

## *Native American Crafts—*

# Increase Financial Return from Arts and Crafts

A grant that will attempt to increase the financial return native Americans receive for their arts, crafts and other products was announced today by the Office of Economic Opportunity.

Frank Carlucci, Director of the OEO, said the two-year grant for \$550,000 will go to the Native American Merchandising Enterprise, Inc., of Denver, Colorado.

Studies have shown that native Americans, many of whom exist below the poverty line, receive a minimum return for their arts, crafts and other products.

This grant, which is a pilot project, will attempt to do the following:

—Upgrade the present income

of native Americans through fairer prices and new markets for their products.

—Encourage and develop the scope of native American arts, crafts and products.

—Preserve and expand various art forms which may become extinct.

—Provide for the development of skills which may be transferred to other occupational areas.

At least one-third of the board members of the Native American Merchandising Enterprise, Inc., have incomes below the poverty level.

The board consists of 27 members representing all native Americans including Alaskans. One third of the board mem-

bers are native American craftsmen.

Training and technical assistance will be provided by: Harbridge House of Boston, Massachusetts; Julius Greenwald, a consultant in the field of arts and crafts; the seven Indian com-

munity action projects located in universities or private, non-profit corporations and others.

Marketing and sales procedures will be set up and office and warehouse space will be procured in Denver and New York City.