Penney's Executive In Exchange Program

Thomas Kimball, Regional Employment Admin-

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istration, Regional Personnel Division, JC Penny

HOUSE PANEL OKS **VOTING RIGHTS ACT**

WASHINGTON-The House Civil Rights Committee voted last week to extend the 1965 Voting Rights Act for

in addition to approving the extension, the committee voted a permanent ban on literacy tests and provided coverage for the first tim e for Spanish-

Americans. The Ford administration had sought a five-yearextension of the law, originally intended to secure voting rights for blacks in seven Southern states. A Senate judiciary committee is also working on similar legislation. Unless the extension is approved by lawmakers, the act expires in August.

Company, Inc., Atlanta is the 4th person to participate in the current Black Executive Exchange Program's lecture series in Retailing at Tuskegee Institute, Alabama the National Urban League an-

nounced today.

BEEP was developed by the National Urban League to provide students at predominantly black colleges and universities with a realistic view of the business environment. On a rotating basis throughout the semester, each week a different executive lectures on his area of ex-

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VOTING RIGHTS LEADERS -- At the Leadership Conference on Civil Rights annual meeting at Capitol Hill Motel in Washington, D.C., recently, are (I-r) John Lewis, executive director of the Voter Education Project; Clarence Mitchell, director of the Washington Bureau, NAACP; and Roy Wilkins, executive secretary of the NAACP. They discuss the campaign for extension of voting rights legislation to protect citizens seeking to vote in many rural areas and urban areas of the nation. Wilkins was reelected chairman of the coalition of civil rights organizations campaign

Extend But Don't Tamper With Voting Rights Act avoid the expected redis-

Mitchell, director of the NAACP Washington Bureau will urge the Senate this week to reject any moves that would comp licate a simple extension of the 1965 Civil Rights Act, which Congress is about to consider, by adding provisions to broad-

en its coverage. The crucially important Sections 4 and 5 must be renewed every five years, and the deadline for such action this year is in August. There have been demands, however, to expand coverage of the law to include Spanish-speaking minorities in the Northeast and Southwest, American Indians, poor whites in Appalachia and black innercity residents

Presently, the law is limited principally to southern states that historically had the worst record in denying black residents the right to vote.

Mitchell, in principle,

supports efforts to provide Federal protection for the right to vote for everyone. which is what the 1965 Act does for black people in the present target areas. But the strongly feels that, to incorporate the new provisions in the present bill, might lead to no bill at all. Mitchell was one of the

key architects of the pre-In testifying before the House Subcommittee on Civil and Consitutional

Rights on March 25, Mr. Mitchell noted that Congress faced a similiar situation in 1970 when the first extension of the law was made. At that time, Congress was also considering a bill to give 18-

year-olds the right to vote. But, Mitchell noted, the lowering of the voting age was presented as a separate title. This became law and Congress gave 18-year-olds the right to vote in Federal and state elec-

But, in a constitutional challenge, the U.S. Supreme Court upheld their right to vote in Federal elections but not in state elections. Mr. Mitchell is concerned that any adverse ruling by the Supreme broadened bill could lead to a similar decision that would place the entire act in jeopardy.

In his testimony, Mitchell suggested that Congress extend the law for 10 rather than five years to triciting snarl following the 1980 Census. Mitchell will present similar testimony to the Se-

nate Subcommittee on

Constitutional Rights when

he appears before it on Tu-

esday, April 8.

VOLUNTEER!

A Southwest Atlanta Spanish speaking lady age 65 needs someone to help prepare meals in her home while she recuperates from an illness. Visits will cheer her up, while you help her grow well. For information on this short term way to help, afternoon or evening, call United Way's Volunteer Atlanta 524-

Permanent Voting Rights Protection Needed-Lewis

WASHINGTON, D.C. -Vo-ter Education Project VEP director John Lewis last week told a Senate Judiciary Subcommittee panel that the sourthern states had not complied with the Voting Rights Act and that permanent voting rights protection was needed.

In hearing before the Senate Judiciary Constitutional Rights Subcommittee, headed by Senator John Tunney of California, Lewis stated: "It is a source of pain that we still have major barriers to overcome, that we have not seen a sincere attempt on the part of southern states to comply with provisions of the Voting Rights Act, and that so many minorities are still nonparticipants in the democratic system in our country.

Lewis pointed out that citizenship education efforts, which had been left to private organizations such as the Voter Education Project had been hampered by noncompliance with the Act.

'Citizenship education is a long and constant process wich is hampered each time a potential voter is harassed by an unfriprocess which is damaged each time a local government defies the Voting Rights Act with impunity.Ever conceivable tactic has been used by the southern states to violate, oppose, circumvent, and ignore both the letter and spirit of the Voting Rights Act," said Lewis.

Unless renewed by an act of Cogress, the pro-visions of the Voting Rights Act which have been in effect since 1965 will expire in August. The law was first passed by Congress for a five-year period and then renewed for a second five-year period in 1970. The Senate Subcommittee hearings on extension of the Act began on April 8 and are scheduled through April

ses Mildred W. Jackson,

Yvonne King, Grace M.

Sanders, Geraldine E. Sharpe, Lil Williams and Dora E. McDonald.

There will be awards and fabulous door prizes.

The PWA's are under the

dynamic leadership of Mrs Virginia B. Moore, Presi-

uth, yet minority participation in elected offices and appointed positions, including the courts and election systems, is woefully inadequate," Lewis

Citing VEP research figures, he added. "Blacks represent 20 percent of the population in the South, but hold only 2 percent of over 79,000 elected positions Blacks hold only 5.3 per-cent of the 1,773 state legislatve seats in the

The voting rights advocate indicated that the experience of the Voter Education Project, in aslocal organizations in the South since 1965, was that physical abuse toward minority voters had declined sharply, but fear remains as a "very real barrier" to the ballot.

"The psychological aspect of fear is important," Lewis explained. "After the initial efforts to send federal registrars into the South, the feelings of isolation were reduced. When this federal presence was almost completely terminated in the late 1960s, the feelings of abandonment and isolation returned. No

citizen in this nation shou-Id be justified in the fear that exercising the right to vote will result in repris-

als of any nature,"

□T h e Voter Education Project is a nonpartisan, private organization which assists minority political participation in the 11 southern states from Virginia to Texas. Its programs of minority voter registration, citizenship education, and leadership development are supported by tax-deductible contribution from foundations, unions, churchs, corporations, and individuals.

Testimony by the VEP official affirmed that significant progress had occcurred as a result of the Voting Rights Act, effective in seven of the el-even southern states, but warned that this progress cannot be used to justify the argument that voting rights protection is no longer needed. "Fifty percent of the black population! PWA'S Plan 22nd Clinic en Bureau, will conduct the Workshop. The Clinic Committee consists of Mrs. Thelma

GOLD COINS--Some 40 seventh and eighth grade students from O'Keefe Middle School in Atlanta recently visited North Georgia College in Dahlonega, Ga., for a view of what college life is like. Here, several of the students are inspecting North Georgia College gold coin collection, valued at over \$40,000. The coins were minted prior to 1873 in what is now the college's Administrative Building. North Georgia College is the nation's only coeducational, liberal arts, state supported, military college.

BIRTH DEFECTS ARE FOREVER ...UNLESS YOU HELP



NAMD HONOREES--The Atlanta Coca-Cola Bottling Company and Burell Advertising Agency were among the honorees of the Atlanta Chapter of the National Association of Market Developers at its annual Awards Banquet recently held here.

Shown from left to right are Charles H. Boone, manager, Special Markets for Coca-Cola USA, who received the Advertiser of the Year Award for the Company's development of "For The Real Times" advertisement campaign; Thomas Burrell, president of Burrell Advertising, Inc., whose company was honored for creating the campaign for Coca-Cola USA; Richard Horsey, vice president of The Atlanta Coca-Cola Bottling Company which received the organization's plans for Progress award, and Paul E. X. Brown, sales and marketing representative for The Atlanta Coca-Cola Bottling Company.

ELECTRICAL

Straight Talk from **Bob Scherer** President. Georgia Power Company

If you have read the newspapers lately you know that Georgia Power Company has made news quite often. And a good part of it has seemed to concentrate on **bad** news.

I am going to be reporting some positive facts to you in the next few months through a series of informative advertisements in this newspaper. I'll describe some of the things we are doing to keep your electricity supply dependable. I'll talk about measures our newly organized management team is putting into effect to cut costs and improve efficiency in our company. Most importantly, I'll describe steps you can take to make electricity work better for you and your family and provide the best service for your dollar.

As the new president of Georgia Power, I am dedicated to a policy of meeting head-on the problems which inflation, increased fuel costs and recession have thrust upon all of us.



I solicit your cooperation and understanding. And I would enjoy receiving any questions or suggestions you may have to help us meet our commitment to provide your present and future electricity needs.

Write: **Bob Scherer** P.O. Box 4599 Atlanta, Georgia 30302

Georgia Power Company A citizen wherever we serve®

men Of Atlanta (formerly the Professional Secretaries' Club) announce B. Archer, Chairman; Mrs Annie B. Smith, Co-Chairtheir Twenty-Second Annual Clinic to be held Saman; Mesdames and Mis-

turday, April 26, at the Atlanta Internationale Hotel, 450 Capitol Avenue, SE

nic is "The Status of Women in the American Economy, " Dr. Harding B. Young, Professor of Management, Georgia State University, will be t h e main speaker, and Ms. Al-Herman, National Director, Minority Wom-

Palacia Seaman

Mrs. Palacia Seamon was was named president of Metropolitan Atlanta YWCA at the 73rd annual meeting of that organization April 10. She will serve a two year term and succeeds Mrs. Mary Grang Exchart.

Other new onicers are: vice presidents - Ms. Ann Stallard, Mrs. Leatrice Bell, Mrs. Jeanne Byrd, and Mrs. P a t Nowlan; treasurer, Ms. Margaret Clarkson; recording sec-retary, Ms. Martha Gaines and corresponding secretary, Mrs. Sadie Gai-

NAACP Special Fund Benefit

DEW YORK.-Mrs. Margaret Bush Wilson, Chair-man of the NAACP National Board of Directors, will be the keynote speaker at the NAACP Special Contribution Fund banquet on April 23, when Awards for Distinguished Service will be presented to Hobart Taylor, Jr., and G. William willer for their contributions to civil rights.