



Charles Jordan leaves City position



Students build carolers

Carolers are self portraits made by the Special Education students at Humboldt school. Children looked themselves in the mirror to see how they looked when they were singing. Nita Foster, left, is supervising the installation of the display on the Humboldt stage. Others are Myron Staley, Donald Harrington (whose attention wandered) and Larry Panley.

Black prophets foretell future

The Mystic Heart, an E.S.P. Board which was invented by a Black in Chicago and distributed by Goodo Distributors of Los Angeles, has the mystic power to foretell the future. If one concentrates the Heart automatically and truthfully answers the questions it is asked.

A few of the Mystic Hearts were consulted in Portland, which revealed some great truths. The Heart does not speak well of Portland and the Observer cannot reveal many of the truths it told about the racial situation in Oregon. Following are some of the predictions that the Observer feels at liberty to publish.

Many of the things we predicted last year did come to pass. We were not predicting 1972 like the local white prophets or astrologers. We were predicting the future from the Black Man's point of view.

We predicted last year that 1) Neil Goldschmidt would become mayor of Portland; 2) Bill McCoy would become the first black legislator; 3) Administrative transfers would cut out some grades in Albina; 4) Because of the redistricting in cutting Albina into four pieces that Blacks could not elect a black legislator; 5) The Portland City Council would remain lily white; 6) and Nixon would remain President.

As 1972 comes to a close, again we want you to see 1973 through black eyes.

We predict that Tom McCall will get a federal appointment, leaving the governorship to Clay Myers. John Toran will gain more political exposure in the Demo-

cratic Party. A member of the State Senate will hire a black secretary and there is a possibility that one or two more legislative positions will go to Blacks.

The new head of the Bureau of Human Resources for the City of Portland will not be black. When Neil Goldschmidt becomes mayor he will have the opportunity to appoint many persons to his new administration, bringing city government closer to the people. Blacks still hope that Goldschmidt will bring a new era for Black People in Portland. Goldschmidt will attempt to shake up the power base in Portland giving the power to the people in order to bring much needed progress toward making Portland a true City of Roses. Goldschmidt will oppose Julian Bond for the presidency in 1980.

The first director of Model Cities was white. Will the last director be white also? Model Cities will continue for another year and then be phased out. The Portland Metropolitan Steering Committee will be taken into the Bureau of Human Resources through the Green Amendment. Opposed by many Blacks, this move will come soon after the new City Council takes office.

The Greater Portland Council of Churches will come under pressure to hire at least one Black - pressure generated by its members sermons. Child care will remain a heated issue as the state attempts to take over control of private child care programs through the withholding and manipulation of funds.

The Oregon Consumer League, having terminated its (Please turn to page 8 col. 5)

Charles Jordan, acting director of the City of Portland's Human Resources Bureau and director of the Model Cities Agency, resigned from his position effective January 5, 1973. Jordan will be the Director of Careers Education for the Northwest Regional Educational Laboratory.

Jordan told the Observer that he left the city with mixed emotions. He feels that the Bureau of Human Resources will materialize in two or three years and will be a success if the people of Portland do not expect too much in the first year and if the City Council gives its support. He explained that the Bureau cannot change the delivery of city services in one year.

Jordan regrets leaving Model Cities but feels that if the Citizens Planning Board gives the new director the same guidance and encouragement it gave him, there will be no problem in filling the position.

Jordan described Model Cities as a demonstration project. "It was not designed to solve the problems of the inner city but to demonstrate new techniques in dealing with people problems. Model Cities works with established institutions, supplementing their budgets so they can experiment with new methods. If techniques developed are successful, they should be institutionalized and become part of the program. Then the Model Cities money can go elsewhere to help with other problems." In carrying out the demonstration projects, some individuals will benefit but not all people will receive direct benefits.

Jordan considers Oregon a difficult state for Blacks but one that holds promise. Blacks have made few gains in private



CHARLES JORDAN

industry but are beginning to make gains in public service. He advises young Blacks with ability not to become frustrated at the lack of opportunity - but to hold on and do something about the situation.

Jordan believes change is coming at a slow pace in Oregon but that Oregon holds great promise for Blacks.

Jordan is excited about his new position and sees it as a new career. The Northwest Regional Educational Laboratory is doing experimental

work in manpower and education and provides the opportunity for "a lot of action."

Jordan came to Portland in July of 1970 to become director of Model Cities. He had been Assistant City Manager of Palm Springs, California. Jordan assured the Observer that he will be in Portland and will continue to be involved in the community.

Some political strategists predict that Charles Jordan will run for public office - possibly the city council in 1974.

General Mills refuses Urban League talks

Paul Parker, Vice President, General Mills, Inc. and chief negotiator at recent talks called by Twin Cities Urban Leagues and the National Organization for Women (N.O.W.), decline to agree to another date for discussing lack of affirmative recruitment of minorities and women in professional and managerial (exempt) positions at General Mills.

The Urban Leagues and NOW refused to accept Mr. Parker's proposal of increas-

ing General Mills' exempt minority staff positions from three to approximately 4 percent by December, 1973, but were willing to meet for future discussions. Mr. Parker was unwilling to set a firm date for such a meeting.

In coming to no amenable agreement with the organizations, General Mills plans to continue its present program of hiring 15 percent minorities and women up to the end of 1972 and 25 percent by July 1973. According to

Lawrence Borom, Executive Director, St. Paul Urban League, "this means that of 500 exempt positions that will be available across the country by December, 1973, only 65 minorities and women will be hired, and we cannot accept these terms."

Prior to June, 1972, there were only 2.5 percent minorities and 5.3 percent women in corporate exempt positions at General Mills. As of November 30, 1972, employment was three percent for minorities and 7.1 percent for women.

"The Urban Leagues and NOW will step up a national selective buying campaign against General Mills products if such a slow rate of hiring minorities and women continue," said Mr. Borom.

The Twin Cities Urban Leagues launched a selective buying campaign against General Mills in July, 1972 when the corporation rejected their request for an increase from 2 percent to 5.5 percent in six months and 11 percent by July, 1973 in employment of minorities in professional and managerial positions.

NOW fully supports the Urban Leagues and has filed a class action suit against General Mills "for practicing sex and racial discrimination throughout its operation."

Other major organizations endorsing the boycott are: The Delegate Assembly of the National Urban League Women's Equity Action League American Indian Movement Minneapolis Urban Coalition The Black Women's Institute for Social Change

Media reveals new image

By Joseph W. Bostic

The purpose of MEDIA, Inc. is to deliver limited financial assistance, on-going technical assistance and management counselling to existing Model Neighborhood based businesses and to potentially viable resident owned businesses, and to attract new enterprise to the Model Neighborhood. The objective of the Project is to promote the overall economic development of the Model Neighborhood and adjacent areas by utilizing existing Model Neighborhood economic resources, entrepreneurial talent, and the financial-technical resources of the greater Portland Economic Community.

The Metropolitan Economic Development Industrial Alliance, Inc. (MEDIA, Inc.) is a private, non-profit local development corporation (LDC) licensed to participate in the full-range of Small Business Administration's is direct and guaranteed loan project. The Board of Directors of MEDIA, Inc., consists of nine individuals formerly selected by the Office of the Mayor, by the Citizens Planning Board, and by the Executive Committee of the Model Cities Program.

The Community Development Project's primary objective is to obtain for MN entrepreneurs, consumers,

and labor force participants, a more equitable share of the opportunities and benefits through increased participation in the greater Portland economy. The Program's goals will be achieved through:

1. Assistance to entrepreneurs to participate in the established credit market and the leading of seed funds to MN concerns for use as either fixed or operating capital.

2. Provision of management and technical assistance to MN entrepreneurs to increase the efficiency and expand the scale of area enterprise.

(Please turn to page 8 col. 3)

Day care center booms

By Linda Thompson

Yes, St. Martin is lively as ever, serving families in the Albina area. Each morning between 6:45 a.m. and 9:00 a.m., a great number of families feel proud and reassured going to work after having taken their children into the Day Care Center, knowing that their children will get the best care possible. The children in the nursery are contented, happy and eager to come each day.

While St. Martin's is quite liberal in changing with today's educational trends, a wholesome and stable atmosphere is maintained.

St. Martin's not only helps develop respect in the children for themselves and others but this same feeling seems to penetrate into the parent. In many instances parents acquire a greater degree of self respect and self-confidence which is noticeable.

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Hard work pays

The year 1972 has not been a bad year to many families and especially to the Mahlon Stone family. They look to 1973 as a very exciting and productive era. The reason is that the Stones take life with a positive approach. Their philosophy is "through hard work, initiative and determination one can achieve his goal."

The Stones are dedicated to youth and to making our society a better place for youth to live.

Mr. and Mrs. Mahlon Stone cannot be considered the average Americans because of the

family achievement. Under obstacles that would have caused the average man to "toss in the towel", Mahlon Stone moved into an exclusive all-white neighborhood when it was unpopular for Blacks to live in white neighborhoods.

Many Black People use color as an excuse for not bettering family position. But Stone prevailed because he has the durability of the Rock of Gibraltar. His advice to young people is, "No matter what your goal in life is, hard work and determination, along with preparedness, will help you reach your goal."

1972 in review



DR. LEE BROWN

Dr. Lee Brown was elected the first president of the Oregon Black Caucus. Brown left Portland to teach at Howard.



MAYOR SCHRUNK

The retirement of Mayor Terry Schruk brought the election of Neil Goldschmidt and the challenge to appoint a Black to the City Council.



J. A. PAGE

The Oregon Consumer League fired the director of its Model Cities program, J. Alton Page, again bringing to the surface the question of citizen boards and citizen power.

Please see pictures pages 3, 4 and 5

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