

Major Shifts in Black Spending

CHICAGO—The 1995 report on "The Buying Power of Black America" reveals that Blacks as a whole significantly decreased their purchase of cars, clothing and appliances, while dramatically increasing the dollars they spent on

entertainment, consumer electronics and travel.

The recently released report is the second edition published by Chicago-based Target Market News Inc., the most widely-quoted authority on Black consumers. The marketing

research firm specializes in gathering data on the Black consumer market. It also publishes a monthly newsletter, *Target Market News*, which tracks trends in Black consumer marketing and media.

"African Americans are cutting back on big ticket items while spending more indulging their leisure time interests," said Ken Smikle, publisher of Target Market News and editor of the report. "We're seeing a definite shift in purchases that suggests they want to enjoy life more." *Target Market News* estimates that Black consumers had \$304 billion in buying power in 1994.

This latest edition of "The Buying Power of Black America" includes estimates of what Black consumers spent in 1994 on 450 products and services in 28 categories. There are additional sections with data on the nation's largest Black cities, and the total income earned by the Black

population.

The report is based on data from more than 3,000 interviews and diaries from Black households nationally—one of the largest sample groups of any Black consumer study. Among the highlights in the study were these findings:

- Black consumers' purchases for entertainment and leisure increased 49 percent to \$1.8 billion.

- Expenditures for travel and lodging by Blacks increased 36 percent to \$4.5 billion.

- The dollars spent on new cars and trucks dropped by 20 percent to \$4.1 billion. Purchases of used cars and trucks increased by 51 percent to \$7.5 billion.

- The dollars spent on apparel dropped by 2 percent to \$19.6 billion.

- The dollars spent on appliances dropped by 17 percent to \$1 billion.

DOUGLAS

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investiture ceremony in January. "Hopefully, I'll run unopposed," he said. Douglas stands as a shining example to the youth of the black community, a role he accepts gladly.

"When you're black and in visible positions, you help carry the dream," said Douglas. "Until the kids see someone who looks like them doing it the dream doesn't kick in."

Douglas has been married to his second wife, Martha, for 17 years and has one child from his first marriage, Christine Douglas, 25.

There is one more hurdle to face before this earns a happily ever after ending. Douglas will have to run next year to defend his appointed position, because Guy's seat was up for grabs during the 1996 elections. Douglas will file for that race less than two months after his

of us to attempt to succeed him," Douglas said he had no competition from the black legal community. It was believed that having another black candidate "might split the opportunity to have a black succeed Judge Guy."

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Rose McKinney-James Named Solar Corporation President

WASHINGTON, D.C. — United States Senator Richard Bryan (C-Nevada) recently announced that Rose McKinney-James will serve as President of the Corporation of Solar Technology and Renewable Resources (CSTRR). Senator Bryan made the announcement on behalf of the CSTRR Board of Directors, on which Bryan serves as the interim Chairman. McKinney-James has served as the interim President of CSTRR.



ROSE MCKINNEY-JAMES

a 1976 graduate of the Anitoch School of Law in Washington, D.C.

"Rose is uniquely qualified to take on this job. Her experience in government, energy regulation, business, and industry give her the background she will need to fulfill the mission of CSTRR," Bryan said. "Rose has been committed to this project from its inception. Her willingness to move it forward in a permanent capacity will ensure its success." McKinney-James has served as Director of the Nevada State Department of Business and Industry, a position she was appointed to by Governor Bob Miller in October, 1993. As Director, she oversaw more than 29 regulatory agencies, boards, and commissions in state government. McKinney-James also served as a member of the Nevada Public Service Commission. Her distinguished career in public service also includes positions in local government and community involvement. McKinney-James is a 1973 graduate of Olivet College in Michigan, and

"I'm looking forward to 'stepping into the sunlight' with CSTRR; and the opportunity to actively pursue solar technology development for Nevada," McKinney-James said. "I enjoyed working with Governor Miller immensely and look forward to a continued partnership with him."

Miller said, "Rose has been a strong innovative leader in State government. Her outstanding abilities will be missed in my administration. I wish her the best in her new position; and congratulate the CSTRR Board of Directors of their wise decision to place Rose at the helm."

CSTRR was formed following the work of the Nevada Solar Enterprise Zone Task Force created by Senator Bryan to study the potential for solar energy development in Nevada. CSTRR's mission is to pursue commercialization of solar technologies and the advancement of the solar power industry in Southern Nevada.

LAND CRISIS

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According to the 1990 census, approximately 50 percent of the residents in these areas live in poverty with over 55 percent of the adults lacking a high school diploma. These statistics point to an obvious need for jobs, housing and schools. For the area to be self-sustaining and self-supporting it would also have to provide the basic necessities of life such as grocery stores, hospitals, shopping malls, office complexes and the like. Other areas are more suitable for production, manufacturing and distribution.

While it is a good thing that these areas are scheduled for redevelopment, if we don't own the land, once again, we will be cheated. Outsiders will come in, buy up the land, lease it, build on it, rent it, make a fortune and leave. The community will look good (as it should) with new and rehabbed housing. Those of us who can afford to buy homes will do so while others will rent.

TEACHING

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different words you should use. You know different figures you should use that would work in their favor...Not lying."

Stephens "will be discussing the importance of filling out and filing your financial aid papers."

King-Thompson expects about half of her members to participate in Saturday's forum.

"We have 50 students in our course, but I'm expecting around 25 to attend that day," she said.

The event will be held from 11 a.m. - 1 p.m. at the M.L.K. Center at 1316 Morgan Street off of Martin Luther King Drive and Washington Avenue. For more information, call the M.L.K. Committee at 631-1913.

Mortgages will be bought and sold on the secondary market by investors in far away places, while absentee landlords and management agencies collect the rents. Employers will receive a wage-tax credit of \$3,000 for each zone resident they put to work. Businesses that dare to locate in these areas will get a 20 percent tax credit. Additional incentives include accelerated depreciation tax rules for businesses, job training and drug prevention. Money will flow in and out of the Black community and business will be good for everyone but us. After the dust has settled, we will still be landless and dependent.

Chicago is just one of the cities where portions of the city have been designated by the federal government as enterprise or empowerment zones. Other cities include Detroit, Atlanta, Baltimore, New York, Philadelphia and Camden, N.J. Approximately 65 other urban areas will receive lesser benefits along with three rural zones and 30 rural communities.

The stated goal of the enterprise zones is to reduce federal regulation and provide an infusion of resources to poverty-stricken areas as a way to encourage private development. In some respects, the plan is similar to the Marshall Plan of the post World War II days.

With the government owning much of the vacant property in the Black community, it seems appropriate that we should be granted the "rights of ownership" to these areas. The location and utility of these areas represent unlimited potential for growth and development. We have the human resources to develop the

(See Land Crisis, Page 20)

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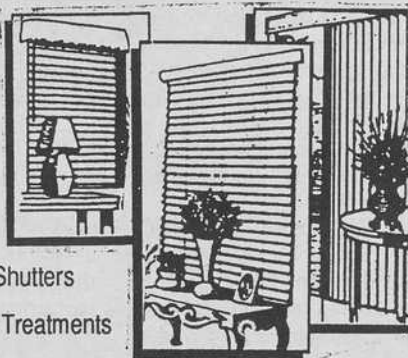
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