

While most people will applaud President Reagan's aspiration to get America's economy "in gear again," all would be astounded at an ultimate aim of gutting the social security program. Senior citizens would as soon cough up blood as to take Reagan's soon to be recognized menacing medicine for a budget balance cure.

Cutting the budget down while at the same time beefing up the defense expenditure can only be accomplished by cutting into the "entitlement programs," according to Alice Rivlin, director, Congressional Budget Office — an arm of Congress charged with keeping an eye on whatever menacing minds occupy the White House.

Mrs. Rivlin, speaking in front of an astounded audience of the Commonwealth Club of California in San Francisco, recognized and renounced the continuing cutting of the Administration's hatchmen as having only one ultimate direction. Death to the social security system as people appreciate it today.

Ronald Reagan's wags will run the excuse by the

Business In The Black

When The Party Is Over Social Security Slips Away

By Charles E. Belle

public of too much remuneration for the retired. Writing figures such as an increase of thirteen per cent for social security beneficiaries, but only nine per cent for real wage earners. Figures don't lie, but liars do figure. Social security stems from a smaller base therefore is bound to have a bigger percentage increase. What's more, many a man and woman already worked for these retired wages. They are not only "just"

rewards, they are earned wages!

When one sees exciting figures as \$68 billion in consumer expenditures of individuals over 65 for 1973, it can be confusing. Consider for instance, it is inevitable that individuals over 65 spend a disproportionate amount of their funds on health services. So-called disposable income figures are found flopping from one side of the pharmacy counter to another at the corner

drug store.

Senior citizens who benefit from social security are sensible about their meager savings and hard earned money. Many notices from in and near the White House will be hailing the happiness and free wheel spending of persons 55 and over from now on. In fact, in terms of per capita expenditures, the 55-64 year old household will become the single most important consumer market in the country today.

It is a time of life when, freed from the constraints and financial responsibility of child raising, spending on self becomes the order of the day. Doomsday arrives at 65 when man and/or woman withdraws from the work place. When TV perpetuates these swinging seniors and radio sings praises, please be aware of the age difference.

Otherwise, the disappearance of the social security system will slip by unnoticed until you become 65. It's then that the big bad old social security system "they" cut becomes a bit missing part of your carcass.

A bill to extend the Voting Rights Act of 1965 has been introduced in the Senate by Sen. Charles Mathias and in the House of Representatives by Rep. Peter Rodino.

Ordinarily an extension of what has been an effective instrument in enhancing minority voter participation would be regarded as a safe bet for passage. Yet a number of southern arch-conservatives, headed by Strom Thurmon and bolstered by conservative gains in the 1980 election, are out to prevent passage of the Mathias and Rodino legislation which seeks to extend the life of the Voting Rights Act beyond 1982.

There is no question that the Voting Rights Act has played a crucial role in assuring due process for blacks and other minorities in the electoral process. As a consequence of the Voting Rights Act there have been dramatic increases in minority voter registration and voting. Since 1965, the number of blacks registered in the South has doubled. This increased participation has resulted in pressure on elected public officials and has forced many such officials to respond to the needs of

In my last column, I provided you with easy and effective techniques of persuasion. Here are more tips for you to follow:

1. Do not try to win an argument. Whether you like it or not, no one wins an argument! Often, when people accept the point-of-view of another person, they dislike the person who convinced them. Arguments make enemies, not friends.

So, allow the other person to express his/her ideas — even if they differ with the way that you view the world. Let them know with a smile and an affirmative nod of the head, that you respect their ideas and that you consider it a privilege that they are expressing their ideas to you. Whether their opinion is right or wrong, they will like you for allowing them to express their ideas.

Remember, most people are opinionated and have developed a need to hold on strongly to the ideas that they have. Most people are confronted with anger when they attempt to make their views known. They will con-

Voting Rights Under Attack

By Norman Hill

A. Philip Randolph Institute

minority constituencies. Of equal importance is Section 5 of the Voting Rights Act which is designed to prevent discrimination by requiring that state and local governments show that changes in voting or election procedures do not discriminate against minority voters. This is a vital measure because it protects blacks and other minorities from discriminatory changes before such changes are put in place. Once voting procedures are in place they must be challenged through lengthy and expensive court proceedings. Section 5, therefore, protects minorities from discrimination before it can distort the electoral process.

The significance of the Voting Rights Act is further heightened when one takes into account that a number of reapportionment and redistricting changes will take place in compliance with the 1980 census. With a strong Voting Rights Act in place at this critical time, it will be possible to prevent discriminatory reapportionment and the gerrymandering of districts which result in weakening the impact of the minority vote.

As critical as the particular features of the Voting Rights Act are, what is equally important is the symbolism of this piece of legislation: The Voting Rights

Act is an essential indicator of the U.S. government's commitment to due process and full participation.

At a time when the Administration has announced that it favors easing job discrimination rules for companies with federal contracts; at a time when the Administration is seeking to cut back the activities of the Equal Employment Opportunity Commission; at a time when the Administration is drastically cutting federal programs designed to provide training and education for black, Hispanic, and white poor; and at a time when the Administration is cutting back such social programs as food stamps and unemployment insurance, failure to pass the Voting Rights Act would indicate a major retreat on the part of our government from the concerns of blacks, Hispanics and other minorities.

It would further suggest that the conservative forces swept into power in 1980 are seeking to undo those progressive elements of our legal system which seek to promote full participation. Such a signal would have a chilling effect upon minorities and would serve to exacerbate racial tensions. As a result, it would be a disservice to all Americans, black and white.

Coping

The Wonderful Art Of Persuasion: Part III

By Dr. Charles W. Faulkner

sider you to be pleasantly different if you allow them the freedom to speak.

Opposing a person's ideas is equivalent to saying to them, "You are not intelligent," or "I don't like your ideas, so I don't like you either." In any case, they are likely to interpret it this way. If you merely acknowledge them and listen quietly, they might ask your opinion the next time.

2. Congratulate, praise, respect and respond very favorably whenever a person does something. Praise a person for the smallest accomplishment and do it sincerely.

Most people live in a society that puts them in competition with everyone else. This feeling of competitiveness induces a feeling of profound stress which some people feel whenever they are in the company of

someone else. This feeling of stress, which results from competitive insecurity, is disconcerting, distasteful and difficult to endure.

When you praise, rather than compete and attack a person, you produce a pleasant sensation of comfort and relaxation in the other person. They will enjoy being in your company. They will like you, and, because they do like you, they will probably be hesitant to do anything to offend you.

Your praise will have produced an atmosphere that is conducive to persuasion. When you are cool, calm, and relaxed you feel good and company admires you. When you praise the other person, you produce happiness and respect. In order to persuade someone to do something, you must not become an opponent. Without telling a person to like you, that person must automatically feel obliged to do so.

Taking It Out

(Continued from Page 14)

Hopefully Americans will join with me and others to convince the Administration and our nation's leadership that we cannot afford policies which reduce taxes and Government spending at the expense of those most in need.

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