

Revlon will divest, but boycott's still on

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ty in North Carolina that will definitely have a funeral for Revlon products.

"But I've got some people in Winston-Salem that I'm planning to contact about having one," she said. "But right now we're centering around Fayetteville."

Mock funerals are just one way Operation Push is attacking Revlon for its involvement in South Africa and for comments made by a Revlon executive, Irving Bottner.

PUSH is also spearheading a boycott of Revlon products.

The boycott, Mrs. Magness said, is still continuing despite an apology by the executive and the firm's announcement last week that it is pulling out of South Africa.

Revlon's board of directors issued a statement last Thursday announcing its decision to withdraw from South Africa as soon as possible "but no later than by the end of next year."

The statement says that Revlon will sell its subsidiary located in South Africa. Revlon is leaving South Africa, the statement says,

because of "the economic and political situation ... created by the government's lack of progress in dismantling its system of apartheid and its failure to achieve racial equality. This lack of progress in South Africa has increased the pressure on American firms doing business there to consider divestment."

The statement also says that Revlon plans to provide job opportunities for blacks and other minorities within the company and the community in which the company operates.

A local owner of a black business that distributes Revlon products said that although Revlon has agreed to divest from South Africa and has issued an apology for statements made by one of its executives, blacks should still hold the company accountable.

Minnie Ervin, owner of Ervin's Beauty Services at 3217 N. Patterson Ave., said that blacks should make the company follow up on some of the things it promised in the statement.

Mrs. Ervin said that she had

received a news statement from Revlon telling her of the company's decisions.

"We should ask them questions and make sure they follow through with the jobs that were promised," Mrs. Ervin said.

Mrs. Ervin added that her past experiences with Revlon have been positive. "I can't say that I agree with everything they (Revlon) do," she said. "I don't agree with everything big companies do. I've worked with some employees of Revlon a lot. All I do is ask for what I want, and I usually get it."

In the company's statement, the board also apologizes for comments made by Irving Bottner in the Oct. 13 issue of *Newsweek* magazine. In the article Bottner implied that black hair-care products were inferior to white products and that in a couple of years black-owned hair-care businesses would disappear and be bought by white companies.

Stuart Fischer, a spokesman for Revlon, said Monday from his New York office that Revlon

officials met with the Rev. Jesse Jackson and other black leaders on Nov. 13.

The statement issued last week by Revlon is responsive to issues raised at that meeting, Fischer said.

But getting out of South Africa is something on which Revlon needed little prodding, he said. "Revlon has been working to get out of South Africa since spring of 1986," Fischer said.

But the statement has done little to change PUSH's stance about Revlon.

"We are still boycotting Revlon and planning to have funerals," said Betty Magness, director of communications for the Chicago-based PUSH.

"Revlon is essentially not out of South Africa," she said. "They have stated to the media that they have the intent to do so. They have not contacted PUSH at all."

The boycott has gained some support in Winston-Salem, with several black beauticians saying that they will support it.

Edith Williams, owner of

Edith's Genesis Beauty Salon, located in the Business and Technology Center, said last week that her shop uses Revlon relaxers. "We will not buy any more," she said.

Another local beautician, Tomi Richard, owner of Hair by Tomi at 3601 Shellwood Road, said that she also would be willing to participate.

Several other beauticians interviewed then said that they would like more information before deciding to boycott.

The head of the local beautician's association said Tuesday that she will wait until after the members meet later this month before she makes a public statement about the boycott.

Thelma Steen, president of Winston-Salem Beauticians Chapter II, said that all of the member beauticians have not been contacted yet, and she would prefer to withhold comment.

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