

## Sears Prexy To Head UNCF Drive

NEW YORK — A. Dean Swift, President of Sears, Roebuck and Co., will serve as the 1977 National Campaign Chairman for the United Negro College Fund drive, it was announced today.

Morris B. Abram, the UNCF's Chairman of the Board said that Swift will head a nationwide team of volunteers which will seek to raise \$15 million to help the Fund's 41 predominantly black member colleges. All UNCF schools are private institutions.

Swift is no stranger to UNCF fund-raising. He served as Chairman of the National Corporations Committee in 1974 and 1975.

In 1976, the UNCF raised \$13.5 million to help its schools. Thomas A. Murphy, Chairman of the Board of the General Motors Corp., served as national chairman in 1976 and for the two years prior to that. Murphy will continue his association with the UNCF as a member of the board of directors.

Serving under Swift will be a top flight group of outstanding executives. John R. Opel, President of the International Business Machines Corp., will be chairman of the important National Corporations Committee. Opel served in that capacity in 1976. Last year, the nation's businesses contributed \$5.2 million to the College Fund, and all-time record.

Assisting Opel will be Division Vice Chairman, working within industries for a second straight year are: John Bonner, Chairman of the Pacific Gas & Electric Co., utilities; Francis J. Dunleavy, President of International Telephone & Telegraph Co., industrial; David C. Garrett, Jr., President, Delta Airlines transportation.

Walter S. Holmes, Jr., Chairman, CIT Financial Corp., diversified finance; Donald V. Seibert, President & CEO, Metropolitan Life Insurance Co., life insurance; and John F. McGillicuddy, President, Manufacturers Hanover Trust, banks.

Earlier this year, David Rockefeller, Board Chair-

man and CEO of the Chase Manhattan Bank, joined the UNCF leadership teams as National Treasurer.

Christopher F. Edley, UNCF Executive Director, said "we have outstanding staff and volunteer leadership and our 1977 drive should be the most successful in the Fund's history."



**BEST VOLUNTEER PROGRAM** — Althea J. Butler, District Youth Leader of the Columbus-Phoenix City (Ga.) Young Adult Club, accepts a first place award, for the best volunteer community program throughout the Southeast in 1976-77. The award was sponsored by Coca-Cola USA. Michael G. Lloyd, Public Relations Assistant, made the presentation at a recent Southeast District Meeting of the National Association of Negro Business and Professional Women's Clubs, Inc. The Columbus-Phoenix City Club won the award in competition with fifteen other such clubs in the Southeast area.

## Business in the Black

By Charles E. Belle



### BANKS BIAS AGAINST BIVIN

Unfortunately too many big white owned banks are bad news for blacks and others trying hard to better themselves in a constructive manner in our society. Banks and blacks might debate the meaning of unemployment statistics, but the facts are that the country does not have enough jobs for all the people who want a position.

In addition, there is underemployment — skilled people who cannot find jobs at the highest level they are capable of performing. This has an effect on the entire job market. When people take substitute jobs for which they are over-qualified, there is a drowning downward.

The blacks who are at the bottom rung of the job ladder get no jobs at all. Eugene S. Bivins, III, a Penn State student, has a bigger beef to the banks. Brother Bivins says he can't get a government approved program loan for his education from a bank. Following my article on Pay for Post Secondary Education, Bivins wrote to me.

"Since 1974, I have tried to get a simple application to apply for a student loan," Bivins wrote. A persistent Bivins finally obtained a

financial aid form from the Penn State Office of Student Aid.

But the problem for this black doctoral student still was not solved. Bivins has been to about ten banks as of February 28, 1977, the date of his letter, to obtain the applications blanks for government-backed student loans.

"They all cite a different policy" in refusing him. In Philadelphia, at the Industrial Valley Bank, where Bivins deposits his own few dollars he quotes, "We could not . . . loan funds at seven per cent when we had to pay ten per cent or better in funds we had to borrow" (in 1974).

"Every business in the marketplace has to make a profit to survive." These remarks rang to Bivins' ears as racist sounds. Because a white student in his class remarked in February that "Industrial Valley Bank is asking me if I don't want to renew my loan . . . but, I'm a senior . . . I'm graduating . . . I don't need it."

It seems Brother Bivins has bumped into another hidden bias of banks. The racist undertones destroy even the most objective of well intentioned social programs.

Eugene S. Bivins, III, wants a head count by racial breakdown on student loan

applications accepted and refused at such banks in Pennsylvania as Industrial Valley Bank and Provident National Bank. Congress should consider extending the Equal Employment Opportunity Council jurisdiction to bring about justice for black students destined to be a part of the labor market.

In the meantime, blacks are not unaware of the institutional racism running rampant in the banking system. The Urban Bankers Coalition of Delaware Valley, (UBCD) Post Office Box 7619, Philadelphia, Pa. 19101, Eugene, is an organization of black banking personnel who are willing to serve our people in the state of Pennsylvania.

A. Bruce Crawley, VP, First Pennsylvania Bank is president of UBCD. While the black bankers in Philadelphia are just beginning to develop a black owned bank, their positions are high enough to secure a government approved loan for a student.

## NCCU Student Groups Slate Workshop

A workshop on the theme "Black Student Awareness As It Relates to Upward Mobility" has been scheduled for all North Carolina Central University students on April 14 and 15 by the NCCU Student Steering Committee and the Men's Dormitory Council.

Lecturers will be Dr. William Parker, and Dr. Robert Parker, both of the Educational Testing Service in Princeton, N. J.

## DURHAM HOMES INCLUDE IN NATIONWIDE CENSUS SURVEY ON EMPLOYMENT

Local representatives of the Bureau of the Census will conduct a survey of employment in this area during the week of April 18-22. Joseph R. Norwood, Director of the Bureau's Regional Office in Charlotte, announced.

In addition to the usual questions on current employment, this month's survey will have additional questions about swine flu vaccinations since October 1976; and the use of food stamps in 1976 and the first quarter of 1977. The survey is conducted for the U. S. Department of Labor in a scientifically-designed sample of approximately 70,000 households throughout the United States. Employment and unemployment statistics based on results of this survey are used to provide a continuing measure of the economic health of the nation.

For example, in February

Sessions will be held from 9 a.m. to 4:30 p.m. Thursday, April 14 and from 9 to 11:30 a.m. Friday, April 15 in the auditorium of the James T. Taylor Education Building.

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the survey indicated that of the 96.1 million men and women in the civilian labor force, 89.0 million were employed. The Nation's unemployment rate was 7.5 per cent up from 7.3

per cent in January but substantially below the recession peak of 8.9 per cent reached in the second quarter of 1975.

Information supplied by

people participating in the survey is kept strictly confidential by law and the results are used only to compile statistical totals.

Interviewer who will visit households in this area is Mrs. Virginia H. Arges, 802 W. Maynard Ave., Durham, N.C. 27704.

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Take a look at GM's mid-size line-up for 1977.



**INSURES WITH WINSTON MUTUAL** — John McKinnon, vice president - finance of Hanes Corporation, signs an insurance agreement between Hanes and Winston Mutual Life Insurance Co. of Winston-Salem. Winston Mutual reinsured part of Hanes' group insurance with Aetna for \$15 million. George Hill, (r) president of Winston Mutual, and James E. Mack, president of B & C Associates, Inc., and a Hanes consultant, witness the signing of the agreement. Hanes Corporation manufactures such products as Underalls panty hose, Sheer Energy support hose, Bali bras, swimwear, and Pine State men's and boy's knitted sweaters.