"With Vantage I get less hassled about smoking."

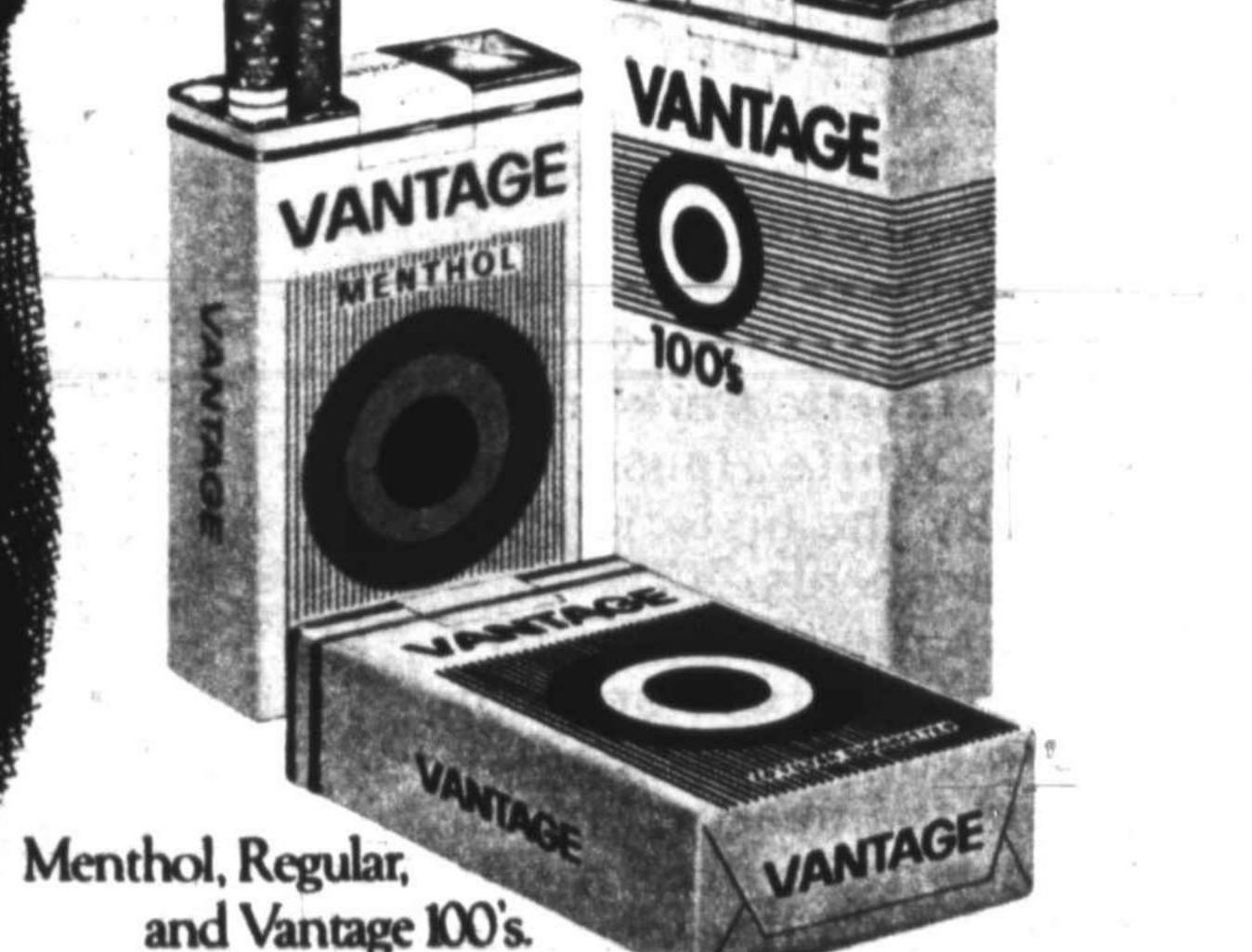
"I used to smoke a high-tar cigarette, and to be honest with you I really enjoyed it.

"What I didn't enjoy were all those stories I kept hearing about high tar. They bothered me.

"Then somebody told me about Vantage. And I tried it. It was the only low-tar brand that gave me the taste and satisfaction I enjoy. And now that's what I smoke.

"And with Vantage I spend less time being hassled and more time enjoying my cigarette."

Leonard Washington
Jersey City, New Jersey



Vantage. A lot of taste without a lot of tar.

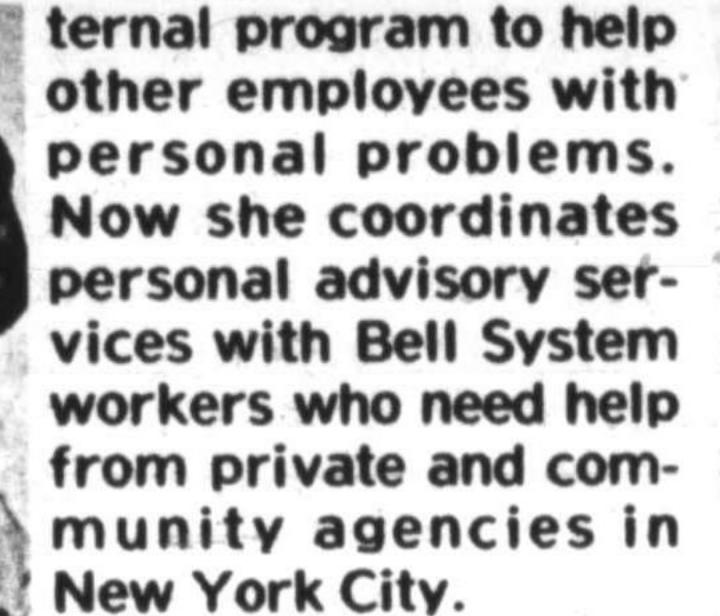
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER: 11 mg. "tar", 0.7 mg. nicotine, MENTHOL: 11 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report AUG. '77; FILTER 100's: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

Golda Jackson Urban Affairs Supervisor

fairs supervisor with the New York
Telephone Co. and has been with the
company since 1967. She told
DAWN, "The good aspects of my job
are that I can work with people.
There are in-house training
programs and the fringe benefits
which go with working for the
largest private employer in New
York State."

Previously a personnel relations assistant with the company, Ms. Jackson was able to introduce an in-



"I know some people would be reluctant to work for a company as large as Ma Bell, but I'm happy I've found a home here!" Ms. Jackson said.

Her career advice to young people looking for jobs is to take courses in science, math and the computer sciences and then apply for a position.

Winnie Grant Public Relations Supervisor

A twenty-year employee with the Bell System, WINNIE GRANT is a public relations supervisor. She handles the review of corporate contributions in the New York City region and acts as the company liaison with various city agencies and consumer programs.

She began with operator services and customer activities. The phone company paid for the public

which she took at an area university and gave her in-house management training. This led to promotions and her present job.

"If someone is not interested in technical jobs with the Bell System, I'd advise

them to get a well - rounded education," Ms. Grant said. She further advocates young people staying with a company for at least five years and "really learning everything one can about his or her company."

(DATET) MA BELL!

Largest private employer in the entire world.

By Mary Brown

The largest employer in the world in private industry, is AT&T, the American Telephone and Telegraph Company.

Western and Bell Laboratories, which are divisions of AT&T, employ 944,618 workers, plus the separate operating companies which employ another 766,513.

employers of this giant corporation can now approach management in an effort to gain upward mobility on their jobs.

For instance, the company continues to spearhead internal efforts to recruit, train and promote minorities and women through the AT&T system.

While all company stockholders would applaud the current optimistic financial picture for Ma Bell, the progress of their equal employment opportunity program has even greater significance for the black community.

The origin of such upgrading efforts begins with what employees refer to as the "consent decrees."

This was a pair of federal district court rulings ordered in 1973 and 1974. The 1973 decree required AT&T to set up an affirmative action plan.

It also revised a nonmanagement pay plan and the creation of an upgrade and transfer plan for nonmanagement workers. Women graduates of four-year colleges were also to be hired into management positions.

The 1974 decree mandated salary adjustments for some first and second-level management employees and required that other management jobs be reviewed and salaries adjusted to stop any future pay discrimination.

There are 273 locations included in the 23 operating companies of the Bell System. Among these are: New England, New York, New Jersey, Pennsylvania, Chesapeake and Potomac, Southern, South Central, Ohio, Michigan, Indiana, Wisconsin, Iilinois, Northwestern, Southwestern, Mountain, Pacific Northwest, Pacific, Long Lines, AT&T

Lillian Walker Business Office Manager

business office manager with New Jersey Bell. Her first job with the company nineteen years ago was as a service representative. In her steady rise upward, she has set her eyes on an upper management job.

Currently she supervises fortynine other phone company workers. Her extra-duty assignments which

have helped her on the job include the inhouse supervisory performance and appraisal program, writing courses which she took at night school and company public speaking courses.

Among the positive aspects of her com-

pany, Ms. Walker counts, "Security on the job, the ability to grow into other job areas and the good pay," she told DAWN.

In addition, her advice to those seeking a new career are to follow the administrative courses, psychology, personnel, and sociology fields. She adds that "knowing what motivates people" is an asset to anyone who wants a management job.

Bill Marshall District Level Manager

BILL MARSHALL has been with the Bell System for fourteen years. He is now supervisor of local network planning. He began his work career with the New England Telephone Company.

An engineer with considerable technical and management skills, Bill feels a young person with an

engineering degree should apply for a job directly to the Bell System operating companies around the country.

Commenting on how a job with Ma Bell can expand one's professional expertise, Marshall told DAWN a

large part of his present job has to do with finance, general management, working with people from different backgrounds and research.

A key element in getting promoted within the large corporation, Marshall feels is the attitude, motivation and the ability of the minority worker.

"You have to demonstrate a