

ATTACK

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streets looking for work.

There are plenty of other successes, ranging from social security and medicare programs that have boosted most of the elderly out of poverty, to housing subsidy programs that help millions of people improve their living standards.

And the big secret is that most of the beneficiaries of federal social programs are white. The big lie that these are "black" programs is defeated by the statistics.

The majority of people on welfare are white. Half of food stamp recipients are white. Four out of five recipients of social and nutritional services for the aged are white. Ninety-two percent of social security funds go to white recipients. Four out of five medicare participants are white.

The majority of CETA

jobs are held by whites. Whites are two-thirds of the beneficiaries of the Section 8 housing subsidy program, the program that accounts for nearly all of current housing subsidies.

That list can be extended further. The plain fact of the matter is that not only are many federal social programs successful in that they accomplish what they set out to do, but they also often serve many more whites than blacks.

The third leg of the stool of falsehood is that those programs are bankrupting the country. Again, that's not true.

Social programs may account for a large share of the federal budget, but so do other government functions. No one is proposing to disband the military because it will cost some \$200 billion next year.

It is wrong to see social programs solely as costs, without assessing their considerable benefits. They constitute an investment in America's human resources.

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Currently, one of the largest shopping complexes in Las Vegas is celebrating its grand opening. One of the stores has as its theme: "There's a new star on the Las Vegas Strip." While it may be a new star, it has the same old format — no Blacks are shown either in the television commercials or in the dozens of pages of newspaper ads. AS part of the promotional activities of Diamonds Fashion Show of Stars, there is a Hollywood look a like contest. Thirty stars who represent the span from the 1930s till now, are shown. If you look like one of them you will win something. They are all white. The Black consumer is forgotten.

After pursuing a dozen or more business texts and inquiring of several business leaders the one theme which I found to be the most consistent in recurring is that "the business of business is to make money." From this I inferred that the maximum

amount of money is usually made by those businesses which encounter the greatest volume of business. Those rare instances where this is not the case are those which entails a product whose cost and, perhaps, rarity precludes the masses from participation. Generally, however, the maxim of "build a better mouse trap and the world will beat a path to

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your door" is operative.

Around the contry business people are taking care of business. With the dwindling value of dollars, ever increasing interest rates, spiralling unemployment and ebbing of the general cash flow, the task of the business person is no longer that of increasing sales but, rather, it has become one of simply trying to "toe the mark." Good business practices demand the exploration of new markets which might require new business techniques.

Historically, the American consumer has functioned as though the market place were a gigantic buffet — a little bit of this and a little bit of that. Everything was examined at least once. Try a new brand of juice, candy, bread, etc. If it is not what was expected throw it away. The consumer, in attempting to keep up with the "Joneses," did so even at their own expense. They were harangued and barked at. They were given the old hard sell. The seller convinced the buyer that the former was doing them a favor and the latter had better be thankful. We had been programmed and conditioned into believing that we indeed needed all of those baubles. The two year or twenty four thousand mile warranty decreased to one year and twelve. Less was put into beer and we paid more for it. The price of bacon tripled and then came down to where it was only double the original cost and we were amazed at how cheap it was becoming. The only thing on the menu which could be purchased for a

dollar was an item called "fifty cents." The consumer has gotten fed up and is spending less and less. Being taken advantage of is bad enough but to also be insulted is the last straw.

The Black consumer is not only paid less money but is called upon to spend just as much as everyone else for those basic needs. In some cases, insurance rates being an example, the Black person is required to pay more. Once these needs are met there is little left for such luxuries as vacations, remodeling or sending the kids to college. Young people, recognizing this reality, question whether being successful in the secondary schools is really worth the effort or not.

Children made up the greater percentage of the television viewing audience. It has been estimated that they watch television anywhere from three to six hours per day during weekdays and from five to seven hours on weekends. At the very least the average child views television twenty-five

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