

## AMERICA'S SENIOR BLACK TRANSPLANT SURGEON HONORED

Washington, D.C.--To recognize his contributions to donor education and transplantation in the black community The Dow Chemical Company has established a fellowship in the name of Dr. Clive O. Callender, America's senior black transplant surgeon.

Director of the Transplant Center and vice Chairman of the Department of Surgery at Howard University College of Medicine (HUCM) in Washington, D.C., Dr. Callender has devoted his life to rectifying the critical shortage of organ donors within the black community.

The Dow/Clive O. Callender Fellowship, established in conjunction with HUCM, each year will provide an outstanding student with a tuition stipend and the opportunity to investigate the field of transplantation by serving an eight-week summer internship under Dr. Callender.

According to research conducted at Howard University, blacks have a disproportionate need for organ transplants because of the population's high incidence of high blood pressure and kidney failure. Still, blacks are less likely than any other racial group to become organ donors.

"In light of the black community's great need for organ transplants and the disproportionate number of black organ donors, this fellowship is an ideal way to help blacks help themselves," says Dr. Callender.

This year's recipient is Anthony Pickett, an HUCM sophomore from Los Angeles, Calif.

## PIZZA HUT RETAINS VINCE CULLERS ADVERTISING, INC., TO TARGET BLACK CONSUMER MARKET

Pizza hut, the world's largest pizza restaurant and delivery chain, today announced that it has hired Vince Cullers Advertising, Inc. of Chicago, to handle the system's advertising to the Black market. The agency will be responsible for developing creative materials that mirror the system's national marketing plan and clearly address this important consumer base.

In making the announcement, Ginger Sherman, Director of Advertising for Pizza Hut, Inc. stated, "Vince Cullers was the first advertising agency to specialize in targeting Black consumers. They are a full-service agency with outstanding capabilities in marketing and advertising planning, research creative development and media planning, buying and analysis. We couldn't be more pleased to have the Vince Cullers agency on our team and we look forward to a long and mutually rewarding relationship."

Founded in 1956, Vince Cullers Advertising is the oldest Black agency in the world with 25 employees and more than \$15 million in annual billings. The agency boasts a wide array of blue chip clients including: Sears, Kellogg, Illinois Bell and Amoco. The agency has a strong background in creating television, radio and print campaigns for its clients.

"We consider ourselves a results oriented agency that creates advertising that moves our clients to their strategic positions and effectively communicates a strong sales message," stated Vince Cullers, President and Chief Executive Officer of the agency. "We believe that good advertising evolves out of a clear statement of the client's strategic position within the competitive arena. It's from this proprietary corner of the arena that the advertiser's strengths are accentuated," he said.

Pizza Hut operates more than 6,300 restaurants, delivery units, express mall units and food court units in all 50 States and more than 50 foreign countries. It was recently named for the fifth straight year as America's Favorite Pizza Chain in a consumer poll conducted by Restaurants & Institutions magazine, and was named "Company of the Year" by Restaurant Business magazine for 1988.

## EEOC SEEKS POTENTIAL VICTIMS IN AGE CASE AGAINST WESTINGHOUSE

Washington--The U.S. Equal Employment Opportunity Commission is conducting a nationwide search for individuals who may benefit from a court ruling that Westinghouse Electric Corporation violated the Age Discrimination in Employment Act by denying severance pay to employees eligible for retirement.

EEOC needs information on Westinghouse facilities and subsidiaries that were sold by Westinghouse or where there were plant closings, product line relocations or shutdowns, and job movements that led to the availability of severance benefits under the collective bargaining agreements and the Management Separation Allowance Plan. EEOC also is seeking names of pension-eligible employees (minimum age) who were denied severance pay or who chose to receive severance pay.

Former Westinghouse employees who believe they may be affected or who can provide names of other affected individuals, locations of facilities and types of job actions triggering severance pay should send that information in writing to EEOC/Westinghouse, D.C. 20507. A questionnaire will be sent to all individuals who contact EEOC.

EEOC filed two ADEA lawsuits against Westinghouse in the early 1980s, one in New Jersey and the other in Pennsylvania, alleging that the company unlawfully denied severance pay to pension-eligible employees. In the suit filed in Pennsylvania, the district court ruled that Westinghouse had violated the ADEA. Westinghouse appealed the decision to the Third Circuit. A district court judge in New Jersey dismissed EEOC's suit and the agency appealed the ruling to the Third Circuit.

In August 1988 EEOC and Westinghouse tentatively agreed to settle the suits for \$35 million, but in November the Commission found that the settlement contained two conditions that could not be fulfilled. EEOC informed the appellate court that it could not verify Westinghouse's estimate of number of employees affected by the company's allegedly discriminatory policy or agree that subsequent changes in Westinghouse's severance pay plan were lawful under the ADEA and asked the court to rule on the cases.

In November 1988, the Third Circuit Court of Appeals upheld the Pennsylvania district court's decision that Westinghouse treated retirement-eligible employees less favorably than younger employees with respect to severance pay and returned the case to the district court for review. The New Jersey appeal is still pending before the third Circuit.

In February 1989, Westinghouse asked the Court of Appeals not to send the case back to Pennsylvania district court while the company appealed to the U.S. Supreme Court. The Court of Appeals denied Westinghouse's petition and the district court identification of victims.

In addition to enforcing the ADEA, which protects employees 40 years of age and older from discrimination, EEOC enforces Title VII of the Civil Rights Act of 1964, prohibiting employment discrimination based on race, color, religion, sex or national origin, the Equal Pay Act, and prohibitions against federal sector discrimination affecting individuals with handicaps.

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## AFRICAN-AMERICANS PAY THIRD HIGHEST COST FOR CHILD CARE, A SURVEY REVEALS

NEW YORK -- African-Americans rank third in the cost of child care services, according to "The Philip Morris Companies Inc. Family Survey II: Child Care," conducted by Louis Harris & Associates.

Paying an average monthly fee of \$258, African-Americans are topped only by parents with incomes of \$50,000 and over, who pay \$332 a month and those with postgraduate degrees who pay \$289.

Other survey statistics show that business executives pay \$244 a month for child care, professionals pay \$226, white collar workers pay \$215, four college graduates and single mothers pay \$211.

Chief among the public's concerns regarding children is child care. Only 25 percent of those polled believe that most children receive quality child care while their parents are at work. By large margins across all demographic groups, Americans have deep concerns about a lack of adequate child care and say they want both the public and private sectors to be active in improving the child-care system.

Louis Harris noted that the survey found that what parents pay for child care bears little relation to what they can afford. Those families surveyed in the lowest-income brackets are paying almost as much as the most affluent.

The survey said, in addition, that Americans believe that the quality of life for children in the United States has deteriorated.

Parental dissatisfaction also emerges with the four crucial elements involved in child-care selection --cost, availability, quality and reliability. Only 45 percent

say they are very satisfied with both the cost and availability. A slightly higher 50 percent are very satisfied with the quality, and 54 percent with the reliability of the child care they can get.

"The central problem with child care in the United States is that a proper infrastructure simply does not exist," said Louis Harris. "Combined with the fact that large numbers of Americans are worried and negative about what is available in child care, this makes the situation a national crisis."

John A. Murphy, president, Philip Morris Companies Inc., said, "Philip Morris commissioned this survey to gain an understanding of the comprehensive needs and desires of the American public with regard to child care. We hope the information can make a meaningful contribution to the national debate on this important issue."

A 91 percent majority of the American public agrees that quality child care should provide the social, educational and health benefits needed at each stage of growth, and 84 percent believe that means must be found to provide top quality child care to all children regardless of their parents' income.

More than 90 percent of adult polled say that parents should have the opportunity to choose among several options of child care best suited for their children and that they must play an important part by voicing their concerns and wishes.

The public says it wants the federal government to move quickly on the issue of child care. Sixty-three percent of the entire adult population thinks it is likely that major steps will have taken during President Bush's term in office.

Results of the survey were released during a news conference that was followed by a live, video teleconference originating in New York and broadcast to Washington, DC, Atlanta, Georgia, Chicago, Illinois, Dallas, Texas, Los Angeles, California, and Mission Viejo, California.

Guy L. Smith, IV Vice President, Corporate Affairs, Philip Morris Companies Inc., was the master of ceremonies for the televised question and answer session that featured Murphy Harris and Dr. Dana Friedman, an expert on child care.

The Philip Morris Companies Inc. Family Survey II: Child Care was conducted by Louis Harris and Associates, Inc., with a national cross-section of 4050 adults, 2009 of whom have children six years old and younger.

This is the second major survey on the American Family conducted by the Harris organization for Philip Morris Companies Inc. The first was released in 1987. For a copy of highlights of the survey call 1 800-431-1005.

Philip Morris International Inc., Kraft General Foods Group, Miller Brewing Company and Philip Morris Credit Corporation.

Kraft General Foods Group has seven operation units: General Foods USA, Kraft USA, Kraft General Foods International, Kraft General Foods Canada, Oscar Mayer, Kraft General Foods Frozen Products, and U.S. Commercial Group.

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