



UNITED COMMITTED TO EQUALITY OF OPPORTUNITY — Jim Hartigan, president and chief executive officer of United Airlines, received one of the 1986 Martin Luther King, Jr. Corporate Responsibility Awards from the Minority Economic Resources Corporation (MERC) at a reception in the Chicago O'Hare Marriott Hotel. Hartigan told the more than 800 guests that United pledges its continued support to MERC, the Chicago Urban League and Chicago United in helping to improve social, racial and economic conditions in Chicago and other areas of the nation. He said, "United is privileged to support with deeds and with dollars our commitment to equal opportunity for all people and all enterprises." Hartigan told of United's "Terminal of Tomorrow" now under construction at O'Hare Airport, where \$47 million in contracts have been awarded to minority-owned businesses. In his closing remarks, he said, "We've accomplished a lot working together in the past and we'll accomplish even more working together in the future." L-R: Clyde J. Brooks, MERC president; Roland C. Baker, president and chairman, Signature Group (also receiving the Martin Luther King, Jr. Corporate Responsibility Award); Hartigan and Roland Burris, Illinois state controller.

UniWorld Group Selected By Coors

GOLDEN, Colo — Adolph Coors Company announced it has selected the UniWorld Group, Inc., of New York, as its advertising agency of record for the Black consumer market.

The UniWorld Group, Inc., is the second-largest Black-owned and operated advertising agency in the United States, with billings this year of \$35 million. The firm, whose contract with Coors begins January 1, 1986, specializes in both Black and Hispanic market segments.

Other clients of UniWorld include the Alberto-Culver Company, Heublein, Eastman Kodak Company, Burger King Corporation, RCA Corporation, Lincoln-Mercury Division of Ford Motor Company, General Foods, Seven-Up, American Telephone and Telegraph and many others. Byron E. Lewis, UniWorld's chairman and chief executive officer who founded the firm in 1969, is known for his original approaches to minority advertising and marketing.

Coors has been associated with UniWorld for more than a year, during which time the agency has developed Black corporate advertising for the company.

Rob Klugman, Coors' vice president of marketing, said that Coors was extremely pleased to have UniWorld on board as its agency of record.

"UniWorld possesses the marketing and creative resources, as well as the in-depth knowledge of the Black consumer required to effectively communicate with the Black market segment," said Klugman.

The firm will be responsible for creating and placing all Coors' Black-oriented brand and corporate advertising.

Coors' selection of UniWorld is an example of the company's continuing and expanded commitment to the Black community. This commitment includes the company's increased business with Black-owned banks and Black vendors, its increased contributions and donations to the Black community, and its appointment of Black-owned distributorships.



COMMUNITY NEWS

Walter Bracken Elementary School invites parents and guests to their reading incentive assembly to be held during "Nevada Reading Week" on Thursday, February 27 at 9:30 a.m. in the Multipurpose Room.

SCHOOL

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instituted a program to turn this attitude around in inner-city schools in New Haven, Connecticut. His ideas helped change a scene where children were disruptive, disrespectful, and doing poorly as students, to a scene where test scores started to steadily rise.

Most recently in the school system in Prince George's County, Maryland, Comer's methods have done the same. There, standardized test scores have gone by as much as 12.5 percentile points over the previous year. And this took place in a school system that has large classes and doesn't spend a lot of money on instructional materials.

The point is when teachers expect and demand their students to perform, the students perform. As a result they feel good about school, about their teachers, and about themselves. Most importantly they have hope for their own futures, and that is good news for us all.

MOULIN ROUGE CLUB

900 W. Bonanza Rd.

Thursday, Friday & Saturday -- 9 p.m.

JAMES TONEY and the COUNTDOWNS

featuring

Sherri Lee

Coupon

"Where friends meet and eat"

SPECIAL SMORGESBOARD

SUNDAY -- 2 p.m. to 8 p.m.

All You Can Eat

\$5.00 -- Regular Price

\$1.00 OFF with This Coupon

Coupon

BREAKFAST

9 a.m. until -- Daily

Friday CHIT-CHAT HOUR

5 p.m. to 7 p.m.

Free Hors d'Oeuvres

SPECIAL ATTRACTION

PERCISION

SHOW AND DANCE BAND

from San Francisco



PERCISION
Show & Dance Band

Saturday & Sunday

February 22 and 23

11:00 p.m.