

# BUSINESS

## BUSINESS EXCHANGE

# The "Get on the Bus" bust

By William Reed

The biggest surprise of the year for Spike Lee and Sony Pictures was that African Americans did not go to the theaters to see "Get on the Bus." Their astonishment at the box office may be directly related to the surprise they sprung on the black community when they released a movie about the Million Man March that did not show Nation of Islam Minister Louis Farrakhan. Lackluster

ticket sales and the intentional snubbing of Farrakhan in "Get on the Bus" may be proverbial "Chickens coming home to roost."

In the movie, which was released to coincide with the first anniversary of the march, you hear some characters, white and black, praise and argue about Mr. Farrakhan, but you don't see him. Supposedly to show what else drew the masses to the Washington Mall on Oct. 16,

1995, the film takes a bottom-up view through the eyes of a motley crew of black men on a cross-country bus odyssey from Los Angeles to the march.

Shot guerrilla-style in three weeks' production time, the \$2.4 million movie attempts to separate the march from Farrakhan and many have concluded that therein lies its box-office problem. In concert with ongoing efforts of the mainstream media, Lee decided



WILLIAM REED

to negate Farrakhan's role in bringing about the Million Man (See Business, Page 8)

## Real Estate Perspective

By Loretta Arrington Hall



### Helpful hints for first-time home buyers

First-time buyers often assume they can only buy a home in the least desirable neighborhoods. But don't be disheartened. There are options for buyers who want to make a good first-time home purchase.

For instance, prices are lower if you purchase a home near, but outside an exclusive area or development, you have the location, location, location, benefiting from living in a nicer area and maximizing your resale potential.

Another way to maximize your first-time home purchase is to choose areas that are close to public transportation suitable for commuters and that have good prospects for future economic growth. First-time home buyers who are willing to compromise on the size of their home in exchange for a shorter commute should research neighborhoods located on the border of ones that have already experienced healthy appreciation.

These borderline neighborhoods often benefit from home price appreciation during periods of economic prosperity because of high demand for entry-level housing tends to put an upward pressure on starter home prices. Don't rule out buying a small house in an already expensive neighborhood, particularly if it has expansion potential and you can add on later. Also, there's usually a significant price difference between single-family homes and condominiums. Buying a condo is one way to buy in an expensive area that would otherwise be way out of your price range.

From a resale standpoint, a two-bedroom condo is a better investment than a one bedroom condo, if you can afford it. Be sure to take a close look at condo homeowner association fees and regulations. And try to buy into a project that has a high percentage of owner-occupied, rather than tenant-occupied (investor-owned) units.

A lot of talk has been about the tremendous profits that can be made from buying a fixer-upper for a discounted price and renovating it. If you take this route, try to find a cosmetic fixer-upper that can be completely refurbished with paint, wallpaper, new floor and window coverings, landscaping and new appliances. It's wise to pad your fix-up budget because renovation projects tend to cost more than anticipated. Stay away from rundown house that need major structural repairs. A house price that looks too good to be true probably is. Find out why it's priced so low before you buy it.

Finally, keep in mind as you look for your first home that every (See Real Estate, Page 16)



## TRANSPORTATION WORKSHOP NOTICE

### US 95 CORRIDOR MAJOR INVESTMENT STUDY (NORTHWEST LAS VEGAS VALLEY)

#### DATE, TIME AND LOCATIONS:

**Wednesday, November 20, 1996, from 4:00 p.m. - 8:00 p.m.**

Charleston Heights Art Center, 800 S. Brush Street.

**Thursday, November 21, 1996, from 4:00 p.m. - 8:00 p.m.**

Cashman Middle School, 4622 W. Desert Inn Road.

**Saturday, November 23, 1996, from 1:00 p.m. - 4:00 p.m.**

North Las Vegas Air Terminal, Grand Canyon Room, 2730 Airport Drive (turn east off Rancho Drive into Air Terminal), North Las Vegas.

#### PURPOSE OF THE WORKSHOPS:

The Nevada Department of Transportation (NDOT) seeks public input and comments on transportation improvements under consideration. The workshops will be conducted in an "open house" format.

#### STUDY AREA:

The US 95 Corridor includes the northwest Las Vegas Valley area bounded by Desert Inn Road on the south, and by I-15 and Martin Luther King Boulevard on the east.

#### WHY YOU SHOULD ATTEND:

These public workshops are held to present current study findings and to accept comments from individuals, organizations, and agencies. Input is especially needed from residents and businesses within the area, or from individuals who regularly travel in the northwest Las Vegas Valley.

#### PROPOSED IMPROVEMENTS:

##### US 95 Improvements

- ▲ Install a freeway management system
- ▲ Extend US 95 north: Craig to the North Beltway
- ▲ Widen US 95 from Rainbow to I-15
  - Option A - widen to 8 lanes
  - Option B - widen to 10 lanes
  - Option C - Construct two-level double deck

##### New Corridor

- ▲ Construct Desert Inn Road and Rainbow Boulevard as a super arterial (on Desert Inn Road from Rainbow to Valley View, and on Rainbow from Desert Inn to US 95)

##### Transportation Demand Management Measures

- ▲ Incentives to commuters (financial incentives, guaranteed ride home, carpool vanpool subsidies, raffles)
- ▲ Transit Hubs (UMC/Valley Hospital Neighborhood, Meadows Mall, and other transit hubs)
- ▲ Bus-only lanes on selected arterial streets
- ▲ Construct High Occupancy Vehicle (HOV) Lanes on US 95 (contingent on widening of US 95 to 8 or 10 lanes)

##### Transit System Alternatives

- ▲ Enhanced CAT bus service
- ▲ Extend proposed Resort Corridor Fixed Guideway service into the nw valley

##### Arterial Street Improvements

- ▲ Widen Alta Drive to 4 lanes: Jones to Rancho
- ▲ Widen Desert Inn Road from 4 lanes to 6 lanes: Durango to Jones
- ▲ Widen Arville Street to 4 lanes: Charleston to Sahara
- ▲ Widen Lindell Road to 4 lanes: Charleston to Desert Inn
- ▲ Establish a coordinated interagency schedule for construction of locally funded projects
- ▲ Widen Carey Avenue to 4 lanes: Rancho to Clayton
- ▲ Widen Durango Drive to 6 lanes: Desert Inn to Edna
- ▲ Widen Rancho to 6 lanes: Craig south to US 95
- ▲ Widen Martin Luther King to 6 lanes: Craig to Oakey
- ▲ Widen Torrey Pines to 4 lanes: Desert Inn to Sahara
- ▲ Widen Tenaya Way to 4 lanes: Desert Inn to Sahara
- ▲ Widen Tenaya Way to 4 lanes: Westcliff to Smoke Ranch
- ▲ Widen Torrey Pines to 4 lanes: Washington to Craig

##### Arterial Street Connections

- ▲ Martin Luther King to Industrial Road Connector including widening Industrial to 6 lanes: Sahara to Oakey
- ▲ Rancho to Alta Connector including widening Alta to 6 lanes: Rancho to Martin Luther King

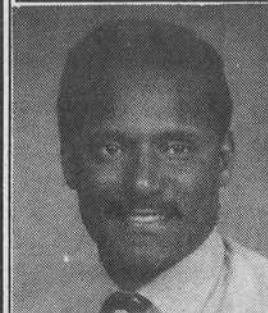
#### FOR ADDITIONAL INFORMATION:

Phone 486-8100 or fax 486-8102 for additional information about the workshops. Written comments can also be sent by December 10, 1996 to: Kent Cooper, US 95 Project Manager, NDOT, P.O. Box 170, Las Vegas, NV 89125-0170. A Spanish-language interpreter will be on-site for the workshops. A sign language interpreter can be made available if requests are received at least five days prior to the workshop. The workshop locations are serviced by Citizens Area Transit. Call CAT-RIDE (228-7433) for public transit route and schedule information.

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