

Civil Rights Act Questions Want Ads

By BOB HORTON
Associated Press Writer
WASHINGTON — The Equal Employment Opportunity Commission says newspaper help wanted ads must make clear either a man or woman is acceptable, except —

And that's where the commission is, figuratively speaking, groping for words.

In guidelines issued Wednesday night, the commission said that classified help wanted advertising "may not indicate a preference based on sex unless a bona fide occupational qualification makes it lawful to specify male or female."

So what "bona fide occupational qualifications" would limit a job to one sex?

The commission hopes to give some advice on that in a couple of weeks, a spokesman said.

The guidelines offered by the commission are an interpretation of the Civil Rights Act's section 704B which deals with advertising for employment on the basis of race, color, religion, sex or national origin.

The commission, originally established to insure equal treatment for Negro job-seekers, said earlier that ads specifying "colored" or "white" would not be tolerated.

Now it was faced with whether ads titled "help wanted-male" or "help wanted-female" are an illegal expression of a preference for one sex under the civil rights law.

The commission decided that in order to avoid an implication of preference:

The newspaper must print a notice explaining that the classification of ads into "male" and "female" columns is not intended to indicate that members of the opposite sex are excluded or discouraged from applying.

The advertiser must indicate in his ad that men and women will be considered for the job.

The commission added, however, that if the two requirements are met, the advertiser can place ads for jobs open to both sexes in columns titled "jobs of interest — male" or "jobs of interest — female."

In an interview, a spokesman said the commission is now trying to draw up a list of jobs which obviously would require the services of men only, or women only.

The list may be ready in two weeks — "this is a tough area," he explained — and will be issued for guidance of newspapers and advertisers.

"The middle ground where either men or women may be

hired is giving us trouble," the spokesman said.

"A job requiring much strength obviously would be filled by a man, and the ad could call for a man," he said.

"And quite obviously a woman would be needed as an attendant to a women's powder room."

But such jobs as those involving light labor on an assembly line, for example, fall into a gray area.

The spokesman cautiously pointed out that the commission's interpretation is not law, and could be challenged in court.

"Very frankly this is a vague area. It's conceivable someone might test an interpretation and win his case," he said.

Here is the text of the commission's guidelines:

"When a newspaper or other publication classifies such advertising in separate 'male,' 'female' and 'male and female' columns, advertisers will most clearly avoid an indication of preference by using the 'male and female' column. However, for the convenience of readers,

advertisers covered by the Civil Rights Act of 1964 may place advertisements for jobs open to both sexes in columns classified 'jobs of interest—male' or 'jobs of interest—female' provided:

(1) the advertisement specifically states that the job is open to male and females and

(2) substantially the same following notice appears in a prominent place on each page in which the classified advertising appears:

"Notice: Many listings in the 'male' or 'female' columns are not intended to exclude or discourage applications from persons of the other sex. Such listings are for the convenience of readers because some occupations are considered more attractive to persons of one sex than the other. Discrimination in employment because of sex is prohibited by 1964 federal civil rights act with certain exceptions and by the law of — state: Employment agencies and employers covered by the act must indicate in their advertisement whether or not the listed positions are available to both sexes."

"Abbreviations, such as M &

F, may be used to indicate that males and females may apply, if such abbreviations are readily comprehensible or are explained in the notice.

"In the absence of such a statement in the advertisement, readers may assure that the advertiser prefers applicants of a particular sex, and the commission will regard the advertisement as an expression of a preference within the meaning of Section 704 B of the Civil Rights Act."

The commission added that it intends to review the operation of this guideline in the light of experience "to ensure that male and female classifications in help wanted advertising do not operate to limit employment opportunity."

The section of the Civil Rights under which the guidelines were issued covers employers of 100 or more persons. This limit drops to 75 on July 2, 1966; then to 50 on July 2, 1967, and finally to 25 on July 2, 1968.

The guidelines go into effect, theoretically at least, when they are issued. Thus the ban on

"colored" or "white" jobs ads went into effect last month, and the guidelines about sex went into effect Wednesday.

However, commission officials said they would allow a "reasonable" period — perhaps a week or 10 days — for compliance with the guidelines on sex aspects of advertising.

Moreover, it was stated that the commission has no intention "of going after any newspaper." The law puts the onus of compliance on advertisers, not newspapers. Moreover, it lays emphasis on conciliation and voluntary methods, and only if these failed might an advertiser find himself in hot water in the courts.

O'TOOLE KEEPING BUSY LONDON (P) — Actor Peter O'Toole will have a short season in London in the stage production "Ride a Cock Horse" with Wendy Craig and Yvonne Mitchell before starting work on his next movie, "Venetian Rising," with Audrey Hepburn.



GIBSON'S OPEN HOUSE
Merrill, left, manager of Gibson's Discount House, has a shot gun to Texas A&M sophomore Joe Cabaza at Gibson's Open House Thursday night. The store has free drinks, Mexican straw sombreros and door prizes for aggie who attended the Open House.

Movie Nuns Smile Quietly, Speak Softly During Work on 'Mother Superior' Set

By BOB THOMAS
Movie-TV Writer
HOLLYWOOD — Instead of usual stage-door sign of "no admittance" the notice outside the "Mother Superior" reads: "Come quietly."

That gives an inkling of what is inside. Beyond the door is a scene of movie nuns, plus a scene, the technical adviser, is constantly getting such questions as, "Are you in the scene honey?"

The tone of congeniality is set by the director, who also happens to be a woman, Ida Lupino. The unflappable Ida handles the most difficult scenes with ease, calling everyone in "sweetie" or "darling."

"Well, that was all right when the kids were growing up. But now they've grown, and what have I got to do? I never was much of a luncheon woman. I need something to keep my mind alive, and this seemed like an excellent opportunity. I don't have a lot of lines to learn, or any elaborate hairdos or make-ups."

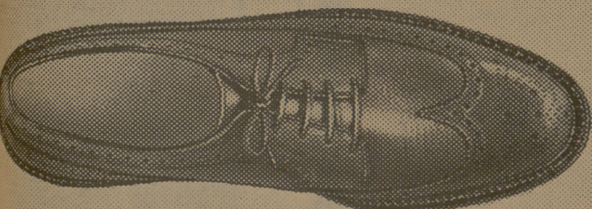
Besides, she added, there are her fellow workers. Ida has known for years. As for Hayley Mills, Binnie appeared opposite her father, John Mills, in "Cavalcade" back in the early 1930s.

Then there is Roz. Rosalind Russell, mother superior herself, happened along at the time. "Of course Binnie should work," Roz said.

The two ladies reminisced about when they had worked together last. It was in "This Thing Called Love," also for Columbia.

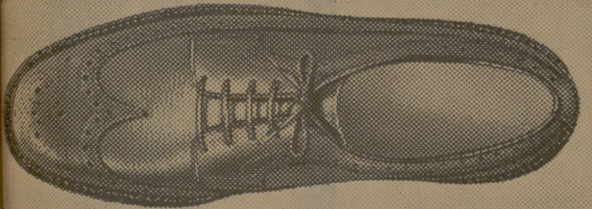
"I remember it because Mike and I got married before it was over," said Binnie. "The picture was a couple days late so we couldn't plan a wedding. We had to have a judge come to the Joe E. Brown's house and marry us. That was 25 years ago Sept. 29."

"And I was married the next year," added Roz. "That makes 24 years for me. Say — we're doing pretty good for a couple of old bags."



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The Exchange Store
"Serving Texas Aggies"

We have newer and finer schools than ever before. This is one of the marks of progress.

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So we guard each "school zone" with signs and safety patrols and policemen and volunteers. We do this to protect our children from the dangers of progress, while they are enjoying the fruits of progress.

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