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can Tobacco Company and its ularly employed in manufactuemployees developed a plan to provide equal employment opand merit advancement without regard to rage, color, creed or national origin. Employee statistics reflect the results of this program as fol-

MANUFACTURING

Since 1963 the Company's four cigarette centers (Louisville, Kentucky; Richmond, Virgina; Durham and Reidsville North Carolina) have hired 1. 929 new employees and of this number 1,009, or more than half, are Negroe's.

Of the total of more than 3,-

Swinging Queen Emma



This pontoon bridge in Curacao, Netherlands Antilles is unique. It connects the two sides of Willemstad's picturesque harbor while floating on the water Opening like a door, the bridge is driven by two engines located on the first pontoon. Fifteen minutes before the pontoon-bridge is closed to pedestrian traffic, a blue flag is run up. When the siren goes, level cross-ings on both sides of the bridge come down and hold up traffic as the pontoon is slowly driven as the pontoon is slowly driven off. It takes about 30 minutes for the pontoon bridge to open and allow a ship through before being back in service again. The bridge was originally conceived by an American, the honorable L. B. Smith, U.S. consul in Curacao from 1884 to 1895. It opens and closes over 7,000 times a year, roughly twenty times a day. As a matter of course the people of Willem-stad dial 12000 to see if the bridge is open to traffic or not. The bridge is named for Queen Emma of the Netherlands grandmother of the reigning Queen Juliana.

ring and leaf operations, 31 percent have been upgraded in position and in rate of pay during the last five years. Negroes employed as supervisors and in office and clerical positions in the Company's facto-

SALES FORCE

A substantial number of the Company's nationwide Sales Force are Negroes. These include seven executives—a national field sales manager and six district managers

N. Y. HEADQUARTERS

Since 1965 the number of Negroes at the New York City office has increased from 26 to 49, an increase of 88 percént The total number of minority group employees has increased from 46 to 87, an increase of 89 percent. In part, this increase has resulted from special programs to train minority group members for office em-RESEARCH AND DEVELOP

MENT GENERAL ENGI-NEERING

In this place of operations 239 n'ew regular employees have been hired since January 1, 1963, of whom 40 are minority group members

GOLDEN BELT MFG. CO. This subsidiary, which manufactures textile products and printed labels, has hired a total of 1.102 new regular employees since 1963, of whom 298 were minority group people.

OTHER

Minority group members have also been hired in the Company's smoking and twist tobacco plants, in its cigar plants and in its seasonal leaf opera-

American Tobacco sales messages have been carried in Negro media (magazines, radio stations and newspapers) for more than 20 years. In recent years, 33 Negroes and 8 Puerto Ricans have been employed as musicians and vocalists for the Company's television and radio commercials. Others have been employed as extras, TV production crews and script clerks. One American Indian has been employed as an announcer.

Approximately 22 percent of the Company's 14,287 employees are members of a minority group.

In the spring the boss's fancy lightly turns to thoughts of

The trouble with a lot of improvements is that they aren't as good as the original article



New Professional Techniques for the Amateur

Until recently, all home mo-viemakers could do was sit back and admire the work of the "professionals" on the silver screen. But now, those same explorative close-ups, quick dissolves, ingenious use of titles and other "new wave" techniques are becoming standard fare for the amateur too.



Titles, transparencies and other printed matter can be photo-graphed with the Multitrix copy-holder supplied with the camera

In the old days, it took tre-mendous skill, elaborate lighting and cameras fitted with expensive glass for fine close photography. There was no way the amateur could photograph extreme close-ups without purchasing an assortment of costly attachments. Nor could he ever photograph tiny ob-jects closer than his eye could

What has changed all this is a revolutionary new movie camera called the Bolex 155 Macrozoom. It has the only lens capable of sharp continuous

filming-from infinity down to one inch-without attachments! And because it makes movie getting into the act. Dad, Mom and even Junior are discover ing that home moviemaking offers not only the satisfaction of doing something truly creative but yields professional results as well!

With the Bolex 155 the filmer enjoys complete freedom of action. A wide landscape, children playing a few feet away. even an insect an inch from the lens are all filmed with the same ease—without bother-



One hobby leads to another! This stamp's collector has turned photographer to film extreme close-ups of his finest pieces

some attachments or light measuring calculations. In short, the Macrozoom allows the average moviemaker, regardless of proficiency, to en-ter the whole fantastic world of close-up photography that up to now had been the exclusive province of the "professionals.



LAUNDERERS & CLEANERS REFRIGERATED FUR STORAGE AND **BOX STORAGE**

1968 CONSTRUCTION OUTLOOK BETTER HAVING BORNE TIGHT
MONEY CONDITIONS AND THE
ECONOMIC BURDEN OF
VIETNAM FOR 2 YEARS, THE
CONSTRUCTION INDUSTRY IS
STARTING A COMEBACK,
ACCORDING TO JOHNSMANVILLE'S ANNUAL FORECAST.
WITH THE NUMBER OF
UNSOLD HOMES AT ITS
LOWEST POINT IN 5 YEARS
DOWN, HOUSING STARTS COULD
START CLIMBING ASAIN IN 68. HAVING BORNE TIGHT 1967 \$75.3 BILLION U.S. CONSTRUCTION 1968 \$814 BILLION HOUSING MEANS PEOPLE WITH MORE THAN
200,000,000 OF THEM
IN THE U.S. TODAY THE
DEMAND LEVEL FOR NEW
LOUSING IS WAY UP
LARGE POPULATION
INCREASES IN THE 20 TO 30
AND OVER 60 ASE GROUPS
MEANS THAT AN
INCREASING PERCENTAGE
OF THE NEW UNITS WILL BE APARTMENTS WITH DEMAND RAND SHOPPING CENTERS, SEWER AND WATER SYSTEMS, CHURCHES AND HOSPITALS. THE 1968 OUTLOOK FOR COMMERCIAL,



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