

A Tribute to Arthur R. Ford

The Dawn of Tomorrow would like to pay tribute to a great newspaperman, Arthur R. Ford. Mr. Ford passed away on Wednesday, April 3, 1968, at the age of 87. For 60 years Mr. Ford had been a newspaperman.

He retired from active work in 1964, and became Editor Emeritus of the London Free Press. His Saturday Editorials "As the World Wags On" were eagerly awaited each week.

He was a great man, and contributed greatly to his community and his country.

Mr. Ford was always a friend to the owners and staff

of The Dawn of Tomorrow. He always gave us a helping hand, whenever necessary, and inspired us in the true spirit of good news writing.

We, of The Dawn of Tomorrow, would like to extend our sympathy to his wife and family in the loss of this great man.

Revive Bread

To freshen French or Italian bread or hardened rolls, cover the crusts with cold water, using a pastry brush. Then place in the oven set at 350 degrees for about ten minutes. Cool before slicing.

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PepsiCo Appoints Russell V.P.

New York, Mar. 12 — Harvey C. Russell has been appointed to the newly created position of Vice President, Community Affairs of PepsiCo, Inc., Donald M. Kendall, President and Chief Executive Officer, announced today.

Mr. Russell, who joined the company in 1950, was most recently Vice President, Corporate Planning for the Pepsi-Cola Company, a major division of PepsiCo. Prior to that, he had served as Assistant to the Vice President for Sales, Project Manager, Director of Special Markets and Convention Co-ordinator.

Mr. Russell, a member of Gov. Rockefeller's Ad Hoc Committee on Welfare, is National Co-Chairman of the Inter-Racial Council for Bus-

iness Opportunity. He is a board member of the New York Communities Aid Association and the African-American Institute. He is also a member of the State Department Advisory Council for African Affairs, the Advisory Council of the Office of Economic Opportunity and a trustee of Tougaloo (Miss.) College.

A native of Louisville, Ky., Mr. Russell is a graduate of Kentucky State College and has done post-graduate work at Indiana University and the University of Michigan. During World War II, he was an officer in the U.S. Coast Guard. He lives in Yonkers, N.Y., with his wife and two children.

Through its Pepsi-Cola, PepsiCo International and Frito-Lay divisions, PepsiCo, Inc., is a world-wide marketer of soft drinks and snack foods. The Lease Plan International division leases cars and trucks to major fleet users, as well

as being a common carrier of house trailers and relocatable office and manufacturing space. PepsiCo is in the process of extending its commitments in the service industries, through the planned acquisition of North American Van Lines, Ft. Wayne.

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