



and Bless America!



# Southwest Digest

50¢  
Worth More!

The Black Press of America  
Lighting the road  
to Freedom

A new paper for the 21st century, representing the Black community's ideas and ideals since 1977

September 21-27, 2006

VOL. XXIX, No. 2

902 E. 28th Street  
Lubbock, Texas 79404  
Phone (806) 762-3612



Community Meeting

This is a list of what is happening in Lubbock, to help complete the unfinished, community-building work of Dr. Martin Luther King, Jr.

- African American Chamber of Commerce, Lubbock meets on the 3rd Monday of each month, from 5:30-6:30pm at the Parkway Community Center, 405 MLK Blvd., 806-771-1815
- Lubbock Area Client Council meets on the 2nd Saturday, 1:00pm at the Patterson Branch Library
- Hub City Kiwanis meets every Tuesday, 7:00pm, 1708 Avenue G
- Dunbar Alumni Association meets 2nd Saturdays, 4:00 pm
- Booker T. Washington American Legion Post 808 meets every 2nd Tuesday at 7:30pm, American Legion Building in Yellowhouse Canyon
- Forgotten West Riders meets on the 1st & 3rd Mondays, 7:00 pm, Patterson Library
- East Lubbock Chapter AARP meets every 1st Thursday at 1:00 pm, Mae Simmons Community Center
- Lubbock Chapter of Black Alumni meets every 3rd Tuesday, 5:30 pm, TTU Market Alumni Center
- Dunbar/Manhattan Heights Neighborhood Association meets every 1st Thursday at 6:00 pm and every 4th Thursday at 7:00 pm at the Dunbar-Manhattan Heights Neighborhood Outreach Center at 1301 East 24th St.
- West Texas Native American Association Pot Luck Supper meets on alternating months prior to meeting, meetings held on 2nd Saturday of each month at 7:00 pm, Educational presentations and demonstrations.
- Texas Juneteenth Cultural & Historical Commission - Lubbock Affiliate meets at Patterson Branch Library every 3rd Thursday at 7:00 pm
- West Texas Native American Association meets 2nd Saturday each month at Groves Library, 5520 19th Street, 7:30 p.m.
- West Texas Chapter of 100 Black Men meets the 3rd Monday evening at 7:00 pm at the Parkway Neighborhood Center.
- The Parkway Guadalupe & Cherry-Point Neighborhood Association meets the 3rd Tuesday evening of each month at 7:30 pm at Hunt Elementary.
- Clustman Hill Neighborhood Association meets the 2nd Thursday of every month at 6:00 pm, at Iles Elementary Cafeteria.
- Estacado High School Alumni & Faculty Class Reunion meetings are held the second and third Sundays at the Patterson Library, 1836 Parkway Drive, beginning at 7:00 p.m. All Estacado Alumni & Faculty are invited for the 40th All Class Reunion.

## East Lubbock is like a Phoenix; it will rise again



Phoenix artwork by Linda Bergkvist, 2000

(Editor's Note: this is the first of a series of three editorials concerning the development of East Lubbock with the help of the apartments, Park Meadows Villas and Stone Hollow Village, developed by Landmark Housing Development, Kent Hance, owner.)

In past editorials concerning the state and future, including John Hall and the North & East Lubbock Community Development Corporation, the

Southwest Digest supported this effort, and John Hall who did a splendid job. There's no doubt about it, this program will work in spite of some of the lack of support of some. There is strong support among many others.

Most of all thanks to Kent Hance, former Texas State Senator, U. S. Congressman, and Railroad Commission, East Lubbock is rising again and will continue to multiply. Thanks, Kent and son, Ron Hance, of the Landmark Housing Development, which has invested millions of dollars in East Lubbock.

Beginning with an East Lubbock development, Park Meadows Villas, 2502 Weber Drive, which was constructed in the Green-Fair Manor Apartments, and then the Stone Hollow Village, 1510 East Cornell Street, located near Estacado High School and across the street from the King's Dominion development. These new developments are second to none and Southwest Lubbock can't claim to be better than them.

A few years ago when the Southwest Digest first heard someone was going to develop some new apartments in East Lubbock, we really didn't think much of it, because for years we heard rumors all the time. But, today, the proof was in the pudding. Guess what? We saw complexes being built in of all places, the former Green-Fair Manor Apartments. Now, this was the proof.

Then we heard rumors these

complexes were going to be real nice, first class and comparable to any apartment complex in Southwest Lubbock. You know, the proof is in the pudding. Park Meadows Villas and Stone Hollow Village are really nice! We should have known since our friend, Kent Hance, was involved, they were going to be first-class.

Eddie Richardson, co-publisher of the Southwest Digest, said the other day, "I am getting older and getting tired of the upkeep at home. You know, the mowing of grass, plumbing, taxes and those general problems, I am going to consider renting at one of those nice apartments. I'll do this so I can avoid all the headaches."

"The management of these complexes don't know it yet, but they are my neighbors. They are going to help with my living issues associated with aging. If I move into one of the complexes, they are going to mow, fix any problem with my unit, pay the taxes, and they might even bring me my mail when I can't get out of bed. It could be I will have 'Meals on Wheels' bring my lunch: maybe two lunches! I wonder if I can get them to do my grocery shopping?"

Richardson concluded by saying, "Now, I don't know about anyone else, but I am always thinking and I know I need a plan. You may need a plan too! So, why not go and check these complexes, Park Meadows Villas and Stone Hollow Village. Let us know what you really think?"

Continued Next Week.

## Revolutionary new "Black Jesus" film slated for release

Los Angeles - Nu-Lite Entertainment has announced plans to independently release, in association with Rocky Mountain Pictures, its controversial new theatrical feature film *Color of the Cross*

that it is not what the messenger looks like that is important, it is the message itself.

"Re-imaging the perception of black people in a more positive light, especially in Hollywood, was also an important factor in my decision to make this film," added LaMarre, who personally financed the film's \$2.5 million budget. "I did not introduce race into this issue, Da Vinci did. Is Hollywood ready for a black Jesus? We will see. It was a big risk...but a necessary one."

In *Color of the Cross* LaMarre chose to focus on the human pain and suffering that Jesus, his Disciples and his family endured instead of the bloody torture of Christ's crucifixion as Passion of the Christ did. The politically charged film that is based on the last 48 hours of



Jean Claude LaMarre portrays Jesus as a Black man and also serves as director.

the Cross in theaters throughout the country beginning October 27, 2006.

The first film to ever depict Jesus as black, *Color of the Cross* questions the universal acceptance of Jesus as a light-skinned, blue-eyed saint...an image literally painted by the interpretation of one man, Leonardo Da Vinci. But according to indie filmmaker Jean Claude LaMarre, the answer is not so black and white.

"Color of the Cross is not about dividing people, it is about broadening their perspective," said writer-director LaMarre, who also stars as Jesus in the film. "I believe that Jesus was black. Through other people's eyes he may be white, Latino or even Asian. We want to convey

Jesus' life is not only the first film to feature Jesus as black but also the first to inject race as a possible factor in his crucifixion.

In addition to LaMarre, who was also responsible for such revolutionary films as the urban westerns *Gang of Roses* and

## A Parkway Meal



The Parkway Elementary Parenting Program will help the community. Pictured above is a photo of the Parkway Elementary School Title I Counselor Bill Caldwell who is serving a dinner to a parent at the Parkway parent program. The special effort was organized by Eddie Fitzgerald, principal, to recruit "Parents as Partners." In addition to the dinner, fellowship and door prizes, parents were asked to make a commitment to ensure the academic success of their child.

*Brothers In Arms*, *Color of the Cross* also stars award-winning talent Debbi Morgan (*Coach Carter*, *All My Children*) and television personality Ananda Lewis (MTV's *Total Request Live*).

Nu-Lite Entertainment chose to team with Rocky Mountain Pictures and its principals Ron Rodgers and Randy Slaughter for the theatrical release of the film following the company's proven track record with such films as *End of the Spear*. Rocky Mountain Pictures, formerly RS Entertainment, has been successfully releasing films since 1988.

Fox Home Entertainment, which handled the domestic home video distribution of

*Passion of the Christ*, will release *Color of the Cross* on DVD following its theatrical release. Fox is also supporting the theatrical release with a seven figure P&A commitment.

*Color of the Cross* will also serve as the premiere title on BlackChristianMovies.com, a recently launched website that provides quality films about community issues with redem-

ing and strong moral endings.

Dr. Reverend Cecil "Chip" Murray, Jessie Levoisire and Kenneth Halsband served as producers of the Nu-Lite Entertainment production. Executive Producers are Lila Aviv, Paul Noe, Eddy Lahens, Mark Porterfield and Michelle Gonda.

For more information, see [www.colorofthecross.com](http://www.colorofthecross.com).

If you have an announcement you want to appear in this paper, there are three ways to get information to us:

Southwest Digest  
Community Meetings  
1302 Avenue Q  
Lubbock, TX 79401  
Fax: (806) 741-0000

email us at:  
swdigest@sbglobal.net

What's Inside...

Fashion Fun.....	Page 2
Chaitman Hills.....	Page 2
Church News.....	Page 3
Obituaries.....	Page 2
Editorial.....	Page 6
Classified.....	Page 7

If you find mistakes in this publication, please remember that the staff of this paper are only human. We publish things for all sorts of events, but unfortunately, some people are always looking for something to criticize.





# Chatman Hills Corner

By Doris Reynolds

The members of the Bethel African Methodist Episcopal Church, 2202 Southeast Drive, will sponsor "Men and Women's Day" Sunday afternoon, October 15, 2006, beginning at 3:00 p. m. Rev. Eddie L. Everline, Jr. is host pastor. The public is invited to attend.

The monthly meeting of the Federation of Choirs will be held Sunday afternoon, September 24, 2006, beginning at 2:30 p. m. A special presentation is expected to be presented during this session, Sister Bennie Sims is president.

Let us continue to pray for and visit those who are on the sick and shut-in list. Among them include Brother Al Caviel, owner of Caviel's Pharmacy, who is a patient in room 770-East of Covenant Medical Center. He is reported to be doing nicely at this report.

At this report, Brother Oree Matthews is home from the hospital, and is doing much better at this report. God is able!

Committee members of the Women in Red Banquet of New Hope Baptist Church meet last Monday evening, September 18, 2006, to continue planning for

this annual event. Sister Joan Y. Ervin is president of the Women Missionary Society who sponsors this event. Rev. B. R. Moton is pastor.

Church services were well attended last Sunday morning, September 17, 2006, at the New Hope Baptist Church where Rev. B. R. Moton is the proud pastor. New Hope is the "Church Where The People Really Care." If you are looking for a Church Home, then you are invited to come and visit New Hope Baptist Church.

Services got underway at 10:50 a. m. with Meditation & Prayer. The Praise Team was responsible for inspirational singing. After the scripture and prayer, the New Hope Choir sang out of their hearts and souls.

The morning sermon was delivered by Pastor Moton. His subject was "Your Blessing Is Tied To Your Obedience." His scripture text was II Kings 4:1-7 and II Kings 8:1-6. What a dynamic sermon.

After an invitation to discipleship, the morning announcements were read by Sister Elaine Lindsey, and all visitors were welcomed by Sister Brenda McKnight.

Tickets are on sale through

Select-A-Seat for the Gospel Fest 2006. Special guest will include The Williams Brothers and Luther Barnes & the Sunset Jubiles. The concert is set for Sunday afternoon, November 19, 2006, at the Lubbock Municipal Auditorium, beginning at 3:00 p. m. For more information concerning the concert, call either (806) 770-2000 or (800) 735-1288.

Let us not forget those families who have lost loved ones this past week. One of them, is the family of Debra "Sissy" Turner-Rutherford. Graveside rites were held at the City of Lubbock Cemetery under the direction of Ossie Curry Funeral Home Tuesday morning, September 19, 2006.

As this writer always reports, if you are unable to attend your church services on any Sunday morning, then you are invited to tune in to the New Hope Broadcast over Radio Station KJAK, 92.7 FM, From 11:30 a.m. until 12:30 p.m.

Until next week, take care of yourself, and drive with care through the various school zones. Have a good week, and may God bless each of you!

# FASHION FUN

with Shirley Roberson

## Artistic Hosiery

The great thing about the history of fashion, it keeps repeating itself. In regards to pantyhose we're definitely stepping back into time and aren't we stepping pretty! The artistic styles of pantyhose are returning, bringing with them yesterday's glamour, elegance and style for today's fashion-conscious women. This time around the art of hosiery is designed to enhance this season's current fashion especially unbeli-ved suits. Ladies you're going to find your eyes upon plenty of sheer and ultra sheer delights. Rhinestone pantyhose galore, stones in many colors and different shapes, arranged in unusual patterns.



In fact, it will not be difficult at all to select the exact decoration on your hosiery that you have on your suit. The art work varies from beads, stars, to breathe taking roses, or maybe a rose or better yet a single black line down the back of the pantyhose... REMEMBER THAT ONE? I LIKED IT THEN... AND I LIKE IT NOW!

Rediscover the true meaning of being totally dressed from your head to your toes.

FASHION TIP: Always wear a smile! FASHION - Just for the fun of it!

## In Remembrance

Debra "Sissy" Turner-Rutherford Graveside services were held for Debra "Sissy" Turner-Rutherford Tuesday morning, September 19, 2006, at the City of Lubbock Cemetery.

Arrangements were under the direction of Ossie Curry Funeral Home of Lubbock.



Turner-Rutherford

She died here Sunday, September 10, 2006.

She leaves to cherish her memories: her husband, Harold Rutherford; three

sons: Keenan, Cedric and Jacari Turner, all of Lubbock; three grandchildren; two brothers, Robert Turner of Lubbock and Stephen (Tamequa) Muhammad of Fort Worth; and a host of aunts, uncles, nephews, nieces, cousins, and friends.

Debra was preceded in death by her mother, Louisia Nunley, and father, Robert Turner, and a nephew, RahnKeel Turner.

## New research shows promise for Alzheimer's treatment

Promising new research shows a common link between cardiovascular disease and Alzheimer's disease. Studies have shown that blood vessels derived from the brain of people with Alzheimer's disease secrete inflammatory proteins and that these proteins are also implicated in angiogenesis or the ability to form new blood vessels.

The current study is published in the September issue of the Journal of Alzheimer's Disease.

Paula Grammas, Ph.D., executive director of the Texas Tech University Health Sciences Center Garrison Institute on Aging and senior author of the study, found that blood vessels from Alzheimer's-diseased brains, but not controls, expressed high levels of angiogenic factors.

These results, as well as her previously published work, have led to the idea that in response to a persistent stimulus, or injury, brain endothelial cells in the blood vessel wall become activated and perhaps "stuck" in the angiogenic mode.

"This gives us new and hopefully valuable information," Grammas said.

## Lubbock County's first West Nile death in 2006 has officials on alert

The City of Lubbock Health Department has confirmed a death associated with West Nile Neuroinvasive Disease (WNND) in a Lubbock adult. Year-to-date 2006 there have been five West Nile Virus (WNV) cases (two West Nile Fevers and three WNND) in Lubbock County. All cases are in adults aged 23 to 73 years.

WNV is transmitted through the bite of infected mosquitoes. Approximately 80% of persons who become infected with WNV do not develop severe disease. West Nile fever, the milder form of illness, lasts for 3 to 6 days with symptoms that may include fever, headache, fatigue, muscle aches, loss of appetite, nausea or vomiting, or rash. Approximately 1% (1 in 150) persons infected with WNV develop the more severe disease-West Nile Neuroinvasive Disease which includes WNV meningitis or encephalitis (inflammation of the brain) or paralysis. Symptoms of WNV infection develop from 2 to 14 days following exposure. There is no cure for WNV and treatment for severe illness frequently requires hospitalization and supportive care. Consult your physician with any illness complaints.

More WNV cases are anticipated in the coming months until the first freeze. Although few mosquitoes are infected with WNV, prevention from exposure is key in eliminating the risk of exposure to mosquitoes. Lubbock area residents are asked to take precautions to prevent being bitten. The Health Department Vector Control has increased spraying activities in the City and County. Citizens can further reduce exposure with the following activities:

- Personal Protection Activities:**
- Avoid being out when mosquitoes feed - usually at dawn and dusk.
  - Wear protective clothing. Long sleeves, pants and socks when outdoors.
  - Use appropriate repellent and according to instructions on the label.
  - Spray clothing with repellent as mosquitoes can bite through thin fabric.
  - Apply repellent to exposed skin. CDC guidelines recommend repellents containing up to 35% DEET for adults, up to 10% DEET for children. (NOTE: Repellents can irritate the eyes and mouth so avoid applying to children's hands.)

- Protecting the Home:**
- Install or repair window and door screens to keep mosquitoes from indoors.
  - Get rid of standing water around



Excess rain has contributed to an explosion in the mosquito population. Experts recommend keeping grass cut and dumping out standing water, among other things, to curb the problem.

the house. Mosquitoes need water to breed. Empty plant saucers, pet dishes, and any containers, such as old tires that have collected water. Change the water in kiddie pools, pet dishes and birdbaths daily.

- Keep yard mowed. Mosquitoes hide in tall brush and grasses.

WNV is a disease of birds. Humans and horses get exposed to the virus when they are bitten by mosquitoes that have fed on infected birds. The infected mosquitoes become the link (vector) that spreads the disease from birds to

man or horse through a mosquito bite. WNV cannot be spread from bird to man, horse to man or person-to-person. WNV is now an established disease throughout West Texas and the Health Department will not be testing dead birds. Residents are asked to report dead birds to the Mosquito Hot Line at 775-3110. Dead birds should be handled with gloved hands, bagged and disposed of in the trash.

If you believe that you have a mosquito problem in your area, call the mosquito hotline at 775-3110 and provide the requested information.

**Pamper your car with the best touchless wash in town!**

Protect your paint with Tri-gloss conditioner & Weather Shield Protectant

## Wash on Broadway

1526 E. Broadway  
(Broadway & MLK Jr., BLVD)

### THEME: WEATHER

- ACROSS**
1. Wildebeests
  5. Cathode-ray tube
  8. Icy precipitation
  12. Popular TV island-adventure drama
  13. Native of Thailand
  14. Healthy reddish color
  15. 2006 animated movie "the Hedge"
  16. A tidal wave compared to a normal wave, adj.
  17. French novelist Zola
  18. It measure: atmospheric pressure
  20. Feeling of compassion
  21. 3 p.m. Roman Catholic Church service, pl.
  22. John Kennedy's brother
  23. Opposite of comic
  26. Rich in silica
  30. Read-only storage
  31. Overnight flight
  34. Scarlett O'Hara's plantation
  35. It's how good citizens act toward the law
  37. Fled
  38. Type of fishing net, pl.
  39. Denotes motion, pref.
  40. Lacking social polish
  42. Between E and NE
  43. Knowledge and skill
  45. Wiped out
  47. Bachelor's dwelling
  48. Quantity of paper, pl.
  50. Thailand's eastern neighbor
  52. Katrina, e.g.
  56. Plant hormone, promotes bud growth
  57. Aid and \_\_\_\_\_ a crime
  58. Distinctive elegance
  59. Often described by a meteorologist as warm or cool
  60. Plentiful
  61. Not happening
  62. Pitch a \_\_\_\_\_
  63. Trinitrotoluene
  64. Bluish green

- DOWN**
1. Lump
  2. A more luminous star than others
  3. Substance abuser

### STATEPOINT CROSSWORD

1	2	3	4	5	6	7	8	9	10	11		
12				13				14				
15				16				17				
18				19				20				
				21				22				
23	24	25				26			27	28	29	
30				31		32	33		34			
35				36				37		38		
39				40				41		42		
43				44				45		46		
				47				48	49			
	50	51				52				53	54	55
56						57				58		
59						60				61		
62						63				64		

PRESENTED BY

**VolunteerMatch.org**  
Where volunteering begins.

- © 2006, StatePoint Media, Inc.
4. An F3 tornado, adj.
  5. Inflatable rescue device
  6. Furies
  7. Level
  8. Florida's is typically much higher than Arizona's
  9. Horizontal passage from the surface to a mine
  10. Lazily
  11. Solution of sodium hydroxide
  13. From there
  14. Drive back
  19. Silk-patterned fabric
  22. Not a win nor a loss
  23. Race course
  24. Winnie the Pooh's friend Christopher
  25. The radical -NH2
  26. Make synchronous
  27. Birthday treats
  28. Singer Cara
  29. Checked out before robbery
  30. bery
  32. Popular attraction
  33. Water in French
  36. The moment when condensation begins
  38. One quadrillionth of a meter
  40. Deity
  41. "\_\_\_\_\_ and home"
  44. Has not
  46. Antonym of descent
  48. Boxer "Hurricane" Carter
  49. Upright in position
  50. Fishing decoy
  51. Nerve fiber that conducts away from neuron
  52. Male red deer
  53. Medicinal house plant
  54. Kamarupan languages
  55. Organic compound containing hydroxyl group bonded to carbon atom
  56. At the stern





# Church News



## We Thank God for Jesus America Has Gone To The Dogs!

Written by Evangelist Billy "B.J." Morrison, III - Your brother in Christ Jesus always.

**II Peter 2:22** - But is happen unto them according to the true Proverb. The dog is turned to his own vomit again, and the sow that is washed to her wallowing in the mire (mud).

When America started out, she worshipped and praised only the true God. Then she became increased with wisdom and many riches. She now thinks she's a God!!!

**Revelation 3:13-17** - Jesus said, he that has an ear, let him hear what the spirit said unto the churches, because you say I am rich, and increased with goods and have need of nothing, and know not that you are wretched, miserable, poor, blind and naked.

America can do heart, ear, kidney and lung transplants. She thinks she is wise, but that is what the Bible calls a fool. When they're wise in their own eyes!!!

**Proverbs 12:15** - This way of the fool is right in his own eyes, but he that listen unto counsel is wise.

America can't see she is now in trouble, and any blind man with eyes can see. She turned her heart, and mind away from God. Now look at her, she is in misery.

**Isaiah 1:7** - The Lord said, your country is desolated. Your cities are burned with fire. Strangers devour your land in your presence, and it is desolate as over-

thrown by strangers. Many of her miseries came when she, like Adam and Eve in the Garden of Eve, wanted it their way, and wanted to give rights to the people and to ask God. They didn't pray!!!

**John 10:3a-4b** - Jesus said, the sheep hear his voice, and he calls his own sheep by name, and leads them out. He goes before them, and the sheep follows him. For he knows his voice.

**\*\*\* Jesus said, I'm The Only Way, And The Only Voice!!! \*\*\***  
God wants people to have only one right, and that right is all mankind to be saved. That is why Jesus died for the sins of the world, and then rose from the grave!!!

**John 3:16** - Jesus said, for God so loved the world that He gave his only begotten son that whosoever believe in Him should not perish, but have everlasting life.

**\*\*\* Yes, The Church Leaders Did Rob God!! \*\*\***

When the Church leaders of America got away from the Holy Word of God. They wanted to do their own thing, and went with what was in the Dreamer's heart!!!

**Jeremiah 23:25, 26 & 28** - The Lord said, I have heard what the prophets said that prophesy lies in my name, saying, I have dreamed. How long shall this be in the heart of the prophets who has a

dream. Let him tell a dream, and he that hath my word. Let him speak my word faithfully. What is the chaff to the wheat???

(The Civil Rights that's wrong: Kill The Mother Kills and Steals Her Baby Rights, Shoot Up College Like Collibine School Rights, Kill The Family Rights, Road Rage Killing Rights, Drugs In Schools Rights, Black Rights, White Rights, Drive By Shooting Rights, Abortion Rights, Bomb The Abortion Clinics Rights, Kill The Abortion Doctor Rights, Condoms In Schools Rights, Bomb The Federal Building Rights, Black Suicide Rights, Drown Five Children Rights). Church Leaders of America did give out Mankind Rights, even though they're wrong. Only one woman removed prayer out of schools, and that was where it belonged!!!

**\*\*\* The Devil Used One Woman To Beat The Churches' Leaders!!! \*\*\***

**Isaiah 56:10-11** - The Lord said, his watchmen are blind. They are all ignorant. They are all dumb dogs. They cannot bark, sleeping, lying down, loving to slumber. Yes, they are greedy dogs which can never have enough. They are shepherds who cannot understand. They all look to their own way. Everyone for his gain from his quarter (\$10,000 Anniversaries).

## Outreach Prayer Breakfast

(Editor's Note: This is a re-run of this article ran last week as requested by the members of the Outreach Prayer Breakfast, because of some of their members).

The members of the Outreach Prayer Breakfast want our readers to know their favorite Bible scripture. It is II Chronicles 7:14. Obey God and turn from your wicked ways. You will find out that our Lord is not short on His promises to forgive us of our sins and heal our land. He is just waiting for us to put our trust in Him and know that He is the God who can change that which may seem to be impossible. So, therefore, turn from bringing wicked devices to past. Turn from evil! Stop cheating, stop lying, stop being jealous of your Brother and Sister.

Stop talking down your people, especially those of the Household of Faith! Did you know we perfectly made in the image of God! That's why we need to stop judging each

other. We're spending too much time judging when we will look around one day and will discover we're standing alone, judging empty buildings and vacant lots while others will be busy doing positive things which will make this world a much better place for all of us to reside.

Christ died for all, and the worst of us still has a chance, because Christ lives. Therefore, seek ye first the Kingdom of God and all these things you're fighting, lying for, and almost, dying for, He will give you. Think about this!

You can change your name, change your size, change your religion, or change your thinking. You can even blot things out of the Bible, but you can't change God, neither the mind of God. You see, He's the Creator of this universe. He's alpha and omega, the beginning and ending. First and last!

**And that is the truth! It's the**

plain old Truth!  
**Thought of the Week:** "If God is not who He says He is, and if God is not real as the atheist say there is no God. Snatch the sun and moon from the sky. Stop the wind and storms. Stop the next Katrina!" This is just something to think about!

For all of you who are not feeling well today, just stop and speak to your mountain, according to Mark 11:22-26.

To all of you have lost loved ones, God specializes in things seem impossible. He can do for you what no other can do. He knows how much you can bear. Trust Jesus!

Let us keep praying, Saints, and thanks for reading!

Sister Dorothy Hood, president; Sister Christene Burleson, vice president; Sister Elnora Jones, teacher; and Rosianna Henderson, secretary.

## Ask the Expert: How can I quit smoking?

(SPM Wire) Even though we all know it's bad for us, many people keep smoking because it seems so hard to quit.

According to Dr. Michael Cummings, Chair of Health Behavior at Roswell Park Cancer Institute, the keys to quitting are deciding you want to quit, setting a quit date and developing a plan that will increase your odds of success.

"Get help if necessary," says Cummings. "There are some great tools that you can use available online, over the phone, and in the drug store."

Approved medications that can help include nicotine patches, gums and lozenges, and two non-nicotine medications - Zyban and Chantix. You should talk with your doctor or pharmacist to see what medications might work best for you.

"Get some advice and counseling support. Most states and many health care plans have quitlines you can call and get free counseling support," stresses Cummings. There is also a

toll-free national quitline at 1-800-Quit-Now.

"If you don't succeed right away don't get discouraged; quitting smoking is a process since you're trying to overcome an addiction. Addictions

are not cured, they're managed, one day at a time," he says.

For more information about cancer prevention and education, visit the Roswell Park Web site at [www.roswellpark.org](http://www.roswellpark.org).

**Gospel Music & Records**

We are the largest distributor of gospel music in the Southwest. We have Baptist church supplies, Sunday School literature, teachers training, church bulletins, Vacation Bible School kits, hymn books, bibles, cassettes, CDs, videos, DVDs, sheet music and songbooks.

**If we don't have it, we will get it!**

**Christian Book Store**  
P.O. Box 2982 • Lawton, OK 73502

Call or send for your order blank.  
**580-248-1875**

*Tim Pearson, Owner*

**Ossie Curry Funeral Home**

**Affordable Funerals**

**\$3995<sup>00</sup>** Pre-burial Insurance Ages 1-85

Will compare prices. Call (806) 765-6711



From the Desk of Parson D.A. Smith

## The Evil One vs The Pope

For more than 50 years, I have been a preacher. I have served in a pastors' role from the age of 18. My heart goes out for Pope Benedict XVI. I can understand the anguish that fluid his being when words spoken were not meant to offend but to enlighten on a subject matter.

Let me clarify my position because my response is sometimes likening to the Apostle Peter rather than to the Apostle John.

As a young African Methodist preacher at an annual conference in Bay City, Texas, I was assigned the task of writing and distributing to the conference delegates and friends the report of the State of the Country. This report was to be acted on an up-or-down vote of the conference delegates.

The report contained information on a bill laud by the late President Nixon on how the lives of Black Americans could be improved if the bill was passed. When the report was read and the name of President Nixon evoked and commended for his step in the right direction, boos were echoed throughout the conference. I tried to defend my writing and apologized if I had offended anyone. However, I stated I was standing by my belief and faith in the bill.

The Bishop, who was fair-skinned, gave me a tongue

thrashing, laughed with scorn and said I must be a Republican. He spoke with contempt telling me to sit down. When I attempted to make remarks in my defense, his bodyguard (a preacher about 6'7" - 300 lbs - a Congou/Uncle Tom like who only wore his size 17 shoes when at church) said, "Didn't you hear the Bi-ship boy! Sit down! Sorry, I had a flash back!

This writer truly understand the Pope's words "I am deeply sorry for the reaction in some countries to a few passages of my address ... the true meaning of my address in its totality was an invitation to frank and sincere dialogue, with great mutual respect." His personal apology may not be able to overcome what he has done and what he will do for humanity.

However, the cause of Christ weighs heavy on a true man of God. Satan will seize any opportunity to slander and stop the progress of the Christian movement. If he inflicts pain on the heart of the Pope who is the spiritual leader of millions all over the world, what will Satan do to an ordinary preacher?

The following is another example of how this pastor has felt the wrath of Satan tactics. During my tenure as the pastor of the St. Joseph Church in San Antonio, a great number of the so-called

saints inflicted unwarranted hardships because I had a government sponsored Senior Citizen Program were more than 100 seniors were daily fed. The majority of these seniors were

were Mexicans/Hispanics. The former City Manager of Lubbock subordinate was Director of the project. Over a seven-year period, many hungry seniors were fed. Satan worked his program and I worked the program of God. Satan waited until 2000 to work his thing so that I would be label a racist and I was not in San Antonio.

It is said, "many religious conservatives, fearful of terror attacks in the name of Islam and rising Muslim immigration in Europe, the remarks of the Pope - despite his own denial that he meant to criticize - amounted to a rare public discussion of a sensitive question: whether, in fact, Islam is at the moment more prone to violence."

The truth of the matter is whether we believe in Judaism, Christianity or Islam, we are all human beings. We need to respect a person belief whether or not we accept it or not. If our religious feeling is not kept in perspective, we will destroy ourselves. As humans on Planet Earth, we should be able to have a sensible dialogue without threaten to kill or destroy in the name of what we believe.

## St. Matthew's Baptist Church News

Church services were well attended last Sunday morning, September 17, 2006, at the St. Matthew Baptist Church, 2020 East 14th Street, where Rev. Edward Canady is pastor.

Services got underway with Sunday School beginning at 10:15 a.m. with Superintendent Luella Harris in charge. Sister Harris taught the morning lesson. The subject of the lesson was "Being Mutually Responsible." The scripture text was Genesis 19:1-6; 24:3-8. Pastor Canady reviewed the lesson. What a wonderful lesson it was for all in attendance.

And Not Judge!" His scripture text was Luke 13:15-16. What a wonderful sermon!

The St. Matthew Baptist Church worship hour got underway at 11:15 a.m. with Deacon Edward Williams and Brother Gerald Jackson in charge of devotions.

The St. Matthew Baptist Church Senior Choir sang God's praises to the highest. It is so good to praise God through Songs of Praise.

Pastor Canady delivered another powerful sermon. His subject was "Man Should Repent

Let us continue to pray for those who are sick and shut-in. Don't forget those who have lost loved ones.

If you are looking for a Church home, then come and visit St. Matthew Baptist Church.

**Thought For The Week:** "There is no reward from God to those who seek it from men."

## Lubbock libraries near goal of one million checkouts

The Lubbock Public Library is almost to its goal of one million checkouts for the City of Lubbock's fiscal year, which ends on September 30th. Through Monday, September 18, there were a total of 980,302

library items checked out from the four library locations; Mahon, Godeke, Groves, and Patterson. One million items checked out would be a record for the library system. Last year on the same date, there had

been 936,355 items checked out, representing an increase of 5%.

Once the goal is achieved, open houses will be scheduled at each location to thank library patrons for their support.

**CARING FOR LUBBOCK**

At CHCL, we are open and want to help you. Come in today for primary and preventive services for anyone seeking medical attention, from children to geriatrics. Additionally, we provide dental and eye-care services to those in need.

CHCL accepts private insurance, self pay, Medicare and Medicaid. Assistance is available in the Medicaid application process.

**MEDICAL AND DENTAL LOCATIONS**

**CHCL-BROADWAY**  
Medical & Dental  
1918 Broadway (Lubbock, TX 79401) 806-788-2911

**NORTH CLINIC**  
302 North University (Lubbock, TX 79410) 806-788-8807

**CHATMAN CLINIC**  
3901 Dallas Ave. (Lubbock, TX 79416) 806-788-0828

**PARKWAY CLINIC**  
408 W.L. Gore (Lubbock, TX 79402) 806-787-0744

**PARKWAY DENTAL**  
1902 Parkway Drive (Lubbock, TX 79401) 806-787-2900

**THE COMMUNITY HEALTH CENTER OF LUBBOCK**



# Former Apprentices to speak at empowerment seminar



**Kwame Jackson, MBA, Chairman and Co-Founder of Legacy Holdings LLC, Finalist in NBC's Season 1 of "The Apprentice" with Donald Trump, will be one of the featured panelists during the 2006 Securing Your Legacy: African American Men's Weekend.**

American men can compete and succeed against America's best," said Theresa Royal, CMP, president of Royal Events, LLC (a minority woman owned and operated event management company and AAMEW organizer).

However, according to Royal, this weekend is about more than Pinkett and Jackson's success. "It's about [African American] men being among the very best. But, we're not focused just on individual self-improvement; we are discussing building a tradition of achievement that will benefit future generations."

A Men of Distinction (MOD) Dinner is being hosted to honor men that embody this Royal notion of legacy building. Among this year's nominees are Dr. Randal Pinkett (President and CEO of BCT Partners), Kwame Jackson (Chairman and Co-Founder of Legacy Holdings LLC), Earl Graves, Sr. (publisher "Black Enterprise" Magazine), Donnie Simpson (Radio Personality, Infinity Broadcasting), Alpha Phi Alpha Fraternity and Howard University.

By creating a forum for such



**Randal D. Pinkett, PhD, MBA, President and CEO of BCT Partners & the Winner of NBC's "The Apprentice" with Donald Trump will be one of the featured panelists during the 2006 Securing Your Legacy: African American Men's Weekend.**

an uncommon blend of professional, social and financial health for African American men, Royal Events, LLC hopes to achieve one overall mission, "bolstering African American men's ability to compete, succeed and create a lasting trail for others to follow."

Included in this year's Securing Your Legacy Weekend:

- **Leveraged to the Hill** - William Keating, MBA, aka Professor Bill, motivational speaker and author
  - **Moving From Ideal Days to an Ideal Life** - Terrell Whitener, MA, Productive Workforce Development, LLC
  - **The Organizational Game Revealed** - Harvey Coleman, MBA, Coleman Management Consultants
  - **Giving Back Golf Tournament** with partial proceeds benefiting youth achievement programming
- The 2006 Securing Your Legacy - African American Men's Empowerment weekend will be hosted October 19-22, 2006 at the Marriott Westfields in Chantilly, VA. For more information visit the website at [www.royalevents.com](http://www.royalevents.com) or call 301-262-3472.

Last Week's Crossword Puzzle Answers: Football

S	T	U	D	D	A	D	P	A	S	S				
W	O	R	E	L	E	V	O	D	O	G	M	A		
A	D	D	S	A	V	O	W	I	L	E	U	M		
T	O	U	C	H	D	O	W	N	V	A	S	T		
				R	E	I	N	S	T	A	R			
F	R	A	Y	E	D		P	A	N	O	C	H	A	
R	E	V		L	A	S	H	U	P		I	R	O	N
O	P	A	L	S		P	E	T		I	D	I	O	T
T	R	I	O		Q	A	N	T	A	S		B	C	S
H	O	L	M	I	U	M		S	L	U	S	H	Y	
				B	O	O		E	T	H	E	R		
S	E	A	T		F	I	E	L	D	G	O	A	L	
A	C	C	R	A		I	D	L	E		E	L	S	E
Y	A	R	D	S		R	E	L	Y		N	E	A	T
E	T	U	I			M	R	S			T	O	P	S

**Washington, DC** (BlackNews.com) - This October, Randal Pinkett and Kwame Jackson will join a group of national business experts that have answered the call to share their experiences, winning tactics and advice during the 2006 Securing Your Legacy - African American Men's Empowerment Weekend (AAMEW).

This event marks the first time that Randal Pinkett, winner of the 2005 season of NBC's "The Apprentice" and Kwame Jackson, the first runner up of the show's first season, will serve on a panel together. "Pinkett and Jackson have demonstrated that African

## Volunteer Center to present employment law workshop

The Volunteer Center of Lubbock is hosting a workshop entitled "Employment Law for Non-Profits" on September 28, 2006, from 1:00 p.m. to 3:00 p.m. at the Volunteer Center of Lubbock Conference Room, 1706 23rd Street.

The workshop explains important employment law issues faced by non-profit boards and managers, such as hiring and firing, personal policies, employee handbooks and employee maintenance records.

"Employment Law" will be led by D'Ann Johnson, from the Texas C-BAR Foundation. Her experience includes state and local government legal counsel. She currently coordinates C-BAR's work with community-based non-profits in rural communities and has 14 years of legal experience with non-profit management.

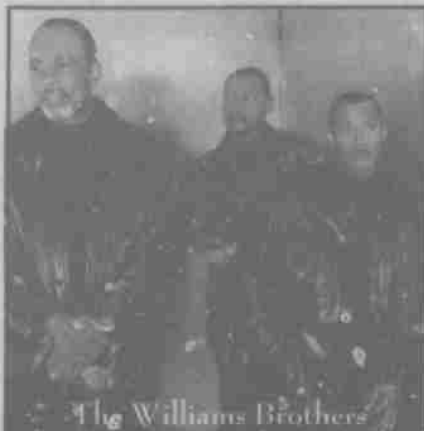
The registration deadline is September 21.

Call the Volunteer Center of Lubbock at 806-747-0551 for more information or visit our Web site, [www.volunteerlubbock.org](http://www.volunteerlubbock.org).

## GOSPEL FEST 2006

### FREE TICKETS

The organizers of Gospel Fest 2006 are giving away three free tickets to this year's celebration. Be one of the first three people to mail in the entry form and receive one ticket. Send it to the Southwest Digest by mail. Good luck!



**November 19, 2006 • 3:00 pm**  
Lubbock Municipal Auditorium

Tickets available at Select-A-Seat locations  
Call 806-770-2000 or toll free 800-735-1288

For more information, call Faye Brown or Joyce Wright  
806-744-6123, 762-3612 or 786-2971

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Family and employees of Gospel Fest organizers or Southwest Digest are not eligible to win free tickets. You will be informed if you are a winner.

Hurry and send your entry form to:  
Southwest Digest, 902 E. 28th Street, Lubbock, Texas 79404

## Martin Luther King, Jr. Color Portrait



Purchase a beautiful, color picture of the man who believed we could all be free. Perfect to hang in your church, home or school. Makes a great gift, too!

Get it for  
**only \$12.00**  
(price includes postage)

Send check or money order to:  
Southwest Digest  
902 E. 28th Street  
Lubbock, TX 79404

## Manhattan Heights Church of Christ

763-0582 • Tyrone N. DuBose, Minister  
1702 E. 26th St. (corner of E. 26th St. and Martin Luther King, Jr. Blvd.)

**Sunday:**  
Bible Class - 9:00am  
Worship - 10:15am  
Evening Worship - 5:00pm  
**Wednesday:**  
Bible Class & Devotional - 7:00pm

**God's Plan for Saving Man**  
All have sinned - Romans 3:23  
Jesus Christ died for our sins - 2 Cor. 5:21; Acts 2:36  
We must do God's will and obey him to enter heaven - Matt. 7:21; Heb. 5:9  
How do we obey him?  
Accept the gospel - Romans 10:17  
Believe Jesus Christ is the son of God - Mark 16:16  
Repent of your sins - Luke 13:3  
Confess - Romans 10:10  
Be baptized for the forgiveness of your sins - Acts 2:38  
Be faithful until death - Rev. 2:10

## BETHEL AFRICAN METHODIST EPISCOPAL CHURCH

2202 SOUTHEAST DRIVE • 806.744.7552  
FAX NO. 806.741.0208

Intercessory Prayer 8:30am  
Church School 9:30am  
Morning Worship 11:00am

Wednesday Bible Study  
12:00 Noon and 6:00pm



PASTOR EDDIE L. EVERLINE, JR.

"GOD OUR FATHER, CHRIST OUR REDEEMER, MAN OUR BROTHER"

*From the day he was born...  
to the first time  
he skinned a knee...  
and to all his tomorrows,  
UMC's Children's Hospital  
is here for you every step  
of the way.*



UMC introduced the region's first Pediatric and Neonatal ICU in 1978. As a Children's Miracle Network Hospital, we continue to set the standard by providing leading edge pediatric care. We know you want to be there every step of the way, and we want to be here for you. UMC is dedicated to providing the finest pediatric care today, tomorrow and for generations to come.

**THE ONLY LEVEL I PEDIATRIC TRAUMA CENTER IN THE REGION.**

**UMC Children's Hospital**  
UMC HEALTH SYSTEM  
*Service • Innovation • Leadership*

## The Law Offices Of Kevin Glasheen L.L.P.

\*Board Certified Personal Injury Law

Put our experienced team of legal professionals to work for you.



Kevin Glasheen, Attorney



New Vallas, Attorney



Robert Hogan, Attorney

- Automobile Accidents
- Oil Field Accidents
- Defective Products
- Work Injuries
- Medical Negligence
- Wrongful Death



Chad Anderson, Attorney



Joseph Medina, Attorney



Mary Ellen Pinn, Legal Assistant



John Brown, Legal Assistant



Call us immediately for a Free Initial Consultation  
**(806) 741-0284**  
Se Habla Español



1302 Texas Avenue • Lubbock, Texas • (806) 741-0284 • [info@glasheenlaw.com](mailto:info@glasheenlaw.com)



# Albertsons® Sav-on. PHARMACY

New ideas at work.

## WEEKEND SALE

FRI., SEPT. 22nd THRU  
SUN., SEPT. 24th, 2006



Albertsons Fresh Boneless, Skinless Chicken Breasts or Breast Tenders Family Pack  
**1.79** lb.  
CARD PRICE Save up to 1.30 lb. with card



Large Peaches Fresh  
**99¢** lb.  
CARD PRICE Save up to 1.00 lb. with card



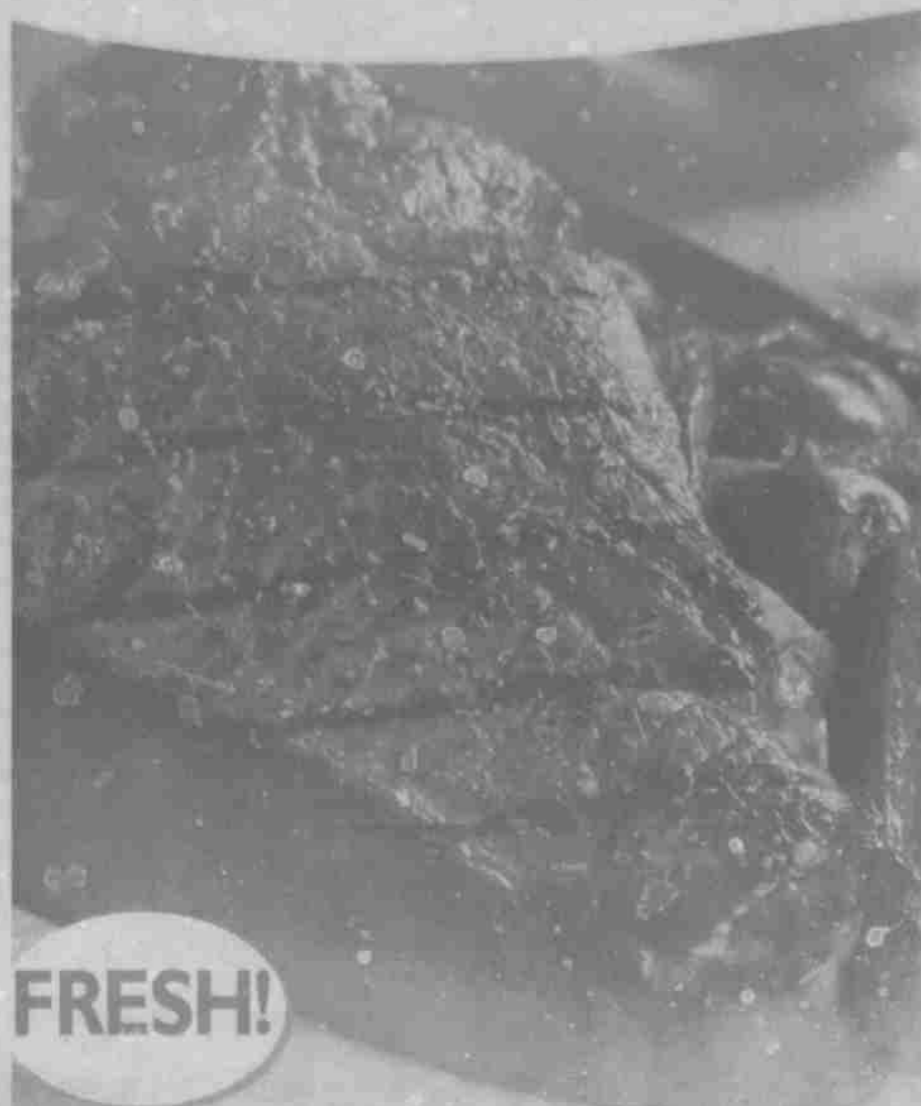
Albertsons White Sandwich or Round Top Bread 24 oz. Limit 2  
**2 for \$1**  
CARD PRICE Save up to 1.38 on 2 with card



Hillshire Farm Smoked Sausage Links or Rope 14-16 oz. Select Varieties  
**2 for \$4**  
CARD PRICE Save up to 1.58 on 2 with card

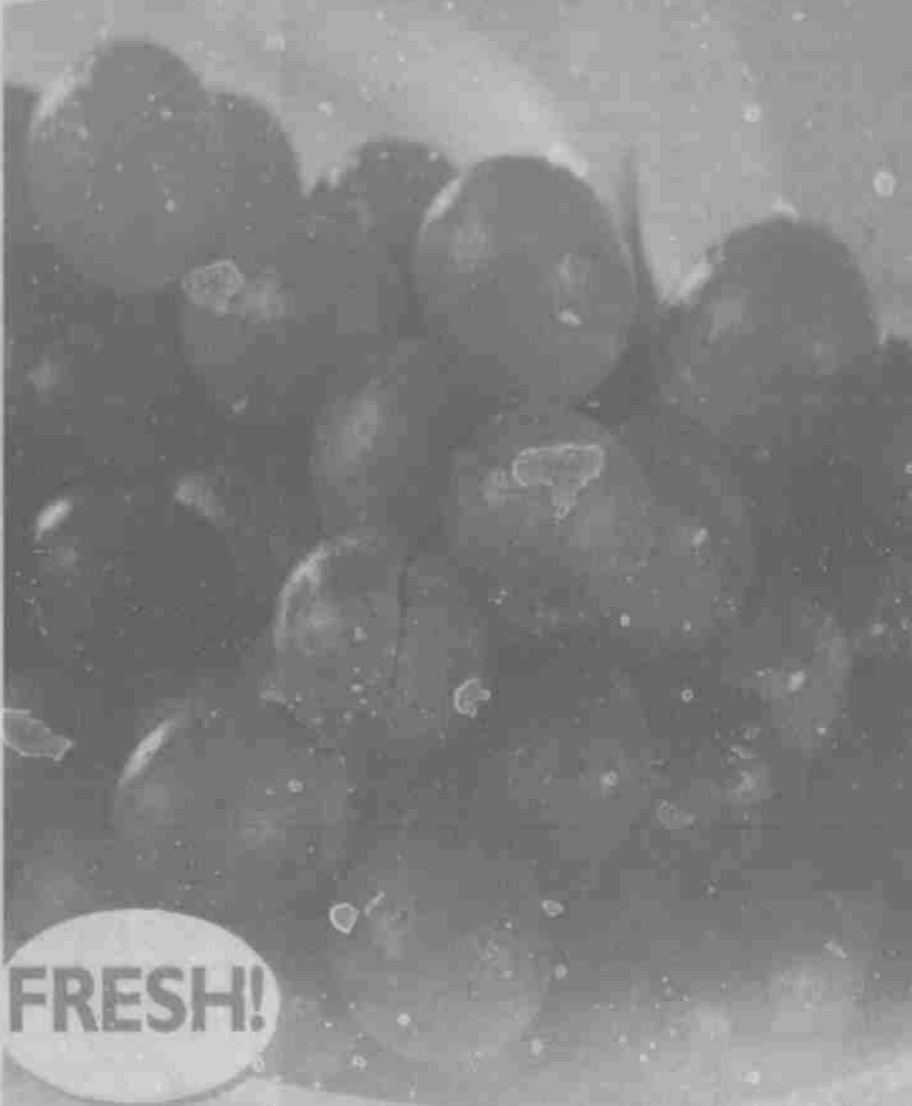


Pepsi, Diet Pepsi or Mt. Dew 2 liter Bottles Select Varieties  
**99¢** ea.  
CARD PRICE Save up to .25 with card



**FRESH!**  
Beef Loin T-Bone Steaks Family Pack

**4.99** lb.  
CARD PRICE Save up to 3.00 lb. with card



**FRESH!**  
Red Seedless Grapes Sweet & Juicy

**99¢** lb.  
CARD PRICE Save up to 1.50 lb. with card

## take a fresh NEW LOOK!



John Morrell Boneless Pork Loin Chops Family Pack

**BONELESS!**

The Other White Meat  
Don't be basic!

**CARD PRICE** Save up to 1.00 lb. with card



Progresso Vegetable Classics Soup 18-19 oz. Select Varieties  
**99¢** ea.  
CARD PRICE Save up to .80 with card



Minute Maid Orange Juice 64 oz. Select Varieties  
**2 for \$4**  
CARD PRICE Save up to 1.78 on 2 with card



Pepsi, Diet Pepsi or Mt. Dew 24-pack 12 oz. Cans Select Varieties Limit 2  
**4.99** ea.  
CARD PRICE Save up to 1.00 with card

7 DAYS	WED	THURS	FRI	SAT	SUN	MON	TUES
20	21	22	23	24	25	26	

SEE BACK PAGE FOR NEW LOW PRICES ON FRESH PRODUCE!





# Editorials • Comments • Opinions



## THIS 'N' THAT

by T.J. Patterson

**A VERY GOOD PROGRAM!** THIS N THAT, along with wife Bobbie, were in attendance at a **SURPRISE BIRTHDAY DINNER** for **BISHOP JAMES JUDIE**, pastor of Jerusalem Temple Church of God in Christ in Slaton, last Sunday afternoon. The dinner was held at the Parkway Neighborhood Center. For more than **26 YEARS**, Bishop Judie has been traveling each weekend to pastor his members from Dallas. The members - more than thirty in attendance - wanted to let him know how much they appreciate him. Therefore the members chose to surprise him on his **74TH BIRTHDAY** Bishop Judie was very surprised and appreciative of this effort. It was a **VERY GOOD PROGRAM** for a most deserving Man of God!

**VERY GOOD PLACES TO CALL HOME!** THIS N THAT is very pleased with the recent developments of family living in East Lubbock **PARK MEADOWS VILLAS, 2502 WEBER DRIVE & STONE HOLLOW VILLAGE, 1510 EAST CORNELL STREET.** If you haven't had an opportunity, then go by and check them out. If you are looking for a place to reside, why not choose one of the two? **THIS N THAT** highly recommends both properties. These new developments are helping the efforts in East Lubbock! With these new apartments,

our local schools will be tremendously helped as it will allow more families to rear their children in this kind of an environment. Both apartments bring good family living to the community. For years, **EAST LUBBOCK RESIDENTS** have been looking for such positive developments. Now we have them! **THIS N THAT** encourages **EAST LUBBOCK** to support them!

**CLARENCE ERVIN WILL RECEIVE PURPLE HEART!** **THIS N THAT** received word that one of our own, **CLARENCE L. ERVIN**, will receive the **PURPLE HEART** for being wounded in action on **DECEMBER 10, 1950** in Korea more than 56 years ago. It took an investigation to get this award from the U.S. Army, but with patience and God on his side, it has become a reality. The presentation will occur during Federation of Choirs on Sunday afternoon, September 24, 2006 at Bethel African Methodist Episcopal Church at 2202 Southeast Drive. This presentation will be made to Ervin, who was **SGT. CLARENCE L. ERVIN** at the time of being wounded. A witness to the incident was **MATTHEW R. ROBERTS**, who was also a Sergeant who said in a written statement to the U.S. Department of the Army, "**CLARENCE ERVIN** was in a convoy which was ambushed and

attacked by Chinese Military Forces. After the event, **CLARENCE L. ERVIN** and one of the Marines came down the side of the mountain to see who was still alive. **CLARENCE L. ERVIN** had been wounded and was bleeding from the face and seemingly just above the belt line. It appeared that he had been hit by shrapnel from hand grenades. Out of the nine men that were with us, only **SGT. CLARENCE L. ERVIN**, a Marine, and **1 SGT. MATTHEW R. ROBERTS** were still alive." **THIS N THAT** is glad to see this become a reality after all of these years, and glad that he will receive the **PURPLE HEART.**

**PENNY HASTINGS THE BARBER SAYS, "A WORD** from your mouth **SPEAKS** volumes about your **HEART!"**

**DON'T FORGET TO VISIT OUR SCHOOLS!** **THIS N THAT** is still asking for as many as can, to visit our **LUBBOCK PUBLIC SCHOOLS.** Just think what this will do to the attitudes of our young people when they see us on their campuses. If it is possible, after visiting with the Principal's Office, try to have lunch with them. Hope you will do so, as anything we do will help our young people! Let **THIS N THAT** hear from you if you had an opportunity to visit one of our **LUBBOCK PUBLIC SCHOOLS!**



## Think About It! And The Beat Goes On!

by Eddie P. Richardson

There have been much controversy over the last year or so about statements Bill Cosby has made about the Black Family, and especially Black men taking their responsibility, especially for their children.

This writer totally supports his statements, and his point of view. In a speech made September 11, 2006, which appeared in the Jet Magazine, at the Heritage United Church of Christ in Baltimore, Maryland. Here are some of his remarks:

"If you have not claimed your children, then you're not a man," said famed entertainer and educator Bill Cosby. He told this to hundreds of young Black men who gathered.

In a speech that culminated a day of events sponsored by Coppin State University which focused on staying in school and being a good father. Cosby said, "This is a great evening, because we are calling on men to come and claim their children, and that is par of being a man."

The father of four daughters

and a deceased son, Cosby has been married for 42 years to his wife, Camille. He continued, "You cannot be a man at all if you have not claimed your child. There is no amount of swagger. I don't care how many balls you can put in the basket.... If you have not claimed your children, then you're not a man."

The church program was entitled "Fatherhood Works," and Cosby who has been vocal in his criticism of Black men who are absent fathers, didn't use nice words during the two hour standing room only appearance. He explained that neglectful fathers steal hope from children which cause them to be bitter.

"They see people on television with daddies. They see people at the mall with daddies," Cosby said. "This evening, we offer amnesty. If you don't know the answer, it's very simple. Ask somebody."

"You say that you want to have a child because you want something that loves you," Cosby said. "This thing is crying all of

that time. I want milk all the time.... Then you have young ladies who decide that you want a baby, because your girlfriends have one, and it looks so cute. Get a dog and see how long you take care of it."

Earlier in the day, Cosby spoke jovially at three "I Can Achieve" programs at Baltimore Elementary Schools to encourage students to study hard, and parents to help teachers. However, at the church, Cosby's tone was more direct. Stressing that the future of Black children is brighter if parents are productive. He noted that parents should communicate and make time for their children. "Once you have children, it's not about you anymore. It's about the child."

This writer totally agrees with Cosby. We must, however, do our part to take us back to the family.

Closing Thought: "Do the right thing today. Tomorrow may or could be to late. Never put off today what you can do tomorrow."

## In defense of "Survivor" segregation

by Earl Ofari Hutchinson

The howls were loud and long when the producers of CBS's Survivor show announced in August that they would racially segregate contestants on their opening segment September 14. The more charitable critics blasted it as cheap ploy to boost ratings. The harsher ones blasted it as an invitation to start a new race war. There was even some loose talk about boycotting the show and its sponsors, but that didn't, nor should it have gone anywhere.

That will virtually guarantee the ratings rocket burst that the show's producers want. In fact, they made no secret that they hope that the controversy will jump start its flagging ratings.

But the show's producers realize that touting racial segregation to get a point or two bump up in ratings is much too brash and crass. The fall back defense is that the experiment as they call it will promote diversity. And they're probably right.

Survivor has been hammered for the scarcity of black and brown faces. If it takes segregation to get more of them on there, than so be it. But that won't last. In past episodes the show has paired contestants by age and gender and they eventually merged with each other. The same will happen with the racially paired contestants. But even if the contestants had remained gender and age pigeonholed, the contestants eventually rub shoulders with each other during the competition.

Sadly, millions of Americans won't do the same. The Sunday church hour is still as the old saying goes one of the most segregated hours in America. In school cafeterias, office lunchrooms, and at countless social events, blacks, Latinos, Asians, and whites more often than not huddle tightly together in their separate racial enclaves. There is no prohibition against them mixing and mingling, but it's simply chalked up to personal and social preference.

The recent incident in which a white Coushatta, Louisiana school bus driver ordered a handful of black students to the back of her bus drew rage and protest from black parents. The driver was properly reprimanded. But if she hadn't done a dumb, mindless act, the black and white children probably would have arranged their seating along racial lines anyway.

The reality of self-segregation was revealing and embarrassing at a recent gathering of top Latino, black, white and Asian activists in Los Angeles. The issue was of all things how to reduce ethnic tensions following racially charged incidences of violence in the schools and jails.

Midway through the meeting one of the participants stood up and demanded that the group look around the room and note how the participants were sitting. We did, and sure enough, the blacks were sitting with the blacks, the Latinos with the Latinos, the Asians with the Asians, and the whites next to each other. He didn't have to say what we all thought. If those that regard themselves as the most enlightened, and proactive on racial issues, self-segregate, than it takes little imagination to figure that bridging the racial divide is a tough one. And it's getting tougher.

Most big city schools are more segregated than a decade ago, and they are also poorer and miserably failing. Residential segregation is still the norm in most of these cities, and even when blacks and Latinos integrate neighborhoods, they often don't stay that way very long. White flight insures that they are soon re-segregated.

Despite the well-publicized shove to the top of black executives at American Express, Merrill Lynch, and AOL Time Warner, black CEOs are still a rarity at most of the Fortune 1000 corporations. The overwhelming majority of senior managers at these companies are white males. Many blacks discover that depart-

ments or divisions within the same company are top heavy with black employees and managers while others are virtually lily-white.

Years later many still find themselves stuck in the same dead-end positions, or stacked into the corporate ghetto jobs or positions such as director, VP, or manager of community relations, or equal employment opportunity or human resources, or assigned to oversee special markets (i.e. black or minority) in America's jails and prisons, a black, Latino, or white inmate takes his life in his hands if he strays too far from his own group on the yard or the tiers.

That's only the big-ticket stuff of segregation. There are the less visible, and less easily provable, annoying race distinctions. The cabs that whiz by black or Latino passengers, the police officer that routinely stops and frisks young blacks and Latinos solely because they are young, black and Latino, and the galling indignity of being followed by security guards and ignored by clerks and sales personnel in department stores. They are thorn in the side reminders that race in far too many cases still matters.

A fantasy reality show did not make the real life reality of America's lingering, and insidious segregation. But if Survivor makes millions of Americans think, and think hard, about that reality, than the show should be applauded not jeered.

*BlackNews.com* columnist *Earl Ofari Hutchinson* is the author of the forthcoming, *The Emerging Black GOP Majority (Middle Passage Press, September 2006)*, a hard-hitting look at Bush and The GOP's court of black voters. For order information, see [www.blackbook.com](http://www.blackbook.com).

## In Cinque

by Renetta Howard

It is now into mid-term election time and politics are dominating all of the actions on the



Howard

American scenes. One thing that has become very noticeable is the drop in the price of gasoline. A seventy-five cent decrease is welcomed by everyone, but a more realistic drop which would coincide with the increase in the over-all inflation rate would be better. This act will certainly prove favorable when trying to decide which candidate to vote for. Another act which would make decision making easier would be to withdraw American troops from Iraq.

The people of Iraq try on a daily basis to voice their desire for the Americans to leave Iraq and on a daily basis Americans are being killed by snipers and car bombs. These people do not want to be a carbon copy of the United States and with the religion which they embrace, this will never happen, even if the United States mil-

itary is there until doom's day. American soldiers are experiencing doom by being deployed to Iraq and the other countries in the Middle East. There have been religious wars in that area of the world for centuries and the presence of the United States' military only places a drain on the lives of Americans at home who have family members in Iraq and Afghanistan, as well as a drain on the budget of this country.

The dollars being spent on war and other military actions would be better spent upgrading the living conditions of citizens in this country. A year after Katrina and New Orleans is not really bouncing back and many previous residents are still homeless. The insurance companies are

fighting to keep from paying homeowners who had coverage and those without coverage or just fighting for some place to lay their heads. This was a storm, not an attack on a World Trade Center, but according to some sources, that was not handled very well. Families are still suffering from the loss of loved ones and the five year anniversary celebration on September 11 brought back many pains which may have been healing. Wounds have been re-opened. We are fighting broad and within the country. It is time for our leaders to get 'in cinque' and realize that our country now has all of the characteristics that caused the fall of the Roman Empire. History is repeating itself.

### Letter Policy

The editors and publishers of Southwest Digest welcome your letters and encourage you to write to us. Share with us your concerns, praise, gripes and celebrations. It's what we want - to keep our Black community in Lubbock informed and in touch with one another. Your letter doesn't have to address something that's been in our paper, just what's been on your mind. Had an interesting discussion lately? Share it with us!

When you write to us, please provide your name and city so that we may know where you are from and so that our readers may see how far our publication reaches.

You can bring your letter to our office or send it through the mail to: Southwest Digest, Letter to the Editor, 1302 Avenue Q, Lubbock, TX 79401

You can also email us at: [swdigest@abeglobal.net](mailto:swdigest@abeglobal.net) or fax your letter to (806) 741-0000.

(Think)

ACCORDING TO RANDOMKID, A NON-PROFIT THAT TRACKS DONATIONS FROM KIDS, U.S. SCHOOL CHILDREN DONATED MORE MONEY TO KATRINA VICTIMS THAN MOST U.S. CORPORATIONS, INCLUDING CHEVRON, AT&T, VERIZON, G.E. AND COCA COLA...

LEMONADE ELASSING \$\$\$ FOR KATRINA

DON'T YOU KIDS HAVE ANYTHING BETTER TO DO? LIKE DRUGS OR SOMETHING??

BY BOTH WAYS!!

www.randomkid.com

## Southwest Digest

National Advertising Representatives  
API - Amalgamated Publishers, Inc.  
341 West 38th Street, New York, NY 10018  
Tel: (212) 904-1880 Fax: (212) 904-1594  
Ethnic Print Media Group  
San Francisco, CA  
Tel: (866) 664-4432 Fax: (858) 272-7275  
EDITORS/PUBLISHERS: T.J. Patterson & Eddie P. Richardson

The Southwest Digest is an independent newspaper serving the Lubbock, West Texas, South Plains of Texas and Eastern New Mexico areas printing the news impartially supporting what it believes to be right without opposing what it believes to be wrong without regard to party politics.

Devoted to the industrial, educational, social, political, and economical advancement of African-American people.

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, and this, we think, is fair.

So, this is our resolution to you. "Feel free at any time 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.

The opinions expressed by guest columnists or editorials are not necessarily the opinions of the publishers/editors or those of the advertisers. Comments and pictures are welcome but the publishers are not responsible to return articles unless a self-addressed stamped envelope is submitted. All notices must be paid in advance. Story deadline is 5 p.m. on Friday. Advertising deadline is 12:00 pm on Monday, the week of publication.

**A Community-Building Newspaper**  
Subscriptions are \$20 a year or \$35 for 2 years.

API  
AMALGAMATED PUBLISHERS, INC.

ETHNIC  
PRINT MEDIA GROUP

"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that." - Martin Luther King, Jr.



# Southwest Digest Classified Ads

Want To Buy, Sell or Trade?  
Need a Job or Someone to Work?  
**CALL: (806) 762-4605**  
Southwest Digest Classified  
Results Guaranteed!

**Automotive Services**

Glynn Morgan & Mitch Morgan  
**Service Center**  
Your Uniroyal, Michelin & BFGoodrich Dealer.  
Break & Complete Auto Service.  
1414 Avenue L Lubbock, Texas (806) 762-8307

**JIMENEZ BODY SHOP**  
OPEN: MON. - FRI. 'til 6:00 p.m.  
SAT. 'til 3:00 p.m.  
2101 E. Broadway • Lubbock, Texas  
Insurance Claims Welcome **763-0220** 20 Years in Business  
POLO JIMENEZ & Hail Repair

**NOE'S AUTO SERVICE**  
1018 E. 34th Street, Lubbock, TX  
**(806) 749-3036**

**Dr. Daniel Kinsey** Spine Professional  
**Gene Messer** HYUNDAIA  
1025 W. Loop 280 • Lubbock, TX 79407  
www.gene-messer.com  
Customers who bring in this ad will receive a \$250 discount.

**Lawn Care**

**Lawn De-Weeders**  
Weed Problem? No Problem!  
It's never too late to control your weeds!  
Call: (806) 778-3125 OR (806) 778-4980  
Licensed by TDA

**Have Tractor, Will Travel**  
Will do gardening and landscaping for low and reliable prices.  
Matthew 25:14-21, "Blessed Hands"  
Call Billy B. J. Morrison, III  
806/762-2886 • Mobile 806/789-0895

**Services**

**Doris's House of sewing**  
dress making & alterations  
Doris Williams seamstress  
2002 Date Lubbock TX 79404 (806) 762-1092

**WILEY'S TELEPHONE SERVICE**  
INSTALLATION & REPAIR - RESIDENTIAL & COMMERCIAL  
L.D. Wiley Owner - Technician  
PAGER 806-769-9869  
CELL 806-649-5925  
LUBBOCK-TEXAS

**We Buy Aluminum Cans**  
Iron • Brass • Aluminum • Copper • Stainless • Tin  
**A-1 Recycling**  
Monday thru Friday 8:00am to 5:00 pm  
Saturdays!!! 8:00am to 12:00pm  
We appreciate your patronage.  
**747-2441**  
1909 Avenue G

**Insurance**

**Greg Kicks** Financial Services Professional  
New York Life Insurance Company  
Licensed Agent  
1212 13th Street, Suite 300  
Lubbock, Texas 79401  
Bus. 806 761 7700 ext 7734 Cel. 806 773 3252  
Fax 806 761 7751  
gncks@fl.newyorklife.com  
The Company You Keep®

**Sykes Insurance Agency**  
Final Expense Family Plans  
**James Sykes, General Agent**  
Affordable Life & Health Insurance  
Home / Office (806) 765-9010 Mobile (806) 789-2256

**Medical**

**Covenant Health System**  
For employment information, contact  
**Human Resources**  
4014 - 22nd Place, Suite 9  
Lubbock, Tx  
Job Line 725-8283  
Equal Opportunity Employer

**Local Authors**

**Remember When?**  
A New Book Compiled by Katie Parks  
Chronicles the History of African Americans in Lubbock, Texas  
Hurry! This is a limited edition.  
Order yours now!  
Call: 806 417 2429

**Caviel's Pharmacy**  
1719 Avenue A • 765-5311 or 765-7560  
\* PCS & Pro-Serv  
\* Senior Citizen's Discount  
\* Medicaid  
\* Generic Drugs  
\* Compensation  
\* Prescription Prices  
Open 9am-7pm • Monday-Saturday • Closed Sunday

**Restaurants**

**ANZLEY'S**  
Family Dining  
BUY 1 ENTREE GET THE 2ND ENTREE (OF EQUAL OR LESSER VALUE)  
**1/2 PRICE**  
LIMIT 1 COUPON PER PARTY PER VISIT  
Coupon Good Mon. - Fri. • 5:30pm-8:30pm  
1721 Parkway Drive • (806) 771-4474

**CATFISH CORNER**  
Mon.-Sat. • 11am-7pm  
4701 I-27 • 722-3474

**SONIC**  
America's Drive-In.  
1609 MLK Blvd.  
Call-in orders (806) 687-3428  
Join us Tuesday Nights for **1/2 PRICE**  
**#1 AND #2 BURGERS**

**Employment**

**STENOCALL**  
ESTABLISHED 1954  
An Employee Owned Company  
seeking  
**Customer Representatives**  
for Communication Center  
- BILINGUAL INCENTIVES -  
If you:  
Are courteous and professional  
Are detail oriented  
Can Type 25-30 wpm  
**THEN WE WANT TO SPEAK TO YOU**  
We offer a professional work environment, training, competitive pay rates and an incentive plan as well as a complete benefit package for full-time employees.  
Apply in person at 16th & Ave. J, Lubbock, TX • 806-766-2411  
For more information • www.stenocall.com

**North & East Lubbock**  
Community Development Corporation  
The North & East Lubbock Community Development Corporation seeks a qualified individual for the position of  
**EXECUTIVE DIRECTOR**  
For a complete job description and application details visit:  
[www.nelcdc.org/executivedirector](http://www.nelcdc.org/executivedirector)

**For Sale**

Beautiful red 1999 Mustang V-6. 62,000 mi. automatic, power windows, locks and seat. CD player, cruise, tilt. \$6,000. Call 535-4887.

**Heating/Air Conditioning**

**PLANKS-A-C&REFRIGERATION**  
Repair & Install Heating & Air Conditioning Units  
Phone: (806) 745-5456  
State License: TACL B00 1472  
Charles Planks

**Appliances**

**Dewberry Appliance Service**  
Reliable washers and dryers you can afford!  
Washers • Dryers • Refrigerators  
150 and UP Henry Dewberry, Owner  
323 Buddy Holly Ave.  
Phone: 741-1016  
Home: 797-2543  
Digital Pager: 766-5230  
45 Day Guarantee

**Food/Gas Store**

**Kings**  
FOOD-GAS  
EAST 19TH STREET & MLK BLVD  
Let us be your Lottery Headquarters.  
Lots of Tickets. Lots of Winners.  
LOTTO PICK 5

**Southwest Digest**  
Subscribe today to Southwest Digest and never miss a single publication! Great gift idea for students, military or relatives and friends who live out of town!  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
PLEASE NOTE OUR NEW RATES, EFFECTIVE MARCH 16, 2006.  
 6 Months..... \$18.00  Renewal  
 1 Year..... \$37.50  New Subscription  
 2 Years..... \$48.00  Change of address  
902 E. 28th Street, Lubbock, TX 79404  
This business is local minority owned in Lubbock, Texas.



# Looking for something? Try Craig's amazing web "list"

By Steven Levy - Newsweek

When people encounter Craig Newmark they can't believe they're meeting the Craig. It seems that the founder of craigslist.org - the wildly popular Internet site that's becoming the world's bulletin board-has reached the single-name status of Arnold, Cher and Madonna. The fame is surprising to the plump, bald, 52-year-old former computer programmer. "I'm just keeping it very simple," says Newmark.

Simple is almost a religion at craigslist. begun in 1995 as

an e-mailed dispatch of San Francisco job leads and apartment vacancies, the list now covers more than 75 cities, from Anchorage to Zurich. Six million people every month use the free service to search for jobs, junk, tickets, apartments, roommates, mates and temporary intimates-often requested with shocking specificity.

What will undoubtedly prove not simple for Newmark and his CEO Jim Buckmaster, is managing the list's meteoric growth while maintaining what Craig refers to as "nerd values." Essentially, that means being

smart and open about making the world a better place. It also seems to encompass an aversion to frills. Headquarters is a battered Victorian house in San Francisco's Sunset district. The craigslist Web site is even less ostentatious: its design is reminiscent of the scrap of paper you use for the office football pool. Nonetheless, the list is a sleeping economic giant that's already dishing nightmares to ticket scalpers, employment brokers and publications that live by classified ads. "Craigslist has had an impact on our revenues-because it's

free," says David Schneiderman, CEO of Village Voice Media.

Newmark, who spends the bulk of his time purging spammers and con artists from the list, insists that he won't change course. So far the only concession to mammon is a fee for help-wanted notices in certain cities, reaping almost \$10 million a year. Even eBay's purchase of a 25 percent stake in the company (from a minority shareholder) won't change the craigslist culture. And if moralists gripe about the sexual matchmaking, he'll snap right

back. "We're talking about values of the highest kind," says Newmark. "Helping out people."

Lubbock is now a part of the craigslist phenomenon. Find and list all kinds of things at <http://lubbock.craigslist.org>.

## Public input needed at the Northwest Passage public hearing

The City of Lubbock, in partnership with the Texas Department of Transportation - Lubbock District, invites all interested parties to attend a Public Hearing to view and comment on recommended improvements to several roadways located within the northwestern portion of the City of Lubbock.

These roadway projects, known collectively as "The Northwest Passage", propose improvements that would include portions of Loop 289, 4th Street (FM 2255), Erskine Street, Slide Road, and the Loop 289/Erskine Street/Quaker Avenue/Texas Tech Parkway Interchange. Specific proposed improvements to each of these roadways associated with the Northwest Passage project will be presented at the Public Hearing.

The Open House/Public Hearing will be held on Tuesday, October 3, 2006 at the Mackenzie Middle School Auditorium, located at 5402 West 12th Street, Lubbock, Texas. An Open House will be held from 4 p.m. to 6 p.m. followed by the Public Hearing at 6 p.m.

Displays showing the project area, the proposed roadway improvements, and other project information will be available to review at the Public Hearing. In addition, representatives from

the City of Lubbock, TxDOT and the Northwest Passage project team will be available to respond

to comments and answer questions during the Open House.

For additional information

concerning this project please contact Mr. Kerry Miller, P.E. at (806) 473-2200.

**GRIFFIN MORTUARY**  
FUNERAL HOME & CHAPEL  
*"When only memories remain, let them be beautiful ones."*

Pre-Need Counseling • Burial Insurance • Notary Public  
Monuments

**WILLIE GRIFFIN, JR.**  
Director / Mortician

1715 E. Broadway (806) 744-9000  
Lubbock, Texas 79403 Fax (806) 744-9003

I am here to serve our community with Pre-Need, At-Need and After Care. Due to the rising cost of funerals and cremations, I am here to assure you the best price and service offered in our community. Burial Insurance and Monuments are also available.

## Stone Hollow VILLAGE

## Park Meadows VILLAS

\* RENT SPECIALS \*

- Swimming Pool\*\*
- Walking Trail\*\*
- 9 Foot Ceilings\*\*
- Business Center
- Fitness Center
- Community Room with TV
- Children's Playground
- Full-time On-site Management
- 24-Hour Emergency Maintenance
- Commercial Laundry Room
- Spacious 1, 2 & 3 Bedroom Plans



- Private Patios
- Storage Closets
- Full Sized Washer/Dryer Connections
- Ceramic Tile Foyers, Kitchens and Baths
- Frost-Free Refrigerators
- Built-In Microwaves
- Dishwashers
- Kitchen Pantry
- Insulated Windows with Miniblinds
- Abundant Closet Space





### 1510 E. Cornell St.

### 2502 Weber Dr.

\*Subject to approval of qualified applicants. First time lease holders only. \*\* This feature available only at Stone Hollow Village. No Pets Accepted.

## Lubbock's Best Dressed Black Men & Women

The Southwest Digest brings back Lubbock's Best Dressed Black Men & Women!

All Applicants for nomination, MUST be submitted from the applications that have been cut from the Southwest Digest. No copies, please! You may submit the entries in person or by mail at the Southwest Digest offices at 902 E. 28th Street, Lubbock, TX 79401.

Look around Lubbock and observe your neighbors and friends. Show them your SUPPORT and APPROVAL with your VOTE! Winners will be announced at a time and place to be determined. This is an opportunity to showcase Lubbock's Best Dressed Men and Women!

The top ten men and top ten women who get the most nominations will end up on the list of Lubbock's Top Ten Best Dressed Black Men & Women.

*Women*

NAME OF RECOMMENDED CONTESTANT \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

REASON FOR NOMINATION \_\_\_\_\_

*Men*

NAME OF RECOMMENDED CONTESTANT \_\_\_\_\_

ADDRESS \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

REASON FOR NOMINATION \_\_\_\_\_