

Permits Bona Fide Exceptions

City's Papers Agree to Code Banning Racial References in Classified Ads

In an effort to cooperate with the Fair Employment Practices Code enacted by City Council which went into effect last Jan. 1, the press of the City of Pittsburgh has adopted a code for classified advertising which eliminates reference to race, religious creed, color, national origin or ancestry, except in rare instances where such qualifications are bona-fide requirements in order to qualify for the type of work desired.

The adopted code reads:

Press of Pittsburgh Classified FEPC Code

The press of Pittsburgh will not accept male or female help or situation wanted advertising which contains reference to race, religious creed, color, national origin and ancestry. This includes employment bureau advertising for domestic help in private homes or advertising for private personal service.

Because experience in the handling of certain types of newspaper advertisements had proven

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that an inflexible enforcement of the above agreement has caused embarrassment and resentment on the part of the advertisers as well as the reader, the following exception is proposed.

References to race, religious creed, color, national origin or ancestry may be used when such qualifications are bona fide requirements in order to qualify for the type of work offered; or, in situation wanted advertisements, for the type of work desired.

Examples:

Well educated gentleman to sell Christian educational literature.

If the above position consists of selling religious educational books or such, the ad would be acceptable.

Housekeeper wanted for Catholic priest.

If such actually is the case the ad would be acceptable.

Stenographer wants position in export office; native of South America; speaks Spanish fluently.

The above are bona fide qualifications for the job desired and the ad would be acceptable.

It is definitely understood that traditional practises or the preference of employers and employes to deal or work with persons of a particular race, religious creed, national origin or ancestry could not properly be regarded as bona fide occupational qualifications, and advertisements stating such personal preferences would not be acceptable.

Examples of UNACCEPTABLE copy:

Stenographer, Protestant preferred.

Housework in Catholic home.

Cook, white, in large hospital.

Pin boys, colored, for bowling alley.

Salesman, Gentile preferred.

Drill press operator wants work, American white.

It will be noted that the exceptions mentioned above permit references to race, religious creed, color, national origin and ancestry when such qualifications are bona fide requirements in order to qualify for the particular work offered.