

Important changes in building technology are now underway in the housing industry. And the result is today's advanced state-of-the-art manufactured building systems which are producing single-family homes, townhouses, duplexes, garden apartments — even hi-rise buildings — and which have four important characteristics. They are virtually identical to traditional site-built homes; they meet rigid building codes and federal requirements for 30-year financing; and they fit equally well in low or middle income communities. Most companies can offer models from large developments to in-fill homes on vacant lots.

The typical manufactured home is more precisely engineered in a plant than comparable stick-built housing and they feature better fire safety provisions and energy-saving construction.

One company, recently inspected in Orlando, Florida, is producing what I consider to be the most advanced building system to be found anywhere. They call themselves "Archaeonics", a combination of the words architecture and electronics. Utilizing aerospace industry technology, the home's exterior walls and roof panels are so light in weight that four easily trained workers can erect the house

Horatio Alger may have had it in America — at least for a spell. The current rate of failures for business is equal to 83 per 10,000 businesses, the highest since 1933, during the Great Depression, when the failure rate hit 100 per 10,000, according to Dun and Bradstreet, a leading financial and credit reporting service. They ought to know. Dun and Bradstreet is the eyes and ears of every credit worthy customer of small businesses. It's figures may seem small since it reflects only those companies that failed owing money to creditors. Businesses that closed shop after paying off all their debts are not in the D&B death total. Too many of these small and medium size businesses provide jobs for black Americans to assume a naive outlook regarding their demise. Small businesses employ more people than major manufacturers in America. "Alas, poor Yorick, I knew him well."

A misguided notion that the great employment of minorities are in the trade union movement. Too

This column is the first in a series of twenty columns focusing on the problems of human interaction. What effect do people have on each other that results in happiness or, often unhappiness and rejection? What are the causes and cures of unhappy relationship?

The present period of economic difficulty, fear of job loss and deep stress is having a profoundly negative effect upon human behavior. People are losing confidence in themselves. Even more people are losing confidence in each other. The stress that results from the problems is unfaithful.

Three out of every four marriages end in divorce. Of the couples who remain married, only one-half are happy. The other half stay together due to economic and legal pressures. The business at discoteques is booming. Hundreds of thousands of people flock regularly to discoteques in the hope of meeting a person who will bestow affection, love and devotion. But, relatively few people locate these qualities.

Personal insecurity is driving more and more people into social isolation and the most profound question that people are asking is: Will I ever be happy? Are conditions worse today than ever before? Is it as difficult as it appears to find a com-

## Meeting Black Housing Needs:

### The Affordable Home Alternative

By William R. Morris, ASPC  
Washington Housing Consultant

on a lot in just ten hours.

The home's walls and roof are eight-inch solid polystyrene panels, laminated with a special wood to form a stress-skin panel which is lighter, stronger, and has more insulation than any other homes than I know of. The roof has a 20-year warranty against leakage and the walls, which are practically maintenance free, are guaranteed against defects for 25 years. These homes use 80 per cent less energy than that allowed by Florida's Model Energy Efficiency Code. And the company is now researching a new roof system which will produce its own electricity.

The Archaeonics two-bedroom, two-bath, duplex model sells for just \$24,000 a unit, plus land cost. The floor plans are designed to permit an owner to live on one side and rent out the other, to help pay

for the home; or for small investors to earn tax-sheltered income. And better yet, community development groups or individual families for that matter, can easily erect the homes themselves for a further savings!

Some housing planners are calling manufactured homes "the best kept secret bargain in America." A house with up to 3,000 square feet, tile roofs, brick exteriors, beamed ceilings, and bay windows, if you want them, can be produced in one-third the time and about half the cost of the site-built home. Through the use of assembly line techniques, which unskilled workers can master in a few days, the dollar savings to home buyers can have the same effect as dropping mortgage rates five per cent or more.

Although frequently overlooked in this country as a source of lower-cost housing — European countries have been using the system-built housing for years — the manufactured home is rapidly coming into its own. As the need for more economical ways to produce housing continues to grow its a safe bet that buyer demand will bring drastic changes in the housing industry in the 1980s. The "affordable" home is here now. For most families this may be the only way to realize the American dream. Blacks and other minorities who have suffered the most from poor housing, and cities plagued with a deteriorating housing stock, stand to benefit from taking a serious look at the new building systems as a practical way of providing better housing at a lower cost. And in the process a lot of unemployed men and women with marginal skills can be put to work in housing plants which do not require the skills required by the traditional construction industry.

(Readers with questions about housing or community development may write directly to: 160C Beekman Place, N.W., Washington, D.C. 20009. Answers to general interest questions will be published in future columns.)

## Business In The Black

### Small and Medium Businesses in Bad Shape

By Charles E. Belle

bad they are not card carrying members. Maybe then the actions of all the workers could get some results. Only 23 per cent of America's entire workforce is unionized. Understandably, male and white, 70% and 85%, respectively — also old. Fifty-eight per cent over the age of 35. Black America is considerably younger than white America and widening the gap everyday.

All of this points to an extremely sad situation,

since on the surface there appears little hope of joining the mainstream of America. Sadder to say, with the workings of the White House, the lower-income groups are going to get more company. Crash is a bad word to use, indeed the wrong one. Withering on the vine is more like the action. Instead of everyone pulling together to make the tree grow and sharing the fruits, there will be a lot of planters and a few pickers. This was the plan all

along. A great many members of the middle-income (if not class) group of people in America assumed Reaganomics means making it and keeping it for the middle class. Not so.

Middle class living will become a dream once again in the 1990's. The high unemployment of teen-agers of all colors in America attests to the poverty of the 1980's. The country cannot absorb the astronomical number of young people into the work force under Reaganomics. Remember, 20 million youth between the ages of 15-19 years of age will be entering the work force over the balance of this decade. Do you believe the present administration can create 20 million more jobs, not to mention making up the existing 10 million currently unemployed all within eight years? Sure you do. So much for middle class dreams of vacations and retirement, just plan on keepin' on truckin' and ask the 21-year-old house guests to do the dishes, after all they still eat in the same house.

by phenomena that they see, feel, hear, taste or, simply, think. Human suggestibility causes one to like or dislike another person. It causes one to buy a produce simply because an attractive person uses it in a commercial.

We select our girlfriends, boyfriends, husbands and wives according to the way that we have been conditioned to choose. The next twenty columns will discuss how to select a mate, how to develop an endearing relationship, how to overcome the emotional torment of the breakup of an affair and how to start over again being happy.

Your suggestions are welcomed. Suggestions for future articles will be appreciated. Cassette tapes of this and other articles are available for individual use, discussion groups and classroom use. All letters and inquiries should be sent to Dr. Charles W. Faulkner, P.O. Box 50016, Washington, D.C. 20004.

mothers whose children lose their places in daycare facilities will be faced with the impossible choice of either quitting work or devoting a larger portion of their income to daycare — thereby reducing the amount of money left to cover the other necessities of family life. Recovery itself cannot repair these lasting harms.

There is an old saying which goes: let the experiment be made on a worthless body. And, unfortunately, this seems to be the attitude of the Reagan Administration in deciding which areas of the federal budget to cut. That is to say, if programs for poor children are cut, then the "hue and cry" will be much less great and the political fallout insignificant — after all, the reasoning must go, poor people and their children do not vote.

In light of this prevailing attitude on the part of the Administration, no longer can affected groups sit back and wait for the budget axe to fall before protests are made. Every citizen must take the aggressive and positive stance of making elected officials from the President on down aware of the need for those programs which impact upon their very survival. By working together, we can stem the tide of regressive Reaganomics.

## Coping

### Dating and Mating

By Dr. Charles W. Faulkner

patible mate? What should one look for in a mate and where is it to be found.

When a perso is alone, certain behavior takes place but, when in the presence of another person, the behavior changes, often, significantly. This is known as the *Dynamics of Human Interaction*. There is a fully developed science of human behavior that allows people to manipulate the behavior of other people. Did you ever wonder why you dislike the new cars when they are first

presented or why you arrive at home after a day at work, sit before the television set and immediately feel a need to eat? Did you ever wonder why it is that if you stare long enough at a person who is sucking a lemon, you get a taste in your mouth that is similar to that of a lemon. Ord, did you wonder why some people live happily together for many years while others tire of each other quickly. There are precise answers to each of these questions. Some people are highly suggestible and easily influenced

## Blacks Only Demographic Group

### To Increase Voter Turnout

Black voters were the only major demographic group to increase their participation in the 1980 Presidential election, a survey taken by the Commerce Department's Census shows.

The percentage of voting age black Americans who reported casting ballots rose to 51 per cent from 49 per cent in 1976, marking the first increase since the 1964 election when 59 per cent said they voted. The 1980 white turnout totaled 61 per cent and

among Hispanics the turnout was 30 per cent, roughly the same as in 1976.

The total of 9.8 million blacks were registered in 1980 and 84 per cent of them, 8.3 million, reported voting compared with 89 per cent of registered whites and 82 per cent of registered Hispanics.

Black voter turnout in the North and West was 52.8 per cent in 1980 while it was 48.2 per cent in the South. For blacks, as among

other races, the turnout rate was higher among white-collar workers (64 per cent) than blue-collar workers (47 per cent), and higher among college graduates (76 per cent) than high school graduates (50 per cent). Black homeowners voted at a greater rate (60 per cent) than renters (44 per cent).

One-third of all voters in November 1980 lived in families with incomes of \$25,000 or more. In contrast only 1 out of every 7 black voters was

a member of a family whose income was at this same level.

Copies of the report, *Voting and Registration in the Election of November 1980*, Series P-20, No. 370, are available for \$5.50 each prepaid from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 or from Commerce district offices in major U.S. cities.

## Poorer

(Continued from Page 14) pangs of hunger. Nor does it change the fact that those working

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