



# ...DOWN TO BUSINESS

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## New Standards For Advertising, Selling, Rental And Leasing of Autos And Trucks

The Council of Better Business Bureaus (CBBB) and the National Automobile Dealers Association (NADA) have announced the adoption of a revised and expanded set of "Standards for the Advertising, Selling, Rental and Leasing of Automobiles and Trucks." As an Executive Committee Member of The CBBB, I felt that you should get this early warning from me.

The new standards are the result of a year long joint study by the two organizations, with the assistance of the Car and Truck Renting and Leasing Association (CATRALA).

The standards include the latest in "do's and don'ts" for the guidance of the nation's domestic and foreign new and used automobile and truck dealers, and renting and leasing agencies. The standards will be offered to media for reference in judging the acceptability of advertising submitted for publication and broadcast.

Adherence to these standards, both organizations believe, will help maintain an orderly marketplace in a time of increasing inflation and competition, and protect the public from harmful, confidence destroying practices.

John W. Macy, Jr., CBBB president, commented: "In these days that are dominated by inflation, it is particularly important that consumers know exactly what they are getting for their hard-earned money. Therefore, these standards, if carefully followed, can help do just that. I am pleased that NADA and the Council were able to work together in developing them."

Mr. Macy noted that "it will be up to the Better Business Bureaus, fulfilling their

## Making Grants Out of Loans?

The Wall Street Journal of June 1, 1974 carried an announcement of the fact that our government had forgiven a loan to Israel in the amount of 500 million dollars. The inference was that since their country was in dire financial straits, we would consider it as a grant.

A famous Black American, Brady Keys, Jr., renowned former star half-back of the Steelers, wrote me a letter that I told him I would share with my readers. His letter follows:

Dear Berke:

Thank you very much for allowing me to be your guest columnist this week. The subject of this column is my tremendous displeasure, surprise and chagrin over the U. S. government changing a \$500 million loan to Israel, our Jewish dependent, into a grant. This action by our "giving" U. S. government was particularly distasteful in view of the fact that I am a Black busi-

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nessman quite involved in the struggle to promote Black business in the United States. For your readers' information, I am the President and Founder of the nation's largest minority franchise company, All-Pro Enterprises, Inc., who franchises All-Pro Fried Chicken stores, and is the largest minority franchise of Burger King Corporation and Kentucky Fried Chicken Corporation, and soon to be the largest minority franchisee of A & W Rootbeer and Bonanza Steakhouse. I am also a member of many governmental and other committees, including most notably, the President's Advisory Council on Minority Business Enterprise.

The irony of the situation is simple. In view of the fact that the interest rates are rising and Black businesses are going under daily, because there is not enough consideration by our government and the many lending institutions in our country to Black business, and the loans to minority enter-

Both NADA and CBBB plan to publicize the standards to the auto trades and to the public. NADA is sending copies to its 21,000 dealer members and to affiliated state and local auto trades associations. It also soon will send a large space advertisement to 1,100 newspapers to tell the public about the standards. The CBBB plans wide distribution of the standards and will use radio spot announcements and its own syndicated "Tips For Consumers" newspaper column to bring about a public awareness.

Major revisions and additions to the standards, last updated in 1970, include: 1) an expansion and clarification of what constitutes "bait" advertising and selling, 2) a ban on the use of such terms as "fleet prices," "at cost," or "below invoice," 3) a requirement that taxi cabs, fleet, flood damaged, police, executive and other vehicles be clearly identified as to former use and condition, and 4) detailed provisions on mileage (odometer) claims.

In the area of rental and leasing of cars and trucks, major revisions cover: 1) what should be included in advertising of basic rates, 2) insurance coverage, 3) how to describe the makes, models and equipment of rental and lease vehicles, 4) restrictions on the use of the word "free," and 5) a provision covering trade styles in which a price, fee or amount is part of the trade name.

There is plenty of warning here which means that Blacks had better really get down to business and understand what all of this means. prises over the last few years, will probably not greatly exceed the \$500 million grant that Israel received. Even worse, Israel receives other aid, both financial and military, from the U.S. government. This is a sad commentary on our government and a slap in the face to hundreds of struggling Black businessmen. These businesses are dependent on the government for the very little assistance that dribbles like crumbs from the hands of White and "oreo" officials. I know this is hard language and a serious accusation, but the dismal success rate of Black businesses is a hard fact.

It is my humble feeling that the entire Black community in the United States should mass behind an effort to likewise change all outstanding loans to Black businesses, involving the U.S. government, into a grant. I know this is a difficult task because we don't have the financial buying power the Jews and other ethnic business powers in the United States have to buy U.S. political figures to get them to support our cause as we are supporting the Israel cause. The only weapon available to us is the mass unity aimed at a particular objective with a threat of violence and at the same time, voting accordingly. I am not an advocate of violence and do not

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suggest its use, but Black social and economic progress and achievements have traditionally come at the heels of bricks and fire. Again, that's a hard fact.

What I am suggesting is going to be so very difficult for most Black people to see because it's hard politics and high finance. Most Blacks are just not involved in anything like it at this point, and I think what I am suggesting will probably land on deaf ears. I feel it is incumbent upon you and your readers to clearly understand that the changing of the \$500 million loan to Israel to a grant is significant, and, as such, is important as a break-through for the Black community and Black businessmen to understand and make use of this congressional "mishap."

Incidentally, I don't have anything against Jews. The executive vice presidents of two of my companies are Jews, and they are among my closest associates: I just feel we (Blacks) should get down to the business of demanding the same consideration.

## THE BLACK PRESS — OUR FREEDOM DEPENDS ON IT!

If you need food for thought, think about hungry children.



100,000 children died in Sub-Sahara Africa last year without vaccines and food requested from the United States.

The children of farmworkers can't eat the food they pick; their parents' pay is too low.

Vietnamese children are starving — the veterans of a peace that is no peace. Native Americans are not allowed to use the harvest of their own lands. The U.S. economic system is destroying Black families and White families.

The people we are asking you to help are struggling families here and abroad. They are toiling at the long process of changing the system which promotes their hunger.

As the Summer season of bountiful food approaches, we hope you'll give IFCO your utmost support for these efforts.

Hunger for food and justice can be filled with your help.

### FAMINE IN WEST AFRICA

Relief for Africans in Need in the Sahel—New York, New York: Direct support to the six nations stricken with drought and starvation in West Africa. (Mauritania, Mali, Senegal, Chad, Niger and Upper Volta).

\$ \_\_\_\_\_

### PRISON JUSTICE

A training and organizing center struggling to reform the repressive Texas prison system. Lynn Eusan Institute, Houston, Texas.

\$ \_\_\_\_\_

### HELP FOR MIGRANTS

Farm Labor Organizing Committee—Toledo, Ohio: A young group taking seriously the development of a self-help legal service to respond to the needs of migrant farm workers in Ohio and Michigan.

\$ \_\_\_\_\_

### AMERICAN INDIAN RIGHTS

American Indian Movement—St. Paul, Minnesota: Helping rebuild Indian dignity and self-determination through housing, employment, education and communications programs.

\$ \_\_\_\_\_

### INSTITUTION BUILDING—BLACK UNITED FUNDS

National support structure for local Black United Funds. Funds raised by United Way do not go to Black health care and child care, cultural and educational institutions. Our own funds will.

\$ \_\_\_\_\_

### TRAINING FOR NEW LEADERSHIP

Cabral Institute—New York, New York: Training for ministers, organizers, fundraisers and people involved in change in 3rd world countries, (IFCO's Training Institute).

\$ \_\_\_\_\_

### GENERAL SUPPORT OF IFCO

Technical assistance and fund-raising support to more than 100 programs all over the U.S. and in Africa.

\$ \_\_\_\_\_

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475 Riverside Drive, Rm. 560  
New York, New York 10027



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