

Backlash: Coors sales to blacks dropping From Page A1

ed what Coors was saying and blew his comments out of proportion.

"Bill had been invited by the Minority Business Development group to address them," Zeitvogel said. "During the speech, he was attempting to draw a parallel. The man has an intense love for his country and he was trying to parallel his background and the background of those attending the seminar."

"The words he used were insensitive. But there is not a person in his right mind who would be invited to make a speech to a group of people and insult them. His words were ill-chosen and he regrets that."

Zeitvogel said Coors was not misquoted by the newspaper, but that his comments were taken out of context.

"They selected certain quotes and put them in the newspaper out of context and created a furor," Zeitvogel said. "The comments he made and the whole address was so good they gave him a standing ovation. If they were offended ..., they certainly wouldn't have given him a standing ovation. He didn't mean that blacks were in-

ferior, but he meant that they had no formal educational training."

Coors said in a recent mailgram to Coors distributors: "In my talk to the minority business seminar, I said nothing that would even infer that I felt black people to be intellectually inferior. I could not have done so, because I honestly do not believe that there is such a thing as ethnic difference in intellectual prowess."

Since then, Coors has apologized for his "ill-chosen words" to the Los Angeles Press Conference.

"The reason I was invited to speak to the Minority Business Development Center was because of my demonstrated commitment to the minority community," he said. "I pray that my actions will speak louder than those ill-chosen words. I anxiously await the chance to establish a more positive environment of mutual benefit with the black community."

Zeitvogel said the company's record on affirmative action and its relationship with the black community will be its saving graces.

"We are going to the media to get the word out to the

black community to explain what has happened and the unfortunate circumstances of how it happened," Zeitvogel said. "Now the black community knows nothing other than what they have read in the newspapers."

"It will take a long, long time (to repair the damage). I couldn't put a timetable on it, because it would be very difficult to forecast. It's unfortunate that people jump on the bad news quickly and not on the good news quick enough."

Zeitvogel continued: "Words are cheap. People can talk all day long, but it's the actions that count. He (Coors) has done a tremendous amount for the black community nationwide. From an affirmative action standpoint, the company has an outstanding record. We contribute to the NAACP, Operation PUSH and other national organizations."

Despite the uproar from black leaders around the country, Zeitvogel said, the local black leadership has been supportive.

"I am amazed at how some of the members of the local black community have shown a willingness to come to

our side to give us a hand to try to resolve this unforgettable situation," he said. He would not say which leaders he had talked with, but Dr. Jerry Drayton, chairman of the state Human Relations Commission, said he doesn't see why people should get so worked up.

"I think blacks should not get upset over statements like that that we know are untrue," Drayton said. "I don't react to that kind of stuff."

Pat Hairston, who has taken a leave of absence from the presidency of the local NAACP to run for county commissioner, said the NAACP has not planned an organized boycott of Coors products.

"The man said it," Hairston said. "Whatever he meant, it just came out wrong. Coors is a supporter of (Jesse) Helms and I don't have anything to do with that."

As far as he knows, Hairston said, the NAACP will take no formal action against the brewery.

"I met with the executive board of the NAACP and we didn't even bring it (Coors' statements) up," he said. "I won't tell people not to buy Coors beer and I won't tell them to buy it."

Two black principals named to head local senior high schools From Page A1

black principals. And that's not enough. That's only 23 percent. There's nothing we can do about it now, but keep pressing the issue. Maybe one day they will wake up and see the need to be fair."

School board member Beaufort Bailey also expressed reservations.

"I would have liked to have more (black principals)," said Bailey, who also serves as chairman of the board's personnel committee. "I would have liked to have three."

Yet, Bailey still praised the board's action. "I think the board was pretty fair and it seems like Dr. (Zane) Eargle is trying to do the fair thing," he said.

Last fall, while the board wrangled with a reorganization plan that divides the 12 grades into elementary (K-5), middle (6-8) and high (9-12) schools, the NAACP contended that the board also needed to address the absence of black senior high principals.

Not only is that a problem in Forsyth County, but, according to state Department of Education figures, fewer than 10 of the schools with a 12th grade were headed by a black person last year.

Bailey said last March he was assured that the board would appoint one and possibly two black principals. Some had gone so far to say that Bailey had "a

gentlemen's agreement" with the other board members to appoint at least one black principal.

The salary range for the high school principals has not been approved by the board, said Kerry Crutchfield, school finance officer. But Crutchfield said it will be very similar to the scale used this year.

A senior high principal currently is paid between \$29,741 and \$37,488 annually. The actual amount is determined by three factors: the size of the school, the type of degree the principal holds and his or her ex-

perience.

High school (9-10) and junior high school principals now make between \$29,040 and \$36,012 and elementary principals between \$28,500 and \$35,148.

The black principals are: George H. Green, Northwest Middle School; Edward Hanes, Paisley Middle School; R.E. Brower, Walkertown Middle School; Daisy Chambers, Clemmons Elementary School; Norman King, Easton Elementary School; Hoyt Wiseman, Forest Park Elementary School; Betty Williams, Hall-

Woodward Elementary School; Andrew L. Yarborough, Ibraham Elementary School; Annie Hairston, Kimberley Park Elementary School, and Geneva B. Brown, Moore Alternative School.

The next step for the personnel committee is the assigning of assistant principals, then coaches, guidance counselors and teachers. Bailey said it should finish the task by the middle of May.

"We have to watch that process, too," Marshall said. "That's very critical."

Campaign From Page A1

has spilled over into the streets.

In addition to manning the office 11 hours daily during the week, volunteers have canvassed downtown Winston recently, encouraging passersby to register to vote...

Last week, Alderman Larry Little said a Forsyth County Republican, Vernon Robinson, could not work with the local Jackson campaign. But Little later said that was his personal opinion and not an official position of the Jackson campaign organization. Anybody who wants to help with the campaign can do so, he said.

Fire From Page A2

dollars and get the miscellany out from under foot. Better yet, get rid of it entirely. Give it to charity or hold a garage sale some fine weekend.

Spring cleaning gives the careful homeowner a chance to take stock of everything in his lifestyle that affects his exposure to the dangers of fire. It's a smart way to keep your home clean and attractive -- and safe to boot. Don't let it pass you by.

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