Black Caucus Raps Liquor Industry

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(Oakland, CA. Eastbay Reporter)

Minority Business & Pro- in black communities, where fessional Caucus at a recent they have siphoned off meeting in Oakland, struck billions of dollars annually, with the venom of a rattle- and haven't plowed any

VACATION SPECIALS AT WHOLESALE **1971 BUICK SKYLARK** ^s1350 Fully equipped including vinyl roof.....

1972 LEMANS COUPE Fully equipped, rally wheels..... **1970 GREMLIN** 6 cylinder, good economy..... **1970 MAVERICK** 6 cylinder, automatic transmission..... **1972** NOVA Coupe, 6 cylinder, **1973 HORNET HATCHBACK** 6 cylinder, X-package. 1973 OLDS "98" LUXURY Folly equipped including AM-FM, low miles..... **1975 HORNET** 4 door sedan, & cylinder, air, automatic..... **1971 HORNET** ó cylinder,

vinyt roof..... **1973 CUTLASS**

snake at the Liquor and dollars back into the Beverage Industry, for its neglect and non-contributions communities for the development of education, employ-ment, housing, recreation and other factors for community development.

Concern is growing fever-ously, not only as it relates to the Black Caucus, but to thousands of black owners of retail liquor stores and taverns, who are being ex-ploited by the liquor and beverage industry, to sell their products as slaves in a predominantly black community.

Based on recent information by the Sun Reporter, blacks earned \$77.1 billion in 1976. They spent \$70

in 1976. They spent \$70 tokenism on	the retailer
HOT SUMMER BU	YS
75 AMC Pacer, brown met. fin., AM-FM, PS. PB, AC, radial tires, DL Pkg	\$3195
75 Ford Granada 4-dr. Silver w-Marcon top 76 Buick Electra Custom Cpe. Landeau Top Blue Fin. loaded, Low Miles.	*3795 *6995
75 Buick Riviera, light green w sandlewood landau top loaded, 26,000 mi	\$5695
74 Buick Estate Wag. fully equipped. Green	*3895
75 Buick Regal White on White, Loaded w/Extras, 28.000 miles	\$3995
74 Buick Regal White on White. Fully Equipped	13295
73 Buick LeSabre 4-dr. Sedon Black-white v-	\$2695
73 Buick Electra 4-dr., HT, Green & Green.	\$3195 \$2795
72 Buick Riviera Like New. 77 Ford LTD Landau Cpe. 2,500 Mi. All	1012
Options Silver on Silver list \$9100	*7395
top 40.000 mi. 72 Gadillas Sedan DeVille Blue on blue.	\$3695 \$2495
73 Bujek Cesturian 4-dr. HT Brown-Ton	*2495
Excellent Condition. 75 Chevy Capric Classic Cpe. low miles 1	*3195
69 Olds Cutlass Cpc. Blue'w-vinyl top	1095
74 Buick LeSabre 2-dr. AT, PS, AC, -B, V-top.	*3295
74 Buick LeSabre 4-dr., Blue w/white vinyl top. P. Windows, P. Seats, A/C, Low Miles	\$3495
73 Pontiac GTO Beige	\$2195
71 Buick Skylark Coupe Green w/Beige vinyl top.	*1498
73 Baracuda Gold w-White V-Top	12195

billion, of which \$7 billion was spent for liquor and **beverage**

Lets take a look at a statement taken from Black Enterprise dating back to 1974. "If Blacks had received 11.1 per cent of the total in-come for 1974, matching their share of the total population, their cash receipts would have been \$102.4 billion instead of \$62.9 billion for that year. What happened to the \$39,5 billion? The explanation of this shortfall is widely known; as a legacy of racial discrimination and depriva-tion which has limited the ability of Blacks to acquire marketable skills, and at the same time barred them from better paying jobs".

The Liquor and Beverage Industry is running a game of "tokenism" on the retailers

TRACTOR

[Continued From Page 2] transferred to a different de partment in Ford Tractor, By the time he was graduated from high school in 1971, he had been exposed to six different Ford Tractor engineering operations.

As a member of the Graduate Training Program, he spends periods of time in product testing, de-sign development and one of several industrial areas. These stops are designed to give recent graduates strength in all phases of tractor engineering.

and tavern owners, when it comes to getting a fair share of the pie on the economic scale. A condition of this nature can only be dealt with, by removing apathy. complacency and illiteracy from the minds of the retail mand, as black businessmen, not only a fair share of the economic pie, but a greater input into the black commubusiness.



and tavern owners, and de- SCHLITZ SUPPORT - Jos. Schlitz Brewing Company contributions to two major organizations were presented personally by Gene Peters (center), Schiltz presi-dent, during a recent New York City visit. Schiltz support for the continuation of their programs went to Vernon E. Jordan (left), executive director of the Urban League, and Christopher J. Edley, executive director of the United Negro College nity where they're doing Fund. Schlitz has been a major contributor to the two organizations for many years.



