

General Foods sponsors ads to promote Black colleges

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 Dec. 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, DC, 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, 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, General Foods 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, and Meharry Medical College in Nashville was also the recipient of \$100,000 from General Foods between 1982 and 1984.


In recent years, through its Maxwell House Division, General Foods has added to its support of education within the Black community by sponsoring fairs at which Black colleges recruit interested students in northern cities. As part of that program, it has provided scholarships to outstanding students who go on to attend a college participating in the program.

"Our new national advertising campaign is a natural expansion of our previous efforts," said Mr. Archer. "We expect that it will help build awareness and appreciation of historically Black colleges among students and their families who previously may not have considered the Black college alternative."

"We are especially pleased to undertake these efforts because we feel there is a real need for such sponsorship," Mr. Archer continued. "Recent studies, such as that of Dr. Jacqueline Fleming, titled *Blacks in College*, indicate that Black students do better academically and socially at historically Black colleges. We were further impressed by statistics showing Black colleges and universities actually graduate a higher percentage of Black enrollees than other institutions."

In closing, he added: "General Foods recognizes the unique experience that Black colleges and universities to remain an integral part of the need of Black colleges and universities to remain an integral part of the American educational community."

Help Your Heart R·E·C·I·P·E·S

 American Heart Association

'Tis the season to attend and give parties. One favorite party food, pate, is traditionally high in animal fat. This tasty recipe offers an alternative. So remember — your snack doesn't have to be high-fat to be high-class.

Mushroom and Nut Pate'

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|---------------------------|-----------------------|
| 2 Tablespoons Margarine | 2 Tablespoons Oil |
| 1 Pound Mushrooms, Sliced | 1/4 Teaspoon Oregano |
| 1 Small Onion, Chopped | 1/4 Teaspoon Thyme |
| 1 Clove Garlic, Minced | Dash of Tabasco Sauce |
| 1 Cup Almonds, Slivered | |

Melt margarine in a large skillet over medium heat. Add mushrooms, onion and garlic. Sauté until the liquid has evaporated. Set aside. Coarsely chop almonds in food processor or blender. Remove and set aside 2 tablespoons; continue chopping remainder while slowly adding oil until mixture is well blended.

Add mushrooms and seasonings. Blend thoroughly. Stir in reserved almonds.

Place pate in a crock or a small bowl. Sprinkle with chopped parsley or sesame seeds.

Yield: 1 Cup
Approx. Cal Serv: 1 Tablespoon = 55

Recipe Tip: Select hearty appetizers that can stand alone for a cocktail party. As a time saver, prepare those that can be prepared well ahead of time.

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DISCOUNT COUPON USERS DON'T THROW MONEY AWAY!

SAVE hundreds of dollars a year on your food and household budget! Receive the wanted discount coupons on brand names of your choice. Hurry! You must enclose 2 stamped, self-addressed envelopes for easy details on how to save money at your local store.

COUPON WORLD

P.O. Box 18277
Milwaukee, Wisconsin 53218

Enclosed are 2 stamped, self-addressed envelopes
Please send facts on joining the Club

Name _____
Address _____
City _____ State _____ Zip _____

You must enclose 2 envelopes with stamps on them, addressed to yourself.



A person with ordinary vision can distinguish about 150 different colors. An expertly trained eye can distinguish more than 100,000 colors, tints and shades.

A college that prospered on peanuts can teach you a lot about survival.



If you're like most of us, what you see here is only a peanut. But to a certain Dr. Carver of Tuskegee University, the lowly peanut was the key to hundreds of products, with the potential to keep Tuskegee — and the South — self-supporting.

Just as Carver unlocked the secrets of the peanut, Black colleges and universities are tapping the awesome potential of generations of young people. In this unique environment, students have the opportunity to play as large a role in campus life as their talents will allow. Class president. Homecoming queen. Captain of the debate team. Quarterback or Shakespearean actor. At Black colleges, every door is open; no dream is too ambitious. Is it any wonder that, though they enroll only 16% of Black college students, Black colleges produce 37% of all Black college graduates?

What's more, those graduates take with them the character and achievement that unlock the doors of the finest graduate schools, businesses and political offices. When you're considering colleges, shouldn't you consider the ones that gave us Martin Luther King Jr., Thurgood Marshall and Jesse Jackson? If you're out to make the most of what you have, no one can teach you more.



**AMERICA'S BLACK COLLEGES
ARE YOU SMART ENOUGH TO GO?**

General Foods Corporation salutes Black colleges and universities for their unique role in producing many of America's finest citizens and leaders. This food for thought is brought to you by the following fine General Foods brands:



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| Kool-Aid | Post Raisin Bran | Crystal Light | Sanka | Minute Rice | Open Pit | Cool Whip | General Foods |
| Country Time | Post Honeycomb | Log Cabin | Tang | Shake 'n Bake | Birds Eye | Jell-O | International |
| | Post Pebbles | Maxwell House | Brim | Stove Top | Ronzoni | Jell-O Pudding Pops | Collies |

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