

RJR Nabisco Makes New Pledge To UNCF

CHICAGO—RJR Nabisco, Inc. has announced a new \$1 million pledge to the United Negro College Fund. Prior to making this commitment, the company was already the largest annual contributor to UNCF -- and had donated more than \$2 million to the organization.

Chicago's Arie Crown Theatre. Marshall Bass, senior vice president of RJR Nabisco, said, "RJR Nabisco believes that education is the primary tool that will help minorities carve a larger presence in the mainstream of the American economy. One

including the 43 schools served by the United Negro College Fund."

Christopher F. Edley, president and chief executive officer of the United Negro College Fund, commented, "Black colleges must have high-caliber instructors, facilities, and programs if

students have the opportunity to attend college. I salute RJR Nabisco's dedication to education and to minority enterprise."

RJR Nabisco's new million-dollar pledge will be paid to the College Fund in four equal installments over a four-year period, beginning in 1987.

RJR Nabisco also presented its final \$250,000 payment on a previous \$1 million pledge to UNCF during the Chicago performance of the Ebony Fashion Fair, which is sponsored by Ebony Magazine. Ticket proceeds went to the Lois R. Lowe Women's Division of the United Negro College Fund. More cigarettes, an R.J. Reynolds Tobacco Company brand, was a major participant in the Fashion Fair.

The Ebony Fashion Fair is the world's largest fashion extravaganza. Twelve models will make approximately 250 changes during each show in its 1986-87 international tour of 183 cities. Since the Fashion Fair was established in 1958 to raise funds for local civic and charitable organizations, it has raised more than \$23 million for charity.

RJR Nabisco, an international consumer products corporation with headquarters in Winston-Salem, N.C., is the parent company of Nabisco Brands, Inc. (foods and beverages); R.J. Reynolds Tobacco Co.; R.J. Reynolds Tobacco International, Inc.; Heublein Inc. (Spirits, wines and imported beers); and RJR Archer, Inc. (packaging).

University Professor Predicts Increased Pressure From Under Privileged Group For Equal Distribution Of Resources

LUBBOCK—A genetic tendency to cooperate with family members and the disintegration of small, isolated communities may be putting the privileged and underprivileged increasingly at odds.

Texas Tech University biology Professor Ronald K. Chesser predicts underprivileged groups will begin exerting more and more pressure for equal distribution of resources -- money, education, political power and opportunity -- because of the conflicting influences of genetics and a changing society.

Dr. Chesser, who studies social behavior in animals to predict how genetics could affect man's social behavior and vice versa, said man and other animals have a genetic tendency to cooperate for mutual benefit with those who are closely related to them.

Cooperation is linked to the innate struggle of man and animals to ensure their survival and that of their offspring. In cooperating, Chesser said, individuals are subconsciously working to make sure their genetic traits are represented in future generations.

"In past societies when closely related people lived together in small, isolated groups, a lot of cooperation was exhibited," said Chesser. "If you cooperate with someone who shares a lot of your same genes -- your close relatives, then you are actually helping propagate your own genes. The ones who cooperate have

greater success; they are more genetically fit because more of their genes are represented in the next generation."

"Human behavior is much more complex than animal behavior, but we can draw some conclusions," he said. "Animals aren't just running around out there bumping into each other by chance. Mammals and birds, in particular, live in highly organized social groups with others who are genetically related to them."

But, as society becomes more mobile and disintegrated and people do not have close contact with relatives, man in losing the genetic reinforcement for cooperation, Chesser said.

"We do have loyalties -- to our city, state and country -- but in the past we were genetically reinforced for that loyalty because we would have been more genetically related to individuals in power," Chesser said.

The result, he said, is a general attitude of uncooperativeness as man tries to adjust genetically to a changing society.

"Genetically, we are products of the social organization of past generations," Chesser said. "We are always hundreds of years behind and trying to catch up. One of the biggest changes of the past several hundred years has been in social organization."

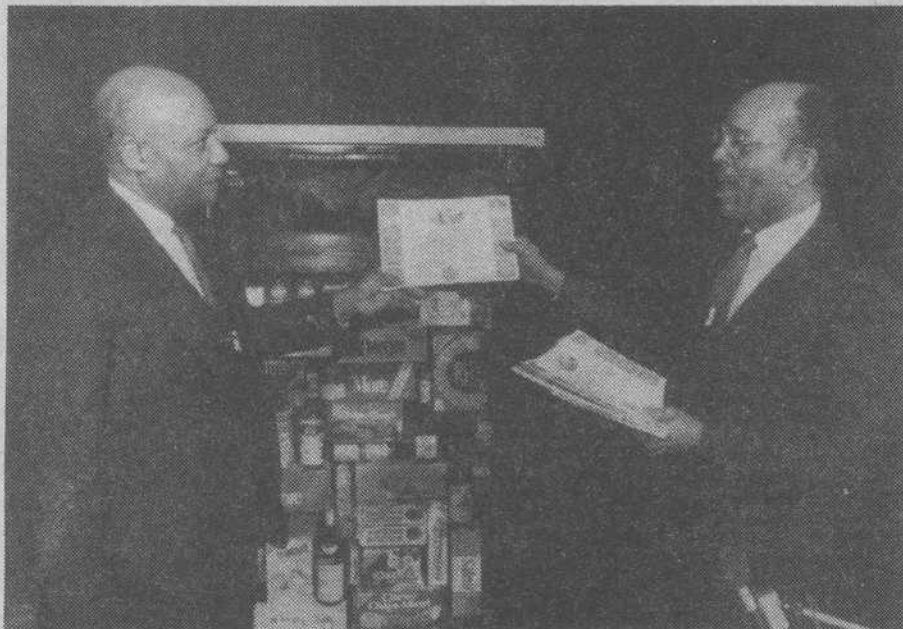
Man is under extreme evolutionary pressure to conform to the changes in society, particularly urbanization and dilution of the extended family, he said.

"From an evolutionary standpoint, our body is just the package for passing on genes," he said. "Our genetic material is what makes us successful as far as reproducing and, therefore, influencing the future."

The move away from genetically reinforced cooperation could mean either of at least two things will happen, Chesser said.

Society could regress to a more primitive organization in which closely related individuals lived in isolated communities. For that to happen, Chesser said, the population would have to be considerably smaller and the economic base and political structure would have to change drastically.

More likely, in his opinion, See PRESSURE, Page 9



STOCK ANSWERS TO EDUCATION

CHICAGO—RJR Nabisco, Inc., the largest annual contributor to the United Negro College Fund, recently announced a new \$1 million pledge to UNCF. During the Ebony Fashion Fair on Nov. 16, the company announced the new pledge after making its final \$250,000 payment on a previous million-dollar commitment to UNCF. Referring to minority higher education as "a valuable investment in the future of American society," Marshall B. Bass (left), senior vice president of RJR Nabisco, paid off the previous pledge by giving 5,000 shares of RJR Nabisco common stock to Christopher F. Edley, president of UNCF. Bass presented Edley with another certificate for 20,000 additional shares to symbolize the new million-dollar grant.

RJR Nabisco's new important target in the million-dollar pledge to UNCF for our company's broad support of higher education was announced Nov. 16 at the Ebony Fashion Fair in Chicago. The pledge is historically black colleges, they are going to attract top students. And it's very important that financially disadvantaged black

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