

receiving welfare today, and thereby placing such a burden on all taxpayers, white or black? 'If you're one of America's millions of middle-income taxpayers, you probably immediately thought 'black'.

You're wrong. The typical family on welfare is white, not black, with 2.8 million white families receiving public assistance at the latest reporting date, 1974, as against 1.5 million black families.

Ms. Porter acknowledges that the error is common. In a recent issue of Business Week Magazine, the cover story was titled 'The \$60 Billion Welfare Failure'. The cover picture introducing the story, showed a collage of food stamps, ragged blue jeans, medicine, - and a painting of a black mother with two children accompanied by a silhouette of a man.

Thus, scapegoatism with blacks as the object, is aided and abetted, consciously or unconsciously by the media. Ms Porter quotes an expert Carolyn Shaw Bell, professor of economics at Wellesley College, who gives two reasons as to why so many Americans believe there are far more black welfare recipients than white:

(1) Percentages, 'most people simply do not understand them, so as a result form erroneous pictures and conclusions in their own minds based on figures they read but do not fully understand', and (2) racism. 'There is a lot of unexpressed racism in this country,' she says.

But the figures; poor white families outnumber blacks by more than two to one. Among poor families headed by women, more black mothers (22 per cent) work and earn income than do white mothers (6 per cent). 'It follows,' Ms. Porter quotes Ms. Bell, 'that the bulk of aid to dependent children recipients is white.'



GROUNDBREAKING---With an economical eye to the future, Mason Construction recently broke ground for the first of several Mason Energy Homes in prestigious Regal Estates. Looking over plans are, from left, Leonard Mason, president, Mason Construction; Assemblyman Lonnie Chaney, Lulu Mason, MC secretary, the Rev. Sam Robinson, Lonnie Johnson, MC superintendent, the Rev. Gerald Mason, NLV City Councilman Tom Brown, and Jimmy Toler, Toler Realty.

SWEARING IN OF NAVY GENERAL COUNSEL TOGO D. WEST, JR.

Togo D. West, Jr., takes his oath of office as Navy General Counsel from Judge William B. Bryant, the Chief Justice of the District Court for the District of Columbia, in Pentagon ceremonies, April 21, as the chief civilian lawyer in the Navy Department. The 34 year-old West will oversee the work of more than 200 Navy lawyers worldwide. West is a native of Winston-Salem, N.C., and is married to the former Gail Estelle Berry of Cincinnati. Mrs. West is holding the family bible.

Photographer: JOC Dick Montgomery, USN

**BREAK THE HATE HABIT
UNDERSTAND
THY
NEIGHBOR
BLACK, WHITE or BROWN**

ENERGY HOMES--BOOST TO HOME-OWNERS

One of the most innovative plans for home owners to be unveiled in a long time, Mason Energy Homes, was presented to the public during groundbreaking ceremonies recently held in luxurious Regal Estates.

With prominent local officials on hand, Leonard Mason, president of Mason Construction (MC), explained the multiple benefits of Energy Homes.

'Our primary consideration in designing Energy Homes was that the average American family have the opportunity to own its own home.'

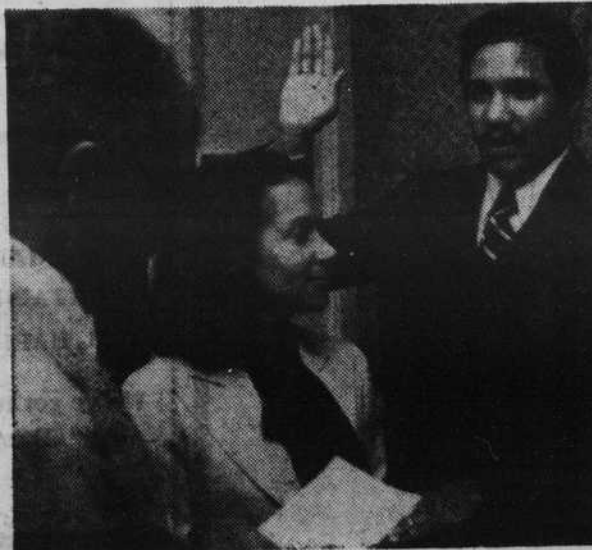
'With the median home price rapidly shooting over \$45,000, many families are automatically barred from owning homes unless they can realize specific and long-term savings to help defray such exorbitant mortgage costs. We think Mason Energy Homes will provide that assistance.'

He said the homes will save many on heating, cooling and maintenance, by featuring such items as dual insulation, heat pumps instead of straight cooling systems; dual sewage clean-out, four-inch line in plumbing, and an exterior painted a scientifically designed color to reflect the sun's heat.

The all-electric homes feature four different floor plans, all with two baths; shag carpeting and G.E. appliances. Living space ranges from 1,400 to 2,000 square feet, with as many as four bedrooms in a single or two-story dwelling.

Public officials on hand for the groundbreaking included North Las Vegas Councilman Tom Brown and Assemblyman Lonnie Chaney. Also, the Rev. Gerald Mason, pastor of the Las Vegas View Church of God in Christ; Jimmy Toler, Toler Realty;

the Rev. Sam Robinson, and Lulu Mason and Lonnie Johnson, secretary and construction superintendent of Mason Construction, respectively.



BUSINESS MANAGEMENT WORKSHOP PROFILES OF THE WEEK

BUSINESS CONSULTANTS'S PROFILE -

Robert W. Pennington, Owner/Manager of North Las Vegas Building Outlet addressed the 2nd Business Management Workshop Session on

The 31 year old attorney and CPA, in business for 12 years, initially assisted his late father in developing the Pennington-Greene Grain and Feed Company in Georgis. Having t experienced the reqards of hard work, planning, stick-to-itiveness, courage, persistence and determination, he is the successful owner of a rapidly growing enterprise in North Las Vegas, and co-owner of Cheyenne Motel 7 and Camp Ground, Boyd C. Bulloch Enterprises, Inc. and Valley View Investment Corporation.

WORKSHOP PARTICIPANTS PROFILE:

Oleatha (Mama) Sue, 'Prima Donna' of the black business community, is an extraordinary woman of many talents. She hails from Des moins, Iowa and received her inspiration early in life from an engineering father, who insisted that she pursue the business and trade professins. Twelve years of training in the needle trade, led to twenty years of success as the owner of a garment manufacturing company, which was located in the Empire Theatre Building in Chicago, Illinois. Additional training in Sewing Machine Maintenance and Repair, Property Management, Construction Trades, Horticulture, among many other fields, was applied to several business ventures, following Mama Sue's retirement from the garment industry, due to poor health.

Mama Sue proudly credits her discovery, during her residence in Las Vegas, to Commender Nelson of SBA and Katherine Joseph, popular Community of SBA and Katherine Joseph, popular community worker in West Las Vegas.

Our participant of the week holds among many honors; the Grand Champion Award for Excellence in workmanship, appropriatness, beauty and originality of design, and harmony of color (she the ground up); First Awards for Peppers and Lima Beans, Annual Southern Nevada Fall Flower Show.


Mama Sue's future business plans involve the creation and development of a program in horticulture from Senior Citizens and the Hanicapped, to provide service, experience, health and prosperity.

QUOTE OF THE WEEK: Press On 'Nothing in the world can take the place of persistence. Talent will not ; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent'. Calvin Cooleige (1872-1933) 30th President of the United States, 1923-1929


1325 NORTH MAIN STREET - LAS VEGAS
PHONE 382-1340

Palm Mortuary

"OUR THIRTY-EIGHTH YEAR OF PROGRESS"
SERVING ALL FAITHS



JAMES A. GAY
Mortician
648-7788



ANDREW JACKSON
Family Counselor
382-4351

SERVICE WITH DIGNITY

MODERN FACILITIES ADVANCE OF NEED ARRANGEMENTS
FU. ERAL TRUST FUNDS