

## BUSINESS

# Blacks need to shop smart for new vehicles

*Special to Sentinel-Voice*

Next to purchasing a home, buying an automobile is the largest acquisition the average black family ever makes.

During the 1998 model season, the automotive industry will make and sell 16 million light trucks and cars. Blacks will buy 1.5 million of these vehicles. And since the automotive industry represents such impact on the American economy — it is our largest industry — Blacks should shop smart when buying a new car.

First, remember that "charity begins at home."

In the 1998 car year there will be almost 200 domestic and import models for you to choose from. Auto statistics show that the most popular car among Blacks in 1996 was the Toyota Camry, followed by the Honda Accord and Ford Taurus. The Lincoln Town Car and Cadillac Deville luxury vehicles ranked 10th and 13th respectively.

In your selection process, remember that the American automotive industry has provided jobs for Blacks for generations. To keep your money and the jobs that the American auto industry provides at home, think about these important questions: Who makes the vehicle? Who makes the profit and where does it go?

*Search for right price, right place, right deal*

## Business Exchange

By William Reed,  
publisher of *Who's Who in Black Corporate America*.



Don't forget to shop at black-owned dealerships. These showrooms number less than 1,000 nationwide, so there may not be one in your locale. However, if you buy from a dealership not owned by African-Americans, seek out a black salesperson to

handle your transaction. Tell the dealer and/or salesperson that you want a pleasant, no-pressure buying experience.

Getting the right car at the right price isn't an impossible dream. With research, patience and persistence, you can get a good deal. Use these tips:

- **Insist on Haggle-Free Purchasing.** There are several ways to negotiate the price of a new car. More than 2,000 dealers have "one-price" selling — discounting the manufacturer's list price and posting the discounted price. If you specify the make, model, and equipment, a buying service or professional shopper can acquire the car for you. These services may negotiate on your behalf, or buy the car at a contracted discount, or give you a certificate to exchange at a dealer.

- Some of these services require you to pay a fee; others get a commission from the dealer. Also, for a fee, the World Wide Web offers service allowing you to buy in cyberspace. Here, you can order a car at a discount and pick it up at a participating dealer.

- **Deal with pricing effectively.** The manufacturer's suggested retail price or the "sticker price" posted in the window, includes

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## African-Americans beating drum to connect to each other

By Lawrence Ross  
*Special to Sentinel-Voice*

You're sitting at your desk, bored to death with the work in front of you, and you start daydreaming.

Wouldn't it be nice if Black folks across the country could communicate with each other, discuss issues together, without worrying about someone from the outside community censoring our thoughts? I mean, what if we could exchange ideas and take action when something affects our community?

Yeah, that would be great. Suddenly, your boss comes in and tells you to get back to work and your dream disappears. Or does it?

Meet Carter Bing. Since 1990, Bing has been the administrator of a powerful set of African-American mailing lists called the Drum. Designed as a way for people of like interests to interact, mailing lists are systems which allow people to receive messages via their e-mail system that are usually compiled and digested for easy reading.

For example, if you want to join or start a

discussion about President Clinton, you would send an e-mail to the mailing list address instead of each individual on the mailing list. Periodically, the mailing list administrator would send you a digest which details all of the messages on the list and the discussion would begin.

Bing has organized the Drum around different cities in the United States, allowing African-American subscribers to discuss issues most relevant to their lives.

There is a Bay Area Drum which focuses on

members who live in the San Francisco-San Jose-Oakland area. Known for its intelligent and feisty discussions, the Bay Area Drum communicates social events, current events, breaking news, rumors and yes, gossip to its subscribers. Andrea, a Stanford University graduate, keeps in contact with her friends via the Bay Area Drum.

"When we were planning for the annual Cal-Stanford Game football game, I was able to get in contact with all of my old friends by going

(See Web, Page 15)

## \$200 million bonus to reward states for welfare progress

*Special to Sentinel-Voice*

WASHINGTON (AP) — To stake their share of the \$1 billion in bonus federal money, states will have to monitor how many welfare recipients find and keep jobs over the next five years. They will be judged on the numbers.

The formula, being sent to states this week, gives no weight to states that see caseloads drop but can't prove that the people are finding work. The guidelines resolve a long-standing question over how the federal government will judge success as states implement their own welfare programs.

"What we really wanted to focus on was work. That's what the new welfare law is about," Michael Kharfen, spokesman for the Department of Health and Human Services, said Tuesday.

When he addresses the National Governors' Association meeting there next week, Kharfen said President Clinton will focus on the changing role of welfare caseworkers in moving people into jobs.

"Success is not just about getting a job," Labor Secretary Alexis Herman said Tuesday at the National Press Club,

echoing the Clinton's message. "Success also involves keeping a job."

Though caseloads are declining — they've dropped 31 percent since their peak in 1994 — where these former

recipients are landing or if they are moving out of poverty is less clear.

The high-performance bonuses offer \$200 million a year for five years to the 10 (See Welfare, Page 13)

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