MONTGOMERY WARD

At Montgomery Wards we are proud of the growth of our employees and that our Affirmative Action programs have continued to produce many opportunities for Blacks, Women and other minorities for the past number of years. The talent, dedication and expertise that our employees bring to their jobs is available. We are constantly aware of the contributions they make to our stores and to the communities we serve. We salute their progress and encourage it.

Opportunity is Yours at Wards

MONTGOMERY WARD

ANNAPOLIS 224-2500 ANNAPOLIS MALL

BALTIMORE 244-2000 S. MONROE AT WASH. BLVD.

BEL AIR 838-2500 HARFORD MALL

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GLEN BURNIE 761-6000 GLEN BURNIE MALL

ROSEDALE 574-6500 GOLDEN RING MALL 6400 ROSSVILLE BLVD.

TOWSON 828-9600 EUDOWOOD SHOPPING PLAZA

ESSEX 687-9300 MIDDLESEX SHOPPING CENTER

Two Baltimore firms near top of list

U.S. black businesses continue growth

Entertainment came in first and oil came in second with cosmetics and magazines running a close third.

These are the products sold by the top three black-owned businesses as listed in the June issue of Black Enterprise magazine.

Motown Industries has been in first place since Black Enterprise began publishing its top 100 list eight years ago.

Wallace & Wallace Enterprises which handles petroleum sales jumped from the number 10 spot in 1980 to second place this year while Johnson Publishing Company lost its footing somewhat and slipped from number two in 1980 to number three this year.

One of the Baltimore-based firms on the list is the Jackson Oil Company, headed by Will D. Jackson. This firm jumped from 34th place to 18th place. Superpride Markets, owned by Charlie Burns ranked 19.

While there were many gains and losses, despite tighter economic times, black businesses seemed to be able to hold on over the past year with several new companies joining the list in diversified areas.

The top 100 black business list includes:

MOTOWN INDUSTRIES- Entertainment - Los Angeles, Calif.; last year's sales: $91.7 million.

WALLACE & WALLACE ENTERPRISES- Petroleum sales sales - St. Albans, N.Y.; last year's sales: $81.9 million.

JOHNSON PUBLISHING COMPANY- Publishing, cosmetics and broadcasting - Chicago, Ill.; last year's sales: $72.9 million.

FEDCO FOODS CORPORATION - Supermarkets - New York, N.Y.; last year's sales: $51.6 million.

H.J. RUSSELL CONSTRUCTION - Construction - Atlanta, Ga.; last year's sales: $51 million.

VANGUARD OIL & SERVICE CO. - Petroleum sales - Brooklyn, N.Y.; last year's sales: $50.5 million.

SMITH PIPE & SUPPLY - Oilfield pipe and supply sales - Houston, Texas; last year's sales: $48 million.

JOHNSON PRODUCTS CO. - Hair care products and cosmetics - Chicago, Ill.; last year's sales: $41 million.

GRIMES OIL CO. - Petroleum sales - Dorchester, Mass.; last year's sales: $40 million.

CHOKE INTERNATIONAL CORP. - Defense equipment and crude oil marketing - New York, N.Y.; last year's sales: $35 million.

PHILADELPHIA INTERNATIONAL RECORDS - Phonographic records - Philadelphia, Pa.; last year's sales: $30 million.

THACKER CONSTRUCTION CO. - Construction - Alton, Ill.; last year's sales: $29.4 million.

M & M PRODUCTS - Manufacturer of hair care products Forest Park, Ga.; last year's sales: $27 million.

PRO-LINE CORP. - Manufacturer of hair care products - Dallas, Texas; last year's sales: $22.6 million.

HOUSING INNOVATIONS - Real estate and construction - Boston, Mass.; $22.2 million.

I.H. SMITH OIL CORP.- Petroleum sales - Indianapolis, Ind.; last year's sales: $18.5 million.

INNER CITY BROADCASTING CORP. - Radio broadcasting - New York, N.Y.; last year's sales: $18.3 million.

THE JACKSON OIL COMPANY - Petroleum sales - Baltimore, Md.; last year's sales: $18.2 million.

Courtesy Metropolitan Magazine
WILL D. JACKSON heads Jackson Oil Company

COMMUNITY FOODS - Supermarkets - Baltimore, Md.; last year's sales: $18 million.

EBONY OIL CORP. - Petroleum sales - Jamaica, N.Y.; last year's sales: $16.8 million.

TECHNOLOGY DEVELOPMENT OF CALIF. - Electronic and computer systems - Santa Clara, Calif.; last year's sales: $16.4 million.

S.T.R. COPR. - Supermarkets - Cleveland, Ohio; last year's sales: $15.7 million.

TRUE TRANSPORT - Containerized trucking and truck stop - Newark, year's sales: $15.5 million.

MISSO SERVICES CORP.- Computer sales - Falls Church, Va.; last year's sales: $15.1 million.

INTERNATIONAL & DOMESTIC DEVELOPMENT CORP. - Coal sales - Fayetteville, N.C.; last year's sales: $15 million.

COUNTIES CONTRACTING & CONSTRUCTION CO. - Utility contractor - Philadelphia, Pa.; last year's sales: $14.7 million.

COMMONWEALTH HOLDING CO. - Manufacturing, real estate, and building materials - New York, N. Y.; last year's sales: $14.7 million.

GOURMET SERVICES - Food services management - Atlanta, Ga.; last year's sales: $14.5 million.

DICK HARRIS CADILLAC - Auto sales and service - Detroit, Mich.; last year's sales: $14.1 million.

AMERICAN DEVELOPMENT CORP. - Diversified manufacturing - Charleston, S.C.; last year's sales: $14 million.

ESSENCE COMMUNICATIONS - Magazine publishing - New York, N.Y.; last year's sales: $13.6 million.

DICK GIDRON CADILLAC - Auto sales and service - Bronx, N.Y.; last year's sales: $13.6 million.

PORTERFIELD WILSON PONTIAC - Auto-truck sales and service - Detroit, Mich.; last year's sales: $13.5 million.

SYSTEMS AND APPLIED SCIENCES CORP. - Information processing and computer software - Riverdale, Md.; last year's sales: $13.2 million.

BOB ROSS BUICK - Auto sales and service - Centerville, Ohio; last year's sales: $12.9 million.

BROADCAST ENTERPRISES NATIONAL - Radio and TV broadcasting - Philadelphia, Pa.; last year's sales: $12.9 million.

SAM JOHNSON LINCOLN & MERCURY - Auto sales and service - Charlotte, N.C.; last year's sales: $12.5 million.

STERLING SYSTEMS - Information management-computer systems - McLean, Va.; last year's sales: $12.5 million.

WOODRUFF OLDSMOBILE - Auto sales and service - Detroit, Mich.; last year's sales: $12 million.

COCOLINE CHOCOLATE CO. - Chocolate manufacturers - Brooklyn, N.Y.; last year's sales: $12 million.

MC ANARY FORD - Auto sales and service - Gary, Ind.; last year's sales: $11.8 million.

BLUNT ENTERPRISES - Construction-management consulting - Washington, D.C.; last year's sales; $11.7 million.

THOMAS DISTRIBUTORS - Beer distributors - Chicago, Ill.; last year's sales: $11 million.

FULLER OIL COMPANY - Petroleum sales - Fayetteville, N.C.; last year's sales: $11 million.

WILLIE DAVIS DISTRIBUTING CO. - Beer distributors - Los Angeles, Calif.; last year's sales; $10.5 million.

MICON CONSTRUCTION & DEVELOPMENT CORP. - Construction - Lynbrook, N.Y.; last year's sales, $10.5 million.

RAN-DER INDUSTRIES - Oilfield chemical sales and engineering services - Morgan City, La.; last year's sales: $10 million.

DELTA ENTERPRISES - Diversified manufacturing - Greenville, Miss.; last year's sales: $10 million.

INNER CITY FOODS - Fast food restaurants - Chicago, Ill.; last year's sales: $9.6 million.

PREPAC INC. - Vinyl and fabric packaging and stationery maufacturing - Bronx, N.Y.; last year's sales: $9.5 million.

L. BENNETT FORD - Auto sales and services - Flint, Mich.; last year's sales: $9.4 million.

GORDON BUICK - Auto sales and service - Philadelphia, Pa.; last year's sales: $9.2 million.

CENTURY CHEVROLET - Auto sales and service - Upper Darby, Pa.; last year's sales: $9.2 million.

BILL NELSON CHEVROLFT - Auto sales and service - Richmond, Calif.; last year's sales: $9 million.

MEL FARR FORD - Auto sales and service - Oak Park, Mich.; last year's sales: $8.6 million.

SYSTEMS MANAGEMENT AMERICAN CORP. - Applied information technology - Virginia Beach, Va.; last year's sales: $8.6 million.

WALTON BUICK-OPEL - Auto sales and service - Medford, Mass.; last year's sales: $8.4 million.

SENTRY BUICK - Auto sales and service - Omaha, Neb.; last year's sales: $8 million.

ALAN YOUNG BUICK - Auto sales and service - Lincoln, Neb.; last year's sales: $8 million.

TRANS-BAY ENGINEERS AND BUILDERS - General contracting and engineering - Oakland, Calif.; last year's sales: $8 million.

PARKER HOUSE SAUSAGE CO. - Sausage manufacturers - Chicago, Ill.; last year's sales: $7.9 million.

D & H TIRE SERVICE CO. - Tire sales and service - Kansas, Kan.; last year's sales: $7.9 million.

MC LAUGHLIN OLDSMOBILE - Auto sales and service, leasing and renting - Capitol Heights, Md.; last year's sales: $7.7 million.

WILLIAM HUFF FORD - Auto sales and service - Manchester, Ga.; last year's sales: $7.7 million.

BATTEAST CONSTRUCTION CO. - Construction - South Bend, Ind.; last year's sales: $7.7 million.

THE BARFIELD COMPANIES - Auto parts manufacturers contract engineers - Ypsilanti, Mich.; last year's sales: $7.6 million.

CONYERS FORD - Auto sales and service - Detroit, Mich.; last year's sales: $7.6 million.

R.L. DUKES OLDSMOBILE - Auto sales and service - Chicago, Ill.; last year's sales: $7.5 million.

RAVEN SYSTEMS AND RESEARCH - Information processing - Washington, D.C.; last year's sales: $7.5 million.

LANDMARK FORD SALES - Auto truck sales and service - Fairfield, Ohio; last year's sales: $7.5 million.

THE EMANUEL CO. - Construction - Detroit, Mich.; last year's sales $7.5 million.

BUSH CONSTRUCTION CO. - Construction - Chicago, Ill.; last year's sales $7.5 million.

TELEPORT OIL CO. - Petroleum sales - San Francisco, Calif.; last year's sales: $7.5 million.

BARANCO PONTIAC - Auto sales and service - Decatur, Ga.; last year's sales: $7.5 million.

D.P.S. PROTECTIVE SYSTEMS - Security service - New York, N.Y.; last year's sales $7.5 million.

ROYAL RIDGE MANAGEMENT CO. - Fast food restaurants - Cleveland, Ohio; last year's sales: $7.4 million.

EARL G. GRAVES LTD. - Magazine publisher-radio broadcasting - New York, N.Y.; last year's sales: $7.3 million.

ALL-STAINLESS INC. - Stainless steel distributor - Hingham, Mass.; last year's sales $7.2 million.

KEYS GROUP CO. - Fast food restaurants, coal brokers - Detroit, Mich.; last year's sales $7.2 million.

GOLDEN BIRD INC. - Fast food restaurants - Culver City, Calif.; last year's sales $7.2 million.

TYNES CHEVROLET-CADILLAC - Auto sales and service - Delaware, Ohio; last year's sales: $7.2 million.

H.F. HENDERSON INDUSTRIES - Automatic weighing and process control systems - West Caldwell, N.J.; last year's sales: $7 million.

THE FAMOUS AMOS CHOCOLATE CHIP COOKIE CORP. - Cookie manufacturer - Van Nuys, Calif.; last year's sales: $7 million.

OZANNE CONSTRUCTION COMPANY - Construction - Cleveland, Ohio; last year's sales: $7 million.

PORTERFIELD WILSON MAZDA-HONDA - Auto sales and service - Detroit, Mich.; last year's sales: $6.8 million.

ASCENSION CHEMICAL OF AMERICA CORP. - Aluminum chloride manufacturer - Tonawanda, N.Y.; last year's sales: $6.8 million.

YUCCA VALLEY FORD - Auto sales and service - Yucca Valley, Calif.; last year's sales: $6.7 million.

AL JOHNSON CADILLAC - Auto sales and service - Tinley Park, Ill.; last year's sales: $6.7 million.

PAYTON WELLS FORD - Auto-truck sales and service - Indianapolis, Ind.; last year's sales: $6.6 million.

BEAUCHAMP DISTRIBUTING CO. - Beer distributor - Los Angeles, Calif.; last year's sales: $6.4 million.

LISMARK DISTRIBUTING CO. - Beer distributor - St. Louis, Mo.; last year's sales: $6.3 million.

TOMBS & SONS - Food, janitorial and security services - Bonner Springs, Kan.; last year's sales: $5.8 million.

GEORGE HUGHES CHEVROLET - Auto-truck sales and service - Freehold, N.J.; last year's sales: $5.7 million.

WHITE BUICK - Auto sales and service - Manchester, N.H.; last year's sales: $5.5 million.

BOB NEAL PONTIAC-TOYOTA - Auto sales and service - Chicago, Ill.; last year's sales: $5.4 million.

AULT INCORPORATED - Electronics manufacturer - Minneapolis, Minn.; last year's sales: $5.3 million.

CENTRAL NEWS-WAVE PUBLICATIONS - Newspaper publishing - Los Angeles, Calif.; last year's sales: $5.3 million.

SEIDEL CHEVROLET - Auto sales and service - Landover, Md.; last year's sales: $5.2 million.

HILLMAN'S CORP. - Supermarkets - Chicago, Ill.; last year's sales: $5.2 million.

CH. JAMES & CO. - Wholesale food supplier Charleston, W. Va.; last year's sales: $5.1 million

Courtesy Metropolitan Magazine
CHARLES T. BURNS owns Super Pride food stores located in various areas of the city.

Ad exec speaks out

Advertisers fail to use black media

By James M. Abraham
AFRO Staff Writer

"Pulling a copy of a recent news story on television anchorman Max Robinson from behind his desk Ken Wilson, AFRO Vice President of Advertising, stated that the story summed up the current attitude of white advertisers.

The story questioned Robinson's charges that he had been unfairly treated by a major news network, and further to suggest that maybe Mr. Robinson wasn't qualified for the job in the first place.

"Advertisers aren't using black businesses, he said. Wilson added that this phenomenon was symptomatic of a loss of momentum in the civil rights struggle.

"Those who have gotten their feet in the door aren't moving as rapidly as their white counterparts, alleged the volatile advertising executive. "They're not moving according to their qualifications.

"The days of getting points for being black is over," he stated. "Blacks must compete with the best there is.

Wilson said that affirmative action programs designed to move blacks closer to whites on the professional and socio-economic ladder have fallen into disfavor lately, so much so that advertisers are now looking only at cost effectiveness in advertising.

As a result, black mediums with smaller circulation or broadcast areas have suffered a loss of advertising revenue.

Wilson noted that many former AFRO advertisers have taken their dollars elsewhere.

"Just like corporations have taken a second look at affirmative action, advertisers have taken a second look at black media, Wilson pointed out.

"Now they, black media, have to compete with all other media. Unless black media can develop the circulation numbers, a company doesn't really feel any responsibility for addressing the issues of the black consumer.

The advertising executive called this mode of thought "primitive" and said that it fails to take into account the relationship between the black consumer and the black media.

"The black consumer has come to view the black press as a defender against a racist environment in this country, he said. "The press has traditionally molded opinion among its readers regarding which candidate to back in an election. The black press has been a real ebdog in cities where black populations are high, and it has monitored politicians, race relations, education and poverty.

He said that it is apparent that the advertising community has come to feel that the general or white media has grown enough in the past few years to the point where it can effectively address the needs of black people. For that reason, he surmised, the black press is not accorded the same advertising dollar.

But he says that this is a serious fallacy.

"When we examine the women's pages of the general press, they are devoid of any announcements of black affairs, especially black women's news and the black church. Therefore, he concluded, "the ads in these dailies have no appeal for the black consumer, they just can't relate.

He pointed out that conversely, few real estate ads which feature white communities appear in the pages of the AFRO.

Kenneth O. Wilson

Wilson said that some advertisers do make an effort to use black media, and these businesses are usually those that depend heavily on black sales.

He cited Brown-Williamson, the makers of KOOL cigarettes, and Kraft Products as two examples.

Wilson also said that Lorillard, which makes Newport cigarettes and national auto companies do advertise in black mediums, where many of their prospective customers shop.

Wilson was quick to add that auto dealers on a local level seldom follow the lead of their national bosses, and instead opt to exclude black media from their advertising budget.

"This is true even though black purchase automobiles at a rate above what their net disposable incomes dictate, he lamented.

Wilson decried the fact that there is no regulatory agency that blacks can petition, and said that what was needed is black consumer action, spearheaded by the black press, to break up the current freezing out of black advertising mediums.

"We're not asking for a grant, he concluded, "but they are choking us off with a subtle weapon, they're preventing us from trading in the marketplace."

Gloria Ward named region manager

Gloria M. Ward has been named Human Resources Manager of Western Electric's Eastern Region, Bell Sales Operations, headquartered in Cockeysville, Md.

In this capacity, Mrs. Ward is responsible for equal opportunity, affirmative action, employment and compensation, public and community relations and public affairs.

Western Electric is the manufacturing and supply unit of the Bell System.

Mrs. Ward began her Bell System career in 1961 as a directory assistant operator for the C&P Telephone Company in Washington, D.C. From 1963 to 1972 she advanced within the company, holding positions in the traffic, commercial residence, training and public relations divisions.

In 1973, Mrs. Ward worked briefly with the National Alliance for Business as a Loaned Executive. Later that year she returned to C&P as the public relations capacity of community relations manager.

In 1979 she joined Western Electric's account management organization in Bethesda, Md. as a business - residence planning representative, advancing in 1980 to revenue systems manager.

Gloria Ward

History of blacks in architecture

Stanford R. Britt
AIA, NOMA, Secretary-treasurer
Sultan Campbell and Associates

Until the late 1800's, black professional architects were indistinguishable.

Various forces, including discrimination, a segregated collegiate system and extremely limited commission opportunities for the black architect, encouraged most young people to aspire to more lucrative professions such as law, the ministry, dentistry or medicine.

These were the professions that were traditionally supported by the black community since white businesses generally refused to provide professional services to blacks.

At the turn of the century, Chicago, New York and Washington, D.C. were the leading cities with a concentration of black professionals.

Many free blacks had established personal service businesses in these cities prior to emancipation, and were in a position to support black professionals.

There were never more than one or two black architects with their own practice in any of these cities. There was little or no possibility of working for a private white firm.

However, in Washington, D.C. some opportunities did exist for the private practioner because it was the nation's capital, despite its long association with the social attitudes of the South in regards to blacks. Therefore, some of the earliest known practicing black architects were in Washington, D.C.

U.S. Census statistics stated that in 1890, there were "44 Negro architects, designers, draftsmen and inventors" in the United States. Many of the trained black architects were unable to practice their profession.

Robert Taylor, a black graduate of the architecture department of the Massachusetts Institute of Technology, unable to support himself by his practice, organized within the mechanical industries department of Tuskegee Institute, an architecture program in 1892.

Another milestone in the tradition of blacks in architecture was the establishment of an architectural program at Howard University.

This program was the only university level program offered at a black institution until World War II was over. The first architectural instructor was William "Pop" Hazel Agustus. He brought Albert I. Cassell of Baltimore to

(Continued on Page 20)

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