HALF A CENTURY

1/2 Price Specials

1936 - 1986

SINCE 1936 GIANT

CARING ABOUT QUALITY, VALUE AND SERVICE FOR FIFTY YEARS

½ Price Specials effective thru Sat., May 3, 1986 in Giant stores in the city of Baltimore, Baltimore, Harford & Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater. So that others may share in the savings, please limit your purchases to 6 of an item.

For Laundry
Wisk Liquid Detergent
64-oz. plastic cont.
Reg. 4.19
2.09

Green Giant Frozen
Niblets Corn
In Butter Sauce, 10-oz. pkg.
Reg. 1.19
59¢

Giant Brand
Minty Fresh Mouthwash
40-oz. bot.
Reg. 2.89
1.44

Giant Food
Homestyle Bread
16-oz. loaf
Reg. .63¢
31¢

Weaver Frozen
Chicken Rondelets
All Varieties, 12-oz. pkg.
Reg. 2.39
1.69

Sliced
Hormel Pepperoni
3.5-oz. pkg.
Reg. 1.29
64¢

Giant Food Part Skim
Ricotta Cheese
15-oz. cont.
Reg. 1.59
79¢

Marie's
Sour Cream & Dill Dressing
12-oz. jar
Reg. 1.99
99¢

DOUBLE COUPONS
DOUBLE SAVINGS ON MANUFACTURERS' CENTS-OFF COUPONS UP TO 50¢
If coupon total exceeds price of item - offer limited to retail price.
ANY COUPON OVER 50¢ REDEEMED ONLY AT FACE VALUE
This offer valid through Sat., May 3, 1986 in Giant stores in the city of Baltimore, Baltimore, Harford & Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater.

California
Fresh Broccoli
PICK of the CROP
lb. 69¢
Concord
Stir-Fry Mix..... 1½-oz. pkg. 59¢

Florida
Juice Oranges
PICK of the CROP
10 for $1
Libby's Mix
Orange Frost..... 2-oz. pkg. 59¢

Crisp
Fresh Carrots
PICK of the CROP
3 1-lb. pkgs. 79¢
Libby's
Salad Crunchies.. 2-oz. pkg. 59¢

USDA GRADE A
FRESH FRYERS
CUT-UP FRYERS lb. 69¢
WHOLE lb. 59¢
Perdue Cut-Up lb. 79¢ Whole lb. 69¢

BEEF CHUCK, BONE IN
ARM POT ROAST
Giant Lean
USDA CHOICE lb. 1.69 lb. 1.59
FRESH
GROUND CHUCK
ANY SIZE PACKAGE lb. 1.69

BONE IN
BEEF BLADE CHUCK ROAST
Giant Lean
99¢ lb.
USDA CHOICE lb. 1.09

Frozen Food
Hanover
Broccoli Florets
SAVE 50¢ 16-oz. bag 1.09

SAVE 80¢ Taste O' Sea
Flounder Provencale
Dinner
12-oz. pkg. 2.99

Grocery Department
Dish Detergent
Palmolive Liquid
SAVE 60¢
22-oz. plastic cont. 99¢
BONUS SPECIAL - Hudson
Flair Napkins..... pkg. of 120 69¢

Service Deli
Domestic
Boiled Ham
½-lb. 1.39
BONUS SPECIAL - Armour
Cooked Salami... ½-lb. 99¢

Delicatessen Dept.
Regular or Dinner Size
Giant Food Franks
Meat
Beef 1-lb. pkg. 1.39
1-lb. pkg. 1.29

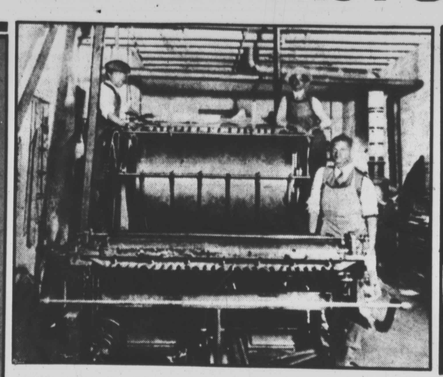
Prices effective thru Sat., May 3, 1986 in Giant stores in the city of Baltimore, Baltimore, Harford & Howard Counties, Glen Burnie, Severna Park, Annapolis & Edgewater. This merchandise is not offered for sale or available to retailers, restaurants or other commercial enterprises.

THE END OF AN HISTORIC ERA

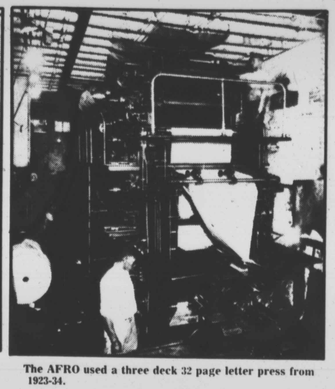
NOTE: Here is an accurate history of the now discarded old AFRO printing system, the largest press ever used by a Black newspaper. The account is given by John J. Oliver, Sr., now retired, who came up from the ranks and worked in every capacity until he retired as president in 1982.

Here he notes, in the AFRO's Golden Years (the 40's and 50's) the new press acquired in 1936, ran a circulation of over 225,000 papers a week for the nation's only Black newspaper chain.

Baltimore was (and is) the AFRO home office with branches in Washington, Richmond, New Jersey, Philadelphia and National and East Coast editions going throughout the nation and foreign countries wherever U. S. servicemen were stationed. The Baltimore run of 60,000 was the largest single edition ever run.



Ole Blunderbus, the nickname given to the 8 page rotary press around 1910.



The AFRO used a three deck 32 page letter press from 1923-34.

By John J. Oliver, Sr.
Retired AFRO President

Early in 1934, Messrs. Carl and D. Arnett Murphy paid a visit to the Chicago Tribune in Chicago, IL as guests of the Goss Printing Company. They were shown a two-unit 4-plate-wide webfed universal newspaper press.

The Tribune was using it as a press for doing its experimental work such as testing qualities of ink, grades and weights of paper, etc.

It was capable of printing papers of up to 32 standard pages with spot color on 8 pages — and in two or four sections, at the rate of up to 50,000 papers per hour.

IN 1934 WE ENTERED THE 20TH CENTURY

After some consideration among the four Murphy brothers, the press was purchased and the AFRO was entering the Twentieth Century.

After being dismantled and put in dozens of wooden boxes, several months later it arrived in Baltimore by freight.

Baltimore Architect Charles Ginn was given the task of designing and building the new addition to the then existing AFRO building on its present location at 628 and 626 N. Eutaw St.

The new facility was butted on to the present Circulation Department and accessed from the Mail Room of the main building at 628.

It was two stories high with a basement for paper storage, ground floor for the press and paper storage and the second floor for a large washroom and additional composing room space.

Mr. Ginn died before the project could be finished. Albert Cassell, architect and close friend of Carl Murphy from Washington, DC and Howard University was called in to finish the job.

The foundation for the press was eight feet high and eight feet wide of solid concrete.

THE GOLDEN YEARS

By the summer of 1937 the assembly had been completed and the new press was ready to run. The Golden Days of the AFRO had begun.

D. Arnett Murphy was in charge of the department. Harry Gilbert was foreman of the press crews.

In the fall of 1937, "The Progress Edition" of 100-plus standard pages — many in full color — was printed to celebrate the occasion.

At its height during the late 1940's and early 1950's, its regular run totaled over 225,000 for the week.

The largest was a run of 358,000 for the week.

The largest run for a single edition in Baltimore was 60,000 plus.

Rev. N. B. Carrington, a pressman trained in color work in New York, was brought in to train the expanding press crew which grew to 14 pressmen on two crews, plus four stereotypers by 1964.

Among the pressmen were: William Thompson, Louis Cox, Levy Downes, Percy Bolden, Randolph Jordan, David Major, Roger Bowie, Simon Merritt, Joseph Goldman, foreman and John Quarles.

In later years, Edward Quick, Robert Bell, David Allen and Clarence Blount were summertime help.

The stereotypers were John Henson, Ellsworth J. Coates, T. Washington, Leon Brown, foreman; William Edwards and Clarence White.

The large and continual increases in the price of newsprint started the waves of reduction in the widths of the newspaper pages and columns in the whole newspaper industry.

When the press came to the AFRO in 1931 the pages were 16½ inches wide containing columns 2½ inches wide.

The AFRO became the first paper in Baltimore to assume the new reduced look.

By 1974 the page widths had been reduced two inches plus to 14½ inches wide and columns to 1-5/8 inches.

1970's — THE NEW COLD TYPE PROCESS

In the 70's scientific research developed for the Composing Room what is known as "Cold Type Process."

This process substituted film strips for what had been the heavy galleys of type produced by the Linotypes.

Using these film strips, there was produced by means of the camera, a thin-metal raised letter plate weighing about one pound.

That replaced the 42 pound stereoplate from which the pages were printed on the press.

The quality of the product was greatly improved and the cost of production was reduced.

To accommodate this new innovation, magnesium saddles to carry the thin plates were put on the press to replace the stereo plates.

The stereotyping equipment was eliminated and new equipment was installed to produce the new plates.

On June 26, 1981, the Late City edition became the first complete regular AFRO edition to be printed by the new direct printing method. (The system was still in use until April 29, 1986).

The plates were made by John Quarles, William Lewis, Walter Shields and Sylvester Finney.

From the film strip, the researchers developed a plate that could be used on an offset press giving a much better quality print and color capabilities and control.

During the 60's and 70's the conversion to offset by the majority of newspapers, swept the country.

The AFRO's letter press could not be converted to accommodate the offset method.

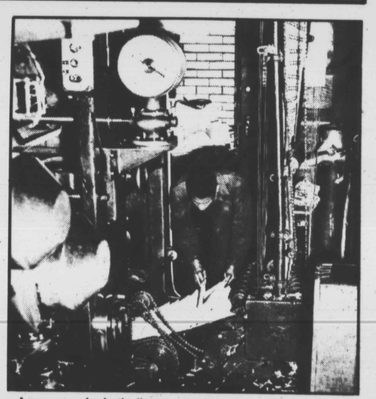
Therefore since the difference in the quality of what the AFRO's press could present and the offset printed papers was too great to overcome, the faithful old press, once the finest in all Black newspapers, had come to the end of an era.

But the show must go on.

(Portions of this article were contributed by Elizabeth M. Oliver and Gertrude Steele).

A pressman wearing a traditional four corner newsprint hat sets rollers on the three deck press.

Harry Gilbert, press room foreman and nephew of founder John H. Murphy Sr. checks an early edition of the paper in 1925.



A pressman checks the first run of the Baltimore AFRO on the current press, the two unit Goss Headliner Press.

Edward Williams and Eli Barbour put a 1 ton roll of newsprint on the press for the final Friday Late City Baltimore run.

Chris Bell pushes the button for the last run of the AFRO's Goss press, bringing to an end an era. The press had served well for 49 years.

MAY 1986