1/2 PRICE SPECIALS

Soft, Medium, Hard or Youth
Giant Toothbrush
each
~~Reg. 59¢~~
29¢

Giant
Dental Floss
100-yd. pkg.
~~Reg. 1.49~~
74¢
Compare to Johnson's

Antiseptic
Giant Mouthwash
32-oz. bot.
~~Reg. 1.99~~
99¢
Compare to Listerine

¾" Plastic Strips
BAND-AID BRAND
pkg. of 60
~~Reg. 2.19~~
1.09

Anti-perspirant
Real Smooth-On
1.5-oz. pkg.
~~Reg. 2.49~~
1.24

800" Roll
3M ½" Magic Tape
pkg.
~~Reg. 1.49~~
74¢

SO OTHERS MAY SHARE IN THE SAVINGS, PLEASE LIMIT YOUR PURCHASE TO SIX OF EACH HALF PRICE ITEM.

SUPER SPECIALS

Conditioner or
White Rain Shampoo
Reg. 1.69
SAVE 70¢
99¢ 16-oz. bot.

Nasal Decongestant
Sudafed Tablets
Reg. 3.49
SAVE 1.30
2.19 pkg. of 24

Giant Fluid
Charcoal Lighter
Reg. 1.62
SAVE 63¢
99¢ 32-oz. plastic cont.

Giant
Instant Light Charcoal
Reg. 3.49
SAVE 80¢
2.69 8-lb. bag
Compare to Kingsford

Giant
Charcoal Briquets
Reg. 2.49
SAVE 90¢
1.59 10-lb. bag
Compare to Kingsford

ISO200 Color
Giant 110-24 Film
Reg. 2.69
SAVE 70¢
1.99 pkg.
Compare to Kodak

ISO100 Color
Giant 35mm-24 Film
Reg. 2.69
SAVE 70¢
1.99 pkg.
Compare to Kodak

Wide or College Ruled
Filler Paper
Reg. 1.49
SAVE 80¢
69¢ pkg. of 200

PRESCRIPTIONS WITH BUILT-IN CONFIDENCE

PROFILE

All Giant Prescription Departments have Giant PROFILE, our computerized prescription system. Each time you have a prescription filled at the same Giant Discount Drug, it is AUTOMATICALLY checked against your past medications for any possible interactions. PLUS, if you fill out a PROFILE information card, your medical history and allergies will be entered into the computer system to alert the pharmacist of any side effects that may occur.

The interaction information is updated monthly and is derived from the drug interaction database which was developed by and is endorsed by the American Pharmaceutical Association.
AMERICAN PHARMACEUTICAL ASSOCIATION

SEPTEMBER/AUGUST

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

PRICES EFFECTIVE THRU SAT., SEPT. 3, 1988 IN GIANT DISCOUNT DRUG STORES. SOME ITEMS MAY NOT BE AVAILABLE IN ALL STORES. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

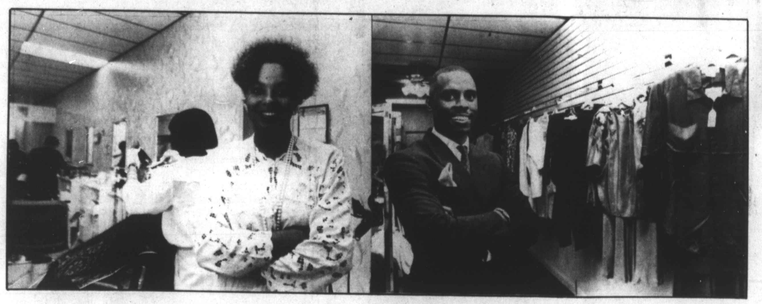
GIANT Discount DRUG

The Afro-American

Section D

BUSINESS PULSE

■ Obituaries 3D
■ Classified 4D



Just like His and Hers towels. Marshall's Classy Creations and Clark's Looks Unlimited.

By Charles H. Brown
AFRO Staff Writer

MARSHALL AND CLARK
Side by side

If business were conducted in a pod, they'd be adjoining peas. If enterprise were a rail train, they'd be connecting cars. If prosperity was just another word for pages in a book, they'd be consecutive.

As it stands what they are is friends. What they do is business and they do it side by side.

In the middle of the 2900 block of Garrison Avenue sits a low, brown, brick building. The building is made up of four shops, each having a door separated by roughly 12 feet. Except 2094A and 2094C.

These two storefronts, separated by a space just large enough to permit the gates to be fully opened, are occupied by two shop owners who are closer than the doors that separate them.

Zelda Marshall, 25, of Marshall's Classy Creations and Lamar Clark, 31, of Looks Unlimited.

Friends since the days of their West Baltimore youth, when he lived in the 5500 block of Belle Ave. and she lived around the corner of Bowers Ave., Marshall and Clark are still watching each other's back in the tough world of business.

"The good part about this is that Zelda and I are trying to work together," Clark said. "She has something that complements my business and I have something that complements hers."

Complement is correct. Providing a one-two punch of fashion, Marshall's hair salon and Clark's women's boutique, have a very effective marketing technique.

"We make them feel beautiful," Marshall said. "We make them want to walk out of here and go next door and buy a new outfit."

So aligned are the two businesses that they are making plans to hold a hair and fasion co-show together in October that will feature Marshall's hairstyles and Clark's fashions.

Which brings us to another point.

"A lot of people think that there's something strange about a guy who owns a woman's clothing store," said Clark, the boutique owner and National Grand Am Karate Champion.

"A woman will say, 'I want a new outfit and shoes and a hair-do to go to this show, Clark said.

"A man would say, 'This is the suit I had in the 12th grade and it still fits, so I'm going to wear it!'" So began the boutique.

Zelda Marshall and Lamar "Marky" Clark

Clark found his entree into ladies fashions three years ago as a street vendor; hawking ladies handbags anywhere his van came to rest.

Amazed at the speed his inventory vanished, Clark decided to branch out and began selling ladies clothing as well.

With no visible slowing of sales, Clark realized he'd found his niche and then began to consider a fullfledged store.

The apprenticeship of Zelda Marshall took the more traditonal route. After working for several area salons and building a clientele, Marshall realized that the money she spent paying for rent on a space at Pittmans Salon on North Avenue would be better spent on a shop of her own.

So, the saving, the looking, the hiring of new operators and the decoration of her own shop completed by friends and family members, the doors to Marshall's Classy Creations were opened three months ago. Pity she missed it.

At nine months pregnant, Marshall had another type of baby to deliver; Denzel Marshall, first child to her and husband Dorian.

So, Marshall put her operators in place, hired her best friend's cousin to manage the shop and took off for her eight week tour of diaper duty.

"I was scared to death," Marshall said. "But I knew what I had and I was sure it would work. They really came through for me."

As about this time Clark "Marky" as he is called by friends, was in the process of opening Looks Unlimited. Realizing that they would be neighbors once again, Marshall and Clark, set out to capitalize on 15 years of friendship.

Their hair and fashion show, slated for October 16, at the Merritt Athletic Club, is regarded as the first in what may eventually become a semi-annual, spring-fall event for the pair.

Consisting of ten models, each assigned to a Marshall's operator and wearing Looks Unlimited fashions, and accessory vendors, prosperity's pair hopes to generate enough interest through the show to put their shops on the map.

As a special prize the two will award a free hairstyling and outfit from the people at 2904 A&C Garrison Avenue.

And that brings up another point. Whatever happened to 2904B. It's in there.

"It's next door to Marky," Marshall said. The two shops that Marshall and Clark owned were at one time one and the owner of the building chopped them up to rent out individually.

"I looked at Marky's shop when I first got here," Marshall said. "But it was too small." "Mine is larger," Marshall said with a trace of what she must have sounded like as a child, when she taunted the older Lamar.

Clark is still taking it in stride. Even after all these years. His shop may be small but he keeps it filled with the kinds of bargains that constantly attract Marshall's customers over for a peek.

Like the $40 white linen pants suit. Where does he find them?

"You have to be willing to go anywhere and really search," Clark said.

"If somebody said there's something really different in Chicago, you have to be willing to spend a few bucks and go to Chicago."

"I get most of my stuff from New York," Clark said. "I go to New York two to three times a month and just walk around looking for small wholesalers.

"It could be a building that looks like its condemned and the owner could have some real nice things."

Its here that Clark falls back on his instincts. Just like the will to survive or the need to breathe every man thinks he knows what looks best on a woman.

"Shopping as a man I think, 'I would like to see a woman in that,'" Clark said. "I tried to take different women to New York to get their ideas, but women tend to pick out what they like."

"I'll look at a variety of shapes and sizes, but a woman will look at what looks good in her size."

The two are considering other joint marketing ventures, such as discounts on merchandise when a purchase is made at either's shop.

In fact Clark invites anyone who reads this article to bring it to his store for a 10 percent discount. At that challenge Marshall sheepishly looks the other way.

"She doesn't need the business," Clark said. "I've only been open for four weeks. I could use the business."

So the two who grew up in the same West Baltimore neighborhood, attending the same schools, playing with the same friends and are now next door to each other at that pair of shops on Garrison Avenue, sharing goals, making plans and helping dreams come true.

That's what friends are for.

Pack Your Bags
Conference Update

EDITOR'S NOTE: As a regular service to the community Pack Your Bags will list upcoming events of interest. Unless so noted all conferences take place in Washington, D.C.

Organizations or businesses wishing to have their conference listed should write to the Afro-American — PACK YOUR BAGS, 2002 11th St., N.W. Washington, D.C. 20001.

METRO-DADE COUNTY OFFICE OF MINORITY BUSINESS DEVELOPMENT AND METRO-MIAMI ACTION PLAN

The Office is holding their 3rd Annual ME Conference Franchise Fair "Beyond Survival: Speeding Forward toward Economic Independence".

They will have nationally known speakers, and workshops for small business owners, MBE/EEO professionals, consultants to small businesses and future entrepreneurs.

September 28 - October 1, 1988
Miami, Florida
For further information, call 375-4132 or 579-3618

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THE COUNCIL FOR EXCEPTIONAL CHILDREN

The session will focus on adapted technology and the disabled. Jim Dickson, a blind professional, will speak about his experiences. There will be robotics and rehabilitation engineering for the disabled. Discussion of the use of robots in health care and rehabilitation will take place.

December 11-13
Reno, Nevada
For more information, call 1 (800) 482-3112.

* * * *

NABMCC'S THIRD ANNUAL CONFERENCE

Don't miss the National Association of Black and Minority Chamber of Commerce's conference, because you will have an opportunity to plug into some 500 minority entrepreneurs from across the country to gain access to the $30 billion spent on tourism, travel and conventions during a five-day conference to be held in New Orleans, LA, from Sept. 21-25, 1988, at the Doubletree Hotel.

The conference will focus on the theme "Tourism 2000" and the role it is playing on minority businesses in some 150 diversified fields.

* * * *

CEC TO CO-SPONSOR U.S. SURGEON GENERAL'S CONFERENCE

The Council for Exceptional Children (CEC) will be a co-sponsor of the U.S. Surgeon General's Conference on Sept. 7-9, 1988 in Washington, DC at the Sheraton Washington Hotel.

The focus of this national Conference will be building community-based service systems for children with special health care needs that are family centered and comprehensive.

For further information contact National Maternal and Child Health Resource Center, College of Law Building, The University of Iowa, Iowa City, IA 52242; 319/335-9067.

BUSINESS BRIEFS

Blacks for Success

On the 28th of August 1988, Blacks for Success, an Anne Arundel County based economic self help organization, sponsored the 1st Annual All-Amateur Bodybuilding contest at MacArthur Middle School, on Ft. Meade, MD.

This event, (the first of its kind at Ft. Meade), featured Oliver Orok as guest poser. Mr. Orok is a 1984 Olympic Gold Medalist (3) from Nigeria, West Africa. He is currently listed as the strongest man on the African continent. Mr. Orok also has numerous bodybuilding awards to his credit.

The event also contained a strong "Say no to drugs" message and a donation from Blacks for Success to the Big Brother/Big Sister organization.

For additional info call 301-760-5126.

Small Business Conference

Registration forms are now available through your Chamber of Commerce and leading business associations for the Maryland Conference on Small Business. The conference will be held in Baltimore on September 15, 1988, from 8:30 a.m. to 4:00 p.m. A reception will follow from 4:00-5:00 p.m. Those wishing to attend are encouraged to reserve their places early.

The Conference is a cooperative effort by leading public and private organizations, small business owners and corporations that share the belief that a strong and healthy climate for small business leads to economic growth and jobs in Maryland.

Small business owners from all parts of the state will have the opportunity to prioritize issues most important to them, develop recommendations for government action on those issues and elect advocates to carry those issues to Annapolis in 1989.

For a registration form or more information, call the U.S. Small Business Administration at (301) 962-2235.

Government Subcontracting Address

Frank C. Carlucci, III, Secretary of Defense, will deliver an address regarding "Procurement Reforms and Defense Issues" to the Baltimore Council on Foreign Affairs on Thursday, September 1, 1988 at 12:30 p.m. at the Stouffer Harborplace Hotel.

Reservations are required. Membership is open to the public. Membership and/or ticket information may be obtained by calling 727-2150 or writing the Baltimore Council on Foreign Affairs, Suite 312, World Trade Center, Baltimore, Maryland 21228.

Continued on Page 2D