THIS WEEK'S SPECIALS

GIANT
THE QUALITY FOOD PEOPLE

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

Mild or Hot
Smithfield Sausage Meat
1-lb. pkg. 99¢

USDA Grade A Fresh
Pick of the Chix
1.39 lb.

Bone In
Beef Blade Chuck Roast
Giant Lean 1.29 lb.
USDA Choice 1.49 lb.

Perdue
Pick of the Chix 1.49 lb.

Florida Extra Large, 80 Size
Temple Oranges
6 for $1

Locally Grown Apples
Red Delicious
3-lb. bag 99¢

Aunt Jemima Original
Pancake & Waffle Mix
2-lb. box 1.09

Assorted Flavors
Quaker Instant Oatmeal
12-oz.-16.2-oz. box 1.89

Frozen Ham & Cheese, Pepperoni Pizza or Beef & Cheddar
Hot Pockets
10-oz. pkg. 1.79

Regular or Diet
7-Up or Cherry 7-Up
6-pack 16-oz. NR bots. 1.89

1/2 PRICE SPECIALS

Doxsee
New England Clam Chowder
Reg. 1.38 — 69¢ 15-oz. can

Frozen Van de Kamp's Microwave Light
Perch or Cod Fillets
Reg. 3.58 — 1.79 9-oz. box

With Butter Added
Giant Honey Wheat Bread
Reg. 1.09 — 54¢ 24-oz. loaf

Assorted Flavors
Double Fruit Cooler, Cherry, Fruit Punch, Orange, Grape or Hula Punch
Hi-C Fruit Drinks
Reg. 1.00 — 50¢ 1 qt. 10 fl. oz.

Clear Strips
BAND-AID BRAND
Reg. 2.29 — 1.14 box of 30

Prices & Double Coupons Effective Thru Sat., Jan. 28, 1989 at 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.

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Bridal Businesses:

Getting their slice of the $28 billion wedding industry

By Charles H. Brown
AFRO Staff Writer

The harsh winds of January often cause one to long for better things. Things such as the warm breezes of June. Breezes that sift through leafy green trees and cool summer clothing.

Breezes that tug at bridal veils and lift tossed bridal bouquets into the arms of the hopeful. June the month of hopefuls, the month of brides, the month of weddings.

Too soon to start thinking of June weddings?

"No. Not at all," said Phyllis Taylor, vice president of Tabbaath Inc., and its subsidiary, Bearing Rings "N" Things.

Rings "N" Things is an idea that dates back 29 years when Tabbaath designer Carol Jordan was preparing to be married. While planning the wedding she designed a ringbearer pillow with sewn-in ring cases to prevent them from falling off.

The idea was forgotten until a year ago when Jordan's daughter Lynn was being married and Jordan revived her custom made pillow.

"I saw that and I thought, 'What a great marketing idea,' " said Deborah Lee, Tabbaath president.

Through the company's experiences in offering the pillow and a full line of other custom made wedding accessories, as well as consultation services, Tabbaath pegs the time to plan as NOW!

"Through all of the preparations that need to be made and trying to get someone to coordinate efforts it is best to plan early," Taylor said.

"Most people try to do it themselves and then find they need the help of a professional."

Wedding help can come in many forms. But the form that draws the most attention, both before and during the ceremony is the form in the wedding gown.

Everything from the classic to the contemporary, from the mini to the 12 foot trail can be had for the bride who knows that all eyes will be on her when she walks that aisle.

Located in the 400 block of East 31st Street one year old Renaissance Studio may be the only black design shop that specializes in custom gowns and evening wear ... from scratch.

"We do all original designs," said Sylvia Shaw, proprietor of Renaissance. "No patterns. That is not what we are about. We are not seamstresses or tailors. We are designers."

Visitors to Renaissance's studio describe the style of gown they have in mind to Mrs. Shaw who sketches the design and upon approval submits it to one of her two full-time designers, Kelvin Johnson and Kevin Green who layout and cut the patterns which foreshadow the finished garment.

Renaissance doesn't recommend to much advance preparation for the gown. For good reason. Weight gains. Slim and trim brides have come in, been designed for and fitted only to return prior to the wedding and vainly attempt to wedge themselves into their dream gown.

"A lot of it is nerves and tension," designer Kevin Green says.

"We don't leave enough material to resize it that much," Shaw adds.

"We suggest that they loose weight," designer Kelvin Johnson concludes.

Couples planning their wedding may want to go to the book that acts as a one stop guide for this special occasion. The Wedding Pages. A national franchise, the Wedding Pages publishes a catalogue of local businesses related to the wedding trade: florists, caterers, halls, jewelers, and others.

For three years Billye Sanford owned the exclusive regional Wedding Pages franchise for the Baltimore metropolitan area and through her firm, Impact Images, Inc., Sanford is responsible for advertising sales, and the day to day business that leads to the sale of the 3300 issues that guide the intended through the maze of services and options available.

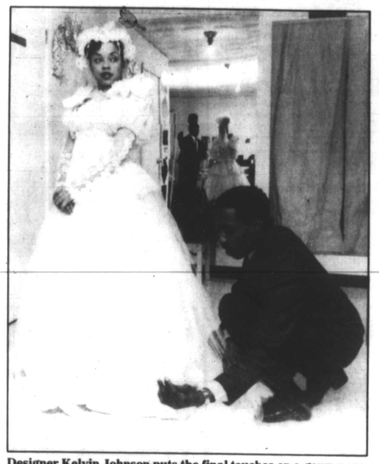
"Most brides have no idea of where to start because they have never done this before," Sanford said. "We provide a service to brides."

But as the wedding approaches activity increases. Days become hectic, brides bloat and grooms wear kneepads. Planning at this point is reduced to last minute decisions and attempts to do the unthinkable.

"We had one woman who was having a fall wedding and wanted a gown made of silver lame and black lace," said designer Kelvin Johnson of Renaissance. "That would not work. It was wrong for that season."

So began the gentle process of persuading the bride-to-be that walking down the aisle with her gown clinging to her sweating body would raise questions in the mind of the minister, not to mention the groom.

"We ended up with dusty rose and black," said Sylvia Shaw. "It's a lot of hard work. You have to like what you do to be in this business."



Designer Kelvin Johnson puts the final touches on a gown worn by model Belinda Newkirk.

The Wedding Page's Billye J. Sanford.

Tabbaath, Inc. principals Deborah Lee and Phyllis Taylor with Rings "N" Things pillow designer Carol Jordan.

Designers Kelvin Johnson and Kevin Green discuss the sketch of a grown with Sylvia Shaw.

BUSINESS BRIEFS

Small Business Certification

A certificate program in Small Business Management, designed to address the major concerns of Small and Small Disadvantaged business owners, will be offered monthly beginning January 25, 1989 and ending June 28, 1989.

Each of the six (6) topics will be held from 7:30 a.m. to 10:15 a.m. at the McManus Theater, Loyola College Sellinger School of Business, 4502 North Charles Street, Baltimore, Maryland 21201.

Program topics will include:

The Business Opportunity Development Reform Act of 1988 and its Impact on Current and Future 8(a) Businesses.

* Business Plan Development
* Strategic Planning for Entrepreneur in Business.
* Accounting and Financial Management
* Selling your Products/Services
* Financing your Business

The initial program is free, however each subsequent program will cost $20.00 each or five for $90.00

This certificate program is being conducted through the efforts of the U.S. Small Business Administration, the Small Business Development Center-Central Maryland and the Joseph A. Sellinger School of Business, Loyola College.

For additional information call Maurice Brown at the Small Business Development Center at (301) 889-5772.

Business Management Seminars

The Service Corps of Retired Executives (SCORE) and the U.S. Small Business Administration will conduct a one day workshop entitled "How to Start and Manage Your Own Business" on Wednesday, February 1, 1989.

The workshop will begin promptly at 8:45 a.m. and run through 4:00 p.m. and will be held at the Towson United Methodist Church, Dulaney Valley Road and Hampton Lane (Beltway Exit 27N), Towson, Maryland.

This workshop is designed for anyone thinking about starting a business or who recently did so.

This workshop will address such topics as organization, business plans, advertising, site selection, marketing and others. Registration fee is only $15.00 per person.

To register and get further details call SCORE: 962-2233.

Executive black women see a concrete ceiling

The double burdens of sexism and racism have created the "concrete ceiling," an almost insurmountable barrier to black professional women attempting to climb the corporate ladder, according to the women who participated in two focus groups sponsored by the National Association for Female Executives, (NAFE).

Two separate groups were gathered in New York City and Columbus, Ohio, representing the Northeast and Midwest. The New York group consisted of twelve executive women representing media, financial services, education, advertising and entrepreneurs. The Columbus group consisted of fourteen executive women representing media, education, government administration, law and banking.

While the participants said that they recognize that white women are also victims of discrimination in the workplace—the glass ceiling—they still feel that white women have a racial edge when it comes to promotions.

Most of the women believe that discrimination is still a reality for blacks. The consensus among them was that black professionals have to be exceptional to be considered just as good as their white corporate counterparts.

Focus group participants voiced the opinion that many men, black and white, don't take them seriously. One participant stated that "white women get in the door a lot easier."

Another focus group member cited the example of a black person offering input at a meeting, and then being ignored until a white person said the same thing.

The group also felt that black women are not recognized for their professional achievements. "I think it is always harder for black women to get credit for what they do," said one participant.

Another participant added that black women often have to "step back and give someone else credit for something they had nothing to do with" and that this credit often goes to a white co-worker or white supervisor.

Black women perceive white men as the builders of the concrete ceiling. As one woman observed, "If it wasn't for white men, more black professionals would be at the top, so in the true sense of barriers, I see them as the biggest problem."

These women feel that black women aren't nurtured to succeed in corporations. Not only have they often been shut out of the "old boy" network, but they're sometimes excluded from the "old girl" network as well.

One manager from Columbus said she felt this happens because white women "have modeled themselves after white men, embracing exclusivity as part of their system."

Although some of the focus group participants reported they had white female allies as mentors, they expressed ambivalence about those relationships.

On the other hand, some focus group participants believe that networking is an effective way to break through the concrete ceiling.

"One advantage of networking through outside organizations," a New York professional pointed out, "is that you have an opportunity to meet white women in a context in which you are meeting as peers, instead of competing on the job."

Another woman said, "I joined a networking group to learn more about my profession and for exposure." Through networking, we can let people know that black women are here to stay and that we have something to say."

Another method for overcoming these obstacles that was discussed was to make oneself indispensable. "I think you need to qualify yourself in a number of different ways for one job," said a participant. "You have to diversify yourself."

The group also addressed several ways for white men to help overcome the concrete ceiling. These include keeping things "strictly business," recognizing and accepting "cultural differences" between whites and blacks, and giving black women a fair chance.

"As a woman's organization with 15 years of experience in addressing issues concerning women in the workplace, NAFE's intent is that all women work together for career achievement and financial independence," says Crisp.

"By addressing the issue of race relations on a personal and professional level, we hope to reach a greater understanding of the cultural differences between blacks and whites in order to strengthen the networking possibilities among all women," Crisp added.

NAFE is located at 127 West 24th Street, New York, NY 10011; 212/645-0770.