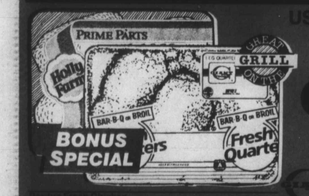
This Week's SPECIALS

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

GIANT
THE QUALITY FOOD PEOPLE



USDA Grade A Fresh Chicken
Leg Quarters
With Back Portion
69¢ lb.
Leg Quarters .79¢

Blade Bone In
Beef Chuck Roast
USDA Choice 1.19 lb.
Giant Lean 99¢ lb.

1/2 PRICE SPECIALS

Available in the Produce Dept.

Fresh Salad Bar
Reg. 1.99
No sulfites are used on our salad bar ingredients.
99¢ lb.
Please limit your purchase to 6-lbs.

Juicy **Florida Mangos** each Reg. 99¢ — 49¢

General Mills **Bugles Snack** 6-oz. box Reg. 1.59 — 79¢

Polly-O **String Cheese** 5-oz. pkg. Reg. 1.59 — 79¢

Plastic **Glad Cling Wrap** 200 sq.ft. roll Reg. 1.89 — 94¢

Microwaveable **Giant Apple Pie** 22-oz. Reg. 2.39 — 1.19

Deodorant, Assorted **Mennen Speed Stick** 2.5-oz. cont. Reg. 2.69 — 1.34

Giant Alkaline **9 Volt Battery** each Reg. 1.99 — 99¢
Compare to Eveready

3M 2" x 800" **Package Mailing Tape** pkg. Reg. 2.99 — 1.49

Talc **Giant Baby Powder** 14-oz. cont. Reg. 1.99 — 99¢
Compare to Johnson's

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

SUPER SPECIALS

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

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

Giant Light or Dark Red **Kidney Beans** 15.5-oz. cans — 3/$1

Giant **Oat Bran Bread** 1-lb. loaf — 89¢

2 Liter **RC or Diet Rite** 67.6-oz. NR bot. — 89¢

Regular or Sugar Free **I.B.C Root Beer** 6-pack 12-oz. NR bots. — 1.89

Quarters **Promise Spread** 1-lb. pkg. Soft or Extra Light 2-pack 8-oz. cups 1.59 — 1.29

Giant Frozen **Apple Juice** 16-oz. can — 89¢

Regular or Petite Size, All Butter **Sara Lee Croissants** 6-oz. pkg. — 1.59

Sugar Free Ice Cream Bars **Eskimo Pie** 15-oz. pkg. of 6 — 1.49

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., JUNE 17, 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, June 17, 1989

Natural Rhythm

Beat the dry skin blues

By Charles H. Brown
AFRO Staff Writer

Like sand in the hourglass, so is the texture of your skin.

You have tried everything from slapping yourself with exotic sounding sponges, to drowning yourself in things your mother forbid you to play in and still your friends call you names like Sandperson, Grit for Life and the Dry One.

When calls of "Hardbody" aren't meant as compliments it becomes drastic measures time. Two D.C. natives have a solution: Natural Rhythm Light Natural Skin Oils.

Natural Rhythm was developed by the older of the McGill Brothers and company president Charles McGill, who had relocated to L.A. to pursue a writing career.

Skin and body oils are as much a staple of the L.A. culture as crabs and polish sausage are in Baltimore.

Clarence McGill, the company's vice-president, visited his brother, who now has grown accustomed to the natural life in Hollywood, did the natural thing and foisted his all natural invention off on his brother.

"I said, 'Give me 40 bottles' and brought them back to D.C.," said Clarence McGill. "I started giving it out to friends (the natural thing to do when you run out of brothers)."

"The next time I visited my brother I told him, "Man, give me a few bottles of that stuff. I think I can do something with that."

Something has evolved into a regional distribution network that includes Baltimore, Washington, D.C. and Richmond, with over 15,000 bottles sold at area Giant Food Stores alone. Which is a story in itself.

"I kept going back to the buyer at Giant and each time I went I would leave her a bottle of Lemongrass scented Natural Rhythm," said Clarence McGill. "She got hooked. After a while she wanted to know where her Lemongrass was. It took me one year to get into Giant."

Natural Rhythm Light Natural Skil Oils.

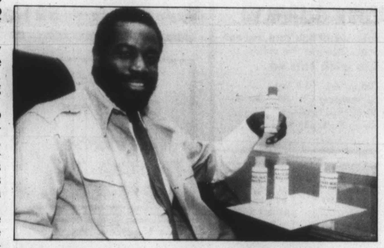
Now in Safeway, "...two years..." and Zayre's, "...two years...", except for the slight backward half step Clarence took when Giant put in their first order, Natural Rhythm hasn't missed a beat.

"She said, 'Bring me 6,000 bottles," Clarence McGill exclaims. "I had been going around selling six bottles and she wanted 6,000 bottles."

Then Clarence's face breaks into his signature slow, sly grin and you knew he had come across an idea.

The idea was Ardmore Industries. A southeast District company operated by the physically impaired.

Today Ardmore does manufacturing, packaging and distribution of the 14 all natural fragrances of Natural Rhythm Light Natural Skin Oils leaving Clarence free to handle marketing and sales - not quite the sunnier side of the street.



McGill, Inc., vice-president, Clarence McGill

"For black people to get into something like this is real tough," Clarence McGill says.

A large part of the McGill brothers continuing problems stems from trying to convince retailers that Natural Rhythm is not a black product, but is instead a product marketed by a black company.

"These guys say, 'It's a black product.' I say the only reason you say it's a black product is because it's in my black hands," He recalls. "It doesn't say black."

"People have told me to get a white guy to do the marketing," Clarence McGill says. "I said, 'No. If they are going to say no, let them say it to my face." McGill has found that many of the retailers do that quite well.

The battle to avoid labels is a matter of economics with the McGill's. The black hair and skin care market is a $226 million pool of black funds. The general cosmetic market, made up predominately of white-owned companies is a $2 billion ocean and Clarence McGill wants to be a distance swimmer.

"As blacks we tend to go to minority trade exhibitions, which is not wrong, but that's not where the real money is. This is not a black or white product it is a multicultural product."

And the McGill's have the customers to prove it. Black, white, Hispanic, Asians, men and women, they all have tried it, liked it and continue to come back for more. Each according to their own tastes.

"Asians like Gardenia, Hispanics like rose, black's tend towards musk and whites tend towards, as crazy as this may sound, vanilla," Clarence McGill says. "It sounds wild, but that's the way it is."

For those who make a practice of stamping the other category on the question of race, Natural Rhythm comes in other fragrances, ten of them:

Almond, carnation, coconut, lilac, plumeria, sandalwood, violet and unscented.

"There is no such thing as a skin moisturizer. Most products contain water and alcohol. They tend to dry your skin out," McGill said.

But McGill says his Natural Rhythm has an avocado and wheat germ formula, plus vitamins A, E and D which seals in the skin's natural moisture while still allowing the skin to breathe. "It retains moisture within the skin by sealing it in," McGill says.

Through his Natural Rhythm experiences, Clarence McGill has gained a wisdom and insight into the marketplace which he shares willingly. He just wishes he were not so experienced in the downside.

To interested entrepreneurs he challenges, "You just have to keep jabbing. It is about lasting and surviving. It is not about making it easy."

To his male customers, "Whatever you do don't let your woman get the bottle because you will never get it back."

And for his brother Charles in L.A., "The only reason he's president is because he is older and I was just showing respect." Then out comes the slow, sly grin.

"That's about all I can say."

Father & Son-Bonds of success

College Park, MD, June 8 — Andrew Bonds, Jr. of Avondale, Maryland and his son Arthur were among the 3,676 students who received undergraduate degrees from the University of Maryland at College Park on May 25, 1989. The Bonds, father-son team graduated from the campus' College of Business and Management: Andrew with a degree in marketing and Arthur with one in decision and information science. Andrew Bonds, 44, is vice president and manager for marketing with the engineering consulting firm of Deleuw-Cather and Co. in Washington, D.C. His son Arthur, who was commissioned a second lieutenant in the Air Force shortly after the graduation ceremony, is considering a career with the U.S. Air Force.

Business Briefs

Million Dollar Millie

Millie Jackson

What started out as a small gift for singer Millie Jackson and her family has turned into a worldwide stock holding of some of the largest entertainment, recording and paper industries in Europe and America.

Ms. Jackson's holdings in the U.S. include Gulf and Western, an entertainment business; James River Corporation, a major manufacturer of pulp and paper; and Ethyl Corporation, a worldwide chemical company.

A close friend of Ms. Jackson, Delano Page of Richmond, was the benefactor who donated the gift to Ms. Jackson.

Brown joins Kaiser staff

Jacquelyn Brown

Jacquelyn Brown, M.D. has joined the medical staff of Kaiser Permanente Health Care Program.

Dr. Brown is board certified in obstetrics and gynecology. She attended medical school at the University of Texas Southwestern Medical School in Dallas, Texas and completed her residency at Pennsylvania Hospital in Philadelphia, PA.

Dr. Brown is a member of the Maryland Obstetrics and Gynecology Society and a fellow of the American College of Obstetrics and Gynecology.

NABJ awards 10 scholarships

Ten college students today were selected to receive the National Association of Black Journalists scholarships for 1989.

The students, six women and four men, each will receive a $2,500 scholarship to continue their journalism educations for the 1989-1990 school term.

This year's winners are:

Nicole C. Atkinson of Woodland Hills, Calif., a graduate student at the University of California-Berkeley;

James E. Causey of Milwaukee, a sophomore at Marquette University in Milwaukee;

Darren C. Hackett of Baltimore, a sophomore at Boston University;

Andrea M. Morehead of Anderson, Inc., a sophomore at Howard University in Washington, D.C.;

Benjamin B. Roundtree of Warner Robins, Ga., a junior at the University of Georgia in Athens;

Vanee M. Staunton of Adelphi, Md., a freshman at Syracuse University in New York;

Robert J. Vickers, Jr. of Albany, Ga., a junior at Howard University;

Monica L. Williams of Philadelphia, a sophomore at Temple University in Philadelphia;

Yumi L. Wilson of Vacaville, Calif., a junior at the University of Southern California in Los Angeles;

Rachel M. J. Wimberly of Jamaica Plain, Mass., a sophomore at Simmons College in Boston.

The National Association of Black Journalists, a 14-year-old professional organization of 1,600 members, annually awards 10 scholarships of $2,500 each to college students majoring in print journalism, photography, and radio or television. The scholarships also are open to students planning a career in one of these fields.