This Week's SPECIALS

GIANT
THE QUALITY FOOD PEOPLE

Plus...DOUBLE COUPONS See store for Details Please, No Coupon Clubs

BONUS SPECIAL
USDA Grade A
Fresh Fryers
Cut-Up Whole
79¢ lb. 69¢
Perdue Fresh Fryers Reg. 89¢ Sale 79¢ lb.

Bone In
Beef Blade Chuck Roast
USDA Choice 1.39 lb. Giant Lean 1.19 lb.
BONUS SPECIAL

1/2 PRICE SPECIALS

3-Pack Pineapple Orange or Country Strawberry
Del Monte Fruit Blends
8.45-oz. ctns.
Reg. 1.19
59¢

Sliced Smoked
Louis Rich Turkey Breast
12-oz. pkg.
Reg. 3.39
1.69

Giant Plain or Raisin
Natural Cereal
16-oz. box
Reg. 2.13
1.06

Vanilla, Cherry, Strawberry, Blueberry or Lemon
Whitney's Yogurt
6-oz. cup
Reg. .75
37¢

Giant
Oat Bran Bread
1-lb. loaf
Reg. 1.09
54¢

Giant
Tri-Buffered Aspirin
bot. of 100
Reg. 2.39
1.19

Severe Cold Formula
Contac Caplets
pkg. of 10
Reg. 3.99
1.99

Giant
Cotton Swabs
pkg. of 90
Reg. 1.09
54¢

Regular or Extra Dry
Jergens Lotion
10-oz. bot.
Reg. 2.59
1.29

The Half Price Special below is available only in stores with a Pharmacy.

Regular or Conditioning Formula
JOHNSON'S Baby Shampoo
11-oz. bot.
℞ STORES ONLY
Reg. 2.99
1.49

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

SUPER SPECIALS

2-Ply White or Prints
Angel Soft Bath Tissue
168.7 sq.ft. pkg. of 4 rolls
99¢

Kitchen Queen
Sliced Bologna
1-lb. pkg.
1.39

Giant Wheat
Hamburger Rolls
11-oz. pkg. of 8
69¢

Regular, Diet or Caffeine Free
Pepsi Cola
6-pack 16-oz. NR bots.
Price includes Balt. City & Balt. Co. container tax
1.91

Quarters
I Can't Believe It's Not Butter!
Soft, 1-lb. tube or two 8-oz. cups 1.47 1-lb. pkg.
Squeeze, 1-lb. plastic bot. 1.49
1.27

Cat Litter
Glamour Kitty
10-lb. bag
1.19

Squeezable Bottle
Heinz Ketchup
28-oz. plastic bottle
1.39

Sugar, Iced Spice, Oatmeal or Chocolate Chip
Rippin' Good Cookies
12-oz. pkg.
89¢

6-Pack Ice Cream
Klondike Lite Bars
SAVE 50¢
15-fl.oz. pkg.
1.99

Frozen, Pizza-for-One
Celeste Deluxe Pizza
SAVE 50¢
8.25-oz. pkg.
1.29

PRICES AND DOUBLE COUPONS ARE EFFECTIVE THRU SAT., JAN. 6, 1990 in Giant stores in the city of Baltimore; Baltimore, Harford and Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater. 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
■ Kids Talk C5

Saturday, January 6, 1990

Tucker Oldsmobile: Part of a new generation

When you're the new kid on the automotive selling block, you discover quickly that there is no shortcut to doing good business, according to Toney Tucker, the owner of the Tucker Oldsmobile in Capitol Heights, Maryland.

"Service is the major key to growing a successful business, no matter what product you're selling," Mr. Tucker says. "Some people, new to the car business, think pricing is the primary attraction. Prices are relative. A car that's expensive to one customer may not be to another. Service makes the difference," he adds.

Sometimes accused of being old fashioned, Mr. Tucker says he enjoys the label since it is a euphemism for being a stickler for traditional values and believing in time-honored principals.

Born in SC, but rasied in Jersey City, New Jersey. Tucker attended Lincoln Public High School and graduated from Montclair State College. Later, he pursued graduate studies in education at Ohio State University, Columbus, where he met and married his wife Janet, a native of Virginia Beach, Virginia.

He began working for Royal Business Machines, Hoping to eventually move into upper management. He eventually received a transfer to the Virginia Beach Sales Division. However, after four years, he realized that his career options with Royal were limited.

Undaunted, Mr. Tucker responded to a blind newspaper ad seeking auto sales people. The ad had been placed by the Colonial Auto Group, the largest General Motors dealer in the Mid-Atlantic area.

Mr. Tucker says it wasn't the company sales pitch that moved him to sign on. Rather, it was the off-the-cuff conversation with one of the younger salesmen that stirred his interest in car dealer ownership. That previous year, his co-worker grossed $60,000.

"That's all I had to hear him say and I was sold on selling cars," Mr. Tucker recalls.

His personal sales skills proved to be invaluable within a short time, he became one of Colonial's top sales people and maintained that position for seven years. He learned about dealership operations and with a little prodding from his wife and friends, Mr. Tucker decided to apply to the General Motors program for future car dealers.

After graduating from the program successfully in 1987, fate dealt Mr. Tucker another valuable hand as he decided to take a job with a southern Virginia Nissan car dealer.

A PROUD employee of Tucker Oldsmobile poses joyously in front of a fleet of the latest cars at the Maryland- based dealership.

The dealer was the only Black Nissan franchise owner and one of four Black Nissan car dealers nationwide. The practical, hands-on experience he gained while employed there served to enhance his GM dealership training.

Eager to place him, General Motors continued to offer Mr. Tucker various dealerships, primarily located in the Midwest. Mr. Tucker declined these offers, prefering to wait until a dealership became available in the Mid - Atlantic area. In May of this year he was notified that the Maryland - based Maclaughin Oldsmobile was available and he wasted no time in obtaining it.

Only one of 19 Black Tucker does not have time to savor his achievements, he is too busy turning Mr. Tucker Oldsmobile into a success.

"It's important to me that when someone thinks of Tucker Oldmobile, they don't just think about a place to buy a car. I want Tucker to be synonymous with quality service and fair business practices.

U.S. leading Black dealerships

TOP 20 BLACK-OWNED U.S. CAR DEALERSHIPS IN 1989

1. Shack-Woods & Associates - (FORD) Long Beach, Ca.
2. Al Bennet, Inc - (FORD) Flint, Mich.
3. Dick Girdon Cadillac & Ford, Inc (GM-FORD) - Bronx, NY
4. Baranco Pontiac-(M-FOREIGN) - Decatur, Ga.
5. Porterfield Wilson Pontiac-GMC-TRUCK-MAZDA Inc. (GM-FOREIGN) - Detroit, Mich.
6. Gulf Freeway Dodge Inc (CHRYSLER) - Houston, Tx.
7. Pope Chevrolet Inc (GM) - Modesto, Ca.
8. Bob Ross Buick-Merceded-GMC Inc. (GM-FOREIGN) - Centerville, Ohio.
9. Southside Ford Truck Sales Inc. (FORD) - Chicago, Ill
10. Barron Chevrolet Inc (GM) - Danvers,Mass.
11. Sam Johnson Lincoln-Mercury-Merkur Inc. (FORD) - Charlotte, NC
12. Leader Lincoln-Mercury-Merkur, Inc. (FORD) - St. Louis, Miss.
13. North Seattle Chrysler-Plymouth Inc. (CHRYSLER) - Seattle, Wash.
14. Baranco Lincoln-Mercury, Inc. (FORD) - Duluth, Ga.
15. Jerry Watkins Cadillac-GMC-Truck, Inc. (GM) - Winston-Salem, NC
16. Inner Harbor Ford Inc. (FORD)- Baltimore, Md.
17. Mel Farr Ford Inc. (FORD) - Oak Park, Mich.
18. Chino Hills Ford Inc. (FORD) - Chino, Ca
19. Coastal Ford Inc. (FORD) - Mobile, Ala
20. Duryea Ford Inc. (FORD) - Brockport, NY

*As of Dec. 31, 1988. Prepared by BE research.

TIDBITS

PUBLIC HOUSING UPDATE

Secretary of Housing and Urban Development Jack Kemp announced today that 8.2 million in grants are now available to public housing agencies (PHAS) and Indian housing authorities (IHAS) to aid them in their struggle against drug-related crime. These are the first funds available under the recently established Public Housing Drug Elimination Program.

The $8.2 million will be distributed to PHAs and IHAs on a competitive basis based on the extent of drug related crime in the targeted project, the quality of the proposal, the agency's capability to carry out its plan and the degree of resident involvement and community support.

BLACK LEGISLATORS — The National Black Caucus of State Legislators were presented with a check from the Anheuser-Busch companies at its recent annual conference in Miami, Fla. Pictured here are (from left): Michigan State Senator David Holmes, Jr.; Victor M. Julien, Anheuser-Busch; Pennsylvania State Rep. and NBCSL President David P. Richardson; Florida State Senator Carrie P. Meek; and Maryland State Senator Larry Young.

Rankin offers remedies for Black businesses

By Guy R. Rankin

Last week, management consultant Dr. Guy R. Rankin examined some of the problems surrounding Black businesses. He highlighted the fact, that though several Black entrepreneurs have come to the fore during the 1980s, Black business is still largely centered on Mom and Pop operations.

In part 2 of his piece Dr. Rankin outlines four prescriptions to bring Black businesses to the forefront.

Political Power equals Economic Strength: Blacks have learned how to qualify for traditional loans or guarantees, but qualifying is no longer enough. The lesson learned in the 1980s is rules established by others, often exclude, by design, the minority entrepreneur.

Political power means not only accessing the support of elected officials but also holding them accountable for desired results. It means forming new alliances of fellow businessmen, who are not necessarily in the same industry and pooling resources for a common goal.

Education and Training: Many of the unsuccessful business venture failed because the entrepreneur did not have the requisite skills necessary to operate a business and there was no mechanism in place to offer this most essential tool. Partnerships must be developed between schools as well as major corporations to offer, perhaps in a format not yet developed as a 'qualifying' course for start-up businesses.

World Markets: In the 1980s Black firms concentrated their efforts in those business ventures that had little growth potential. In addition, these ventures were focused by and large on the U.S. market place. With the changes in geo-politics and realignment of economic philosophy toward capitalism there exists a veritable untapped reservoir of opportunity in the African, Asian and most of the European market place.

Economic Parity: Within this decade this country has developed a five trillion dollar economy and yet, minority involvement has been less than one percent and Black participation has been even less. In this emerging global economy a goal of 20 percent participation is not unrealistic. This goal is attainable, however, only if there is an enhanced access to capital, enhanced access to opportunities, enhanced training and active support from major corporations.

There is no doubt that there will always be a Johnson Publishing Company, a Bill Cosby and a Tony Brown, however, unless there is considerably more activity on the part of government and private industry, then as now only a handful of superstars, not enough in numbers to make any significant impact on society at large.

Dr. Guy R. Rankin, is a Washington, D.C. Management Consultant. A former CEO of a multi-million dollar corporation, he holds degrees in Business Administration and Economics. Dr. Rankin has traveled internationally and is considered an expert on minority business issues.

BUSINESS BRIEFS

RETAIL SEMINAR

Natural Rhythm Skil Oil Products will have a seminar Sat. Jan. 27, on "How To Get Your Product, Invention or Discovery in a Large Retail Store Chain," from 1 p.m. to 5:30 p.m. at 2029 Rhode Island Ave., NE Washington, DC.

Discussed will be planning, product protection, manufacturing, distribution, pricing, retailing and sales. Admission. For information call (202) 543-3235.

SMA AWARDED STATE CONTRACT

Systems Management American (SMA) Corporation has been awarded a data processing contract from the Norfolk Public Schools valued for more than $16,000 The computer firm will process the Metropolitan Readiness and Criterion Reference tests administered to all Norfolk Public Schools for the 1989 - 1990 school year.

SMA is a Norfolk-based minority-owned firm specializing in computer systems integration and applied information. Founded in 1970, SMA has grown from a one-person consulting firm to a high technology corporation ranking eighth among the nation's largest Black - owned companies.

PEPCO PRIZE

Potomac Electric Power Company was honored as the recipient of the 1989 Corporation of the Year Award for its outstanding effort in minority business development and purchasing within the region by the Maryland/District of Columbia Minority Supplier Development Council (MSDC)

PEPCO purchased $63 million in goods and services from businesses owned and operated by minorities and women in 1988. The Company awarded $44 million of the purchase to minority and protected class vendors based in the Washington metropolitan area and more than doubled the number of minority suppliers it used in 1988 to some 500 firms.

COOP-ED GETS GRANT

A $341,000 federal grant has been awarded to Montgomery College-Takoma Park, Md. for a new cooperative education program. The program begins in January and is aimed at individuals interested in changing careers, re-entering the work force or preparing for new careers.

Prospective students and employers are encouraged to call (301) 650-1321 for further information.

GIANT FOOD DRIVE

Giant Food Inc. (AMEX) recently sponsored five holiday food drives resulting in the collection of over 1,750,000 pounds of food for the needy in the Baltimore and Washington, D.C. metropolitan areas. Most of the food collected through these campaigns was distributed to the Capital Area Community Food Bank in Washington and the Maryland Food Bank in Baltimore.