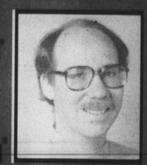
GIANT Rx Discount DRUG

SAFETY & RELIABILITY

"One of our customers was taking Tegretol,* an anti-convulsant which her neurologist prescribed. She later went to her family doctor who prescribed E-mycin* for an infection. The PROFILE system warned us that when Tegretol* and E-mycin* are taken together, an increase in Tegretol* blood levels occurs which could lead to nausea, vomiting, dizziness, and loss of muscular coordination. When we called both doctors, they agreed to change the E-mycin* prescription to Keflex.*"



Bob Grossman
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 Rx
FREE 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

Tablets
Giant Ibuprofen
bot. of 24
Reg. 1.99
99¢
Compare to Advil

¾" Plastic Strips
BAND-AID BRAND
pkg. of 60
Reg. 2.29
1.14

Soft
Tempo Antacid
pkg. of 30
Reg. 2.29
1.14

Nourishing Shampoo or Conditioner
Faberge Organics
15-oz. bot.
Reg. 1.89
94¢
With Wheat Germ Oil & Honey

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

Assorted
Giant Knucklebones
pkg. of 3
Reg. 3.49
1.74

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

SUPER SPECIALS

Regular or Maximum Strength Liquid
Pepto-Bismol Antacid
Reg. 3.69
SAVE 70¢
2.99 8 to 12-oz. bot.
℞ STORES ONLY

Original
Scope Mouthwash
Reg. 5.39
SAVE 1.10
4.29 40-oz. bot.
℞ STORES ONLY

Toothpaste
Ultra Brite
Reg. 1.59 to 1.69
SAVE 50¢ to 60¢
1.09 4.5-oz. pump or 6-oz. tube
℞ STORES ONLY

Conditioner or
Finesse Shampoo
Reg. 2.99
SAVE 1.00
1.99 11-oz. bot.

Aerosol #1 or #2
Rave Hair Spray
Reg. 1.39
SAVE 60¢
79¢ 7-oz. can
℞ STORES ONLY

VRG 400 Film
Kodak GC 135-24
Reg. 4.99
SAVE 1.00
3.99 pkg.

VRG 200
Kodak GB 110-24 Color Film
Reg. 3.69
SAVE 70¢
2.99 pkg.

Golden Big Colorbook, Little Golden Book or
Sticker Fun Book
Reg. 99¢ each
SAVE 98¢ on 2
℞ STORES ONLY
2/$1

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

PRICES EFFECTIVE THRU SAT., JUNE 10, 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 resellers, wholesalers or other commercial enterprises.

BUSINESS PULSE

■ Career Corner C3
■ Sports C4

Saturday, June 10, 1989

Sa'Joy Shoes

Braxton and Hart and the home of happy feet

By Charles H. Brown
AFRO Staff Writer

For many entrepreneurs, the dream is taking that first step towards owning that business. For Savino Braxton and Derek Hart, the dream is seeing happy customers take that first step in a pair of shoes purchased from Sa'Joy Shoes.

Braxton and Hart operate Sa'Joy from a shop in the 500 block of W. Franklin St., a location that hasn't been mentioned in the same breath with fashion sense for a long time.

But the two have managed to gain a toehold in the free enterprise mountain and after some early bumps and scrapes appear to be on firm footing.

"I didn't know anything about the shoe business originally and nobody wanted to help," says Hart who is charged with being the buyer for the two year old operation.

Hart eventually found help on the buying circuit, but not before running into another obstacle. Regardless of the color of shoe Sa'Joy was after, or the color of money they used, Hart's skin color set the tone for all discussions that followed. But Hart has found a way around the problem.

"When you are dealing with quality shoes you get a negative reaction when you are black," Hart said. "But that can be overcome when you know what you want, know what you are talking about and you develop a good rapport with the vendors."

Savino Braxton and Derek Hart

Buyer & Co-owner Derek Hart and store manager Alphonso James.

The Sa'Joy idea occurred to Braxton and Hart while both were employed at Outline, a men's clothing store in Mondawmin Mall. Braxton as Outline's manager and Hart as its buyer, began toiling over a business plan three years ago. The plan eventually became Sa'Joy.

Originally Sa'Joy specialized in men's shoes, but according to Hart that marketing fit wasn't quite right.

"The styles were too expensive," Hart said. "A lot of customers wanted (reptile) skins, but if they didn't sell that was a whole lot of money to be sitting around."

With a resoled business plan and a lift on the image, the well heeled Braxton and Hart found their niche in women's footwear. The rest is "heelstory."

But old habits die hard. After nearly two years of success with women's footwear Sa'Joy is slowly, carefully venturing into men's shoes again.

In addition the shop features ladies' handbags, shoe accessories and ladies' stockings, "all quality merchandise," Hart adds. "That is where our marketing focus is: good quality merchandise at low markup."

Ron Townsend:

Rising to the top

By Chester Higgins, Sr.
NNPA News Editor

It was some 20 years ago now that Ronald Townsend went to work in the mail room of CBS in New York.

Today the vibrant 47-year-old is president of the Gannett Television Group, an organization comprising 10 TV stations, reaching 11 percent of the nation's 100 million homes in the south, southwest and Midwest of the country.

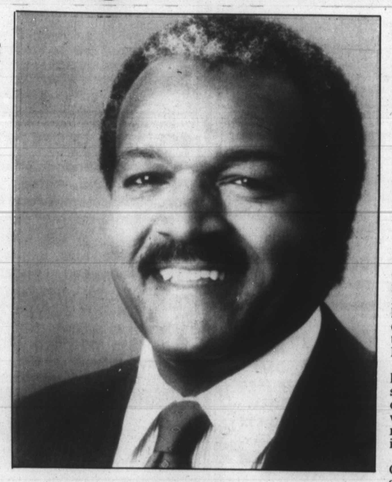
Townsend started at the very bottom of the industry. "I had to drag that heavy mail sack down 20 floors," Townsend said. "I couldn't use the elevator, although I had to deliver mail to every floor."

"To what do I attribute my success? Well, I believe in myself. I've always been goal orientated, a keen competitor and a hardworker. I believe in taking risks, of course. And then there's luck. I've always been lucky, I guess."

Townsend's rise to the top has been meteoric. Chosen as Gannett Manager of the Year in 1987, he was president and general manager of the District of Columbia's WUSA-TV, Gannett's flagship station, before assuming the presidency of the group.

He first joined the station in 1974 after working as director of field services for Children's Television Workshop in New York. He was later involved in the production and distribution of the Workshop's "Sesame Street" and "Electric Company."

There is no doubt that Townsend is considered the single most powerful and influential African American in America's corporate broadcasting industry.



RON TOWNSEND

Gannett is a nationwide news and information company publishing 85 daily newspapers, including USA Today; 35 non-daily papers and a newspaper magazine. It also operates Gannett News Services and the largest outdoor advertising company in North America.

Its influence stretches across 41 states, the District, the Virgin Islands, Canada, Great Britain, Hong Kong and Switzerland. The company also has research satellite information systems and a national group of commercial printing facilities.

Running this multi-million dollar empire requires special talents but according to Townsend is "a special person," according to Dwight Ellis, director of the National Association of Broadcasters' Minority and Special Services Department.

"Good luck has come to him in pairs, recently. In addition to being named president of the Gannett Group, he was elected just two weeks before to the board of directors of the National Broadcasters Association. He's the first black — others have been appointed — to be elected to the board. This shows the esteem in which he is held by his peers," Ellis said.

Townsend had earlier been appointed to an unexpired team in "the minority seat" on the board, but had reportedly baulked, when up for re-appointment, saying he had earned his spurs in the industry and should be given the dignity of being elected. He was.

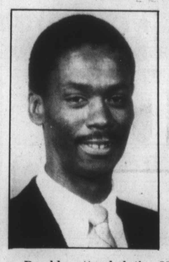
Presently, Townsend said he has no grand sweeping visions of change in mind for his organization. "Right now I want to assess what we have, maintain it and improve on it."

And according to Gannett's CEO and president, Townsend is perfect for the job. "Ron brings exception qualifications to this job. His leadership qualities precede him having successfully managed Gannett's largest television station."

Of immediate concern to Ellis is the protection of the black managers he is leaving behind at WUSA - TV. "That station has the largest percentage of black managers in the nation. And of course, Ron is responsible for it. With Ron gone will they continue or will their jobs be whittled away?"

BUSINESS BRIEFS

Newest Burger King Franchise



Edward Braddy became the franchise owner of the Burger King restaurant located at 2801 Greenmount Avenue, Waverly Shopping Center on May 1, 1989.

Braddy entered the fast food business in 1976 when he joined KB of Baltimore, Inc., a Towson based franchise of Burger King Corporation.

Prior to purchasing his own franchise, he served as Assistant Manager, Restaurant Manager, District Manager and General Manager for twelve Baltimore area Burger King restaurant locations.

Braddy attended the University of Baltimore and previously served as a Baltimore City Police Officer. He, his wife Robin and their three children reside in Baltimore County.

Carol E. Williams Receives MCI Award

Carol E. Williams was the recipient of the First Quarter Performance Award for the MCI Corporation Finance Administration Quarterly. This award was presented by the Executive Vice-President and Chief Financial Officer. Carol is a Financial Analyst, III with MCI in Arlington, VA.

Marketing Group Focuses on Black Economy

NEW ORLEANS — The importance and continued growth of the $300 billion African American consumer market was the focus of attention when the National Association of Markets Developers convened in New Orleans recently for its annual conference.

Over 250 NAMD members from across the country representing major U.S. corporations gathered for the conference.

Attending the conference closing awards banquet were (from left), Eugene McCullers, manager, Community Affairs, Coca-Cola USA; Ben Blake, vice president, Marketing, Coca-Cola Bottling Company of New Orleans; Robert Johnson, associate publisher, Jet magazine and awards banquet keynote speaker; Chuck Morrison, NAMD president; George Powell, NAMD board chairman; and Louis McKinney, Anheuser-Busch, Inc.

PACK YOUR BAGS

Conference Update

3-DAY YOUTH CONCERNS WORKSHOP

"Turning Points: Education in America in the 21st Century," is the title of a three-day workshop in Washington, DC., June 18-20." The event is sponsored by Carnegie Corporation of New York and will feature policy makers and officials from all over the country.

A report entitled "Turning Point: Preparing American Youth for the 1st Century," will also be released at the conference.

Scheduled speakers include,Lauro F. Cavazos, secretary of education; Governor Michael Dukakis (D-Mass); and Joshua Lederberg, president, The Rockefeller University and former Nobel Laureate.

For information call Scott Widmeyer or Madalene Baggett on (202) 659-1606.

CHILDREN ON THE HILL

Some 2,000 children and their parents will come to the District on June 21, to present a petition to Congress in support of child care, family and medical leave legislation.

The event is sponsored by the AFL-CIO and affiliated unions. For information call AFL-CIO Community Services Director Joe Velasquez on (202) 637-5190.