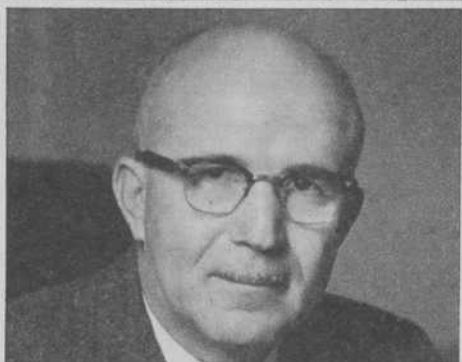


# NAMAD.

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(From left to right) Winnie Palmer, Co-Chairperson, AOIP's Professional Education Committee; Dr. Mildred Bradham, Chairperson, AOIP's Interorganizational Liaison Committee; Dr. Dolores Harris, First Vice President, National Association of Colored Women's Clubs.



(From left to right) Rep. Augustus F. Hawkins (D-Calif), Chairman, House Education and Labor Committee; Former Congresswoman Shirley Chisholm; Tony Brown, host of the nationally-syndicated TV series TONY BROWN'S JOURNAL.

## AOIP's Affective-Oriented Process Begins

**U**NDER the overall leadership of Dr. Ozell Sutton, national chairman, AOIP has done what many considered impossible. The AOIP concept has enabled many dozens of Black-led organizations to begin working together in ways which would not have been believable until now.

With the able assistance of other outstanding leaders, which notably include Mrs. Winnie Palmer of the National Sorority of Phi Delta Kappa, Mrs. Faye Bryant of Alpha Kappa Alpha Sorority, Dr. Mildred Bradham (former national president of both Zeta Phi Beta Sorority and the National Pan-Hellenic Council) and Dr. Dolores Harris of the National Association of Colored Women's Clubs, two important literacy-enhancement documents have been produced. One of these documents, which deals with organizing interorganizationally, is entitled *UPLIFTING...A Manual For Local Unit Formation*. The other is entitled *Why & How To Use AOIP's "Affective-Oriented" Materials*.

Especially since the major deterrent to learning among our Black (and other "disadvantaged") communities is in the *affective* rather than the *cognitive* arena, unusual emphasis is needed in the area which we in AOIP call the "community-building" arena. However, important to know is that AOIP's learning materials, developed for the unique needs of Chapter I-type students and adults, are considered "second to none."

## The Affective-Oriented Process At Work

**A**LL of AOIP's ten (10) standing committees are focussed in an "affective-oriented," or community-building, way on literacy enhancement. One of these is the Black Business and Professional Support and Involvement Committee. One of this committee's aims is to help rebuild the image of our communities by making the fastest and most efficient shift toward equitable ownership by our largely-Black communities of our businesses in every industry supported in any appreciable way by those within our communities. Since the automobile industry is the largest in America—accounting for an estimated 20 percent or more of our economy—the leaders in AOIP, which importantly includes Dr. Leon Sullivan, have chosen to focus on both *providing* priority support for our minority dealers of "American made" automobiles and *urging* the companies which made these dealerships possible to see to it that at least ten percent of all auto dealerships soon are owned by capable Black businessmen and women. By supporting "Made in America," we obviously facilitate the provision of more jobs for all Americans including us...and we help to reduce the almost-unconscionable trade deficit now costing every American in exorbitant terms. Also, this "support our own," or community-building, process is one sure way all Black Americans can contribute in an "affective-oriented" way to literacy promotion.

Dr. Leon Sullivan's role in establishing

a sound basis for Blacks to secure and become firmly rooted as owners of Black dealerships began in 1971. That is when he convinced James Roach—then chief executive officer of General Motors—that extraordinary compensatory training and fiscal adjustments needed to be made. And, as a result, the very first *sound* dealership program was begun. Now our focus will be on the National Association of Minority Automobile Dealers (NAMAD) beginning with its early years and then on how AOIP plans to begin its full support of these minority dealers.

The groundwork for an increase in Black automobile dealerships was being laid in subtle but sure ways. In 1966, Richard (Dick) Gidron became the nation's first Black new Cadillac salesman. One year later, Dick Gidron was the top Cadillac salesman in the country, an honor he maintained for four consecutive years.

In 1966, there were no Black-owned General Motors dealerships in the U.S., although there were about 40 franchises owned by persons who were classified as minorities (other than Black).

The next year, Albert William Johnson, a St. Louis hospital administrator and car salesman, became the first Black to be awarded a General Motors new car dealership. Johnson moved to Chicago and on October 1st of that year, he obtained an Oldsmobile franchise. Of his efforts to achieve this franchise from General Motors—the largest automobile manufacturer in the United States—Johnson says: "I had written several letters to GM prior to that, but I had gotten little response. Then, during the civil rights turmoil of the sixties, I wrote more letters and I guess they started to give it more thought."

In his letters to GM, Johnson continually pointed out that Black people "appeared to have been cut out." He told GM executives that "based on the number of cars sold to Blacks, we [Black people] should be able to buy a dealership."

Johnson later discovered that he had been oversold on the Olds franchise. The dealership had operated at a loss for six

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## The NAMAD Story

### The Early Years:

**E**D DAVIS became the nation's first Black new car dealer when he opened a Studebaker franchise in Detroit, Michigan in 1940. He ran a profitable business in new Studebaker sales until the company went out of business in 1956. That same year the Chrysler Corporation offered Davis a new car franchise. The offer was withdrawn, however, when White dealers objected.

In 1963, Ed Davis was approached by Chrysler for a second time. This time the deal was consummated and Davis opened a Chrysler-Plymouth showroom on Detroit's Dexter Avenue. Three years later, Ed Davis Chrysler-Plymouth was still the only Black new car dealership in the United States.