

INVESTING IN BLACK AMERICA..... (Continued from Page 19)

panies in the same industry, of contributing to the enhancement of the quality of life in America and promoting the advancement of women and minority groups. The Fund will not invest in

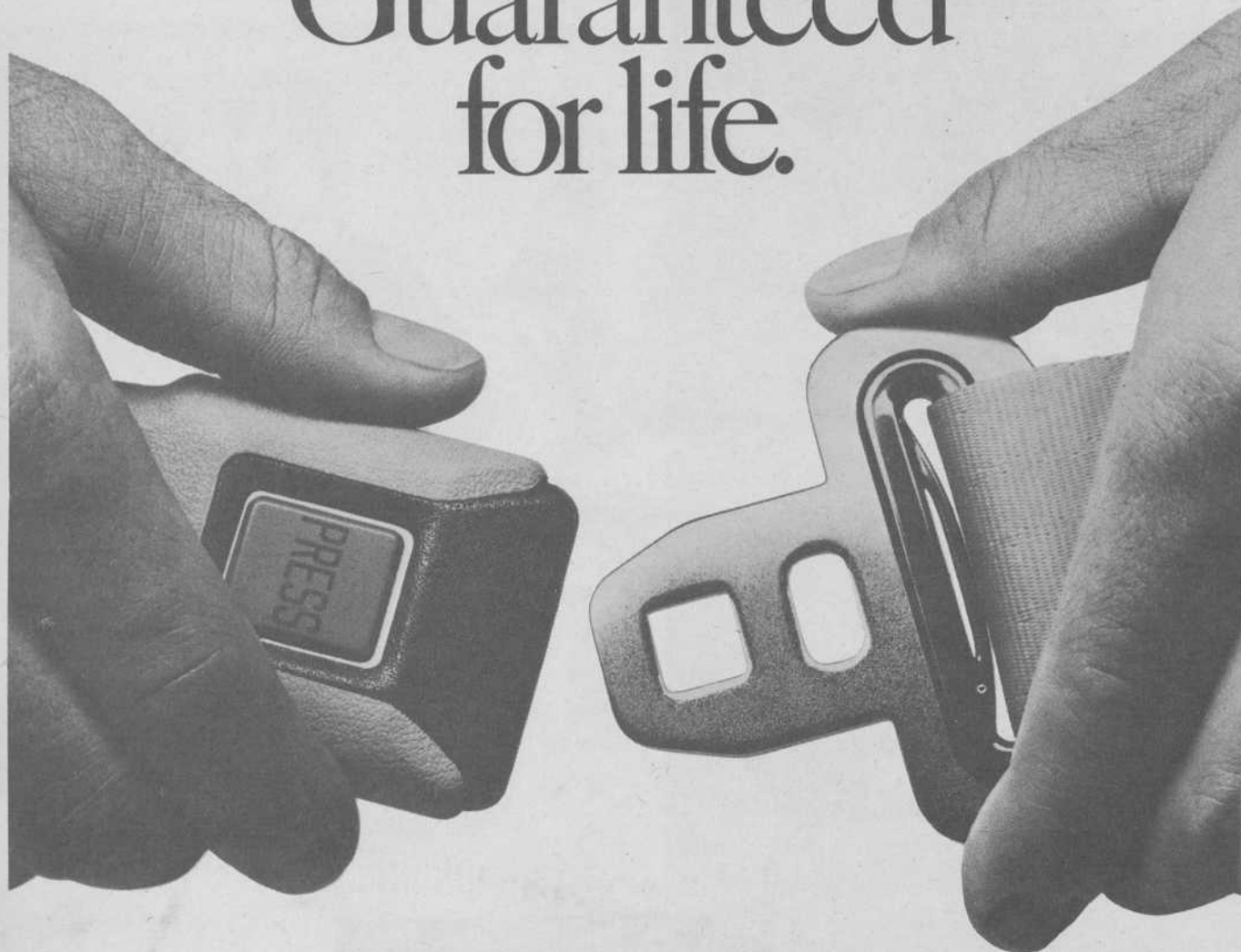
companies operating in South Africa.

The Fund will seek out investment companies with capital growth potential, that have positive records in:

1. Equal employment opportunity enforcement;
2. Occupational health and safety compliance;
3. Consumer protection and product

4. purity;
5. Protection and improvement of the environment and the proper use of our material resources;
6. Improvement of the economic conditions of America's cities.

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*Limited written warranty. Some restrictions apply. See dealer for details. Applies to model years 1970-1987.

HONDA

Selection of appropriate investments will be made by Daniels and Bell, the Fund's management. Affirmative Investment Management will professionally manage the Fund's portfolio. Shares can be invested, re-invested or redeemed at any time without charge or penalty.

It is projected that the Roundtable will be ready to issue the first shares of stock in the Invest America Capital Fund by its CBC Weekend meeting Saturday, September 27, 1987. A complete prospectus will be available at the September meeting.

All interested Americans will be provided the opportunity to participate in launching the Fund.

C. Should other Americans—particularly White Corporate America which benefits so much from sales and otherwise from the Black community—invest much, much more back into Black America?

While the limited space in this issue of the **National BLACK MONITOR** cannot do justice to this subject so vital to America as a whole, it must be made clear without ceasing that those who benefit from any source do have an implied obligation to strive to return in some reasonable, equitable fashion to that source.

However, far too many in White Corporate America who have benefitted enormously from Black America have operated on two often faulty assumptions:

1. Managers only responsibility regarding any target market or source is to maximize profits from that source;
2. Any minute or other consideration of "returns" to that source must be considered as a "gift" and not as an obligation.

Further, and much fuller exploration of this subject will be effected in succeeding issues of the **National BLACK MONITOR**, as well as in our AOIP-affiliated newspapers.

[Editor's Note: The staff wishes to acknowledge the invaluable assistance of Ms. Carol Page and the staff of the National Black Leadership Roundtable in the preparation of this cover story.]