"It's for you" . . . WIN A WEBCOR 1-PC. ELECTRONIC TELEPHONE

A $99.95 value. We'll select one winner of every store. Fill out an entry blank in our Advanced Electronics Department, all stores. No purchase necessary.

Come and talk to the experts

Meet manufacturers' representatives from Code-A-Phone, Extend-A-Phone, Webcor, Inc., Universal Security Products, who will answer all your questions about the benefits of owning your own telephone, cordless phone, or telephone answering machine.

They'll be in our stores at the following times and locations: Code-A-Phone representatives will be at F Street from 11 a.m.-2 p.m., Lakeforest, Montgomery Mall, and Tysons Corner from 5-9 p.m. Fri. Oct. 22 and at Pentagon, Fair Oaks, and Annapolis from 10 a.m. to 2 p.m. Sat. Oct. 23. Webcor representatives will be at F Street from 11 a.m.-2 p.m., and at Pentagon, Landmark, Montgomery Mall, Tysons Corner, Lakeforest, Fair Oaks, and Annapolis from 6-9 p.m. Fri. Oct. 22. Universal Security representatives will be at F Street from 11 a.m.-2 p.m. and at Landmark and Tysons Corner from 5-9 p.m. on Fri. Oct. 22. They'll also be on hand at Montgomery Mall, Annapolis, and Landmark from 10 a.m.-1 p.m. on Saturday, Oct. 23.

Universal Security representatives will be at F Street from 11 a.m.-2 p.m. and at Fair Oaks. Webcor representatives will be at F Street from 11 a.m.-2 p.m. and at Fair Oaks. Code-A-Phone representatives will be at F Street from 5-9 p.m. Fri. Oct. 22. Gift representatives will be at F St. from 11 a.m.-2 p.m. and at Landmark, Montgomery Mall and Tysons Corner from 5-9 p.m. Fri. Oct. 22

BUY NOW, BE BILLED IN FEBRUARY 1983

From now through December 24th you may request deferred billing for your purchases of $50 or more on your Hecht's charge account. The charges that you will not be billed for these purchases will appear on your February 1983 statement with NO FINANCE CHARGE on those purchases during the deferred billing period.

Telecommunications Show & Sale

Hecht's puts the world at your fingertips with special events and special values on phones and answering machines

STARTS TOMORROW

Code-A-Phone answering machines:

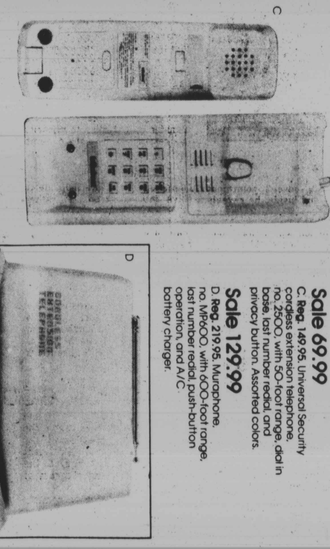
Sale 99.99
A. Reg. 149.95. The 24 hour-a-day message center, no 1050, records up to 20, 30-second messages.

Sale 169.98
B. Reg. 249.95. Home Center II, no 1090, records up to 50, 35-second messages, and has a built-in telephone that can go from TOUCH-TONE™ to pulse dialing with the flick of a switch. Includes kit for wall mounting.

Message Center I, no 1475, records up to 20, 40-second messages, and has an electronic playback system that lets you playback messages from any phone. Reg. 249.95. sale 169.98.

Voice-activated remote control machine, no 1750, includes an extra pocket cordless $30 value, and a coupon redeemable for a Memory Phone I, a $95 value, at no charge.**
Reg. 349.95. sale 299.99.
** Available only at Pentagon, Landmark, Montgomery Mall, Tysons Corner, Annapolis, and Towson.

Cordless telephones:



Sale 69.99
C. Reg. 149.95. Universal Security cordless extension telephone, no 2500, with 50-foot range, dial in base, last number redial, and privacy button. Assorted colors.

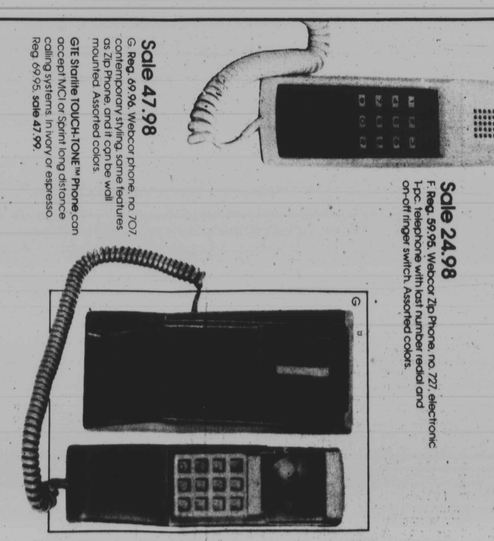
Sale 129.99
D. Reg. 219.95. Muraphone, no MR600, with 600-foot range, last number redial, push-button operation, and A/C battery charger.

Sale 189.98
E. Reg. 249.95. Extend-A-Phone, no EM2000, with 700-foot range, push-button operation, last number redial, privacy button, Auto Secure to prevent interference, paging system, and speaker phone.

Extend-A-Phone, no EM100, with 50-foot range, push-button operation, last number redial, privacy button, and Auto Secure. Reg. 179.95. sale 119.98.

Extend-A-Phone, no EM3000, with 700-foot range, push-button operation, last number redial, privacy button, Auto Secure, and paging from base. Reg. 219.95. sale 139.98.

Telephones:



Sale 24.98
F. Reg. 55.95. Webcor Zip Phone, no 727, electronic touch-tone phone with flash button and on-off finger switch. Assorted colors.

Sale 47.98
G. Reg. 69.95. Webcor phone, no 707, contemporary styling, some features as Zip Phone, and it can be wall mounted. Assorted colors.

Gift Starlite TOUCH-TONE™ Phone can accept MCI or Sprint long distance calling systems, in ivory or espresso. Reg. 69.95. sale 47.99.

Sale 37.98
H. Reg. 69.95. Muraphone, no GK250, 1-pc. electronic phone with 10-number memory bank, includes bracket for optional wall mounting.

Phone 737-7500 for warranty information, or to order anytime. Ask about delivery charge.

HECHT'S

BLACK ECONOMIC DEVELOPMENT

Technology and commerce, the challenges of the 80's

Harris aids Cox effort

In the current competitive world of cable franchising, Cox Cable Communications has a head start in the Baltimore area, thanks to Marilyn Harris. Ms. Harris, a Chicago native raised in Baltimore, presently serves as an assistant manager with the communications giant. In that capacity, she analyzes the firm's minority business activity in the local metropolitan area.

A University of Maryland graduate, Ms. Harris later matriculated at the American University, where she earned a degree in Public Information and Administration.

Following her college stint, Ms. Harris served as an intern with a Washington-based station, WJLA T.V-Radio. There, she was exposed to all aspects of the media industry, from television production to FM sales.

Ms. Harris sought to broaden her experience in minority business development, which led to her employment as Public Relations Director of the Greater Baltimore Purchasing Council and later as minority business consultant at Baltimore Council for Equal Business Opportunity.

Ms. Harris represents the new breed of black manager's who are forging careers in the exciting world of media technology and communications.

MEDIA TRAILBLAZER — Marilyn Harris has the responsibility for gauging the impact of Cox Communications in the minority community.

Smith runs RCA P.R. campaign

Charles J. Smith was recently named head of the Radio Corporation of America's (RCA) News and Information section of the corporate affairs department.

Mr. Smith joined the National Broadcasing Company, a subsidiary of RCA, in 1953. In 1962, he was asked to join the press and publicity department of NBC as its assistant magazine editor.

After six years in that capacity, Mr. Smith was tapped by the RCA corporate staff and was named a manager in the news and information department in 1975.

A native of New York City, Mr. Smith holds a B.A. degree in political science and history from Fordham University. He did graduate studies at New York Universlty.

MEDIA EXPERT — Charles Smith is a well - known expert on electronic media. He recently gained a high - level appointment with RCA, and inside, he reveals some of the new technology in communication which may soon be part of our households.

BBL prexy plans economic thrust

One of the most venerable organizations in the city is the Baltimore Business League, founded at the turn of the century by Dr. Booker T. Washington and several 'prominent local businessmen.

Today, the organization is still going strong, according to Steven Pace, its president. However, Pace feels that, given the present state of the economy, the the outlook for the black community is grim.

Pace says that the economic program of President Reagan has undoubtedly had a negative effect on the community in general, and black business in particular."

He is pushing for the creation of base fund which would be used to guarantee loans to viable black businesses. There presently is an effort afoot in the Maryland General Assembly to provide monies which would form the nucleus of such a fund.

Pace also wants to create a staffed counseling office, managed by the League, which would give black enterpreneurs an opportunity to receive professional assistance in planning and maintaining their businesses.

The third tack Pace wants to implement is a business certification program, similar to the "Blue Eagle" National Recovery Act of the 1930's. What the program would do is certify member businesses as quality merchants and manufacturers, and give consumers a vehicle through which they can register complaints against shoddy products or services.

BBL HEAD — Steven Pace, head of the Baltimore Business League, says that the venerable group is gearing up to increase black business strength in the Eighties.

Black economic development section

The 1980's will go down in history as a pivotal decade in our nation's development. We have witnessed the most massive change in our economy since the Great Depression, and the future has seldom been as cloudy as it is now.

In the black community, we have as usual, been on the cutting edge of the blade. The effects of these massive changes in our society and our standard of living have affected us first, and we will probably be the last to feel an upswing in the economy.

Why is the economy in shambles, what does the future hold, what steps can be taken to protect ourselves and what kind of shape are our small and minority businesses in?

James M. Abraham, our Black Economic Development supplement editor and writer, has assembled a comprehensive guide to the questions we all have, and provides some interesting solutions as well.

On behalf of one of Baltimore's oldest black businesses, the AFRO, we urge you to read the BED section. There may be something in it for you!

Business leader scans the local business climate

One of the foremost black business experts in the Baltimore area, is undoubtedly Daniel Henson. The former insurance salesman served in the Carter administration as an SBA official, and later joined the Greater Baltimore Committee as its first director of that organization's minority business sub-committee. Presently, Henson is an executive with one of Baltimore's largest black businesses, G and M Oil Company. Recently, the AFRO had an opportunity to interview Henson regarding his veiws of the current economic climate as it relates to black business.

Q. What has your service on the Greater Baltimore Committee taught you about the general business community's attitude toward black business?

A. They're willing to help us. One of the big problems is that no one has ever come up with a specific idea other than banquet tickets or giving money. You cannot just expect that being a minority business is enough to get a response. What you have to recognize is that the expertise and resources to run larger businesses is available in the private sector.

The management experience and expertise available in the private sector in this area is unparalleled in the nation. It is a fact that management experience is lacking in many black-owned firms, lacking because we haven't had the work or life experiences. We have not been represented in higher-level management positions. (I'd like to see) a transfer of expertise to minority businesses. We're not so dumb that we can't learn if they're willing to teach us. If someone is willing to teach me, not run my business, if they can help me to solve my problems, I'd rather enter into that kind of relationship than just get them to buy a banquet ticket.

Q. Are you satisfied with minority business development in the city? If not, why?

A. No. I'm not satisfied. My dissatisfaction goes not to programs but to emphasis on different levels such as the lack of capable trained enterpreneurs that are being created. We're still grossly under-represented in executive positions, and we're not gaining the type of work experience necessary to run or even work in a black business. Therefore, when a black business expands, many times we have to hire whites for junior executives.

I'm not satisfied with the educational direction in public schools that encourage people to want to practice business.

Also, a lot of people out here, on the state, federal and municipal level, don't have the slightest idea why it is mportant for blacks to be involved in business enterprises. The programs that are in place are designed to meet some numbers quota, and they don't even do a good job at that.

Q. What does New Federalism promise for the black business community?

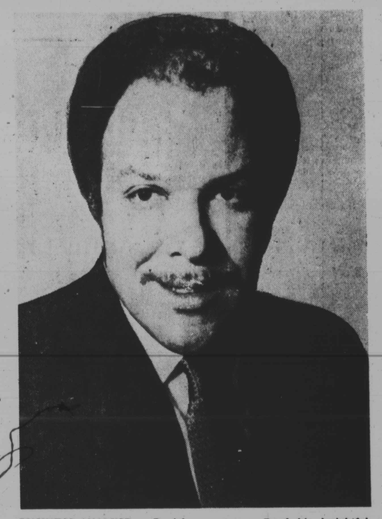
A. Nothing, absolutely nothing. There's nothing in there for small businesses and certainly not for black businesses. (Reagan's policies) are designed to encourage large businesses to invest in troubled areas. They need the tax credits, but small businesses don't need those credits. I don't see any plusses based on the legislation I've looked at.

You can't solve people problems with place problems. I mean, if you are attempting to rebuild an area physically, you put a specific policy together such as an Community Development Block Grant. To rebuild the lives of people you have to put together a people-specific policy. But you've got legislation here, (the Kemp-Roth economic package) that is designed to fail because the bureacracy is not designed to handle it.

Q. What are some of the problems facing black businesses in the Eighties, and what are some growth fields for fledgling enterpreneurs?

A. Computers and energy are the growth fields for the future. Recognizing that racism still exists, most of the problems that we have to deal with are the same as any other businessmen. Credit, inflation and unemployment are most of the things we will have to deal with. To use a nautical term, there will be rough seas for everyone. I just believe being strong is preparation for the opportunities when they come along.

"If someone is willing to help me...I'd rather have that than sell them a banquet ticket"



BUSINESS ANALYST — Daniel Henson, an executive with the G and M Oil Co., has a rich background in business and commerce. Read his insightful commentary on the state of black business in Baltimore.

QWhat advice do you have for young people who seek a career in business management?

A. A warning. Recognize that there is a difference between an enterpreneur and a manager. An enterpreneur has the salemanship ability to get a business off the ground, but at some point you have to learn how to handle people and situations—that's being a manager. Recognize where you need help, and don't be afraid to invest in yourself (by) seeking proper training.

Q. What will the role of the black businessleader be in the Eighties?

A. We've got to begin to show what economic power is all about. We've got to learn not to count on whites to do anything for us we've got to learn to do it ourselves. The importance of a dollar turning over in the black community is unsurpassed in its multiplier effect...There are institutions in this community that are always seeking white corporate support, but there are not many Jewish institutions seeking support outside their community. There are enough of us here to support our own thing, but we have this engrained mentality that says we should hate each other. For some strange reason we don't like each other to be successful. That's we in a general term it's not the case with a lot of younger people. We have a tendency to pull each other down when one of us is getting 'too rich. We're like crabs in a barrel, and that's not a good way to proceed in building ourselves up. If we had more people making money, a lot of the problems we have wouldn't exist.

Black economist says we could witness a second depression

Almost two years ago, the nation waited breathlessly as then-newly-appointed President Ronald Reagan revealed his precedent-shattering program of "New Federalism."

But one local black economist, Dr. Cleveland Chandler of Howard University, expressed misgivings about the new program even as the news of the dramatic economic thrust was being flashed across the nation.

Now, as we approach the half-way point of President Reagan's incumbency, Dr. Chandler's predictions have come to pass.

According to the economist, the new economic package would "set us back 50 years." Recently, his words, uttered at the birth of the "New Federalism", were brought back with stunning clarity as daily newspapers announced that unemployment has reached the highest point since the Great Depression, which occurred almost fifty years ago.

And in a candid interview with the AFRO, Dr. Chandler feels that the recent Wall St. boom may prove to be the harbinger of another economic maelstorm which could even rival that Great Depression.

"An artificial money economy has been created," he says, "that was deliberately brought into being by the Reagan policy. Unless the policy is revised, it's almost inevitable that we're going to have a crisis."

Why is Dr. Chandler so gloomy about the bullish stock market, which last week witnessed an almost unprecedented surge in the trading of financial securities?

"You see, financial markets usually follow the goods and services markets," he explained, "but when you have the financial markets out front leading the goods and services markets, then you're going to have a crash."

Cleveland Chandler

Dr. Chandler grew specific as he related the current financial boom to that of 1929, immediately preceding the Great Depression. Then, anyone who wished to purchase stocks could pay just a fraction of the actual cost of the shares, then wait and recoup their investment when that stock increased in price. But the bottom fell out of the market when the value of these stocks fell, and it came time to pay for them.

"People are buying two hundred dollars worth of stock with one hundred dollars, thinking that they can realize the profits and repay the loan. Suppose the market drops instead of going up, when they sell their stocks they will not have enough to repay the loan. That kind of thing feeds on itself. The banks will call the loans, and other lenders will not only call the loans, but will refuse to make any other loans. Somebody will get caught out there unable to pay."

Despite the warnings of Dr. Chandler, the dizzying profits and excitement of the Wall St. action may cause many to consider getting in on the trading and investment scene. But, says the economist, only a small field can run in that race.

"Securities and financial markets are mainly for the rich," he points out. "Most of the investments in financial markets are from huge sums of money which individuals and corporations have accumulated. Actually, we're talking about just 20 percent of the population who control 40 percent of the wealth."

Because of that, Chandler says that, "I wouldn't advise people with small amounts of money that they need in the near future to invest in stocks or even in bonds. Most middle and low-income people don't have excess cash to invest."

But let's be serious. Won't the massive injection of capital being pumped into the market help us all? Several leading economic advisors have already lauded the surge in trading as a sign of an upturn in our economy.

But not Dr. Chandler. "It, (the trading) is not helping at all. In fact, its taking money and resources away from what economics is all about, that is, increasing the well-being of people through the production and consumption of real goods and services. Money is really a means to an end, not the end itself. That's why the financial markets are up and the commodities markets are down. The reverse would be better.

Does Dr. Chandler feel that the recent decision by the Federal Reserve Board to lower the interest rate to 15 percent will do anything to help the average household?

"When you have the financial markets out front leading the goods and services markets, then you're going to have a crash

"I don't see any substantial effect, not at this point. As long as the interest rate is double digit or more its not enough to cause people to start buying or spending. As far as the black community is concerned, we shouldn't look for any improvement in economic conditions."

But isn't the easing of the tight money policy which has been pursued for the past three years by the Federal Reserve Board a sign that such a policy will be reversed?

"I don't think that's a reversal," says Dr. Chandler "that just may be a softening of the position of the Fed on its tight money policy. Certainly it's not a reversal, it's a slight easing of the constraints on the money supply. The Fed is actually supposed to control the money supply. They control it mainly by buying government bonds on the open market, and from banks

OCT