GIANT Discount DRUG

SAFETY & RELIABILITY

"One of our customers who has chronic asthma was prescribed Theodur by her regular physician. During the same period of time, her dentist prescribed erythromycin to treat an oral infection. Our PROFILE system showed us that when Theodur and erythromycin are taken together, an increased level of theophylline in the blood occurs, causing hyperactivity. Of course we notified our customer's dentist who replaced her antibiotic prescription with tetracycline.



John Welsbrod
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 FREE Rx 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

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

Regular or Skin Conditioning
Barbasol Gel
7-oz. can
Rx STORES ONLY
Reg. 1.59
79¢

Giant Regular or Automatic Adjustable
Twin Blade Cartridges
pkg. of 10
Compare to Trac II or Atra
Reg. 2.99
1.49

Normal or Extra Conditioning
Breck Shampoo
15-oz. bot.
Rx STORES ONLY
Reg. 2.39
1.19

Jergens Scented or Unscented
Ever Soft Skin Lotion
6-oz. bot.
Reg. 2.99
1.49

3M 3" x 3"
Post It Pads
pkg.
Reg. 69¢
34¢

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

SUPER SPECIALS

Regular or Tartar Control
Colgate Gel or Toothpaste
Reg. 2.09
SAVE 50¢
1.59 6.4-oz. or 7-oz. tube

Regular or Compact
Colgate Plus Toothbrush
Rx STORES ONLY
Reg. 1.69 to 1.89
SAVE 50¢ to 70¢
1.19 each

Saline Solution, Sensitive Eyes® or Sterile Preserved
Bausch & Lomb
Rx STORES ONLY
Reg. 2.69
SAVE 1.00
1.69 12-oz. bot.

Tablets
Giant Aspirin
Compare to Bayer
Reg. 1.99
SAVE 60¢
1.39 bot. of 250

Vaseline Intensive Care
Hand & Nail Lotion
Reg. 2.99
SAVE 1.00
1.99 9-oz. bot.

Regular or Super Maxishield
Sure & Natural
Reg. 4.49
SAVE 1.50
2.99 pkg. of 26 or 30

Anti-perspirant/Deodorant
Dry Idea Roll-On
Reg. 3.69
SAVE 1.00
2.69 2.5-oz. bot.

Reinforced Panty & Toe
Renee Queen Size Pantyhose
Reg. 1.79
SAVE 20¢
1.59 pair

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

PRICES EFFECTIVE THRU SAT., APRIL 22, 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 retailers, restaurants or other commercial enterprises.

Joshua Smith of the Maxima Co:

Maximizing the opportunities

By Charles H. Brown
AFRO Staff Writer

Joshua Smith doesn't see the world as an oyster.

The chairman and chief executive officer (CEO) of Prince George's County based Maxima Corp., takes more of a hard edged view of the business world and life in general. He sees it as a tank full of man-eating piranha.

"There has got to be a toughness," Smith said. "Another side to make you cold in the business world. If I see something that is hurting this company I do something about it."

But the man who keeps a tank of piranha in his office and says he will often interrupt a business meeting to feed a few goldfish to his "boys", does have a kinder and gentler nature.

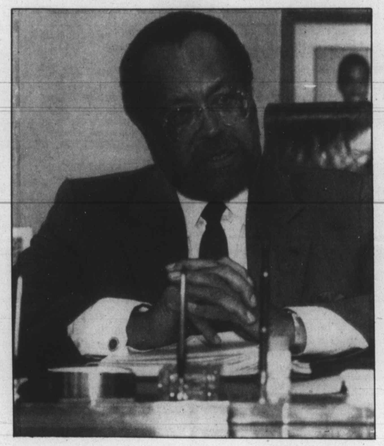
"I'm a nice guy, but an equally hardnosed business man," Smith confides. "Both personalities are very natural to me."

Smith intends to use both personalities in his role as newly elected president of the Presidents Roundtable, a group of black business owners.

A native of Akron, Ohio, Smith built Maxima on the back of the information explosion in the late seventies. As an information management consultant Smith was led into self-employment by example, so to speak.

"It didn't compute as to why I was so educated and so bright and so poor, while other people who were less educated and less bright were starting their own businesses." Smith concluded. "I took a concept and here I am."

The concept was Maxima. Maxima, described in corporate literature as an "... integrated information management products and services firm," has over 1400 employees in 46 offices in 13 states.



Joshua Smith (Photo by Ricardo Gray)

With 1988 revenues in excess of $54 million Maxima sits ninth on the Black Enterprise list of the Top 100 Black Owned and operated companies in the U.S.

Housed in its seven story edifice at 1619 East Jefferson St. in Rockville, Md., the Maxima Co. and its mirrored glass building have become both a testament and a monument to Smith's philosophy: "Where there are problems there are opportunities."

It was around this philosophy that Maxima was built.

The late 70's bought with it new sources, new mediums and new uses for information. But as in many things new, there was a lot of activity, a lot of noise and very little in the way of results.

"People were packaging it all wrong," Smith said.

Armed with a ten year background in the information industry, Smith founded Maxima to assist government and private entities in the orderly flow and storage of information technology systems.

The level of success his company achieved came as no surprise to Smith. Ranked among the top 100 contractors by the U.S. Department of Energy between 1984 and 1988 and the U.S. Commerce Departments' 1985 Contractor of the year, Smith takes it all in stride.

"I'm a great optimist," says Smith. "I look for the ponies and I usually find them. Winning is sweet. You show me a good loser and I'll show you a loser."

Smith, also well known for his Republican fundraising activities takes a sterner view of his chosen party than some would expect from a man who raised $100,000 for George Bush's presidential campaign at a Blacks for Bush, $1,000 a plate dinner.

"I think up to this point the Republicans have not earned the support and confidence of the black voters," Smith said. "That will change, but it will change by deed and not by word."

"I'm as hard on Republicans as anyone," and "the Republicans are just going to have to deliver. We just can't come out with rhetoric."

Now Smith is preparing his company for its next phase growth. After a period of acquisition in 1986 in which 40 percent of the companies purchased failed, Smith said Maxima will now concentrate on government contracts which make up 80 percent of Maxima's business..

"We're anticipating a major growth surge for Maxima, probably international," Smith said. "We're winning (bids) at a 40 percent clip. We expect to double in size in four years.

"The future looks good," Smith added. "We intend to be a key player."

Coors invests:

Inside Black America

By Charles H. Brown
AFRO Staff Writer

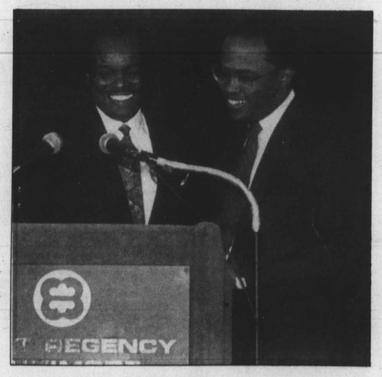
Early morning auto commuters now have a way to get to work and increase their knowledge of black events simultaneously.

The Inside Black America advertising campaign, sponsored by Coors Brewing Co., has grown from an inspirational minute on WVEE Radio in Atlanta, Georgia, to a national black awareness campaign heard on ten black oriented radio stations around the country including WEBB and WXYV in Baltimore.

Nearing the end of a highly successful and widely acclaimed six year run, the series highlights the accomplishments of black Americans from all walks of life, both past and present.

The programs, aired morning and evenings and rotated monthly, consist of an average of eight one minute segments ranging on topics such as sports, athletics, the arts, black history and current events, include a brief commercial for Coors products.

"We not only carry a commercial message, but an important message," said David Scott, president of Dayn-Mark Advertising, the Atlanta, Georgia based company that produces the programs. "We are putting something culturally enriching back into the community."



Producer Dave Scott congratulating Mayor Schmoke who was the subject of an Inside Black America segment.

Scott and Alfredia Mark, Dayn-Mark executive vice-president were in Baltimore recently to recognize the city of Baltimore, Mayor Kurt Schmoke and the AFRO-AMERICAN NEWSPAPERS, which is "setting the standard for newspapers across the country," Scott said.

"You have a dynamic city and a mayor who is fast becoming one of the important leaders of today," Scott added. "We would not have been as successful as we are in Baltimore without his support.

Scott, a veteran Atlanta legislator currently in his seventh year as a Georgia State Senator, before which he served eight years as state representative, started Dayn-Mark with his wife, Alfredia Scott in 1978.

Since then the company which specializes in advertising, public relations, commercial production and marketing to the black consumer market, has gone on to win three Emmy Awards for its documentary titled "Langston" on the life of Langston Hughes and carried nationally over the Public Broadcasting System (PBS).

Adolph Coors, president of Coors Brewery was blasted by the black community and various civil rights groups following an appearance on 60 Minutes in which he described blacks as being incapable of handling some of the lowliest positions in the company.

The Coors company negotiated a five year covenant with the NAACP, which included increased advertising in the black media and hiring programs.

"We started with Coors prior to the covenant," Scott said. "We began in Atlanta in January 1984 and as a result of the success of the program grew," from city to city.

"We are telling people that Coors is interested in showcasing to the world the contributions blacks have made to society."

BUSINESS BRIEFS

Owings Mills resident receives black achievers award

Kevin Rucker, III, manager of the Foot Locker store in Mondawmin Mall, was honored here tonight with the Black Achiever in Industry Award, given by the Harlem YMCA.



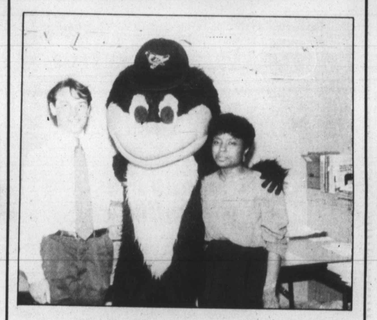
Rucker, a resident of Owings Mills, was recognized for outstanding achievement in the business world as a result of his success with the athletic footwear retailer.

Six years with Foot Locker have brought Rucker a number of notable business achievements, including being named Manager of the Year in 1987 and 1988 in his sales district.

The manager of the Mondawmin Mall store since 1986, Rucker has been active in his community through coaching area youth basketball and baseball teams. He and his wife Debbie are expecting their first child in August.

The Harlem (New York) YMCA's selection of Kevin Rucker stems from its recognition of Rucker as one of its top-achieving managers.

National Cable month



As part of the festivities planned for the announcement of April as National Cable Month, the Oriole Bird joined Home Team Bob Bradley, marketing manager for Home Team Sports and Marilyn Davis Community Relations Director for United Cable of Baltimore at the Cable company's offices.

National Cable Month, a three year old industry wide campaign, was developed to promote national awareness of the quality and diversity provided by cable. Other festivities are planned for the month including the announcement of the 50,000th installation and the identity of the 50,000th subscriber.

Training Seminar

REL Business Group will present a business seminar "Contracting For Minority And Disadvantaged Business in Baltimore. The discussion includes state funding public laws, bid solicitations Local, State and Federal contracts.

The seminar will take place on April 22, the Harbor City Inn, from 8 a.m. to 4 p.m. Please call toll free 1-800-544-0688.

Minority Women Business Owners meet

The Minority Women Business Owners Association is implementing a chapter in Baltimore City. Its first meeting will be held at 1 p.m. on Saturday, April 29, 1989, located in the Control Data Center, 2901 Druid Park Drive. All interested persons, business owners, and non-business owners may attend.

For further information call Barbara Robinson, 727-1558.

Salute to Black Businesspeople

General Motors, Pepsi-Cola and Philip Morris, in cooperation with the Institute for American Business, have announced a May 5 luncheon to honor five African American business owners for their significant contributions to black community development. The honorees will be announced at a later date.

CORRECTION

The National Discrimination HOTLINE formed by the NAACP Legal Defense Fund is only for complaints regarding the companies of Shoney's, Inc., not discrimination in general. One phone number would be insufficient for the volume of calls that would surely follow. The AFRO regrets any inconvenience.

In last week's AFRO-AMERICAN, Yvonne Lansey was incorrectly referred to as the vice-president of Ideal Savings & Loan. Ms. Lansey is the President of Ideal Federal Savings Bank, a position she has handled admirably for the past two years.