FRIDAY & SATURDAY SPECIALS

GIANT
THE QUALITY FOOD PEOPLE

PLUS DOUBLE COUPONS... see store for details Please, No Coupon Clubs

Fresh, Whole or Half
Wilson Boneless Pork Loin
lb. 3.59

Fresh
Ground Round lb. 1.99
Any Size Package

Armour Frozen
Sliced Beef Liver lb. 89¢

Boneless
Beef Bottom Round Roast
Giant Lean lb. 2.19
USDA Choice lb. 2.39

New Crop Florida Extra Large
Red Bell Peppers
lb. 1.29

Locally Grown Red
Stayman Apples
3-lb. bag 1.09

Sara Lee
All Butter Croissants
6-oz. pkg. 1.69

Giant
Belgian Peas
2 15-oz. cans $1

Giant
Whole Irish Potatoes
3 16-oz. cans $1

Regular, Classic or Caffeine Free
Coke or Diet Coke
6-pack 16-oz. NR bots. 1.69

1/2 PRICE SPECIALS

Assorted Varieties
Rondelé Soft Spiced Cheese
Reg. 1.79
89¢ 4-oz. pkg.

Maruchan Beef, Pork or Chicken
Oriental Noodles
Reg. 3/$1
3/50¢ 3-oz. pkgs.

Giant
Butter Added White Bread
Reg. 83¢
41¢ 24-oz. loaf

Pillsbury
Deluxe Fudge Brownie Mix
Reg. 1.58
79¢ 21.5-oz. pkg.

Long Life Alkaline
Giant AA Batteries
Reg. 2.59
1.29 pack of 4

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., NOV. 26, 1988 in Giant stores in Baltimore & Baltimore Co. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

The Afro-American Section C

BUSINESS PULSE

■ Career Corner C3
■ Sports C5

Black-owned International House of Pancakes

Baltimore leads the nation

By Charles H. Brown
AFRO Staff Writer

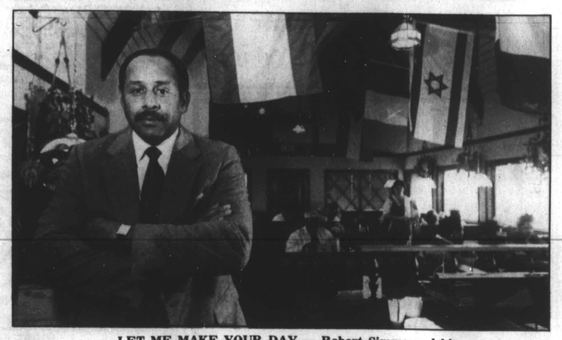
16 varieties of pancakes, 9 omelettes, 4 waffles (plus Belgians), 8 sandwiches, 5 burgers, 5 salads and 5 black owners, make 4 Baltimore area International House of Pancakes something to flip about.

On the outside they all look alike. On the inside nothing indicates a special status. You can't tell it by the food, the syrup doesn't give it away and there are no red letter messages on the menus, but these IHOP's are special.

How do they stack up? Well...

Originally purchased in 1972 from the IHOP corporation, James and Millie McNeil's Govan's IHOP was a first for Baltimore and a second for the country.

Previously a corporate owned store, the Govans' IHOP on York Road, was only the second black owned IHOP in the country and the first in Baltimore (the other was purchased in upstate New York and was sold within two years).



LET ME MAKE YOUR DAY — Robert Simms and his Laurel International House of Pancakes.

AFRO Photo by Paris Gray
NEW KID ON THE BLOCK — Jean Goodwin

James and Laura McNeil, originally from Conneticut, were offered two possible locations by the IHOP corporation. They were given the Okay. That's mystery #1.

"Actually, it was my decision," said Millie McNeil. "I'm not sure why I chose Baltimore other than that we both wanted to be closer to our families. Neither of us have any families here."

To say that the McNeils have made the best of their decision is an understatement. Since purchasing the first IHOP, the two have branched out to a second IHOP in Edgewood on Pulaski Highway, which coincidentally just happens to be across the street from their new Sizzler Restaurant completed earlier this summer.

When asked how many pancakes the McNeils have served at their two IHOP's, Mrs. McNeil replied, "Probably about as many as MacDonald's has served hamburgers."

Robert Simms is the owner of the Laurel, MD, International House of Pancakes (IHOP). Along with the job comes good benefits: a front door parking space, meals cooked just the way he likes them and a corner office.

Actually Simms only gets the parking space if it isn't already taken and anyone can order their meals just the way they like them and the corner office is a booth at the back of the dining room which could well have splatterings of blueberry syrup on the table by the time the boss arrives.

Do the crowded parking lot, the demanding customers and the crowded booths bother Simms? What do you think?

"I hope it is crowded," Simms answered. "I'm not making any money if it's not."

Jean Goodwin

Simms has a long history with IHOP having worked his way up from a teenage busboy to a district coordinator. In 1984 he switched over to the other side of the franchise agreement and purchased the Laurel IHOP from its corporate owners.

"I had seen a lot of people come and go," Simms said. "At the time I felt I had gone as far as I could in the company. I bought a place and I grew from there.

Jean and Larry Goodwin are the new kids on the block.

After a brief relationship with their own 7-Eleven franchise the two have decided to trade their Big Gulps for Big Spatulas and three months ago took over ownership of the Reisterstown Road IHOP. That's right the one near the mall.

"Oh," exclaimed Jean Goodwin. "Oh," she said again to prove she meant it the first time, "this is like heaven compared to where I was."

In keeping with the "Heaven" theme the Goodwins staged their grand opening on the November 16-18 and invited gospel radio station WBGR down to bless the free hotcakes, eggs and coffee they were giving away.

Judging by the lines you would have sworn they were giving away manna, if it were polite to swear.

"Whew," Jean Goodwin said. "Whew. The line extended out to Reisterstown Road. I tell you we must have had a thousand people in here. We pushed them in seven or eight to a booth and I had to get up and yell for them to leave when they were done so we could get some more in."

According to Millie McNeil blacks have experienced few if any problems in the IHOP chain. With prime county locations in both Laurel and Edgewood, none of the alleged redlining that plagues the Southland chain seems to be a problem with IHOP.

The only apparent problem seems to be one of involvement on the part of the black owners in the IHOP system.

"I wish that blacks would get more involved and show their faces more," said Simms, who is on several IHOP committees including the uniform, product and equipment committees, as well as being an East Coast Council representative.

"It keeps me busy but I like it," Simms said.

"I like it and I'm very proud of it," Jean Goodwin said.

"It has really been a lot of hard work, but it's been fun also, Millie McNeil said.

IHOP officials in the California headquarters say there were other black IHOP owners in the chain when their records were updated last. But those records are updated annually. Administrative Vice-President John McKay was not initially aware that the Goodwins had purchased an IHOP.

The records don't show whether a franchisee is black or white, McKay said. There were some in California and New York that he knew of personally.

Mrs. McNeil said that the New York and California franchises have been sold.

AFRO Photo by Paris Gray
COOKING WITH GAS — Robert Simms makes a minor adjustment in his fast moving kitchen.

BUSINESS BRIEFS

International Trade

Leonard A. Blackshear

Two international cooperative agreements to establish Trans-Atlantic telecommunciations services were announced by TeleSonic, the telecommunications division of Associated Enterprises, Inc. (AEI) of Annapolis.

The agreements were signed in Washington, D.C. by Rene A. Beusch, Chairman of the Voicemail Association of Europe and Head of the Radio Suisse Telecom division of the Swiss Telephone Company (Swiss PTT), in Berne, Switzerland, and by Leonard A. Blackshear, President of AEI.

The "Sister Service Bureau Agreement" between TeleSonic and the Voicemail Association of Europe establishes the first cooperative working relationship to develop mutually beneficial voice messaging services.

These services will enable businesses and organizations on both sides of the Atlantic to develop new markets and exchange information using voice messaging technology.

The agreement opens the way for extensive collaboration between international telecommunciations service providers. The European Association includes Swiss PTT, British Telecom, ItalCable, and service bureaus in Spain, Sweden, and West Germany.

A second agreement between TeleSonic and Swiss PTT defines the initial application under the "Sister Service Bureau Agreement." First efforts will focus on voice messaging applications promoting tourism in the Chesapeake Bay region and Switzerland.

BMA Awards Dinner

The Baltimore Marketing Association (BMA) will hold its 20th Annual Business Awards Dinner Friday, December 2, at 6:00 p.m.

The business award is presented to an outstanding black business person in the Baltimore Area. This year, BMA is honoring William C. March, President and Founder of March Funeral Homes, Inc.

The keynote address will be delivered by Henry E. Parker, Senior Vice-President, Public Sector, Atalanta-Sosnof Capital Corporation in Hartford, Connecticut.

The Baltimore Marketing Association was incorporated in 1967 as a non-profit, professional organization. The primary objectives of BMA are to: improve the quality of marketing and public relations programs targeted toward black consumers; provide a forum for the exchange of information and experiences; and encourage educational and professional development.

Howard CC Appoints Estes

Marilyn L. Estes

Howard Community College recently appointed Marilyn L. Estes to the position of coordinator of career programs.

The Columbia resident was previously conference planning project coordinator at the Professional Development Center of the University of Maryland College Park.

Prior to that she was a unit director for the Human Services Administration for the City of New Haven, Connecticut.

She also served on the advisory committee for South Central Community College in New Haven.

Estes is a member of the National Association of Negro Business and Professional Women's Clubs, Inc. She received a master's degree in education from the University of Connecticut and a bachelor's degree in education from Southern Connecticut State College.

SCORE holds workshop

The Service Corps of Retired Executives (SCORE) and the U.S. Small Business Administration will conduct a workshop entitled "How to Keep Records in Small Business" on Wednesday, December 7.

The workshop will begin promptly at 8:45 a.m. and run through 4 p.m. and will be held at the Towson United Methodist Church, Dulaney Valley Road and Hampton Lane (Beltway Exit 27N), Towson.

This workshop will familiarize the business person with the financial terms and responsibilities that are so critical to an entrepreneur's success.

Call SCORE: 962-2233.

Business loan preparation

The Baltimore Council for Equal Business Opportunity, Inc. (B/CEBO) will sponsor a Forum designed to assist small business entrepreneurs in preparing a business loan.

The Forum, which is the second in a series, is hosted by CEBO's Business Packaging & Counseling Assistance Program (BPCAP) as part of the program's funding mandate. It is expected to bring together a cross-section of entrepreneurs, aspiring entrepreneurs, small business corporate executives, and CEBO's professional staff.

This Forum will be held on Wednesday, December 7, in the auditorium of the Prince Hall Masonic Temple at 1307 Eutaw Place, Baltimore, Maryland 21217. The Forum will begin promptly at 9:00 a.m.