

## Ford Motors Doubles Black-Owned Dealerships In Past Three Years

MEMPHIS, TN, July 19 — More than a billion dollars in sales are expected this year for black-owned Ford and Lincoln-Mercury car dealerships in the United States, a Ford Motor Company vice president said here today.

Louis E. Lataif, in charge of the company's sales operations throughout North America, made the announcement in accepting the Businessman's Community Contributions Award of Operation PUSH from Rev. Jesse Jackson.

Mr. Lataif said the billion-dollar accomplishment will represent a hefty increase from the dealers' already strong sales of \$584 million in 1984. "As reported by Black Enterprise Magazine recently, 44 of the top 100 black businesses are automobile dealerships, 17 of which were Ford or Lincoln-Mercury dealerships.

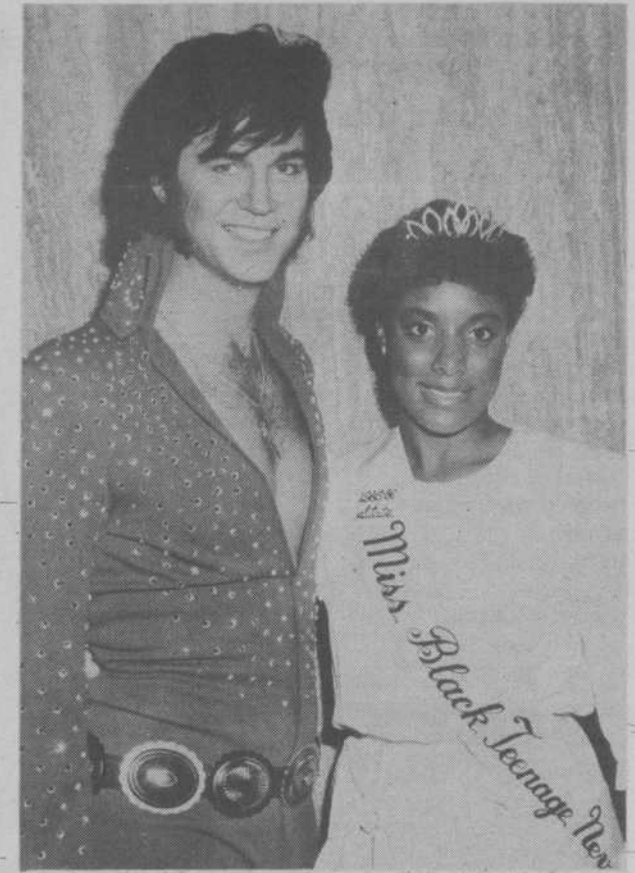
"During the past three years, Ford Motor Company has more than doubled the number of its black-owned dealerships — from 28 to 69," Mr. Lataif said. "Clearly, our business has become a vital asset to the black community in terms of

jobs and opportunities."

Mr. Lataif also quoted the chairman of the board of Ford Motor Company in underlining the company's dedication to the cause of equal opportunity. Chairman Donald E. Petersen said minority communities "want a fair share of the American economic pie. Within our limits, we at Ford are committed to help them reach these goals through the achievement of our own equal opportunity objectives."

Mr. Lataif also recalled the statement in 1967 by then chairman Henry Ford II when he defined the company's commitment to Affirmative Action programs. "The achievement of genuinely equal opportunity is the most urgent task our nation faces. Ford Motor Company is pledged to provide equal opportunity in its own operations."

Mr. Lataif added, "Our efforts in developing programs for minority dealers, suppliers and services, have been very successful."



A "legendary night" was one prize in the 1985 Miss Black Teen-age Nevada Pageant. Winner Dartonya Breiane Stringfellow received a \$2,000 scholarship, a \$100 portrait package, and tickets for two to LEGENS IN CONCERT at the Imperial Palace. Dartonya is pictured with Pete Willcox of the LEGENS cast.

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### Coca-Cola USA Sponsors Fannie Lou Hamer Awards Luncheon

ATLANTA — Coca-Cola USA and Southland Corporation co-sponsored the Fannie Lou Hamer Awards luncheon during the National Conference of Black Mayors in Hartford, Connecticut. Awards were given to those black leaders who have exemplified the drive, force and achievement of the late

Mississippi freedom fighter, Fannie Lou Hamer.

The Honorable Samuel Pierce, Secretary, U.S. Dept. of Housing and Urban Development received the President's Government Award. The Fannie Lou Hamer Award was bestowed on The Honorable Bennie G. Thompson, Hinds County Supervisor, Mississippi.

Eugene McCullers, manager, Community

Affairs, Coca-Cola USA, noted, "This marks the 11th year of the Conference and also the 11th year Coca-Cola USA has participated since its inception."

In commemoration of the awards luncheon, Coca-Cola USA distributed sets of four 10-ounce drinking glasses bearing the Coca-Cola trademark, 7-Eleven logo type and Black Mayors Conference insignia.

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