

HOUSING AND COMMUNITY DEVELOPMENT
CONSULTANT

When speaking of the housing industry, most Americans think only of brokers who sell and rent homes or contractors who build and remodel them. Actually, this conglomerate industry includes appraisers to establish the value of property; the architects who design buildings, property managers who run apartment complexes; the financial types who lend money; and developers who bring it all together. There are also the lawyers, accountants, material suppliers, furniture dealers and others who are tied into the industry. It is highly unlikely these practitioners will willingly relinquish their power, or their profits, to allow blacks a major part of the action.

A recent Bureau of Census report revealed that in 1977 less than 7,000 blacks were active in the real estate business (out of 1.2 million with licenses), and only 659 headed firms with paid employees. Of the \$12-\$15 billion generated in commissions on sales of over \$248 billion last year, blacks earned about \$142 million—around one per cent of the total.

In the field of real estate development, just 65 blacks were active in 1977 and only eleven had any paid staff. Black contractors, of which there were less than 3,500

REAL ESTATE

The Cornerstone Of Black Economic Development In The Eighties

Part II

By William R. Morris

nationally, grossed just under \$215 million, out of more than \$200 billion in construction work — slightly over one per cent.

Only eighteen black mortgage banking businesses were operating in the U.S. in 1973. Today that number has been reduced to six, out of over 2,200 such companies. It is estimated that fewer than twenty black property management firms are handling privately-owned housing projects of fifty units or more, and yet in many communities blacks occupy over half of the federally-subsidized housing.

The classic skills possessed by blacks in real estate have mostly dissipated since 1973 because of President Nixon's cancellation of categorical grants for projects, and the changeover to general revenue sharing for local governments. The profile of blacks who are capable of develop-

ing real estate present a somber and chilling picture for the future of black economic advancement, unless quick-fix actions are immediately initiated to permit blacks to acquire the skills and other resources they will need.

In general, the level of black involvement with the nation's multi-billion dollar real estate industry is pitifully small — under two per cent nationally; and within the industry's more specialized fields the count is less than half a per cent, or too little to record. A cursory look at current black resources to undertake even the barest of economic development projects, particularly in housing and community revitalization, should be enough to alert us that we still have a very long way to go to even get to the ballpark, much less to play the game.

An important new trend which promises to alter the

COPING

Mind Control

By DR. CHARLES W. FAULKNER

advertisements. People can be psychologically manipulated into purchasing an item at a grocery store with commercials. The principle holds true in other areas of endeavor as well.

If a television viewer sees a commercial repeatedly, he will be motivated to purchase the product whether he initially liked it or not, and whether the product is superior or inferior. The technique that is used is suggestion.

If a person is told repeatedly that specific medicine will

make his pain go away, his pain will actually go away if he is told that he is drinking the medicine — even if what he thought was medicine was only sugar-flavored water.

If one is told repeatedly that he is inferior, he will eventually believe it and actually begin to act inferior.

Fact: Reliable evidence now indicates that most real physical illnesses are caused by the belief that one has an illness — even if he initially had one or not.

Fact: Substantial tests suggest that medicines play only

Dear Dr. Faulkner:

I was fascinated by your article "The Amazing Power of Suggestion" that appeared several weeks ago. Please say more about suggestion. Thanks.

—Mary B. Chicago.

Dear Dr. Faulkner:

Your insights into the nature of human behavior are valuable to professionals as well as beginners in Psychology. My colleagues and I enjoyed reading about how suggestion can control the mind. Let's have more of the same.

—Dr. Morton, Atlanta.

Dear Ms. B. and Dr. Morton:

The mind is a wonderful and fascinating phenomena — so much so that one tends to overlook its capabilities.

Who really controls your mind? This question is becoming increasingly significant. Advertising is so coldly scientific that the promoter of a product can assure a client of thousands of dollars of profits with certain kinds of

How To Live With Unemployment
TENANTS' RIGHTS

Single family home sales are down fifty per cent from a year ago in some parts of the country. Considering the sky-high home mortgages, maybe they should be down even more. Well, even the residents of the White House are worried about a place to park their feet these days.

A seventeen per cent mortgage rate means that a buyer getting a \$55,000, thirty-year mortgage on a house selling for \$70,000 would have to pay almost \$800 a month just to meet interest and principal payments. Now tell me where can you buy a home that cheap and/or get a loan rate that low these days?

Been doing my homework, though, yeah, been reading a book!

"Tenants' Rights," that's right! A regular How-to-Protect myself after I lose my job during the on-closing recession type sort of reading. Recessions are supposed to

BITS & PIECES

BY JESSE H. WALKER

NEW YORK — Blacks are still negative in their view of how President Carter has dealt with issues of concern to blacks. In terms of the job the president is doing to help blacks, Data Black's second national poll showed 46 per cent of black Americans judge him negatively, 26 per cent neutrally, and only 22 per cent positively. This represents little change from the first Data Black Poll in December when 44 per cent rated him negatively, 28 per cent neutrally, and 23 per cent positively.

While Data Black's second national poll showed that black Democrats now favor President Carter (48 per cent) over Senator Ted Kennedy (37 per cent), the same poll showed black Republicans favor Gov. Ronald Reagan, (37 per cent), followed by former President Gerald Ford (20 per cent), Rep. John Anderson (12 per cent) and former Ambassador George Bush (six per cent). Twenty-five per cent of black Republicans were undecided as against fourteen per cent Democrats.

"The average American small business had sales of \$200,000 a year. But for minority-owned small businesses that figure is only \$44,000 a year. Obviously, there's still an awful lot for you and me, black and white, to do to move minorities into the economic mainstream with opportunity for progress once there." The speaker: Ross Barzelay, president of General Foods, at the 17th Annual National Dinner of the Interracial Council For Business Opportunity.

Despite soaring inflation and interest rates, black businesses grew 17.5 per cent to reach \$1.22 billion in 1979, according to the Eighth Annual "BE 100," Black Enterprise Magazine's listing of the nation's top 100 black-owned companies. The increase in gross sales exceeded last year's 13.3 per cent rate of inflation by 4.2 per cent. Despite the loss of fifteen dealerships, automobile dealerships again accounted for the largest single group.

The New York State Senate has made H. Hawthorne Harris, a Westchester County Family Court judge for the second time in five years. He must now win election in November, something only one Democrat has done in Westchester in more than forty years.

The National Council of Negro Women has inaugurated a major museum-archives project: documentation of the "History of Black Women's Organizations, 1800-1955." The project, which has received a grant from the National Endowment for the Humanities, will be spearheaded by Dr. Betty S. Thomas, director of the Mary McLeod Bethune Historical Development Project.

A sad note came over the 369th Veterans' Association's Tenth Dr. Martin Luther King, Jr. Memorial Parade on Fifth Avenue on May 18 with the death last week of Brig. Gen. Wilmer F. Lucas, retired, who was to be the reviewing officer. General Lucas, founder of the CPA firm of Lucas and Tucker and founder and former chairman of the board of the Carver Federal Savings and Loan Association, was former commanding officer of the 369th Regiment. He was 82.

The seventeen members of the Congressional Black Caucus have announced it would not endorse candidates in this year's elections unless they support increased federal spending to reduce unemployment. It said last month's increase in the unemployment rate of seven per cent indicated that President Carter's budget-cutting proposals were hurting blacks and the poor much more than other Americans.

"It's 26 years since the Supreme Court handed down its momentous school decision declaring the concept of separate-but-equal education unconstitutional, but today we find ourselves still fighting for quality education for our black school children," said Mrs. Hazel Dukes, president of the New York State Conference of NAACP Branches on the eve of the anniversary of the May 17, 1954 epochal Supreme Court decision.

BUSINESS IN THE BLACK

By Charles E. Belle

be just a few down quarters in the Gross National Product. President Carter is planning on knocking out inflation with one big blast of unemployment. Unbeknown to him and my landlord, though, I am going to be "ready for the recession."

This book by California attorneys Myron Moskowitz, Ralph Warner and Charles E. Sherman, first tells me what lawyers can do for you. Actually, I like the second piece of

advice better — when do you need a lawyer? And the third, is even funnier — finding a lawyer. Call an ambulance! And there's a neat note in the book about renter's tax credit. Sixty bucks in California, I like that!

Chapter two tells me to get organized, like an old fashioned sit-in. Hot Dog. Rent withholding, suing the landlord and dealing with local authorities are right up my alley. I figure I will have a lot of time to talk to people during the

economic face of the nation during the '80s, and bears close watching, is the industrialization of rural America: the movement of industry out of the nation's cities and into its small rural towns. The absence of black involvement in this movement makes the picture even more dismal than that of black participation in urban economic development activity. Today, less than ten per cent of the rural population is directly involved with farming, while 23 per cent are in manufacturing.

Since most economic development springs from private, not public investments, the question before blacks today is how can federal policies and programs be modified to get state and local governments to use the tools they now have to help overcome the obstacles that constrain black economic development?

With the current increases in fuel prices and threats of gasoline shortages, more and more middle-income people are moving back into the central cities. So much so that blacks and the poor are being forced out to make room for renovation-minded families returning from the suburbs or buying their first home.

It was President Franklin D. Roosevelt who, years ago, said, "The basis of all wealth is in real estate." If blacks want lasting economic security, this is the best way to go.

a small part in curing people. The major part is played by the person's belief that the medicine will cure him. A person who is given a sugar pill may recover from his illness because he thought that he was being given a powerful medicine.

Fact: People who watch television regularly are allowing their philosophies of life to be determined by producers of shows and commercials. They are being brainwashed into accepting TV fantasy as reality. When one's behavior imitates that of a TV or movie star, he becomes trapped into portraying a role that is incongruous with the world around him. He confuses fact with fantasy and becomes acutely neurotic.

Much stress is induced by the mind-controlling facets of television and movies. The effect of the mind over the body can be awesome. It can also be powerfully beneficial. Behavior change experts are now making people healthier and happier by using their minds in a positive, curative manner. The mind can be friendly — if we allow it to. Don't let your mind become someone else's friend and your enemy.

recession what with us all mingling around the unemployment lines. There is even something in the book about illegal landlord conduct, you know, like lock-out and utility cut-off.

California Civil Code, Section 789.3, says that any landlord who causes any utility service (including water, heat, light, electricity, gas, telephone, elevator or refrigeration) to be cut off with intent to terminate occupancy by a tenant is liable to the tenant for certain damages. Naa, I ain't going! No sir, I ain't going nowhere now!! Similar laws exist in other states, but I am staying right here!!!!

In fact, to evict me, the landlord must properly serve the tenant with a legal correct notice. Now let me see him play cat burglar and scale the side of the building to the second floor window. Ha! I ain't coming out of here until Jimmy Carter himself comes in here and gives me a job — his if he has to!!

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