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LUBBOCK, TX 79409

VOL. V, NUMBER 5 A BMI NEWSPAPER PHONE (806) 763-3612 518 EAST 13RD STREET, LUBBOCK, TEXAS OCTOBER 21 THRU OCTOBER 28, 1981

"East Lubbock Asleep" Says Rev. Kado Lang

by Denise Kinner

One of the main problems facing the East Lubbock Ministerial Alliance, according to its president, Rev. Kado Lang, is the lack of involvement in the organization by Black ministers. At present, Lang says, about 8 ministers are attending meetings. At one time as many as 20 ministers were members of the alliance.

"Right now we don't have enough members to knock a dent in the problems facing our community. We (ministers) ought to be involved in political and social issues. That's how we got what we have today. It started in the churches. But the East Lubbock community is asleep because the church is



Rev. Kado Lang
President
East Lubbock Ministerial Alliance

asleep," Lang said. Alliance has often been criticized as being a do-nothing organization.

Lang says that there have been some accomplishments during his tenure as president.

"We have been involved in the political affairs of our community. Prior to elections, we have had candidates come before the East Lubbock community and we have helped in getting people registered to vote," Lang said.

Besides being concerned with the declining membership in the East Lubbock Ministerial Alliance, Lang is also concerned about declining membership and attendance of Black churches in the community. Of main concern to Lang is the exodus of Black youth to white churches.

"If we had an outreach program, they (Black youth) wouldn't be riding the buses to the white churches. However, we cannot envy or criticize

the success they've had unless we are going to replace it with something equal or better," Lang said.

According to Lang, not only do the churches of the community need to be involved to solve this problem, but parents need to be involved also.

"Right now, parents are more involved with the sports activity of their children rather than the church activity of their children. Children are more or less on their own in church activity. Most parents want their children to grow up as Reggie Jackson or Dr. J's. But when we leave off the church, we leave off the basic foundations of our culture and we need that more than anything else," Lang said.

However, the problem remains that there are not enough ministers involved to tackle those

problems.

"We must be strong enough to do some good when we move. Right now, we do not have enough soldiers to form an army to fight the wars that come into our community," concluded Lang.



Dr. Nathan Wright Jr.
Honorary Chairman

Mitchell Seeks Justice For Minorities

Congressman Parren J. Mitchell (D-7th-Md.) will request the U. S. Justice Department to investigate what he describes as "a conspiracy" against Wallace and Wallace Chemical and Oil Corporation.

Mitchell reports that Charles Wallace in 1974 sought to build an oil refinery in Macon County, Alabama, and from the inception of the project, local, state, and federal entities used almost every device at their command to thwart the construction of the first Black owned oil refinery in America.

The Maryland Congressman was especially critical of the Small Business Administration. "It is my firm belief," he stated "that SBA imposed certain contractual requirements on Wallace and Wallace with the full knowledge that those requirements in and of themselves almost guaranteed that the oil refinery would not succeed."

Mitchell added that a recent court decision, which ordered that a minority firm be reinstated to a 8-a status, demonstrates that the Small Business Administration did indeed make arbitrary and capricious demands on a minority firm. This case involved Oklahoma Aerotronics.

"Assault-On-Illiteracy" Set For Lubbock

Two meetings will be held next week in an effort to organize the Lubbock Committee for the National "Assault-On-Illiteracy-Program" ("A-O-I-P"). The first meeting will be held Monday, October 26, at the Civic Center Inn, 1202 Main. The purpose of the meeting is to meet with Black community leaders to discuss the growing problem of the high illiteracy rate among Black youth. The meeting is scheduled to begin at 7:30 p. m.

Superintendents, Parents and Reading and Curriculum Specialists about new learning materials being made available to schools by the National "Assault-On-Illiteracy-Program". The cost of registration and luncheon will be \$15.00.

"A-O-I-P" has grown out of the awareness that as of January, 1980, a federal government report noted that 44 percent of all Black youth leaving public schools at age 18 (and over) could not read beyond the fourth grade level and thus classified as "functional illiterates." These facts mean that ten years from now, nearly one-half of all Black younger adults would be permanently unemployable in terms of long-range jobs.

The "Assault-On-Illiteracy-Program" is sponsored by America's Black-oriented press in conjunction with national and local civic

— Special —

Dr. Nathan Wright, Jr., author of Black Empowerment which appears in this newspaper, will also attend this "Assault-On-Illiteracy-Program". Dr. Wright is Honorary Chairman of this program.

The second meeting will be held October 27 at 9 a. m. at the Civic Center Inn. The meeting will attempt to inform Title I Supervisors, District

Continue on Page 2

Visiting Minister Cites Problems

by Denise Kinner

Speaking on a variety of issues facing Black churches and Black Americans, Dr. C. A. W. Clark, president of the B.M. & E. Convention of Texas, in an interview with the Lubbock Digest, said one of the main problems facing Blacks is the lack of involvement in the fight for social progress.

"It seems to me that we have lessened our pace because many of us feel that we have arrived because of the victories won. Many of us feel that the fight is over because we can enjoy some things that before were forbidden to us. The challenge then is to those as who know better to stab into wakefulness the sleeping giant. We are bound to be thankful for the way



Dr. C. A. W. Clark

we've come, but at the same time, we must remind ourselves that the

Community Education Alert!!

Police with an arrest warrant can no longer go into a person's house to arrest someone who doesn't live there, simply because they believe the suspect may be inside.

The Fifth Circuit's decision in Steagald v. U. S. allowing the search of a person's home for someone who doesn't live there if the police have an arrest warrant and probable cause to believe the suspect is inside was reversed by the Supreme Court on April 21, 1981.

The Supreme Court's decision now requires that the police must have either consent, an emergency situation, or a search warrant before they can enter a person's home to look for a criminal suspect who doesn't live in the home. This is true even if the police have an arrest warrant for the criminal suspect.

This new Supreme Court decision in effect makes portions of the Texas Criminal Procedure Code unconstitutional.

Persons who believe

their home has been illegally searched may consider doing the following:

1. File a complaint against the police officer who conducted the search by sending a certified letter to your mayor or county judge;
2. File a lawsuit for damages and an injunction to stop the police from further violating your 4th Amendment right to be free from unreasonable searches;

If you have any questions about your rights being violated call toll-free West Texas Legal Services 1-800-692-1341 or the Lawyer Referral Service 1-800-252-9590.

West Texas Legal Services is a non-profit organization mandated by Congress to help the poor.



MINORITY BANKERS CONVEINE IN SAN FRANCISCO — Philip Morris Incorporated Vice President and Treasurer, F. Harrison Poole, second right, discusses banking issues with leaders of the National Bankers Association at their 54th annual convention in San Francisco. Mr. Poole is also chairman of the NBA corporate advisory committee, which includes treasurers of some major corporations in the nation who make deposits in minority banks and render technical assistance. Left to right: outgoing NBA President, Samuel I. Foggie, Sr., also president of United National Bank of Washington, D. C.; incoming President, NBA, Owen Funderberg, president, Citizens Trust Bank, Atlanta, Georgia and President-Elect, Aiden J. McDonald, Jr., president, Liberty Bank & Trust Co., New Orleans, Louisiana.

Attention Seniors!!

The Annual College & Vocational Night of the Lubbock Public Schools will be held Monday, October 26, 1981, at 7:30 p. m. in the Estacado High School auditorium, 1504 East Itasca Avenue.

Seventy-five to eighty colleges and universities from around the state of Texas will be present to answer many of your questions about College entrance and College life.

There will also be representatives from Colorado, New Mexico, Oklahoma, and other out of state schools.

Come and speak with each of these representatives and find the right way for you to achieve your life's ambitions.

All parents are invited to attend.

Austin Sales Blitz

The Lubbock Visitors and Convention Bureau is presently making plans to conduct a three day sales blitz to Austin. The concentrated effort to promote convention business in Lubbock will occur November 2 through 4.

Lubbock Mayor Bill McAlister and Jim Eppler, Chairman of the Visitors and Convention Bureau Board of Directors, will serve as co-chairman of the project.

With over 900 meeting planners in Austin, Lubbock has the excellent opportunity and potential to book additional conventions, meetings, and seminars in Lubbock. A delegation of Lubbock business leaders will participate in the sales blitz. Hotel, restaurant, airline, and car rental representatives will call on approximately 300 meeting planners on



VIEWS FROM THE TOP OFFICIALS of three American cities were collected, analyzed and disseminated by The Merit Report: A Public Opinion Survey sponsored by Merit Cigarettes during the 49th Annual U. S. Conference of Mayors in Louisville, KY, last June. Mayor Maynard Jackson of Atlanta, right photo, discussed the poll with Cath Lieber, the survey's Project Manager, while Richard Hatcher, the Mayor of Gary, IN, bottom photo, studied a question on the computer screen with Diane Iozzo, Coordinator for The Merit Report. Mayor Marion Barry of Washington, D. C., center of top photograph, checked the computerized

ed printouts that compared his responses to others in Louisville as well as to a Merit Report telephone survey of 1,200 adults nationwide. Checking the printouts with him were, at left, Robert A. Fitzmaurice, Vice President, Brand and Promotion, Philip Morris U. S. A., and on the right Stanley S. Scott, Vice President, Public Affairs, Philip Morris U. S. A. Philip Morris U. S. A. is the maker of the Merit cigarettes. The survey team was invited to Louisville by the Conference sponsors and 121 of the 200 mayors in attendance entered the Merit Opinion Center, a 30-foot computer equipped motor coach, to register their opinions.

Continue on Page 2



Scholarships Supported - Winston Salem State University Chancellor Douglas Covington, right, for academic excellence from R. J. Reynolds Industries' director of personnel

development. Marshall Bass. Underwritten by RJR, the program provides \$23,500 in scholarships for 27 academically motivated students.

"A Look At Cherry Point"

by Joe McConnell

(EDITOR'S NOTE: The following is part two of a two part series by Joe McConnell about the Cherry Point Addition. The Cherry Point Addition Ghetto Network Relationships -- as he describes Cherry Point -- more than most social worlds (perhaps the Cherry Point World) takes its shape and color from the structure and character of the face-to-face relationships of the people who live in it).

"Friendship"

Friendship is sometimes anchored in kinship, sometimes in long-term associations which may reach back into childhood. Other close friendships are born locally, in the Cherry Point World itself, rather than brought in by men from the outside.

Such friendships are built on neighbors or co-worker relationships, or on a shared experience or other events or situations which bring two people together in a special way. In general, close friendships tend to develop out of associations with those who are already in one's network of personal relationships, relatives, men and women who live in the area and spend much of their time in the street or in public places, and co-workers. The result is that the street men, perhaps, more than others in our society, tends to use the same individuals over and over again; he may make a friend, neighbor and co-worker and of his kinsman, or a friend, co-worker and kinsman or his neighbor. A look at some of the personal relationships can be an illusionary character of friendship on the one hand, and kinship, neighbor co-worker and other relationships on the other. Especially lacking in an exchange of secret thoughts or private hopes and fears. Friendship thus appears a relationship between two people who, in an important sense, stand unrevealed to one another. Lacking depth in both past and present, friendship is easily uprooted by the tug of economic or psychological self-interest or by external forces acting against it.

The recognition of this weakness, coupled with the importance of friendship as a source of security and self-esteem, is surely a principle source of the impulse to romanticize relationship to friendship, and friendship to close friendship. It is to a relationship that never had one, and to become

from the bony structure of kinship ("going for brother") to lend structural support to a relationship is an artifact of desire, a wish relationship, a private agreement between two people to act "as if" rather than real relationship between two persons. For most people, the search for a job is not relatively a complicated matter. Most use the want ad section of the daily newspaper or depend upon acquaintances to inform them of job opportunities. For this, Cherry Point the matter is not so simple; lack of marketable skills, low educational levels, police records, and a history of rejection because of discrimination have caused members of Cherry Point to virtually give up any hope of obtaining meaningful jobs in the industrial sector. They are further frustrated, when they do apply, by the seemingly complex application blanks and other forms that they are required to complete. Often it is ever more subtle than this; the decor of the personnel office and the formality of the receptionist sometimes served as the reason they never entered; and if they did,

they turned off, walked out, and never returned. Advertisement addressed specifically to the residents of the ghetto will generally fail to reach the Cherry Point alley. These are viewed as being directed to those residents of the black community who are educated, possess some skill, and lack a police record. If the real ghetto is being sought, newspapers and magazines may prove them to be the weakest recruiting vehicles, as a result it takes imaginative effort on the part of the company to recruit in the real Cherry Point residents.

As an example, an executive assistant is dealing with a Cherry Point program at a life insurance company advised: "Take a card table under your arm and your own folding chair, go into the black barber shops in the ghettos. Set up your employment office right there. Since you can't be in all the shops, enlist the barbers as your recruiters." The importance of defining

"Cherry Point World" since the target group that is being sought is not identified merely by skin color, it is important that recruiting directions be stated clearly so that the correct group is sought

Sheridan's Ride

by Jack Sheridan



An uneven, spotty script is about all that inferences with the solid dramatic production of the film "True Confessions" which has been running at the Mann Fourplex down on Slide Road.

It is an excellently cast movie, a compelling and

unusual plot and is played with measured pace and thoughtful characterizations. It is in essence a "man's picture," as they say, since there is no romantic plotline to speak of.

It is a R-Rated effort, probably due to flashes of semi-nudity and some pretty strong language of the type so often permissible in films of this material time.

Austin Blitz

Continued from Page 1

a one-to-one basis. Similar sales projects were conducted in 1979 and 1980. Those efforts are successfully and continually happening. Jim Eppler said, "This is the most important project of the year. The direct support rendered by the business community in Lubbock has contributed to the success of convention commerce in our city."

For additional information concerning the Austin Sales Blitz, please call the Visitors and Convention Bureau Office at 806-747-5232.

and hired. For example, when a large West Coast employer began to recruit the hardcore ghetto, his quotas were filled ahead of schedule, and training began. The reports he began to recover were all favorable.

None of the expected problems of lateness, absenteeism, or inability to grasp the material was reported. Workers were actually being placed on the job ahead of schedule and except for a few personality conflicts, all seem to be going well. There were some workers seeking more responsibility and showing interest in areas outside their particular jobs.

As to be expected this led the company to an investigation of the why for this kind of behavior. It was soon discovered that the new trainees were anything but hardcore ghetto.

Most had held jobs before; some had even left jobs to seek opportunities in this particular industry and company, opportunities that are underemployed and are actively seeking opportunities to move up in their present company or to switch to firms that might offer them a chance to become qualified for more meaningful occupations.

players are strong ones and it is on them that the burden of the plot hinges. As the lawyer Robert Duval has one of his best roles in his series of excellent portrayals over the years, while Robert DeNiro as the Catholic priest does extremely well with a tricky assignment.

The always reliable Charles Durning as the corrupt real estate promoter is fine. There are many sub-lead roles that are intelligently and vividly realized. Check the kiddies on this one but you might just enjoy the strength and tightness of this entry.

As this appears, the

Texas Tech Music Theatre and Civic Lubbock have joined once again to present on the stage of the Civic Center Theatre still another favorite musical revival, this time the melodious and amusing "Die Fledermaus." With its outstanding music the production offers a feast of singing and dancing, colorful costuming and sets. It is a worthwhile trip for you, runs at 8:15 p. m. Thursday, Friday and Saturday nights.

Mitchell

Continued from Page 1

Inc., which had been dismissed from the 8-a program. On August 27, 1981, the U. S. Court of Appeals for the District of Columbia ordered that Oklahoma Aerotronics, Inc. be restored to 8-a status, citing that S. B. A. acted unlawfully, arbitrarily, capriciously, and abused discretion. "I believe a similar vendetta pattern was followed by S. B. A. in the case of Wallace and Wallace," Mitchell said, "and we must not, cannot permit the stifling of minority enterprise in this fashion."

On August 27, 1981, Wallace and Wallace filed suit against the Small Business Administration in the U. S. District Court for the District of Columbia seeking injunctive relief.

"A-O-I-P"

Continued from Page 1

groups and religious and educational groups and has become the primary vehicle through which Black Americans are seeking to combat functional illiteracy among Black youths and younger adults.

"A-O-I-P's" basic elements are: 1) "Scoop." Scoop is a student weekly newspaper designed to motivate students to sharpen reasoning skills. 2) Teachers Guide. The weekly teacher's guide involves parent and teacher interaction and cooperation and reinstates the parents as at-home teachers of their young people.

3) The Monitor. The New National Black Monitor deals solely with Monitor deals solely with how Black people and others may build for power, pride, dignity and prosperity.

Celebrates 65th Anniversary

The Mount Gilead Baptist Church, 2512 Fir Avenue, Rev. Larry L. Polk, Sr., pastor, and members extend a cordial welcome to their many friends to join them in their 65th Church

Anniversary. The anniversary will be held Sunday, October 25, 1981, beginning at 2:30 p.m. The guest speaker will be Rev. J. H. Ford, pastor of the Greater St. Luke Baptist Church.

Visiting Minister

Continued from Page 1

road ahead is longer than the road behind," Clark said.

Another troubling issue to Clark is the Reagan budget cuts.

"My feeling is that to eliminate inflation is a worthy goal. To bring down high interest rates is a worthy goal, I believe, however, it is morally wrong and politically unsound to accomplish these worthy goals by unworthy means. By that I mean that we should not attempt to reach these goals by putting a heavier burden on the poor than they're already bearing," said Clark.

Clark, who has served as president of the B. M. & E. Conventio for eight years and preaching the gospel for the past 53 years, said that with the problems facing society, churches must be concerned about the physical and economic uplifting of the people. According to Clark, many Black churches are beginning to be concerned about these issues and becoming involved in community affairs. "As I get about the country, I find that increasingly Negro

Churches do have a social consciousness and sensitivity. To what extent is largely determined by whoever is the pastor. If the pastor takes an active role in the social, political, educational and economic concerns, most of the people will do likewise," Clark said.

Although many economist have predicted a gloomy future for Blacks, especially poor Blacks, because of the Reagan economic measures, Dr. Clark also believes there will be changes for Blacks but for the better.

"I believe that in the not to distant future, things will take a turn for the better, the Reagan budgetary measures not withstanding. There are more whites on welfare than Blacks. There are more whites using food stamps than Blacks. But we do not have to fight for this battle, the whites will do it for us. We (Blacks) know how to take a little and make it go a long way, but whites have not had this kind of training and when whites get to hurting, we shall all see changes," said Clark.




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Black Women Enjoy Tupperware Opportunity

If you ask Mrs. Winnie Blacknell and Mrs. Dorothy Judie, both will tell you that there are opportunities for Blacks in the Tupperware business. With less than six years combined, between the two, both are making outstanding contributions in their business venture.

Both give Tupperware parties, and invite people in various homes in the community. At these parties, they show Tupperware products, and are glad to do so.

"It is a fantastic opportunity, and very exciting," says Mrs. Judie, who is manager of the All Star team. "It is also rewarding for me. I have been in the business for only three months, after leaving once before and coming back," she said.

"One can't get in a hurry to accomplish anything. This was my mistake when I joined Tupperware the first time. I had too many things in my way, and I didn't feel happy. But now, I am very happy with what I am doing," she continued.

According to Mrs. Judie, "I am here for the duration, and I'm happy to be back."



Mrs. Winnie Blacknell



Mrs. Dorothy Judie

Mrs. Blacknell, who is manager of the Winners, is also a winner in her own right. Like Mrs. Judie, she has been quite successful after being a part of the Tupperware team for over five years. "Sure, it's a fantastic opportunity for young black women," she smiles.

"This business is one in which one can make fast progress if they want to really work hard," she warns.

After winning many prizes, Mrs. Judie has received her first new automobile as a bonus for hard work and production. It is a 1981 Pontiac Station Wagon.

A veteran, Mrs. Blacknell has received three automobiles for her untiring efforts with the company. A modest person, she is much concerned about sharing with others the success she has found in Tupperware.

If there are persons interested in the Tupperware business, they may contact either Mrs. Judie or Mrs. Blacknell. "The person or persons who give the party is the hostess or hostesses. This person will be compensated for their efforts with a lovely prize," said Mrs. Blacknell.

"We are not selfish with what we are doing. We believe in sharing our business," says Mrs. Blacknell. Both are members of the VIP Club (Very Important People), a party sales club. They will tell you also that it is an exclusive club, one has to produce to become a member of this club.

Mrs. Judie is a member of Jerusalem Temple Church of God in Christ. Mrs. Blacknell is a member of Lyons Chapel Baptist Church. They make it known that if there are black ladies who would like to become a part of the Tupperware business, they may call one of them. Mrs. Judie's number is 765-9052; Mrs. Blacknell, 765-9856.

"We want others to become successful like we have," says Mrs. Blacknell.

Kick Off Love Show

The Children Department of the Sunday School Department of New Hope Baptist Church is sponsoring a "Kick Off Love Show" on Sunday evening, October 25th, at 7 p. m. Mrs. Harry Stokley, Jr. is superintendent; Mrs. George Francis is associate superintendent; and Mrs. Clara Colquitt is assistant superintendent.

The public is invited to come and be with us.

Lubbock Couple Busy In Art



Taaya and Louis Hubbard

A local couple, Tanya and Louis Hubbard, is putting together their artistic and creative talents to produce new kinds of greeting cards. At present time, these cards are being marketed in several locations.

"We decided to create our own line of cards, in order to minimize the hassle in selecting a card," says Louis. Their selection of six cards and attractive rack helps to make card buying easier and convenient for children and adults. Many of these cards can be versatile in their use and may be used to brighten up any occasion.

The trade name of the cards is "Luv-O-Grams. They may be purchased

at the following locations: Concept No. 1, Parkway Drive; Concept No. 3, 3412 Avenue H; Lubbock Christian

College Bookstore, 5601 19th Street; Rebbud Floral, 32 Redbud Square (13th & Slide Road); and are being sold in Longview and Austin, Texas, by distributors. Special orders and purchases can be made by calling 797-0574.

According to Tanya, these cards are great for fund raising affairs, gifts, and for just sending a lot of love.

Subscribe Today!!

Important

Black Business Directory

The Lubbock Black Chamber of Commerce and the Lubbock Digest are compiling a "Black Business Directory". If you would like for your business or church to appear in this first issue, please fill out the following coupon:

Name _____
 Name of Business _____
 Pastor - Owner - Manager's Name _____
 Address _____
 Phone Number _____
 When organized or started _____

It is very important that you fill in the above coupon. If you know of a business or church, please send this information to us as soon as possible. We would like for every black business and black church to be in this directory.

Mail to:
 "Black Business Directory"
 P. O. Box 2553
 Lubbock, Texas 79408

Cinderella Comes To Estacado

Where can you find entertaining, quality theatre right on Quitt Avenue? At Estacado High School - that's where!

Talented drama students labor for many hours to learn their lines, sew their costumes, build and paint their scenery, and all the hundred and one odd jobs that go along with making a play. As a matter of fact, the students can learn, make, build, or borrow everything it takes to make a good play - everything except the most important part - the AUDIENCE. Why not plan now to give some community support to these hard-working and talented students?

Drama students are under the direction of Mrs. Nancy Krebs. This is her fourth year at Estacado and when asked about the drama program she said:

"I have the most talented group of actors and actresses in the city! Each year we have had more participation, and have increased the number of plays we have to offer. Anyone who hasn't seen one of our shows needs to come out and enjoy what we have created."

Last year was a very successful one for the Drama Department at Estacado High School.

The first play, "The Wizard of Oz," used beautiful painted scenery, and dancing. Much colorful costumes. Continue on Page 7

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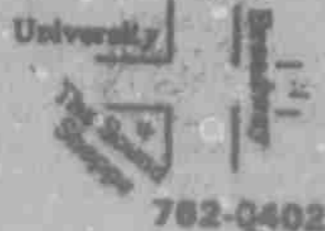
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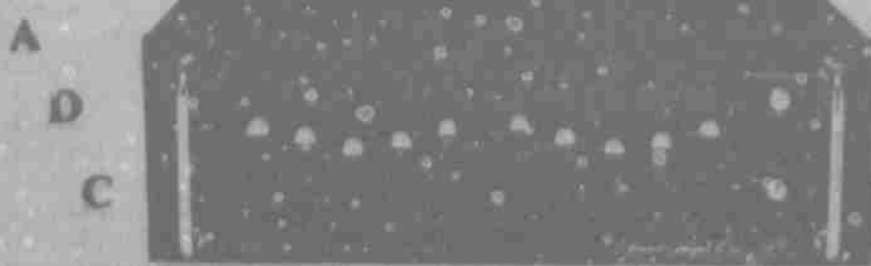


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Editorial

Statement From Dr. Leon Sullivan About "A-O-I-P"

"For us at OIC to allow this unconscionable rate of illiteracy to continue without some new and constructive action on our part right here at this convention to make an assault on illiteracy would make all of us at OIC unwitting partners to a system that could spell doom for all of us." This was the Reverend Dr. Leon Sullivan's response to U. S. government figures which indicated that nearly 44% of black youth at age 18 who could not read past the fourth grade level fit into the technical classification of "functional illiterates."

While noting carefully that the illiteracy rate of white youth is reported as almost as high, Dr. Sullivan made it clear that "OIC, along with black leadership of community organizations all across America, has a special kind of responsibility. This is because, if unaddressed, it is we -- along with the white poor -- who will carry the burden of seeing almost half of our youth and younger adults doomed permanently to lives of welfare, unemployment, crime, drugs and hopelessness, etc."

The highly respected founder and leader of OIC's of America -- which began its training program over 16 years ago in an abandoned Philadelphia jailhouse -- went on to point out that "Everyone in OIC for any length of time soon realizes that no profit-making enterprise can easily hire anyone who cannot read a simple sign of safety or caution on a bulletin board... or reason through a simple set of instructions."

He went on to tell about how his organization had learned recently about an extremely low cost and provenly production supplemental reading motivational program. It is called "Assault-On-Illiteracy-Program" and can help reverse and eliminate this illiteracy trend.

Dr. Sullivan said that his initial response was that of being "extremely pleased" to know that this company of black and white experts in the curriculum development field for textbooks makers had developed four of the five leading such programs in existence in America. However, this great humanitarian stated his response was one of being "overjoyed and tremendously pride filled" when he also learned the president of this company -- Curriculum Concepts, Inc. -- happened to be black and therefore, in this case, even more greatly concerned about the precarious dimensions of our predicament as a race of people who could soon carry the stamp of "non-producers" and, therefore, be expendable in the minds of some.

In announcing OIC's commitment to the unique "Assault-On-Illiteracy Program" ("A-O-I-P"), Dr. Sullivan said that "with the cooperation of many black newspaper publishers equally concerned about our predicament, and headed by Dr. Calvin Rolark of The BM: Cooperative, this effective program is being offered to us at OIC and to urban (largely black) school systems all across America at a below-cost figure of 15¢ a week per student. Even without knowing that we will be getting subscription funds from our volunteers and from corporations, not only are we committing ourselves to enhancing the reading motivational and reasoning skills of every student enrolled in OIC training via this "Assault-On-Illiteracy-Program," but also we are urging every other group in Black America -- along with all concerned persons in White America -- to engage in sponsorship of this (or some similar) "Assault-On-Illiteracy-Program."

Details about support of this "Assault-On-Illiteracy-Program" ("A-O-I-P") in every community can be obtained by contacting "AOIP" at (212) 475-3900.

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The "Lubbock Digest" is an independent, privately-owned minority enterprise newspaper, published every Thursday by ATHGON and ASSOCIATES at 510 East 23rd Street, Lubbock, Texas 79404. Phone (806) 762-3612.

All non-staff or 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, pictures, etc. returned, please send self-addressed envelope.

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Ringing The Bell



by Bob Tieucl

Black Conservatism and the New Day Politics -- In this period of conservative dominion symbolized by the conservative control of both the White House and Congress, some black leaders have put white and black America on notice that some blacks hold conservative political beliefs and according to Lee A. Daniels of the New York Times, believe the social programs under Johnson and Kennedy have failed.

These same leaders oppose affirmative action and the use of busing to foster school integration and believe the rationality of self-interest, said to be the bedrock of conservatism, offers blacks the best way to advance in American society. Basically, Daniels states, these black leaders stand for limited government, free-market enterprise and individual self-reliance and they believe that government programs should be no different for blacks than they are for anyone else.

Nathan Wright, Jr., black educator, author and chairman of the National Assault on Illiteracy Program, is convinced that racism no longer has "a damn thing" to do with the still perilous predicament of black America and that Ronald Reagan, a man of "principles and pragmatism" is committed to helping blacks advance.

Arthur Fletcher, a Washington business consultant, contends that substantially more than 14 percent of American black voters cast ballots for Reagan because the analysts' demographics did not take into account the sizable numbers of blacks living in Reagan-oriented suburbs.

Yet, in spite of a rising tide of black conservatism in the black middle class, there is widespread belief that Reagan's less-is-better ethic of government and his intention to reduce its role in safeguarding civil rights has marked a new, grim era of race relations in America, one that will severely test the political resiliency of black America, Daniels asserts.

Eddie N. Williams, president of the Joint Center for Political Studies, commenting on the Reagan presidency states: "It may end up being a blessing in disguise. There is a lot of anxiety, but also a lot of ferment. Black people are affected by what they perceive to be lack of progress, and they wonder if this is the case after all these years of liberalism, what does it take to get us off the treadmill. That kind of thinking could free black to be more pragmatic in their political associations."

Of course many blacks, including some deeply skeptical of conservative policy positions, do believe that as a group, Blacks need to become less tied to liberalism and the Democratic Party and to develop what Martin Kilson, Harvard professor of government, calls "policy spread."

Harry Golden, best selling author, humorist and newspaperman, is dead at 78, according to newspaper reports. He left the tenants of New York to become a civil rights advocate in the South. He once described himself as a "newspaperman, an American, a Jew, a Democrat and a Zionist, in that order." On another occasion he said: "I get away with my ideas in the South, because no Southerner take me -- a Jew, a Yankee and a radical seriously. They mostly think of a Jew as a kind of substitute Negro anyway." C. A. McKnight of the Charlotte News said: "he had a tremendous mind and a master at using wit and satire in dealing with such issues as racial segregation and others."

Letters to the Editor "Wrong Information"

Dear Editor:

An article in your October 1, 1981 issue you carried a lead story on the Combine Federal Campaign, in which you stated that the Legal Defense Fund was accepted for contributions.

The fact that LDF was accepted is true, however as president of the local branch and the owner of the Arizona Informant newspaper, I like to point out that LDF is no longer associated with the NAACP.

The story as written could leave the impression to a large number of blacks that they would be contributing to the NAACP if they gave to LDF.

Please read the story in the Arizona Informant which I have enclosed.

Sincerely,
 Clovis Campbell
 President
 Maricopa County Branch, NAACP
 Phoenix, Arizona

"Reader Comments On Preachers"

Dear Editor:

I have been reading your paper for sometime now, and the section that really catches my eye is your "This N That" section. I am an avid reader of your paper and I must say you all are to be commended for such a great work. However, there's a sore spot that I feel that you should stop devoting your precious time and space to and pick it up, and go ahead to something more constructive. The continuous stabs that are being taken at the black ministers and pastors for a lack of what you term as negligence on their part to take an active part in curtailing the bussing of our black children across town to white churches.

First, I must say that I whole heartily agree that there should be something done about this grave situation, but at the same time, I don't think that black pastors and ministers should be the one structure that you overload with that particular responsibility. I believe that we should put the blame where it should be -- and that's in the home. If the children are not conditioned at home to attend the black church, there is not too much we as pastors can do about it. I hope I won't be misunderstood as trying to shun my duty as a pastor, but I totally feel that if those parents would get up on Sunday morning getting themselves and their children ready to attend church together, there would not be all that bussing across town. If or one, am sick and tired of the people blaming the ministers for something they want to, or don't want to do. I was really offended by the answer that one of the parents gave you as the reason for sending her children across town. The reason being that they learn more. I take great issue with you for printing what I feel is a great blow to the confidence that some folk might have in our ability to teach them and their children anything in the future. I urge you and your staff to take a poll of the parents of the children being bused across town.

Continue on Page 7



BLACK EMPOWERMENT

By Dr. Nathaniel Wright, Jr.
 Human Rights Activist

Reading Help For Your Children

Despite all of the odds that seem to be against parents who are fighting losing battles in their efforts to salvage their children educationally, there are occasional victories and bright spots.

One of these bright spots--which is in a critically important area of parental

concern--is represented by the perhaps unlikely name of "Scoop." "Scoop" is part of a reading program designed primarily for largely black and minority-oriented classrooms. The urgency of the need for such a program is reflected in recent U.S. government statistics which

indicate that approximately 44% of black youth at age 18 cannot read past the 4th grade level. Unless something is done at once to correct this tragic situation, our burden of non-productivity as a race may be so heavy that most (or all) of us may be viewed by some as being expendable individually or as a race of people.

"Scoop" and the remedial program of which it is a part, costs our school systems about 15¢ per week per child or next to nothing if the money can't be raised. The

overall program, called an "Assault on Illiteracy Program" (AOIP), is distributed only through urban schools. Its basic elements are produced by the developer of four of the five best-selling reading programs in the United States school systems. It takes the best ingredients from these programs and directs them to meet your children's critical needs.

Just what is "Scoop"? It is an exciting and attractive weekly newspaper for young people. It--along with its

Continue on Page 7



Business in the Black

By Charles E. Belle

\$300,000 and All That Jazz Monterey Festival of Money

MONTEREY, CALIF. -- Sold Out. Back in July. The Monterey Jazz Festival office announced for the first time in the Festival's 24 year history that the entire "party" had been sold out before the release of the individual performance tickets. It had been ten years since I saw my last Monterey Jazz Festival, and I am glad I got to go to this one.

A Jazz Festival is fun. Funky. Out of sight. Sensuous. Soothing and down right silly at times. Going is like taking a kid to a circus. You expect to see clowns. Considering first the higher age level at a Jazz Festival, finding the clowns can be confusing. Considering second the fact that this non-profit organization had gross revenues around \$300,000 on ticket sales alone, it's clear somebody wasn't clowning around when it came to counting the money.

Entertainment talent costs "around \$100,000 according to Jimmy Lyons, Founder and General Manager of the fabulously financially successful affair. "Around \$10,000 each" was paid to the festival headliners, jazz greats Sarah Vaughn and Billy Eckstine. Even at this bargain level, that left less than \$80,000 for the other 18 professional groups.

Travel and lodging expenses were extracted from the approximate \$4400 average per group. Good things the great gospel singer Esther Marrow was accompanied by only Fred Crigger or she might have had to explain her gown expense alone to her business manager.

Maybe no average amount was paid to each group and it's good thing because that would mean that Toshiko Aklyoshi/Lew Tabackin Big Band got about \$275 per man or Rob McConnell's Boss Brass Big Band only made \$200 each. John Lee Hooker and the Coast to Coast Blues Band and Etta James Band were big-eyed bargains at an average \$900 per person. Please believe me when I say the James Cotton Band was robbed if it only averaged \$1,000 per instrument because they were insane. Everybody in the stadium, all 7,000, were on their feet, singing and shouting when James Cotton got put off the stage to save him, honey!

They were gooodd!!

Evidently, money is not what makes these outstanding performers appear at the Monterey Jazz Festival. "We have no problems getting performers because of money," remarked Jimmy Lyons, relaxing between acts in the private Hunt Club. Considering the fact that the Monterey Jazz Festival donated \$35,200 this year from its proceeds back in April and \$285,000 in the past, Mr. Lyons was laying it on me gently.

It's absolutely great that this much maligned but magnificent area of American music is creating cash contribution to the continuing study of music by children of all colors, races and creeds. Also, in the confines of the Hunt Club, however, were the haunting eyes of the ever present NAACP in the person of one Virna Canson, West Coast Regional Director of the NAACP, who definitely is not aware of the creative possibilities for poor children to have an equal opportunity for cash awards and honors.

Especially when the money is being made mostly by the entertainment talents of Black Americans. High school students who go to compete for the California High School Jazz Band Competition, a MJF sponsored function, have not to have a little more color, Black Brown or something. Students who made up the "Future Shock" part of the festival's five programs were mighty white. There were about two Black American youths out of a sea of some several dozen sincere white students.

Still smarting because Miles Davis never got to be the number one student in our home state of Illinois on the trumpet because of racism, one remembers such things, Miles was only allowed to be made second best to several unknown white students then and now, it takes more than talk to dispel a racist system. Someone at the MJF had best correct their student selection system, it stinks.

Sassy Sarah Vaughn hit it as usual with her show stopping rendition of "Send in the Clowns, don't bother we're here." Black American contribution in terms of under paid talented or paying customer is too great to be taken for granted. "Mr. B." the boyishly beautiful Billy Eckstine, excited the Duke Ellington fans with his fine selections of some four songs. One of which was made famous, Mr. B. reminded the audience, by the great jazz singer Mr. Joe Williams and explains my absence for a decade from the festival, "Don't get around much hint (sic) I more."

The Outreach Prayer Breakfast

Members and friends of the Outreach Prayer Breakfast met last Saturday morning at 9 a. m. in the beautiful home of Mr. and Mrs. Bogus. This was a terrific meeting. President Mary Ward presided over the meeting.

The opening devotion scripture was found in Isaiah 26, with Sisters E. Dyer, M. Bogus, C. E. Brown and M. Ward participating.

The morning scripture lesson was found in Micah 6:8. It was an open discussion with the subject being: "What Does The Lord Require of Us?"

"To please the Lord is not enough for us to attend Sunday morning worship. Fulfill all the important rituals and responsibilities of the church. But there is more to our faith than religious rituals; for God wants us to dedicate ourselves to fulfilling his requirements in our daily living. Micah says that there are three requirements of God for us -- to do justice, to love kindness and to walk humbly with your God." (Micah 6:8) For the Jews, these requirements were nothing new. God had already told them about justice, kindness and humility. Justice simple means -- being fair to one's neighbor and doing what is right in one's dealing with others. It meant making a fair business exchange, giving a fair decision. Justice means giving everyone a fair and equal chance under the law. Regardless of social or economic status, when there is justice, the rich are not able to take from the poor and the wealthy do not rob the weak. Where there is justice, there is no segregation, discrimination and police brutality. A just people, a just community will not take people's welfare checks, food stamps, while permitting the affluent to have subsidies and big tax breaks. Kindness is another requirement of God that was very much an ethical teaching of Jesus. Kindness is a warm and friendly way. We are suppose to treat others to be kind. We must be good to someone. Kind people do not lie and cheat on one another. A kind society doesn't mistreat its children, youth and elderly; nor does it deny its members the basic necessities of life. Kind people don't spread false rumors and malicious gossip; nor do they fail to help those who are in need. The way to God is through the door of humility. The one and only way....

(One sentence sermon) "Wealth without health is like a check without a signature." Think about it? Breakfast was served piping hot, with home made biscuits by the host, Mildred Bogus. She is an expert on food. We specialize in the best, because we deserve the best physically and spiritually.

Our guest list included: Rev. and Mrs. Tony Williams, Miss Less Isaac and Little Adrian.

Our sick and shut in list include: Sister Ophelia Smith, Sister Bertha Hood; Rev. H. Phillips, Brother Clarence Ervin, Sister Ethel Phillips, and there are others whom we fail to mention. It's God's desire that you be in health.

If you can believe, you will receive. We are praying for you. Let's pray together this week, no matter where you are. You can make a difference.

If you have a prayer request, call or come by. The numbers are 762-5917, 744-6642, 747-7328

or 762-3347.

Morning prayer was offered by Rev. Tony Williams. Opening prayer was given by Mrs. Ward.

Can any good come out of Nazareth? Our next meeting will be in the home of Mr. and Mrs. J. Winters, 3416 East 17th Street.

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

Triumph Baptist Church's 52nd Anniversary

The pastor, Rev. M. A. Brown, and members of the Triumph Baptist Church of Slaton, Texas are making plans for their 52nd Church Anniversary which is on tap for November 1, 4, 5, 6, and 8, 1981.

Guest churches to participate in this year's effort include: Community Baptist, Happy Union Baptist, Mainview Spur, Mount Olive Baptist, Snyder, Tahoka, Mount Olive Baptist, Slaton; The Church of the Living God, Freewill

Baptist, Slaton, St. Matthew, First Progressive Baptist, Greater Mount Olive Baptist, St. James Baptist, COGIC No. 1, Slaton, Rising Star Baptist, and Gospel Chapel A. M. E., Slaton. Also appearing on Sunday afternoon, November 8, will be St. John Baptist, Post, and New Home Baptist. Committees responsible for this anniversary service are: Finance Committee, Bro. V. Robinson and Sis. L. Johnson; Decorating

Committee, Sis. D. Hammons and Sis. O. Walker; and Refreshment Committee, Sis. M. Willis, Sis. D. Hammons, Sis. Dobbins and Bro. Al Scott.

Music director is Sis. T. Kainey; and Deacons are Bro. V. Robinson, Bro. B. Scott and Bro. H. Thomas.

"The public is invited to attend this week long celebration," says Rev. Brown.

Hope Deliverance Temple COGIC Celebrates 6th Annual Founder's Day

Sunday, October 25, 1981, is a big day at the Hope Deliverance Temple Church of God Christ will celebrate their 6th Annual Founder's Day.

Pastor Charles Tanner and members of the church are asking their many friends and sister churches to come out and be with them as they celebrate.

Special attraction, which you will not want to miss, will be the one and only Brother Samuel Murrell of Kansas City, Mo. He is one America's foremost violinist. "You have never heard heard violin playing of this nature before," says Pastor Tanner.

Brother Murrell has traveled all over these United States and abroad, and has been acclaimed "one of a kind" in Christian music. If you miss him, you will certainly regret it.



Samuel Murrell
Brother Murrell will be at the Founder's Day program on Sunday, October 25, at 2:30 p.m. The church is located at 2812 East 4th Street. For an unforgettable treat and spiritual blessing, come by and bring someone with you.

OBSEQUIES

Shena Kay Williams



Savior and that she was saved. Shena suffered a long illness at Lubbock General Hospital. She passed away Tuesday, October 13, 1981. She leaves to mourn her passing: a mother, Juanita Williams; a father, James Arthur Williams, Sr.; two grandmothers, Mrs. Emmie Lee Hamilton and Mrs. Janie Mae Williams of Lubbock; two grandfathers, Mr. Gore Williams of Lubbock and Mr. Walker Hamilton of Cleburne, Texas; three sisters - Pamela Williams, Deirdra Williams and Tavia Williams, all of Lubbock; a brother, James Arthur Williams, Jr., of Lubbock; and a host of other relatives and friends.

Final rites were read for Shena Kay Williams last Saturday afternoon at Christ Temple Church of God in Christ with the pastor, Bishop W. D. Haynes, officiating. Shena was born in Lubbock, Texas to Mr. and Mrs. James Arthur Williams, Sr. on August 7, 1971.

She was a member of Christ Temple Church of God in Christ. She also attended Bethany Baptist Church. Shena's testimony was that she had accepted Christ as her

Final rites were held for Mrs. Rocenia Clemons on Saturday morning, October 17, 1981, at the Mount Olive Baptist Church in Slaton, Texas with Rev. C. C. Peoples, pastor, officiating.

Interment was held in Englewood Cemetery under the direction of South Plains Funeral Home.

Mrs. Clemons was born May 22, 1930 in Slaton, Texas to Mr. and Mrs. Charlie Parker.

She attended schools in Slaton, and was married to Mr. Tyler Clemons. To this union was born a son, Tyree, who preceded her in death. She was a member of the Mount Olive Baptist Church.

Mrs. Clemons passed away Tuesday evening, October 13, 1981, at 8:50 p. m.

Her survivors include: her husband, Mr. Tyler Clemons; a daughter, Patricia Cooper of Wichita Falls, Texas; a son, Ronnie Clemons of Slaton; her mother, Mrs. Susie Parker; three sisters, Mrs. Piney Scott of Abilene, Texas, Mrs. Hester Raven of Lubbock, Texas and Mrs. Ester Maxwell of Slaton, Texas; a brother, Zell T. Parke of Slaton, Texas; four grandchildren, and a host of other relatives and friends.

She attended schools in Slaton. She was married to Mr. Tyler Clemons and to this union three children were born. One son, Tyree, preceded her in death. She was a member of the Mount Olive Baptist Church.

And despite the fact she moved to Houston when she was a very young adult, she remained true to her faith, and will be remembered as one of the oldest members of Wesley Chapel A. M. E. Church.

The Lubbock Area Needs A Direct Turn To God

Harvey E. Robinson, Pastor of the East Lubbock Church of God and President of Lubbock for Christ, stated that after his year's study, the Lubbock area needs a direct turn to God.

During the fiscal year June 1, 1979 to May 31, 1980, a total of \$23,092,800.00 was known to be spent in the Lubbock area on projects to improve our health. The following will show how some of this money was spent:

- * Alcoholism Treatment and Rehabilitation Services, \$120,160.00
- * Alcoholism: A Family Alcoholism Treatment and Rehabilitation Services.....\$120,160.00
- Alcoholism: A Family Concern..... 87,189.00
- Drug Abuse and Alternative Services..... 67,385.00
- Protocol for Hospital Alcoholism Services..... 149,320.00
- Diagnosis and Referral - Problem Employees..... 49,768.00 (Alcoholism)
- Syphilis and Gonorrhea Screening..... 3,437,190.00

The above listing is not complete in this article, however, Pastor Robinson said that he would compare our times with the time of Ezekiel, the Prophet.

God said to Ezekiel, "Son of man, prophesy against the shepherds of Israel, prophesy and say unto them, thus saith the Lord God unto the shepherds: woe be to the shepherds of Israel that do feed themselves! Should not the shepherds feed the flocks? Ye eat the fat and ye clothe you with the wool, ye kill them that are fed: but ye feed not the flock."

"The diseased have ye not strengthened, neither have ye healed that which was sick, neither have ye bound up that which was broken, neither have ye brought again that which was drive away, neither have ye sought that which was lost: but with force and cruelty have ye ruled them." Ezekiel 34:1-4.

The pastors of Israel became false ministers because they sought personal gain instead of feeding the flock of God.

Our area has been plagued with alcoholism and drug abuse; yet as was in the days of the

prophet, Ezekiel, the shepherds are seeking outside help instead of pointing the people to Jesus.

The programs are good and helpful; however, the man of God who shepherds the flock of God must always depend on God for the deliverances of his flock. The shepherds of Israel sought not God and became vain and false. Their lives were not filled with God's power and, as a result, they were powerless. They pastored the people for gain; they fed themselves and neglected the people.

Not always, but in many cases in this area, the ministers are concerned only with their welfare and cannot meet the needs of the flock. Many doctors say that drug and alcohol addiction are diseases of the mind and can only be helped when a person realizes that he needs help and wants to be helped.

Many of our people are sent out of churches to sessions of Drug and Alcoholics Anonymous. God was against the shepherds of old and He will be against the shepherds today if we do not realize that there is the altar of God where the mind can be healed.

She and the widow of the late Rev. W. D. Williams conducted a nursery at Wesley Chapel for about sixteen years. Until her health failed, she conducted a nursery in her home, there by touching and helping to shape the lives of many children and adults.

She and Mr. Tom Wilson have been married 43 years, and leaves to mourn her loss: many relatives and friends.



Harvey E. Robinson
Pastor

Let us pray for our sick and shut in members.

Faith First 35th Church Anniversary will begin October 24 and continue through the 30th and November 1st. Rev. F. B. Bell is pastor; Ms. Alisa Henderson is reporter.

— Classifieds —
762-3612

Faith First Baptist Church News

Last Sunday was a wonderful day. Sunday School got underway at 9:30 a.m. Each class enjoyed the lesson, "What The Lord Requires," Micah 6:3-4; 7-13. Rev. Linda F. Craig brought the sermon of the day. Her topic was "A Cost To Be Counted." Her scripture was found in St. Mark 8:34-38; St. Luke 14:25-33.

Let us pray for our sick and shut in members.

— Classifieds —
762-3612

Musical At Jerusalem Temple Church of God In Christ

The public is cordially invited to attend a musical at Jerusalem Temple Church of God in Christ, 3508 Teak Avenue. The pastor is Bishop J. E. Judie. "We'd like to invite you join us in this special effort," said Bishop Judie.

Also appearing on this special program will be the Eastern Stars of Greenville, Texas and the Soul Travelers of Dallas, Texas. This program is scheduled for Saturday, October 24, at 8 p. m.; and Sunday, October 25, at 3 p. m.

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(Matto: C.W.F.F.)

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Sunday School.....	9:45 A.M.
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Y.P.P.U.....	4:00 P.M.
Evening Worship.....	7:30 P.M.
Mid Week Services.....	7:00 P.M.

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We Care About You!

Sunday School.....	10:00 a. m.
Sunday Morning.....	11:30 a. m.
Sunday Evening.....	7:30 p. m.
Tuesday - Bible Study.....	7:30 p. m.
Wednesday Cottage Prayer Meeting.....	7:30 p. m.
Thursday - Lubbock For Christ Club.....	8:00 p. m.

Rev. Harvey E. Robinson
Pastor

The Church of God is America's
Oldest Holiness Church
All Are Welcome!!

Faith Bible Ministry, Inc.

Faith Bible is a non-profit organization which is available to help you in many ways, namely:

1. Bible studies
2. Intercessory prayer
3. Counseling and prayer by appointment

"So then faith cometh by hearing, and hearing by the Word of God."

Romans 10:17

Bible Studies
Monday - 7:15 p. m. - 8:30 p. m. Wednesday - 7:15 p. m. - 8:30 p. m.

3113 Teak Avenue
(806) 762-4516
Murry Peppers, Director

Mrs. Juanita Wilson



Final rites were held for Mrs. Juanita Wilson, a sister of the late Prof. E. C. Struggs, Saturday, October 17, 1981, at Jackson Funeral Home in Houston, Texas. The Reverend E. E. Coates officiated the services.

Mrs. Wilson was born in Wallis, Austin County, Texas. She was reared in the home of her uncle and aunt, Mr. and Mrs. E. W. Struggs.

Faith First Baptist Church

1504 E 15th at Oak
747-6646

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.

Come, Help Us Worship Christ Jesus,
Our Lord and Savior
F. B. Bell Pastor

Bethel African Methodist Episcopal Church

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Lubbock, Texas

"A Church that's not afraid to identify with the frustrations of the Black experience."

"God Our Father, Christ Our Redeemer, Man Our Brother"

Stephen Peterson, Pastor

Pastor's Listening Hour - Saturdays.....	2-3 p. m.
Sunday School.....	9:30 A.M.
Morning Worship.....	10:45 A.M.
Evening Worship.....	7:00 P.M.

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Black Empowerment

Continued from Page 4

associated components in AOP—is oriented primarily to pupils from the fourth to the twelfth grade levels. "Scoop" has received the distinction of being the best black and minority-oriented reading vehicle in the nation. As a children's weekly reader, it is designed to entice black youth primarily into the habit of reading. In the 15 major school systems where "Scoop" has appeared each week, the pupils' responses have been unprecedented. Teachers have reported that they have never seen such interest and even excitement in all of their teaching experience.

Part of the reason for this rests with "Scoop" in and of itself. Once parents see "Scoop", their own interest and readiness for involvement come quickly to the surface.

But perhaps the best part about "Scoop" is what comes with it.

There is, first of all, what is called a "foolproof" Teacher's Guide. The Teacher's Guide is called "foolproof" because it is prepared in such a way that the teacher needs only to choose one of several options in terms of content and method for the pupils to follow themselves. The teacher's inherited attitudes have little space or opportunity for coming into play.

During the summertime, the Teacher's Guide becomes a parent's guide. "Scoop" is a 52-weeks-of-the-year reader. And it welcomes and calls for the most active cooperation of parents. Its altogether positive and creative focus provide an ideal ground for parents to begin again to interact periodically or continuously with the classroom teachers who are responsible for working with their children.

What about older children who may feel that "Scoop" is too young for them? For older young people (8th thru 12th grades), college students and adults, the "Assault on Illiteracy Program" has much more, particularly including a monthly family-oriented and community-focused magazine called "New National Black Monitor."

The MONITOR, as part of the "Assault on Illiteracy Program" and as a "Scoop" supplement or alternative, is designed to be read throughout the month on a daily or otherwise planned and regular basis. It is attention-getting. It is word-building. It is thought-stimulating. It is information-providing. It is role model-creating. Even more than this, the award-winning New National Black Monitor instills in a variety of ways a sense of aesthetic appreciation and of orderliness and discipline, which practically all of our young people need in an urgent way today.

There is more included in this almost unbelievably attractive "Assault on Illiteracy Program" of which "Scoop" is a leading part—indeed, is "the leader," as so many of its readers say.

Of especial value to black children and adults is a two-to four-page national weekly news digest called "Greater News." Young people from the third- or fourth grades may read "Greater News" in concert with their older brothers and sisters and especially with their parents. "Greater News" is for all ages. It is a source for finding out the major trends or developments for black people in America without having to wade through crime stories and reports of drug busts or of any kind of negative happening.

"Greater News" is what its name suggests: it is greater news! And sometimes it comes with a free copy of a local black newspaper. All these ingredients and assets comprise the basic materials of the "Assault on Illiteracy Program."

But there is a human side to what is initially brought to us by "Scoop." The "Assault on Illiteracy Program" calls for the literacy involvement and help of parents and of groups to which they belong—like churches, fraternities or sororities, business or professional groups and clubs or lodges. It may even call for the help of your employer.

The human needs include introducing the "Assault on Illiteracy Program" to your school, helping your school board officials to set new priorities which will include this "at cost" (or less) program, and working with your own youngsters—and perhaps others also—in giving them an unmatched chance to grow as they should—and must, through increased reading skills.

Letters

Continued from Page 4

and find out just how many of them attend any church, black or white.

If our bus ministry could be enhanced, it just might make a small difference, but not that much, as long as we can seize the opportunity to rest in bed on Sunday morning and someone else carry our children to church, bussing will continue.

Again, I must say, as a subscriber, I enjoy your paper immensely. I exhort you to continue your good works, but let us not forget that it should be done in an impartial and constructive manner.

Thanks,
Rev. R. C. Jones

"Writes About Nigger Application"

DEar Editor:

I am not one to write publications, but I must say the copy of the Nigger Application you recently ran disturbed me.

I do believe that it serves as a reminder, however, "lest we forget." There is one question I have for the gentleman given the application: How does he handle himself on his job. Does he have such a casual relationship with his co-worker that it was assumed he would not react with anger. I have never exchanged racial jokes with Mexican-Americans, Caucasians, or any non-white, because as the Nigger Application shows, when the shoe is on the other foot, the joke loses its humor.

The City of Lubbock is striving to encourage large firms to come to the city. The idea that such a joke as the Nigger Application is floating around would not cast a favorable light since industry prefers areas that show signs of progression not regression. I think the Nigger Application can benefit Black people. Why don't you run it again so that we can clip it out, save it to serve as a reminder to us all that there is still much work to be done.

Very truly yours,
Gyna M. Bivens

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Would You Believe...

The average person blinks about 25 times a minute.

England's King Edward III tried to outlaw bowling in 1366 because he said it took his soldiers away from archery practice.

About 1 percent of the water from a lawn sprinkler evaporates before it hits the grass.

Cinderella

Continued from Page 3

kins to delight the local elementary students and a large crowd of parents and teachers. Next, the popular "A Raisin in the Sun" was presented in a unique way—with the audience seated on the stage! The play was presented two nights in February. The third play of the year was the entry into U. I. L. contest, "The Drinking Gourd." "The Drinking Gourd" was a moving drama about a slave who wished to be free. "The Drinking Gourd" was also presented for two evening performances and won the honor of being Alternate Winner at U. I.

L. contest. The Drama Department topped off the year with "Dandelion", a musical fantasy. The play featured all cardboard scenery and props. The "Cardboard Company" traveled to three local elementary schools, was presented at Estacado, and was also invited to perform at the Lubbock Fine Arts Festival.

The first play of the 1981-1982 school year will be "Cinderella." Local audiences will have a chance to see the play on Thursday evening, October 29, at 7:30 p.m. Tickets are \$1.00 for students and \$2.00 for adults. The play is a comedy and features the work of many talented students. Some of the leading roles are: Cinderella, played by

Latrice King. Latrice is the daughter of Mr. and Mrs. K. C. King. She is a sophomore and appeared in all of the shows last year. She had a starring role in "A Raisin in the Sun."

The Stepmother, played by Rene King. Rene is also the daughter of Mr. and Mrs. K. C. King. She appeared in all shows last year and was placed on The All Star Cast at District for her role in "The Drinking Gourd."

Esmerelda, an ugly stepsister, played by Lupe Barrera. Lupe is the daughter of Mr. and Mrs. Domingo Barrera. Griselda, an ugly stepsister, played by Sandra Johnson. Sandra is the daughter of Mrs. Lillie Johnson.

Ratella, an ugly stepsister, played by Ladonna Hunter. Ladonna is the daughter of Mrs. Liz Ervin.

Prince Charming, played by Lenious Johnson. Lenious is the son of Mr. and Mrs. Lenious Johnson, Sr.

Other cast members are Deshawn Avery, Gaylon Curry, Ira Davis, Pauline Fulsom, Shanda Lewis, Jackie McCarty, Fern Smith, Ruben Tarango, Wilma Curry, Clarence Gray, Judy Leos, Patricia Walton.

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Applications are currently being accepted. Deadline for returning applications is 5:00 p.m., Friday, October 30, 1981. Contact the Personnel Department - Room 241, 10th and Avenue J.

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Friday,
October 30
7:30 p. m.
Mae Simmons
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Lubbock, Texas

School Menus

ELEMENTARY AND SECONDARY LUNCH

Monday, October 26

Corn Dog w/ Mustard
Buttered Potatoes
Seasoned Carrots
Cookie
½ pt. Milk

Tuesday, October 27

Chicken Fried Steak
Mashed Potatoes
w/Gravy
Buttered Green Beans
Jello
Hot Rolls - Butter
½ pt. Milk

Wednesday, October 28

Corn Chip Pie
Pinto Beans
Toned Salad - Dressing
Fruit Cup
Cornbread - Butter
½ pt. Milk

Thursday, October 29

Toasted Cheese
Sandwich
Baked Beans
Buttered Spinach
Peach Half
½ pt. Milk

Friday, October 30

Hamburger on Bun

Pickles & Mustard
French Fries
Tossed Salad
Cake
½ pt. Milk

HOT LINE ENTREE

Monday, October 26

Chicken
Beef Taco

Tuesday, October 27

Hot Dog
Pizza

Wednesday, October 28

Barbecue Beef on Bun
Chicken Fried Steak

Thursday, October 29

Corn Chip Pie
Fish

Friday, October 30

Burrito
Ham & Cheese

BREAKFAST

Monday, October 26

Apple Sauce
Cereal
Buttered Toast/Jelly
½ pt. Milk

Tuesday, October 27

Orange Juice
Waffle w/Hot Syrup
Sausage Pattle
½ pt. Milk

Wednesday, October 28

Keyes & Jones Wedding On Tap

Mrs. Roberts High-tower and Mrs. Loretta Jones have announced the wedding of their daughter, Shelia Keyes;



Shelia Keyes and son, Mario Jones, on Saturday, October 24, 1981, at 7:30 p. m. at the Lyons Chapel Baptist Church. Ms. Keyes was born in Lubbock on December 30, 1963. She attended Wheatley Elementary

School and later Alderson Junior High School. She is a former Miss

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Betty Dixon

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DeVille HAND PAINTED STONEWARE
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FREE 5-piece Place Settings in your choice of patterns—consists of: Dinner Plate, Cup, Saucer, Dessert, Bread & Butter
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NABISCO VANILLA WAFERS
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10 OZ.
\$3.89

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6 PK. 32 OZ.
\$1.69
+ DEPOSIT

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ALL FLAVORS
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\$1.19

NICE N' SOFT TISSUE
4 ROLL
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\$1.79
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89¢

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3 LB. BAG
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16 OZ. BAG
79¢

NO. 1 RUSSET POTATOES
5 LB. BAG
79¢

RUBY JAY'S CORNER
by Ruby Jay



Services at New Hope Baptist Church were wonderful last Sunday. It all began with Sunday School with Superintendent R. B. Thompson at her post of duty. Morning worship services began with devotion being led by Deacons Swain and Givens. Choirs were at their post of duty. Rev. Don Montgomery, a member of Lyons Chapel Baptist Church, brought the

message of the morning. His scripture was Matthew 6:9-13. His subject was "Power In Prayer." It was a beautiful message.

The Deaconess Board is having a bake sale on Sunday, October 25, from 2:30 p. m. to 5:00 p. m. in fellowship hall. Sister Octavia Givens, president, is asking for the support of all members and friends.

The anniversary of Rev. A. L. Dunn, pastor of the New Hope Baptist Church, will begin Sunday, November 1. Sister R. B. Thompson is the director of the anniversary.

The George Francis family attended the Homecoming at their former church in San Angelo, Texas last Sunday. They reported a wonderful visit.

Let us continue to pray for and visit our sick and shut in of our community.

Rev. A. W. Wilson, pastor emeritus of Bethel A.M.E. Church, is

reported to be doing nicely after surgery.

Mrs. Precious Brown received word last Thursday that her sister's husband, Thelma Brown, passed away in Paris, Texas. At this report, funeral rites are pending.

We extend our sym-

pathy to all bereaved families. Among them is Mrs. Lillian C. Struggs who lost her sister-in-law, Jaunita Wilson, in Houston, Texas. The funeral was held Saturday, October 17. Other families were Little Shena Kay Williams and the Clemons.

On Friday, October 16, Mother Mary McKinney had a birthday. She received many wonderful gifts. Mrs. McKinney was happy that all her children were present. Three daughters -- Maybelle McKinney, Mary McKinney and Bernice Kelly -- all of Lubbock; four sons, Frank McKinney of Lubbock, Maxey McKinney of Spur, Texas, Leslie McKinney of Seaside, California and Lonnie McKinney of Los Angeles, California, plus all the grandchildren were present for the happy occasion. They had a wonderful reunion. The food was there -- just name it! Leslie and Joyce left Monday

Day Out For Mae Simmons Senior Citizens

Mae Simmons Senior Citizens met Sunday afternoon in the home of Mrs. V. Hereford for a fellowship hour. Mrs. Lucille S. Graves welcomed the special guest and Mrs. C. E. Brown made the respond to the welcome.

Mrs. Buelah Winters, Mrs. D. Hunter, and Mrs. J. E. Thompson,

morning for home. Lonnie will remain longer. The daughter-in-laws were also present. Everyone is saying "Happy Birthday, Mother McKinney."

Mr. Sug Johnson sang several solos which were enjoyed by all. All the Senior Citizens expressed how they enjoyed everything. Special guest attending

were Mrs. C. E. Brown, Ms. Rose L. Wilson, Ms. Mary Ward, Ms. Cillie M. Johnson, Ms. Buelah Winters and Mr. James E. Thompson.

Youth Round-Up

Come and join us at the Second Annual City Wide Youth Round-Up Fellowship Service, sponsored by the Children of God Outreach Ministries, November 14, 1981. Mount Gilcard Baptist Church will be host at 2510 Fir Avenue.

There will be many activities scheduled in conjunction with the theme: "Positive Christian People in a Worried Confused World." Romans 12:1-2. This one day service will start at 8:30 a. m. with registration.

FOOD FESTIVAL AND SAVE DURING OUR.....

<p>UNITED TRU TENDER ARM ROAST ROUND BONE CUT \$1.89 LB.</p>	<p>UNITED TRU TENDER RANCH STEAK CENTERCUT 7-BONE \$1.49 LB.</p>	<p>UNITED TRU TENDER CLUB STEAK \$2.79 LB.</p>
<p>LOUIS RICH DELI SLICED LUNCHEAT \$1.39 8 OZ. PKG.</p> <p>PASTRAMI HAM CHP. HAM SMK. TURKEY</p>	<p>LOUIS RICH TURKEY BOLOGNA OR SALAMI 8 OZ. PKG. 89c</p> <p>LOUIS RICH TURKEY BREAST 6 OZ. PKG. \$1.39</p>	<p>FRESH GROUND BEEF FAMILY PAK 98c LB.</p>
<p>TYSON CHICKEN FRANKS 12 OZ. PKG. 59c</p>	<p>FINE FARE WAFFER THIN LUNCHEAT & VARIETIES 2 FOR 89c</p>	

DOUBLE STAMPS WED.! WITH A \$2.50 PURCHASE OR MORE EXCLUDING CIGARETTES

<p>MINUTE MAID DRINKS 64 OZ. 89c</p> <p>PILLSBURY CINNAMON ROLLS 6 OZ. 59c</p>	<p>UNITED COTTAGE CHEESE 24 OZ. CARTON 98c</p>
<p>"FROZEN FOOD"</p> <p>PATIO MEXICAN DINNERS 98c FRIJITA COMBINATION BEEF ENCHILADA CHEESE ENCHILADA MEXICAN STYLE</p> <p>FINE FARE WAFFLES 5 OZ. PKG. 29c BIRDSEYE</p> <p>CORN ON THE COB 4 CT. 98c</p>	<p>UNITED Supermarkets</p> <p>PRICES GOOD THRU OCT. 24TH</p> <p>QUANTITY RIGHTS RESERVED</p>

- This N That -

DID YOU KNOW THIS? Since 1950 WAGES HAVE GONE UP ... 490% ... BUT FEDERAL TAXES ... have gone up ... 500% ... and ... SOCIAL SECURITY TAXES ... have gone up ... 2011% ... You didn't realize that ... did you? Unless you are in business!!

BOND ELECTION VERY IMPORTANT! No matter how you look at it ... the upcoming ... \$42,547,000 BOND ELECTION ... for the City of Lubbock on ... SATURDAY ... NOV. 21ST ... is VERY IMPORTANT FOR ALL OF US! For those of you who don't know it ... the ... CITY OF LUBBOCK ... must borrow money for things that cannot be financed within the regular budget. Therefore ... this BOND ELECTION ... will be needed for the ... CITY OF LUBBOCK ... to continue to progress. So it will be very necessary for those who are concerned about their city's progress to actively support this needed ... BOND ELECTION!! Will you help?

CHURCH MEMBERS UNHAPPY!! Several Sundays ago ... about 10:15 a.m. ... when many ... BLACKS ... were enroute to their various church services ... something happened which was not too cool!! YOU SEE ... THE LUBBOCK POLICE DEPARTMENT ... set up a ... DRIVERS LICENSE CHECK ... at the bottom of the ... NARROW OVERPASS (WEST END) on East 24th Street. Many of those being stopped for the check were choir members at the various churches. These people are not against the Drivers License Check ... but to stop them when they are enroute to their church services ... is a ... NO NO!! Even if those persons conducting had asked ... OFFICER WILLIAM H. BRITT ... he would have told you the same. Not only was the check not in good taste ... but it was VERY DANGEROUS ... the way it was conducted ... at the ... BOTTOM OF THAT OLD OVERPASS!! DR. JOHNSON'S OPINION!! If you would have heard ... DR. HEENAN JOHNSON ... teach the Sunday School lesson (WHAT THE LORD REQUIRES) ... you would have agreed with him. He said that the ... BLACK CHURCHES ... have forgotten their role in the community. ... "WE'VE GOT TO QUIT LOCKING THE COMMUNITY OUT ... WE'VE GOT TO GO

OUT INTO THE COMMUNITY AND DO OUR JOB. WE CAN'T DEPEND UPON THE UNITED WAY TO DO IT FOR US. AFTER WE'VE GIVEN OUR FAIR SHARE ... WE THINK WE HAVE DONE OUR PART. WE DON'T WANT TO GET OUR SHIRTS DIRTY. He also said that our biggest enemy is ... US!! "WE LET THE KIDS TAKE DOPE ... and ... DO OTHER THINGS AND DON'T SAY ANYTHING ... BUT WE STILL SAY WE ARE CHRISTIANS." He also said that ... PREACHERS ... must get together and work as a team in the Black community.

WE AIN'T AGAINST YOU, PREACHERS!! It must be understood that it's time for the ... PASTORS ... and ... MINISTERS ... to get on with the business of reaching out into the community. ... TRUE ... PARENTS ... have a vital role to play ... but the church ... must reach out and do its job. ... Even with the bussing of ... BLACK BOYS AND GIRLS ... to white churches ... should make all churches want to get up and do something. ... As Rev. Stephen Pierson said last Sunday morning ... "EVEN WHEN THE WHITE CHURCHES COME AND GET OUR KIDS ... THEY DON'T TAKE THEM INTO THE MAIN 'SANCTUARY OF THE CHURCH' ... THEY ONLY FED THEM IN THE FELLOWSHIP HALL." Think about it pastors and ministers!! HOPE YOUR MEETING WENT WELL. ... LAST SATURDAY ... LOQUACITY PARTY!! One of our former residents and graduate of Dunbar High School ... TOMMY POSSUM L. WYATT ... publisher of ... LOQUACITY ... magazine in Austin ... will be here for a ... SUBSCRIPTION PARTY ... at Mae Simmons Community Center ... on Friday evening ... OCTOBER 30 ... beginning at 7:30 p.m. Make plans to be there!! This young man has something to offer! WE LEARNED!! What was learned by ... THIS N THAT ... about the closing of the ... SENTELLE LYONS LEARNING CENTER ... was that some of the local social organizations never ... PAID THEIR PLEDGES ... for the operation of that center. ... NOW ... if you are a credible organization ... you should keep your promise if you are going to give any money. ... TALK IS CHEAP!! IT TAKES

ACTION TO MAKE ANYTHING HAPPEN! Those organizations know who they are ... NO NEED CALLING ... their ... NAMES!!

CANCER DETECTION SCREENING CENTER!! Community Hospital of Lubbock ... is happy to announce a ... EARLY CANCER DETECTION ... Screening Center ... 2402 52nd Street. It is open week days ... from 9 a.m. to 12 Noon and from 1:00 p.m. until 5:00 daily. The center is taking appointments. These may be arranged by calling ... 793-3214.

CONGRATS! State Senator E. L. Short ... has been appointed to a fifteen member study committee of the ...

PUBLIC SERVANT STANDARDS OF CONDUCT ADVISORY COMMITTEE. He was appointed by Lt. Gov. Bill Hobby. SUPPORTS EXTENSION OF VOTING RIGHTS ACT!! Cong. Kent Hance ... told the West Texas Democrats ... via mail ... that he recently contacted President Reagan and urged his full support for extension of the Voting Rights Act. He has not mentioned as to the specific provisions. If you would like to know what would like to know more about what he has done ... why not write him ... His address is 1029 Longworth H.O.B. Washington, D. C. 20515.

BLACK LEADERS MEET!! Approximately 50 Black civic and business leaders ... met several weeks ago to discuss strategy to fight

the ... SMALL BUSINESS ADMINISTRATION (SBA) assault. Those meeting in Washington included ... Congressman Parren Mitchell ... E. G. Graves ... publisher of Black Enterprise ... Mayor Johnny Ford ... Mayor of Tuskegee, Alabama ... representatives of Opportunities Industrialization Centers of America ... NAACP ... and others. According to a spokesperson ... the group condemned the Small Business Administration's attempt to limit the 8(a) programs ... which set aside government contracts for minority companies ... The group plans to take their case to the President. The group ... in their meeting ... indicated that Black purchase power action might be necessary to insure that Black businesses get a ...

FAIR SHARE OF THE ECONOMIC PIE!! THANKS!! The weeds at ... 2403 Globe Avenue ... have been cut ... The kids who travel this route ... are happy. They say ... THANKS ... CITY OF LUBBOCK!! HELP AVAILABLE! In Lubbock ... there is an organization called ... WOMEN'S PROTECTIVE SERVICES, INC. ... which is used for an emergency shelter for battered women and their dependents. According to records ... there were 291 calls received from women who were having problems ... an average of 32 calls per month ... since January, 1981. The only question to ask is ... does a ... BATTERED ... HUSBAND QUALIFY FOR THE SAME SERVICE? DOPE IN BLACK COMMUNITY! Whether you want to admit it or not.

Wedding
Continued from Page 8
Estacado High School, and is now enrolled at Lubbock High School. She married at an early age with Lyons Chapel Baptist Church. She serves on the Young Adult and Usber boards. She is the daughter of Mrs.

Roberta Hightower. Mr. Jones was born in Virginia, but grew up in Philadelphia, Pa. He has attended college for two years. He is a member of the United States Air Force and has been stationed in England. He is the son of Mrs. Loretta Jones.

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USDA Boneless RIB EYES Lb. \$2.98	Brooks Home Made Pure PORK SAUSAGE 98¢ Lb.	Banquet Frozen CHICKEN 2 Lb. Box. \$2.99
Spillmate TOWELS Large Roll 69¢	Plainsman FRANKS  2 Lb. Pkg. \$2.69	DR. PEPPER BIG RED - NUGRAPE - 7 UP - SUNKIST 12 Oz. Cans \$1.19
COKE - SPRITE - TAB 12 Oz. Cans \$1.19	Best Maid SALAD Quart DRESSING 89¢	Gladiola POUCH MIXES 5 for \$1.00
YES LIQUID DETERGENT 32 Oz. \$1.69	Tide DETERGENT 49 Oz. \$1.79	Light Crust FLOUR 5 Lbs. \$1.09
Bake-Rite SHORTENING 42 Oz. \$1.29	Ranch Style BEANS 15 Oz. 3 for \$1.00	

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Fresh Water Cat Fish \$1.00 Lb.
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Green Giant Niblets EARS 4 Count 99¢
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