GIANT Rx Discount DRUG

SAFETY & RELIABILITY

...two of the reasons we fill more prescriptions per store than any other drug chain in the country.

"In one situation, a customer's cardiologist prescribed Coumadin®, a blood thinner for a heart condition. The customer's internist later prescribed Bactrim DS® to treat an infection. The PROFILE system warned us that Bactrim DS® increases the blood-thinning effects of Coumadin®. This increase could cause internal bleeding. After calling both physicians, they agreed to change the Bactrim DS® prescription to another antibiotic."

Steve Lauer
Giant Discount Drug Pharmacist

You can take an active role in your own protection by always advising your physician if you are taking any other medications.

To take advantage of Giant PROFILE, we recommend you complete a PROFILE form and have your prescriptions filled at the same Giant Discount Drug location every time.

For more information about PROFILE, our Free Prescription Safety Service, ask your Giant Pharmacist.

PROFILE Rx
FREE PRESCRIPTION SAFETY SERVICE

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

1/2 PRICE SPECIALS

Giant Buffered Aspirin bot. of 100 — Reg. 1.99 — 99¢

Multi-Symptom Cold Reliever Comtrex Caplets or Tablets pkg. of 16 or 24 — Reg. 3.99 — 1.99

Anti-perspirant Giant Solid Dry Care 2-oz. pkg. — Reg. 1.99 — 99¢

Giant Cosmetic Puffs pkg. of 300 — Reg. 99¢ — 49¢

Regular Chap Stick Lip Balm .15-oz. cont. — Reg. 75¢ — 37¢

Assorted Sizes Furnace Filters each — Reg. 99¢ — 49¢

Ⓑx STORES ONLY

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

SUPER SPECIALS

Assorted Robitussin Cough Formula Reg. 2.99 SAVE 60¢ — 2.39 4-oz. bot.

Original or Greaseless Ben Gay Rub Reg. 2.39 SAVE 70¢ — 1.69 1.25-oz. tube

Mint Flavored Antacid Maalox Liquid Reg. 3.69 SAVE 90¢ — 2.79 12-oz. bot.

Regular or Plus, Disposable Good News Razors Reg. 3.59 SAVE 1.40 — 2.19 pkg. of 10 — Ⓑx STORES ONLY

Rich, Thick Lather Colgate Shave Cream Reg. 1.29 SAVE 30¢ — 99¢ 11-oz. can

Lotion Shampoo Head & Shoulders Reg. 3.69 SAVE 90¢ — 2.79 11-oz. bot.

Conditioner or White Rain Shampoo Reg. 1.79 SAVE 60¢ — 1.19 16-oz. bot. — Ⓑx STORES ONLY

Giant Large or Medium Ultra Absorbent Snuggles Diapers Reg. 9.49 SAVE 2.50 — 6.99 pkg. of 32 or 48

This symbol identifies items available only in stores with Pharmacies.

PRICES EFFECTIVE THRU SAT., JAN. 21, 1989 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, wholesalers or other commercial enterprises.

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Howard Borden: The large heart of Big "B"

By Charles H. Brown
AFRO Staff Writer

While business as usual for most is a series of ins and outs - punch in-punch out; work in-work out; do lunch in-do lunch out... etc., etc., Big "B" Supermarket's Director of Operations Howard Borden, adds another in/out to the list: pitching in and helping out.

With a list of community involvements and satisfied employees that would seemingly make a public relations department obsolete, Big "B" has built a pattern of steady growth on a foundation of "community rebate" and reinvestment.

"It was a way of doing business when I got here and I just kind of perpetuated it," Borden said. "We got more involved with certain churches and organizations."

Sitting in the panelled offices of Big "B", a converted supermarket in the 1600 block of North Washington Street, Borden is wearing his official office uniform. A sweater and tie. There is just one strict rule in the company, Borden says. "Informality."

"Everyone is on a first name basis," Borden emphasizes. "And my door is always open to anyone at anytime."

"Community rebate" is more than just a slogan at Big "B". It is the foundation of a three-year-old program that Borden says, ". . . grew out of a commitment that we wanted to give something back to the community."

The result was the save a tape rebate. The program, geared toward neighborhood churches, calls for church members to save their Big "B" receipts and turn them into their local churches. The churches then return the receipts to Big "B" for cash rebates.

While rebate amounts are only ¾ of one percent, Borden says that the average church in the program may be 300 in size and with each member spending $70 a week in groceries, that would total a $8,190 church donation at year's end to each of the churches participating.

Howard Borden managing the company conscience.

The Mondawmin Big "B"

Irving Lewis and Howard Borden discussing quality at the Mondawmin Big "B".

In response to community and church leaders Borden supplemented the rebate program with a job training and employment opportunities program. Community residents would be suggested by community leaders and Big "B" would provide employment or advancement.

"The only requirement is that they want to work," Borden said. "It's not just youth. People in their 50's and 60's are trained as well."

Two examples of the program's success are Nathaniel Freeman and Irving Lewis. Freeman, a retired postal worker, came to Big "B" as a part-time worker in the bakery department and continued to take on more and more of the department's responsibilities.

"We can't get the guy to go home," Borden said.

Freeman who was trained as a baker as a young man said, "I just wanted to use my skills and give them the best bakery in town."

Nathaniel Freeman and Big "B's" best.

Cake decoration by Big "B" employee Unis Alderman

Lewis, a 20 year old part-time cashier when he joined Big "B" in 1979, impressed Borden with his speed and respect for chstomers. When he heard Lewis was leaving to join the service, Borden asked Lewis to look him up when he got out.

Lewis, now assistant manager of the Mondawmin Big "B", takes a pride in the store that often ties or surpasses the Belair Road Big "B" as the largest money maker in the 9 store chain.

Borden lists additional community programs, including Cops for Kids, aired weekly over television station WNUV-54. The program's youthful message offers options to neighborhood children who see crime and violence as a part of everyday life.

"This is a personal belief with me," Borden said, explaining why he invests so much into the programs. Children don't shop in my store."

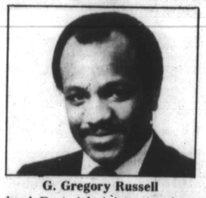
For those who do shop in his stores Borden sees another benefit of Big "B" 's community involvement. Safety.

He cites the fact that incidents of vandalism and robbery are a lot lower than many would guess at his stores and sees it as a cycle of returns. The community returning to him what he has returned to them.

BUSINESS BRIEFS

BEARING RINGS AND THINGS — (L to R) Carol Jordan, Phyllis Taylor, Brenda Reeves and Deborah Lee display two of their products designed for the complete wedding ensemble — Ring Bearers. The Ring Bearers, designed for single or double ring exchange vows, are sewn into the pillows to prevent accidents or mishaps on the part of youthful bearers, jealous best men and nervous bridegrooms.

Russell new Port Director of Finance



G. Gregory Russell

The Maryland Port Administration has named G. Gregory Russell, a senior audit manager from a Washington, D.C. accounting firm to be Director of Finance. He will be come the MPA's Chief financial officer on January 16.

"Gregory Russell is a proven financial manager with excellent administration and financial skills. He will bring a broad range of experience to the MPA, and we look forward to having him on board," said Walter F. Curran, MPA Deputy Executive Director.

Russell, 33, has worked at Arthur Andersen & Co. since 1977. His responsibilities have included planning, supervising, and reporting on large and medium-sized audits. His wide-ranging experience includes budgeting, leasing, sale-leasebacks, employee benefits plans, corporate income taxes, mergers and acquisitions, as well as government grants and contracts.

"I look forward to joining the MPA," Russell said. "I hope to use my financial experience gained from working with clients in a variety of industries to help the MPA management team accomplish its objectives.

Russell graduated cum laude with a B.S. in accounting from North Carolina Central University in Durham. He is a past president of the National Association of Black Accountants, Washington, D.C. chapter.

Expanding minority business opportunities

By Charles H. Brown
AFRO Staff Writer

A series of bills currently before the Maryland Legislature is seeking to give the state new tools to aid the growth of the small and minority business sector.

The three bills, authored by representative Hattie Harris (D 45), would allow Maryland Small Business Development Financing Authority (MSBDFA) to "repeal and re-enact with amendments" the state charter in order to offer new financing programs to small and disadvantaged businesses.

The changes, in some instances as small as deleting the word government, to extend financing beyond government contracts, would give MSBDFA the ability to insist small businesses in outgrowing the cottage industry stage, and increase their participation in the state's economic growth as well as increasing the state's attractiveness to small businesses seeking to relocate.

The Business Acquisition Program is aimed at giving small and minority firms a part in the state initiative to renew the manufacturing sector.

By assisting the firms in the purchase of existing businesess MSBDFA is seeking to maintain businesses within the state, retain employment and create new jobs through the new owner's Minority Business Enterprise (MBE) status.

The new owners have the advantage of a positive cashflow to pay off the debt as well as a loan requirement that the seller act as a consultant to the new owners for a minimum of two years.

"What it is based on is not the unfriendly type of takeover, but a friendly acquisition," Delegate Harris said. "We have a lot of small business persons who are interested in enhancing their performance by expanding and this bill would allow them to use state money to acquire other businesses within the state."

"This provides the potential for a step up in the level of minority enterprise which could have a rippling effect back into the community," said Stanley Tucker, MSBDFA executive director.

"Creating wealth within the community, that is the bottom line."

Another piece of legislation is designed to allow for correction of what has been called a "Catch 22" situation regarding contract financing.

Currently prior to receiving a contract a firm may be required to have the necessary funds to complete a job, otherwise known as a completion bond. However, banks may require that the firms have the contract in hand before approving a loan.

The Contract Financing Fund administered by the MSBDFA, is seeking changes in its charter to allow it to offer qualified applicants a credit line to be used as a completion bond.

The credit line would be based on the borrowers credit standing, level of expertise in the field of the contract being sought and the borrowers collateral and can be used for working capital and equipment necessary for the performance of the contract. The guaranteed loan is not to exceed $250,000.

Also being considered is changes to the MSBDFA's Long Term Guaranty Program which would allow for an increase in the amount of a minority business loan that would be guaranteed by the MSBDFA from $500,000 to $750,000 or 90% of the loan amount at an interest rate of prime plus two percent.

"We're making it more attractive for banks to participate," Tucker said. "It is designed for expanding small and minority businesses and can be used for machinery, working capital and improvements to property if it is owned by the business."

MSBDFA, called the most successful program of its type in the nation, oversees combined funds of $20 million and has assisted 250 small and minority owned firms in start-up and expansion.

The legislation has wide support in the Maryland Legislative Black Caucus and is expected to go have an early floor vote.

"Having been a part of the legislature at the time when MSBDFA was formed I was able to watch it grow and become a national model," Delegate Harris (D45). "I really and truly am excited at the accomplishments of the Authority."