This Week's SPECIALS

GIANT
THE QUALITY FOOD PEOPLE

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

BONUS SPECIAL
Perdue Thighs or Drumsticks Reg. 1.99 lb. 89¢ lb.

USDA Grade A Fresh Chicken
Drumsticks or Thighs
Giant or Milly Farms Regular Pak 89¢ lb.
Giant Jumbo Pak 79¢ lb.

Beef, Whole or Half
Boneless Top Sirloin
Packer Trim. Can Be Custom Cut at No Extra Charge
USDA Choice 2.49 lb.
Giant Lean 1.99 lb.

BONUS SPECIAL
SOLD TO YOU UNTRIMMED AS WE RECEIVE THEM FROM THE PACKER.

1/2 PRICE SPECIALS

Tapioca, Chocolate Fudge, Chocolate or Vanilla Pudding
Hunt's Snack Pack
4-pack 4.25-oz. pkg.
~~Reg. 1.59~~
79¢

Piñata Shredded Beef with Red or Green Chili
Supreme Burrito
5-oz. pkg.
~~Reg. 99¢~~
49¢

Giant
Wild Bird Food
5-lb. bag
~~Reg. 1.69~~
84¢

California Sun World Le Rouge Royale
Sweet Red Peppers
lb.
~~Reg. 2.99 lb.~~
1.49

Giant Stone Ground
100% Whole Wheat Bread
1-lb. pkg.
~~Reg. 79¢~~
39¢

Assorted
Vaseline Lip Therapy
.35-oz. tube
~~Reg. 1.19~~
59¢

Giant Nighttime
Cough and Cold Formula
6-oz. bot.
~~Reg. 2.59~~
1.29

Assorted
Halsa Shampoo or Conditioner
15-oz. plastic bot.
~~Reg. 1.99~~
99¢

Giant Isopropyl
Rubbing Alcohol
16-oz. plastic bot.
~~Reg. 99¢~~
49¢

Cutex
Polish Remover
4-oz. bot.
~~Reg. 1.29~~
64¢

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

SUPER SPECIALS

Home Style, with Noodles, Hearty or with Barley
Progresso Chicken Soup
18.5 to 19-oz. can
1.19

Quarters
Promise Spread
1-lb. pkg.
Soft or Extra Light Soft 2-pack 8-oz. cups 1.59
24-oz. Soft Bowl 2.19
1.29

Giant Plain
English Muffins
12-oz. pkg. of 6
69¢

Regular or Cherry
R.C. Cola or Diet Rite Cola
6-pack 16-oz. NR'bots.
Price includes Balt. City & Balt. Co. container tax
1.81

Glad Large
Kitchen Garbage Bags
box of 15
1.19

Regular or Dinner Size
Giant Franks
Meat 1-lb. pkg.
Beef 1-lb. pkg. 1.59
1.29

Regular, Ripple or No Salt
Giant Potato Chips
7-oz. bag
69¢

2-3 Hour
Giant Firelog II
3-lb. pkg.
99¢

Plain, Cinnamon Raisin, Poppy Seed or Oat Bran
Sara Lee Bagels
SAVE 30¢
12.5-oz. pkg.
69¢

Stouffer's Lean Cuisine Pepperoni or Deluxe
French Bread Pizza
SAVE 50¢
5.25 to 6.8-oz. pkg.
1.49

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., JAN. 20, 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
■ Sports C6

Saturday, January 20, 1990

$$ Dialing for dollars $$

The business of running non-profit radio stations

By Tyrone Sweetman
Special to the AFRO

Comedian Rodney Dangerfield parlayed the line into a career. The same can be said of the management of a Washington, DC area FM radio station who is barred from selling, advertising, or soliciting program underwriters, but still must meet the payroll, buy supplies, keep the lights on and telephones working — What is the line? "It ain't easy being me."

Welcome to the world of WPFW-FM, a non-profit community station, which ranks number one in the jazz programing according to the latest arbitron ratings. They maintain this high rating with a paid staff of six, three part-time paid staffers and over 130 volunteers who keep the station on the air "twenty-four,seven three-sixty-five," beams Diem Jones, the station's development director whose duties include overseeing it's current and continuous fundraising drive.

Unlike most non-commercial radio stations in the Baltimore-Washington-Richmond corridor, WPFW is not connected with a college, university or television station. Stations like WVCW in Richmond (Virginia Commonwealth University) pay the station's bills and take the worry out of concerns about the costs of overhead (gas, light, telephone bills, supplies, etc.).

What WPFW does is conduct quarterly fundraising drives soliciting support from its listeners and local corporate and business heads. It's current drive began last week and will run through Jan. 25, 1990.

Photo By Lawrence W. Jackson, Jr.

...THE PHONES during the fundraiser. Shown right to left are Charlton Williams, D.M. Jones, intern Angela Terrell and Station General Manager Leon Collins.

Photo by Lawrence W. Jackson, Jr.

STATION STAFF break from a telethon to have a laugh. Shown left to right are: Leon Collins, general manager, D.M. Jones, Bill Wax, radio host. Luci Murphy and Tom Porter..

JERRY "THE BAMA" WASHINGTON is a mainstay at WPFW with his Saturday blues program. His fans include RNC Chairman Lee Atwater.

Among its lures for funds, WPFW issues a quarterly newsletter "Air Check" to each person donating $30.00 or more. Also, patrons denoting $89.30 are enrolled in the "89.3" club (the station's spot on the FM dial). Each is given a card which makes them eligible for substantial discounts at several stores.

Those with deep pockets are invited to spin records for an hour as a guest disc jockey.

Although fundraising is a constant activity at WPFW, the station has never had to close its doors or go off the air, says a smiling — and exceptionally proud — Mr Jones.

BUSINESS BRIEFS

FAMILY CRISIS

Volunteer family financial counselor will be trained to help Prince George's county families in crisis, in a six session course beginning Feb. 15. The course is each Thursday through March 22 from 6.30 to 9.30p.m. at Eleanor Roosevelt High School, 7601 Hanover Parkway, Greenbelt, Md. Call 301- 868-9410.

NEW LOTTERY STORES

The DC Lottery and Charitable Games Control Board voted to grant licenses to sell lottery tickets to four businesses in Georgetown.

The Board is able to license these new retailers as a result of the District's 1989 Appropriations Bill which allows the agency to license non-profit organizations to conduct charitable games in Georgetown and the Federal Enclave.

ASAE BUSINESS LUNCHES

The American Society of Association Executives will hold a series of business orientated lunches now throughout the rest of the year.

Upcoming topics will include tax filing requirements, marketing, desktop publishing, telemarketing and government relations. For information call (202)626-ASAE.

PROPERTY MANAGEMENT LUNCHEON

The Washington Metropolitan Chapter of the Community Associations Institute is sponsoring a series of Property Manager Luncheons to be held quarterly beginning Jan. 30.

The first workshop will focus on "Getting Organized for 1990" and will be held from 11.30a.m. to 1.30p.m. at the Hyatt Regency Bethesda in Maryland. Topics include: How to organize your planning calendars, effective time management and stress management.

For information call (703) 750-3644.

LEGISLATION

The 10th Annual Women's Legislative Briefing will take place on Sunday, Jan. 21. at the University of Maryland in College Park from 12.30 to 5.30p.m.

More than 400 women are expected to attend the briefing, which is co-sponsored by 63 county and state groups. The session will address issues affecting women in the 1990 sessions of the Maryland General Assembly and the U.S. Congress.

For information call (301) 952-4136.

RETAIL SKIN SEMINAR

Natural Rhythm Skin Oil Products will hold a seminar on Saturday, Jan. 27 on "How to Get Your Product, Invention or Discovery into a large Retail Chain Store," from 1p.m. to 5.30p.m. at 2029 Rhode Island Ave., NE Washington, DC.

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

PANAMA BRIEFING

The U.S. Department of State will hold a special briefing for representatives of nongovernmental organizations on "Panama: A New Beginning" 2:30 to 4 p.m. Wednesday, Jan. 31 at the Department in Room 1105. For information call Yvonne O'Brien, 457-1645.

PACK YOUR BAGS

Conference Update

WHITNEY YOUNG MEMORIAL CONFERENCE

The African-American MBA Association at the Wharton School of the University of Pennsylvania, is sponsoring its 16th Annual Whitney M. Young, Jr. Memorial Conference from Jan. 26 through Jan. 27. Conference events will be held on the campus of the University of Penn. and at the Hershey Hotel in Philadelphia.

This yearrs theme is "Reinvesting in Ourselves: It's Our Future! Conference panel discussions and workshops will cover areas including: Politics, Education, the International Arena, Entrepreneurship, Personal Financing Executive Skill Management, and Real Estate. For registration information, please call (215) 898-6180.

AFRICAN-AMERICAN HISTORY MONTH

Hofstra University in Hempstead, N.Y. will commemorate African-American History Month this Feb. with several events including lectures and a book exhibit. The theme this year is "African-American History: Facing the 21st Century."

The Hofstra Museum will present the book exhibit, "Black Women Writers: Creativity, Criticism and Imagery," featuring works by Nikki Giovanni, Toni Morrison, Alice Walker and others. The exhibit is running until March 30 , and all are welcome to the opening reception on Feb. 1 at 6 p.m. in the David Filderman Gallery, ninth floor of the Joan and Donald E. Axinn Library. For information call 560-5669 or 560-5670.

NEIGHBORHOOD REVITALIZATION CONFERENCE

Hundreds of representatives of neighborhoods across the country will gather here on Jan. 18-20 at the Sheraton Washington Hotel to celebrate 20 years of accomplishments and gear up for future challenges at the biennial leadership conference sponsored by the Neighborhood Reinvestment Corporation.

The conference, "NeighborWorks Nineties," will open with the announcement by financial industry leaders of an unprecedented national initiative to increase by billions of dollars loans and investments for distressed neighborhoods in the decade of the nineties. For information contact B. Nancy Frazier 202-376-3224.

It's getting cheaper to live in Richmond

Cost of living figures for Metropolitan Richmond for the third quarter of 1989 dipped slightly from the second quarter of this year compared to the national average, according to statistics released by the Metropolitan Richmond Chamber of Commerce and the American Chamber of Commerce Researchers Association (ACCRA).

During the second quarter of 1989, the region's cost of living total was reported to be 108; during the third quarter the figure decreased to 107.2. Two other Virginia localities reported a similar experience. The Hampton Roads/Southeastern Virginia region reported a dip from 105.3 in the second quarter to 101.1 in the third quarter. Roanoke declined from 97.5 to 96.5. The Prince William area was the only Virginia locality reporting an increase, going up to 112.6 in the third quarter from 112 in the second quarter.

The ACCRA Cost of Living Index, which measures differences between areas in the costs of consumer goods and services, excluding taxes and non-consumer expenditures, is based on 59 items for which prices are collected quarterly by the Chamber or a similar organization.

Metro Richmond's cost of living was based on average costs in six categories: grocery items (99.7); housing (109.2); utilities (109.9); transportation)104.3); health care (101.7); and miscellaneous goods and services (111.4).

The ACCRA Index measures differences at a given point in time. It does not measure price changes over time. No inferences as to inflation rates can be taken from this index. Each quarterly report is separate and data from different quarters cannot be compared. Intercity differences in each quarterly report of 3 points or less should not be interpreted as showing any measurable difference, according to ACCRA.

District hosts NRC conference

Hundreds of representatives of neighborhoods across the country will gather in Washington, DC., Jan. 18-20 to celebrate 20 years of accomplishments and prepare for the biennial leadership conference sponsored by the Neighborhood Reinvestment Corporation.

The conference, "NeighborWorks Nineties" will open with the announcement by financial industry leaders of an unprecedented national initiative to increase by billions of dollars, loans and investments for distressed neighborhoods in the 90s.

"We're proud that NeighborWorks partnerships of residents, businesses and local governments have turned over 80 distressed neighborhoods into thriving communities, but the 1990s hold even greater challenges," said William A. Whiteside, executive director of Neighborhood Reinvestment.

"This conference will help provide tools of leadership to meet head-on such problems of the 1990s as affordable housing and drug-related crime threatening the security of lower-income neighborhoods."

Created by Congress in 1978, the Neighborhood Reinvestment Corporation is designed to revitalize declining neighborhoods and produce affordable housing.

For conference information call (202) 376-3224.

Attorney James Dyke joins Wilder cabinet

James W. Dyke, a native of Washington, DC and a graduate of the Howard University has been named State Secretary of Education by Virginia Governor L. Douglas Wilder.

The 43-year-old Mr. Dyke is a partner resident in the Washington, Richmond and Fairfax offices of the Hunton and Williams law firm which is based in Richmond, Va. He is also a member of the Virginia Board of Education, where he formerly chaired the Committee on Teacher Education.

"I consider this appointment a great personal honor," said Mr. Dyke, "and am proud to have the opportunity to make my small contribution as we continue the progress made in education in the Commonwealth under the previous two administrations.

"I will have the rare privilege of serving a governor who will be watched by the nation as he prepares an agenda which will have significant national ramifications."

JAMES W. DYKE, JR.