

# UBF

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Fund and United Way, was the first of its kind in the nation between a traditional fund-raising organization and a Black group that was organized specifically to challenge its inequitable treatment of the needs of Black Americans. More importantly, it is a lasting tribute to the masterful leadership and unblemished vision of UBF's Founder-President Dr. Calvin W. Rolark.

UBF's crusade in the Nation's Capital had significant national implications. United Way groups in many other cities across the country were forced to put more emphasis on inner city needs and to add Black staff members. However, even with these meager but sincere changes, Blacks still were not respected as peer decision makers.

## The United Black Fund Of America

**A**T UBF's Fifth Annual Victory Luncheon, the largest luncheon meeting ever held at the Capitol Hilton Hotel (in a city noted for large meetings), Dr. Rolark announced the launching of the United Black Fund of America, the national prototype for minority fund raising. This umbrella-type organization, which allowed for UBF affiliates in all cities, was the realization of one of the founder's grandest ambitions. The concept of self-help and humanitarianism exemplified so beautifully by UBF has spread to the far corners of our nation.

Currently, 30 chapters and affiliates operate under the umbrella of the United Black Fund of America. These affiliates are licensed in Alaska, Arkansas, California, Colorado, Delaware, Florida, Illinois, Indiana, Louisiana, Maryland, Mississippi, Missouri, Nebraska, New Jersey, the Tri-State Area (New York, New Jersey and Connecticut), North Carolina, Oklahoma, Oregon, Pennsylvania, South Carolina, Utah, and Virginia. Separate affiliates operate in Greater Baltimore, Cleveland, Lubbock and Bexar County (Texas), and Northern Virginia.

Recently (May 1984), the community-building style of UBF transcended the perimeters of the United States. The International United Black Fund (IUBF) was organized under the directorship of Dr. James Moone and now has chapters in two African countries.

## A Rare, Energetic and Aggressive Personality

**C**ALVIN W. ROLARK was born

in Texarkana, Texas on May 18, 1927. He attended Dunbar High School, which, he said, "enriched our lives to such an extent, I would like the youngsters of today to realize what it was like...during a segregated era."

He graduated from Prairie View College with an economics/business administration degree. He then pursued graduate studies at Tennessee and Michigan State Universities and Cornell University.

Rolark broadened his horizons from 14 years as an insurance underwriter and/or home office chief with such prestigious companies as the Richmond Beneficial Life Insurance Co., Mutual United of Omaha and the Universal Life

# You'll Love The Quality.



Get it together—Buckle up.

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



## 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.

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.