

## Schlitz Donates Paintings of Famous Blacks

Four original watercolors were donated to the Black Archives of Mid-America, Inc., in Kansas City, Mo., by Jos. Schlitz Brewing Company.

The archives, founded in 1974, are dedicated to preserving yesterday for tomorrow. They include a museum and art gallery where the watercolors are on display.

The donated watercolors are by artist J. Pinkney who was commissioned by Schlitz to paint portraits for use on a black history calendar.

"The personalities chosen for the calendar represent a cross section of black achievers including jazz musician Charlie 'Yardbird' Parker; Lorraine Hansberry, author of 'A Raisin in the Sun'; physician Daniel Hale Williams, who performed the first operation on a human heart; and cowboy adventurer Nat Love, also known as 'Deadwood Dick,'" says Leon Hearn, Schlitz associate manager of special markets.

The watercolors, valued at about \$1,000 each, were presented by Martin Hartley, special markets manager in Schlitz's Kansas City Division. During the ceremony, Hartley was awarded the key to the city by Michael Fisher, assistant to the Mayor.

Schlitz brews six brands of malt beverages for distribution nationally—Schlitz, Schlitz Malt Liquor, Schlitz Light, Erlanger, Old Milwaukee and Old Milwaukee Light and operates five breweries and five can plants in the United States from its corporate headquarters in Milwaukee.

## Bass Elected to Vice President

WINSTON-SALEM, N.C.—Marshall B. Bass has been elected vice president of R.J. Reynolds Industries, Inc.

The announcement was made by R.J. Reynolds Chairman and Chief Executive Officer, J. Paul Sticht, who said, "Bass will continue to have responsibility for corporate personnel development and will continue to serve as secretary of the public policy committee of the company's board of directors."

Bass joined the personnel department of R.J. Reynolds Tobacco Company in 1968 as director of personnel development. With the formation of R.J. Reynolds Industries in 1970, he moved to the position of corporate



Marshall B. Bass

director of personnel development where he has been responsible for federal contract compliance programs, equal employment opportunity and policies pertaining to training, promotion and evaluations of performance.

Bass joined R.J. Reynolds Tobacco Company after a 23-year military career during which he rose to the grade of lieutenant colonel.

Bass is a graduate of the University of Maryland and holds several honorary doctorates. In 1977, Bass received a Doctor of Humane Letters degree from King Memorial College, Columbia, S.C. In 1981, he was awarded a Doctor of Humane Letters degree from St. Augustine's College, Raleigh, N.C. and in 1982, he was awarded a third Doctor of Humane Letters degree from Livingstone College, Salisbury, N.C.

## 7UP Stresses Absence of Caffeine

New York, N.Y.—The Seven-Up Company announced a new thrust in the advertising for its 7UP brand that stresses that the product contains no caffeine, a widely used stimulant added to most other major soft drinks.

"7UP has never contained caffeine and never will," Edward W. Frantel, president and chief executive officer, said.

"The Seven-Up Company decided to embark on this new and aggressive advertising thrust strongly emphasizing that 7UP contains no caffeine because it appeared to us that there is a growing body of concern among consumers about the possible negative health implications of this stimulant, especially with regard to children, who are major consumers of soft drinks," Frantel said.

J. P. Martin Associates, Inc., a New York-based advertising agency, recently landed a contract with Anheuser-Busch Companies, Inc., for the design and placement of advertising. From left are Wayman F. Smith, III, vice president of corporate affairs at Anheuser-Busch Companies, Joel P. Martin, president of the ad agency, and Victor M. Julien, manager of national projects for Anheuser-Busch, Inc., the subsidiary which brews Budweiser, Budweiser Light, Michelob, Michelob Light, Natural Light and Busch beers.

