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
69¢
Leg Quarters lb. 79¢ lb.

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

1/2 PRICE SPECIALS

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

Makes 20 Quarts
Lipton Iced Tea Mix
64-oz. cont.
Reg. 5.99
2.99

Eckrich
Jumbo Beef Franks
1-lb. pkg.
Reg. 2.79
1.39

Seals Tight
Handi-Wrap II with Cling Plus
100 sq. ft. roll
Reg. 1.29
64¢

Giant
Lattice Top Cherry Pie
22-oz.
Reg. 2.49
1.24

Bactine
First Aid Liquid Spray
2-oz. plastic bot.
Reg. 1.69
94¢

Giant
Minty Fresh Mouthwash
24-oz. bot.
Reg. 1.99
Compare to Scope
99¢

Anti-perspirant
Dry Idea Roll-On
Scented, Unscented or Powder Fresh
1.5-oz. bot.
Reg. 2.69
1.44

Disposable Twin Blade
Regular or Pivoting Head
Giant Razors
pkg. of 5
Reg. 1.29
Compare to Good News
64¢

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

SUPER SPECIALS

Ocean Spray Unsweetened
Grapefruit Juice
or Pink Grapefruit Juice Cocktail
64-oz. bot.
1.89

Original or Custard, Assorted Flavors
Yoplait Yogurt
6-oz. cups
2/89¢

2-Ply White or Prints
Angel Soft Bath Tissue
168.7 sq.ft. pkg. of 4 rolls
99¢

Plain or Poppyseed
Giant Twist Rolls
12-oz. pkg. of 8
79¢

Caffeine Free Pepsi, Caffeine Free Diet Pepsi,
Pepsi or Diet Pepsi
67.6-oz. 2 Liter NR bot.
Not available at this price in Harford Co.
89¢

Giant Kettle Style
Potato Chips
7-oz. bag
99¢

Giant
Sliced Lunchmeats
Meat or Beef Bologna, Meat or Beef Cooked Salami
1-lb. pkg.
1.59

Pizza-for-One
Celeste Cheese Pizza
6.5-oz. pkg.
SAVE 29¢
99¢

In Butter Sauce
Green Giant Vegetables
Brussels Sprouts, Leaf Spinach, Niblets Corn or Broccoli & Cheese Sauce
10-oz. pkg.
SAVE 30¢
99¢

Sara Lee Butter Streusel or Pecan
All Butter Coffee Cake
11.5-oz. pkg.
SAVE 69¢
1.99

PRICES & DOUBLE COUPONS EFFECTIVE THRU SAT., JULY 29, 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, July 29, 1989

Persistence is the best policy

Area black video retailers discuss life in the fast lane

By Charles H. Brown
AFRO Staff Writer

Say the word "videos" and people immediately think of several things: MTV, Black Entertainment Television (BET) and possibly the locally produced VTV or BTV (WNUV and WBFF's own MTV spinoffs).

Also names of video retailers like Erol's, Blockbuster, Barry's and West Coast Video may come to mind but few will ever think of retailers like Videoland, Video Zone, Good Times Video or Video Emporium - even though they may be just around the corner or up the street.

What separates the first group of retailers from the second is that the first are predominately white-owned and expanding and the second are all black-owned and dropping like flies.

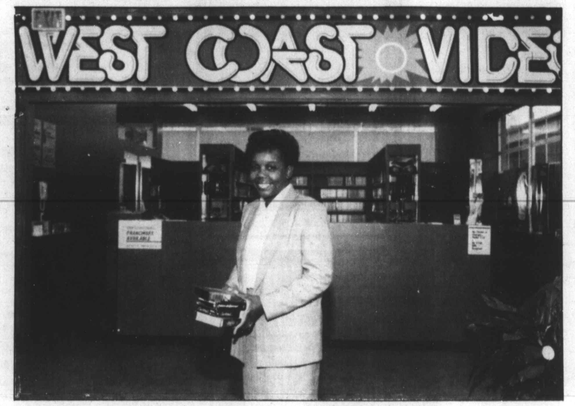
From a number that has been pegged as high as 12 stores three years ago by one area retailer, Baltimore's supply of black videotape retailers has come unraveled.

"There are just three of four operators in Baltimore involved in videos in a competitive way, says owner of the two Videoland stores in Baltimore, Gary Swift, who says he has managed to not only hang on but to grow.

"I've been in it since 1985. I'm not in it for the quick bucks, I'm in it for the long run."

Run seems to be the motto as Baltimore's remaining Black video retailers run to keep a head of the advances of giants like Erol's and West Coast Video.

"Contrary to belief West Coast, Erol's and Blockbuster's are not interested in putting anyone out of business," said John Hargrave, who along with his wife Wilhemenia, became the newest entrants in the field by opening their West Coast Video store at Mount Vernon Centre on Guilford and Madison. They also became the only black owners of a West Coast Video franchise in the Maryland area in what has been a two year knock down, drag out battle for state financing of the product.



Wilhemenia Hargraves

"We almost gave up," says John Hargraves. The Hargraves had gone as far as calling West Coast and saying they wanted out, but were convinced that the recent acquisition of National Video by West Coast, making it the nation's largest, also made the Hargraves franchise agreement worth twice what they paid for it.

The Hargraves reapplied to the state, which had previously been skeptical of video franchises and based on the new information received financing.

John Hargraves also sees the independents as viable operations requiring only the hard work and determination necessary to succeed in any business. But he does admit to having a leg up on the competition by being part of West Coast.

"They can do it and be successful if they do their homework. We have eyes and ears out there and they keep us informed. The mom and pops don't have that," Hargraves says.

But information alone hasn't determined the longevity of area independents. Rising costs, shrinking markets and the "passing fad" of video have subsequently taken their toll on the few remaining retailers to the point that one of the survivors, Good Times Video, has gone to reduced hours in order to survive, while another, Video Zone, has altogether fallen out of the line of fire and into the pizza oven.

Garcia Davis is perhaps the most telling of the past retailers. Having opened Video Zone with his partners four years ago, the store suffered through the saturation and eventual shakeout of other independents and the influx of the major chains until the group decided to call it quits and traded their VCR's for Vulcan pizza ovens.

The group which operated three locations went from being Video Zone to Pizza Zone, which they eventually sold and are now operating Champion Pizza near Edmondson High School.

"It died out," Garcia says of his past adventures. "It just is not a fad anymore. People ask me, 'How can you go from videos to pizzas?' I tell them, 'Easy! You walk around the malls, like I did and you see what's doing good and you do it.' "

But Swift of Videoland has managed to hold back the challenge of the giants and the fleeting fads, through a strange and unintentional alliance.

After Barry's Video, a midlevel player in the game, opened its three year old Charles Street store, three blocks from Swifts St. Paul St. location, the area suddenly became unattractive to larger retailers, says Swift. But his own store has managed to hold its own against Barry's and even to win a few.

"He is more of a help than a hindrance," Swift says. "I update every week, but Barry's updates every month, so customers come in here complaining about his selection. I also close on Sunday and he's open seven days a week. I give Barry's Sundays, but he has to fight for the rest."

But Davis of Video Zone/Pizza Zone/Champions, says he hasn't got time for the pain. For Davis and his partners, it's not about being black whether its a black pizzeria or video store - it's about business.

"You can't think black, you have to think business," Davis said. "When you think black you run into all kinds of problems. If you want to be rich you have to do what the rich guy is doing not necessarily what the nearest black person is doing."

Swift seems to be following that line of thinking. After having closed an earlier location, Swift says Videoland is ready to expand back to three sits. By keeping an eye on industry trends and his competition, Swift believes he has figured it out, but says there is currently no formal organization of area black video retailers for him to address and share that insight.

"The majority of us are working in our stores and don't have any time to get together," says Swift, who is open from 11 am to 9:30 pm. Monday through Saturday.

For anyone considering entering the field the advice of the veterans ranges from Pollyanna to Lombardi: "You can make it, do your homework and "business is rough, but life is rough, so you have to get tough."

"When you think black you run into all kinds of problems. If you want to be rich you have to do what the rich guy is doing not necessarily what the nearest black person is doing."

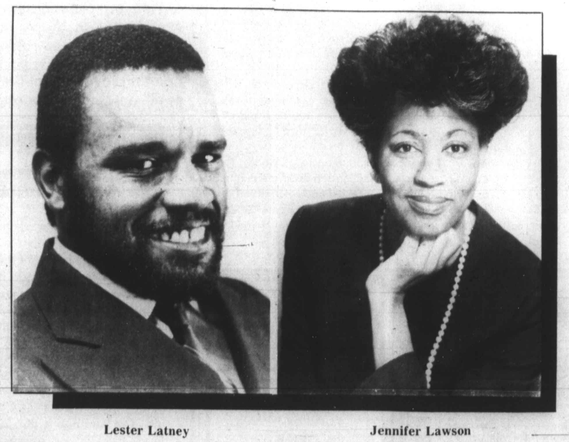
Gary Swift (right) of Videoland

Public broadcasting's shining stars

WASHINGTON, D.C. — The Corporation for Public Broadcasting (CPB) today announced two major appointments. CPB President Donald Ledwig named Lester Latney Inspector General and director of Audit, and Gene Katt, CPB vice president, programming, promoted Jennifer Lawson to director of the Television Program Fund.

Latney had been acting Inspector General and director of Audit, and Lawson had been associate director, drama and arts programs, for the Television Program Fund.

In his new position, Latney has primary responsibility for ensuring that funds appropriated for public broadcasting are expended and accounted for properly. In announcing the promotion, Ledwig said, "Lester has demonstrated his ability to manage CPB's audit function carefully and to take on the new responsibilities of the Inspector General. His knowledge of CPB and public broadcasting will be a great asset in this position."


Lester Latney Jennifer Lawson

In her new position, Lawson will be responsible for managing the $42.7 million Television Program Fund, under Katt, which includes funds for the major series on public television, e.g. Great Performances, Wonderworks, and Frontline; Open Solicitation program funding; and the minority programming initiative.

"Jennifer is an outstanding individual of unique talent and experience," said Katt. "She will significantly enhance CPB's contributions to public television programming."

Latney, who joined CPB in 1976 as a senior auditor, had been audit manager of the Audit Department until October 1988, when he was named acting director. He was also later named acting Inspector General for CPB on April 18, when legislation requiring the inspector general position went into effect.

Lawson joined the Television Program Fund in 1980 as program coordinator and was named associate director in 1983.

Before coming to CPB, Latney, a CPA, served as a senior auditor with Touche Ross & Co. in Washington, D.C. He is active in several professional accounting associations and holds a B.S. in accounting from Virginia State University.

Prior to joining CPB, Lawson served as executive director of the Film Fund, a New York-based organization which specialized in funding independent films on social issues. She has taught filmmaking and film theory and has worked as a screen writer and film editor.

Lawson was vice president of the board of directors of the International Public Television Screening Conference from 1984 to 1988 and serves as an adviser and consultant to a number of arts organizations, including the National Endowment for the Arts and Arena Stage in Washington, D.C. She holds an M.F.A. in film from Columbia University.