GIANT Discount DRUG

SAFETY & RELIABILITY

"We have a customer whose internist prescribed Tegretol® an anti-convulsant. Shortly thereafter, the customer's dentist prescribed Eryc®, a form of erythromycin, to prevent an oral infection. The Profile system warned us that this drug combination increases Tegretol® blood levels and could lead to nausea, vomiting, dizziness, and loss of muscular coordination. After contacting both doctors, an agreement was made to change the Eryc® prescription to penicillin."

Jill Caruso
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 FREE Rx 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 Pseudoephedrine Nasal & Sinus Decongestant pkg. of 24 — Compare to Sudafed — Reg. 1.49 — 74¢

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

Regular or Sensitive Old Spice Shave Cream 11-oz. can — Reg. 2.49 — 1.24 — Rx STORES ONLY

Regular or Daisy Plus, Disposable Good News Razors pkg. of 5 — Reg. 2.39 — 1.19

Giant Small, Medium or Large Long Line Latex Gloves pkg. — Reg. 1.79 — 89¢

For Dogs, Puppies or Cats Hartz Mountain 2 in 1 Collar each — Reg. 3.69 — 1.84 — For Large Dogs 1.99, Reg. 3.98

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

SUPER SPECIALS

Assorted Ivory Shampoo or Conditioner Reg. 2.19 SAVE 60¢ — 1.59 15-oz. bot.

Lotion Shampoo Head & Shoulders Reg. 4.29 SAVE 80¢ — 3.49 15-oz. bot.

Regular Toothpaste or Gel Crest Pump Tartar Control Reg. 2.09 SAVE 50¢ — 1.59 4.6-oz. cont. — or Crest Pump For Kids

Anti-perspirant Sure Roll-On Reg. 3.19 SAVE 70¢ — 2.49 2.25-oz. bot.

Plus Conditioner Phisoderm Skin Cleanser Reg. 2.99 SAVE 1.00 — 1.99 5-oz. cont.

Pre-moistened Giant Baby Wipes Reg. 2.49 SAVE 70¢ — Compare to Scotts — 1.79 pkg. of 80

1/2% Spray Neo Synephrine Reg. 3.49 SAVE 1.00 — 2.49 0.5-oz. bot.

Assorted Sizes Boys' Sport Crew Socks Reg. 3.79 SAVE 80¢ — 2.99 3-pr. pkg.

This Symbol Identifies Items Available Only In Stores With A Pharmacy.

PRICES EFFECTIVE THRU SAT., APRIL 29, 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, restaurants or other commercial enterprises.

The Afro-American — Section C

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Saturday, April 29, 1989

New MBE director Kenneth Bolton:

Expanding the Dream

By Charles H. Brown
AFRO Staff Writer

On April 3, Kenneth E. Bolton was sworn in as the newest director of the Commerce Department's Minority Business Development Agency.

Kenneth Bolton (Photo by Ricardo Gray)

The appointment is considered central to the Bush administration's stated goals of increasing the viability of the nations minority business enterprises (MBE).

"The president is committed to that," Bolton said in a telephone interview from his Washington, D.C. offices. It is "a major part of his efforts to really get this economy expanding and working for all Americans."

As the new head of the 20 year old agency, Bolton will act as broker for the interests of the minority business community. By coordinating efforts with other government agencies, such as Small Business Administration, the Transportation Department and the Defense Department, Bolton will attempt to increase the effectiveness of the agencies minority participation programs.

Six regional Minority Business Development offices will be responsible for developing and implementing plans tailored to the needs of minority businesses in their areas.

"Our regional offices and business development centers are the operational arm of the programs," Bolton said. "The national office is trying to look at the total picture. What does it look like for the total nation, the international markets and other possibilities."

Bolton's national staff will focus on research and analysis of national and international business trends in formulating a national policy to ensure MBE growth into the industries of tomorrow and beyond — industries such as international trade.

Citing the entrance of blacks into industries outside of the growing service and hi-tech fields, Bolton says there is a need for minorities to analyze where their markets are heading in addition to where they have been in the past.

"We certainly want to look at this area closely," Bolton said. "More American firms are being encouraged to export goods and services to international markets. I think there would be excellent opportunities for many minority firms to look into this area as well."

Black entrepreneur offers recorded Bible

(PHILADELPHIA, PA) CCI, The Nation's largest black-owned and operated network marketing company, has completed production of its audio tape collection, "The Bible On Tape" and will begin distributing the first of this two-part dramatic offering to coincide with the worldwide observance of Easter.

Narrated by actors Ruby Dee and Ossie Davis, CCI's "The Bible On Tape" is a dramatic reading of the New Testament. In mid-March, the company will release a 7-cassette collection of readings that include the books of Matthew, Mark, Luke and John.

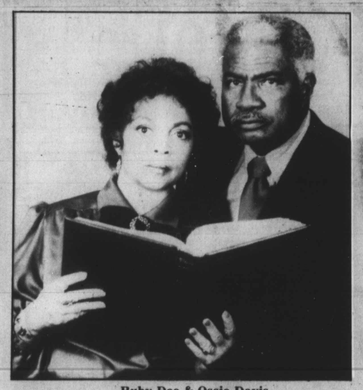
The remaining books of the New Testament will be released in August of this year.

Commenting on this project Ossie Davis observes, "Our cultural heritage has been passed on through our books, our music, our churches and through our interpretation of what life is about.

Our cultural health requires us to tell our own story, dance our own dance and sing our own song. It is essential that we do this.

Accoding to both Ruby and Ossie, "As storytellers, as performers from a particular cultural background, reading "The Bible On Tape," with its exquisite accounts of spiritual voyages, is challenging, inspiring and profoundly relevant to our times."

As co-producer with his wife, Ruby Dee, Davis has also co-hosted the "With Ruby and Ossie" PBS series for 3 years.



Ruby Dee & Ossie Davis

Publishers angered by black ad agency

By Charles H. Brown
AFRO Staff Writer

Ninety of the nations leading black newspapers are involved in a financial struggle with a group hired to safeguard their interests.

According to reports the Mingo Group, a black owned and operated, New York advertising agency, has withheld payments to the Amalgamated Publishers, Inc. (API) to the tune of over $100,000 collectively and with individual past due amounts reported as high as $98,000.

"We are more fortunate than most, said Garth Reeves, API chairman and publisher of the *Miami Times*. "Some papers depend on national advertising for approximately 60 percent of their advertising revenues," the lifeblood of a newspaper.

"We only receive five to six percent of our revenues from national ads," Reeves added. "Some newspapers are hanging on by a thread."

The Mingo Group, headed by Frank Mingo, was contracted by Miller Brewing and General Motors to act as its national media buyer with the responsibility of placing product advertising in black newspapers, magazines and radio.

The advertising is printed under an credit arrangement which equires the individual newspapers to run the advertising and then bill the Mingo Group for payment.

In a letter dated March 15, and sent to Frank Mingo and API member publications, API general manager Don Roberts threatened to deny future credit to Mingo unless past balances were paid.

"Unless we receive a minimum payment of $100,000 by March 27, 1989, that includes payment for all of our 1988 and prior balances...API and its affiliated newspapers will not extend any additional credit to the Mingo Group," the letter said. "I hate to take this position; however, you leave me no other sound fiscal choices."

"The people aren't paying their bills," Roberts said. "They collect from the client and they vacillate.

"We don't have a problem replied Mingo President, Sam Chisolm. "I don't care to continue this discussion any longer. For you to publish a story on this would be tantamount to black on black crime."

"Black on black crime," laughed one anxiously seeking payment publisher. "That is a good one."

The rift between the papers and the ad agency extend beyond the relationship with API. Some API papers deal directly with the Mingo Group for ads in sister publications such as the AFRO-AMERICAN NEWSPAPERS' Dawn Magazine. The practice has been abandoned by some as a result of excessive latenesses in payment.

"I called and asked when they were going to pay the bill," said Ernie Pitts, publisher of the Winston-Salem Chronicle and Black College Sports. "They told me 'soon'. I asked what day and they told me they would send it to me. I said no, I will come and pick it up.

"So I went to New York and waited till they paid me. I told them I would only take a certified check," Pitts said. "That might be the only way you are going to get it."

Pitts said that his newspaper now deals with the Mingo Group only through API.

But the new relationship doesn't come cheap. Mingo made a payment of $102, 000 in response to API's letter after which API's Don Roberts reinstated the groups credit.

"That is only for today," said one API official. "It might not be open tomorrow."

Mingo still has outstanding debts with API of $98,000 as of April 26.

BUSINESS BRIEFS

Hari P. Close named Executive Director

Hari P. Close, President of Close & Associates, Inc., has been appointed executive director of the National Funeral Directors and Morticians, Inc.

Founded more than 60 years ago, the 2,000 member firm is the only organized national alliance of African-American funeral directors and morticians. The group represents firms in the U.S. and the Caribbean Islands.

Calming the angry customer

Anyone who has ever dealt with an angry customer knows that it's a test of patience and approach. How to do it successfully requires a correct mind set and a knowledge of verbal and non-verbal communication skills.

All this will be covered in the breakfast seminar "Dealing With Angry Customers," under the aegis of the Business and Management Institute of The Education Center of Sheppard Pratt on Wednesday, May 10, from a.m. The Education Center is located at 6501 North Charles Street in Towson.

During the course participants will have an opportunity to strengthen their pacifying skills by learning a problem solving approach to diffusing anger and resolving conflict.

The course will be conducted by Lynne Salkowski, M.S., a faculty member at The Education Center of Sheppard Pratt.

For further information, contact John Hamilton, director, The Business and Management Institute at 301-938-3910 or call toll free 1-800-627-0550. Registration for this program closes on May 2, 1989.

Salute to Black Businesspeople

General Motors, Pepsi-Cola and Philip Morris, in cooperation with the Institute for American Business, have announced a May 5 luncheon to honor five African American business owners for their significant contributions to black community development. The honorees will be announced at a later date.

Leadership Seminar

May 3, 1989, Baltimore, MD, 9:00 a.m.-5 p.m. An all day seminar of lecture, discussion and simulations on understanding the nature of personal power and on how power structures operate in American communities. The program is particularly appropriate for women and men who work together and who want to better understand the dynamics of power and influence in corporations and communities.

"Power and Influence: How Decisions Are Made in American Communities," Conducted by Dr. James A. Crupi, President and Founder, International Leadership Center

The seminar is sponsored by The International Alliance, An Association of Executive and Professional Women, headquartered in Baltimore. The seminar will be hosted by the Greater Baltimore Leadership Alumni Association at the Baltimore Sun Building, 501 N. Calvert St., Baltimore, MD 21202.

A reception will be held following the seminar from 5:30-7:30 p.m. for participants and invited guests.

For more information on the seminar contact Sally Feimer at The International Alliance headquarters (301) 321-6699, 8600 LaSalle Road, Ste. 308, Baltimore, Maryland 21204.

Business Group Honors Commerce Sec.

At the Presidents Roundtable 2nd Annual Business Interface Luncheon guest speaker Robert A. Mosbacher, U.S. Commerce Department secretary, was recognized for his excellence in leadership his dedication to advancing the ideals of the minority business community. From left are Dorothy Brunson, owner of WEBB, Mosbacher, Joshua Smith, president of the Maxima, Co. and president of the Roundtable, and Brenda Goburn-Smith, president of Dicomm, and executive director at the Roundtable.