

RJR Nabisco Executive Addresses National Black Caucus of State Legislators

HARTFORD, Conn. — Government and business officials share a mutual obligation to chisel away the obstacles that confront minorities, a corporate executive recently told the National Black Caucus of State Legislators.

Marshall B. Bass, senior vice president of RJR Nabisco, Inc., told the NBCSL annual conference that legislative bodies and business institutions are both held accountable for their contributions to social progress. "Legislators must answer to their constituents," he said, "while corporate conscientiousness is measured by shareholders, employees and the communities where business operates."

Bass urged the group to

business can do much about the indignity that countless people suffered through many years of discrimination," he continued. "But we can do something to correct the economic consequences of systematic discrimination.

"We can push for stronger support of minority education, which becomes increasingly important as the number of unskilled labor jobs dwindles. We can encourage more minorities to get involved in the political process, to elect government officials who have their interests at heart. And we can support programs that stimulate jobs and business opportunities for minorities."

During the NBCSL conference, Bass presented the organization with a \$10,000

contribution, bringing RJR Nabisco's total 1987 contributions to NBCSL to \$25,000. The funds are applied to the Caucus' administrative and communications expenses, legislative meeting expenses, and training programs.

RJR Nabisco, Inc., an international consumer products corporation with headquarters in Atlanta, Ga., is the parent company of R.J. Reynolds Tobacco Co. and Nabisco Brands, Inc. Well-known RJR Nabisco brands include Winston, Salem, Camel and Vantage cigarettes; Oreo cookies; Ritz and Premium crackers; Del Monte fruits and vegetables; Planters nuts and snacks; Life Savers candy; Nabisco Shredded Wheat cereals; and Fleischmann's margarines.

THE CHRISTMAS FLOWER

The enchanting legend of the poinsettia dates back several centuries to a Christmas Eve in Mexico. A little girl named Pepita had no gift to present the Christ Child so she gathered up some weeds on her way to church. As she approached the altar, the weeds miraculously blossomed into brilliant flowers—what North Americans have come to know as poinsettias.

The tradition of giving poinsettias during the Christmas season has endured since Pepita's humble gift.

"With attention and care, poinsettias can be enjoyed throughout the holiday season and the entire year," says Dr. Wayne Johnson, extension horticulture specialist

GOVERNOR OPENS ARMORIES TO HOMELESS

CARSON CITY — Governor Richard Bryan has directed the Nevada National Guard to open its armories in Reno and Las Vegas to the homeless during the holidays.

"Because of the bitter cold the state has been experiencing, shelters are full and many homeless have nowhere to go," said the Governor. "The armories will provide shelter from the cold

for the less fortunate in Nevada."

The Governor called on the Nevada National Guard Adjutant General, Drennan Clark, to officially open the shelters at noon on Thursday and keep them open throughout the holiday season. The armories are located at 250 S. Eastern Avenue in Las Vegas and in Reno at 1000 N. Wells Avenue. The armories will be supplied with cots.

- Give poinsettias at least six hours of natural light so they retain color. Continuous dim light or darkness will shorten the plant's flowering life.

- Provide temperatures of 72 degrees during the day

months," Johnson says. "Bringing a poinsettia plant to bloom for another holiday season requires pruning, fertilizing and proper lighting." Johnson recommends the following schedule for poinsettias after the holiday season:

- During winter, follow the tips given above for water, light and temperature. Lightly fertilize the plant every three to four weeks.

- As spring approaches, remove faded and dried foliage. Replenish soil with a commercially prepared sterile mix.

- In June, cut back all stems and branches by two and one-half inches to promote side branching. Repot the plant in a larger container with potting mix. Place

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HARTFORD, Conn. — Marshall B. Bass (left), senior vice president of RJR Nabisco, recently presented a \$10,000 contribution for the National Black Caucus of State Legislators to state Rep. David P. Richardson, Jr. of Pennsylvania (center), president of NBCSL, and U.S. Rep. Edolphus Towns of New York, the keynote speaker at the NBCSL annual conference.

work toward "strengthening the understanding between business and government. Working together, we can help prepare minorities for the future," he said.

"Neither government nor

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for UNR's College of Agriculture. He recommends selecting a plant with tightly clustered, central flowers and crisp foliage.

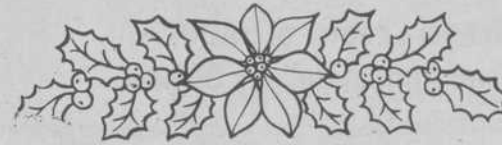
Johnson gives the following tips for poinsettia care during the holidays:

- Water poinsettias when surface soil is dry to the touch. Discard excess water from the pot's saucer.

and 60 degrees at night. This will prolong bract color.

- Keep poinsettias away from cold drafts, winds, dry air and excess heat from appliances, radiators or ventilators. Do not put poinsettias on top of hot television sets.

- "Plants can grow several feet during the year and retain their foliage for



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