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Black Press of America

VOL. IV, NUMBER 4

PHONE: (806) 762-3612

ABMINEWSPAPER

519 EAST 23RD STREET

LUBBOCK, TEXAS

OCTOBER 2 THRU OCTOBER 8, 1980

LUBBOCK WOMEN FILE SUIT AGAINST LHA & FAIR

Two Lubbock women, Darlene Wilson and Nettie Robinson, filed suit in the United States District Court for the Northern District of Texas last week against the Lubbock Housing Authority and D. C. Fair, Jr., individually and in his official capacity as executive director of the Lubbock Housing Authority.

In the original complaint, this is an action for declaratory and injunctive relief and for damages brought by low income individuals and prospective tenants of the Housing Authority of the City of Lubbock, Texas against said Housing Authority and the Executive Director thereof for violations of Plaintiffs' Due Process rights under the Fourteenth Amendment of the United States Constitution and for violations of federal laws.

Ms. Wilson, who resides at 1017 East 29th Street, Apt. C8, at Coronado Apartments. The plaintiffs, Darlene Wilson, 1017 East 29th Street, Apt. C8, and Nettie Robinson, 1017 East 29th Street, Apt. C3, both reside at Coronado Apartments.

Allegations in the suit include: "Due to conditions existing at the Coronado complex and due to Plaintiff Wilson's low income status and her inability to afford adequate private housing, Plaintiff Wilson applied for public housing at the office of the Defendant Lubbock Housing Authority on June 2, 1980.

According to the complaint, "On the day the application was made, Plaintiff Wilson received nothing from Defendants advising her of the procedure to be followed in the consideration of her application, she received nothing advising her that she would be notified as to any determination of her eligibility (or ineligibility) for public housing, and she received nothing advising her that she had a right to an informal hearing to appeal any adverse decision of the Defendant Housing Authority.

"Plaintiff Wilson has not received the written policies of the Defendant Housing Authority even at this time.

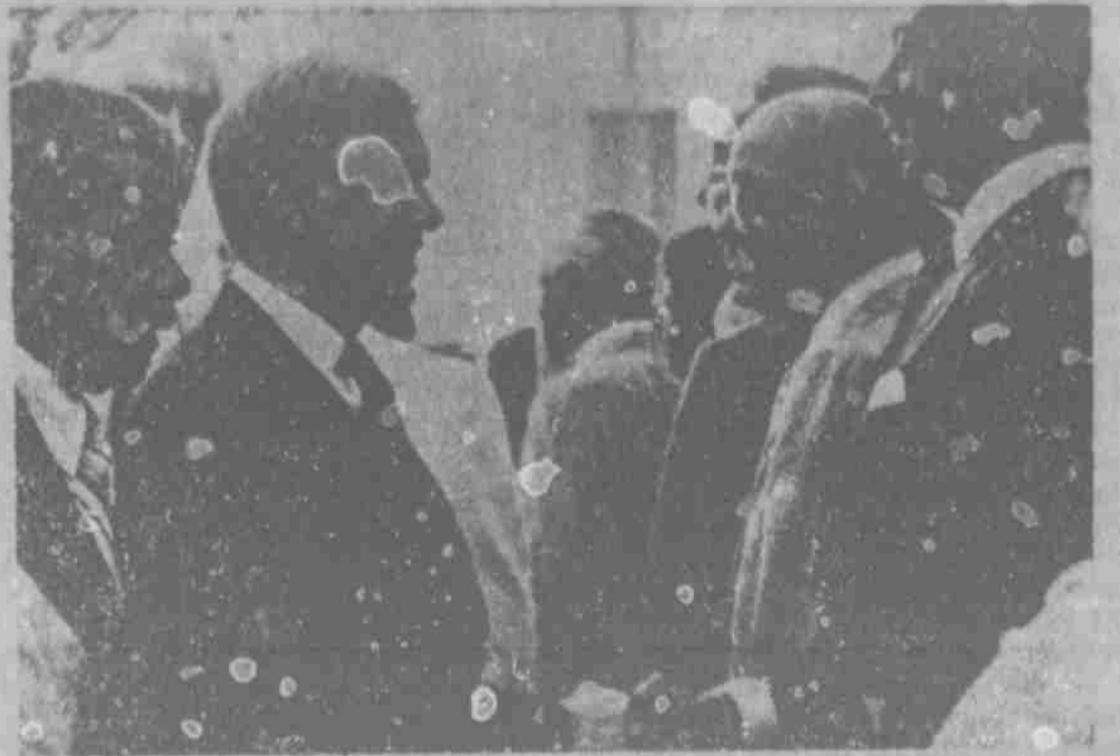
"Plaintiff Wilson has never been afforded an opportunity for a hearing to appeal the adverse

determination of her eligibility nor has she been provided by Defendants with notice of her right to appeal or the requisite procedures by which she might seek such an appeal."

Plaintiff Robinson's complaint is the same.

Both are aware of policies which are posted in a glass display case with only the front page visible in the LHA Office.

Both Plaintiff are asking for \$1.00 each in nominal damages for violation of their procedural due process rights, and to their damage of \$1,000.00 each as compensatory damages for the mental anguish which Plaintiffs have suffered and are continuing to suffer. Defendants' acts, under color of law, of rejecting Plaintiffs' applications without notice and an opportunity for a hearing denied to Plaintiffs the most rudimentary due process. Such acts evidence bad faith and a gross indifference to the plight of the poor in Lubbock, Texas, and Plaintiffs are "therefore entitled to \$10,000.00 each for punitive damages," according to the suit.



C. F. Cooke, II In Receiving Line

C. F. Cooke, II, a member of the Board of Directors of Atlanta Life Insurance Company (second from right) is shown in the receiving line to greet President Jimmy Carter at the Ebenezer Baptist Church in Atlanta, Georgia last week. At left is Jesse Hill, president of the Atlanta Life Insurance Company.

Charles Terrell, an employee of the Lubbock Branch of Atlanta Life Insurance Company, was among those who attended the week long ceremony in Atlanta. "It was something to see," said Mr. Terrell, a

veteran in the insurance industry.

Also attending from the Lubbock Branch Office were Mrs. Vivian Cooke, wife of Mr. Cooke; and their son, Jerald; Ms. Iris Smith and Ms. J. B. Cox.

All said that the dedication services of the Home Office of Atlanta Life Insurance Company was the highlight of their lives to see what black people can do.

Kervin Speaks At Recent Banquet In East Lubbock

by Mattie Hayes

Recently the black community of East Lubbock held a banquet in honor of McKinley Shephard for the purpose of letting the black community meet their Republican candidate in District 75-B.

Mr. Joe Kervin, guest speaker, is the administrative assistant to Governor Bill Clements, was in Lubbock for the first time and was impressed with this fair city.

Kervin attended the public school of Dallas where he was an outstanding athlete. He is married to the former Gloria Foster of Dallas. They have a daughter, Josette.

Kervin is a former Dallas School Board member and an unsuccessful Republican candidate for the Legislature. He has been in the maintenance and equipment business in Dallas and was co-founder and executive director of a minority business assistance corporation in Dallas. In 1968, Kervin was chosen by the Texas Junior Chamber of Commerce as one of the five Outstanding Texans and in 1969 and 1971 was selected by Ebony Magazine as one of the Outstanding Black Businessmen in the United States. Kervin currently serves as a member of the Board of Trustees of Wiley College in Marshall, Texas.

Kervin is an alumnus of Wiley College where he received his bachelor's degree. While here, Kervin mentioned that we should get behind and push the man best qualified for the job of representing District 75-B. He also stated that the people of Lubbock were



Joe Kervin Addresses Banquet

impressed with Shephard's views, and that changes are in progress if you have the determination to get out and beat the bushes, knock on some doors, wear out some shoe leather, make some phone calls and get your man elected if he is the best man for the job.

"You should not just vote for the party, but for the man, that you think best qualified for the job. And if you really want to get someone elected, you have to get out and make contributions. If you believe in the man, get out and work for the main cause," he said.

"Blacks have the great amount of unemployment, inflation is double what it was in 1966, crime is up 12%, inflation is up 18%," he continued.

"Something should be done about these problems. There are some things that need to be addressed, such as water, gas, utilities, and others," said the Governor's assistant.

"McKinley maybe the best candidate we have, but the best candidate lose because we refuse to get out and spend that shoe leather, place some

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Alonzo Franklin Herndon; Ex-Slave To Top Businessman

by George M. Coleman, Atlanta Daily World



A. F. Herndon Founder A Former Slave

The face of Dame Fortune must have been all smiles, that morning in the early months of 1883, when Alonzo Franklin Herndon made his eventless entrance to Atlanta to carrying on his trade as a barber.

And the proponents of fate must have been laughing in malicious glee at the prospect of an ex-slave walking into Dixie's most famous town, where black citizens were supposed to be living without hope.

It was not a good time. Slaves had been free only a few years, and virtually everything of value was reserved for whites only. The great "Sweet Auburn" Avenue had yet to be developed for black progress, and about the only things Negroes could call their own were about four churches and schools located at what is now the Atlanta University Center.

Mr. Herndon's story reads almost like a fairy tale, and stands, even today as a solid monument to the idea that blacks can achieve, if only they will try. The unlikely story of Mr. Herndon began in Walton County, Georgia on June 2, 1858.

Accounts of this can be found in the Atlanta

Historical Society's Spring 1977 edition of the "Atlanta Historical Bulletin," and the "Centennial Anniversary, 1870 - 1972," of Wheat Street Baptist Church.

Here was a young slave who actually served under a master for seven and a half years, and then "very near it for twenty years more."

The young man was caught in the after war web of Dixie, with no President Lincoln, to diffuse the racial hatred that was spreading.

But he apparently had ambitions. History does not record just what Herndon did as a slave, noting the light texture of his skin, it is safe to bet that he was a "house slave," probably the son of the master and a slave. It was the custom during slavery days for such people to be used in the house of the master, while the purely African slave, was sent to the fields for hard labor until his health broke, or he died.

For such people, books were available; better food for growth and health, and a general atmosphere, that gave the house slave a chance to learn the habits of Americans.

Many times house slaves were denied use of books, and had to steal them to learn. There is a story that the great A.M.E. Bishop Henry McNeal Turner, in his youth, was given the nickname of "Gully," because, in his thirst for knowledge, he would grab a book of the master, and sneak it out to a gully, where he would hide, and teach himself to read and write.

Mr. Herndon's journey to Atlanta was long, and hard, taking him as far

north as Chattanooga, Tennessee. Immediately after emancipation, he worked for his grandfather, pulling a huge cross cut saw.

Then at 13 years of age, Herndon got a job with his former master, earning \$25 a year. His work was so efficient, that he was paid \$30 for his second year's work and \$40 for the third.

Herndon was probably a brilliant man, enshrined in ambition, for while he was doing this work, he as a peddler on the side, selling peanuts, candy, home made molasses, etc.

The young man remained in the county of his birth until he was 20 years old, and with only \$11 in his pocket, plus his savings, he walked to

Continue on Page 3

NOW Holds 13th National Conference

The National Organization for Women (NOW), the nation's leading feminist organization, will hold its 13th Annual National Conference October 3rd, 4th, and 5th, at the Hilton Palacio del Rio and the Convention Center in San Antonio, Texas.

The NOW National Conference is the major decision-making body of the organization and will set NOW's goals for the upcoming years and years. The conference is also likely to set NOW's political direction for the remainder of the Presidential campaign.

The 1,500 conference attendees will participate in plenary sessions, issue hearings, and workshops on feminist concerns. Topics covered will include direction in the ERA ratification effort, feminist goals in lesbian and gay rights efforts, the development of an all new anti-HLA

campaign and anti-ryde Amendment campaign, advancing homemakers' rights in Social Security, income tax policy, AFDC, and other federal programs affecting the family, and whether nuclear energy problems should be considered feminist issues.

However, the unique characteristics of the National NOW Conference lies in its historic ability to set totally new directions for the feminist movement in the course of the three day meeting. Consequently, other major issues are likely to emerge during the conference itself.

In addition to policy votes, major events of general interest to the press will include an opening news conference, the keynote address by NOW President Eleanor Smeal, and addresses by feminist candidates for Congress.

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\$62,000 Grant To Train Texas Judges

Texas Tech University has received a \$62,000 grant from the State Department of Highways and Public Transportation to train Texas municipal court judges.

This year is the fourth year that the Law School and the Division of Continuing Education at Texas Tech have trained attorney and non-attorney municipal court judges.

More than 400 judges have attended the training seminars in the last four years.

The state grant covers tuition, materials and room and board, if the judges successfully complete the course.

The grant is for eight seminars for the municipal court judges. Two 24-hour, three-day seminars were funded for non-attorney judges who have not previously attended a sessi-

on accredited by the Texas Judicial Council. Six eight-hour refresher courses were designed for judges who are licensed as attorneys and have previously attended a seminar.

The seminars cover municipal court organization and administration, pre-trial procedures, contested and non-contested cases, substantive criminal law, traffic law, the law of evidence and current judicial problems. The 24-hour seminars also include a mock jury trial.

Seminars have been conducted in Grand Prairie, Amarillo, San Angelo, Longview and San Antonio. An eight-hour seminar is scheduled tentatively for Corp. a Christ in November.

Dr. Susan H. Schafer, Continue on Page 2

Local Black Churches Will Hold Voters Registration Sunday

Ms. Rose Wilson has asked local churches to hold a voter's registration drive on Sunday, October 5.

Those churches which will participate will be: New Hope Baptist Church, Rev. A. L. Dunn; Lyons Chapel Baptist Church, Rev. Floyd Perry, Jr.; Mount

Gilead Baptist Church, Rev. Larry Polk; Bethel African Methodist Episcopal Church, Rev. Stephen Pierson; St. James Baptist Church, Rev. Kado Lang; St. John's Baptist Church, Rev. James E. Moore; Community Baptist Church, Rev. Tony

Williams; Mount Zion Baptist Church, Rev. R. C. Jones; New Home, Texas, Zion Baptist Church, Rev. A. L. Patrick.

If there are other churches who would like to participate in this effort, please contact Ms. Wilson.

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*Business
in the
Black*

By Charles E. Dell



**Keep the action up front
Urban League Deserves Your
Donation**

Way back when some of us were knee-deep in civil rights struggle of the 60s, the SCLC, NAACP, Black Panther Party, CORE and other civil rights organizations were considered the "marines" making the beach head clear for the landing forces of the National Urban League.

Lately, Urban Leaguers have taken on a more "active" role in fighting for equal opportunity around the country. Coming up to the front of the boat bears a great deal more risk. You run the risk of being shot at for one!

Nevertheless, the Urban League as it is usually called, stands out front with the rest of the troops in this out of the closet age. Few people however, recognize the fact that more than 26,000 workers in 45 cities across the country have participated in the Urban League's Labor Education Advancement Program (LEAP).

LEAP recruits, counsels and tutors unemployed and underemployed minority workers, then places them as "paid apprentices" in the building trades. There's no such thing as a "sure-fire" job by joining LEAP. Each individual must qualify by passing trade union test and holding down a job at the plant or on the job site. Some one million people have been helped by the Urban League's LEAP.

Vernon Jordan, President of the National Urban League, in his recent membership recruitment letter selected the story of B. B. to illustrate the excellent work being done by both the individuals in the program and the Urban League. B. B., father of five, has a particularly impressive story. As a worker with one leg, the only job he could find in his home city of St. Paul, Minnesota, was sorting clothes for Goodwill Industries for seventy-five cents an hour.

But today, B. B. operates a steam boiler and earns \$11.28 an hour, enough to adequately support his family. Vernon Jordan is quick to point out that there were three reasons for this success story which could apply to any American.

First, the desire to change one's life is necessary. The need for enough motivation to risk failure and to dare to succeed in a new, higher-paying job. Second the ability to change one's life. Many times, untapped resources and skills will enable a person to rise to a new career. Finally, a chance to change is mandatory. LEAP is one program provided by the National Urban League that works.

When Urban League officials are out for contributions and new membership it's because the organization has opened up new doors. Donating to the Urban League is a statement that you want all of your civil rights organizations up front. Now!

South Plains Writers' Association Will Meet

The South Plains Writers' Association will hold its October meeting on the 13th, Monday, at 7:30 p. m. in the Garden and Arts Center, 4215 University, Lubbock. The featured speaker, Joy Parnell, well-known writer and publicist, will

talk on "Publishing and Potpourri." This organization is open to all who are interested in writing. Guests are welcomed at its meeting which are held on the second Monday of each month.

Plans For Class Reunion

The Dunbar High School Class of 1961 is planning a class reunion. Members of this class and anyone knowing the whereabouts of members of this class, please contact Ardee Hunt, Robert Deary, Mrs. Katie Black Wright, Mrs. Ann Burrell Crowder or Mrs. Dianna Oka Thomas. A meeting was held September 27th at 7:30 p. m. at 2715 East 7th Street.

Grants

Continued from Page 1

associate director of the Division of Continuing Education at Texas Tech, is the project director. Laurel Phipps is seminar coordinator.

Charles P. Bubany, professor of criminal law and procedure at Texas Tech Law School, is the academic director for the seminars. He is also an instructor at the seminars.

Other instructors include: Daniel H. Benson, law professor and director of clinical programs at Texas Tech Law School; Allen C. Gilbert, San Angelo municipal court judge; Cameron Gray, Grand Prairie municipal court judge; and Bruce M. Kramer, associate professor of law at Texas Tech Law School.

Know Your School Trustees

Trustees

Another one of the School Trustees elected to provide educational opportunity in Lubbock Public Schools is Lynn Stafford.

She was elected to Place 1 in 1978. She and her husband, Bob, have two children. Stafford currently serves on the Lubbock County Tax Appraisal District.

Trustees are elected by registered district voters to rotating 6-year



Lynn Stafford

terms. Two or three places are filled in semi-annual elections the first Saturday in April.

NOW Conference

Continued from Page 1

other feminist political leaders, union officials, and leading advocates for reproductive rights, lesbian rights, minority rights, and ERA. San Antonio and Texas political officials will welcome the body.

Special interest reporters may want to cover the conference's acknowledgement of the Hispanic cultural heritage of San Antonio; presentation of Dolores Prida's New York bound play Beautiful Senoritas. Other feature possibilities include accommodations for handicapped delegates, feminist child care services provided for children accompanying attendants, and the services and products

marketed in the exhibit area.

Local NOW members who will be attending the National Conference include Marge Blackburn, President; Lynn Clark, Vice President; Jane Seaver, Vice President; Karen Hodges, Secretary; Marcy Wentzler, Vicki Foster, Jill Buzzard, Vicki Galvan and Gail Thompson.

A report of the conference proceedings will be presented at the next NOW meeting on Tuesday, October 7.



Some of the crowd at Gov. Shephard's Affair

Kervin Speaks

Continued from Page 1

phone calls, and just don't an all around job," commented Kervin.

He went on to tell the audience that we need legislators like Shephard. Lubbock should decide which is man is the best for the job as a good representative for 75 B. We need new leadership for the city of Lubbock; so get out and work for McKinley Shephard."

"Send McKinley to Austin and we will have some good representation. It would be good for the district to elect a Republican along with a Republican Governor."

During the banquet, there was a drawing for doorprizes being given away, and Ruth Schiermeyer won a photo album, and gave it to the Shephards to keep their mementos of this campaign.

Mr. Kervin was appointed by Governor Clements on February 1, 1979 as administrative assistant for Small Business and Equal Employment Opportunities Program. In addition, Mr. Kervin will be assisting in the recruitment of appointees to position filled by the Governor.

**Woodrow Wilson.
Ragtime.
The Great Houdini.
The year is 1913 and
a new Bell telephone
begins ringing
throughout the land.
Ah, those were
the days...**

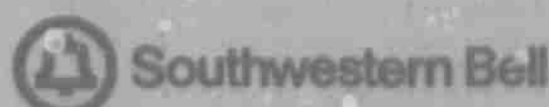
Now you can relive those days with Southwestern Bell's new Country Junction* telephone — a happy blend of yesterday's spirit with today's technology.

Lovingly handcrafted in natural oak and antiqued nickel trim, the Country Junction phone is a classic that blends with period settings and makes an attractive statement with the crisp, cool lines of contemporary taste.

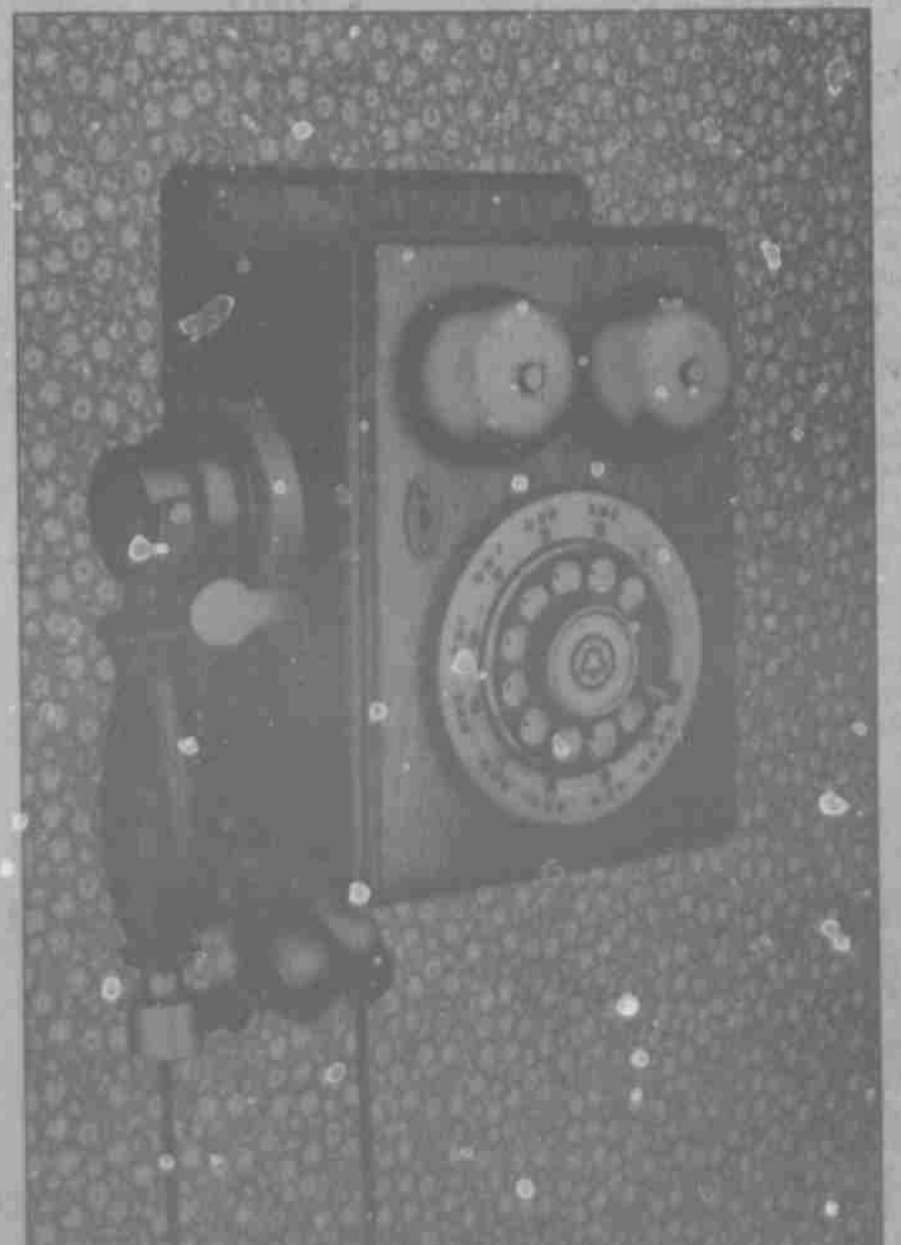
No matter where the telephone is placed — kitchen, den, family room, living area — this is a phone that will be seen and admired. Because it has modular components, installing it is as easy as hanging a picture.

In a busy, bustling world, the Country Junction telephone is a pleasant reminder of those times when all phone conversations began with the voice that smiled.

Now on display at your neighborhood PhoneCenter Store.



*Trademark of AT&T Co. Working parts remain the property of the telephone company.



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NNPA FEATURE

COPING

by

Dr. Charles W. Faulkner



Change THEIR Behavior

Change their behavior by controlling yours. I once knew a person who was extremely displeased with the continuously negative behavior of a relative. The relative would become argumentative every time the other person came to visit. This elicited a negative response that led, ultimately, to a volatile argument. This behavior had taken place regularly over a period of years.

I proposed that the person simply say only "Hello" during subsequent visits of the relative. My suggestion was initially rejected on the grounds that to protect and defend oneself was a personal responsibility.

My response was that both individuals used these confrontations as opportunities to eliminate their stress, counter their own insecurities, and take out their frustrations on each other. If either of them refused to argue with the other, the arguments would stop simply because meetings of one with the other cease to provide the opportunity for a release of frustrations.

I convinced the person to try my suggestion of simply refusing to argue with the other person. The recipient of my advice was astounded at the effect of this behavior: The relative ceased to argue and, instead, initiated a less provocative and more friendly relationship.

A friend who made regular visits to relatives was the object of frequent arguments as the relatives released their frustrations with constant arguments. Finally, after many frustrating and tense arguments, my friend told the argumentative relatives in no uncertain terms that all visits to them would be discounted unless they stopped arguing every time my friend visited them. This warning was enough to motivate the relatives to immediately modify their behavior and cease their continued arguments. Relationships with these relatives have constantly improved as the result of this simple action. This is a case of my friend's modified actions modifying the reactions of others.

A very important principle of human behavior was in effect in these cases: People become conditioned to reacting to each other in a specific manner merely because they obtain a degree of satisfaction from the response of the other person. When the other person stops reacting in the predictable manner, one is no longer fulfilled and responds by behaving in a different way. In other words, we control the behavior of each other:

1. When the child cries and the mother responds with a glass of milk, the child will continue to cry whenever milk is wanted because crying brings milk. When the parent stops bringing milk in response to the crying, the child will stop crying but will experiment with other forms of behavior until the desired response is obtained. If no continued type of behavior elicits the proper response, the child is likely to use a more rational but less manipulative form of behavior.

2. If the school teacher penalizes the pupil for cheating on an exam but rewards and drops the punishment when the pupil begins to argue, the pupil will continue both the cheating and arguing until the teacher changes the reaction.

3. If the spouse withdraws affection whenever the mate disagrees during a discussion and grants affection only when agreed with, this behavior will continue indefinitely as long as it brings about the predictable response. In this case affection is used to manipulate the behavior of the spouse.

One can think of many examples of this kind of behavioral response and in many cases are not aware of it. Advertisers use it, your boss uses it, your spouse uses it. So, why don't you use it also to get what you want out of life?

The Royal Ladies Club

Meets

The members of the Royal Ladies Club held their weekly meeting last Wednesday night in the home of Mrs. L. Sparks at 2401 Cedar Avenue.

The meeting was called to order by a Bible verse and then the usual business was discussed. Plans were discussed for the upcoming Christmas festivities.

The gracious host served a three course dinner of chicken spaghetti, cut green beans, strawberry jello salad and peach cobbler for dessert. The food was enjoyed by all present.

The members present were: Ms. P. Baker, president; Ms. D. C. Fair, Ms. O. Thomas, and host, Ms. L. Sparks. The next meeting will be in the home of Ms. O. Thomas, 4308 East 62nd Street, located in Yellowhouse Canyon addition.

Members on the sick list is Ms. F. Green who is still in need of our prayers, says the president.

All ladies who would like to become members of our club, we are asking

you to come out and be with us in some of our meetings and see just what we are all about. The club is for meeting and making better friendships among the ladies of our community of East Lubbock. If you like more information contact Ms. Pearl Baker at 763-9187.

Black Image Building

Glenn Appointed Manager At Philip Morris, Inc.

James L. Glenn has been appointed manager, financial research and controls department at Philip Morris Incorporated, it was announced by Walter F. Sperber, vice president, financial research and controls. Mr. Glenn was previously manager, management control systems for Philip Morris U. S. A. at the company's Richmond facilities.

In this new capacity, Mr. Glenn will develop the corporation's responses to financial accounting pronouncements of various public and private agencies and will direct research efforts into accounting and related matters as requested by executive management.

Mr. Glenn joined Philip Morris U. S. A. in August 1977 as a senior systems analyst and was appointed manager, management control systems in June 1978. Prior to joining the company, he was a financial accountant with Hershey Foods Corporation during 1976-1977 and a senior staff accountant in the Baltimore office of Price Waterhouse & Co. from 1972 to 1976.

A native of Pottsville, Pa., Mr. Glenn was graduated from Lycum College in Williamsport, Pa., in 1972 with a B. A. degree in accounting.

Mr. Glenn is a certified public accountant, and a member of the American Institute of Certified Public Accountants and the Maryland Association of Certified Public Accountants.

Philip Morris Incorporated, one of the world's largest cigarette companies and producers of beverages, includes Philip Morris U. S. A., whose major brands are Marlboro - the number one selling cigarette in the U.S.A. and the world - Benson & Hedges 100's Merit, Virginia Slims, Parliament Lights, and Cambridge; Philip Morris International, which manufactures and markets a variety of cigarette brands, including Marlboro, through affiliates, licensees, and export sales organizations and supervises Seven-Up International's operations; Miller Brewing Company, brewer of Miller High



James L. Glenn

Life, Lite, and Lowenbrau brands; The Seven-Up Company, producer of 7UP and Diet 7UP soft drinks in the United States, Canada, and Puerto Rico; Philip Morris Industrial, which

makes speciality chemicals, paper, and packaging materials; and Mission Viejo Company, a community development and home building company in Southern California and Colorado.

Blacks and the Historical Preservation Movement in America

(part 1 in a 2-part series)

by

William R. Morris
Housing & Community Development Consultant

Black communities have become an inseparable part of the country's character and history. They provide the sustenance and cultural backdrop for the role that minorities have played in the development of our nation. In many communities, properties of important significance to Black America have been demolished or allowed to deteriorate beyond repair. If this loss continues in the future as it has in the past, Blacks stand to lose most of the remaining visible reminders of their heritage in the United States. They will also have lost an important part of themselves and of their roots.

This irreversible loss of historically significant properties in minority communities is largely

due to a lack of understanding and involvement by Blacks in the preservation movement in America. Much of the heritage of Blacks are vanishing from the American scene in the nation's haste to rebuild its cities and make them more attractive for whites to return to. Since World War II, hundreds and perhaps even thousands of properties of great importance to the history of Afro-Americans have been destroyed by urban renewal and interstate highway programs. Other valuable structures have fallen victim to the ravages of time and

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Top Businessman, Aionzo Herndon

Continued from Page 1

Covetz County. He had used most of the money that he made, taking care of his family.

The Historical Society's bulletin gives a vivid account of his movements, plus pictures from the Atlanta University collection.

In the new county he worked as a farm hand, and started cutting hair on the side in a rented space in the black section of Senior.

He cut only on Saturday, but it was here that his larger career began. He was very efficient, and drew most of the customers. In a few years, Herndon moved to Clayton County, where he opened his first barber shop.

In all these moves from county to county, Herndon walked, carrying a trunk on his shoulders.

In all his endeavors,

Herndon was guided in the general direction of Atlanta. In Clayton County, he used his savings for the first time, buying a barber shop in Jonesboro. It was here that his reputation grew, and his reputation as a barber spread.

It is not clear whether he was cutting hair for whites as well as blacks, but is a general belief that he did almost from the beginning. Most ex-slaves would be as poor as he was and unable to pay for a hair cut.

It was in early 1883, that he came to Atlanta and became a journeyman in a barbershop on Marietta Street, owned by Dougherty Hutchins, a black man. The Historical Society's Bulletin had this to say of Herndon at this point:

"Herndon's reputation for efficiency, thrift and respectfulness spread quickly among white

patrons frequenting the shop, and they soon began to request his chair. At the end of six months he purchased half interest in the business, and the shop was renamed Hutchins and Herndon. From this time until well into the twentieth century, a Herndon barber shop could always be found in the downtown business area."

(Next week: The Atlanta Life Insurance Company)

Compliments of BMI & Lubbock Digest

The Dictionary Habit, A Crucial Tool In Developing Effective Communication

Dear Reader:

The Lubbock Digest is a black-owned newspaper that brings you the news of our community and that reinterprets, from a black perspective, the national and international events of the day. We hope that our readers of all ages will keep a dictionary handy when reading the Lubbock Digest. Our publisher and staff want to see black Americans in this community and in every community across the land build word power.

Why is this necessary? This is crucial because if we are to reach our goals that we desire for black America, we must be able to communicate clearly and concisely with one another in Black America; and we must also be able to not only understand what White America is saying to us but to be able to communicate our goals, aspirations, needs, etc. to white Americans at every level.

Deltas Open Tutoring Clinic On October 4

The members of the Eta Lambda Chapter of Delta Sigma Theta Sorority, Inc. would like your deepest participation in their first annual tutoring clinic. The clinic will begin on Saturday, October 4, from 9 a. m. to 11 a. m. at Green Fair Manor and Hub Homes Apartments recreation rooms. Reading, spelling, and Math will be taught for grades first through sixth.

For more information, contact Dorothy Kinner at 744-8386 or Diana Davis at 742-4285. Your strongest support will be appreciated.

Register & VOTE!!

PLANNED PARENTHOOD

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3821 22nd Street

East Clinic:
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BRONKO RENTALS

"Why Not??"

The Priority Hang Up!!

by
Eddie P. Richardson, Jr.

As one looks around the Black Community of Lubbock, one can easily see we have some serious problems with where to place our priorities. Each time we make this kind of a statement, there are some Blacks who think we should come up with answers. Perhaps so!! But, get this, we're raising hell about the word "nigger" and the naming of a street while we miss the main boat which is economic development. That's nothing but **MONEY!!**

With this money, everything else falls into place. Our brothers and sisters across the street are leaving us behind 10 to 1 through progress. We are bogged down in pettiness and B... S... while the Mexican-Americans are leaving us behind. They are opening new businesses and expanding businesses while we are constantly playing with misguided priorities.

In the great State of Texas, September was set aside as 10% percent month by the State President of the National Association for the Advancement of Colored People (NAACP). Of course, this included nationally and regionally as well as the state. This was an opportunity for local branches to write, during the month of September, letters to the various political sub-division and ask for the ten percent. Our local chapter missed the boat again with their petty opinions for the month of September. The NAACP is the oldest civil rights organization in America. Somehow, the local branch was not tuned in on what's going on economically in the country. Wonder why?

Just recently, Blacks got 25% of a \$750 million worth of contracts for the constructing of the largest airport in the world, Atlanta, Georgia.

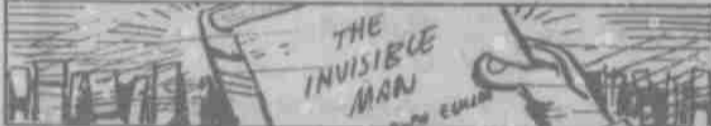
Yes, there are millions of dollars of government contracts which come to Lubbock and Black people are getting nothing in regard to contract services for goods and services. I know there are some contracts for goods and services we are qualified to do.

The ones of you who missed Dr. Rand's speech at Yellow House Canyon, American Legion Hall, a few weeks ago, you missed a treat. For a senior citizen, he had the **now** message that we all out here should have heard. We have to strive for excellence. We have to demand that our young people always strive for excellence. We must demand and accept nothing less than excellence from our youngsters.

On a positive note: It's good to see the brothers from PRIMA, the new owners of KLEK-TV (Channel 13). This is great. This is what America is about, building America together. All Americans building together!

A personal note: The old Furr's Supermarket, 2200 East Broadway Avenue, from supermarket which feed the body with nourishment, and later to becoming a place for feeding the minds and implementing positive seeds in the minds, soul, and spirit of disadvantaged people. A lot of me went into that building as we converted it from a pipe and machine shop to a training center. This building that once housed the program which I was the first executive director of the Lubbock Opportunities Industrialization Center (LOIC). But this day, I am very upset to see it become a disco joint. This effort, no doubt, will poison some of those minds which were helped in those days with those psychedelic lights and bad music. It's just terrible to see such a joint put up next to churches and newly built day care facility. I'm mad as hell!!!

Nuff Sed!!! Why Not??



Black novelist Ralph Ellison won the National Book Award in 1952 for *The Invisible Man*.



History shows Africans were using iron when Europeans were still in the Stone Age.



James Derham, born into slavery in Philadelphia in 1762, became the first U.S. physician of African descent.

Lubbock Digest

"Dedicated to Freeman, Justice and Equality"

T. J. Patterson Editor
Eddie P. Richardson Managing Editor
Jeff Joiner Distribution Manager

The "Lubbock Digest" is an independent, privately-owned minority enterprise newspaper published every Thursday by KATHOB and ASSOCIATES at 506 East 23rd Street, Lubbock, Texas 79404. Phone (806) 762-3612.

All non-staff unsolicited articles, manuscripts, and letters do not necessarily reflect the stand or feelings of this publication. Pictures, articles, etc. are sent to *The Lubbock Digest* at the owner's risk, and *The Lubbock Digest* is not liable or responsible for custody or return. People wanting articles, figures, etc. returned, please send self-addressed envelope.

Subscription rates are \$12 annually, payable in advance. For advertisement information write: Lubbock Digest, 506 East 23rd Street or P.O. Box 2553, Lubbock, Texas 79408.

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JACK AND JILL

BRANDON JR.

WHY ARGUE? THE FACTS ARE HERE!

Tell It Like It Is

by
T. J. Patterson, Sr.

Two Untruths ... Not Good

As a local political activist says all the time: "One must pay their dues." The political activist is Harold M. Chatman.

For the past few weeks, Rev. McKinley Shephard's campaign has released two untruths through political materials. Two untruths, regardless of the political race, are not good for the campaign.

One of the untruths is the political advertisement, appearing in the Lubbock Digest recently, announcing the visit of Governor William Clements was paid for by McKinley Shephard Campaign Fund, David Hester Treasurer, Dr. F. L. Lovings, Campaign Manager, Dr. Carlos Menendez, Campaign Chairman, stated: "NEVER before has a governor of Texas been in the Black Community of East Lubbock."

The truth is: Governor Preston Smith of Lubbock came to an important meeting of blacks at Mae Simmons Community Center in East Lubbock when he was Governor of Texas.

The second untruth was that Joe Kirven "is the first black in Texas history to serve as the Governor's administrative assistant."

The truth is: Nolen Ward was an administrative assistant for Governor Dolph Briscoe and was even appointed to the position of Chairman of the Texas Employment Commission, a position he holds at present time.

To further prolong the usage of untruths, the Rev. McKinley Shephard Campaign Committee passed out information on car parked on church parking lots last Sunday morning (September 28, 1980) about Governor Clements being the first Governor to visit East Lubbock.

If a politician is going to pass out information, it should be factual. Especially when the politician has been advised by political advisers in the community against spreading such untruths.

With Dr. F. L. Lovings as Campaign Manager, this writer knows that he (Rev. McKinley Shephard) has been advised against such tactics.

The man on East 24th Street says: "Many commit the same crimes with a very different result: One bears a cross for his crime; another a crown."

Sooner or later when a young person commits a crime, he or she will certainly pay for it. Regardless of ones station in life, sooner or later the time runs out and he must pay for it. Sometimes payback is rather painful, but it must be paid back. There are so many talented young black men and women in our community, but some I choose to

travel in the wrong direction. Too many of them want to get ahead real fast. It just doesn't work like that.

Young people, for God's sake, take a close look at your lives and began now developing yourself so you will not have to depend on criminal activity to survive.

Perhaps Lubbock is not the place it should be for black people to get ahead, but at least we can start now doing what is necessary to get it on the right track. Maybe, we can begin to pool our resources and come up with something which we will all be proud. Let's get away from the negative aspect of living and began believing in ourselves so we can get a piece of the economic pie.

Sure, there are a number of young people who want to do something with their lives. As solid citizens, we must get behind them so they will not be lured away by the evils which exist in our community. If necessary, we must hold their hands and ensure them they can do and become anything they would like to in life. We must show them the positive side of life.

Too many times, this writer has seen many young people go astray in this community. Without calling any names, the list is rather long. Along their travels in Lubbock, they have fallen by the wayside because there was no helping hand to guide these young people. Therefore, resulting in a short life of crime.

Let's not condemn all young people, but help them so they will not have to rely on a life of crime.

Blacks should take note to what has just happened in Atlanta, Georgia. The mayor, Maynard Jackson, said: "No less than 25% of the business for the new Atlanta Airport (the largest in the world) would go to minority contractors." His point was well taken: when he said that people of all races, sizes and backgrounds would be passing through the new terminal, and people of all races, sizes and backgrounds would have help to build it.

This is what happened because of the involvement of minority contractors which was a result of "commitment of a mayor by the name of Maynard Holbrook Jackson."

In Lubbock, we need this same type of a commitment for minority contractors.



Ringling The Bell

by
Bob Tienel

We look at Red-Black & Brown Experiences: According to press reports, American Indians (Red Man) got a taste of political power in the 1980 National Convention of Democrats, and they said they will be back for a bigger bite in 1984. According to Billie Masters, a California delegate and chairman of the American Indian Caucus, "we had 37 delegates and alternates at this convention and we hope to be twice as big in 1984."

Mrs. Masters, an Oklahoma Cherokee, currently serves on the Democratic Rules Committee, and told the press: "We hope to form state caucuses in states with high Indian populations, and perhaps regional caucuses depending on the response we get. And we will try to get one member on each ongoing committees so we can keep informed on what the party is doing."

At the Convention, Michigan had the most American Indian delegates with five. South Dakota and Oklahoma had four each. North Dakota had only one. Arizona and New Mexico each only had one, even though they had some 150,000 Navajo people and many others. Mrs. Masters also stated that American Indians and Alaska Natives would have more clout with the Democratic Party if they formed coalitions with blacks and other special interest groups.

Hispanics and Blacks are working harmoniously together may seem like an idealistic dream but Connie Robles, San Angelo LULAC president, said that was an accurate description of the 1980 League of United Latin American Citizens Convention in Washington, D. C. this past summer. Many cities and states have formed coalitions between minority groups and West Texas is no exception. Created last September, the group covers 42 counties and there are active Hispanic and Black members, stated Connie Robles.

The convention passed 48 resolutions dealing with areas such as minority housing and settling Cuban refugees.

Brown Vote Power: A record-high voter registration among Mexican-American voters has drawn the attention of President Carter as national Hispanic leader Reuben Bonilla predicted Hispanics will provide the "pivotal vote for Texas" and for Carter in the general election. In 1977, registration in the Mexican-Americans total 425,000 and as we go to press that figure is over 800,000 with registration drives being conducted by both blacks and Mexicans to the deadline, according to Bellingr sources.

Carter recently told an audience of Mexican-Americans in Corpus Christi that "five million Hispanics are at work today - one out of four in a new job created during the past three and half years. He also indicated that he was supporting public education for illegal aliens. He told the crowd that employment is up 22 percent for Spanish Speaking Americans, and said his economic program will create even more jobs.

Trying to tackle the issue of illegal immigration after a three year study, the U. S. Commission on Civil Rights recently issued its first non-unanimous report in more than ten years. A majority of the 5 member commission recommended against enactment of a statute penalizing employers who hire undocumented aliens. The commission also urged greater protection of detainees' due-process rights by giving them the right to legal counsel at all stages of the deportation process and by making sure they are informed of this right.

"Dear Bob: This is my first note to you since someone shot me in the back on May 29. The past 3 months have been spent in hospitals-not my idea of the ideal summer vacation. In the coming weeks I'll be back to dealing with the issues that affect all Americans, and especially with those of vital concern to America's poor people, black people, and deprived people.

Violence can never win in the battle of ideas ... My own experience has left me with renewed commitment to speak out and to fight against violence, oppression and racism in our society. ... And when you find literally thousands of people demonstrating their concern about you, it is an added incentive to go on fighting the good fight. Many thanks to all of you. Vernon E. Jordan, Jr., National Urban League.

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"Dedicated to Freeman, Justice and Equality"

AS PUBLISHERS of this weekly newspaper, we owe to YOU, the reading public, to be factual and fair. You may be critical of some things that are written, but, at least you will have the satisfaction of knowing they are truthful and to the point.

People will react to that which is precise, and we will publish these articles as precisely and factually as is humanly possible. We will also give credit and respect to those who are doing good things for the Lubbock Area and the people. We will be critical of those who are not doing as they have said they would do, and this, we think, is fair.

So, this our resolution to you: Feel free at anytime to call this office for information concerning this newspaper or any other matter that is of concern to you.

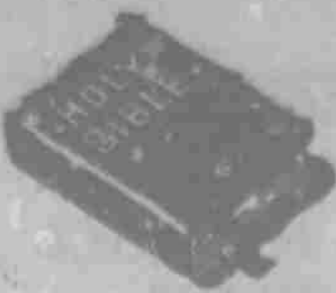
This is not a propaganda sheet made to chastise or vilify. This is a newspaper made to educate and not to agitate.

T. J. Patterson Eddie P. Richardson, Jr.

Editors

CHURCH DIRECTORY

Your Absence from Church is A Vote To Close Its Doors



Know Your Ministers



Rev. Wilson Baldwin
Pastor
Greater First Baptist Church
Littlefield, Texas.

Another young pastor in our community and the South Plains of Texas is Rev. Wilson Baldwin, pastor of the Greater First Baptist Church of Littlefield, Texas. Aside from being pastor, he is the Moderator of the New Zeal Baptist Association.

OBSEQUIES

Mother Winnie Washington



rejoice, for our loved one has gone, we know to a more beautiful than any we have known. Mother Washington moved to Lawton about ten years ago and united with Lee's Chapel Church of God in Christ and served as Mother of the Church. She leaves to mourn her death a devoted niece, Mrs. Rosa Lee Williams and another niece, Mrs. Essie Wilson; a brother, Joe Williams of Tyler, Texas; a sister, Mrs. Eddie Adams of Dallas, Texas and a favorite cousin, Clarence Wilson of Denver, Colorado; other nieces, nephews, cousins and relatives and countless friends. Interment was held in the City of Lubbock Cemetery under the direction of Miller's Mortuary of Lawton, Oklahoma. Bishop W. D. Haynes, pastor of the Christ Temple Church of God in Christ, attended those services.

Final rites were read for a former resident of Lubbock, Mother Winnie Washington, at the Lee's Chapel Church of God in Christ, with Elder L. J. Francis, pastor, officiating in Lawton, Ok.

Mother Washington was born October 15, 1900 in Tyler, Texas. At an early age, she united with the Church of God in Christ and remained faithful until her health would no longer permit her to go. The memories we have of Mother Washington will always be dear to our hearts. We should not mourn her passing, but should

Final rites were read for Mr. Garnett D. Roberson at the Goshen Presbyterian Church, Rev. M. M. Hooks, pastor, officiated. Interment was held in the Willow Grove Cemetery under the directions of E. G. Boykins Funeral Home.

Mr. Roberson was born to the parentage of Mr. and Mrs. Henderson Roberson, September 11, 1897, in McLennan County, Texas. He grew up in the Willow Grove Community. In later years, he moved to the Harrison Community and joined the Goshen Cumberland Presbyterian Church, and remained a member until death on August 6, 1980, at 9:45 a. m. He leaves to mourn his death, four daughters, Mrs. Josephine Roberson, Dorothy Scenters, both of Waco, Texas, Goldine Suintle of Fort Worth, Texas and Vivia Thompson of Lubbock, Texas; five sons, Willie Scenters, Jr., Dortha Roberson of Fort Worth, Texas, Wendell Roberson of Eufaula, Texas, Walner Scenters of Tucson, Ariz., and Floyd Roberson of Martinsburg, West Virginia; a sister, Mrs.

Mr. Garnett D. Roberson

Dottie Hightower; one brother, H. L. Roberson, both of Willow Grove, Texas; twenty-five grandchildren; thirty-one great-grandchildren and a host of nieces, nephews and other relatives and friends.



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The Outreach Prayer Breakfast

Members of the Outreach Prayer Breakfast met last Saturday morning at 9 a. m. in Slaton, Texas with Rev. and Mrs. C. C. Peoples as host. The power of the spirit of God was there. It was a beautiful morning and our prayers were being answered on the outside it was raining. We were blessed to have guest from California, Odessa, Plainview, Lubbock and Slaton. Presiding over the meeting was our vice president, Mrs. C. E. Fair. Opening devotion was taken from 1 Corinthians 13 with Rev. J. Montgomery, Mrs. Dorothy Hood, Mrs. V. Peoples and Mrs. Fair assisting.

The morning scripture was found Mark 6: "Jesus fed five thousand. He spoke with authority and it was like fire."

We are blessed by having this God sent man in our city. Thank you, Rev. Larry Polk, for the message and we love you.

Thought for the day: "Man shall not live by bread alone." Think about it.

Remarks were given by friends and members. Our special guest was Mrs. Spivey who sang a beautiful selection which filled our hearts until they overflowed. She just has to be scheduled to sing in that heavenly choir.

Breakfast was served by the gracious hostess to a host of people who love to eat. It was delicious. Are you?

Come if your appetite is not good. Come any way. It will build up, one way or the other. Our guest list included: Rev. and Mrs. Ray Davis, Plainview, Texas; Rev. Walter Pake, Rev. Montgomery, Lubbock, Texas; Mrs. Arie Lee Haynes and Mrs. William A. Scott, Slaton, Texas; Mrs. Ella L. Greatham, Post, Texas; Mrs. Lillian McAfee and Mrs. Elberta Tennon, Midland, Texas; Mrs. Myrtle Spivey, Los Angeles, California; David, Joe and James Washington, Mrs.

Alexandar, Mrs. Myrtle Smith and Mrs. Dora F. Hodges, all of Slaton. Each of you certainly make our day brighter. Come again!

Our sick list include Mr. M. E. Collins, a patient at Lubbock General Hospital, Room 441; Mrs. Clemons, Mr. Means and Mr. and Mrs. Blewins.

"By his stripes you were healed. Believe this! Prayer request was offered. If you have one come by on Saturday morning. Prayer was offered by Rev. Montgomery.

The program on last Friday night was terrific. Thanks to each of you for coming by.

Can any good come out of Nazareth?

Our next meeting will be held at the Community Baptist Church, 220 Quirt Avenue. Rev. and Mrs. Tony Williams are host. See you there.

Mrs. Mary Ward is president; Mrs. C. E. Fair, vice president; Mrs. C. F. Brown, secretary; and Mrs. Dorothy Hood, reporter.

For Classifieds Call: 762-3612

RUBY JAY'S CORNER

This writer hopes all of you are registered to vote in the upcoming general election. This is of great importance for all of us to take advantage of this right.

If you have not registered, you have until Saturday, October 4, to do so. The Lubbock Digest office, 510 East 23rd Street, has some application blanks for voter's registration. Stop by and register if you haven't done so. For more information, about registering, call 762-3612. Please register so you can vote on November 4th.

Saturday morning, September 20th, Mrs. Mae Emma McGowan and Mrs. Roberta Allen had a get acquainted coffee, from 9 a. m. to 10 a. m. for the newly bride, Mrs. Damon Hill, Jr. Several ladies in the block were present and Mrs. Lu's Mae Gentry who resides on Date Avenue. They had a wonderful time together.

Mary Ann Jones and grand daughter, Minnie Skief, both of Dallas, spent the weekend here visiting their parents, Mr. and Mrs. Harrison (Gull) Davis and Mrs. Laira Skief. As always, they had a lovely visit in the "Hub City."



Mr. and Mrs. George Frances have enjoyed the past week with their daughter, Vivian Williams of Anchorage, Alaska. Also visiting the Frances' family was Mrs. Carrie Washington of San Antonio, Texas who is the mother of Mrs. Frances. They will leave this week for their home.

Mrs. Elora Dyer was happy to have relatives from Midland, Texas. Continue on Page 6

Dinners For Sale

Dinners will be sold at the Ford Memorial Church of God in Christ, 1602 Quirt Avenue, Saturday, October 4, beginning at 12 noon, and will continue until 3 p. m. The public is invited to come by and eat with us. For more information, call 763-8462.

Appreciation Services Set For The Bowies



Rev. & Mrs. L. F. Bowie
Pastor & Wife
The Church of The Living God (C.W.F.F.)

The members of the Church of The Living God (Motto: C.W.F.F.), 408 North Zenith Avenue, invite the community to attend the "Appreciation Services of their Pastor and Wife, Rev. & Mrs. L. F. Bowie, October 2 through October 5. The theme for the services is: "Trusting In God." Psalms 18:2. The Pastor's Aid and General Church will be the sponsors for the Anniversary Hour on Sunday afternoon, October 5, at 3 p. m. Presidents in charge will

be Sister M. Pendgraft and Sister Estell Russell. Guest churches for the Sunday afternoon program include: Church of the Living God (Amarillo), Rev. Howard Romaine, Baptist Church (Hale Center), Rev. C. Mullins; St. Matthews Baptist Church, Rev. R. S. Stanley; St. John Baptist Church, Rev. J. Moore; and Hope Deliverance Church of God in Christ, Rev. C. Tanner. Refreshments will be served immediately after the services on Sunday.

Amarillo Church Will Host Tea

The Carter Chapel C. M. E. Church will have its first annual Fall Tea on Sunday afternoon, October 6, from 4 to 6 p. m. in the Fellowship Hall of the church at 412 West 2nd Street, Amarillo, Texas.

Donations to the tea is \$2.00. This is a new organization of the West Texas Annual Conference. Rev. Robert L. Humphrey is pastor.

WORDS OF LIFE

Biblical Inspiration For The Week

"There is forgiveness with thee."—Psalm 130:4

1. Can forgiveness be one-sided? When one party injures another, there may be no full or true reconciliation unless and until the injuring party at least recognizes some wrong-doing. Yet Jesus said: "Father, forgive them, for they know not what they do."

Forgiveness, then, may be—and perhaps most often is—one-sided. Hence the glory of the expression, "To err is human; to forgive, divine."

2. Forgiveness, then, need not involve restitution. One may forgive a wrong-doing or an injury by another and the injuring party may never know the depth of the hurt or wrong inflicted. But forgiveness means that the injured party understands the need to hold no grudge, even though

the wrong may be committed again and even though no restitution may ever be made.

3. Forgiveness "balances the books." It involves the willingness of the injured party to pay the price for another's misdeeds. Listen, then, to these words: What glory is it if you are buffeted for your own wrong? But if you suffer wrongfully... (and forgive!)... this is acceptable with God."

Others, countless others, forgive each of us every day for unrecognized hurts. We can never fully repay for our wrongs; and, in the same manner, we must not expect "a pound of flesh" for any weight of wrongdoing to us. Of us, as of God, it should be said, "There is forgiveness with thee."

Hear

Evangelist Pastor James Titus

Christ Is The Answer
St. John 14:6

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Evening Worship 7:00 P.M.

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Rev. T. L. Washington



Evangelist Pastor James Titus

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Evening Worship 7:30 P.M.
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WEEKLY SERVICES
Sunday School 9:30 A.M.
Morning Worship 11:00 A.M.
B. T. T. 6:00 P.M.
Night Service 7:30 P.M.

And let us consider one another to provoke unto love and to good works: not forsaking the assembling of ourselves together, as the manner of some is: but exhort one another; and so much the more, as ye see the day approaching.
Hebrews 10:24,25
Come. Help Us Worship Christ Jesus,
Our Lord and Savior
F. B. Bell Pastor

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Red Raiders In Action Against New Mexico

Ruby Jay

Continued from Page 5



Pictured above are action shots of Red Raiders against New Mexico University recently. Roger Jones (in picture one) is shown about to down New Mexico quarterback Brad Wright.



Raider tacklers: Rivera (69), Jim Hart (17), Lewis Washington (57) and Jamie Giles (52) about to close the door on a would be New Mexico runner. (second picture) Gabriel and background) are

here last Sunday morning for church services. Her sister, Myrtle Spivey of Los Angeles, California, sang two selections in morning services at New Hope Baptist Church. She sang: "You Be Careful," and "One of these Mornings."

Mr. and Mrs. Puerben Blackmore were shut-in over the weekend. We hope and pray for them a speedy recovery.

Let us continue to pray for our sick and shut-in members of the community.

John Ella Savage is expected to be coming home this week from West Texas Hospital.

Mr. Clarence Ervin is a patient at the Veterans Administration Hospital in San Antonio, Texas.

Rev. S. R. Rober's is a patient at Methodist Hospital.

Rev. and Mrs. S. S. Scott are having a wonderful visit with her relatives this week. She is

Mrs. Scott's sister, Mrs. Ida Moore of Rosenberg, Texas. Also are her brother, Sidney Jackson and cousin, Cleo Lockhart, both of Houston, Texas.

The morning retreats at the Bethel African Methodist Episcopal Church, 2202 Southeast Drive, are doing well, according to Mrs. Thelma Pierson. Each Saturday morning, young people of the church and community are given an opportunity to discuss their many concerns for the future. Last Saturday morning, Don Daniels, an interviewer at the Texas Employment Commission, spoke to the group of young people. He advised them on how to look for a job.

"It was great! Many young people should have been there," says Mrs. Pierson.

Young people are asked to come out this Saturday morning, at 7:30 a. m. and hear from another black who is making it in the community. Refreshments are served.

HEAR SONGS BEFORE SERVICE
SUNDAY MORNINGS 9-10
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Sheridan's Ride

by Jack Sheridan

You know, in the course of a lifetime spent reviewing movies, along with everything else in the performing/entertainment line, sometimes you get to thinking about the percentages of poor, fair, good and excellent that the product falls into.

Certainly, the mediocre forms the bulk of the percentages, that is, the fair to good, with an awful lot of the junk sliding into the downbeat poor category and a small percentage into the truly excellent. The DO come along once in a while, you know.

Well, down at the UA South Plains Cinema complex right now there is a film that falls into the "good" category and it has one extra thing going for it. It is not only well produced, has an interesting and amusing story, but it pasts that extra qualification in that it is just plain entertaining throughout.

Naturally, a good part of the fun comes with the superb pairing of a couple of best acting Oscar winners, Walter Matthau and Glenda Jackson (she has two Oscars). This couple bowed together a little while ago in a zany comedy of doctors and their lives in the film called "House Calls." Now they are reunited happily in the film "Hospcotch," a merry tale based on doings in the CIA and one "put to pasture" member who is getting his revenge on his superior.

Matthau is superb as the curmudgeon veteran of numerous CIA dealings over some 20 years or so, who, when he is being relegated to a desk job, shreds his file and takes off, eluding his oppressors while manufacturing weird and wonderful ways to disconcert his pursuers. Along the way he contacts a former cohort, Glenda Jackson, now a wealthy widow living in Salzburg and together they rack up a storm.

Matthau sets down to write a book exposing some of the doings of questionable nature, pecking away at his typewriter, sending in a chapter a week to the capitals in Washington, Moscow and where else. Each chapter gets explosively worse. He continues to shift his living headquarters to evade his trailers, even renting his arch enemy's house (which figures largely in the hilarious doings).

It is not an important film. But it is entertaining. The playing is the essence. In addition to the impeccable timing and rapport between Matthau and Jackson, there are sterling contributions from Herbert Lom as the Soviet master mind, friendly enemy of Matthau's down through the years, who wants to clap his hand over Matthau's typewriter keys before too much is spilled; Ned Beatty, who plays the put-upon, stuffy bureaucratic head thriving for Matthau's downfall; Sam Waterston, as Matthau's former friend and protege charged with the pursuit; and Lucy Saroyan in a small part as Matthau's friend.

Ronald Neame, a directorial name to be respected, was in charge of this charade and he turned out a bright entry. I think you'll enjoy the film; it has its moments of delight.

I want to call your attention to a free, public exhibition that has gone on view daily at the West Texas Museum out on Fourth Street near Indiana. It is called "Collector's Treasures" and is dedicated to the late Dr. Ilse Wolf, member of the Collectors Treasures' Committee on a collector in her own right.

The display, which will be on view through November 9, covers a little bit of everything people search out, with 28 collections represented. You'll see everything from shells, to embroidery, artifacts, marbles, rugs, jewelry, neckerchief slides, miniature rooms, and a host of other items.

This writer is, naturally, pleased and proud to be included in the exhibition. On view is his "Little White Piano," a real-life miniature upright player piano (paper rolls) which was given to him at Christmas in the mid-1960's. The white, plastic, two-octave keyboard instrument serves as the base for the acquisition of some 50 signatures of the famous in the concert, television, film and stage world, leading off with such notables as Claudio Arrau, the pianist who was the first signee, with Bob Hope, Liberace, Lawrence Welk, Johnny Carson, Doc Severinson, Arthur Fiedler, Alicia de la Rocha, Rosalyn Tureck, Gold and Fiddale, Lili Kraus, Howard Hanson, Ferrante and Teicher and many, many more.

Drop in at the West Texas Museum and say hello to "The Little White Piano" and other exhibits. I think you'll be surprised at the range and at the intriguing efforts represented. The Museum is open from 8:30 a. m. to 4:30 p. m. Mondays through Fridays, with the weekend hours 1:30 - 4:30 p. m. There is no admission charge.

ENTERTAINMENT

"May bring their own liquor"

City Approves Discotheque In East Lubbock

With some objection from citizens of East Lubbock, the Zoning Board of Adjustment ruled last Friday the property was zoned correctly for a discotheque.

Proponents of the East Lubbock discotheque, which will allow their patrons to bring their own liquor and located at 2200 East Broadway Avenue, cleared the final bureaucratic hurdle to locate the dance hall. The discotheque will be located adjacent to a new day center and within a short distance of three churches, less than two blocks away.

The former building had been used by the Lubbock Opportunities Industrialization Center (LOIC), and the training of hundreds of enrollees.

The new ruling changed the location from commercial (C-4A) zoning in 1967 to light manufacturing (M-1) zoning for the sale of manufacture of irrigation pumps.

What prompted the new zoning was the action of the city attorney's office who ruled the property only could be used for the irrigation pump business without a zone change, but those wanting to put in the disco appealed the decision to the ZBA.

The board decided in 1967 zone change allowed any use permitted in C-4 zone, which includes discotheques and bars.

There was no discussion of the property uses around the disco site. Assistant Zoning Admin-

istrator Wayne Robins explained that the ZBA was not ruling on a zone case, but was simply asked to interpret what was intended by the 1967 zone change.

According to J. R. Blumrosen, who represented disco proponent Bobby Jackson at the ZBA meeting, no alcohol will be served at the establishment. But Robins said club patrons could bring their own liquor. This has been met with some opposition from residents in the area.

The discotheque could not have been located at East Broadway and Vanda if alcohol were served. Robins said, because of city regulations and state law requiring separation between bars and residential property, churches, schools and hospitals.

The city zoning ordinance requires a 200-foot separation between a bar and any residential property. Robins made known that the property behind the disco site is zoned for single-family use. That also is where Lubbock Day Care Association's Day Care Center.

According to state law, a 300-foot separation between a bar and a church, school or hospital is required.

Robins said there are "three or four churches within a block" of the disco site and Posey Elementary School is about two blocks away from the facility.

Although no measurements have been made, Robins said he doubts those separation requirements could have been met.

Robins said he has heard complaints about the disco's location from only one person, the minister of one of the churches near the site. The minister thought the establishment would serve alcohol. Robins said, and was told that was improbable.

Tale of the Taps

LARRY HOLMES		MUSHAMMAD ALI	
November 3, 1979		January 14, 1972	
City/State	Age	City/State	Age
30	38	30	38
73 1/2"	225"	73 1/2"	225"
6'3"	6'3"	6'3"	6'3"
81"	82"	81"	82"
3-1/2"	40"	3-1/2"	40"
45-1/2"	40"	45-1/2"	40"
15-3/8"	16"	15-3/8"	16"
15"	19"	15"	19"
25"	18-1/2"	25"	18-1/2"
25"	26"	25"	26"
16"	17"	16"	17"
17-1/2"	17"	17-1/2"	17"
7"	7-3/4"	7"	7-3/4"
15-1/2"	12-1/2"	15-1/2"	12-1/2"
10"	10"	10"	10"

MUSHAMMAD ALI HEAD (LEFT) AND HOLMES, THREE AS OF FIRST OF JANUARY. HE WILL BE MEASURED AGAIN ON HIS ARRIVAL IN LAS VEGAS EARLY IN SEPTEMBER.

** EXACT MEASUREMENTS WILL BE ANNOUNCED FOLLOWING AN OFFICIAL WEIGH-IN CONDUCTED BY THE NEVADA STATE ATHLETIC COMMISSION.

Big Fight Tonight!!

More than a million people will watch Muhammad Ali make his comeback attempt against Larry Holmes tonight, Thursday, October 2, for the WBC World Heavyweight Championship.

They will be watching on closed TV in more than 300 arenas, auditoriums, theatres, stadiums, and one strip joint. That's right, even The Cabaret in San Jose, Calif., which normally offers a fare of male strippers will be "on line."

Las Vegas - if a vote that Muhammad Ali took after a workout at Caesars Palace is any indication, the popu-

lar former Heavyweight Champion is still the people's choice. Ali asked the crowd of about a thousand spectators if he would win his fight with Heavyweight Champion Larry Holmes on October 2, Thursday, and again the title.

About one-third of the fans raised their hands. A frowning Ali then asked if Holmes would win the match; billed as Ali's last Hurrah. Only one fan raised his hand.

The fight, which will be on closed circuit television throughout the nation (there will be no home TV or radio), could begin a new career for

the ex-champ as he brings down the curtain on one of the greatest records in boxing history.

In addition to hanging out to his fans, Ali is also as confident as ever.

"I'm going to shock all of you who don't believe in me," he says. "Larry Holmes has called me 'Porky Pig' and I've got to beat him. People forget too easily. I've performed all kinds of miracles, just like Moses, the Thrilla in Manila, the big fight in Zaire and this will be another one."

"George Foreman was supposed to be invincible. He was supposed to be Super Man. I was

supposed to be slaughtered. Now they say that Holmes will slaughter me. But, I beat George Foreman and I'll beat Holmes."

Still writers keep writing all that crazy stuff about me getting hurt in the ring," Ali adds. "I'm tired of Holmes stealing my poems, too. Everything I've done or did, he tries to do. He tries to dance like me and throw the left jab like I do in the ring."

"When he meets me, though, he will be meeting his master, the lord of the ring. I will DESTROY Larry Holmes."

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Uniquely Black carries a full line of adult and children's books; hard-to-locate classical, jazz and blues recordings; African and Afro-American objects d'art; personal grooming appliances; dolls and games; custom-designed clothing and speciality items.

Ron Jarrett, President and Director of Marketing, points out that "Uniquely Black is an attempt to overcome the hit-and-miss retail distribution system to which most black-oriented products are relegated." Jarrett further notes that Uniquely Black's major concern is seeing to it that its customers get the highest quality merchandise and first-rate service.

Art Powell, Vice President and Director of Operations, states that "Services with a capital S is the watchword of Unique-

ly Black. We all began this business with one idea in mind - that nothing is too good for our customers."

Vice President and Director of Sales, Irving Nichols, believes that it's about time that black people begin to take the black consumer seriously. "We have studied our market and every phase of our business to make sure that when we take a step it is in harmony with the needs of our customers," he said.

Jarrett states: "Uniquely Black intends to establish a series of catalogs in the tradition of Gucci and Neiman-Marcus." "What's more," he says, "we intend to maintain the same high standards as America's best catalog houses."

The annual subscription fee for Uniquely Black's quarterly catalogs is \$3.00.

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Brunch Crunch Coffee Cake

School Menu

Elementary Lunch

Monday, October 6
Toasted Cheese Sandwich
Spinach
Whole Kernel Corn
Cookie
1/2 pint Milk

Tuesday, October 7
Spaghetti w/Meat Sauce
Fried Okra
Hot Rolls - Butter
Fruit Cup
1/2 pint Milk

Wednesday, October 8
Barbecued Pork on Bun
Potato Rounds

Tossed Salad

Dressing
Apple Crisp
1/2 pint Milk

Thursday, October 9
Oven Fried Chicken
Mashed Potatoes
Gravy
Green Beans
Hot Rolls - Butter
Jello
1/2 pint Milk

Friday, October 10
Batter Fried Fish
Tartar Sauce
Home Fried Potatoes
Carrot Sticks
Cornbread - Butter
Pear w/Grated Cheese
1/2 pint Milk

Secondary Choice

Monday, October 6
Chicken Fried Steak
Mashed Potatoes
Gravy
Hot Rolls - Butter

Tuesday, October 7
Beans 'n Franks
Tossed Salad - Dressing

Wednesday, October 8
Chicken Pot Pie
Whole Kernel Corn
Hot Rolls - Butter

Thursday, October 9
Frito Pie
Tossed Salad - Dressing

Friday, October 10
Managers Choice
Breakfast

Monday, October 6
Pear Slices
Cereal
Buttered Toast/Jelly
1/2 pint Milk

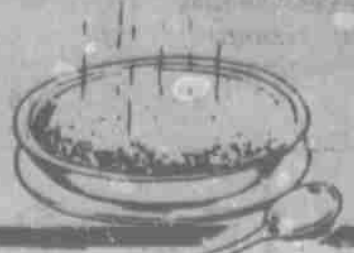
Tuesday, October 7
Orange Juice
Sweet Roll
1/2 pint Milk

Wednesday, October 8
Grape Juice
Pancake w/Hot Syrup
Sausage Patties
1/2 pint Milk

Thursday, October 9
Apple Juice
Buttered Toast/Jelly
1/2 pint Milk

Friday, October 10
Orange Juice
Pig on Stick
Hot Syrup
1/2 pint Milk

The KITCHEN BEAT



CEREAL "MAGIC"

In today's black American home, cooking is no longer the responsibility of one person. Because of busy schedules and varied schedules, usually every member of the family at some time or another has to prepare meals. The Kitchen Beat is designed to meet some needs of the various cooks in the modern black family.

September is National Better Breakfast Month. This time has been set aside for all of us to re-examine the important benefits of eating breakfast not just during September, but throughout the year.

Nutritionists have been telling us for years that a good breakfast should supply about one quarter of the day's nutritional needs. Studies have shown that a person performs better—both physically and mentally—when the day is started with a basic nutritious breakfast.

The most frequently consumed breakfast in the nation is a bowl of cereal and milk. This isn't surprising because not only is this breakfast extremely easy to prepare, it is also very economical. At the beginning of this year, a 1-ounce serving of ready-to-eat cereal with 4 ounces of milk costs just 14¢.

Cereals have long been recognized as nutritionally important foods since grains contain several B vitamins, iron, complex carbohydrates and fiber. The basic nutritional value of most ready-to-eat and some hot cereals has been enhanced by the additional nutrients. In fact, more than 92 percent of today's ready-to-eat cereal brands are nutritionally fortified. A typically nutritionally fortified ready-to-eat cereal has a higher nutrient density—it provides high levels of nutrients relative to calories (25 percent of the U.S. R.D.A. for at least 7 nutrients and frequently higher, but only 4 percent of the day's recommended calories per 1-ounce serving).

When purchasing cereals be sure to read the nutrition and ingredient contents on the box. Remember to be concerned not only about nutrients but sugar content also, especially if some members of your family have problems such as diabetes or dental caries. The recipes that follow, we hope, will bring a little magic to breakfast because they use cereals in making delicious breakfast breads. What a delectable variation from cereal and milk—but still nutritionally good for you!

BRUNCH CRUNCH COFFEE CAKE

Recipe Courtesy of Cereal

Institute, Inc.
Brands Suggested by the Kitchen Beat

Crunch topping:

- 1 teaspoon McCormick cinnamon
- 2 cups breakfast cereal flakes (POST® TOASTIES® Corn Flakes), coarsely crushed
- 3 tablespoons Land O'Lakes butter or margarine, melted
- 2 tablespoons Domino sugar

Cake:

- 2 cups all-purpose Bisquick® baking mix
- 1/2 cup milk
- 1 egg
- 1/4 cup Domino sugar
- 1 teaspoon McCormick vanilla

For crunch topping, sprinkle cinnamon over cereal, mixing well. Add butter and sugar; mix well.

POTPAKE: heat oven to 400°F. Combine all ingredients; beat about 30 seconds. Pour into greased 9-inch round layer cake pan; sprinkle crunch topping evenly over batter. Bake at 400°F. about 25 minutes or until wooden pick, inserted in center comes out clean. Cool 10 minutes. Serve warm or cooled, as desired. Makes 9-inch round coffee cake.

GRANOLA SPICE MUFFINS

Recipe Courtesy of Cereal Institute, Inc.
Brands Suggested by The Kitchen Beat

- 1/2 cup milk
- 1/2 cup firmly packed Domino brown sugar
- 1/2 cup Wesson vegetable oil
- 1 egg
- 1 1/2 cups Nature Valley® Granola cereal, coarsely crushed
- 1/4 cups all-purpose Gold Medal flour
- 1 tablespoon Calumet baking powder
- 1/4 teaspoon Morton salt
- 1/2 teaspoon McCormick cinnamon
- 1/8 teaspoon McCormick ground cloves
- 1/8 teaspoon McCormick nutmeg

Heat oven to 425°F. Grease bottoms only of 12 medium-sized muffin cups or line with paper baking cups. Combine milk, brown sugar, oil and egg; mix until smooth. Add to combined remaining ingredients; mix just until dry ingredients are moistened. Fill prepared muffin cups 3/4 full. Bake at 425°F. for 15 minutes or until golden brown. Makes 1 dozen muffins.

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BLACK EMPOWERMENT

By Dr. Nathaniel Wright, Jr.
Human Rights Activist

"BLACK ENGLISH" CONTROVERSY

When a white judge in Ann Arbor, Michigan ruled that a school system must "recognize" what has been called "Black English," a great hue and cry was raised by many whites and blacks throughout the country.

"Is there such a thing as 'Black English'?" "If there is, then what realistic responsibilities do the schools and parents have regarding the use and understanding of 'Black English'?"

These are the kinds of questions which large numbers of thoughtful people have raised. As a partial response, the following may be helpful.

A technical term for what some would call "Black English" is a "sub-cultural argot" (pronounced like ar-jot). An argot is a "specialized vocabulary and idioms (or dialect) of a particular people." (Webster's New World Dictionary)

Yiddish is an example of a sub-cultural argot. It is a speech form used by a sub-grouping of people within a national culture. The Yiddish which we hear is often a mixture of Hebrew and German language forms.

What is called "Black English" may be seen as having parallels with Yiddish. The casual social language forms—or the "in-group" speech habits—of most black people do, in fact, vary from the formalized speech used most frequently by blacks in public conversation. This is much more widely true of blacks in poorer communities. However, well-educated and economically more secure

blacks—when feeling "at ease or at home with the in-group"—often tend to slip into the sub-cultural argot which has been identified by some as "Black English."

What many blacks often overlook, in a crucial way, is the fact that culturally transmitted and societally ingrained habits tend to have form and to be systematic. The inherited and widespread speech forms of most black people represent a clearly recognizable mixture (or perhaps an apparently haphazard structure) of West African speech forms and standard American English.

Whether we want to call it "Black English" or not, there is a form or style of speech or of communicating which is essentially systematic, which is socially transmitted and which is historically rooted in varied portions of black American ancestry. There are vastly different degrees of its usage, depending, largely upon one's education and income (or upon one's socio-economic status) as a black American.

The central importance of a sub-cultural argot (as in black group speech habits) is that young people (1) develop their sense of self or identity around the group's language or speech forms. They also should (2) build their thought structures around their traditions of speech, in that they first think ideas through in terms of their own most familiar or comfortable speech forms; and then later they may translate these ideas into the language or speech forms of the larger group.

Some would hold that the use of a sub-cultural argot makes the larger culture to which it is secondarily related infinitely richer. They share the belief that the fine insights and intuitions from the varied experiences of different groups tend to be both refined and preserved.

Others would suggest that, despite the possible merits of sub-cultural language, the use of such forms of speech carries far too many personal and social penalties and tends to be divisive in a society

which seeks urgently for common ground. For those who would carry on a continuing dialogue on the issues presently raised, several books might be of value. One is a current (1977) book, *Talkin and Testifyin'* by Geneva Smitherman, which speaks in favor of "Black English" from the point of view of a highly trained linguist. The educational writings or references of James Baldwin are also relevant, as from one who claims that we must live with the deep realities of the black racial inheritance and with no sense whatever of any value judgment.

Another book, which may be hard to find but which is potentially fun-filled reading, is *Let's Face Racism* (N. Wright, Jr.), originally published in 1971 by Thomas Nelson Publishers and later purchased by the Methodist Publishing Company.

The Black Caucus of the National Council of Teachers of English favors an "appreciative awareness of and respect for" the social language forms in use among black people. They will gladly supply materials and may be reached in care of: Vivian I. Davis, Chairperson, 1219 Brook Valley Lane, Dallas, Texas 75232.

Since what may be identified as "racial realities" will not go away, we act most responsibly when we understand the issues inherent in them and when we work in positive ways to determine their personal and social outcome for black people and for the nation as a whole.

Because a circle is endless, a wedding ring is the symbol of undying love. U.S. Grant had always been a Democrat until he was nominated and elected President by the Republicans in 1868.

It is important to note further (3) that to thoughtlessly "correct" a child using a sub-cultural language form, as we have described it here, may both stifle the child's imaginative powers and erode the foundation of respect for one's parents and for one's culture from whom the sub-cultural language form was learned.

It was largely bearing in mind these latter considerations that the judge in the Ann Arbor, Michigan case determined that it would be improper to demean or to ignore the sub-cultural language forms (or the argot) familiar, in varying degrees, among black people.

To accept the circumstances as noted here does not "validate" what is called "Black English." Nor does it recommend its teaching to pupils, although an appreciative awareness of its rudiments may be advisable for some teachers. It principally takes cognizance of an inescapable reality which essentially has neither merit nor demerit.

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Black Historical Preservation

Continued from Page 3
neglect. Prior to the 1950's, every city or town with a sizeable Black population had its centers of cultural, social and business activity—their Harlems, Southside's and Central Avenues. These communities, with their turn-of-the-century churches, lodge halls, parks, and the homes of distinctive Black pioneers, are now deteriorated vestiges of their once glorious days rapidly disappearing reminders of a soon-to-be-forgotten era—the future generations should be aware of.


This historic preservation movement, which has never before attracted much Black interest, is not new to America's white society. Its early history predates the Civil War period. The Federal Government made its first major commitment to historic preservation in 1906. In 1935, when Congress passed the Historic Sites Act, it was declared national policy to preserve buildings, sites, and objects of national significance, regardless of ownership.

By the 1960, the need for a more comprehensive Federal program was apparent. The National Historic Preservation Act, forerunner of today's programs, was passed in 1966. Today, some 17 major federal laws and more than 40 different sources of funding exist to encourage preservation activities. Needless to say, Blacks have not shared equitably in the benefits made available to state and federal governments for historic preservation. Changes are beginning to take

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Would You Believe...
George Washington never lived in the city of Washington.
There were 10 Presidents who were generals: Washington, Jackson, William Henry Harrison, Taylor, Pierce.

Grant, Hayes, Garfield, Benjamin Harrison and Dwight Eisenhower.
The most frequently stolen book in British public libraries is the Guinness Book of World Records.
The average American eats about 12 pounds of fish each year.

Laugh Out
"Your dog howled all night."
"That's a sign of death. Whose, I wonder?"
"Your dog's, if he howls again tonight."
Continue Next Week

DUNBAR-STRUGGS PANTHERS 1980 FOOTBALL SCHEDULE				ESTACADO MATADORS 1980 FOOTBALL SCHEDULE			
DATE	OPPONENT	WHERE	TIME	DATE	OPPONENT	WHERE	TIME
*Oct. 3	Canyon	Lowrey	7:30	*Oct. 3	Borger	There	7:30
*Oct. 11	Borger	Lowrey	7:30	*Oct. 11	Dumas	Lowrey	2:00
*Oct. 17	Dumas	There	7:30	*Oct. 17	Levelland	There	7:30
*Oct. 24	Levelland	Lowrey	8:00	*Oct. 24	OPEN		
*Oct. 31	Estacado	Lowrey	7:30	*Oct. 31	Dunbar-Struggs	Lowrey	7:30
Nov. 7	OPEN			*Nov. 7	Brownfield	There	7:30
*Nov. 13	Brownfield	Lowrey	7:30	*Nov. 14	Canyon	There	7:30
*District Games				*District Games			
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