery, priced for quick sale.

North side - 3 Bdrms. - bsmt. dble. gar. - 50 x 100 lot - \$6,500

Home and income - 4 apts. - \$9,500.

Investors - we have package deals on fixers.

Call Louis Scott 285-6574

J.J. WALKER REAL ESTATE
24 Hour phone service
665-3491 "Invest in the West" 665-4145

THE PORTLAND OBSERVER

2201 N. Killingsworth
Portland, Oregon
283-2486

WE ARE FULLY EQUIPPED TO

ORIGINATE OR DUPLICATE
any printed
MATERIAL
ALL TYPES OF PRINTED
MATTER

Tickets - church bulletins - books
Wedding invitations - brochures
programs - pamphlets -

WE CAN SATISFY YOUR PRINTING NEEDS

An interview with Fay Stender

By Stephen G. Gilbert
Albany, Oregon

Mrs. Fay Abraham Stender is an Oakland attorney who participated in the defense of Eldridge Cleaver, Huey P. Newton and George Jackson. She was responsible for compiling the letters of George Jackson for the book SOLEDAD BROTHER: THE PRISON LETTERS OF GEORGE JACKSON. She has also just completed working on the book MAXIMUM SECURITY: LETTERS FROM PRISON, edited by Eve Pell, E.P. Dutton, 25 pp., \$6.95. A paperback edition by Bantam will be published soon. Fay attended Reed College, the University of California at Berkeley, and the University of Chicago Law School. The following interview was taped in her Oakland office on March 9, 1972. She spoke in Portland April 14-16.

Q: Why did you decide to go to law school?

FS: I decided to go to law school because it didn't seem that the ordinary citizen could have any influence or do anything, or that what anybody thought or said made any difference. I had this idea that the things one thought and said might have some effect if one went to law school. I think in a certain way I was right--and in a certain way I was naive. But now, of course, we have the situation in the movement where to the extent that that's true, it's regarded as a very terrible thing--that professionals and elite privileged types make decisions which other people ought to make. I was very surprised when I went to law school to find out that it was all about business and property and corporations and accounting. That was a rude shock, but being at Chicago kind of helped because it had a tradition of being an intellectual law school, and there was a lot of connection with people in the graduate school community.

Q: Are there more women going into law now in the Bay area?

FS: The number of women in the University of California Law School class is supposed to be enormous--a third of the class or something. It's a big increase.

Q: How does being a lawyer fit in with having a family and taking care of housework and so on? Your husband, Marvin, is a lawyer too--do you and Marvin share the housework equally?

FS: I worked half time for about eight years, and I didn't work at all from the time that Neal was born to the time that Fifi was born, so that for about three years I didn't work and I was home when they were real infants. You can't really raise babies and work without any help. Then I worked half time, and now

I work full time or more. We don't have any help with the house and it's dirtier than we would like it to be and I do a little and Marvin does a little, but we don't do very much and it's a sort of continuing problem which is never totally solved. Sometimes I'm so exhausted that we eat out. We eat out more than we would like in terms of how much it costs. Marvin does more housework than most men. On the other hand, he does less than I do so there still is a kind of a differential. I still do more than he does, although he does a fair amount, and our children don't do anywhere near enough.

Q: When you were working for Garry (Charles Garry, Huey P. Newton's lawyer) did you just do research for him, or did you get up and argue in court?

FS: Well, I did a lot of arguing in court but I argued motions and appeals and so on in court. I didn't do jury trials, which take all day and a lot of extra effort and you've got to be there continually. You can't go home at three o'clock. I did go to court a lot. Court is mostly in the mornings, except of course, jury trials which run all day. If I had been working full time and had had really good help with the children, or child care centers or things like that I probably would have done more jury work and I probably would have done more trial work and would probably be doing more today, so it did have an effect--it kept me out of the kinds of things that require your total apprenticeship when you're younger.

Q: Do you feel that you're at a disadvantage being a woman when you argue in court?

FS: I'm not at a disadvantage in terms of having a lot of trial experience, because during the years when people get that experience I was home taking care of the children. That was my own personal problem. It isn't so much that I wanted to work full time. I think women should be able to work half time when their kids are small. But it did work out that there were certain things that I didn't get as much training in for that reason.

Q: Do you feel that being a woman gives you any advantages in relating to prisoners?

FS: I think it's a personal matter. I think some women relate very well to prisoners and some men do and vice versa--some don't. I think that's individually determined.

Q: You said something the other day about taking more time off from work for either recreation or to be with the kids. What made you decide to do that?

FS: Oh, just working double

shifts for two years--really working way over full time, almost double time. I just really got very exhausted and realized I was really down to a situation where I literally did almost nothing but work and then fell in bed exhausted and just the toll of that after a couple of years; I guess the true analysis of it is that at this point I don't feel guilty about not working that hard. There's so much work. You could work triple time for your entire life.

Q: What was your role in getting SOLEDAD BROTHER published?

FS: The first half of the book is letters that George Jackson wrote to his family before I ever met him, which I acquired at George's request. After I had gotten about five letters I realized that he was not just a brilliant person, but a writer. I took these letters to Jean Genet, who happened to be in the country at the time, and although he speaks no English, this was done through an interpreter, and he said that they were indeed very good and that he was quite a writer and that he would have them printed in France, and at this point I collected the earlier ones and then through Jessica Mitford actually got to this agent who sold the book.

Q: How did MAXIMUM SECURITY originate?

FS: Well, that is letters mostly to me but also to some of these young lawyers who were working around on these prisoners' issues with me at that time, and there we just saw that those two were very, very powerful, and we gave them to the same agent who had done SOLEDAD BROTHER and this time she sold the collection to Dutton. Now Bantam will again do a paperback.

Q: When will this paperback be out?

FS: It may be out in two or three months. I'm not sure.

Q: What can people on the outside do in the way of support for prisoners?

FS: Well, there is this INSIDE OUT program which is developing a community support group for prisoners. (Inside Out / P.O. Box 531 / Room 215, 610 Willamette St., Eugene, Ore. 97401. For information call 342-6403) There's all kinds of things. There are book programs and prisoner correspondence programs and community events--people that go in to relate to prisoners, sort of bringing the community into the prison and trying to get the prisoners out into the community. Just understanding what the prisons are like and what the problems of prisoners are like when they get out. Nobody understands--it's just an outcast caste which most people who don't have relatives involved with it--which is most people--just have no idea. We have this sort of

horror--this sort of outcast caste that's been around all this time. In California it is a whole way of life for many families to be decimated, disrupted, and destroyed by mostly their men being off in Youth Authority and prisons. Now in white communities, in states like Oregon and Washington and so on, fewer members of the community have relatives in prisons so therefore the ordinary community is very unaware of the hideous problems facing prisoners and their families, in terms of jobs, and status, and acceptance, and just survival when they get out. One really learns a lot about what this society is based on by seeing who they lock up. Essentially, aside from some crimes of passion, they lock up people who have no money, no property, and no jobs; people who stole things. So it's a way of enforcing the whole property thing. It's not really enforced by consensus with regard to the working classes. It's enforced by prison.

Q: What's in MAXIMUM SECURITY? Why would it be of interest to the general public?

FS: It's powerfully and intimately written. You'd read it for the same reasons you'd read a war novel. It was written by people who have had experiences that are profound and--in this case--terrible, and yet in some sense beautiful. Their sufferings aren't beautiful, but the fact that people retain their humanity in spite of their sufferings and become, some of them, really philosophers--that is beautiful. It describes life in a rat maze where everything is set up against the prisoner so that he has to survive. It's powerfully expressed. Some of it is very well written. All of it is compellingly written.

Q: I was surprised that a lot of the prisoners put their real names on the letters.

FS: Almost all. In fact, all did but we took a few off because there were only a very few who had sort of made it out of lockup by the time this book was out who we thought--and they felt--did not want to jeopardize their getting thrown back into the hole over these letters. Everybody put their names on them originally. They weren't written for publication, but everybody was asked if they wanted to be in this book.

Q: Do you think the people who wrote those letters will be subject to reprisals?

FS: Well, they all would be except that they're all in the hole and there's no more reprisals that can be taken. These are long-term lockup people whom the state was going to keep in as long as they possibly could, so these are people essentially against whom you just couldn't take any more reprisals.