

No-Frills Bargains

A supermarket chain that began in England has arrived in the Carolinas, with a fresh, unique philosophy.

M.J. And E.T.

Michael Jackson and everybody's favorable extra-terrestrial have teamed up for a new storybook album — under the tutelage, of course, of Q.J. (Quincy Jones).

Arts and Leisure, Page 19.



Tiny Indians, Tall Values

The Tiny Indians, the only all-black organization in the Winston-Salem Pop Warner Football League, stresses winning — both on the field and off.

Second Front.

Our Shopping Center

The East Winston Shopping Center which will celebrate its grand opening this weekend, could be a boon to economic growth in East Winston.

Front Page, Page 19.

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Already Being Considered

East Winston Center Plans To Expand Soon

By Ruthell Howard
Staff Writer

Although the East Winston Shopping Center will celebrate its grand opening Saturday, plans for the expansion of the center are already under way.

The project's developers decided last week to build additional space that may accommodate several stores—most of which will be black-owned.

"There are more prospective tenants for space than we have space currently available and that's why we decided to build."

— Mark Vieno

to build," said Mark Vieno, a Venture representative.

Jenkins, a broker at Lamb-Young Realty Co., says the unleased space will accommodate two businesses and the new space will house several stores, the number and identities of which will depend on the outcome of negotiations.

The decision to expand the complex will also mean more work for general contractor John S. Clark and some of the black subcontractors who participated in the center's construction. Joe Dean, Clark's vice president and general manager, said the company has given Venture cost figures for additional construction and for completing some unfinished construction on the already-standing building. Dean said he is waiting for permission to begin the extra construction.

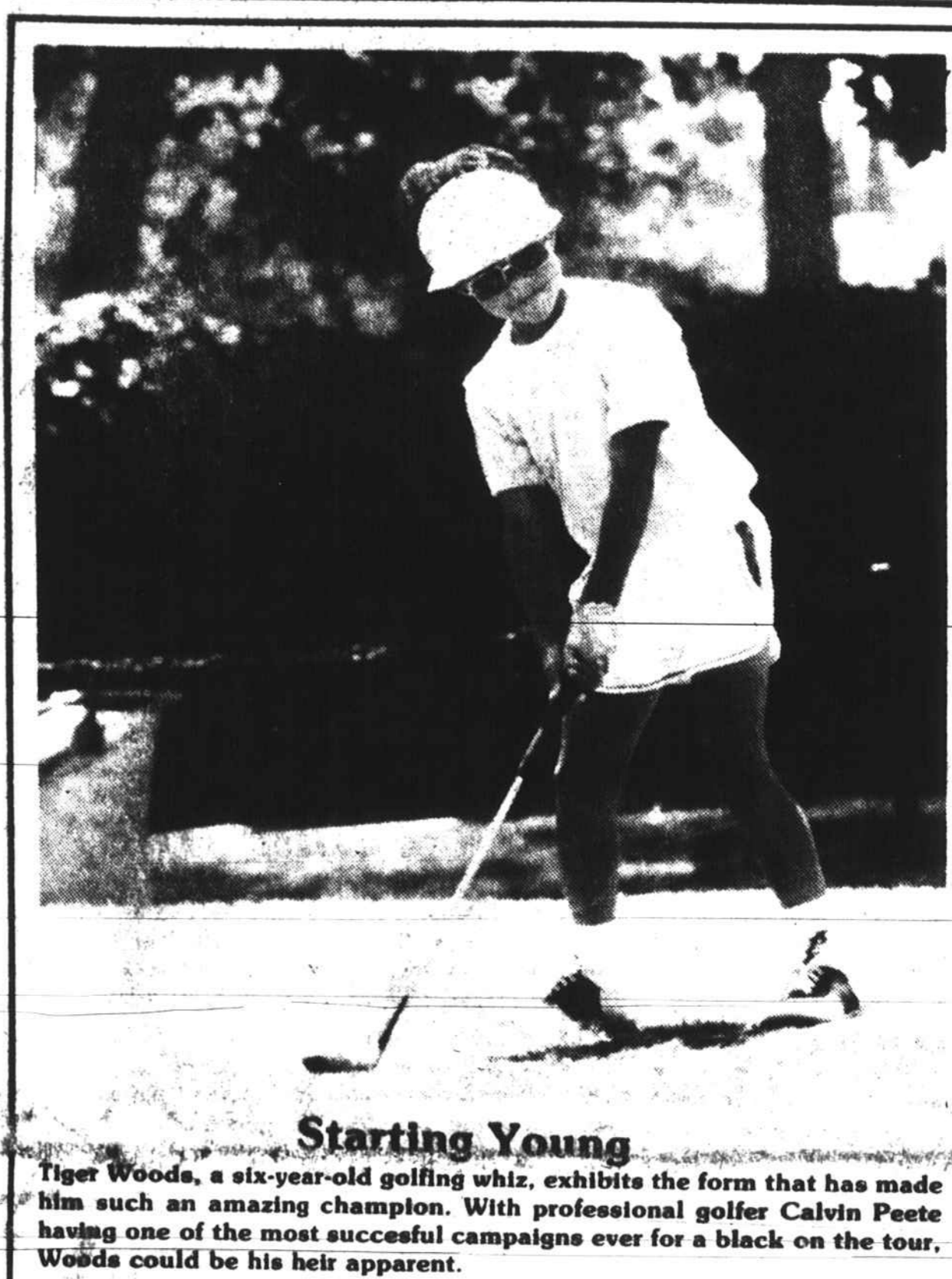
"We wish it would go on because we need the work and our subcontractors need the work, also," Dean said last week.

Minority contractors who will be recalled for more work are Grace Masonry Construction Inc. and D. W. Andrews Jr. and Son Plumbing & Heating Co., Dean said.

The center already houses Food Town Stores, Revco Drug Co., Pick 'N Pay Shoe Store and Family Dollar Stores.

Negotiations on the remaining space still haven't been completed, but Dean speculated that one tenant may be a local restaurant.

Vieno also declined to name prospective tenants, but did say that the contracts should be signed soon.



Starting Young

Tiger Woods, a six-year-old golfing whiz, exhibits the form that has made him such an amazing champion. With professional golfer Calvin Peete having one of the most successful campaigns ever for a black on the tour, Woods could be his heir apparent.

Group Selects Terry

By Ruthell Howard
Staff Writer

Stressing the importance of a "unified front" in the black community, two black aspirants for an appointed Democratic position on the Winston-Salem/Forsyth County Board of Education have decided to withdraw their names from consideration and to support a third candidate endorsed by a group of black community representatives.

Walter Marshall, chairman of the NAACP's Political Action Committee, and Earline Parmon, program director for the East Winston Restoration Association, withdrew their candidacies to back Evelyn Terry, assistant coordinator of Winston-Salem State University's government relations department, at an open forum Tuesday night with approximately 60 members of the black com-

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(photos by James Parker)

Jake Sudler

Roy Phillips

Neighbors Bullish On Shopping Center

By Ruthell Howard
Staff Writer

Mel White remembers sitting in the Claremont Avenue McDonalds a couple of years ago and looking across empty lots that would contain a Mechanics And Farmers Bank and an East Winston Shopping Center.

The bank did materialize, but for some time, there was doubt as to whether the center would follow suit. With strong support, however, from the city, the federal government, the community and private businessmen, it finally arrived this fall, helping to continue an economic renaissance in East Winston.

"I was just talking of looking out there and visualizing when there was absolutely nothing but some weeds and some oak trees," White says.

Not anymore. The area was in the midst of economic expansion and development when White came to work in the Mechanics And Farmers East Winston Branch. Now, with the center open and already planning to ex-

pand, East Winston's economic comeback gains even more momentum.

Aside from serving to attract more businesses to the community, the center, and its neighboring businesses, have enhanced the community and fostered pride in a neighborhood where, 20 years ago, many businessmen were reluctant to locate their stores.

Looking at East Winston now, White says, "I would imagine that if someone didn't know Winston-Salem and drove down Claremont Avenue, they wouldn't know if it were a black or white community."

For residents, especially elderly residents who used bus tours to frequent different shopping centers, the center means convenience. For businessmen, like White, its presence has several positive ramifications.

Neighboring firms see the shopping center as encouraging further economic growth, and they are enjoying an increase in clientele since the center's first store opened.

Mechanics And Farmers, for instance, holds the ac-

counts of three shopping center tenants: Revco Drug Co., Food Town Stores and Family Dollar Stores, which, White says, is "a great boost."

"I can see some other businesses coming in," White also says. "What type? I don't know. It would have to be something that would complement what is already here. And there will be (business) people looking to get in here, I guarantee you."

At Bojangles Famous Chicken and Biscuit restaurant, business has been booming since the center opened.

"It has been twice as busy," says Garry Hingleton, the store's assistant manager. "It's boosted our sales. That's the most important part of it."

"This time of year, our business starts to drop because it's getting cold, but now, it's higher than it's ever been."

Hingleton says the restaurant, which is conveniently located adjacent to the center, benefitted early, as well, from a trickle in business from construction employees

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Reynolds Sponsors First In A Series Of Minority Business Seminars

Nearly 130 representatives from minority- and women-owned businesses recently attended the first in a series of seminars offered by R.J. Reynolds Industries Inc. in a company effort to increase its purchases of goods and services from women and minority suppliers.

The seminar program "is an outreach effort to overcome real or perceived communications problems between the company and women and minority suppliers," said E.A. Horrigan Jr., chairman and chief executive officer of R.J. Reynolds Tobacco Co., a Reynolds Industries subsidiary. "A large company like ours may be

seen as unapproachable by often smaller, minority- or women-owned businesses. Through these seminars, we want to ensure that these kinds of obstacles do not stand in the way of doing business with Reynolds Industries."

Horrigan spoke during the seminar, held here in Winston-Salem. Other R.J. Reynolds-sponsored seminars are planned during 1983 in San Francisco, Houston, Buffalo and the New York area.

Those attending the Winston-Salem seminar came from as far as New York and Illinois, and included representatives from minority supplier organizations as

well as the U.S. Department of Commerce.

The program acquaints minority and women suppliers with key purchasing agents and procurement policies within the company, Horrigan said. Horrigan explained that the seminars are intended "to increase understanding about how to do business with the R.J. Reynolds companies."

In 1981, R.J. Reynolds Industries purchased goods and services from minority suppliers totaling \$81 million, up from \$3 million in 1975. Marshall B. Bass, vice president, predicted that the company would "exceed \$100 million

in purchases from minority suppliers during 1982."

The seminar was held one week following a company agreement with four minority insurance firms to provide \$300 million in employee group life insurance coverage. The agreement raised to \$392 million the amount of coverage provided by minority-owned firms, and represents about 23 percent of the total company-paid group life insurance purchased by Reynolds Industries.

"When we took a look at our company's minority purchasing practices recently, two things became apparent,"

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Chronicle Camera

Why The High Suicide Rate?

By Edward Hill Jr.
Staff Writer

According to Dr. Joe Mattox, a child psychologist at Children's Hospital in Oakland, Calif., suicide is the number one cause of deaths among American blacks 15 through 29 years of age. Reasons cited for that alarming statistic include unemployment, family problems, drug usage or the death of a loved one.

The Chronicle recently polled teen-agers at Hanes Mall to find out why they think suicide is so prevalent among their peers.

April LeGrant, ninth-grader at Carver High: "I think some black teen-agers commit suicide because they feel they can't get enough love from their parents. Drugs may also be a reason, but I think the main cause stems from family problems."

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Londell Monroe



Todd Scaife



James Garner



Valdena Johnson