ilestone Aerchant Shipping

WINSTON-SALEM— Each time they cross the Atlantic and Pacific oceans, eight "ambassadors" are at work around the clock helping to maintain good will among nations with their capability of carrying up to 50,000 tons of cargo in nearly 1,100 containers at a cruising speed of up to 33 knots (40 m.p.h.).

These ambassadors of world trade are the fleet of SL-7 class od containerships of Sea-Land Service, Inc., the latest milestone in merchant shipping.

To salute the significant contribution the SL-7 is making to world trade, a chart has been prepared showing the supership and other vessels that have played an important role in changing the course of shipping throughout history.

Entitled "Merchant Ships Through the Ages,", the 24 inches by 18 inches chart is suitable for framing and may be obtained free by writing the Corporate Public Relations Department, R. J. Reynolds Industries, Inc., Winston-Salem., N. C. 27102.

In addition to a full-color picture of the SL-7 Sea-Land Finance, the poster also shows 23 other vessels in silhouette, along with a biref description on each ship.

The chronology of these ships begins with the Egyptian Boat, the oldest known sailing craft, continues through the Great Western, the first combination steam and sail craft to cross the Atlantic with her engine running for the full voyage, and ends with the world's first commercial nuclear ship, the Savannah.

The fleet of eight SL-7's became an operating reality in 1973 and quickly proved it had no peer in the commercial shipping industry -- from the standpoints of both efficiency and speed.

The SL-7's are 946 fett long, weigh 41,555 tons and can carry more cargo at faster speeds than any other merchant vessel in history. These ships can be unloaded, loaded again and on their way to another port in less than a day.

These giants have made a significant contribution to international trade. They have opened up new markets abroad tor American commodities of limited shelf life such as fresh produce from the Southwest and West Coast regions of the U.S., thus competing favorably with air freight, but at substantially lower costs.

Also, in a single year these superships broke every existing transoceanic speed record, crossing the Pacific in just under six days and the Atlantic in less than four.

Sea-Land Service, the world's largest containerized frieght transportation company, is a subsidiary of the growing R. J. Reynolds Tobacco Company, the nation's leading manufacturer of toabcco products; RJR Foods, Inc., foods and beverages; American Indpendent Oil Co., international petroleum: RJR Archer, Inc., aluminum products and packaging; and R. J. Reynolds Tobacco International, Inc.

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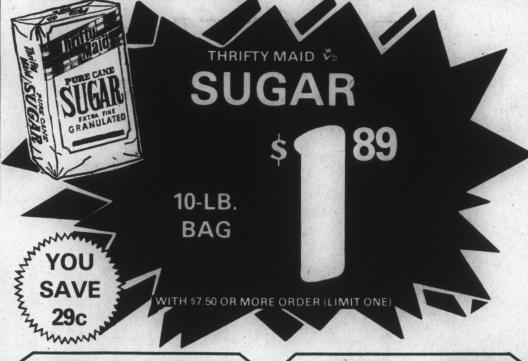
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