



Smithsonian Institution

National Museum of African American History and Culture

Delegate Magazine 1986

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Black History In the Making of the Corporate World...

Budweiser Health Mobile Serves 10,000-Plus People

[Image] Henry H. Brown, vice president of marketing development [caption cut-off] fairs, Anheuser-Busch.

Philip Morris Increases Black Newspaper Advertising by \$1-Million

WILLIAM O'CONNOR (seated, left), vice president, administration and human resources, Philip Morris Companies, Inc., and Arthur W. White (right), president of the Black owned and operated United Mutual Life Insurance Company, are pleased that Philip Morris has agreed to place \$25 million in group life insurance with the Harlem-based firm. George R. Lewis (standing, vice president [?]) and treasurer, Philip Morris Companies, Inc., said he hoped the Philip Morris action [text obscured] other major business corporations to do the same thing to help st [text obscured]."

Philip Morris Buys Life Insurance from Black Firm

GEORGE R. Lewis, vice president and treasurer, Philip Morris Companies Inc., has announced Philip Morris has placed \$25 million in group life insurance with the United Mutual Life Insurance Company, a Harlem-based, Black owned and operated company.

Richardson named Schieffelin director

[image]

[text obscured] Director of Urban [?] within the [?] Human Resources and Administration Department. The appointment [text obscured]

[image]

Ms. Allene S. Roberts is Manager, Constituency Development Programs for Philip Morris USA Corporate Affairs. She is Philip Morris, USA Liaison to business, civic, community organizations, legislators, their staffs, and legislative caucuses.

Marshall Bass Promoted at R.J. Reynolds Company

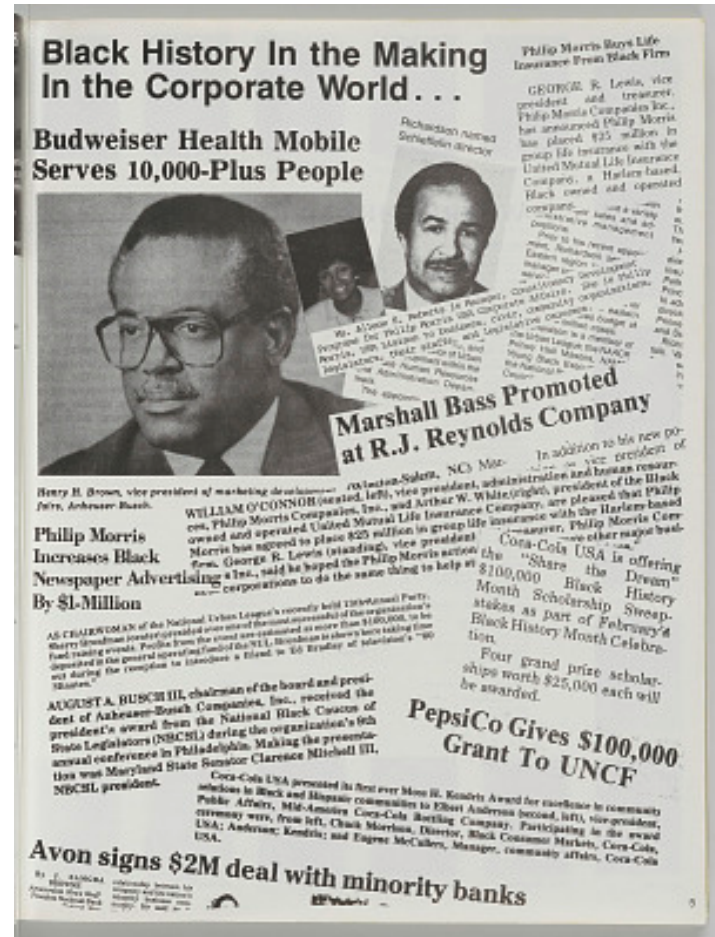
(Winston-Salem, NC) Mar- [text obscured] In addition to his new po- [text obscured] as vice president of

Coca-Cola USA is offering the "Share the Dream" \$100,000 Black History Month Scholarship Sweepstakes as part of February's Black History Month Celebration. Four grand prize scholarships worth \$25,000 each will be rewarded.

PepsiCo Gives \$100,000 Grant to UNCF

AS CHAIRWOMAN of the National Urban League's recently held 13th Annual Party, Sherry Bronfman (center) presided over one of the most successful of the organization's fund raising events. Profits from the event are estimated at more than \$100,000, to be deposited in the general operating fund of the NUL. Bronfman is shown here taking time out during the reception to introduce a friend to Ed Bradley of television's "60 Minutes."

AUGUST A. BUSCH III, chairman of the board and president of Anheuser-Busch Companies, Inc., received the president's award from



the National Black Caucus of the State Legislators (NBCSL) during the organization's 9th annual conference in Philadelphia. Making the presentation was Maryland State Senator Clarence Mitchell III, NBCSL president.

Coca-Cola USA presented its first ever Moss. H Kendrix Award for excellence in community relations in Black and Hispanic communities to Elbert Anderson (second, left), vice president, Public Affairs, Mid-America Coca-Cola Bottling Company. Participating in the award ceremony were, from left, Chuck Morrison, Director, Black Consumer Markets, Coca-Cola, USA; Anderson; Kendrix; and Eugene McCullers, Manager, community affairs, Coca-Cola USA.

Avon signs \$2M deal with minority banks

By J. ZAMGBA BROWNE

Amsterdam News Staff

Freedom National Bank [[text obscured]]

relationship between his company and the nation's minority business community. He said he [[text obscured]]

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