

## Sexist advertising

# Women must unite to change image

by LAURA SCHMALBACH

If last week's Chicago conference on the portrayal of women in advertising proved anything, it was that the name of the game is diversity — in the way women want to be represented by advertisers. In their complaints about offensive material and in the possible solutions to the problem of sexist advertising.

The collection of 75-100 advertising executives, media representatives, educational specialists and women's groups, sponsored by the state Commission on the Status of Women and the Commission on Human Relations, seemed to agree that the demeaning image of a giggling housewife talking to her toilet bowl had to go. But from that point on, it was up for grabs.

A survey mailed to 1,000 members of activist women's groups throughout the state, both for and against the women's movement, had netted 300 replies at the time of the conference. From the 198 letters included, more than 150 advertisements were singled out as either demeaning or favorable to women.

IN THE "MOST ACCEPTABLE" category, repeated examples included Sears Kenmore appliances because they show women in a home environment; the "not acceptable" group included a Virginia Slims cigarette ad because it ostensibly poked fun at the goals of the feminist movement (the same ad also turned up in the acceptable category because it featured women in a non-housewife role).

Everything from laundry detergent to insurance companies came under scrutiny from both the survey respondents and the conference participants, and suggestions ranged from featuring more single

and divorced people to upgrading the image of housewives.

But whether the conferees heralded or hated a particular sales pitch, the emphasis seemed to be on avoiding a degrading portrayal, regardless of the woman's — or man's — role.

There is no doubt that many advertisements have been demeaning to women, said luncheon speaker Barbara Proctor of Chicago's Proctor and Gardner ad agency. But the roadblocks to eliminating those ads are formidable: a lack of concerted organization on the part of women consumers, and the reality that "advertisers are not worrying about 'social responsibility' — they are out to sell a product first and foremost."

"Advertisers have to recognize that women should be categorized as either a corporate tycoon or 'just a housewife.' Women are people, and people are multifaceted," Ms. Proctor said. "But our problem is that

"Our problem is that we react rather than act and define ourselves . . . we may complain about negative images, but women by the millions are supporting those images." —Barbara Proctor

we react rather than act and define ourselves . . . we may complain about negative images, but women by the millions are supporting those images."

PART OF THE PROBLEM, she added, is that the advertisements do not exist in a vacuum. They are



FROM SEXPOT TO saleswoman, the image of women in advertising is becoming an increasing concern. A conference held in Chicago last week brought together representatives of advertising and

women's groups to discuss positive and negative portrayals as well as options for change in the industry.

surrounded by content that reflects their negative image. "We say that 'Charlie's Angels' are trite, contrived and chauvinistic, but we've also got to say that the show is No. 1 on this week's Nielsen ratings."

"It's a lot more palatable to fantasize about 'Charlie's Angels' than it is to recognize that crime is rising 300 per cent faster among women than men in this country," she explained. "Fantasy and ridicule are the top line therapy these days."

"In the final analysis, the media is the message. No commercial has stayed on the air when there's been a concerted effort to get it off," she continued. "Women consumers from ages 18 to 49 are the most formidable lobby in the United States, and we do have the power to short-circuit an advertising portrayal. In this case, 'what she gets is what she wants.'"

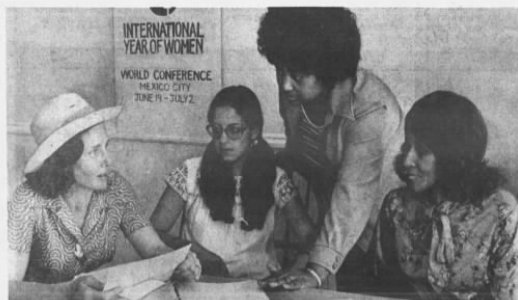
Organizing complaints and channeling them to the proper sources are easier when women themselves are organized, Ms. Proctor said. Directing letters to the corporation president is one of the most effective

"No commercial has stayed on the air when there's been a concerted effort to get it off. —Barbara Proctor.

methods, but "when we yell for equal rights on the job and then tell our husbands not to hire attractive women, I don't think we're ready to act."

WHETHER OR NOT women are ready to collectively tackle offensive advertising, at least an awareness is being created, said Connie Seals, executive director of the Commission on Human Relations. The next step will be public hearings next spring before the Commission on the Status of Women, with possible recommendations coming from those sessions.

"The first requirement is establishing a dialog, and this conference has done that," Ms. Seals said. "You can't play the game without identifying the players, and at least we've made a start."



Heading for Mexico: Joanne Alter (from left), Luz Maria Prieto, Connie Seals, and Ernestine Wilson.

## Women of the world to rally 'round the issue of status

By Carol Kleiman

BETTY FRIEDAN is going to the world conference on International Women's Year (I.W.Y.) that opens in Mexico City Thursday and continues until July 2. Gloria Steinem already is there, speaking at a preliminary seminar for journalists from developing countries.

Bella Abzug is packing her summer sombrero, but Angela Davis is staying home. Indra Ghosei promised to show up, but she's having trouble with her job. Dolores Huerta of the United Farm Workers will be there and so will the Rev. Willie Barrow of P.U.S.H. But Simone deBeauvoir is boycotting the event and so is Kate Millett.

Germaine Greer, activist, went to a forum held by the U.N. in anticipation of the Mexico conference, and dismissed the whole thing as a sop thought up by "some good guys."

MEXICO CITY, still the abiding residence of machismo, will never be the same, say observers, as some 6,000 official and unofficial delegates, journalists, observers, movers, shakers, and housewives arrive for the big event.

It's been a long time coming, this coming together of women from 137 United Nations countries to discuss the three big issues of the women's year: peace, equality, and economic development.

Since the turn of the century, women

have been asking for an international meeting sponsored by world governments. In the '20s, it was a plank in the Suffragette program, but it never happened.

Early arrivals at the conference already are making speeches criticizing social roles in marriage, motherhood, and housework. And they are vowing to continue fighting for equal opportunities for women and "to correct this situation that unjustly makes woman inferior from the moment she is born," as Josephine Guinness, a delegate from the Upper Volta, put it.

Twelve years ago, the United Nations

Continued on page 6

## Two Appointed Urban League Staff Members

Two south siders have been named to the Chicago Urban League staff, Edwin C. Berry, executive director of the league, said.

Mrs. Connie Seals, 7228 Rhodes av., former assistant editor of The Bulletin, a south side community newspaper,



Smith, Mrs. Seals

has been selected as a trainee in the league's community education section. She was the league's "volunteer of the year" in 1963.

Ashby G. Smith, 6918 Calumet av., has been named research specialist. Formerly a research analyst with the Illinois department of labor's bureau of employment security, he is a graduate of Roosevelt university, and is working for a master's degree in economics at the University of Chicago.

# League Cited



**TOOTS ITS HORN**—Mrs. Connie Seals, 7228 Rhodes av., director of Chicago Urban league's community education department, accepts the Golden Trumpet trophy from Warren Thompson, representing the Publicity Club of Chicago. The Urban league was cited by the club for having "the best program to educate the public to the purpose of education."



# *National Media Women Applaud Chicagoans*

Four Chicagoans were awarded honors at the fifth national convention of the National Association of Media Women, Inc., recently held in Chicago.

Miss Eva Jefferson, president of the student body at Northwestern University, Evanston, received the National Achievement Award for her ability to "communicate what is in the hearts and minds of young America," said Mrs. Theresa Hooks, national president.

Presented the President's award was Mrs. Merri Dee, a disc jockey on radio station W. B. E. E. and W. C. I. U.-TV.

Mrs. Connie Seals, communi-

cation director of the Chicago Urban League, was honored as Chicago Media Woman of the Year and won the Ida B. Wells National Media Woman of the Year Award.

Honored by the Chicago chapter as Media Man of the Year was William Manney, station manager of radio station W. B. E. E.

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## *Elmhurst College Ends Parent Fete*

Elmhurst College will end its Parents Fall weekend today with worship services and a concert, both in the Hammer-schmidt Chapel, 190 N. Prospect Av., Elmhurst.

# Anti-crime dialog grows on S. Side

**CRIME IN the streets starts with fear in the community,** says Connie Seals, who has formed a coalition of women to fight that fear.

"We want to start a groundswell of reaction that will show everyone that the black and brown people won't condone crime in their communities any longer," says Mrs. Seals, executive director of the Illinois Human Relations Commission.

Chief weapon in the war against fear and crime will be a series of "dialog meetings" between community residents from South and West Side neighborhoods and local police, Mrs. Seals says.

"**OUR GOAL** will be to have a hundred of these meetings," she says. "These should be held in a private home with 10 to 25 community residents meeting with two or three local police. Police Supt. James Rochford has assured us he is urging police cooperation."

"We're not encouraging everybody to be so polite," she says. "We want to get down to the nitty-gritty; to tell each other what really irks them."

**BESIDES ENCOURAGING** discussions, Mrs. Seals says the coalition of concerned women is circulating petitions

stating that the signers oppose crime.

"We want to involve everyone in passing around the petitions," she says. "This is especially true of the young. We want to show our young people we are against crime. About 75 per cent of the violent crime we have is committed by those under 18 years old. We want the young people to know we aren't turning on them, but for them to join us in wanting to make our streets safe."

Essay contests and decal competition operated with school cooperation should help enlist youth support, she says.

**MRS. SEALS** says she is optimistic that the women's coalition can achieve cooperation of the community's youth.

"At our first dialog meeting with police last week," she says, "about four young men came in. They were the stereotype of gang members. Some of us looked around at them, but we didn't let their presence stop us from talking, from telling what we had on our minds."

"Then eventually, one of them asked if he could speak, and he did. When those young men left the meeting, they all took petitions to have signed. They said they support what we are doing."

Tempo/Living

# Women: Time to work together for equality

By Donna Joy Newman

ONE MINUTE, THE political strategist was confidently discussing her aims to get more women on the ballots and elected to public office.

Then she paused over her pepper steak and rice. "You know, there's one question I can never answer," she said. "Can anybody here tell me what to say when someone who opposes the ERA [Equal Rights Amendment] brings up the issue of public toilets? Will women and men have to share the same toilets if ERA passes?"

The rest of the women at her table at the Midland Hotel the other day—assembled to celebrate National Women's Agenda Day in Illinois—were not lacking for answers, but to many of the supporters of the women's movement, it does seem a silly issue.

AND YET, LIKE a persistent mosquito, it is one of the nagging questions that must be dealt with if women in the movement's forefront are going to reassure women in the hinterlands that all will be well if women everywhere unite and support each other.

The major purpose of National Women's Agenda Day, celebrated Tuesday by women's organizations in all 50 states and Washington, D. C., was to announce an agenda of 11 issues deemed crucial to women.

The issues were drawn together by the Women's Action Alliance, a nonprofit resource center for women's organizations, in consultation with nearly 100 nationally based women's groups said to have a constituency of about 33 million women.

Though there are no new issues, agenda supporters say the move is the first step in an attempt to regroup, to plan new strategies and programs to make the 11 goals a reality.

Conne Seale, a black woman who is executive director of the Illinois Commission on Human Relations, drew applause from the audience of leaders of Illinois women's organizations at agenda day when she compared the new thrust to the point in the civil rights movement when "we had to ask ourselves, 'Are we



Women's groups should unite in support of an agenda crucial to all women, Rebecca Sive-Tomashefsky urges.

going to react or are we going to go on the offensive, to be the people reacted to?"

THE APPLAUSE got heavier when she added, "Now, Phyllis Schlafly is going to react to us." [Mrs. Schlafly is the well-known ERA opponent from Alton.]

This feeling of uniting to react to a common enemy is the keynote in this latest turn the women's movement is taking.

Rebecca Sive-Tomashefsky, convener for the National Women's Agenda Day in Illinois, calls it a bringing together of "those women who have not joined hands before. Women in their various groups have been well organized all along. Now is the time for them to work together in coalition."

Heather Booth, director of the Midwest Academy and a prominent Chicago feminist, says



Times Photos by Sandy Weitzing

"We're talking about the things all women need," Heather Booth tells National Women's Agenda Day audience—equality in

it's a "step beyond" the we're-all-women-so-we-all-have-something-in-common thinking. "We're talking about the things all women need. All women are concerned with physical safety. All women with children need better child-care supports."

Recent stirrings of divisiveness in the women's movement—like the strategical and ideological schism in the National Organization for Women—she says are "a sign that the stakes are much higher now. As advances have been made in women's rights, women have turned on each other. But instead of turning on each other, we can turn on the enemy."

Calling Phyllis Schlafly "only the tip of the iceberg," she says the deeper enemies are the government, large corporations, and rightist groups, which she says are all playing on fears

education and economic power, quality health and child care, fair political representation, physical safety, respect.

generated by the recession to take gains away from women. As examples she cited a threat to dismantle the Equal Employment Opportunity Commission, vetoes of progressive legislation, and corporate reluctance to disclose hiring policies.

BOOTH SAYS one of the goals of the agenda supporters is to bring in women "previously alienated" from the women's movement.

In the last two years or so, she says polls have revealed that most women, while they might deny the term "libber," nevertheless have supported key issues, like equal pay for equal work. "As these ideas started to become the language of the majority, the corporations and the right wing freaked out," she says. "The agenda is one of many new strategies to respond to that reaction."

## The Human Relations Beat

By Connie Seals,  
Executive Director  
ILLINOIS COM-  
MISSION ON HU-

### MAN RELATIONS

Advocates of the Equal Rights Amendment strongly believe that 1975 is the year for ratification of

this highly controversial piece of legislation which simply states:

- Equality of rights under the law shall not be denied

or abridged by the United States or by any state on account of sex.

- The Congress shall have the power to enforce by appropriate legislation the provisions of this article, and

- This amendment shall take affect two years after the date of ratification.

The ERA fight not only has heated up many legislators but has spilled over into everyday relationships between men and women, at home, at work, in health fields, recreation, in the church and on and on.

Every myth promoted by ERA foes has been designed to emotionally upset both sexes by suggesting that something unnatural to women is about to happen. This line was taken up after the failure of attempts to ridicule members of the movement as bra and girdle burners.

It probably is a radical notion in some circles that women want equal pay for

equal work. It is also just as radical to assume that some women can do equal work. It is no doubt extreme uppittiness for women to think they can drive trucks, climb telephone poles or join the hard hat crowd.

On the home front, it is perfectly natural for women to wash floors, and walls, repair broken furniture, do the plumbing, mow lawns, wash cars, etc. It gets a little sticky though if she wants to own the car wash, or become a union official. Somehow you find yourself saying over and over again "women are people-persons."

Incidentally, substituting the words people or persons for the usual title man (as in chairman) absolutely sticks in the throat of a great many unenlightened men and women who have settled into the tradition of pigeonholing and categorizing individuals based on group memberships.

There is still a long way

to go before every man or women can be judged on individual merit.

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**The Human Relations Beat**

# Educated Negro Can Be Sure Of Job

BY MRS. CONNIE SEALS, Specialist  
(Chicago Urban League)  
(Community Education Department)

The back-to-school, stay-in-school campaigns planned this year by several civic, labor, church and community groups, as well as city, interracial and intergroup relations agencies have a bigger and more pressing duty to perform than in previous years.

As noted by Eli Ginzberg, chairman of the national Manpower Advisory committee, "With federal, state and local government pressing to eliminate job discrimination, no Negro with proper training need longer fear that he will not get a job."

Another spokesman, Secretary of Labor W. Willard Wirtz, recently stated, "Every undereducated, undertrained youth from a poverty background entering our work force today will cost us approximately \$30,000 in the course of his life. Either we help the youth or we support the adult."

Back-to-school advocates are faced with the challenge of finding ways to encourage parents to motivate their children and also to continue stimulating Negro youth to "sit-in" the classroom.

Urban league research indicates the impact of the civil rights movement is opening up new positions for Negroes — some with firms that have never hired Negroes before and some in skilled occupations and managerial posts from which Negroes were excluded.

Just recently I had the occasion to talk with three leaders of the teen back-to-school committee at Abraham Lincoln Center, 700 E. Oakwood. They gave these reasons for returning to school.

Tyrone Crowder, a senior at Dunbar Vocational High school, lives in the Ida B. Wells project, 507 E. 38th. Tyrone is head of the center's teen back-to-school effort. After graduation, he will continue his education as a member of the U. S. Navy

Reserve. He stated, "Without an education, you just can't do anything or be anybody. That's all there is to it."

• • •

Daniel Cochran lives in the Washington Park Homes, 4544 S. Evans. A recent Du Sable High school graduate, Daniel will be attending Amherst college this fall. He aspires to be a U. S. ambassador to the Court of St. James. Impossible that this youth who lives in a hard core poverty area should contemplate foreign service? He doesn't think so. His courses at Amherst will be geared toward this goal.

And then there's Darryl Jones, 622 E. Oakwood, in the junior class at Tilden Technical High school. Darryl offered this advice to youngsters who think they can drop out of school and get a job, "It can't be done. I know because I tried it."

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The Human Relations Beat

# 'Tokenism' Jobs Pose Danger

BY MRS. CONNIE SEALS  
(Community Education Department)  
(Chicago Urban League)

We have had a succession of systems of race relations in our nation — first, slavery; then, rural peonage, followed by urban segregation and discrimination. We have to ask ourselves — what is the next stage? Will we develop a system of "tokenism" in which a symbolically small number of well-educated middle-class Negroes have access to the total society, while the mass of Negroes are excluded?

Speaking before the recent Convocation On Equal Justice for All in New York City, Edwin C. Berry, executive director of the Chicago Urban League, warned that tokenism a system may become a distinct danger.

Prior to 1963, well-trained, skilled young Negroes, with few exceptions, were confined to employment by government agencies or business institutions within the ghetto. Today, we find Chicago Loop businesses affirmatively seeking Negro professional, clerical and technical help. The most dramatic breakthrough was the agreement last summer of five major loop banks with the Chicago Urban League to develop an extensive program of recruiting Negro employees. Prior to the announcement of this program, there were only a handful of Negro workers in the city's banks. Today, through their personnel offices or on referral from the Urban League, Negroes are entering the banks' staffs at all levels.

Berry pointed out to the New York gathering that major breakthroughs were being realized in many once restricted areas. Insurance and advertising firms are hiring Negroes as white-collar personnel. Underemployed, well-educated Negroes have moved to supervisory positions in plants. Some firms that had no Negroes' employees, even in production and maintenance, are now hiring in order to comply with the state fair employment practices law and the president's order on equal employment.

In general, almost every firm in Chicago is seeking some talented and trained Negroes. The young, well-skilled Negro now has a chance to get into the mainstream of American economic life. This situation has put a great strain on the Urban League's employment and guidance staff.

In fact, they are under pressure to provide the "instant Negro." The employer names the job specification for which he wants a Negro and we are supposed to produce one to fill the spot with the same magic as producing a genie out of a bottle.

However, new job opportunities for Negroes have not been opened long enough to make any overall changes in the economic structure of the Negro community, nor any basic changes in the labor force of major employers.

Lacking such evidence of basic change, we constantly have a gnawing question — do these new opportunities

represent the opening of the doors of equal opportunity to all, or do they just represent token concessions to the great pressure of the civil rights movement? It is suspected that it is some of both.

The American community cannot allow tokenism to become institutionalized as we have the systems of race relations which preceded it. We are now in the midst of, and must continue, an all-out onslaught against the status quo which denies equal opportunity. We are on a road without turning.

We must shun the blandishments of the gradualist who insists that things are getting better. His optimism is like the man who met an acquaintance on the street and, in a friendly manner, inquired, "How's your wife?" The friend retorted, "Compared to what?"

We must all understand that we are striving for equal opportunity and we must be clear ourselves in that equal opportunity means equal opportunity — not just a condition better than formerly existed. As far as jobs are concerned, it means equal education and training; equal access to the job; equal working conditions and a equal chance for advancement all the way to chairman of the board.

While we must realistically recognize that the achievement of this objective is not the work of a day, we still want it and should have had it — yesterday.

These of us who are in the vanguard of the battle for equality must never allow one eye to be taken off the goal of total equality, even though some things are getting better for some black people.

This is not intended to be a blanket indictment of all employers. It is, however, a blanket indictment of that portion of the American system which has fostered and condoned the crippling discrimination and then, in defense, pointed the finger of blame at the cripple it created.

## Gets Nurse Pin

Student nurse Elga Atslega, 3930 Congress pkwy., will receive her school pin from Chicago Wesley Memorial hospital school of nursing at the senior recognition service to be held 8 p.m. Friday in Thorne Hall, Lake Shore and Superior.

## Quiet Burglar

A burglar entered the apartment of Mr. and Mrs. Edward Seward, 910 N. Pine, Thursday and escaped with \$440 in cash and \$150 in jewelry from a bedroom where the two were asleep.

**The Human Relations Beat**

# Civil Rights Bill Termed 'Moderate'

BY MRS. CONNIE SEALS  
(Community Education Department)  
(Chicago Urban League)

A summary on the civil rights bill has been prepared at the request and under the supervision of William M. McCulloch, representative to Congress from the fourth district of Ohio. The summary is entitled "The Truth About the Civil Rights Bill."

McCulloch said false and misleading charges are being directed at the bill. "To those people who believe in equality under the law, who support the constitution, and who love liberty for themselves and for others, the civil rights bill is moderate in scope, and in accordance with the best tradition of America," McCulloch said.

The following is an excerpt from McCulloch's summary:

**Education**

The bill does not permit the federal government to transfer students among schools to create "racial balancing."

The bill does not permit the federal government to dictate to schools or teachers as to what they must teach.

The bill does not permit the federal government to force religious schools to hire teachers they do not want.

The bill does not permit the federal government to interfere with the course content or day-to-day operations of public or private schools.

The bill does not permit the federal government to interfere with the job or seniority rights of school teachers.

The bill does authorize the Attorney General to bring civil suits to desegregate public schools where individual citizens are too poor or are afraid to bring their own suits.

Contrary to many beliefs, under housing, the bill does not permit the federal government to tell any home or apartment owner or real estate operator to whom he must sell, rent, lease, or otherwise use his property.

**Hotels and Restaurants**

The bill does not permit the federal government to tell general retail establishments, bars, private clubs, country clubs or service establishments who they must serve.

The bill does not permit the federal government to interfere with or destroy the private property rights of individual businessmen.

The bill does not permit the federal government to tell a lawyer, doctor, banker or other professional man whom he must serve.

**The bill does not permit the federal government to tell a barbershop or beauty-shop owner whom he must serve, except that such establishments, if located in a hotel, must serve all patrons of the hotel.**

All that the bill does is to require that the owners of places of lodging (having 5 or more rooms for rent), eating establishments, gasoline stations, and places of entertainment are to serve all customers who are well-behaved and who are able to pay.

This requirement is weaker than the public accommodations laws of 32 states. And, where these states properly enforce their laws, there is no reason for the federal government to interfere.

**Employment and Unions**

The bill does not permit the federal government to interfere with the day-to-day operations of a business or labor organization.

The bill does not permit the federal government to require an employer or union to hire or accept for membership a quota of employees from any particular minority group.

**The bill does not permit the federal government to destroy the job seniority rights of either union or non-union employees.**

The bill does authorize a bipartisan commission to investigate the charges that an employer has refused to hire or that a union has refused to accept for membership an individual solely because of his race, sex, color, religion or national origin. If the commission cannot dispose of the charge through the voluntary cooperation of the employer or union, the commission must either drop the charge or bring a civil suit in a U.S. District court. In court, the commission must prove its charges by a preponderance of evidence.

**The Human Relations Beat**

# To 'Gain Knowledge' Negro Youth's Duty

BY MRS. CONNIE SEALS  
(Community Education Specialist)  
(Chicago Urban League)

Can you imagine having a new pressure group in our midst called the National Association of Unqualified People?

This was the question asked of a group of Flint, Mich., young people by Curtis Brooks, employment and guidance specialist with the Chicago Urban League. Brooks pointed out that after the legal and social barriers of discrimination are removed, if young people are not prepared, they will be faced with a more legitimate form of discrimination — that of exclusion from work because they did not qualify to compete in the world of automation and technological advancement.

The first responsibility of youth is to gain knowledge and to prepare for the world of work. With growing automation and new methods of technology and approach, this is a very important area of revolution.

In a report entitled "Manpower Challenge of the 60s," the U. S. department of labor has the following to say about the world of work:

\* \* \*

1. It's projected that the number of young people reaching the age of 18 and entering the labor force will, in the single year of 1965, increase nearly 50%. This means greater competition.

2. There will, in the 60's, be major changes in the composition of the labor force and the kinds of jobs which the economy demands. In other words, new skills will be required for new tasks.

3. The changing world of work is not just a problem for men. By 1970, two out of every five women will be in the labor force.

4. Employment will continue to grow faster in the service

industries than in the production industries. In other words, fewer workers will be needed to produce the goods we need and more workers will be needed to provide the increasing services required as our standard of living goes up.

5. Professional, office and sales jobs will grow faster. During the past decade professional, office and sales workers, as a group, exceeded for the first time in our history the number of persons employed in manual occupations of any type.

6. The biggest increase in jobs will occur in those requiring the most education and training. Young workers entering the labor force will need more guidance and counseling. In addition, 70% of the new young entrants to the labor force in the 60's will be high school graduates or better, as compared to 60% in the 50's.

\* \* \*

We must put to the test our newly guaranteed rights under the civil rights law. Our greatest challenges will be the field of equal employment opportunities, and we must be prepared.

As we march into places of public accommodation, we must march into libraries. As we sit in the restaurants, we must "sit in" the classrooms. We must study-in, excel-in, achieve-in, know-in, and then we can witness something marvelous and wonderful, and that is Negroes marching in all the doors of opportunity rapidly opening to us.



## The Human Relations Beat

# 'Cultural Castration'

BY MRS. CONNIE SEALS  
(Community Education Dept.)  
(Chicago Urban League)

Northern cities have created a second-class status which has resulted in "cultural castration" of the lower-class Negro male. In Chicago, one out of every six able-bodied Negro males is completely without work—and a second one out of the same six receives an income so low that it keeps him and his family below the poverty level.

Lest you still think that the racial differences are only a problem of rural background of the Negro poor, let me remind you that in the city of Chicago the white high school drop-out earns almost 10 per cent more than the Negro college graduate.

Racism has become frozen into the fabric of American society. In the cities these practices have created an urban peasantry which, every year, is becoming further removed from the constantly rising level of skills demanded by employers. Today, in Chicago, the major employers, such as the steel mills, are requiring a high school diploma for employment as a laborer.

\* \* \*

Yet, this year in Chicago only one out of every three Negroes who reach the age of 18 will possess this qualification. Where do the two-thirds without a diploma go to work if they can't work in the mills?

They are headed for a career of marginal jobs, unemployment and welfare. They and their families are locked in a pattern of poverty, ghettos, segregated and inferior schooling, and, of course, with such conditions, unstable family life.

Unless our nation can break this pattern by a massive attack on second-class and segregated conditions, especially in education, new job opportunities will be meaningless

to these people and their children.

Recently, Edwin C. Berry, executive director of the Chicago Urban League, declared that only a massive crash-crisis program of the "magnitude of the Marshall Plan and the lavishness of the Manhattan project" could save the urban poor and their children from an entire lifetime of joblessness and hopelessness, and of costly dependency and delinquency.

\* \* \*

Here are some of the ingredients of such a program:

(1) Double the expenditures of urban school systems and spend most of the money on those suffering from "slum shock."

(2) Retrain the unemployed so that they have marketable skills. The Chicago Urban League has had success with demonstration projects in this field, working with public agencies, private firms and joint projects. In other words, everyone can share in this responsibility.

(3) Put enough money into public welfare so that we can change the emphasis from relief to rehabilitation.

(4) Institute a massive program of public works to provide jobs and decent housing, school, transportation, cultural and recreational facilities for all, thereby making it possible for men and women to earn their living with dignity, while they are being retrained for other jobs.

\* \* \*

These programs would truly eradicate the causes of poverty and create the conditions of dignity. The costs are little in terms of human benefit—large in terms of our traditional ways of thinking. In Chicago alone, Bill Berry estimates that we would have to spend a minimum of a half billion dollars a year for the next 20 years.

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Connie Seals says women are making important advances.

## Women's Freedom Fight To Continue--Mrs. Seals

By Bruce F. Paulsen

Women are making important advances in their fight for freedom and liberation, says Connie Seals, executive director of the Illinois Commission on Human Relations.

Mrs. Seals was the headline speaker Thursday night for the YWCA's special two-month program on "The Concerns of Women."

Mrs. Seals noted two women have been appointed to President Carter's cabinet and more women are becoming politically active.

She also noted more women are becoming members of corporate boards of directors "where many important decisions are made."

Mrs. Seals said women will continue to struggle for liberation to make themselves feel important in society.

"The point is that those of us who sign on to struggle for freedom and liberation sign on for a long haul. There are no shortcuts."

Mrs. Seals has been active in

the PTA and in the struggle for quality, desegregated education in the Chicago public school system.

She also was active in the civil rights movement of the 1960s. In the early 1970s, she joined the National Organization for Women, the League of Black Women and other women's organizations.

"Nevertheless, today activists of the '60s along with new-found allies realize that we must keep an ever watchful eye lest the gains of the '60s slip away," she said.

"Already the cries of reverse discrimination and recent actions of the Supreme Court have put many affirmative action programs on very shaky ground," Mrs. Seals said.

Women make up 52 per cent of America's population. "We are better educated, better organized, possibly more aware and alert in more numbers than ever in our history. We are still struggling to pass the Equal Rights Amendment in Illinois," she said.

## 'Concerns of Women' Set

Connie Seals, executive director of the Illinois Commission on Human Relations, will speak at the YWCA March 3. Her appearance will headline a special two-month program at the YWCA on "The Concerns of Women."

"During the past year we have talked about this," said a YWCA spokesman. The program originated from the YWCA Adult Committee in connection with the YWCA staff.

Programs will be presented under the categories of life enrichment, the informed woman, opportunities for women, creative leisure activities and classes for skills and knowledge.

Preceding Mrs. Seal's lecture, a 6:15 p.m. buffet dinner will be served at the YWCA. Tickets for the dinner are \$3.50. Dinner reservations are due to the YWCA by March 1. The dinner is optional. The lecture is free.

Mrs. Seals was named commission director in 1973. From 1966 to 1973 she served as communications director of the Chicago Urban League. She also organized the Chicago Urban League's communication committee, a volunteer advisory board.

Prior to joining the urban league, Mrs. Seals was assistant editor of the Bulletin community newspaper. She has also written book reviews for the Chicago Sun-Times.

She was named Woman of the Year by the local and national chapters of the National Association of Media Women in 1970 and received an outstanding achievement award from the National Association of University Women, Inc., Chicago, in 1976.



Connie Seals

She is listed in Who's Who Among Black Americans, Who's Who in Public Relations and Who's Who in Government.

She is married to Jack Seals. They have four children.

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Small photo by Irving Gussman

Cornelia Seals was in Decatur Thursday.

## Mrs. Seals Pleased With Program Results

By Earl Markel

Cornelia Seals, executive director of the Illinois Human Relations Commission, emphasizes the word "relations" when she talks of her work.

For Mrs. Seals, "relations" is the operative word for what the state and local human relations commissions are about.

"Everytime you talk with somebody, deal with somebody or talk down the street and see somebody, you're relating to that person," she said. "It's just a human relation."

Mrs. Seals, in Decatur Thursday to address the Decatur Human Relations Commission at its monthly meeting, is not only philosophical.

Far from it, especially when she talks about one of the programs she helped create to fight the more violent methods of human relations.

"It's called the 'War on Crime,'" Mrs. Seals said. "It's a program we started because we found that for people all over—in the poor and black areas as well as in the middle-class neighborhoods—crime and unemployment were the biggest concern."

The idea behind the "War on Crime" program is simple. Basically, it involves keeping an eye on your neighborhood and cooperating with law enforcement agencies to halt and prevent crime.

The simplicity ends abruptly when it is remembered that many of the areas most need such a program are precisely the same areas where the policeman is not viewed as "Friendly Officer Rob."

Into that tangled web of prejudice, fear and distrust went Mrs. Seals and the state commission's "War on Crime" program.

In some neighborhoods, there was the problem of police brutality, which we had to deal with first," she said. "The only way to do that is from the top down, and we talked to a lot of police chiefs and district commanders."

In addition, sessions were set up to defuse tension between the police and the community to unite them against the real enemy.

"We've had get-acquainted sessions in a lot of neighborhoods," she said, "and the police got to know the people in the neighborhoods. The neighborhood people also got to know the police."

Thus far, the results in some neighborhoods have been encouraging, she said.

People are keeping an eye on the welfare of their neighborhoods—nailing any suspicious activity—and are becoming more cooperative in working with police to keep streets free of crime.

Mrs. Seals sees such neighborhood action as important because she believes the pattern of community living has changed to emphasize the importance of tightly-knit neighborhoods.

"That's where activity has to take place," she said. "That's where the people live."

## Election Cost Estimated

Each of the 85,244 ballots cast Tuesday in the election cost Mason County taxpayers nearly 61 cents.

The total estimated cost of the election was \$50,350.

The major expense was \$28,800 for the 56 election judges who served the 113 precincts. The average salary for these election officials is about \$30.

County Clerk William M. Tansley said the heavy pre-election registration added to the total cost.

There was one extra \$2,000 item this year when a new computer program had to be purchased to handle the tabulation of votes on the city's computer.

This program was required to handle the 125 candidates whose names appeared on the ballot.

The former computer program was not designed to handle the heavy list of candidates.

Another \$15,000 was added through the purchase of election supplies which includes ballots.

Tansley said he ordered extra ballots this year because of the heavy registration.

"I probably ordered more than necessary, but I certainly wasn't going to be caught short by not having enough," Tansley said.



Connie  
Seals



## Commission head schedules talk

Mrs. Connie Seals, executive director of the Illinois Commission on Human Relations, will speak at a Sept. 3 meeting on "Community Development, Discrimination and Human Relations."

The meeting will begin at 7 p.m. at Wood Hill Towers, 104 E. Wood.

Other panel members also will speak.

Roy Woods, Bloomington Human Relations Commission chairman, will speak on "Purposes of the Human Relations Commission in Bloomington;" Gary Johnson, an attorney, will discuss leases; Wilbur Voss, a city housing inspector, will speak on housing inspections and violations, and Robert Mursener, a real-estate broker, will discuss money deposits.

The panelists also will discuss what to look for in renting a home or apartment.