and also members of the Fraternity. The portrait

was done by Ann Marshall of Detroit. The

the recent national convention of the Fraternity

in Washington, D.C., which was celebrating

its Diamond (75th) Anniversary. Anheuser-

Anheuser-Busch salute was made during



Roger Enrico, president and chief executive officer of the Pepsi-Cola Company (center), recently participated in a three-day conference for the company's summer minority interns. Now in its fourth year, the

Pepsi-Cola Minority Intern Program has nearly 70 participants this summer who are working at Pepsi-Cola operations throughout the country.

Corporate Internship:

The Choice Of A New Generation!

Special To The Post New York - Finding a career opportunity in the corporate world can be one of the most challenging experiences today's black college graduates will face. Often companies will not hire college graduates because they lack job experience, and without an actual corporate job, graduates cannot hope to gain the needed experience. How do you break this cycle between classroom and the world of work, and how

minority talent? Thanks to Pepsi-Cola's Minority Intern Program - now in its third year - college students are offered the opportunity to gain marketable skills and exposure to the business

world while earning a competitive

does business and industry con-

currently fill their job openings with

new, energetic and qualified

Not only do college students get hands-on experience during this

unique summer program, it also benefits the Pepsi-Cola Company. "During the student's internship, the company has a chance to assess his or her skills and future man-agement potential," explains Susan Poland, manager of campus re-cruiting, Pepsi-Cola USA. "It's be-

The Charlotte Fire Department is

in the process of canvassing low to

moderate income neighborhoods in

Charlotte for the purpose of in-

stalling smoke detectors in these

For a month now, the CFD has

been giving smoke detectors to a

1,000 have been distributed. Capt.

Donnie Leak replied that there are a

total of 11,000 smoke detectors to be

In reaching the public the crew at

the fire department has been

going door-to-door. All that is

required is to have a fire smoke

detector in one's home is that one

meet certain income levels, tally the

given away

qualifying household. Already

come a valuable minority recruitment source; so far, we have hired six students as full-time employ-

This summer, 50 minority college students, from more than 30 colleges and universities, eight of which are predominantly black schools, are participating in the program.

Kim Brown, for example, a senior statistics major at Harvard, has participated in the corporate intern program three times in different areas. "What I enjoy most about this job is the exposure to different people in my field," says Brown, who is working in Pepsi's franchise development department and is compiling an information fact book on all Pepsi franchises.

To be eligible for the 13-week Pepsi-Cola Minority Internship Program, students must have completed their sophomore year and have demonstrated academic excellence and leadership skills. Interns accepted for the program are first enrolled in a company orientation program covering system-wide operations and are then assigned to one of many functional areas, ranging from sales and manufacturing to finance and personnel.

numbers of persons in a house-

To qualify a family of one must

make no more than \$15,900 annually; a family of two-\$18,150, a

family of three-\$20,450, a family of

four-\$22,700, a family of five-

\$24,100, a family of six-\$25,0550, a

family of seven-\$26,950 and a family

When the smoke detectors are

installed, fire officials will show how

detectors are maintained. They are

also giving a small demonstration on

For more information on this

project, contact Capt. Leak at

336-2697 from 2-6 p.m., weekdays.

of eight-\$28,400.

home escape routes.

hold and give social security

Pepsi-Cola Company also offers a \$2,000 scholarship to those interns who have excelled which is matched by a \$2,000 scholarship to each winner's school. Last year, the company awarded 18 such scholar-

The Pepsi-Cola Company has long been a leader in minority support programs and initiatives including its Minority Business Enterprise (MBE) Program which targets company purchases to minorityowned businesses, strong financial and advisory support to black colleges and universities through the National Association of Equal Opportunities in Higher Education (NAFEO), as well as pioneering the first public celebration of minority achievers with the "Adventure in Negro History" album in 1963. Today, Pepsi-Cola continues this recognition program through its "Black Presence" poster series.

For further information on the Minority Internship Program, contact National College Recruiting Manager, Pepsi-Cola Company, 700 Anderson Hill Road, Building 6-1, Purchase, N.Y. 10577.



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Norman Moses, Grand Basileus (national presi-Busch also presented portraits of the founders of dent) of Omega Psi Phi, and at right are Carl the Fraternity, which was founded in Washingand Eric McNair, brothers of Ron McNair, ton, D.C., at Howard University. Study Assesses Impact Of Free Food Programs

.Washington, DC - Each 100 pounds of cheese donated under federal food assistance programs causes commercial cheese sales to decline by about 40 pounds and each 100 pounds of butter donated causes margarine sales to decline by about 80 pounds, according to a report released recently by the U.S. Department of Agricul-

OMEGAS RECEIVE RON McNAIR SALUTE - Henry

H. Brown (2nd from left) vice president of

Anheuser-Busch, Inc., presents portrait salute of the

late astronaut and scientist Ronald E. McNair,

to the Omega Psi Phi Fraternity of which McNair

was a member. Receiving the portrait are at left

By law, USDA is required to study the effect of food distribution on commercial markets. Since cheese and butter account for 80 to 85 percent of the dollar value of food distributed, the study focused on those commodities.

Since 1982, \$3.4 billion worth of food has been given to states for distribution to low-income families.

SUPPORT

Based on the 40 percent rate of displacement found in cheese distributions, the USDA report concludes that approximately \$230 million worth of additional cheese was purchased by the government under the Dairy Price Support Program because of the distribution. The Dairy Price Support Program requires USDA to purchase enough amounts of cheese and certain other dairy products necessary to keep milk prices up to a specified level.

Butter distributions cause reductions in margarine sales. According to the report, margarine sales decreased by about 95 million pounds because of butter

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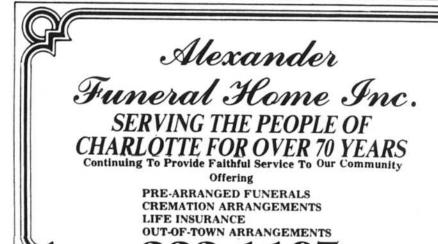
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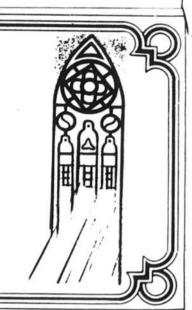
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