

MAY 8 1975

# ITT Yields On Blacks And Homes

SFChronicle  
Washington

The International Telephone and Telegraph Corp., capitulating in a suit filed by civil rights groups, has committed itself to an extensive campaign to attract black buyers into one of the nation's largest second-home communities.

The company agreed, in a court order signed here Tuesday, to place advertisements for its massive Palm Coast, Fla., project in black-oriented news media, to run advertisements showing blacks on an equal basis with whites and to recruit black sales personnel.

Beginning early next year, ITT agreed to provide to the civil rights groups, "a list, broken down by race," of minority purchasers, and a map of the entire 100,000-acre development showing where the minority buyers' lots are.

ITT denied that its real estate subsidiary, ITT Community Development Corp., had discriminated against minority buyers, but chose not to fight the issue out in court. After months of negotiations between attorneys for the company and the plaintiffs, U.S. District

---

Judge Charles R. Richey accepted a settlement that both sides had agreed to.

Palm Coast, on the Atlantic beachfront halfway between Daytona Beach and St. Augustine, is an \$800 million development

*Washington Post*