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 Whole 69¢ lb. Cut-Up 79¢ lb.

With Tenderloin Beef Loin Sirloin Steak USDA Choice 3.69 lb. Giant Lean 3.19 lb.

BONUS SPECIAL

Perdue Fresh Fryers Cut-Up 89¢ lb. Whole 79¢ lb.

1/2 PRICE SPECIALS

Original or Lemon-Lime Dish Detergent **Palmolive Liquid** 22-oz. plastic cont. Reg. 1.75 — 87¢

Cholesterol Free **King French Onion Dip** 12-oz. cup Reg. 1.39 — 69¢

Unsalted or Sesame **Chico-San Rice Cakes** 5.25-oz. pkg. Reg. 1.19 — 59¢

Giant **Buttermilk Bread** 24-oz. loaf Reg. 83¢ — 41¢

Your Choice **Zebbie's Mixes** Tempura Batter Mix, Onion Ring Batter Mix, Mushroom Batter Mix, Vegetable Fry Coating Mix, Quick Au Gratin Potato Mix or Quick Scalloped Potato Mix 1½ to 6-oz. pkg. Reg. 99¢ — 49¢

Fluoride **Dentagard Toothpaste** 6.4-oz. tube Reg. 1.89 — 94¢

Giant Extra Strength **Ex-prin Caplets** bot. of 50 Reg. 1.99 — 99¢

Soft **Tempo Antacid** pkg. of 30 Reg. 2.29 — 1.14

Assorted Colors **Crayola Crayons** pkg. of 24 Reg. 1.09 — 99¢

½" x 1000" Transparent Tape or ½" x 450" or ¾" x 300" **Giant Invisible Tape** each Reg. 69¢ — 44¢

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

SUPER SPECIALS

Regular, Crunchberries or Peanut Butter **Cap'n Crunch Cereal** 15-oz. box — 2.19

Giant **Hamburger Rolls** 11-oz. pkgs. of 8 — 2/1.09

Regular or Dinner Size **Giant Franks** Meat 1-lb. pkg. Beef 1-lb. pkg. 1.39 — 1.29

Caffeine Free Pepsi, Caffeine Free Diet Pepsi, **Pepsi or Diet Pepsi** 67.6-oz. 2 Liter NR bot. Not Available at this price in Harford Co. — 89¢

Hunt's Regular or No Salt **Tomato Sauce** 8-oz. cans — 4/$1

Giant **California Tomatoes** 16-oz. cans — 2/$1

Giant Sliced **Club Rye Bread** 1-lb. loaf — 79¢

Frozen Microwave Vegetables **Stokely's Singles** Cut Corn; Cut Broccoli Spears; Broccoli, Cauliflower & Carrots; Broccoli & Cauliflower; Broccoli, Carrots & Water Chestnuts, or Baby Whole Carrots 6-oz. pkg. — 69¢

Frozen Belgian Waffle & Sausages or Pancakes & Sausages **Swanson Great Starts** 2.875 or 6-oz. pkg. — 89¢

Ready to Cook **Taste O' Sea Perch Fillets** 1-lb. pkg. — 2.19

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., MARCH 4, 1989 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 C4

Saturday, March 4, 1989

Designs on Success

By Charles H. Brown
AFRO Staff Writer

The mind works by association.

Say the word love and people get warm fuzzy images of that someone special, both real and imagined. Say senseless violence and the image may be of Dr. King and the freedom marchers peacefully protesting while being beaten by redfaced police officers. Say Park's Sausages and you may not only get a picture of a country breakfast on a nearby plate, but you may get all of the smells, tastes and feelings of home associated with it.

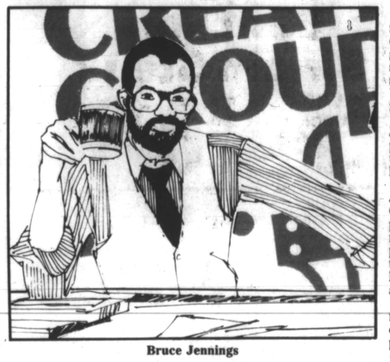
The first two images are the products of emotions. The third, is also the product of emotions, but these emotions have been orchestrated by a well thought out corporate image and advertising campaign.

An image campaign is useful for companies both large and small. Both the "Proud Lady" on black hair care products and the LAKE TROUT sign on Reisterstown Road, speak volumes to those who see them.

A professionally done image campaign can be expensive. But an additional consideration is the impact of that image in a situation where you may only get one chance to influence that potential customer.

If foot traffic is what makes your register ring, a chance glance at your store sign, emblazoned with your logo, may be the only hope of setting yourself apart on a street lined with shops. Each of which is competing for that brief break in a browsers attention span.

The business card -also with a logo- has become the coin of the realm in networking circles. It has the potential of saying as much about its purveyor as a "dress for success" wardrobe or that power handshake.



Bruce Jennings

Letterheads, album covers, posters, mail-order catalogues, regional and national advertising...etc., etc.

These are some of the areas where Bruce Jennings, of The Jennings Creative Group, sees the additional cost of a professional touch making the difference.

"I have the clients image in mind at all times," Jennings said of his approach to balancing the cost and effectiveness of the image campaign. "I let the clients' budget determine the processes that I use. I'm not high in relation to the big agencies, but I am in relation to a mom and pop operation."

"I use the best people and consequently I pay the best prices," Jennings added. "I'm not going to skimp on quality to give the customer a good price. I'm going to give them a fair price. I think that's the reason I have a reputation for quality work."

Jennings uses that rationale extensively with his clients. Clients who are often in the position of choosing an image that once in place may be costly to alter.

Clients such as the Hecht Company, Maryland Primary Health Care Association, Hunt Valley Mall, Laminates Unlimited, radio station WSID and Otis Warren Realty Services, for whom he designed the logo for the Dickey Hill Forest development.

For this reason Jennings sees the key to the successful identity campaign as something more than flashy artwork and good salesmanship. He prefers the comfortable old armchair approach to the discount high-tech lounger sales method.

"The idea is not to sell them on a good price, but to sell them on a concept they will be comfortable with and their customers will be comfortable with."

For Jennings Creative the future holds a rainbow, according to Jennings. Poised for growth and aiming for expansion, Jennings has set his sights on a new Charles Village location and expanded facilities.

"I really have to upgrade," Jennings said. "That is my plan for this year. One idea is to bring my typesetting in house."

In spite of past successes Jennings is playing it safe. Opposed to the idea of sinking precious capital into the rapidly changing field of computerized graphics workstations, Jennings is instead looking towards leasing with an eventual buyout clause.

The flexibility of a lease arrangement as opposed to the cash drain of an immediate purchase is tailor made to an entrepreneur in his position, Jennings says.

"The long term clients will allow me to go into leasing while taking it easy in terms of cash outlay," said Jennings, who has learned to shy away from betting the farm on a handful of accounts.

"I have had clients who have not paid before. You tend to weed them out and wind up with a some pretty good accounts."

Jennings has had offers to pack up his easel and take his show on the road, but prefers the familiarity of Baltimore. In 1985 he was offered the position of Art Director for a chain of discount furniture stores in Greensboro, North Carolina he initially accepted the offer, but last minute considerations caused him to call and cancel.

"It's hard to pull up roots," The East Baltimore native explains simply, his arm resting comfortably on the easel where he creates the pictures that say the thousands of words.

Just say YES!

Inner city program provides business acumen for youth

By Sherri Milner
AFRO Staff Writer

If the "say no" strategy appears to be powerless in the midst of drugs, murder and crime, rest assured. All is not lost for the youth in the District. Some kids are taking the "say yes" approach...and it's working!

Darryl Webster, 24, is the founder of the Youth Entrepreneurial Services, Inc. (YES), an organization accentuating the positives of youth as they found a solution to the boredom that often turns youngsters toward mischief. With about 30 inner-city youths under his leadership, Webster emphasizes the importance of hard, honest work and saving the earnings.

"Initially, we started doing odd jobs like painting, trash hauling and maintenance work. I wanted to give the kids something to do as well as a means to make money," Webster said.

Later, he had YES incorporated as a non-profit organization to solicit funds from corporations and to include more youths in the program. The group is designed to encourage young men and women to start their own businesses and to stay away from drugs.

Terry Webster, Darryl Webster's cousin and a YES worker, said in a recent report, "We have a role model, and he doesn't do drugs. We all need money, but he is teaching us that there are other ways to make it." The kids earn between three and four dollars per hour for their work.

District youth 'just say yes' to hard work and positive attitudes through the Youth Entrepreneurial Service.

The children wear sweat shirts with a silhouette of a black youth reaching out for all of the opportunities available in the world. There is a big, bright sun in the background symbolizing "a brand new day." "Even the name is depicting positivity — YES. We can do all things, if only we believe," said Webster.

Webster's home in northwest DC serves as the YES headquarters where approximately 30 kids between the ages of 8 and 18 come to get a boost in confidence and a lesson in personal finance and entrepreneurship.

Webster is also looking to add a computer literacy component to the program. "Kids get excited about computers. They enjoy it. It makes reading, writing and thinking fun."

Following a report Ted Koppel gave on the geographical illiteracy of the nation's youth, Webster decided YES was as good a place as any to address that issue as well. He said, "I teach them about the political and production aspects of other countries. I want to get them interested at a young age. These are black kids and many of them could not point to South Africa on a map and many of them did not even know what apartheid was."

Webster, a former group home director for neglected and abused kids, is a graduate of Coolidge High School where he was a star basketball player. He received a bachelor's degree from George Washington University in criminal justice. Presently, he is studying social work and public administration at Catholic University.

"My grandparents instilled values in me at an early age. I learned the importance of caring about others and honesty. Those values became a part of me. I want to do the same thing for these kids," he said.

BUSINESS BRIEFS

ROBERTS APPOINTED PUBLIC AFFAIRS MANAGER FOR PHILIP MORRIS U.S.A.

Allene S. Roberts has been appointed manager, Public Affairs for Philip Morris U.S.A. The appointment was announced by Guy L. Smith, IV, former Vice President, Corporate Affairs.

Roberts served as Manager, Constituency Development Programs since November 1985. In her new position she reports directly to John R. Nelson, Director, Public and Government Affairs.

Roberts functions as Philip Morris U.S.A.'s liaison to business and civic organizations, the media, elected officials, their staffs and legislative caucuses at the federal, state and local levels.

She began her career with Philip Morris U.S.A. in 1967 as Special Promotions Representative and then worked as a Sales Representative in greater metropolitan New York region.

In 1977, Roberts held the position of Program Coordinator, Management Training and Development. She then joined the Corporate Affairs Department in 1980 as Specialist, Public Affairs, and from January to November 1985, she served as Specialist, Constituency Development Programs.

Prior to working for Philip Morris U.S.A., Roberts was a professional fashion model for Virginia Slims and Benson & Hedges cigarettes, two Philip Morris U.S.A. brands.

Roberts is a member of Government Affairs Professionals, the Edges Group, the National Association for the Advancement of Colored People, New York Coalition of 100 Black Women, National Political Congress of Black Women and National Association of Black County Officials Business Roundtable.

She is Vice-Chairman of the National Black Caucus of State Legislators Corporate Roundtable, and she is on the corporate advisory boards of the National Forum for Black Public Administrators, the Association of Minority Enterprises of New York and the Woodson Foundation.

WINNING BUSINESS STRATEGIES—A SEMINAR FOR SMALL SINESS EXECUTIVES

How can a small business avoid the pitfalls that cause thousands of similar enterprises to fall every year? By learning from the mistakes and successes of people who have been there.

That's the idea behind a five-part seminar for small business executives and managers presented by the Johns Hopkins University's School of Continuing Studies.

The Seminar, which begins Saturday, March 11, is offered in conjunction with the Presidents' Roundtable, a professional organization of Chief Executive Officers of Maryland's major black businesses.

All seminars take place at the Hopkins Downtown Center, One Charles Plaza on the 2nd level, and run from 8:30 a.m. to 12 noon.

The seminars are part of the school's Professional Development Programs and are as follows:

Sat. March 11 SELLING . . . Sales and Marketing—know the Difference.

Raymond Hayshert, Sr., President and C.E.O., Parks Sausage Company; Kenneth Wilson, President and c.e.o., Inner Harbor Marina of Baltimore and the Dorchester Group.

Sat. March 18 BOTTOM LINE ANALYSIS . . . The Harsh Realities of Business Finance Analysis.

Theo Rodgers, President, A and R Development; Eddie Brown, President, Brown Capital Management, Inc.

Sat. March 25 CASH MANAGEMENT . . . Cash Flow: What it Means in Dollars and Cents.

Arnold Williams, C.P.A., Managing Partner, Abrams, Foster, Nole, and Williams.

Sat. April 1 CAPITAL ACCUMULATION AND PRESERVATION . . . Bank Loans, Credit, and the Art of Raising Money.

William C. March, President, William C. March Funeral Homes, Inc.; Dorothy Brunson, President and Owner, Brunson Communictions, Inc.

Sat. April 8 STAFFING . . . How to Select, Keep, and Reward Good Employees.

Harlow Fullwood, Jr., President Fullwood Foods, Inc.; Sina Reid, President, SMR Ltd.

The seminr costs $135 for all five sessions and is open to the public on a limited basis. For more information, or to register, call 338-8516.

SCORE

SCORE, The Service Corps of Retired Executives, and IRS, the Internal Revenue Service will present a workshop on Income Tax Preparation for both federal and state returns for small businesses on Wednesday, March 22, 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, Delaney Valley Road & Hampton Lane (Beltway Exit 27N), Towson, Maryland.

This workshop is designed to assist the small business person in becoming better acquainted with tax rules, regulations & laws for small business. Attendance will give you a better insight on these all important business requirements which should be profitable in the long run. Registration fee is only $15.00 per person.

Call SCORE at 962-2233 for details and registration form.