

TOBACCO INDUSTRY..... (Continued from Page 10)

higher education both through massive and pioneering support of the United Negro College Fund, the National Urban League and a host of similar causes at a time when little (or none) came from many others.

- The tobacco industry, for the business support and cultural uplifting needs of Black Americans, was among the first to advertise in Black-owned media and to use Black models both for the positive image-building needs within—and profit advantages from—Black America.

In remarks during the Awards Banquet of the Kentuckiana Minority Business Opportunity Expo, Raymond J. Pritchard, chairman and chief executive officer, Brown & Williamson Tobacco Corporation (manufacturers of Kool, Raleigh, and Viceroy), said, "Today, nearly one of every four Brown & Williamson employees is Black, and, a sizeable percentage of management level positions are held by minorities." Leonard Lyles, former pro football star, served as the company's director of equal opportunity. Currently, he is a vice president of the parent company, Batus, Inc.,

Each year for the past five years, Mr. Pritchard continued, Brown & Williamson has spent over \$20 million with minority suppliers, including leaf purchases from minority growers. Those revenues are dispersed among more than 100 individual vendors.

We carry a \$5 million line of credit with 20 Black-owned banking institutions across the U.S. Through 1986, company business generated revenues for minority banks totaling more than \$300 million.

We also hold insurance policies valued at over \$74 million with Black-owned companies and brokers.

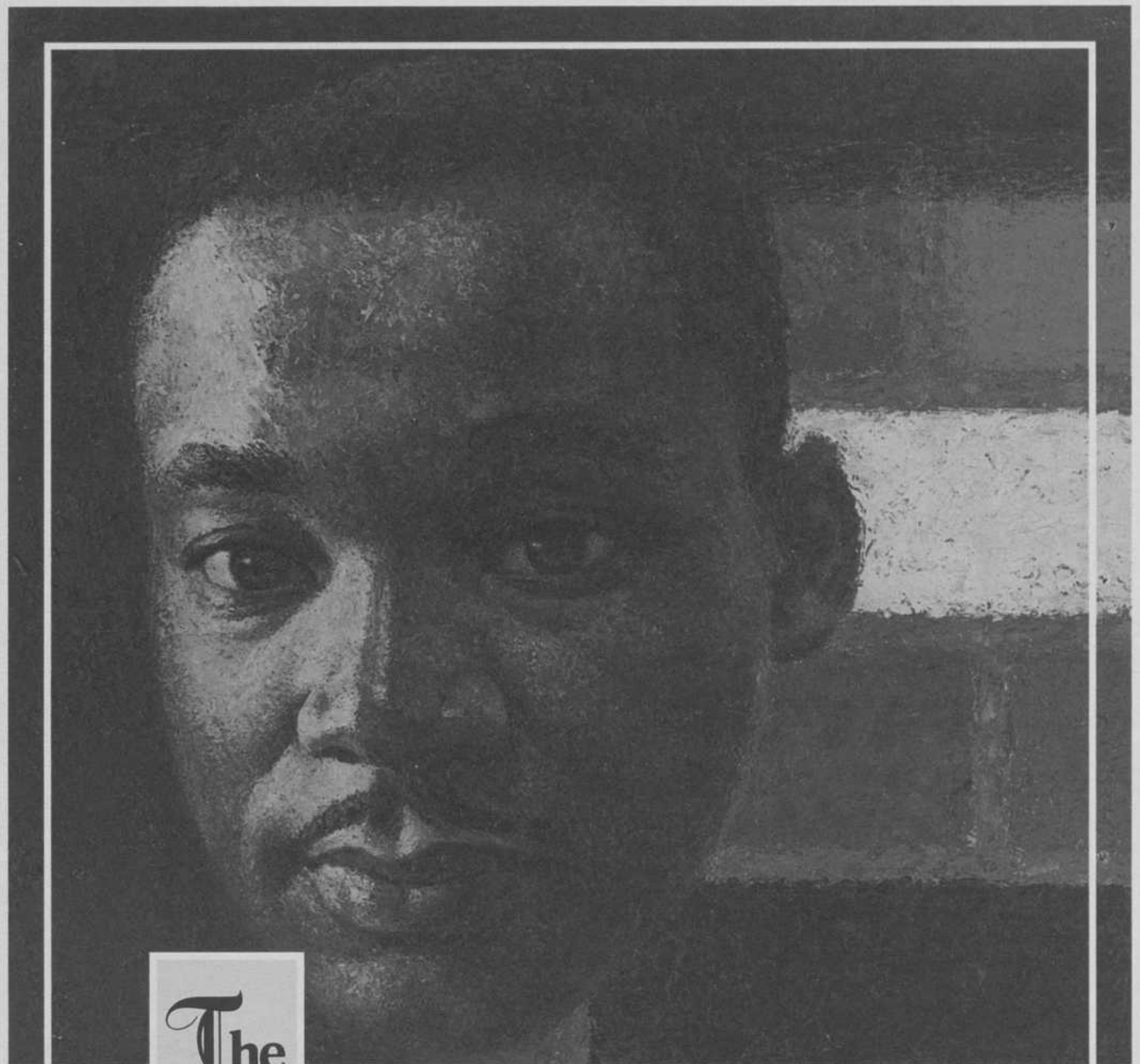
Mr. Pritchard has also committed himself to serve on AOIP's Enabling Board, which will interface with—and support—the leadership of AOIP, but does not set policy for AOIP.

As long as the relentless campaign of discrimination rages against the tobacco industry, Black Americans must continue to speak out against this unilateral attack when many more offending industries are not regulated in a similar manner. Also, we must oppose any proposed legislation that often serves as a vehicle for intensified discrimination against this industry which has befriended us, often far more than any other, in our hour of greatest need.

While the American Tobacco Company (maker of Carlton, Pall Mall, Tareyton, and others), and Lorillard Inc. (a division of Loews Theatres, Inc. and producers of Kent, Newport, and True

among others) have not achieved the same record that the above mentioned tobacco companies have, it is essential that they, too, be counted among the enablers of AOIP's current uplifting

thrust, and be challenged to do even better and greater things for the good of everyone in Black America, and definitely for the good of everyone else in America.



The

highest honor we can
give him is to work
to make his dream
come true.

Rev. Dr. Martin Luther King, Jr.
January 15, 1929—April 4, 1968

From an original painting by Vince Cullers

©Sears, Roebuck and Co. 1988

SEARS

Allstate

DEAN WITTER

**COLDWELL
BANKER**

Please check in your local BMI Cooperative newspaper to find out where you locally can purchase this advertiser's product(s).