

microscope

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States is now more than 26 million and represents about 12 percent of the total population, according to a recent Census Bureau report. In 1980 Blacks represented more than 50 percent of the population in 17 cities: East St. Louis, Illinois-96%; East Cleveland, Ohio-86.5%; East Orange, New Jersey-83.2%; Compton, California-74.8%; Prichard, Alabama-73.7%; Gary, Indiana-70.8%; Washington, D.C.-70.3%; Atlanta, Georgia-66.6%; Detroit, Michigan-63.1%; Newark, New Jersey-58.2%; Inglewood, California-57.3%; Birmingham, Alabama-55.6%; New Orleans, Louisiana-55.3%; Baltimore, Maryland-54.8%; Camden, New Jersey-53.0%; Richmond, Virginia-51.3%; and Wilmington, Delaware-51.1%.

However, in terms of numbers, New York City had the highest Black population of any city of the United States in 1980 (1,784,337), followed by Chicago (1,197,000), Detroit (758,939), Philadelphia (638,878) and Los Angeles (505,201).

INTERNATIONAL—

Expensive Weddings

African marriage rituals are getting too expensive, says a Nairobi correspondent. "Newlyweds begin their married lives on a miserable, debt-ridden footing," says Winnie Ogana. "The couple invites close friends to a fund raising.... It is not unusual to hear of a couple wanting to part during their first year of marriage. The cause? Loan repayment problems."

In Zambia, another journalist suggests that *lobola* (dowry) should be modified. "We need *lobola* for the traditional link with our ancestors," says Lywell Nali. "But it should be reasonable."

24 African Nations Face Starvation

Weakened by drought, civil unrest, poverty and disease, 24 African nations cannot feed themselves and face starvation in 1984 a UN Food and Agricultural Organization report stated. From the Cape Verde Islands in the west to the tip of the Horn of Africa in the east, the 24 countries need at least 1.6 million tons of food and about \$100 million in agricultural assistance. "Africa is now the No. 1 hunger problem in the world," said Sen. John Danforth (R-Mo.).

Among the hardest hit are: Chad, Swaziland, Mozambique, Zambia, Ethiopia, Somalia, Tanzania, Upper

Volta and Guinea-Bissau.

From Husks to Fuel

Until recently, coffee processors in Kenya threw away more than 7,000

tons of coffee husks each year because there was no known use for them. Now the husks are being turned into high energy fuel that is showing a good profit. The Kenya Planters' Cooperative Union (KPCU), a growers

organization, has discovered that coffee husks can be converted into synthetic fuel. A carbonizing process turns the husks into briquettes that can be used for heating as well as cooking without contaminating the food.



The vehicles pictured above represent some of the latest offerings from Ford Motor Company, producer of the highest quality vehicles of any manufacturer in America.* It wasn't easy to accomplish, and it didn't happen overnight.

Here's how we did it.

Employee Involvement

At Ford Motor Company our greatest asset is our people. In plants and offices, on test tracks and in meeting rooms, Ford people are dedicating themselves to achieving quality. Employee Involvement groups meet regularly in almost all Ford plants and locations throughout the United States and are making significant contributions. As an example, over 500 employee suggestions were accepted for improving the assembly process and quality of the 1984 Ford Tempo and Mercury Topaz.

Engineered From The Driver On Out

At Ford Motor Company we're committed to building cars of functional integrity, character and unequalled quality that give you, the driver, real value for your money, and then some. Automobiles with proper steering wheel-to-pedal relationships, spaciousness, with precision-built instruments and controls that are functionally beautiful. With torque and horsepower characteristics that are well-matched to carefully selected transmission and axle ratios. Powertrain, suspension and steering that give a feeling of confidence and harmony, at city and highway speeds, even on rough roads. We call it the completely integrated vehicle. The driver's car.

Better Fit and Finish

The way things fit and the way things look are pretty good indications of how well a vehicle is

made. At Ford Motor Company accuracy and uniform fit are checked constantly by a hand-held computer called a Datamyte.™ It makes sure the tolerances between doors and body, trunk and hood conform to exact design specifications. And the interior design and manufacture of the car are just as important, down to seemingly minor details such as making sure the carpets are secure.

In addition, by utilizing advanced technologies such as electrostatic painting, we are producing some of the most beautiful cars on the American road.

Quality Working Relationships Improve

The Quality of Our Work

An historic labor agreement, a commitment to quality, and a sense of pride have created a new industrial revolution. Ford Motor Company and The United Auto Workers are working together like never before. Together we are developing more efficient assembly methods, greater productivity, and better quality.

Take a close look at our quality and judge for yourself. After you do you'll understand that at Ford Motor Company, quality isn't just an abstract idea, it's very, very real.

Continuous Improvement

At Ford Motor Company things have changed. For the better. Right now, we're producing the highest quality cars and trucks of any manufacturer in America. And that's only the beginning. A tremendous investment of time, money and hard work is producing the greatest outpouring of new products in automotive history. We've got a lot to be proud of at Ford Motor Company, and yet there is still much to be done.

We have dedicated ourselves to the task of making the quality of the American automobile, once again, the envy of the world.



Quality is Job 1

Ford • Mercury • Lincoln • Ford Trucks • Ford Tractors

*Based on a survey of owner reported problems during the first three months of ownership of 1983 vehicles designed and built in the U.S.