

Freedom

**IS NOT
FREE...**

Leon Howard Sullivan,
founder of Opportunities
Industrialization Centers

**Dorothy Irene
Height,**
President of
the National
Council for
Negro Women.

Perhaps you thought the price of freedom was paid in full by our ancestors. However, we still have an outstanding balance when it comes to the costs of freedom. The fight never ends and sometimes it is purchased at the ultimate price.

The people featured in this ad invested heavily in freedom and have been on the front lines during our lifetimes.

R.J. Reynolds Tobacco Company continues to further the cause of freedom through its longstanding support of organizations such as the NAACP, National Urban League and Opportunities Industrialization Centers of America. R.J. Reynolds has sustained a relationship with these organizations for over 20 years and maintains a genuine commitment to diversity while supporting the principles of Affirmative Action.

We thought you should know that the fight for freedom continues.

Herman J. Russell,
businessman and
commercial
developer.

**Julius L.
Chambers,**
former head of
the NAACP Legal
Defense and
Education Fund
and presently
Chancellor of
North Carolina
Central University

Clarence "Bighouse" Gaines,
winningest college basketball
coach in history and member
of the National Basketball
Hall of Fame

William H. Gray III,
former Congressman and
currently head of the United
Negro College Fund

R.J. Reynolds
Tobacco Company