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
Drumsticks or Thighs
Giant or Holly Farms Regular Pak 99¢ lb.
Giant Jumbo Pak 89¢ lb.
Perdue Thighs or Drumsticks 1.09 lb.

Bone In
Beef Blade Chuck Roast
USDA Choice 1.29 lb.
Giant Lean 1.09 lb.

BONUS SPECIAL

1/2 PRICE SPECIALS

Puddings, Assorted Flavors
Hunt's Snack Pack
4-pack, 4.25-oz. pkg.
Reg. 1.59
79¢

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

Giant, Natural or Butter Flavor
Microwave Popping Corn
10.5-oz. box
Reg. 1.79
89¢

Giant
Buttermilk Bread
24-oz. loaf
Reg. 85¢
42¢

Giant Automatic Pivoting
Twin Blade Cartridges
pkg. of 10
Compare to Atra
Reg. 2.99
1.49

After Shave
Mennen Skin Bracer
3.5-oz. bot.
Reg. 2.69
1.34

Giant
Twin Blade Cartridges
pkg. of 10
Compare to Trac II
Reg. 2.99
1.49

Regular or Sensitive Skin
Cut Guard Shave Cream
11-oz. can
Reg. 2.49
1.24

Anti-perspirant
Mitchum Roll-On
or Lady Mitchum Roll-On
1.5-oz. pkg.
Reg. 2.99
1.49

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

SUPER SPECIALS

Nestle
Miniature Crunch Bars
12-oz. pkg.
2.39

Regular Quarters
Land O Lakes Margarine
1-lb. pkg.
75¢

With or Without Nuts
Fresh Baked Brownies
2/49¢

Regular or Caffeine Free
Pepsi or Diet Pepsi
6-pack 16-oz. NR bots.
1.79

Kitchen Queen
Sliced Bologna
1-lb. pkg.
1.39

Giant
Grape Jelly
32-oz. jar
99¢

Giant Unsweetened Grapefruit Juice or
Pink Grapefruit Juice Cocktail
48-oz. bot.
1.39

Frozen, Birds Eye Assorted
Farm Fresh Mixtures
16-oz. bag
SAVE 46¢
1.19

Frozen, Concentrate
Giant Apple Juice
12-oz. can
SAVE 36¢
69¢

Frozen, Beef & Bean, Mild or Hot
Old El Paso Burrito
5-oz. pkg.
SAVE 29¢
59¢

PRICES AND DOUBLE COUPONS ARE EFFECTIVE THRU SAT., SEPT. 9, 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
BUSINESS PULSE
Section C

■ Career Corner C3
■ Sports C4

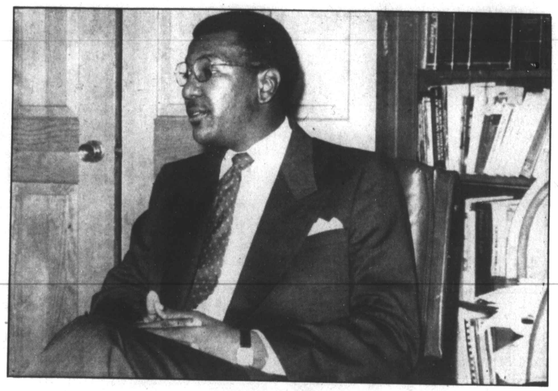
Saturday, September 9, 1989

Tackling careers- Two at a time

Two jobs would keep anyone going and Hari P. Close is definitely on the go.

Seven days a week Close oversees the business and legal affairs for one national association and then divides himself in two and oversees the planning and performance of another national association.

But Hari Close doesn't have a problem differentiating between the two jobs. One is as the president of the National Funeral Directors Association and the other, the director of First Friday, another national association of which Close is the local chapter president.



Harry P. Close

Flexing a $2.6 billion muscle

By Charles H. Brown
AFRO Business Editor

As president of NFDMA, Close oversees a nearly $2.6 billion segment of a $6 billion industry. A segment that is just beginning to flex its sizable muscles.

"You'll be seeing a lot more aggressiveness coming out of the group," Close says.

One reason for the aggressiveness is the unique perspective NFDMA members have on the escalating Black on Black violence.

"You hear about it on the radio and you read about it in the newspapers, but when you walk through that funeral home you see it," Close laments. "Out of every ten bodies, seven are Black males, and five are young people killed by violence. We're seeing a generation of young people being lost."

Close said the organization is currently sponsoring a series of public service announcements to air over radio and television to draw added attention to the problem.

"What we're doing is no longer sitting back on our laurels. We're taking stands on issues," says Close, who adds that 22 percent of NFDMA members are clergy and politicians.

Funeral directors are one of the three historical pillars of the African-American community, the other two being the church and the barber shop, Close said. "We're going into deep history now."

The barber shop was the meeting place and the barber was often the financier for many fledgling community businesses, including the funeral parlors.

But since then Mortuary Science, particularly African-American Mortuary Science, has turned into big business. Funeral service and related revenues in African-American communities average approximately 43-45 percent of the $6 billion spent on funeral services annually. A disproportionate amount which shows that African-Americans are not only living large, but going home in great style.

"Most of the White community are cremating their dead," Close says, "but we Blacks spend more on our funerals." A fact Close says is not lost on White funeral directors, who are actively seeking Black business.

"Many Black leaders are buried by White funeral homes," Close said. The NFDMA is working with groups such as the NAACP and the Urban League to provide an early address to the problem.

Putting the focus back into Friday

First Friday is a name well known to many African-American professionals. Two years ago wherever the local group met was the place to be on Friday nights. Dancing, drinking and doing the business card exchange "thang" was what First Friday was all about. But that was First Friday, B.C. (Before Close).

"The organization has changed," says Close. "It had degenerated into a social mechanism, but in the past two years it has refocused and grown. They were giving out business cards, but a lot of people didn't know what to do with that business card. Now we provide seminars on topics ranging from office politics to the politics of Baltimore."

Just in time, too. The Baltimore of two years ago, just like the nation in general, has disappeared - two years ago, in fact.

Today there is more competition and new administrations on both the local and national landscapes. A slew of new faces on the political scene and a new crowd of new advocacy groups. In other words, new opportunities. And opportunities is what First Friday is all about.

"We're trying to provide an opportunity for growth," Close says. "We provide a neutral meeting ground for professionals, where we can attempt to adapt and to educate ourselves. We need that social mechanism but we also need that educational arm."

So Close got First Friday back on track by beefing up the seminar portion of the program and pushing the social hour to the far end of the agenda.

Now group members hear business and political leaders, such as Stanley Tucker, Director of the Maryland Small Business Development and Financing Authority and Jacqueline McClean, 2nd District Councilwoman and co-owner of Four Winds, Seven Seas Travel Agency.

Regular discussions on networking and coalition building, as well as the politics and psychology of the workplace, provide a grounding for those who either feel they are in danger of losing touch with their origins or those who complain of butting their heads against the concrete ceiling.

The new First Friday provides direction to strangers in a foreign land.

The Friday gatherings now are held in a second floor meeting room at the Tremont Plaza Hotel on Pleasant Street. The attendance numbers are a tenth of the 2,000 who flocked for drinks and good times two years ago, but due to the re-emphasis on training, the new gatherings may be ten times as effective.

Which leaves Close with a new job — as a messenger.

The new First Friday is a more powerful and focused organization, Close said. "We want to get the word out to the community."

BUSINESS BRIEFS

Development Center Contract Awarded

Boone, Young and Associates, a full service management consulting firm based in Englewood, NJ has been awarded the contract to operate the Baltimore Minority Business Development Center.

The MBDC has been established to provide minority business owners and prospective entrepreneurs through the Baltimore Metropolitan area with access to a full range of individually tailored management consulting services at subsidized rates.

Management information and Technical assistance regarding procurement opportunities, marketing data, MBE certification, loan packaging, assistance in obtaining bonding and a broad range of other business services are provided by the center's professional staff.

The center is funded by the Minority Business Development Agency of the US Department of Commerce and is located at:

2901 Druid Park Drive
Baltimore, MD 21215
Suite 201

For more information contact Ms. Diane Wilson at (301) 383-2214.

Home Based Business Day

The National Association of Home Based Businesses (NAHBB) is a private organization for individuals who own and operate a Home Based Business. The NAHBB was created to help small companies in their early stages when they are the most susceptible to failure.

The National Association of Home Based Businesses and the Maryland Small Business Development Center of Central Maryland is sponsoring a "Home Based Business Day," hosted by the Community College of Baltimore, Harbor Campus, on September 30, 1989.

For more information please call Michele Johnson at (301) 363-3698 or Mark Goldman (301) 396-3848.

Dun & Bradstreet Seminar

CCB and Dun & Bradstreet Announce Seminar — Managerial and Leadership Skills for Women. a one-day seminar presented by CCB and Dun & Bradstreet Business Education Serves Monday, September 11 Cross Keys Inn 9 a.m. to 4:30 p.m.

The seminar is designed for current, newly appointed and future women managers, supervisors and administrators. "Managerial and Leadership Skills for Women" will be conducted by Jane Usinger, a recognized trainer and consultant who specializes in performance mangement and interpersonal communication. She will address such issues as problem solving and decision-making, developing your own leadership style, team building and motivation.

The seminar will be given September 11 in the Cross Keys Inn on Falls Road.

For more information call Mark Goldman at CCB 396-3886.

7-Eleven welcomes the proud lady

DALLAS — 7-Eleven is introducing health and beauty aid products targeted to Black consumers in stores across the nation.

This is the convenience store's first major move to offer products aimed at Black consumers.

"We're dedicated to serving our Black customers and believe this program is one of many to come that will help them get what they want at 7-Eleven," said Andy Dillard, The Southland Corporation's Urban Market Development manager.

"Black consumers shop our stores quite often," Dillard added. "Now when they visit 7-Eleven, they'll find that we stock a selection of popular, high-quality items that address the needs and desires of the Black community, and all at competitive prices."

7-ELEVEN CUSTOMER Sybil Kyle selects one of the Black hair care products that are now available at most of the convenience store's locations across the nation.

Participating stores will offer as many as 29 hair care products, a selection that may eventually be expanded in certain markets. The new products are being introduced in most stores by September 1.

Not only does this program offer Black consumers a new, convenient location at which to purchase their health and beauty aid products, but it also gives Black entrepreneurs an opportunity to work with 7-Eleven.

Gary Gardner, Executive Director of the American Health and Beauty Aids Institute (AHBAI) and Chairman of Soft Sheen Products, commented, "7-Eleven can have a significant impact on our industry by making the purchase of quality products convenient and accessible through its stores."

Benjamin Hooks,, Excutive Director of the National Association for the Advancement of Colored People (NAACP) and a luncheon speaker at a recent AHBAI meeting in Dallas, noted, "The Southland Corporation/7-Eleven store chain has made tremendous progress in supporting our community. This new program represents their commitment to develop solid relationships with minority vendors and suppliers. That's important.

"I think that this program provides an excellent opportunity for 7-Eleven to deliver a message to the Black consumer. It is good that a corporation like Southland recognizes the value and strength of Black businesses and organizations such as the AHBAI," Hooks added.

Among the Black businesses involved in this program are Hask/Vigorol, Scientific, Pro-Line, Gardner's Soft Sheen and Lustrasilk.

"7-Eleven is very pleased to be working with these and our many other suppliers on this project," Dillard said.

"They have helped us develop a product lineup that we believe will best address the preferences of our Black customers, and we're looking forward to working with them in the coming years to assure our customers that they are getting the finest products available."