

Anheuser-Busch To Spend \$1 Million With Black Newspapers

BALTIMORE, Md. — Anheuser-Busch will spend \$1 million in 1982 to advertise in black-owned newspapers, it was announced by Wayman F. Smith, III, vice president of corporate affairs for the world's largest brewer.

The advertising campaign will take the form of corporate messages, beer brands ads, and special event advertising for such programs as the Budweiser Superfest concert series appearing in 11 major cities this summer.

Smith made this announcement in a speech to black newspaper publishers assembled in Baltimore, Md.

"This advertising program is a sound investment in your media in behalf of our business. Your publications are an effective way to reach consumers, and it is to our advantage to support and utilize them," Smith told the National Newspaper Publishers Association.

"We have long recognized the important role black newspapers



Dr. William Spann, chairman of the Department of Health, Physical Education and Recreation and Director of Intercollegiate Athletics at Shaw University, served as guest speaker for the S.T.E.P. at Saint Augustine's College on last week. Dr. Spann spoke on the "Prerequisites for Health Careers."

play in community life. Your readers look to you for relevant news, for an interpretation of events which is not available in the general media, and to learn what is going on elsewhere in the community," he said.

He explained that Anheuser-Busch is "very cognizant of the fact that blacks support our products and of the need to communicate to consumers how much we appreciate their support."

"It also makes sense to us to utilize a black-owned advertising agency in this connection, and we are proud that J.P. Martin Associates of New York City provides us with this service," Smith said.

Smith discussed the partnership his company practices with com-

munities which support Anheuser-Busch products. He cited a strong corporate commitment to hire and promote minorities throughout all levels of the company.

"Minorities currently comprise 18 per cent of our total work force, and actively participate in making key decisions as members of our management team and as members of the Board of Directors of our brewing subsidiary, Anheuser-Busch, Inc., and our parent corporation, Anheuser-Busch Companies, Inc.," he stated.

"We are committed to the economic development of those companies which are owned and operated by minorities. Anheuser-Busch will continue to expand the number of minority sup-

pliers and contractors with whom we do business. We will continue to support the nation's minority-owned banks, and we will continue to identify business opportunities within our company, which will benefit minority business people," Smith said.

As another example,

Smith said that Anheuser-Busch continues to explore opportunities to expand the number of minority-owned distributorships and, in fact, is close to finalizing negotiations establishing another minority wholesaler in the Midwest. The company now has minority wholesalers in California and Texas, and minority management in company branch operations in Chicago and Washington, D.C.

Anheuser-Busch will continue its practice of supporting community-based nonprofit organizations through direct charitable contributions and as beneficiaries of fund-raising events sponsored by various beer brands of the corporation.

A program of which Anheuser-Busch is particularly proud, Smith said, is the Budweiser-sponsored Lou Rawls Parade of Stars, which will raise over \$6 million this year to support 50,000 young people in 42 United Negro College Fund member institutions.

Bus Pass Expiration Extended

Chapel Hill Transit will continue to honor current bus passes through Friday, July 9. All currently valid bus passes are due to expire June 30. The extension has been authorized to allow pass holders time to purchase new year passes which will not be available until June 29. Beginning June 29, University faculty, staff and students can purchase bus passes for next year at the Traffic and Parking Office located in the YMCA Building on the UNC campus. Bus users who are not affiliated with UNC can buy bus passes beginning June 29 in the Tax Office, Chapel Hill Municipal Building or any branch of the Central Carolina Bank in Chapel Hill or Carrboro. For further information call Bus Information at 942-5174.

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Tornado

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ripped through the Willowhaven subdivision in Durham and uprooted trees and downed power lines. A back yard shed in one neighborhood was blown at least 80-yards and crumbled.

That same storm system later spawned a tornado in Oxford that went right down the Main Street of the town, ripping the roofs off buildings.

On Sunday, June 13, again without warning, a tornado sprung out of a storm cloud in Zebulon in northern Wake County. The twister was around only for a couple of seconds but not before it picked up an occupied car stopped at an intersection carried it end over end for 100-yards, smashed it against a building and killed the man driver.

A few days later on June 16, a line of severe thunderstorms hit the Triangle. In Southern Wake County near Fuquay-Varina, a tornado was spotted at 2 p.m. Just to the south in Harnett County a tornado demolished several mobile homes. Other tornadoes were sighted in northeastern Wake and Warren Counties. Statewide on the 16th, ten tornadoes were sighted.

The National Weather Service says that although North Carolina is usually hit by the "mini" or small tornado (such as the storms previously described) that doesn't mean that these storms can't be deadly.

The Weather Service also said that in North Carolina and southeastern states, tornadoes often form in thunderstorms which are accompanied by heavy rains, a condition which may make the actual spotting of the dangerous funnel impossible. Often residents don't know that there has been a tornado in their area until the storm has passed.

Even in the mini-tornadoes, wind speeds can reach to more than 200-mph. By contrast the strongest hurricane ever to cross the U.S. coastline, Camille, 1959, had winds of about 200-mph.

Tornadoes are much smaller therefore much more difficult to forecast than a hurricane. A hurricane, even a small one, has a circulation that covers hundreds of miles. By contrast a tornado can be as small as a few feet across, even the largest tornadoes rarely exceed a mile in width.

Hurricanes usually last for days or even weeks, but the life span of a tornado on the ground can be as little as a few minutes to, in rare cases, several hours.

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