

EDITORIAL NOTES.....

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has been inequitably attacked. While we do not take the position of condoning smoking, we do wish to support the tobacco industry because it has proven to be a friend long term not only to the

Black community, in general, but to the Assault On Illiteracy Program (AOIP).

Previously, through its advertising support in the AOIP-participating media,

including this publication, the 94 national Black-led organizations have been able to continue to help further lay the foundation to build our Black communities together, and thereby help

complete the unfinished work of Dr. Martin Luther King Jr.

For further profiles on the distinguished tobacco company executives and pioneers, please refer to the following National BLACK MONITOR issues: June 1978 for the Brown & Williamson Story, September 1979 for the Thomas Shropshire Story, June 1980 for the Stanley Scott article, October 1981 for the Marshall Bass feature, and September 1985 for Herbert Wright in the NAMD Cover Story.

A later issue of the **National BLACK MONITOR** will feature a profile of Leonard Lyles of Brown & Williamson.

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We want to call your attention to our advertiser friends of this month. They are RJR/Salem, JC Penney, IBM, RJR/Ritz, Sears and Philip Morris/Virginia Slims.

As you are aware, 100 percent of the net proceeds of the advertising revenue from this publication, and 100 percent of the net proceeds of Black Media, Inc. (BMI) advertising fees have been—and will continue to be—allocated to the further development of its AOIP-participating publisher capabilities (please see the **BMI Cooperative** listing on Page 2), and of the Assault On Illiteracy Program, a literacy-enhancement and community-building effort to *enable* Black Americans to assume far more responsibility for their own, for the good of Black America and America as a whole.

As indicated in our "Credo for Justice and Equity," we *first* must give priority support to the businesses and institutions in our own Black communities, and then patronize those outside our communities that are continuing to demonstrate their support for our communities via delivering back an equitable portion of what they benefit or take from our communities.

We encourage you to remember and to be particularly supportive (in your buying habits) of the advertisers you see not only in the **National BLACK MONITOR**, but also in your local **BMI Cooperative** newspapers whenever you are shopping for goods and services.

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We always appreciate hearing from you. Keep those letters coming. All of us on the **MONITOR** staff join in wishing you a very happy, prosperous and fulfilling New year.

JCPenney

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