

Leaders ponder

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and 34,634 (39.9 percent) were women. Of RJR Nabisco's 12,627 managers before the reorganization, 2,424 (19.2 percent) were minorities and 2,462 (19.5 percent) were women.

F. Ross Johnson, RJR Nabisco's president and chief executive officer, said in a press statement that the move to Atlanta was needed to "strengthen both our parent company and the domestic tobacco company, which will remain headquartered in Winston-Salem."

RJR Tobacco Co., which employs roughly 14,000 local workers, will stay in the city, say company officials, although RJR Tobacco International will move to London.

The NAACP's Marshall said one possible negative aspect of the move could be the relocation of some of RJR's top black executives, such as Marshall B. Bass, senior vice president, and Benjamin Ruffin, director of corporate affairs programs.

"I think that if these executives are moved, it will have a big impact on the black community," Marshall said. "If we lose men of that caliber, it will have an impact on the way we do things here. These men have made it easier for blacks to secure their share of RJR's benevolent gifts."

Reynolds officials said it has not yet been determined whether Bass or Ruffin will be transferred.

The Rev. Carlton A.G. Eversley, pastor of Dellabrook Presbyterian Church, said RJR's relocation will affect the city's image.

"I think it (RJR's decision) is unfortunate in the sense that the city is losing its major employer and image-maker," Eversley said. "But it also has good potential in terms of making the city as a whole be more aggressive in recruiting and developing other businesses, both large and small."

As far as blacks are concerned, the relocation of RJR's corporate headquarters may help them realize that they cannot depend on large corporations to always be around, Eversley said. "Our future lies in ourselves rather than with somebody else," he said.

Northeast Ward Alderman Vivian H. Burke said that when a large business leaves, of course it affects the community.

"But if you look at it in a positive way," she said, "as long as we're able to keep Reynolds (Tobacco) here, there will be no major problems. And we do have other companies here -- like Piedmont (Airlines), which is expanding and will hire 300 employees."

Mrs. Burke said there is no need to dwell on the loss of RJR Nabisco's corporate headquarters.

"We need to work and make something positive out of this," she said.

East Ward Alderman Virginia K. Newell said that the relocation will be a blow to the local economy.

"We hate to see a corporation of that magnitude go," Mrs. Newell said. "Everyone knows that's going to have a negative impact, but hopefully it will turn positive. We hope somebody will come in and fill the void they will leave."

The relocation will affect the entire community, black and white, Mrs. Newell said, but it particularly will be felt by blacks.

"This will mean one more corporation that blacks won't have the opportunity to get more jobs in," she said.

Though she was disappointed by RJR's board of directors' decision to leave Winston-Salem, Mrs. Newell said, she is even more disturbed by the board's decision to leave the corporate headquarters building on Reynolds Boulevard to Wake Forest University.

Mrs. Newell said she plans to write a letter to RJR voicing her concerns.

Wilbert T. Jenkins, a local businessman and manager of the East Winston Shopping Center, said that the relocation may not

have a direct impact on the black community.

"However, there will be a ripple effect felt throughout the black community," he said. "It's truly going to be a loss to the community and the state but one that we obviously will have to adjust to."

The loss of RJR Nabisco will greatly affect small businesses who may have supplied goods and services to the company, Jenkins said.

Charles E. Webb, executive vice president of the Greater Winston-Salem Chamber of Commerce, agreed.

While the RJR Nabisco headquarters is gone, the remaining tobacco company, with its 14,000 employees, will probably need to contract for some services, Webb said.

He encouraged small and minority businesses to make sure they are first on the bid list.

One local black businessman said he's not sure what kind of effect the relocation may have on the black community.

"I don't have any ideas, good or bad," said James "Junie" Grace, president of the Minority Business League.

Grace also said more changes may be in store at Reynolds. "I feel they may not be finished," he said.

Donna E. Oldham, editor of *Minorities and Women in Business* magazine and co-founder of the Triad Business Ex-

change, said RJR Nabisco will be missed in more ways than one.

"Of course, everyone is very, very sad to see them go," she said. "They really involved themselves in the community, especially with minority contractors."

"But I think now is the time for us (blacks) to get together and assess what we need to do to prosper. I don't think this will devastate us."

"Minority businesses have traditionally withstood pullouts by companies," she said.

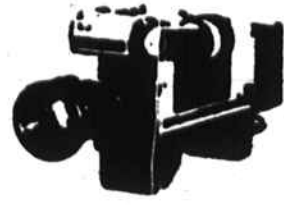
Ms. Oldham said that the Minority Business Exchange has

not yet had a chance to meet and discuss RJR Nabisco's decision.

Besides announcing the move to Atlanta last week, RJR officials announced other changes, including the transfer of about 350 corporate employees from the parent company to R.J. Reynolds Tobacco Co., which is being renamed R.J. Reynolds Tobacco USA, and the naming of Edward A. Horrigan Jr. as chief executive of the tobacco company.

Officials also announced that 20 executives of R.J. Reynolds Tobacco International will relocate to London.

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