



Our computers are color-blind

At R. J. Reynolds, the right man gets the promotion, no matter what his color. It's part of the way we've been honoring our commitment to equal opportunity. A way that is new and different. Our people have more than just a job; they have a career opportunity with a bright rewarding future. And we back up our offer with the best training we can provide.

Here is how it is:

It is 700 summer jobs right now
It is 1 of every 4 jobs for Blacks
It is everybody starting even.

But starting even is not enough. We let the computers identify who is eligible for training and who gets the promotions. Prejudice just isn't part of our computer programming. Regardless of color, promotion and additional training for promotion goes to the worker with the most seniority.

RJR

**At R. J. Reynolds
things are on the move**

And Subsidiaries Tobacco Products

- Food Products • Shipping
- Industrial Cern Products
- Aluminum Products
- Packaging Materials