get the most for your food dollar ...use open dating!

Esther Peterson
CONSUMER ADVISOR TO GIANT FOOD

GIANT
THE QUALITY FOOD PEOPLE

■ When the food you serve is not fresh and good and your family refuses it, dollars go down the drain. ■ Giant's Open Dating (no more codes) shows you the *pull date* after which products are good for a reasonable time under proper care. ■ Under Giant's recently simplified system, all Open Dating is a *pull date*. ■ This *pull date* is the last day we offer a product for sale—*it is not an expiration date*. ■ It gives you plenty of time for home use or storage, if properly cared for. ■ Milk, for example, will be wholesome a week or more. ■ Fresh meat and poultry will keep in the refrigerator for one or two days—longer in the freezer, of course. ■ Many checks are made by Giant to insure products are protected for freshness until they go into your shopping cart. ■ From then on it is up to you. ■ Get your groceries from store to home as quickly as possible. ■ Set up a rotation system to make sure older products are used first. ■ Return dairy products to the refrigerator immediately after use. ■ Keep cans and jar lids tightly sealed. ■ Do not store any foods in overheated cabinets. ■ The *pull date* provides you with a general guide to freshness. ■ Open Dating is an important shopping and budgeting aid. ■ We hope you will use it.

USDA GRADE A
FRESH CHICKEN
LEG or BREAST QUARTERS with wing
lb. 55¢

USDA Government Inspected for "Wholesomeness" and USDA Graded A for "Quality"
FRESH or FROZEN
FRYERS
WHOLE
CUT UP lb. 49¢ lb. 45¢

ADVERTISED BONUS SPECIAL

Fight Them All
Heart Attack, Stroke
High Blood Pressure
Rheumatic Fever
Give Heart Fund

SEAFOOD DEPT.
ATLANTIC OCEAN FRESH FLOUNDER (Fluke Variety) lb. 59¢
Chesapeake Bay Fresh Rockfish ..... lb. 79¢
Atlantic Ocean Fresh Porgies ..... lb. 59¢
ATLANTIC OCEAN FRESH SEA TROUT lb. 37¢
Seafood features available through 9 p.m. Friday, February 8, 1974.

ECLAIRS AND CREME PUFFS Reg. 3 for 65¢ 2 for 55¢
CRISP GREEN PASCAL CELERY large stalk 25¢
MUMS Assorted Colors in 6-inch Pot 3.99
Everyday Price - Florida White or Pink Seedless 40 size
Grapefruit ..... 3 for 39¢
Everyday Price - Red
York Apples ..... 3-lb. bag 79¢
Everyday Price - Crisp
Red Radishes ..... 2 6-oz. cello bags 25¢
Sweet Potatoes EVERYDAY PRICE 2 lbs. 49¢
Everyday Price - Western
D'Anjou Pears ..... lb. 33¢
Everyday Price - Crisp
Fresh Carrots ..... 19¢

DELICATESSEN
GIANT FOOD SLICED BACON VAC PAC Regular or Thick 1-lb. pkg. 1.19
BONUS SPECIAL - Rigato
Plain Pizza ..... 9-oz. pkg. 55¢
BONUS SPECIAL - Buddigs Sliced Beef, Ham or Turkey
Smoked Meats ..... 2 3-oz. pkgs. 89¢
MOHAWK CANNED HAMS 3-lb. can 4.79 5-lb. can 7.79

GROCERY DEPARTMENT

FROZEN FOOD DEPT.
FREEZER QUEEN GRAVY and BEEF ENTREE 2-lb. pkg. 1.69
FREEZER QUEEN FROZEN ENTREES
Beef Patties with Gravy, Turkey Croquettes with Gravy, Veal Parmegian, Salisbury Steak or Gravy and Turkey
2-lb. pkg. 1.39
BIRDS EYE GREEN BEANS Regular or French Style 2 9-oz. pkgs. 53¢

BREAST O' CHICKEN CHUNK TUNA Light Meat Water Pack 2 6½-oz. cans 99¢
GIANT FOOD MAYONNAISE qt. jar 79¢
BONUS SPECIAL - Aunt Nellie's
Early June Peas ..... 3 1-lb. jars 95¢
BONUS SPECIAL - Aunt Nellie's Pickled or Harvard Style
Sliced Beets ..... 3 1-lb. jars $1.00
BONUS SPECIAL - Aunt Nellie's
Whole Carrots ..... 2 1-lb. jars 75¢
BONUS SPECIAL - Giant Food
Spray Starch ..... 3 20-oz. cans $1.00
BONUS SPECIAL - Giant Brand Concentrated
Fabric Softener ..... ½-gal. bot. 69¢
BONUS SPECIAL - Giant Brand Low-Phosphate
Detergent ..... 10-lb. 11-oz. box 1.99
BONUS SPECIAL - Nestle's
Hot Cocoa Mix ..... pkg. of 10 6-oz. envs. 59¢
BONUS SPECIAL - Giant Food Thrown Manzanilla
Stuffed Olives ..... 7-oz. jar 79¢

SERVICE DELICATESSEN
ARMOUR NATURAL CASING LIVERWURST ½ lb. 69¢
ARMOUR PEPPER LOAF ½ lb. 79¢
BONUS SPECIAL - Switzerland
Imported Swiss Cheese ..... ½ lb. 89¢
BONUS SPECIAL - Dusbe's Hi
Kosher Pickles ..... 2 for 43¢
BONUS SPECIAL - Potato Salad or Cole Slaw
Fresh Salads ..... lb. 43¢

HEIDI BAKERY
GIANT LABEL ENRICHED BREAD 3 1½-lb. (24-oz.) loaves $1.00
Lattice Top
Peach Pie ..... 1-lb. 8-oz. 65¢
Heidi's Own
Italian Bread ..... 1-lb. loaf 49¢
Apricot Filled
Pastries ..... pkg. of 6 69¢
Heart Shaped
Tea Cookies ..... lb. 99¢
In Foil Pan
GERMAN CHOCOLATE CAKE ea. 99¢

from our BAKERY
FOR VALENTINE'S DAY HEART SHAPED VALENTINE CAKE
Yellow or Devil's Food 2 or 3 lb. sizes only. Order at the Heidi Bakery.
lb. 1.65
Prices in this ad are effective through the close of business Sat., Feb. 9, 1974. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

MD. CASUALTY BLDG. West 40th Street
BELVEDERE GARDENS 5830 Hillen Road
INGLESIDE SHOP. CENTER 5632 Balt. Nat'l Pike
3602 MILFORD MILL RD. Baltimore, Md.
RAVENWOOD SHOP. CENTER 8100 Loch Raven Blvd.
110 STEMMERS RUN RD. Baltimore, Md.
1734 YORK ROAD Lutherville, Md.
RITCHIE HWY. SHOP. CENTER Glen Burnie, Md.
5901 REISTERSTOWN RD. Baltimore, Md.
1925 EAST JOPPA RD. Baltimore, Md.
PIKESVILLE PLAZA 3737 Old Court Rd.
SEARS CITY 6634 N. Ritchie Hwy.
6340 YORK ROAD PLAZA Baltimore, Md.
YORKTOWNE PLAZA 122 Cranbrook Rd.
WILDE LAKE VILLAGE GREEN Columbia, Md.
MONTGOMERY WARD PLAZA Rt. 40 & Rolling Rd.
FOREST PLAZA Annapolis, Md.
RANDALLSTOWN PLAZA Offut Rd. at Liberty Rd.

That stretch-stitch machine you want is on sale now!

SAVE $15
$149.88 REG. 164.95
Carrying case or cabinet extra
STYLIST stretch-stitch sewing machine
• Built-in stitches: 3 stretch, blind, fashion, zig-zag
• Self-threading take-up lever eliminates eyelet threading
• Stitch selector and stitch length dial
Singer® front drop-in bobbin
Push-button reverse control

SAVE $30
$219.88 Deluxe STYLIST stretch-stitch sewing machine with built-in buttonholer
REG. 249.95 Carrying case or cabinet extra Model 518

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GOOD... AND LONG
THAT'S WINSTON SUPER KING
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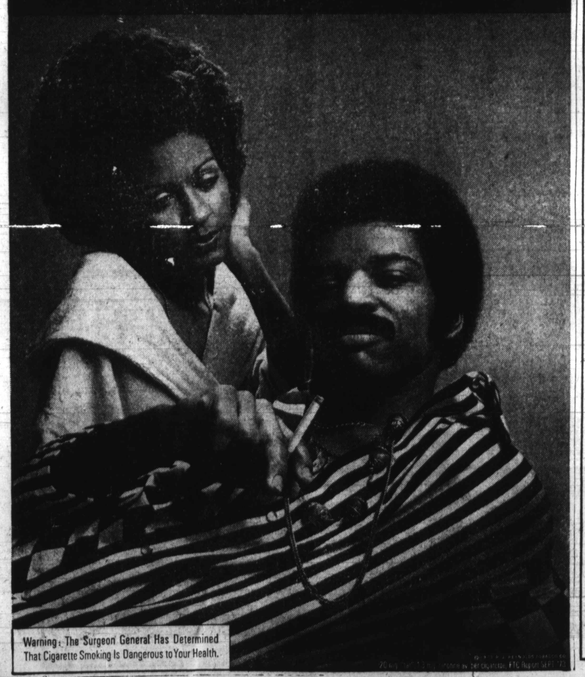

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Cong. Mitchell backs MLK bill

Congressman Parren J. Mitchell has announced he has submitted testimony to the Way and Means Committee of the Maryland House of Delegates Committee for is consideration during hearings on House Bill No. 320, introduced by Delegate Kenneth Webster, which would make Jan 15 Dr. Martin Luther King's birthday a legal holiday in the state.

Congressman Mitchell notes that he had closed his offices at 414 Cannon House Office Building in Washington, 1018 Federal Office Building and 1903 Bloomingdale Rd. in Baltimore this past Jan. 15, to honor Dr. King's memory and achievements.

In a prepared statement, which defined a holiday as, "a day of commemoration of an event of highly acclaimed person," Mr. Mitchell said that Del. Webster's bill is "not only understandable, but quite appropriate."

Fighting the many political gains made in the South, as well as other parts of the country, as resulting from Dr. Kiner work, the Seventh District Congressman said, "The genuine impact of Dr. King on this country of ours was to insure that in this day in time America is to be forever conscience of utilizing all of its resources, whether that resource be red, brown, black, yellow, white or otherwise.

"In these trying days of international and national confusion and tension, that can only be good for America."

Cong. Mitchell called for positive action on the Webster Bill, noting that while such action would honor Dr. King in a small way, it is nevertheless time for it to be taken.

A GOOD CITIZEN is registered and prepared to VOTE. Do so TODAY at Supervisors of Elections, People's Court Building, Fayette and Gay Sts. Next election is Sept., 1974. Register from — 8:30 to 4:30 p.m. Mo days through Friday.

Publishers Get Some Good, Bad News

MIAMI BEACH — National Newspaper Publisher Association members got some good news, some bad news, and heard more challenges flung at them during their winter workshop here at the Playboy Plaza.

NNPA president Carlton Goodlett of the San Francisco Sun-Reporter, in his annual address on Tuesday night, said the black press is in a good position now to spur the government "to serve the expanding needs of the masses — rather than the expanding greed of the upper economic classes."

Goodlett said a strong black press "can be the needed catalyst to bring about a new national commitment: to guarantee to every citizen not only the right of a job, but a job" or an economic floor "below which every American citizen, as a matter of birthright, shall not be allowed to fall."

Goodlett said black publishers "equate the importance of 'fair advertising' with fair housing and fair employment opportunities, especially when that advertising money is derived from those who feed at the federal trough."

Another assessment of the value of the black press came from Berkeley G. Burrell, president of the National Business League, who keyed his subject, "Who Needs the Black Press Black People," to the workshop theme, "The Black Press — Catalyst For Economic Change."

Burrell invited NNPA members to join the NBL and provided the publishers with some good news when he declared:

"I am proposing at this time that the NBL assume the initiative to organize among our membership and the black business constituency, a 'Support the Black Press Campaign' through our business establishments.

"I foresee the broad concept as one in which we would display on our countertops, in our windows and in our offices, the message: 'Support the Black Press — Our Freedom Depends on It.'"

Burrell said the black press must win its support from the masses by better representing their interests in the news columns and suggested that when this is done the advertising will follow.

"The future of Afro-Americans must be found on the pages of the black press," Burrell said.

* * *

Other welcome news for NAACP members came from the R. J. Reynolds Tobacco Company and the committee on the Black Press Archives and Hall of Fame.

Marshall Bass, corporate manager for personnel development of the R. J. Reynolds Tobacco Company, announced that the advertising budget in black papers for Salem Cigarets "will more than double" this year.

* * *

Bass said the decision had been reached after a study of the results from advertising in the black press. He urged other companies selling in the black market to follow the pattern set by this firm.

Frank Stanley, publisher of the Louisville Defender, reported that 16 students now are enrolled in journalism schools on scholarship assistance provided by NNPA and the Reynolds Tobacco Company.

According to Emory O. Jackson of the Birmingham World, The Archives and Hall of Fame plans are moving forward.

Dr. Michael O. Winston, director, Moorland-Spingarn Research Center at Howard University, made a detailed report bringing NNPA members up to date on the project.

He said Howard University had made a major commitment to support the Black Archives and Hall of Fame and did not intend it to be just a warehouse.

Tentative plans, he said, call for a staff of six or seven which Howard would be prepared to provide. Dr. Winston said a Hall of Fame Endowment Fund should be established.

Some workshop speakers had gloomy news for the publishers.

John J. Oliver, vice president and general manager of the AFRO-AMERICAN Newspapers, warned the publishers that the newsprint shortage would continue for some time and forecast prices soaring to the area of $320 a ton.

He said some mills now are charging $190 and going to $200 in July-while others already are charging $200 a ton.

Oliver discussed several ways of saving on paper use, one of them being to cut page width to 58 inches, a move he noted the AFRO took in 1954 and many dailies are resorting to now.

Oliver recommended to the publishers that NNPA consider a project that would "consolidate and channel the purchasing power and influence of all its members toward making newsprint available to any of its members who have problems in getting newsprint."

Another dose of bad news for the publishers was delivered by Ms. Jane R. Lockshin, RCA Corporation research manager and senior economist, who said on the basis of past unemployment experiences, the black jobless rate could soar to about 12 per cent by the fourth quarter.

RCA economists foresee a 6 per cent overall jobless rate before the end of the year. They agree generally with other economists that there will be a slowdown in the first half with the outlook better for later months, Ms. Lockshin said.

* * *

T. Lawrence Jones, president of the American Insurance Association, spoke to the publishers in support of no-fault insurance.

"We strongly believe that no-fault brings equal treatment of all policyholders, regardless of race, occupation or economic status," Jones said.

* * *

Garth C. Reeves Sr., publisher of the Miami Times, was host publisher for the meeting and chairman of the workshop committee.

Other committee members were Mrs. Frances L. Murphy II, chairman of the board, AFRO-AMERICAN Newspapers; Sherman Briscoe, NNPA executive director, and William L. Rowe, consultant.

DEATH NOTICES — When a loved one dies, you can have your funeral director let your friends know. Simply call AFRO—Classified, 728-8200. Death notices accepted up until two hours before publication, noon on Tuesdays and Fridays.

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Over $30 million in interest to savers in 1973.

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