

American Tobacco Company Reports on Equal Employment

Eleven years ago The American Tobacco Company and its employees developed a plan to provide equal employment opportunity and merit advancement without regard to race, color, creed or national origin. Employee statistics reflect the results of this program as follows:

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

**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 percent. 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 employment.

**RESEARCH AND DEVELOPMENT GENERAL ENGINEERING**  
In this place of operations 239 new 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 operations.

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 golf.

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

**FILM-MAKING FUN**  
New Professional Techniques for the Amateur

Until recently, all home moviemakers 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 photographed with the Multitrix copyholder supplied with the camera.

In the old days, it took tremendous 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 objects closer than his eye could see.

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

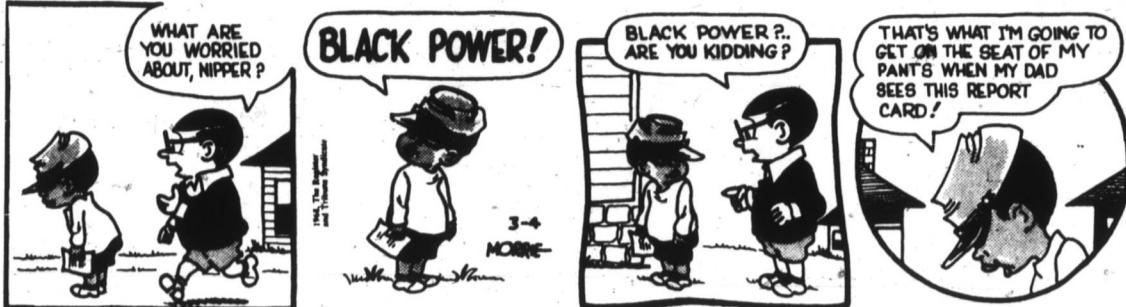
**1968 CONSTRUCTION OUTLOOK BETTER**

U.S. CONSTRUCTION  
1967 \$75.3 BILLION  
1968 \$81.4 BILLION

HAVING BORNE TIGHT MONEY CONDITIONS AND THE ECONOMIC BURDEN OF VIETNAM FOR 2 YEARS, THE CONSTRUCTION INDUSTRY IS STARTING A COMEBACK, ACCORDING TO JOHN MANVILLE'S ANNUAL FORECAST. WITH THE NUMBER OF UNSOLD HOMES AT ITS LOWEST POINT IN 5 YEARS AND RENTAL VACANCIES DOWN, HOUSING STARTS COULD START CLIMBING AGAIN IN '68.

HOUSING MEANS PEOPLE WITH MORE THAN 200,000,000 OF THEM IN THE U.S. TODAY THE DEMAND LEVEL FOR NEW HOUSING IS WAY UP. LARGE POPULATION INCREASES IN THE 20 TO 30 AND OVER 60 AGE GROUPS MEANS THAT AN INCREASING PERCENTAGE OF THE NEW UNITS WILL BE APARTMENTS.

WITH DEMAND FOR HOUSING COME NEW SCHOOLS AND SHOPPING CENTERS, GWER AND WATER SYSTEMS, CHURCHES AND HOSPITALS. THE 1968 OUTLOOK FOR COMMERCIAL, INSTITUTIONAL AND UTILITY CONSTRUCTION IS EXPECTED TO TAKE AN UPTURN.



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