This Week's SPECIALS

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

GIANT
THE QUALITY FOOD PEOPLE

BONUS SPECIAL

USDA Grade A Fresh Chicken
Leg Quarters
With Back Portion
59¢ lb.
Perdue Fresh Chicken Leg Quarters lb. 69¢

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

BONUS SPECIAL

1/2 PRICE SPECIALS

100% Pure
Wesson Corn Oil
48-oz. plastic bot.
Reg. 3.24
1.62

Sorrento Part Skim Deli-Style
Ricotta Cheese
15-oz. cup
Reg. 1.79
89¢

Betty Crocker Ready-to-Spread
Creamy Deluxe Frostings
16-oz. cont.
Assorted Flavors
Reg. 1.29
64¢

With Raisins
Giant Rum Buns
15-oz. pkg.
Reg. 2.09
1.04

Sunsweet
Dried Prunes
12-oz. pkg.
Reg. 1.49
74¢

¾" Plastic Strips
BAND-AID BRAND
pkg. of 60
Reg. 2.19
1.09

Giant
Cold Capsules
pkg. of 10
Compare to Contac
Reg. 1.49
74¢

Lotion
Brut 33 Splash
3.5-oz. bot.
Reg. 2.99
1.49

All Types
Halsa Shampoo & Conditioner
15-oz. bot.
Reg. 1.99
99¢

Giant Fixed Head
Disposable Razors
pkg. of 10
Compare to Good News
Reg. 1.99
99¢

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

SUPER SPECIALS

Betty Crocker Assorted
Hamburger Helper
6.5-oz. box
99¢

Giant Sliced
Sandwich Bread
24-oz. loaf
69¢

Mrs. Filberts Quarters
I Can't Believe It's Not Butter
1-lb. pkg.
Soft, 2-8-oz. cups 1.43 Soft, 1-lb. bowl 1.43
1.33

Lemon Lime or Mandarin Orange
Regular or Diet Slice
6-pack 16-oz. NR bots.
1.89

Assorted Flavors
Giant Deluxe Cake Mix
18.5-oz. box
69¢

100% Pure from Concentrate
Minute Maid Orange Juice
All Varieties
½-gal. ctn.
2.08

Giant Fresh Baked
Blueberry Pie
22-oz.
1.89

Frozen Assorted Entrees
Banquet Cookin' Bags
4-oz. pkgs.
2/79¢

Assorted Frozen Vegetables in Cheese Sauce
Stokely's Singles
8-oz. pkg.
99¢

Stouffer's Frozen
Macaroni & Cheese
12-oz. pkg.
1.09

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., MARCH 11, 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

Saturday, March 11, 1989

■ Community Calendar C2
■ Career Corner C3

Black community on brink of extinction

Hoes Heights will not be bought

By Charles H. Brown
AFRO Staff Writer

The back porch of Cook family's small rowhome overlooks a familiar sight: Hampden's old Greenspring Dairy plant.

The Hoes Heights community

The W. 41st dairy has been as much a part of life in this historically black, hilltop community as the London Fog Rainwear factory, the old saw mill and the Noxell plant that once employed the bulk of the neighborhood residents.

Now, also like the others, the dairy is closed. What Cook now sees when she looks down the hill is an uphill battle for her community's survival.

Developer Louis V. Manzo takes a different view of the dairy. Manzo owns the eight-acre site which includes the dairy building, a separate parking lot, down the alley from Cook's home and several other undeveloped acres.

Plans call for an 80,000 sq. ft. shopping center, including a 40,000 sq. ft. supermarket that is 10,000 sq ft larger than the Giant Supermarket at the nearby Rotunda, possibly 10 smaller shops and additional office space.

Manzo sees it as the necessary evolution of the neighborhood. According to Cook, the neighborhood sees it as a threat.

"Strangers in the area, theft, increased traffic and trash and undesirables of the two and four foot variety," said Cook, listing some of the potential problems of a nearby shopping center.

"This has always been a quiet neighborhood. A place where it has been a pleasure to raise children," Cook added. "We are not interested in having that type of progress here."

The community Cook and her neighbors are trying to protect is Hoes Heights, a small working class black neighborhood that extends for six blocks north of the dairy along Evans Chapel Road.

The neighborhood was named after Grandison Hoes, a former slave who was afraid to lay out a stake during daylight, so he snuck back to the plait of land to stake it out at night.

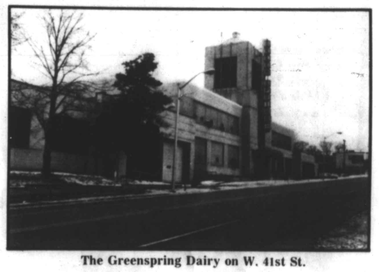
Hoes gave plots to his children who maintained the property until the depression when the land was seized for back taxes and sold.

Also aligned with Cook and the residents of Hoes Heights are the nearby residents of the Greater Homewood Community Association, an umbrella neighborhood organization which includes, Hampden, Roland Park, Medfield, Rolden and Hoes Heights.

But while Cook and the residents of Hoe's Heights and Rolden, a two-block community of homes along Roland Avenue, say they are adamant about preventing the shopping center, other community groups say they are merely concerned with the increased traffic and want to know the developers plans for dealing with it.

The Hampden Community Council has come out in support of the shopping center.

"They are looking at those jobs that go with the shopping center," said Enoch Cook, III, Mrs. Cook's son. But the jobs at Manzo's mini-mall are still an uncertainty.



The Greenspring Dairy on W. 41st St.

The dairy site is currently zoned M1. In order for Manzo to proceed with his shopping center plans he will have to petition the City Council for a re-zoning.

Residents near the dairy, located in the 5th District, say they have contacted Councilwomen Iris Reeves and Rikki Spector and after some discussion were angered by the responses they received.

"Spector said she was leaning in favor of supporting the shopping center," said Mrs. Cook, leaning across a kitchen table covered with leaflets and information packets prepared for the next residents meeting.

"She said she was partially biased in favor of the shopping center. How can you make up your mind without hearing both sides," said Enoch Cook, III. "She wanted to come up and view our industrial community. Besides Greenspring Dairy, there is no industrial community.

"There is quite a lot of property being considered for development," Enoch Cook, III continued. "What we are looking for is an agreement that is mutually advantageous to all sides concerned. That is all we want."

Salonia Cook says in a survey of homes in the area out of the 120 homeowners who responded only six were in favor of the mall. According to Mrs. Cook the other residents would like to see some type of residential property, or an office building with limited retail space on the first floor.

One Hoes Heights resident was seen walking through the ice to his home carrying two Giant shopping bags. When asked what he thought of the proposed shopping center, he held up his two bags and replied, "Don't need it."

BUSINESS BRIEFS

WINNING BUSINESS STRATEGIES—A SEMINAR FOR SMALL BUSINESS EXECUTIVES

How can a small business avoid the pitfalls that cause thousands of similar enterprises to fail 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 Haysbert, Sr., President and C.E.O., Parks Sausage Company; Kenneth Wilson, President and C.E.O., Inner Harbor Marina of Baltimore and 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 seminar 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.

Auto dealer is building empire on a 4 wheel foundation

By Charles H. Brown
AFRO Staff Writer

When car buyers meet Jerome Murphy all the puns about used car dealers go right out the passenger window. Like the one about, "Would you buy a car from this man," or "My son, a used car dealer? Where have I failed?"

Because with Murphy, selling used cars is not something whispered in mixed company. It's something where family, associates and acquaintances call to say they are sending over a friend.

Why is Jerome Murphy seemingly cast from a different mold. Maybe it is the way he appears to put the needs of others first, as though life were a sinking ship and Murphy had found himself in an either/or situation.

"I have a friend who is an artist and I don't think he has gotten the recognition that he deserves," Murphy said. "So if it's at all possible I would like to trade places and let him do this interview."

Could this be the Saint of used cars?

Murphy says caring extends into his business. From the welcome at the trailer door of his Maryland Ave. dealership, to the recommended care and maintenance after the sale has been completed. To this Murphy adds straight talk on financing.

Murphy in front of his Maryland Ave. lot

"Sometimes there is a difference between what people want and need," Murphy says. "The difference is money."

For Murphy the businessman, money is necessarily the bottom line, but how he arrives there is something altogether different. Murphy says he has sold cars ranging in price from $250 to $12,000, the more expensive one being a 1982 Mercedes 280 SE.

But Murphy says despite glamour and the glitz, a more expensive car may not be for every buyer, in every case. During the credit consultation Murphy says he goes out of his way to emphasize that point.

"People have to understand what transportation really is," Murphy says. "A car enables you to get from where you are to where the job is. It is safe and convenient. A man who has a car doesn't have to fully experience the cold."

Added to the advice on budgeting Murphy offers customers the chance to take the car of their choice home for a couple of days.

"If you like it, take it and drive it," Murphy says. "If you can afford it and want it, fine. If not, we will find something else that fits."

If Murphy's laws on used car sales seem unusual it may be because he doesn't regard selling cars as an end, but as a means.

Murphy got into car sales a year ago with no experience in the field. He says he has taught himself the business as he believes it should be run. For Murphy selling cars is only one of the things he hopes to do and do well.

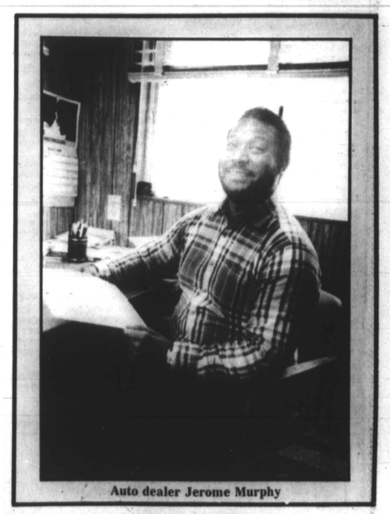
"I went into this business because I wanted to set a new standard," Murphy says. "I want to sell a good car, to good people, at good prices. To me this is only part of the overall picture of where I want to be 10 years from now."

Ten years from now Murphy anticipates a Murphy empire either from developing his own enterprises or the dreams of others. Whether it be communications, marketing, cosmetics . . . Come to think of it:

"There is a young woman I know who has her own line of cosmetics," Murphy suddenly recalls. "Leslie Cosmetics. You should do an interview with her..."

"I wouldn't be proud to leave here knowing that I have sold a car for $10,000 too much. I want to sell a good car at a good price to good people.

Transforming customers from good people to good friends is a specialty of Murphy's.



Auto dealer Jerome Murphy