

General Foods Campaigns For Black Colleges

WHITE PLAINS, New York — General Foods Vice President for Urban Affairs Lee A. Archer announced that the company is underwriting a national advertising campaign to promote historically Black colleges and universities. The campaign will consist of a series of four print ads that will run through December 15 in more than 100 local newspapers serving the Black community throughout the country. The cost of the campaign is \$1.3 million.

General Foods made the announcement at a luncheon at the Mayflower Hotel in Washington, D.C., while honoring several distinguished Black Americans who are alumni of Black colleges and who will appear in one of the ads in the series. They represent a broad spectrum of American life in communications, education, government and politics, business, science and technology and religion. Attending the luncheon were many presidents of historically Black colleges and universities.

Outstanding Black Americans participating in the ad campaign are: Dr. Marva Collins, Earl Graves, Dr. Benjamin Hooks, the Rev. Jesse Jackson and Earl Monroe.

In honoring distinguished participants in the "Salute to Black Colleges" campaign, Mr. Archer said: "These eminent leaders have long served as role models for our young people. Now, in lending their support to the recognition of historically Black colleges, they are demonstrating that the highest levels of achievement can be attained through a quality education at one of these schools."

General Foods has for many years shown its commitment to education through numerous endowments and contributions to schools, especially in the field of food science and nutrition. Earlier this summer, for example, GB presented in the name of Bill Cosby a grant of \$50,000 to Temple University, his alma mater; at the same time the company provided \$50,000 in the name of Camille Cosby, his wife, to Tougaloo College. The company has also been a corporate sponsor of the United Negro College Fund for decades.

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