December 21, 1979: The New Chrysler Corporation is in business to stay.

On December 21, 1979, the Congress of the United States passed the Chrysler Loan Guarantee Bill.

The New Chrysler Corporation is in business to stay.

The jobs of 600 thousand workers have been saved. And so has the vitality of countless towns and cities across the country, and the existence of thousands of small businesses.

And with that act a special bond has been created between the American people and one of its major corporations. A bond that puts an obligation on The New Chrysler Corporation to turn itself around. For the sake of all those people with a direct stake in Chrysler.

And for the benefit of all Americans.

The New Chrysler Corporation

The New Chrysler Corporation is a fifty-four year old company with a new lease on life. With the best of its traditions, its accomplishments, its capacities, and its engineering intact.

It is a new management.

It is a dedicated work force.

It is a new product plan designed to provide more and more fuel efficient cars for an energy short America.

It is a new company determined to beat the competition on the basics. Better cars. Better backed. Better serviced. As a matter of fact, we have improved the quality of our delivered products by 32 percent in just the last twelve months.

You can stop worrying about Chrysler parts and service right now. The New Chrysler Corporation is in business to stay.

Chrysler has the most complete parts order system in the industry. And Chrysler backs that with the best automotive parts delivery system. With the best record for on-time deliveries.

Relative to our size, Chrysler operates the most extensive technical training program in the industry.

Chrysler is the only car company in America that offers a 5-year 50-thousand-mile extended service plan. Right now.

The New Chrysler Corporation is offering America's gas engine mileage leaders. Right now.

Plymouth Champ and Dodge Colt hatchbacks with standard 4-speed stick and front-wheel drive are America's gas engine mileage leaders.

The Dodge Omni and Plymouth Horizon are America's first front-wheel drive small family cars.

The Plymouth TC3 and Dodge 024 are America's first front-wheel drive sport coupes.

Chrysler has four of the top ten mileage cars. GM and Ford have none.

The New Chrysler Corporation is working day and night so America can stop waiting for high mileage cars. And start driving.

Right now.

The New Chrysler Corporation is offering America more value right now. The only 6 passenger cars for under $5000.

Dodge Aspen and Plymouth Volare are the only 6 passenger cars in America for under $5000. That's more than $800 less than the nearest competitive 6 passenger car. That's more value for your money than you can get from anybody else. More than GM. More than Ford. More than anybody.

And we're not talking about stripped down cars. But Aspens and Volare's with automatic transmissions, power steering, white side-wall radials and a lot more.

What we're talking about is more value for your money. From The New Chrysler Corporation. Right now.

The New Chrysler Corporation has more new cars than anyone else. Right now.

The New Chrysler Corporation introduced not one, not two, not three, but four new car lines in October, 1979.

An all new, smaller, but still luxuriously styled Cordoba. A new line of Chrysler LeBarons and Dodge Diplomats for those of you who want a smaller car that still has the feel and ride of your old big car. And an all-new personal car, Dodge Mirada.

More new cars. Right now.

Chrysler has sold more front-wheel drive cars than GM. More than Ford. Even Datsun and Toyota.

Chrysler introduced front-wheel drive to American small cars two model years ahead of the GM X cars.

And Chrysler is planning to be America's first all front-wheel drive automobile company.

The New Chrysler Corporation must make it in the marketplace. And we must make it against whatever odds.

America has given The New Chrysler Corporation breathing space.

Now watch us go.

Lee A. Iacocca

Lee A. Iacocca
Chairman, The New Chrysler Corporation

The Baltimore Money Mart

Increasing minority participation in economic development

By Thomas J. Murrin, President, Westinghouse Public Systems

Understandably, most blacks and other minority groups are interested in getting a bigger piece of the economic pie. But this can't readily happen in a stagnated economy when it means taking away from established economic groups. So, instead of worrying so much about redistribution of our nation's wealth, we should be worrying more about economic growth so that those who do not now have, will have.

It's like the difference between the views of the socialist who, when seeing a rich man in his fine home, says: "No man should have so much." And the capitalist, who when seeing the same thing, says: "All men should have as much."

Inflation is obviously another serious concern. People on fixed incomes and those at the low end of the economic scale are hurt most by inflation; particularly during a stagnated economy. Therefore, to help make progress for all minority groups, we must find ways of reducing inflation while stimulating economic growth.

These goals are not contradictory provided we can accelerate productivity growth; that is, increase the output from a given input of labor and materials. If labor, energy and raw material costs rise faster than productivity growth we will have more inflation. However, if our improvements in productivity match or exceed these cost pressures, we can reduce or minimize inflationary pressures while stimulating economic growth.

But here in the United States we've had a slowdown in productivity growth. Following World War II our productivity was improving by about 3½ percent per year; by the 1970's it had slowed down to 1½ percent per year; last year our productivity grew at only 0.4 percent; and for the first half of 1979 it was a negative 3.3 percent. Thus our productivity growth is fulling inflation not slowing it down. This is a very worisome trend!

Meanwhile, productivity in Europe has been improving between three to six percent per year since 1970; while in Japan, it's been improving at over eight percent per year. Of the major industralized countries in the the united states now ranks only eighth in the world behind a number of European and Scandinavian countries.

West Germany has essentially overtaken the United States as the world's leading exporter of goods and Japan is close behind. Last year the United States had a negative trade balance of 28 billion dollars while Germany had a positive balance of 28 billion dollars while Germany had a positive balance of 16 billion dollars. We still are the world's leading importer of goods; but we certainly can't be jubilant over that distinction.

Similarly, the worldwide trends in technology and capital investments as a percent of GNP, are not in our favor.

And even the worldwide military trends are not in our favor. The Soviet Union is spending 75 percent more in military R and D and equipment procurement; and 300 percent more for their strategic nuclear forces.

This presents a serious challenge to us as a nation and as technologists.

Clearly, therefore, we need a new competitive "game plan" for our nation a "game plan" based on economic growth. And not one that involves being satisfied with less; because blacks and other minority groups would then suffer the most. Instead of everyone scrambling for a bigger piece of a shrinking pie, we need to spur economic growth by more productively using the full potential of all our people and resources particularly the tremendous, unta,ped potential of our black community.

The missing key is productivity growth. Major contributions to improved productivity include better education and training, increased capital investment, economies of scale, better allocation of resources, and technological innovation. Major detractors from productivity growth include a poor managementworker relationship and excess government regulation.

We've had essentially no employment growth in low-technology manufacturing, service and agricultural jobs. The problems of black unemployment can be best solved over the long term by improving the occupational experience and educational background of blacks intechnology-related areas. So we must find ways to stimulate the role of blacks in technology and to So we must find ways to stimulate the role of blacks in technology and to So we must find ways to stimulate the role of blacks in technology and to

stimulate the interest of black students in engineering and the technical sciences.

We have seen some encouraging trends. For example, the percentage of black finalists in the national achievement scholarship program who are planning to study engineering, has gone from seven percent in 1972 to over 23 percent in 1978! Since 1970 the black share of bachelor degrees in engineering has more than doubled; and year to year minority student drop out rates have declined significantly.

However, blacks are still not proportionately represented in the engineering schools and technical sciences.

So clearly more attention must be directed toward increasing the number of graduating black engineers and technical workers.

But what a corporation can do is limited unless we have your genuine support and active participation. You have the credibility and persuasiveness with students that a corporation often lacks.

You can be a role model for students and can show them what it takes to make it. Not many blacks will be a Will Chamberlain or a Muhammed Ali but a lot of students don't realize that until it's too late. You can bring a sense of reality and can motivate students to pursue the science and math courses they will need for an engineering or technical career; and a successful and satisfying life.

You can help to facilitate a dialogue between students and industry and business. You can help by providing tutoring counseling and

Continued on page 17

Excerpts from top corporation chief's call for increased role for minorities

EST. 1920

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STATEMENT OF CONDITION
DECEMBER 31, 1979

ASSETS

First Mortgage Loans	2,562,969.77
Loans on Savings Accounts	112,847.58
Ground Rents Owned	10,804.58
Other Investment Securities	4,812.87
Cash on Hand and In Bank	378,675.71
Office Building Less Depreciation	5,329.66
Furniture, Fixtures and Equipment Less Depreciation	1,894.26
Capital Deposit M.S.S.I.C	48,400.00
Central Reserve Fund	13,800.00
Other Assets	4,328.77
TOTAL ASSETS	$3,143,863.38

LIABILITIES

Savings Accounts	$2,791,524.81
Notes Payable	60,000.00
Advance Payments By Borrows	79,668.54
Escrow Accounts Payable	127.86
Deferred Loan Fees	5,562.64
Accounts Payable	950.78
Accrued and Withheld Pay Roll Taxes	1,370.49
General Reserves and Undivided Profits	204,658.76
Total Liabilities	$3,143,683.38

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JAN