# WEST TEXAS TIMES TOUR PAGES FOUR PAGES PRICE PRI

VOLUME VI, NUMBER 27

Dedicated to Informing the Negro Citizens of West Texas

## 'Around the Hub City'

Most of you are familiar with the "War on Weeds" announced by the City Manager several weeks

"AROUND THE HUB CITY" wonder: if this program is designed for the entire city.

You see, the weeds in EAST LUBBOCK are in great size and and are becoming a hazard to our drivers, not to mention the pest which lodge on these lots.

I only hope something will be done SOON about this situation. \*\*\*\*\*

The father of Mrs. Willie D. Hall, Willie Jones of 1512 East 24th Street, was taken to Porter Clinic Monday afternoon at 2:30 p.m. after suffering a stroke. \*\*\*\*

R e v. A. L. Dunn, pastor of N e w Hope Baptist Church, was mariculously unhurt when his car was demolished in a two car smash up last week.

\*okokokokokokokok

Mrs. Joe Davenport and her n e i c e, Stena Alexander, are spending a ten day vacation at Meridian, Texas with relatives and friends.

\*dolokokokokokok Mrs. Betty Iles has returned from Jacksonville, Texas where she has been attending her father's

bedside.

Mrs. Juanita Wilson and one of her little students, Ingrid Williams, both of Houston, Texas, spent the week end here as special guest of her brother and family, Prof. and Mrs. E.C. Struggs.

They returned Monday evening via train.

skolokolokolokolok

M i s s Nora Jean Hearn and daughter of Arkansas are visiting her sister, Mrs. Mary Johns, and

Nephey Danny Pipkins also

came with her.

Clarissa Jay of Dallas, Texas is visiting her aunts, Mrs. Juanita Simmons and Mrs. Maunita Terrell, here.

\*\*\*\*

Mid-year total of newcomer families reported in Lubbock last week added to 1,601 families.

Number for the week was listed at 72 families.

At comparable date in 1966, 1,655 families had been reported, and pattern throughout the first six months of this year has closely followed that of the previous year, surging ahead in some weeks and dropping slightly behind at other

\*dokakolokokokok

Damon Hill, Jr, son of Mr. and Mrs. Damon Hill, was home from Austin, Texas where he is a student at the University of Texas.

He came by plane and returned Tuesday to resume in work this week.

alakalakalakalakaka

Mr. and Mrs. Willie Lusk, Jr. and daughter, Linda, spent Sunday at the caverns in Carlsbad, New

\*okokokokokokok

Mrs. Katie Rollison has returned from Dallas, Texas where she spent a few vacation days. \*okolokokokokokokok

Mrs. Norma "Baby" Austin has re-entered Methodist Hospital. Mr. Bud McCutcheon is on the shut-in list at home.

\*okokokokokokokok

Mr. and Mrs. Lawerence Roberson left this week for their new home in the state of Washington. It's hard to see good people as these leave us, but life is like

They were well-known school teachers at Ella Iles and Wheatley Elementary Schools.

#### Former Lubbockite Killed In Fort Worth

It was learned last week that | Bobby Joe Moore, a former resident of Lubbock, was shoot to

Moore, 20, died in a hospital of a shotgun wound of the head.

A 30-year-old man cold police that he and Moore, a recent Job Corps graduate, had sawed off a 12-guage shotgun, unaware that a shell was in the breech.

#### Final Rites Read For Member Of Local Family Here Last Week

Funeral services were conducted for Mr. Preston Hurd last Saturday, July 1, at 2:30 p.m. in t h e chapel of the Greater Saint Luke Baptist Church with the Rev. A. L. Davis officiating.

The South Plains Funeral Home w a s in charge of the arrangements and burial was held in the Peaceful Gardens Cemetery.

Mr. Hur! passed away early Tuesday morning in a hospital in Chyenne, Wyoming. The body arrived in Amarillo, Texas last Friday morning and was transferred by South Plains Funeral Home Director.

Survivors include his widow, Mrs. Eva Mae Hurd; three sisters, Mrs. Alberta Horton, Mrs. Mattie Denson, of Lubbock, and Mrs. Essie Young, of Carlsbad, New Mexico; four brothers, John T. Hurd, San Francisco, California,

The man admitted that when he snapped the gun together, the gun fired, striking Moore in the

Moore was born April 23, 1947 to the parentage of Mr. and Mrs. Johnny Chafer, in Paducah, Texas. In 1953 he moved to Lubbook, Texas. He moved to Fort Worth, Texas in 1957 with his parents.

Survivors include his mother and father, Mr. and Mrs. Johnny Chafer; six brothers, Billy Joe Moore, William Moore, Lonny Chafer, Ronny Chafer, Jimmy Chafer and Michael; eight sisters, Johnnie Ruth Chafer, Alma Chafer, Joyce Faye Chafer, Beverly Raye Moore, Shirler Ann Moore, Yvette and Yvonne Moore and Sarah Louise Moore and other relatives and friends.

#### McDaniel - Warren Vows Set Here July 19

Wedding vows for Miss Anna Mae McDaniel, 402 Walnut Avenue, and W.C. Warren of Dallas, Texas will be held Sunday afternoon, July 19, at 6 p.m. in the home of the bride.

A reception will follow the wedding at the Thunderbird Loun-

Curtis Hurd, Vallejo, California, Amos Hurd, Clarksville, Texas and Charlie Hurd of Lubbock; and other relatives and many friends.

#### Negro Newspaper Readers Said To Be Making More Money Than Others

By LEON L. LEWIS NEGRO PRESS INTERNATIONAL

A study of Negro newspaper readers has shown that they have higher incomes than other Negroes and that htye spend more time reading Negro newspapers than metropolitan papers.

The study was released by Amalgamated Publishers, Inc., national advertising representatives for Negro-oriented newspapers. The survey, measuring media audiences and product users and their interrelationships, was conducted for API by Data Division, Standard Rates and Data Service, Inc..

It is expected to assist advertisers to appreciate the value a Negro newspaper can have in promoting their products.

Highlights of the study revealed: -Twenty-eight percent of the entire Negro market are regular readers of Negro-oriented news-

-Thirty percent of the Negro population-age 18-49-read Negro newspapers.

-Sixty-one per cent of the readers are women.

-Thirty-two percent of all Negroes with incomes over \$5,000 and 40 percent earning more than

\$8,000, read Negro newspapers. -Households reading Negro newspapers have an \$8.5 billion income annually.

#### COUPLE VISITS HERE

Airman Second Class and Mrs. Fulton Berry spent the Fourth of July weekend holidays here with Mrs. Berry's parents, Prof. and Mrs. E.C. Struggs.

Mrs. Berry, nee Judy Struggs, is a junior at Howard University in Washington, D.C.

Airman Second Class Berry is in the United States Air Force and is stationed in Panama. He has served three years and has only four months to serve.

The happily married couple willreturn Tuesday to Washington where Mrs. Berry will continue her studies through the summer; Fulton will report to his duties July 11.

Friends and loved ones would like to say congratulations to Judy and Fulton -- and much success.

-Negro newspaper reader households have higher incomes than non-readership households.

Negro families spend up to 3 hours reading Negro newspapers, compared to 40 minutes for white daily newspapers. The life of the Negro newspaper usually extend from week to week -- since the papers are primarily weeklies.

API's study shows Negroes as heavy users in a variety of product categories.

For example: Negroes buy 94 per cent more laxatives than do whites; 44 per cent more lipstick; 40 per cent more liquor; 28 per cent more Scotch; 11 per cent more regular soft drinks; nine per cent more bacon; six per cent more cigarettes; and four per cent more deodorants.

The study further shows that in a number of products, readers of Negro newspapers are greater users than non-readers.

Example: Seventy-five percent more readers than non-readers travel by air; 46 percent more use hair coloring; 45 percent more will drink ale and beer; 34 per cent more use soap for fine fabrics; 33 per cent more use facial cream; 31 per cent more use allergy and cold tablets; 29 per cent more use distilled spirits; 24 per cent more use fabric softeners; 18 per cent more use lipstick; and 17 per cent more use plastic wrappings.

Fourteen per cent more readers of Negro newspapers than non-readers use chewing gum; 14 percent more use aluminum foil; 13 per cent more use margarine; 12 per cent more use cgiarettes; 11 per cent more use regular coffee; 11 per cent more use hair dressing for men; 10 per cent more use furniture polish or wax and 10 per cent more use facial tissues.

In the last few years, circulation of Negro-oriented print media-both newspapers and magazines has been steadily increasing. One of the reasons is the increased literacy rate among Negroes.

Concurrent with this is the Negro's awareness of himself and his seeking of positive identification with the media which reflects his needs and aspirations.

The new API survey gives an

indication of the Negro's growing

worth as a consumer.

#### Registration for Texas Tech's

July 16, Deadline Date For Music Camp

Summer Youth Music Camp is underway now and will remain open through the first week of instruction, July ', camp director Joel Leach said last week.

Leach said, in making the announcement, that he felt there w a s "possibly some imsunderstanding about an early shut-off date" for enrolling in the twoweek program for band, orchestra and choir students in the public

For the convenience of latecomers who are unable to enroll earlier, a registery table will be set up for 11 a.m. to 2 p.m. on opening day in the lobby of Tech's mustc building.

Eligible to attend are band students in grades seven through twelve, choir students in grades nine through 12 and orchestra students from elementary grades

#### **Post Office Notes Parcel Weight Hike**

The post office Saturday began accepting parcels weighing 25 pounds for mailing between first class post offices 150 miles or more apart, according to Postmaster Ernest J. Ohnemus. The previous weight limit had been 20 pounds.

The increase is the first of five scheduled to take effect annually until 1971, when a 40-pound, 84 inch maximum size will be authorized between all first class post offices.

Parcels weighing up to 40 pounds can be mailed between first class post offices less than 150 miles apart. Packages addressed to and from second, third and fourth class post offices, Alaska and Hawaii are not affected by the increase in size and weight provisions of the new law which went into effect January 15.

Parcel post mailing limits to and from these offices remain to 70 pounds and 100 inches.

carough high school. Instruction w i l l also be offered in music theory, appreciation, conducting, private study, small ensembles, drum majoring and twirling.

#### Lubbock Man Shot

Charles Patterson, 21, 814 Avenue C, underwent surgery at Methodist Hospital early Saturday morning for a gunshot wound in the abdomen.

Patterson, who was taken from his home to the hospital in a Henderson ambulance, was listed in serious condition.

According to the police, Patterson apparently had been shot with a small caliber weapon.

CARTER CHAPEL

C.M.E. CHURCH

Our church, located at 2411 El m Avenue, will present an "EVANGELICAL CRUSADE."

This special effort will begin July 10th and last through July

This revival is the first of its kind to be presented in the West Texas area with all the emphasis on saving souls.

The minister bringing the sermon each night will be the Rev. Sherman Mallard, minister of the St. James C.M.E. Church of Tyler, Texas. He is a wonderful gospel preacher.

There will also be a workshop which will be conducted each day on "Winning Souls For Christ."

The public is cordially invited to attend these services.

Rev. C. C. Campbell is the minister of our church.

Man is not born to solve the problems of the universe, but to find out where the problems begin, and then to take his stand within the limits of the intelligi-

Our brightest blazes of gladness are commonly kindled by unexpected sparks. - Samuel Johnson

### Graduates At Los Angeles, California

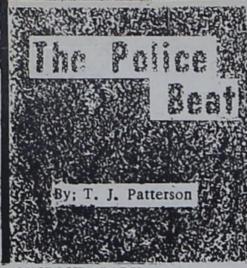


William H. Stewart, son of Mr. and Mrs. H.V. Stewart who are former residents of Lubbock, was a member of the graduating

class there in May, 1967. Mrs. Ruby Stewart, daughter of Mrs. Lelia Buchanan, joined her husband, H.V., March 16,

Before going to the West Coast, they resided in Carlisle.

William, who is the grandson of Mrs. Buchanan, has not decided which course to persue in college, but he has a vast opportunity from which to choose.



HOUSE BURGLARY

Mrs. Millissa Bullard reported to the police that someone had entered her home and looted her purse, which was on a table in the bedroom, of \$.65 and several credit cards.

S h e had no idea who could have taken the valuables from her

The purse was later found in her block on a vacnat lot in some dalalalalalalalalalak

MAN BLEEDING

Jessie H. Vitch was found by police bleeding about the head on the right side.

Vitch stated that he did not know how it exactly happened or where it happened. He went on to add that if someone hit him, he didn't know who. \*Achteleteleteletelete

THEFT OF TOOLS

A Lubbock man, Lynn Buck, was very much disturbed last week when he learned that someone had taken his prized tools from his 1966 pick-up.

Although he had no idea who could have done such a thing, he knew that his tools were valued at

\*\*\*\*\*\*\*\*\*\*\* THEFT OF MONEY

Betty Riggs, 500 East Broadway Avenue, told police that someone came into her apartment while she was away and took \$120 from her purse.

It was learned that the front door of the apartment was unlocked. The purse appeared to

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create a great advantage for the thief since it was lying on the kitchen table.

! \*skolokokokokokokok WOMAN SHOOTING GUN

Police received a call to go to an address in regard to a woman shooting a gun.

Once there the police learned that the woman was angry and was trying to shoot her husband.

She was apprehended by the police, but still tried to fight her

Evidently it was just a 'love quarrel' since the husband refused to file charges. \*deletekekelelelek

ATTENTION TO ALL PARENTS! This column, Police Beat, is quite concerned about the welfare of all young people.

As parents, we should be more concerned about what our little ones are doing and where they are at all times.

If we continue to be concerned about these young people, our community and city would be a much better place in which to

I have always believed, with all sincerity, that young people like to be told what to do, and on the other hand, like to be corrected when they are wrong.

This column would like to exchange ideas with anyone concerned about the welfare of young

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#### The MANHATTAN HEIGHTS and WEST TEXAS TIMES

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Lubbock, Texas

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HUBERT ALEXANDER 1501 Ave. C

THE MANHATTAN HEIGHTS and WEST TEXAS TIMES is an independent, privately owned newspaper published each Thursday in Lubbock County, Lubbock, Texas, by Publication Service Co. This newspaper is dedicated to informing the Negro citizens of Lubbock and West Texas.

#### Sgt. Edward A. Walters Family Moves



Staff Sgt. Edward A. Walters and his family said "Goodbye" to the mem bers of the Greater Saint Luke Baptist Church and their many friends last Sunday.

Walters was stationed at Reece Air Force Base.

They will go to Camden, New Jersey where his family will stay while he is in South Vietnam for twelve months.

The faily won a cheerished spot in the hearts of many Christians here where he (Edward) was a conscientious Christian Worker.

Two of the couple's four children were baptized Sunday evening by Rev. A.L. Davis.

He who thinks his place below him will certainly be below his -Lord Halifax place.

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#### **News From** Bishop College

Dallas, Texas-Bishop College in common with other colleges and universities, has changed the timing of the ending of the fall semester and the beginning of the spring term, according to Dr. Milton K. Curry, Jr., president of Bishop.

The new schedule will call for the term to end immediately prior to the Christmas holidays, and the new term to begin immediately after the holidays. Thus, the '67-'68 calendar for Bishop places final examinations for the term to start on December 16th through December 21st, with students permitted to leave for the holidays upon completion of their last examination. The new term will start on January 15, 1968.

Previously, as has been the case with practically all colleges, the fall term has been considered in progress through the Christmas vacation, with students having just one or two more weeks after their return in which to finish the

Continued On Page Three

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are on the sick list.

\*\*\*\*\*\*\*\*\*\*\*

Let us continue to pray for Bro.

A. D. Robertson, Sister Gloria

Ward and Sister Mary Brown who

in the home of Sis. Jean Dial to-

chabed Circles met in the homes

of Sisters Dora Henderson, Merle Terry and Frankie M. DeVaughn.

along with the youth, are working

open invitation to the young peo-

ple to come and visit with us on

Sunday afternoons at our B. T. U.

\*\*\*\*\*\*\*\*\*\*\*\*\*

hard to make this a great day.

The Dorcas, Martha and Jo-

The fourth Sunday is 'Youth Day' at our church. The adult,

We would like to extend an

night, Thursday, at 8 p.m.



Ten Pictures for \$1.00

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Lubbock, Texas

NEW HOPE BAPTIST CHURCH

The Fifty State Rally will end Sunday, July 9, at 3:00 p.m. Our Church Anniversary is un-

> SEE BIG ED "HOMES FOR SALE"

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12091/2 Broadway

" A wide selection of Newly Repaired Homes" der way this week and will end Sunday, July 9.

Ushers rehersal will be held Monday, July 17, at 8 p.m. in the church auditorium.

General Mission will be held Monday, July 31, at 8 p.m. All women of the church are expected to meet.

Fifth Sunday, July 30, is under the auspices of the W.M.S. We hope this will be a big day.

Federation of Choirs will be held Sunday, July 23, at 2:30 p. m. at Lyons Chapel Baptist Church.

We will serve as host to the West Texas Baptist District Association August 14-18.

Our church has been invited to serve with the St. James Baptist

Phone PO2-9112

BETHEL A.M.E. CHURCH

Services were largely attended at Bethel A.M.E. Church last Sunday morning, including the Sunday School classes.

Sunday was the beginning of our fourth and last Quarterly Conference for this conference year.

Presiding Elder T.B. Reece presented a very helpful sermon to the audience.

Among the visitors present were Mr. Buford Wiley, Mr. Elton

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LUMBER BUILDER'S SUPPLIES

Church this week in the 12th an-Conger, Miss Nora Jean Hearn and niversary of their pastor and wife, daughter, Clarissa Jay, Mrs. Juanita Wilson, Ingrid Williams a n d Airman Second Class and Mrs. Fulton Berry.

Mrs. T.B. Reece was also present at the morning services.

After the sermon, Communion was served.

The Eunice Circle will meet BISHOP COLLEGE NEWS... Continued From Page Two

> term. The new system obviously is far more convenient and logical for both students and faculty.

Fortunate is the person who has learned that the most certain way to "get" is to first "give" through some sort of useful service.

problems of timing.

Time that is wasted in "getting even" can never be used in gett-

Lubbock, Texas

Dr. Curry pointed out that the

calendar had been very carefully

worked out, so that high school

students garduating early in Jan-

uary would be able to start on their

freshman year at Bishop with no



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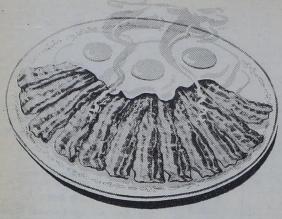
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