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Employment

AUTOMOTIVE DRIVER
$543-$615
Drives auto. or light turck. MIN QUAL: 1 yr. paid exp. as auto driver of chauffeur, possess Ore. driver's license, able to obtain Ore. chaffeur's license. EXAM: Sept. 28. APPLY: 510 S.W. Montgomery not later than Sept. 13 at 5 p. m. Multnomah County Civil Service Comm.

COMMUNITY LPN
$589-$640
Assists with nursing care of homebound pts. MIN QUAL: Grad. from practical nursing school meeting require. by law. Possess current Ore. practical nurse license. 2 yrs. exp. giving direct nursing care. EXAM: Sept. 25 or 26. APPLY: 510 S.W. Montgomery by 5 p.m. Sept. 14. Multnomah County Civil Service Comm.

FIREMAN MAINT. ENGINEER $961
Repairs equip. & fixtures; operates boilers & other bldg. & mech. trades tasks. MIN. QUAL: High school grad or GED. 4 yrs. exp. boiler maint. & repair at journeyman level. EXAM: Sept. 27. APPLY: 510 SW Montgomery no later than Sept. 15. Multnomah County Civil Service Commission.

O.R. TECH
$466-$526
Assists in care of pts. & equip. in surgical O.R. MIN. QUAL: High school grad. or GED. 6 mos. training course or 6 most exp. in O.R. Tech. EXAM: Sept. 29. APPLY: 510 S.W. Montgomery no later than 5 p.m. Sept. 21. Multnomah County Civil Service Commission.

DIAL-A-JOB
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GUARD
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ZONING ASSIST. II
$770-$901
Investigates & processes requests for zone changes & participates in prepar. of zoning info. for hearings. MIN QUAL: Open to MCCS employees from list, working as Zoning Assist I not less than 2 yrs. OR degree or major work in planning, public adm. or architecture OR 2 yrs. coll. with work in planning, pub. adm. or archit. PLUS 1 yr. exp. in adm. zoning ordinances & prepar of drafts of maps & ordinances & prepar of drafts of maps & ordinances. EXAM: Sept. 22. APPLY: 510 SW Montgomery no later than 5 p.m. Sept. 15. Multnomah County Civil Service Comm.

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THE METRO ELECTRICAL APPRENTICESHIP COMMITTEE ANNOUNCES THAT ALL APLICATIONS FOR ELECTRICAL APPRENTICESHIP MUST BE COMPLETED AND RECEIVED IN THIS OFFICE BY OCT. 31, 1972.

APPLICATIONS are available weekdays at the Metro office from 8:30 a.m. to 5 p.m., 601 NE Everett, Portland, Ore. For further information call the Metro number, 233-5413.

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Black firm markets "It"

Billboards advertising "It" laundry detergent are showing in eight areas of Portland this month. Polls Marketing & Development Corp. (PMD), owner of "It" detergent ordered billboards not only in Portland but purchased 31 boards, which are scattered over California as well. It is expected that sales of the popular detergent will make a decided jump during the August advertising campaign which includes newspapers, radio and TV as well as billboards.

PMD, a young Black firm based in Oakland, California, is a rapidly growing firm with several components operating. The firm markets its laundry detergents in 10 states presently and enjoys a healthy 2-1/2 per cent of the market in those states. John Ford, president of PMD, expects "It" to be all over the continental United States by the end of the year.

"It" is a first in the detergent industry. Of the scores of laundry products available on supermarket shelves across the country, none is owned and manufactured by a Black firm. All major supermarket chains carry "It" brand detergent. Safeway, the very first chain to order it, back when the detergent was introduced, found "It" to be as good a detergent as they had ever stocked on their market shelves. Mr. Ford said Safeway scrutinized the product for many days, but found they liked it.

The "It" package is the first detergent box to use an actual photograph of a live model. The lady, a non-professional young woman from the Oakland, California community, is a graduate of the OIC program there.

John Ford points out that "It" should not be considered a detergent only for Black consumers because there is a Black woman on the front of the box. The packaging concept of using a live Black model has been successful in other grocery items for the general consumer. Aunt Jemima products and Uncle Ben's Rice are two examples of very successful brands.

This detergent is the newest product of a modern corporation which is truly familiar with the needs and desires of today's consumers. PMD's unique approach to marketing reflects the community experience of its young executives who base their results on credibility and accountability. They are able to develop programs and products which relate the needs and opinions of the minority community to the American mainstream through their method of preliminary surveys conducted by community members who enjoy the confidence of the people. PMD's background and goals put its officers in the unique position of serving as a perfect liaison between the purchaser and the producer and insuring that the relationship between the two is based on a mutual need.

SHOWN CHECKING the first poster as it was placed in the display yard, are (left): John Ford, President of Polls Marketing & Development Corp.; Carol Slade, Director of Public Relations; Theodore Belvin, Executive Vice President; and Carl Schnetz, account executive for the billboard company.

Police at fault in shootout

"It is the finding of the court that the police in the apprehension of Eldridge Cleaver and Bobby Hutton did not exercise due care in the enforcement and executive of the law . . ." Superior Court Judge William H. Brailsford said in a statement in which he ruled a civil damage award against the city.

Brailsford rebuked Oakland police for riddling, with gunfire, an occupied house where Black Panthers Cleaver and Hutton were holed up during an April 6, 1968 shootout.

The judge awarded $12,651 damages to Mrs. Nellie Pere, 82, and her daughter, Mrs. Ella Wade, 59, for losses suffered to their personal property and the refurbished house at 1228 28th St. in Oakland.

The women, who found safety on the kitchen floor during the 90-minute gun battle, each received $1,500 for personal injuries, which included suffering from the effects of tear gas.

Mrs. Pere, owner of the house got a total of $9,872.85, while Mrs. Wade received $2,778.22.

Evidence established that there were 189 bullet holes in the sections above the basement were the two Panthers had taken refuge after two officers were shot in an apparent street ambush.

Hutton was shot and killed when police said he tried to escape. The wounded Cleaver, party information chief, subsequently jumped bail and fled to Algiers.

Judge Brailsford said, "The events that took place immediately prior to the seige doubtless produced considerable resent and antagoinism on the part of the police which may have been justified.

"Nevertheless, reasonable conduct would seem to require the making of some inquiry regarding the presence of possible other occupants in the house . . . before shooting into the house in the manner disclosed by the evidence.

"The escape of the fugitive with 30 police surrounding the house seemed romote."

"The large number of bullet holes . . . supports a finding that the shooting by the police was not necessary and was unreasonable when one considers the totality of the situation. It was certainly a miracle that neither plaintiff was struck by one of the many bullets fired into the house before they were removed."

THE FAMILY LAWYER

"I Just Killed My..."

Poking fun at the law, a cartoon shows a man rushing into the police station to confess a murder. But the desk sergeant frantically waves him into silence.

"You don't have to say a word," the sergeant explains, "until you have seen a lawyer."

This may be good cartooning. But it is bad law. The sergeant has no obligation to interrupt a confession that is offered voluntarily. Furthermore, the man's statement may be used against him in court.

Consider an actual case:

A motorcycle officer sirened a motorist to the curb and asked to see his driver's license and registration slip. After a moment's hesitation, the man shrugged.

"Well, I guess you've got me," he said. "I stole the car."

Brought to trial later for car theft, he claimed that his confession could not be used against him because the officer had failed to warn him of his rights.

But the court found nothing wrong with the confession, since the man had made it of his own free will.

What kind of pressures do taint a confession as "involuntary"—hence inadmissible in court? Obvious examples are the use of physical violence or mental intimidation. Such methods run afoul of the constitutional privilege against self-incrimination.

But a confession may also be ruled out because it was obtained by the unfair use of promises or temptations.

In one case, a man under questioning about a robbery was informed that his wife—also being held — would be released if he would confess he had committed the crime.

He did confess. But this time, his confession was held to be inadmissible in court. The judge said a confession obtained by offering such a powerful temptation had one great drawback in the eyes of the law:

It was all too likely to be false.

A public service feature of the American Bar Association and the Oregon State Bar Association. Written by Will Bernard.

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Senior citizens meet

Senior citizens residing in the Portland Community College district are invited to participate in a conference to plan a program which will coordinate programs of existing organizations, develop new services, and provide information about senior citizen benefits.

Organized by PCC's Community Education division, the conference will be held at the Sylvania center, 12000 S.W. 49th Avenue, 9:30 a.m. to 4 p.m., September 13. Luncheon will be served in the college cafeteria, and entertainment will be provided.

Senior citizens will participate in a series of workshops; the results of which will be proposals for program implementation.

To receive a complete program and directions to the college, call Portland Community College, 244-6111, extension 318.

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