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
Pick of the Chix
Giant or Holly Farms
1.49 lb.
Previous Pick of the Chix 1.69

Bone In
Beef Chuck Blade Steak
USDA Choice 1.59 lb.
Giant Lean 1.39 lb.
BONUS SPECIAL

1/2 PRICE SPECIALS

For Laundry
Fab Liquid Detergent
64-oz. plastic cont.
Reg. 4.98
2.49

Giant Sheets
Fabric Softener
box of 40
Reg. 1.89
94¢

Natural Cheese
Churny Feta
8-oz. pkg.
Reg. 2.19
1.09

Giant Stone Ground
100% Whole Wheat Bread
No Preservatives Added
1-lb. loaf
Reg. 79¢
39¢

Sheer or Plastic Assorted
Curad Bandages
box of 80
Reg. 1.89
94¢

Tablets
Giant Ex-prin
bot. of 100
Reg. 1.99
99¢

Curity
Cotton Balls
pkg. of 60
Reg. 83¢
41¢

ISO200
Giant Disc 30 Film
pkg.
Reg. 4.59
2.29

Cooling, Refreshing
Dr. Scholl's Foot Powder
3-oz. cont.
Reg. 2.19
1.09

Rawhide Chew Toy
Giant Pup Chips
3-oz. pkg.
Reg. 1.79
89¢

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

SUPER SPECIALS

Assorted
Ocean Spray Juice Drinks
Cranberry Juice Cocktail, Cranapple, Cran-Grape or Cran-Raspberry
64-oz. bot.
2.39

Kitchen Queen
Sliced Bacon
1-lb. pkg.
99¢

Nacho Cheese, Cool Ranch or Salsa Rio
Doritos Tortilla Chips
11-oz. bag
1.79

Giant
Italian Bread
13-oz. pkg.
69¢

Caffeine-Free Coke, Caffeine Free Diet Coke,
Coke or Diet Coke
or Cherry Coke
16-oz. NR bots.
1.99

Giant
Charcoal Briquets
10-lb. bag
1.59

Giant Large or Small Curd
Cottage Cheese
16-oz. cup
2-lb. cup 1.75
95¢

Frozen Assorted Side Dishes
Budget Gourmet
5-oz. pkg.
59¢

Frozen Green Giant Broccoli, Cauliflower Supreme
Valley Combinations
16-oz. bag
1.19

Giant Chocolate, Vanilla & Strawberry
12 Ice Cream Slices
48-oz. pkg.
1.99

PRICES AND DOUBLE COUPONS ARE EFFECTIVE THRU SAT., MAY 20, 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 available to retailers, restaurants or other commercial enterprises.

The Afro-American
Section C
BUSINESS PULSE
Saturday, May 20, 1989

■ Career Corner C3
■ Sports C4

Tales of the Ebony empire:

Climbing Johnson's ladder

By Charles H. Brown
AFRO Staff Writer

From the muddy banks of the Mississippi River to the Gold Coast of Chicago, is a journey seldom dared and less frequently survived.

John H. Johnson

John Harold Johnson, chairman of the Johnson Publishing, Corp., has not only dared the trek but has lived to tell about it.

The former Arkansas city school boy once set something of a record by repeating the eighth grade, for good reasons other than bad grades.

Since then Johnson has gone on to repeat success after success, peppered with failure atop failure, in the building of his Ebony empire.

Ever true to his calling Johnson has recently published his autobiography, **Succeeding Against the Odds**, co-authored with Ebony managing editor Lerone Bennett, Jr.

The 354 page hardcover book begins with notes from a typical Johnson schedule, implying that the "H" in John H. Johnson might well have stood for Hectic.

What follows is a lifelong process of can-doism and turning disadvantages into advantages, with enough credos and motivational taglines to equal the historic black entrepreneur, Samuel B. Fuller and create a new class of sayings known as "Johnsonisms".

The point being John Johnson got to where he is by having something to say and the medium to say it through, the result of which is this book.

The book itself is an informed, at length, look at a man who will undoubtedly remain a legend in black economics for generations to come.

Johnson is credited (or credits himself) with recognizing and developing a black consumer market where none existed; taking Negro businesses off of the side streets of America and positioning them on main thoroughfares; of building, from scratch, a pool of black editors, correspondents, advertising and marketing professionals and lifting the Civil Rights movement to prominence.

All of these claims are not without some ring of truth, a bell which Johnson rings loud and often in the pages of what might be only the first in a series of Johnson personal publications.

The existence of a black economy b.J. (before Johnson) is not lost on Johnson, he goes to great lengths to credit his mentors at Supreme Life Insurance in Chicago, the company which employed him straight out of High School and which today he owns.

Johnson gives slant space to black publishers who have come before him except to discuss shortcomings or insider battles over staff stealings. But then publishing an autobiography is a lot like throwing your own party - you play what you want to hear, you dance with the prettiest women and you recite your own toast all while complimenting yourself on being such a gracious host.

The book, all said and done, is an inspiration if for no other reason than that it has no peers. Very few African-Americans rank among the wealthiest men in America, as Johnson does, few can therefore discuss how they accomplished the feat.

To share one black man's story of how he overcame the odds, regardless of what may get lost (or added) in the translation, is time well invested.

From Harlem to Hong Kong:

Hughlyn Fierce

By Charles H. Brown
AFRO Staff Writer

Reaching back and looking forward has taken Hughlyn Fierce a long way from home — from Brooklyn to France and then to Baltimore, from Manhattan to Singapore, from New York to Africa and from Hong Kong back to the stage at Morgan State University's Hughes' Stadium.

There, along with Congressman Kwiesi Mfume (D-Md), Fierce will receive an honorary Doctorate degree from his undergraduate alma mater, during the school's 122nd commencement exercises on May 21.

As an inner city youth in the Bedford-Stuyvesant section of Brooklyn, N. Y., Fierce always saw beyond his circumstances, even in his relationships with his parents.

"What drove ... me was my mother and father," said Fierce, whose father worked as a clerk for a textile company while his mother worked in real estate sales.

"Daddy was steady and sturdy. He made the sun come up each day. It was Mama who said, 'The sun is going to be golden.'"

After a stint in the Army, Fierce attended Morgan State University where he majored in economics and apparently marriage. In 1961 Fierce left Morgan with his bachelor's in economics and Jewel Marie Crews, his new wife.

After a brief stay in Atlanta, Ga., with Citizens Bank and Trust, Fierce obtained a training position with Chase Manhattan Bank in New York, becoming a second vice president in 1969 and a vice president three years later.

Seemingly set and on the fast track, Fierce decided on a detour - a detour which later proved to be profitable. Freedom National Bank, a Harlem Institution, needed help from someone with an eye for detail, a head for financial problem-solving and a sensitivity for the black community.

Fierce was on the verge of saying no, when his mother, Helen Wilson Fierce, directed her son's eye away from the perks of big city banking, toward a more nobler vision.

Hughlyn F. Fierce

After three years and numerous new controls and strategies, Freedom National was in the black and Hughlyn Fierce was back at Chase Manhattan where his leadership of Freedom National had not gone unnoticed.

On his return Fierce was appointed a senior credit-policy planner with responsibility for the bank's global loan portfolio. He returned to the New York University's Graduate School of Business Administration for a certificate in international finance.

The combination university education and the education received at Freedom National, a combination Fierce refers to as "Scholarship and scar tissue" resulted in his first overseas appointment in 1979 as general manager of the Chase Manhattan Bank in Singapore.

Later Fierce was transferred back to New York and given increasing responsibilities until he eventually managed all Chase Operations in the African continent and the Middle East.

Chase has a policy of rotating foreign assignments every five years and Fierce is already anticipating a move back to New York for his wife Helen and their teenage daughters, Heather and Brooke (an older daughter, Holly, lives in Boston). But that may not be the end of his travels, Fierce says.

"Maybe, if someone twisted my arm, I would go to London."

BUSINESS BRIEFS

New BMA Officers

(Photo by Ricardo Gray)

At a recent ceremony the Baltimore Marketing Association installed new officers for the local marketing professional group. The new officers are (L to R) Kenneth N. Oliver, Treas.; Ovetta M. Davis, vice-president; and David K. Elam, Sr., president.

Business School Accreditation Renewed

The Howard University School of Business and Public Administration has achieved continuing accreditation of its bachelor's and master's business administration programs and initial accreditation of its B.B.A. accounting program.

The accreditation was announced by the Accreditation Council of the American Assembly of Collegiate Schools of Business during special ceremonies held at the AACSB annual meeting in Montreal April 16-19.

The AASCB is recognized by the U.S. Department of Education and the Council on Postsecondary Accreditation as the sole accrediting agency for bachelor's and master's degree programs in business administration and accounting.

Safest Thrift in Birmingham

Citizens Federal Savings Bank, a black-owned financial institution, was rated the safest S&L in the City of Birmingham based on financial data as of September 30, 1988, compiled by the Federal Home Loan Bank Board, the governing body for the savings and loan industry.

Dr. A. G. Gaston, President and Chairman stated, "It is most significant, that of all the thrifts in the Birmingham area. Citizens Federal is the only one to be adjudged as being the very safest, and its not because it is a black bank, but because it is the safest and best managed bank of them all."

Dr. Gaston founded Citizens Federal more than 30 years ago to offer economic opportunities to blacks in Alabama who were not welcomed in the existing banks in Birmingham.

Communications Conference

The 13th Annual Black Radio Exclusive (BRE) conference set for May 23 to May 27 at the Sheraton Long Beach Hotel will feature Percy Sutton, chairman of New York based Inner City Broadcasting, and Quincy Jones, award winning musician, record and movie producer, as Honorary Chairmen.

For further details contact Ruth Robinson at (213) 653-1290.

Atlanta Beach Symposium

The Atlanta Beach Carnival Folk Life Symposium set for Friday May 26 at Spelman College's Fine Arts Auditorium in Atlanta, Ga. will explore the Carnival as a socio-cultural phenomenon of the Caribbean.

For more information contact Leah Creque-Harris at (404) 870-8510.

News Notes from the World of Business

Employee relations director

Shirley Harrison has been named director of employee relations and compliance at Miller Brewing Company.

Harrison was corporate affirmative action and recruitment manager. She started her Miller career in 1977 at the company's brewery in Fulton, N.Y., as an inventory systems coordinator.

Harrison has received several awards for her professional achievements. She received the Milwaukee YMCA's Black Achievers in Business and Industry award, and was selected by Dollars and Sense magazine in 1988 as one of the Top 100 Black Business and Professional Women in America.

Retired Admiral Named Director

William E. Powell, Jr., a retired naval rear admiral with broad executive experience in purchasing, logistics and information systems, has joined the Du Pont Company as director - supply chain, it was announced by W. Earl Tatum, senior vice president - materials and logistics.

Tatum said, "In this newly created position, Powell will be responsible for the implementation of supply chain management through the company's worldwide materials and logistics functions." Du Pont purchases more than $9 billion annually in goods and services.

Powell, 53, who also became a member of the Materials and Logistics Department staff, entered the Navy as an enlisted man and went on to graduate from the U.S. Naval Academy.

New Miller Assignment

Virgis W. Colbert has been elected vice president-materials manufacturing for Miller Brewing Company.

He is responsible for the manufacturing of cans and bottles and for the processing of certain ingredients.

Colbert had served as director-container and support manufacturing since April 1988. He joined Miller in 1979 as assistant plant manager of the company's container plant in Reidsville, N.C.

He is a member of the Board of Accreditation for the National Association of Industrial Technology, and is a member of the Executive Advisory Council of the National Urban League's Black Executive Exchange Program.