



Lubbock Digest

"AN INDEPENDENT PICTORIAL NEWSPAPER FOR ALL PEOPLE.....BUT.....PRIMARILY SERVING LUBBOCK'S BLACK POPULATION...OVER 12,000

Vol. I, No. 2

Lubbock, Texas

September 22, 1977

NBL CHARTER WILL BE PRESENTED TO LOCAL GROUP NEXT MONTH

BLACKS IN THE NEWS

ARTHUR BLANTON NAMED TO BOARD OF DIRECTORS



A Black in the News this week is Mr. Arthur Lee Blanton. He was appointed recently to the Board of Directors of the Open Heart Club of the Southwest. "I am more than happy to have an opportunity to work and serve this important organization in our community," says Mr. Blanton.

A resident of Lubbock since 1951, he had his open heart surgery in Albuquerque, New Mexico Sept. 16, 1975.

A barber for more than twenty-seven years, Mr. Blanton is very concerned about the opportunity to serve as a member of the board. At the last quarterly meeting, Sept. 11, he was allowed an opportunity to offer invocation to the board. There are twenty-eight other persons who are members of this board of directors. Mr. Frank W. Row of Lub-

bock is president. "This program is unbelievable," says Mr. Blanton. "I hope every Black who has had open heart surgery will get involved in this program," he continued.

In their board meetings, the group takes care of all business and plans for the entire operation of the organization. "Not only do we conduct business sessions, but there is opportunity for social activities for the members," he said. As a matter of fact plans at the last quarterly meeting included preparation for the annual Christmas affair which will be held on December 12.

Mr. Blanton is married to Mrs. Luevirda Mae Blanton, and they reside at 3408 East 16th St. The Blantons are members of the Greater Saint Luke Baptist Church.

PRESIDENT CARTER'S STATEMENT ON MINORITY BUSINESSES

(The following is a statement from President Carter concerning minority businesses in America. It was made last month).

"During the last decade the Federal government has played a crucial role in stimulating the development of minority businesses in this country. Working in partnership with private enterprise, the government has sought to promote participation in our economy

by entrepreneurs from socially and economically disadvantaged segments of society. There have been some failures in these minority business development efforts, but the important benefits to society to be gained from these efforts have never been questioned. Building strong minority business enterprises is the national interest because they contribute to our efforts to reduce unemployment and to stimulate community development.

"It is the policy of this Administration to promote the development of minority business enterprise.

"The experiences of the past decade show that the government cannot solve all the problems in this area, but government at all levels has an important leadership role. This Administration will actively support minority business development and we strongly encourage the private sector to increase its involvement in this area. The overwhelming majority of existing minority bu-



sinesses are in the retail and service fields. While I am confident that businesses in these areas will continue to prosper, it is my hope that we can promote the participation by minorities in industries with growth potential such as energy and telecommunications, where opportunities for development are greatest.

"In order to provide a focus for our efforts and to set achievable goals for this Administration, I have taken the following actions:

"First, I fully endorse the efforts underway to revamp and improve the SBA Section 8(a) program.

"Second, I have instructed all Executive departments to work with the Office of Minority Business Enterprise and the Small Business Administration to devise effective minority business assistance programs.

"Third, I have asked the Office of Procurement Policy to review and to revise procurement regulations to assure adequate involvement of

minority and small business firms by requiring that recipients of major federal contracts show how they will involve minority and small businesses before rather than after contract has been awarded.

"Fourth, I have requested that the Treasury Department, as an Interagency Council member, lead a task force to prepare a report on sources of capital and mechanisms for financial assistance for minority business.

"Finally, I have instructed all Executive departments to double their purchases of services from minority firms through direct and indirect procurement activities during the next two fiscal years and to report to me on their progress in meeting this goal.

"These steps provide a good beginning for our efforts in this area. We will show steady and sustained progress throughout my term of office in promoting the development of minority business

Since May, a group of east Lubbock businesspersons have been busy organizing a local National Business League (NBL) chapter. The new organization, Business Ventures Unlimited, NBL, is expected to receive its charter from a national board

member of NBL, Tony Davis of Dallas, next month.

At present time, fifteen businesspersons are charter members of this organization. "We want to do something for the eastern part of the city, and be able to offer something to the entire community," says T.J. Patterson, local president. He continued, "We know we have the fiber to make some things happen."

The National Business League is the nation's largest Black business association and was founded in 1900, twelve years before the U. S. Chamber of Commerce. With a national constituency of members crossing all business lines, National Business League, for more than seventy-six years, has been the organizational vehicle for Black businessmen and women.

NBL, as it is often referred, continues to serve its role of promoter and advocate for the urgent cause of Black business enterprise in American business. Patterson said: "The purpose of this organization is to eliminate the isolation of the Black or minority community from that of the business community at large; and stimulate civic pride and eliminate racial prejudice and discrimination; and to prevent the continued deterioration of Black or minority occupied areas by im-

proving the business skills and knowledge of present and future Black and minority businessmen and women through education by encouraging and aiding said persons in seeking and taking advantage of business opportunities wherever such opportunities are found."

Other officers elected to the local organization are Eugene Cleaver, vice-president; Ossie Curry, secretary; R. J. Givens, treasurer; and Larry Rollison, parliamentarian.

"We hope other businessmen and women will join this worthwhile organization, because our community needs this kind of a program," says Cleaver. "We know a lot will happen with this organization," he continued.

"We hope, as a local chapter, to seek to make economic democracy a reality for Blacks and minorities in Lubbock," says Patterson. "You know, many people, throughout the city, have given up on east Lubbock, but we (members) know there are so many opportunities here."

"This organization," according to Cleaver, is not just limited to businesspersons. "Residents of the community are asked to join. With fifty-five members, this organization will have an opportunity to seek funds to help them in the development of the organization and community projects.

Various fund raising projects will be developed to help also in raising monies for the local chapter.

Davis, Dallas businessman and newspaper publisher, said: "We are glad to know that Black brothers and sisters in Lubbock are willing to make the sacrifice to see that NBL becomes a reality."

Program notes on the works of Bach, with special emphasis on the performance of the Inventions, were offered by her teacher, William A. Murphy.

The pianist, a 1977 honor graduate of Dunbar High School, was chosen as valedictorian of her class. She is presently enrolled at Texas Tech University as a performance major, and will study piano with Mrs. C. Roy Wilson of the University.

She is also a member of the Tech Orchestra and the Lubbock Symphony.

Ms. Braxton is a niece of Roy Roberts, principal of Dunbar High School.

500 Jobs Listed For Fair Here

Yes, there are 500 jobs, ranging from psychology to production work being listed by 26 employers for the Job Matching Fair on tap Saturday from 9 a.m. to 3 p.m. at the Koko Palace.

The fair, designed to introduce job seekers to prospective employers in a concentrated interviewing effort, is the eighth to be held in the state under Gov. Dolph Briscoe's "Texas First" program.

Jobs listed include welders, electrical assemblers, secretaries, clerk typists, truck drivers, mechanics, cashiers, custodians, nurses, housekeepers, sales persons, security officers, warehousemen, clothing clerks, health aides, and machine operators.

There are even jobs available for senior citizens.

Job seekers who wish to attend are urged to pre-register by contacting the Texas Employment Commission to have their qualifications forwarded to the Lubbock office.

RUBY BRAXTON GIVES RECITAL



Ruby Jewel Braxton, daughter of Mr. and Mrs. James T. Braxton of 1823 Manhattan Drive, performed the Fifteen Two-Part Inventions by Johann Sebastian Bach in a piano recital last

Sunday afternoon at Garden of Arts Center before an appreciative audience.

Ms. Braxton was presented by the William A. Murphy Piano Studies.

DANCE AFTER DUNBAR/ESTACADO GAME AT CIVIC CENTER



HERE THEY ARE—The fabulous 15 Street Players who will be appearing at the Memorial Civic Center after the Dunbar-Estacado Football game Friday evening, September 30, from 10 p.m. to 2 a.m. This special effort is being promoted by "RAITHOB & ASSOCIATES, publishers of the "Lubbock Digest."

ERVIN WILL GIVE CONCERT HERE



The Board of Christian Education of New Hope Baptist Church will present Clarence L. Ervin in a recital on Sunday afternoon, October 2, at 3 p.m.

Mr. Ervin will be accompanied by Ms. Annie E. Taylor.

The public is invited to attend this affair.

ALCORN APPOINTS RESEARCH DIRECTOR

Lorman, Miss....Dr. Robert A. Johnson has been appointed director of Institutional Research at Alcorn State University.

Johnson is a 1965 graduate of Grambling State University and received his M.A.T. and Ed. D. from Indiana University.

Prior to assuming his position at Alcorn, Johnson taught in the Public School Systems in Louisiana and Florida. He has

worked in higher education as a teacher and most recently as research associate at the University of Tennessee, Knoxville.

While studying for his doctorate at Indiana University, Johnson developed a mathematics curriculum for teaching the "educationally disadvantaged." He is currently preparing an article on "Student expectations and how it affects student performance."

Johnson is married and has a son.

Many advertisers are rediscovering the advantages of print

EDITORIALS

AFTER ROOTS PARK: WHAT'S NEXT?

The efforts set forth by the young people promoting the proposed "ROOTS PARK" is a step in the right direction. Anytime a group of people in the community, for a good cause, gets together for the same goal--this is good. This is good for the total community.

Even the recent United Negro College Fund (UNCF) Mini-Telethon, a three-hour television special over KMCC-TV, CHANNEL 28, last month, proved it can be done. The community united for a worthwhile project. Over three hundred and fifty Lubbockites--Black, white and brown--were involved in this effort. The goal was to raise monies for the six predominately Black colleges in Texas. It was a success!!

This kind of an effort behind the proposed park could be beneficial in showing where Black people came from before moving to Lubbock. On the other hand, it could show the progress of Black people here. Even of more importance, it could show Black people where we need to go. Without any doubt, it will show us where our rightful place should be in this growing city.

The question to answer now is: "Where do we go from here?" Of course, a park is a nice project in its own way, but what happens next? We could also ask: "How much money does a park generate into the community?" We must concentrate on looking ahead past recreation and relaxation to the area of economic development. But, we, agree, everything must have a beginning. This has been the case with the proposed "ROOTS PARK."

The young people involved in this proposed project showed their confidence this week by purchasing an advertisement in this newspaper about this effort. They are sincere.

From the "ROOTS PARK" effort, let's work for an industrial park in the eastern part of our city. This will enable citizens of this community to get a piece of the action. After all, money is where the action really is! Money makes the world turn.

Hats off, to all the young people for taking the first step. Let's hope the ball and buck will not stop here. Let's get in there and keep the ball rolling and achieve something together. We need each other to get some of the economic pie. As we see it, it's all around us. We need to get into the game and grab our share and stop being stalled and played with by those in position.

Black brothers and sisters, we can't afford to take anymore of the games that have been played on us. It's a must for us to start becoming men and women. This can happen if we get our heads on right. It would help our community if we would start becoming producers as well as consumers. Why not think about becoming employers rather than becoming an employee.

Our time is NOW! Let's all work for and support the proposed "ROOTS PARK" project. We know it can be done. We see more confidence in the Black community today than ever. We can keep the ball rolling. How fast it rolls depends on what each of us will do for our community.

We can go a long ways together if we get in there and do all we can.

The question remains: "After 'ROOTS PARK', what's next?"

SUPPORT THE DUNBAR-ESTACADO FOOTBALL GAME!

Let us go out on Friday evening, September 30th, and support the annual game between the Dunbar Panthers and Estacado Matadors. These young people need all of our support when they participate for their school.

As we support these young people, let them know that we care about what they are doing and are pulling for both. As you talk with them, tell them that we are brothers and sisters. Talk to them about the love for one another.

Not only should we support this football game, but let's support all activities of our schools in east Lubbock. These young people need our support in any activity they are participating.

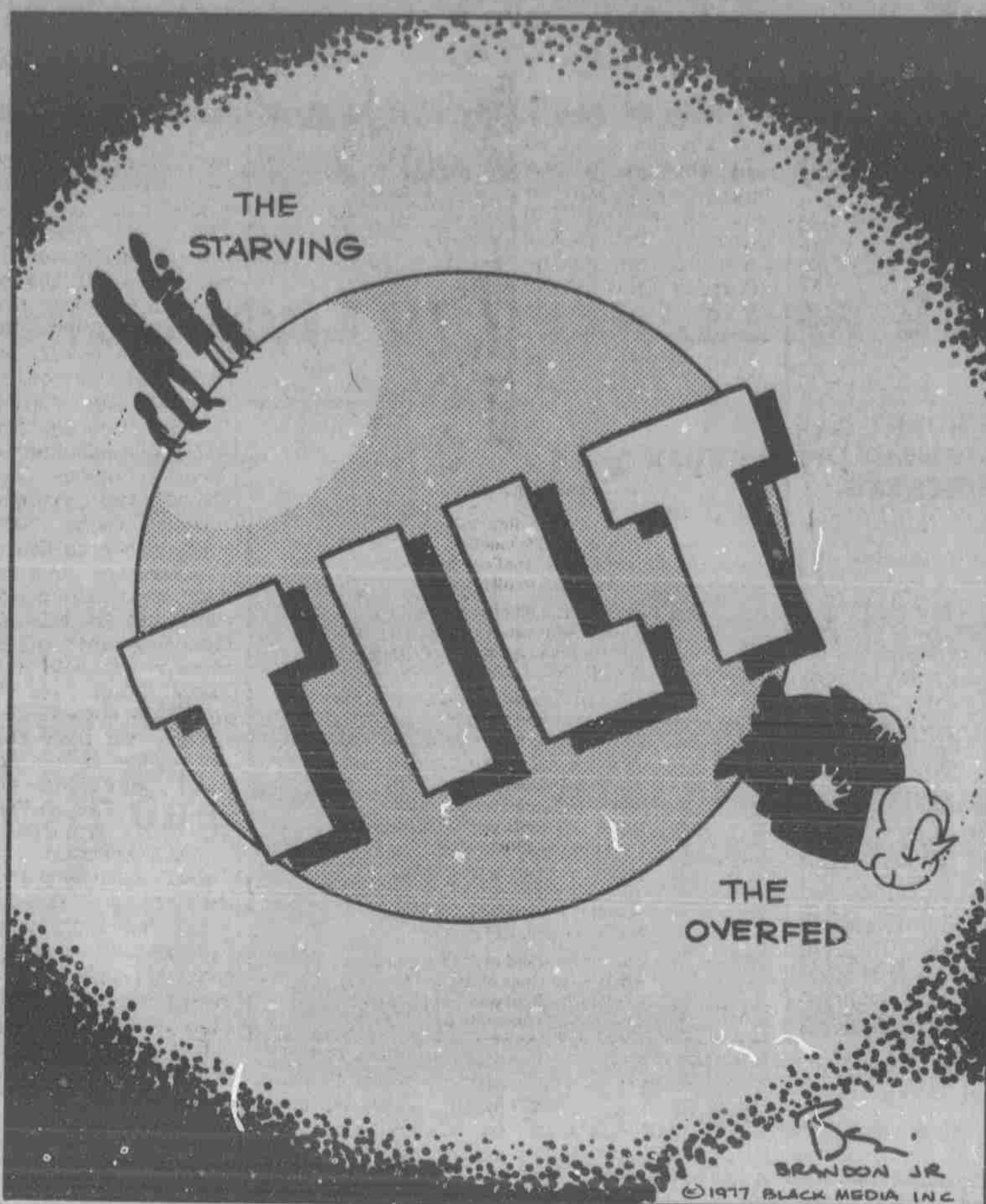
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THE BIG BLUE PINBALL MACHINE

WHY ARGUE? THE FACTS ARE HERE!

anyway, let's go out to the game at Lowery Field on Friday evening, September 30. Keep in mind, it's not important who wins, but how we get along with each other during and after the game.

Good luck, PANTHERS AND MATADORS!! The "LUBBOCK DIGEST"---your newspaper will be watching you.

WE NEED MORE BLACK BUSINESSES

With a lot of hard work, you can own your own business. It's time for more Black brothers and sisters to start looking into the economic development aspect. There are so many opportunities if we will only take advantage of them. There's someone knocking at our door, but we got to let them in.

Just as we have published this first issue of the "LUBBOCK DIGEST", so can you get your economic thing off the ground. We realize, however, that we can't do anything without the help of citizens of the community.

Why not start looking at the many business opportunities in Lubbock. A lot can happen if one is willing to work hard for it. Get on with it and start making somethings happen in the economic arena. Lubbock needs this kind of a thing to happen.

So says the VA... WE PALS by MORRIE TURNER



Letters To The Editor

Dear Friend & Co-Worker:

May I take this means to congratulate you and staff for the very interesting, informative and beautiful format of the Lubbock Digest, Vol. 1, No. 1. It is indeed a credit to the black journalism fraternity or should it have been "journalistic?" It is our sincere wish and prayer that Lubbock, in particular, and West Texas and the entire Plains region will accept The Digest with open arms and wide support that will bring honor and trust to our minority owned press.

Your years of service and dedication as a staff member of Lubbock's other black-oriented newspaper are etched deeply in the hearts of those who worked with you and we know all too well, that you deserve even more fruitful years in the time to come.

This year, I am completing forty-five years of work and service with black owned and operated newspapers. Need I remind you that my eye sight is growing a bit dimmer and my steps a bit more feeble and yet I believe our greatest opportunity is yet ahead. We are with you with all the little strength we can muster at this age and say: "Bon Voyage!"

Fraternally yours,
Bob Tewel, Jr.
The Christian Call News Service
Hobbs, New Mexico

Dear Mr. Patterson & Mr. Richardson:
I would like to congratulate you on your first edition that came out last week. I think that the both of you, along with your staff, will be doing a great service to our community to get this paper going.

I hope, with all my heart, that it will be a good success.
May God bless you all for the work you are doing.

Sincerely,
Rose Wilson
1827 E. 1st Place

Dear Ms. Wilson
Thanks for the support mentioned in your recent letter. With God's help and people like you, we will have something positive for the entire community.

The Editor & Staff

Benjamin L. Hooks

FCC
COMMISSIONER



TV Networks

In response to an article by the News From the Council, a quarterly publication of the Catholic Inter-racial Council of New York, Inc., the three national tv networks gave their side of the story.

The Council's article was titled: "Council Moves to Remove Network Color Ban." Each network:

work: ABC, CBS, and NBC firmly asserted its support of affirmative action, declared it is committed to the principle of equal employment opportunity and that on company-wide basis, it is pursuing a color-blind policy of hiring the best qualified, etc., etc., etc.

Each also admitted the scarcity of black

network anchor persons (only CBS has one: Ed Bradley who is also White House correspondent for that network), but CBS quickly added there are "a limited number of anchor positions," in any case since each network has but one (ABC has co-anchor spots Harry Reasoner and Barbara Walters) during the week and a weekend anchor position the kind Bradley is currently filling.

ABC said: "In addition to black on-air correspondents, current staff includes black producers, writers, editors and camera personnel, as well as members of other racial minorities."

CBS emphasizing "...there is no discrimination at CBS News," said "discrimination against blacks and other minorities would be anti-thetical to what CBS News.. (stands) for. The relatively long road to anchor work involves, as a condition precedent, extensive work for us and experience as a reporter.

NBC declared: "Positions in NBC are filled simply on the basis of ability to do the job and candidates are judged by that standard alone, not by whether they are white, or black, male or female. Until relatively few years ago, American society was so structured that very few blacks entered news organizations. Consequently, the available pool of seasoned minorities, men and women, in our business is still quite small. But it is growing, and we at NBC are doing all we can to speed the process under our affirmative action policy."

I am happy to hear the networks say they are making progress against insidious institutional racist exclusion policies. That it is institutional, does not make it any less painful, however.

Every since I have been with the Federal Communications Commission, I have jawboned about the discriminatory practices of radio and television in general and the networks in particular.

Let me make this very clear: the FCC does not have jurisdiction in regulatory matters over the networks, only the individual licenses which make up the networks.

Studies show that 70 percent of all the people in this country look to tv as their prime source of news. The three individual news directors of the networks, thus, become czars. For on their decisions rest what we will see as news in this country, what in fact is news in this country. So, as the Council points out, and as I have done also repeatedly over the years -- facts become national news simply by their selection for inclusion in the network's evening news broadcasts. Comments elicited by interviewers become news if they are elicited on the Today Show, the CBS Morning News, Good Morning America, Issues & Answers, Face the Nation, Meet the Press.

In none of these do blacks, despite the protest of good intentions on the part of networks, play a meaningful role. Before the horrendous civil disorders that swept our cities in the 1960's, there were almost as many blacks and minorities in network and local tv and radio news as Eskimos in the Sahara Desert.

But the searing riots forced stations to find "qualified" black reporters -- some of them working in non-professional jobs in their stations -- to cover areas where white reporters could not or would not go. Crisis, then, is the mother of invention.

I believe the networks -- radio and television -- can find qualified blacks now if they decide to cast their employment nets in a wider arc. I believe that many network officials are sincere in wanting to bring more blacks, minorities and women into the industry in news producing, announcing (anchor positions), and program policy-making roles, and end a shameful period of institutional racism.

It's a matter in some cases of putting their priorities in order. I intend to continue to argue and fight and urge that the matter of equal employment opportunities at all levels of the industry is a number-one priority item that has too long occupied a slow heat, back-burner position.

Vows Exchanged



NEWLY MARRIED COUPLE—Mr. Harold M. Chatman (left) is shown auove with his daughter, Sherrill, who was married to Joe Hearne this summer in Dallas, Texas at the Fair Park Municipal Auditorium. This was a double ring ceremony. Michael Chatman, brother of Mr. Chatman, was an usher in the affair. Attending the June 25th wedding was Mrs. Darlyne Chatman, wife of Harold. The Hearnes are residing in Dallas.

DID YOU KNOW THIS ABOUT: People, Places & Things

Prof. E.C. Struggs is recuperating in Methodist Hospital after surgery on his hip last week. He was injured while returning from a trip recently. He is in Room 259 and is reported to be doing nicely.

Mr. William "Bill" Goldstein, a longtime resident of Lubbock, is home from the hospital after being a patient for several days. He is reported doing nicely.

Heenan Johnson, Jr., son of Dr. and Mrs. Heenan Johnson, Sr. was home over the weekend. His family and sister, Dana, were glad to see him. He is a freshman at Southwestern University at Georgetown.

Mr. and Mrs. E.J. Donaldson visited his sister, Ms. Trubie Donaldson, in Wichita Falls last weekend. She had a heart attack last week. The Donaldsons returned home Sunday evening.

Mrs. Rita Woods of Corsicana, spent a few days in the "Hub City" visiting a relative, Mrs. Ellen McCreary. She had a lovely visit here.

Mr. Charles Wilson, son of Rev. and Mrs. A. W. Wilson, pastor of Bethel A. M. E. Church, spent a few days here last week. Wilson, a former resident of Lubbock, is residing in Los Angeles, California.

Another former resident of our city, Mrs. Addie Sterling of Rock Island, Ill., spent several days in this city last week. While visiting here, she had an opportunity to visit many of her relatives and old friends. She also attended Bethel A.M.E. Church last Sunday.

Daniel Austin has been admitted to Veterans Administration Hospital in Amarillo. He is expected to have surgery this week on his feet.

The Dunbar Booster Club meets each Monday evening in the cafeteria at the high school. Meetings begin at 7. All former Dunbar students and friends are invited to attend.

The Rev. Sister Vera Clay, a dynamic speaker, will be in our city conducting a revival at Bethel A. M. E. Church Tuesday evening, Sept. 27, at 8. All residents of the community are asked to attend.

Lubbock lost one of its pioneers last week. He was Mr. Milton C. Coleman, a resident of Lubbock since 1920. In 1928, he was appointed as the first Black deputy sheriff in Lubbock County. Even today, Lubbock County doesn't have a Black deputy sheriff. The records reveal that Mr. Coleman was first appointed a "colored sheriff", but it was changed immediately to read "deputy sheriff."

Other residents of our community on the sick list include: Mrs. Leaner Goldstein, Mrs. Doris Ragland, and Mrs. W.H. Stephens. Mr. Buster Gaffney has returned home from the hospital after spending several days because of his knee.

Also on the sick list are Mrs. Lola McConic, Mrs. Mary Lee, Mrs. Ellen Tillman and Mrs. Dolly Howard. Mrs. Melvina Tillman is recuperating at her home.

Mr. Ernest Hicks is resting in his daughter's home, Mrs. Onetta Wright.

It's hard to believe that a dead animal can lay in the streets of Lubbock for several days. This is hard to believe.

MCCORMICK POET READING CHAMPION AT BOYS CLUB

John McCormick, a seventh grader at E. C. Struggs Junior High School, loves to read poetry. He recently used his talent at a Boys Club contest. He is the son of Ms. Maxine McCormick and grandson of Ms. Catherine McCormick.



Here is the poem he read:

CHALLENGE

Dr. Heartsill Wilson

Blissed is the man, indeed,
Who in this life can find:
A PURPOSE that can fill his days,
And GOALS to fill his mind!
The World is filled with little men,
Content with where they are;
Not knowing joys success can bring,
No WILL to go that far!
Yet, in this world there is a need,
For men to lead the rest
To rise above the "Average" life,
By giving of their best!
Would you be one, who dares to try,
When challenged by the task;
To rise to heights you've never seen,
Or is that too much to ask?
This is your day—a world to win,
Great purpose to achieve;
Accept the challenge of your goals,
And in yourself, BELIEVE!
You will be proud of what you've done,
When at the close of day,
You look back on your battles, won,
Content, you came this way!

NEW HOPE BAPTIST CHURCH NEWS

Saturday, Sept. 17, the New Hope Baptist Church Brotherhood paid off the women of the church by serving them a wonderful dinner. It was bar-b-que beef and chicken with everything that goes with it. The women won in the contest rally against the men recently. A short program was given. Bro. Harry Stokley, Jr. was master of ceremonies. A song was sung by the congregation. Scripture was read by Glenn Frances and prayer was given by Robert Cork. Words were given by George Frances. A solo was sung by Clarence Ervin, "Just to Hold His Face." Speaker of the evening was Rev. W.A. Terry, pastor of the

children were very happy leaving one classroom going to another. Bro. Ulysses Kelly is General Supt. of the Children Division.

ceived the news that her sister-in-law had major surgery in New Mexico. She is Mrs. Willie B. Chandler.

Mrs. Bernice Kelly, Mrs. Callie Howard, and Rev. A.L. Dunn, pastor of New Hope Baptist Church, have returned home from Miami, Florida where they attended the National Baptist Convention. This was Rev. Dunn's first airline flight. He really enjoyed it.

Mrs. Juanita Wilson of Houston is here at the bedside of her brother, Prof. E.C. Struggs, who had the misfortune of a fractured hip from a fall. He is in Room 259, Methodist Hospital.

Anyone interested in getting news to the Lubbock Digest, let us hear from you. Let's help T.J. Patterson boast this paper. Call Ruby Jay Brown at 744-4127. Congratulations, Mr. T.J. Patterson and Mr. Eddie Richardson, they are in business for themselves.

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BLACK POETRY

Standing Wondering

*I wonder who is that?
I wonder what he (she) is wondering.
What's his goal in life?
Man he seems pretty fly!
He seems together.
He's probably fronting.
He's probably wondering about me.*

Gwendolyn McKnight
(Here Gwendolyn McKnight speaks the language of "the searching young", as they face their perennial question, "when will my life's partner come?")

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FINAL RITES READ FOR MILTON C. COLEMAN



MILTON COLEMAN

Final rites were read Monday afternoon at Bethel A.M.E. Church for Mr. Milton C. Coleman, 83, of 1510 East 14th St., who died last Friday evening at the Parkway Rest Home after a lengthy illness. Rev. A. W. Wilson, pastor, officiated the ser-

ices. Burial was held in the City of Lubbock Cemetery under the direction of South Plains Funeral Home. A resident of Lubbock for more than 50 years, Mr. Coleman was appointed the first Black deputy sheriff in Lubbock County in 1928. He was a faithful member of Bethel. Survivors include his wife, Mrs. Ethel Coleman of the home; two stepsons, Herman L. Jackson and Roy L. Gillum, both of Midland; other relatives and many friends.

Continued from Page 1
great success in Lubbock." He continued: "After visiting in Lubbock last spring, I'm convinced that it can happen!" Membership is \$10 a year. Persons interested in becoming a member, may call: 744-9714 or 792-9261.

Final Rites Read For Robert Scales



Final rites were read for Robert Lewis Scales, 59, of 2715 East 10th St., last Friday afternoon in Jamison & Son Funeral Chapel. Rev. O. T. Flournoy officiated the services. Burial was held in the City of Lubbock Cemetery under the direction of Jamison

& Son Funeral Home. A longtime resident of Lubbock, he was an employee of the J & K Supermarket for more than twenty years. Mr. Scales died in Methodist Hospital of natural causes. Survivors include his wife, Mrs. Doris Scales of the home; five daughters, Cynthia, Gladys, Linda, Lurline Smith and Beverly Ross, all of Lubbock; a son, Robert Christopher of Lubbock; three brothers, Norman and Earl, both of Clarksville, Texas and Riley of San Diego, Calif.; four sisters, Mrs. Bertha Hood and Mrs. Lucille Taylor, both of Lubbock, Mrs. Gladys Wooten of San Bernardino, Calif., and Mrs. Rezell Jones of Clarksville; and a granddaughter.

LARGE ATTENDANCE AT MASON & STARS MEETING

The Pride of Marshall's Eastern Stars and Masons held their first workshop last week at the Mount Gilead Baptist Church. It was reported that there was a large attendance. The Grand District Deputy, Mr. V. Young, said: "It was one of the best and praised the president, Mrs. Rose Wilson, and her members for the delicious dinner. Worthy Matron, Mrs. C.E. Fair, and her members said thanks to the Magnificent Seven Club for the good food and their interest in becoming members of the Order of the Eastern Stars.

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"If there is no struggle, there is no progress. Those who profess to favor freedom, and yet deprive it by agitation, are men who want crops without ploughing up the ground... Power concedes nothing without a demand. It never did and never will."
--Frederick Douglass

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BELATED HAPPY BIRTHDAY

Lubbock Digest

Editor & Staff

Attend Roots Searching Classes Every Thursday at Mahon Library Sponsored by the West Texas Genealogical Society

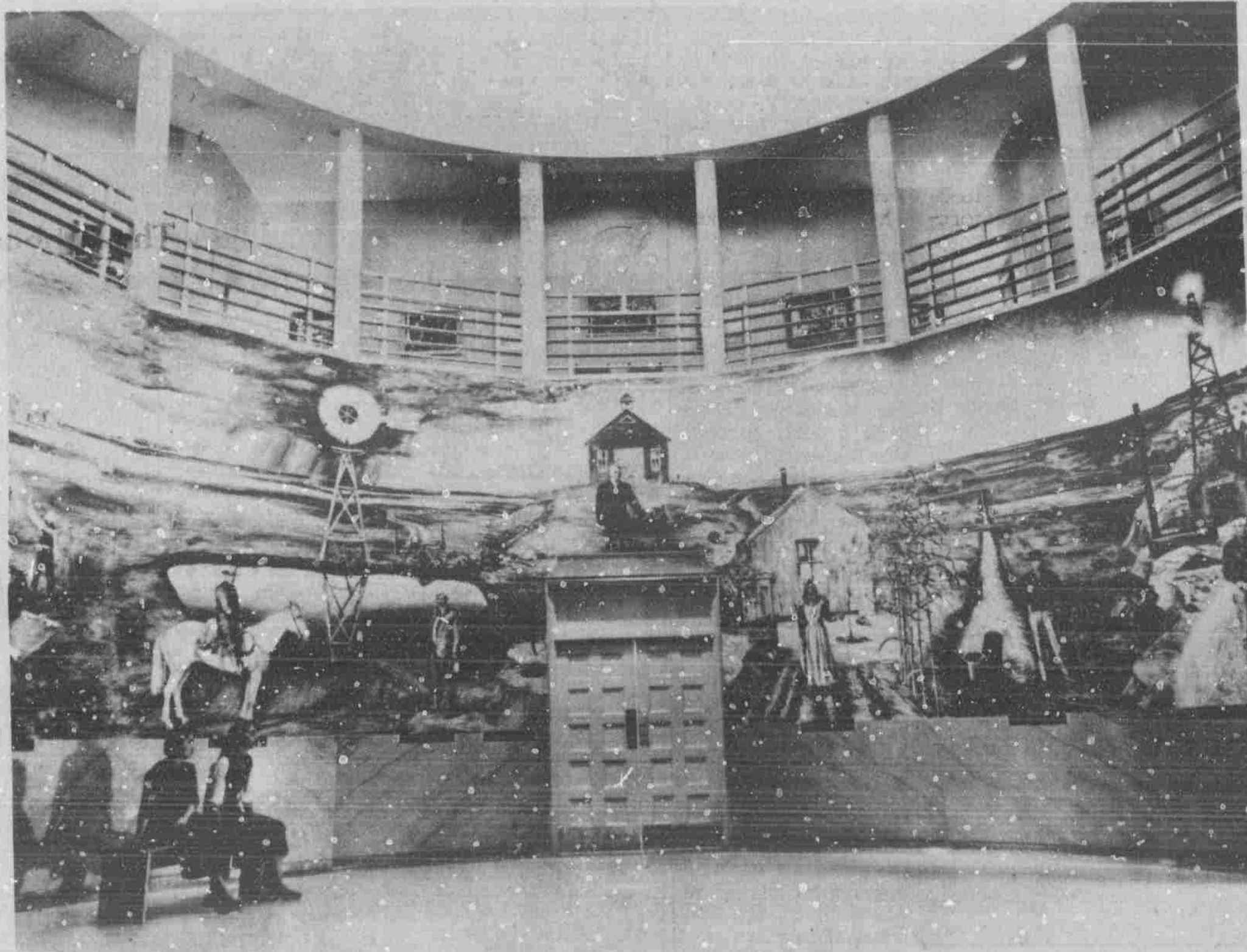


Photo Courtesy of Lubbock Chamber of Commerce

SUPPORT AMERICA'S FIRST ROOTS MURAL

Peter Hurd Mural (above) at Texas Tech depicts prominent citizens in Lubbock. It has been a tourist attraction for many years.

Lubbock's Roots Mural will be unique. It will have action illustrations of interesting individuals and events that help make East Lubbock what it is. It will begin with the First Black Explorers, Conquistadores, Soldiers (Buffalo Soldiers) that came into this area. It will end with Jan. 31, 1977.

ATTENTION High School Seniors Remake Our Community Scholarship Foundation

The High School Senior that writes the best 2-page essay entitled "What We Can Do As Black Youth to Make Lubbock A Better Place for Everybody"-- will receive \$100 plus.

All entries must be in by November 15. Winner will be announced on KSEL Thanksgiving Day.

For more information come by The Roots Committee Office, 1701 Parkway, Inside the Mall. Sponsored by Bilalian Spirit Poets. Entries judged by SOBU.

THANKS, EVERYBODY, FOR YOUR SUPPORT. WE COULDN'T HAVE DONE IT WITHOUT YOU! Keep it coming.

**AVON COLORWORKS...
IT'S NOT YOUR MOTHER'S MAKEUP!**



Who is today's teenager? She's a young woman between the ages of 13 and 19; she loves to experiment; she's a discriminating consumer, and wants her trendy clothes feminine and sophisticated. Her cosmetics must be fun, and versatile enough to create a variety of effects -- a look that is her very own. She wants soft, healthy-looking natural color, no

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Color Eye Shadow Cream; and Supershine Lip Gloss are attractively packaged with lip and eye shadow creams in see through plastic lid pots, making it easy for her to select the shades she wants. The products are long-lasting and effortless to use.

AVON COLORWORKS is definitely not her mother's makeup...but a teen's very own.

**PEARLA LYONS NAMED
"MISS TODDLETTE"**

Pretty little Pearl Hodge, Maria la Lyons was crowned Leffridge, Adrienne "Miss Toddlette" in Long, Dana Planks, first annual pageant and Francis Richard at Bethel A.M.E. son. Church last Friday. This affair was evening. Runner-up sponsored by the Jun was Robbie McClenton. iorettes of the Lucky Other participants Twelve Club. Ms. Marie were Louise Crawford, Long is sponsor. Vachelle Hasting, Ro-

BLACK WOMAN MAKING THINGS HAPPEN!



"I enjoy working with people," says Ms. Claudean Williams who recently joined the Givens Real Estate Agency. After completing thirty hours in basic real estate, she became qualified to take the state examination to become a real estate person.

A resident of Lubbock for twenty-five years, Ms. Williams attended Dunbar High School. She is the mother of three darling children.

She has worked as a secretary and receptionist in a local retail store. Aside from at the agency, she is also attending Lubbock Christian College where she is studying real estate law.

Ms. Williams states: "I began working at the Givens Real Estate Agency as a receptionist." She continued: "One summer everyone was away on vacation and customers came by to take a look at houses."

"You know," says the excited lady, "I became motivated to become a real estate

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salesperson." Ms. Williams admits that she saw an opportunity for a future in the real estate industry. "This is when I enrolled in a real estate sales course and obtained my licenses."

"Anyone can upgrade their status in life

if they get in there and work hard for it, smiles Ms. Williams. If you get a chance

to stop by the Givens Real Estate Agency in the near future, you will see Ms. Claudean Williams--a young lady in our community-making things happen.



DEPUTY CHIEF LIBRARIAN

Amanda S. Budd is deputy chief librarian for the Chicago Public Library and has complete responsibility for all the Library's operational functions. Her position also gives her supervisory responsibility for approximately 1,850 employees.

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The Black Woman Today

The civil rights struggle in the United States has been too often synonymous with the role of the Black woman in the struggle... oppressed even more than the Black man, by the slave system.



LUCKY 12 CLUB
JUNIorettes & TODDLETtes

**MRS. DORIS DICKENS ELECTED
LUCKY TWELVE PREXY**



Mrs. Doris Dickens was elected as president of the Lucky Twelve Social Club at their annual meeting last month. "I will work hard to keep the programs going in this organization," says Mrs. Dickens. Other officers are Mrs. Marie Hodge, vice-president; Mrs. Clara Abel, secretary; Mrs. Viana Hibbler, assistant secretary; Mrs. Alma Jo Jones, treasurer; and Mrs. Willie Jean Harris, Mrs. Charlene Morris and Mrs. Marie Long, business managers. Mrs. Dickens is the wife of George Dick-

ens. The Dickens residence at 2418 East 6th Street. They are members of Bethel A.M.E. Church. "We want to keep on doing what we can for our community, because we are women in the community who really care," she continued.



So says the VA... by MORRIS TURNER

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SPORTS



BOXING GREATS GATHER FOR TANQUERAY AWARDS PRESENTATION -- Former boxing champions Gene Tunney and Jack Dempsey give a friendly hand clasp to John E. Heilmann, president of Somerset Importers, Lt., as Jersey Joe Walcott and Willie Pape look on, following presentation of the Tanqueray Achievement Awards at a recent luncheon held at Gallagher's Restaurant in Manhattan. Mr. Heilmann presented the 10th Annual Tanqueray Trophies to boxers Howard Davis and Sugar Ray Leonard for their outstanding accomplishments.

DUNBAR VERSUS ESTACADO SEPTEMBER 30

by Dempsey Taylor

It's that time of the year again when the cross town rivalry between the city's only 3-AAA schools--Dunbar and Estacado--square off at Lowery Field at 7:30 Friday, September 30.

Just the other day, Coach Louis Kelly told this writer that the upcoming contest will be a tuff one. Coach Kelly said: "This will be a tuff hard-nose game; it's always a real competitive situation everytime we meet on the gridiron."

The head mentor for the Panthers, Coach Van Jefferson, says: "This game is involving a lot more than pride."

He went on to add: three games, the Ma-

"The figures in the record book can be tossed out the window, because this game could very well decide who will represent District 3-AAA."

Both clubs have strong defensive lines, and an explosive offense. This can be seen by the number of points both have scored through their first three games of the young football season.

This rivalry began in 1968. This is the ninth game by these two Lubbock schools. Estacado has been victorious in five while the Panthers have won four. Last year's contest was won by Dunbar, 26-6.

Through the first

tadors had a 1 win, two loss record; while the Panthers were 2 and one.

Penalties have hurt both squads with the Matadors being penalized 12 times for 145 yards; the Panthers, 21 times for 290 yards. Both have lost six fumbles in the first three games.

Courtesy of "LUBBOCK DIGEST"

DUNBAR 1977 FOOTBALL SCHEDULE



DATE	OPPONENT	WHERE	TIME
Sept. 2	Bowie (EP)	El Paso	7:30 M.C.T.
Sept. 8	Coronado	Lowrey	7:30
Sept. 16	Fort Stockton	Fl. Stocktn	8:00
Sept. 22	Lubbock	Lowrey	7:30
*Sept 30	Estacado	Lowrey	7:30
Oct. 7	Open		
*Oct. 13	Lamesa	Lowrey	7:30
*Oct. 21	Brownfield	Brownfld	7:30
*Oct. 29	Sweetwater	Lowrey	7:30
*Nov. 4	Snyder	Snyder	7:30
*Nov. 11	Lake View	S'n Angelo	7:30
*District Games			

HEAD COACH: Van Jefferson
Season Tickets: 5 games @ \$2.50: \$12.50
Single Game Tickets: \$3.00
Clip out and save

Courtesy of "LUBBOCK DIGEST"

ESTACADO 1977 FOOTBALL SCHEDULE



DATE	OPPONENT	WHERE	TIME
Sept. 2	Plainview	Plainview	7:30
Sept. 9	Lubbock	Lowrey	7:30
Sept. 15	Coronado	Lowrey	7:30
Sept. 23	Monterey	Lowrey	7:30
*Sept 30	Dunbar	Lowrey	7:30
*Oct. 6	Lake View	Lowrey	7:30
*Oct. 13	Brownfield	Lowrey	2:00
Oct. 21	Open		
*Oct. 27	Snyder	Lowrey	7:30
*Nov. 4	Lamesa	Lamesa	7:30
*Nov. 11	Sweetwater	Swtwater	7:30
*District Games			

HEAD COACH: Louis Kelley
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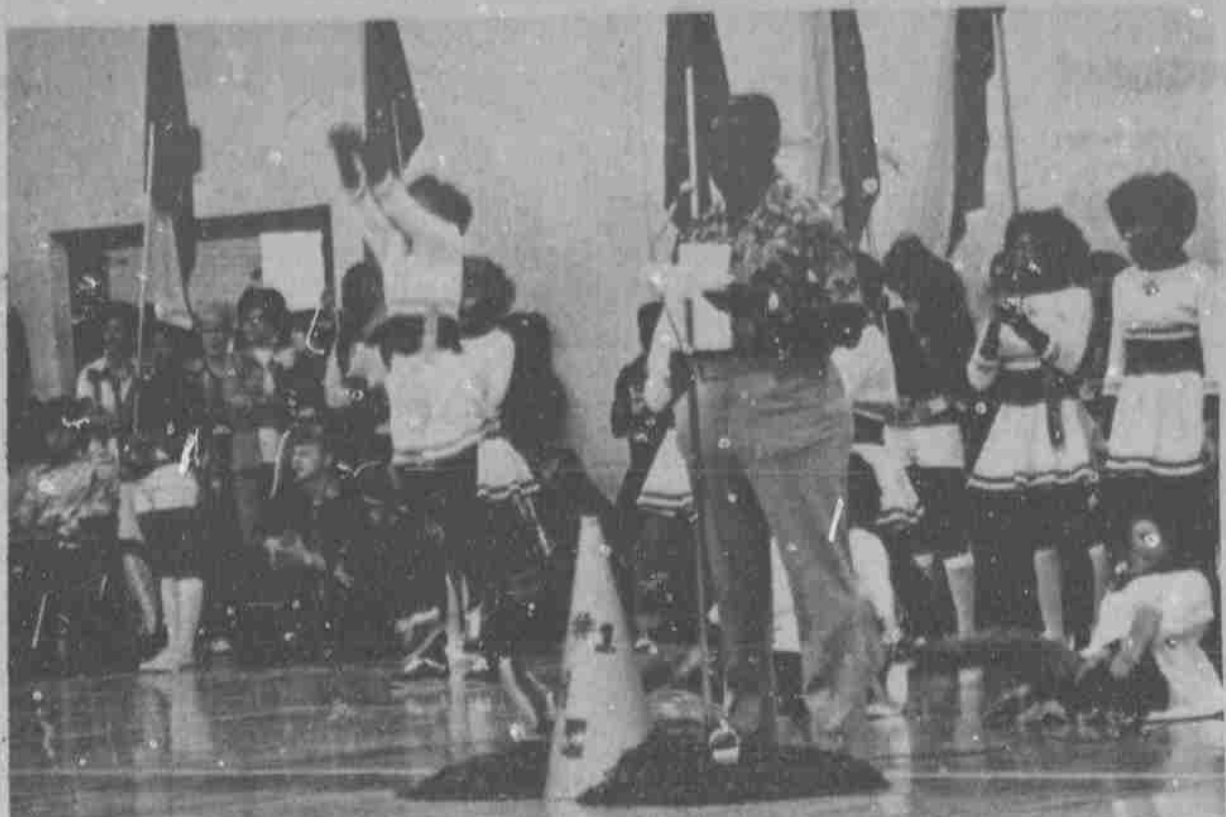
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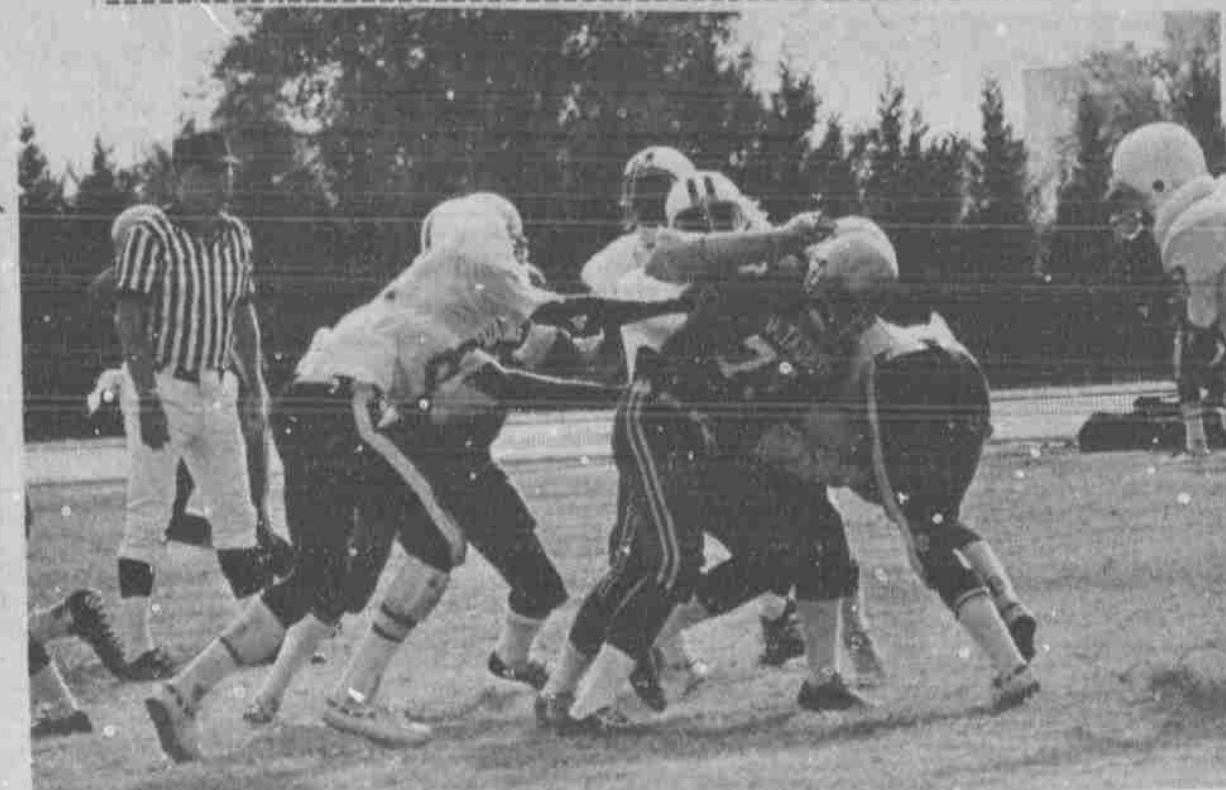
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Coach Louis Kelly, head mentor at Estacado High School, is shown in a recent Matador Pep Rally in the school gym. Coach Kelly says: "The game between our fellows and the Dunbar Panthers September 30 at Lowery Field will be a great one." "It should be a defensive battle," he continued. Coach Van Jefferson agrees.



The Junior Varsity teams of Dunbar and Estacado High Schools have good games during the football season. As you can see above, the Panthers have stopped a Matador. Both Junior Varsity teams will play twice this fall. The Matadors were victorious last year.

It will be a defensive battle; and the past record of both teams will have no bearing on who will be the winner. This game, in this writer's opinion, will determine who will win the District 3-AAA title in 1977. ***** Go out and support these young men from Panther and Matador land. You'll be glad you did!! *****

In future issues, this writer will inform you of the standings of the Black colleges as well as high schools throughout the state. This is my first column, so let me hear from you!!



How to MAKE WORKING for peanuts PAY OFF by George Washington CARVER.

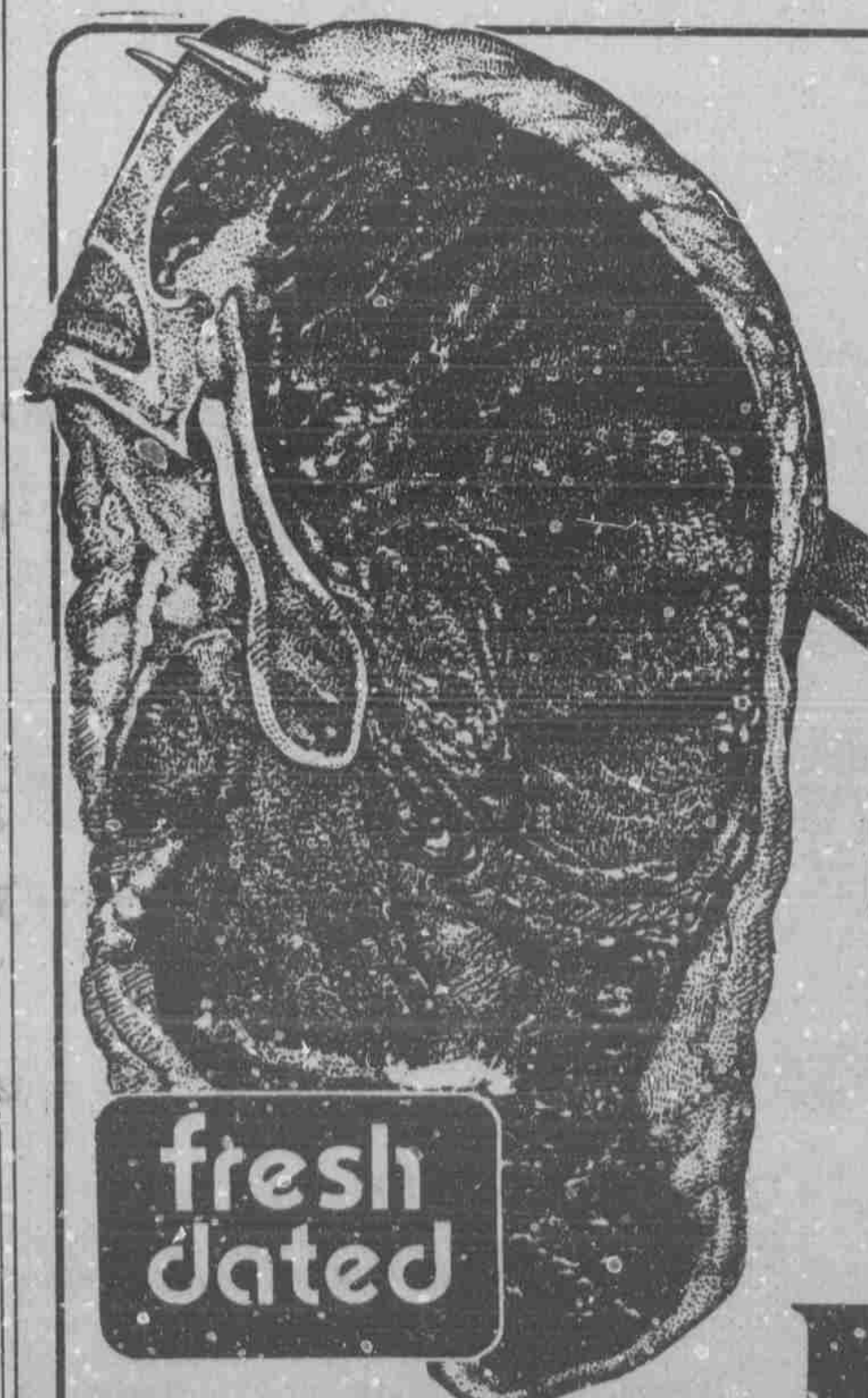
George Washington Carver made more than 300 products from peanuts. By doing so he revolutionized the agriculture of the South. And he made working for peanuts pay off.

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WORDS OF LIFE

Biblical Inspiration For The Week

"Seek first (the) kingdom... and all else will be yours."
Matthew 6:31-33



I—Black Americans especially need to know that we are a princely, royal people. The Scriptures remind us clearly that we are a holy nation and a royal priesthood. Every black American who does not know and see himself or herself as royal is lost. Only as we see ourselves for what God has created us to be can we be our very best and our true selves.

II—Royal people reign. Black folks, once we see ourselves as royalty, will hold our heads high, our shoulders erect and we shall walk through the world as kings.

III—"All else will be yours!" What a wonderful, but quite self-evident, realization. If we are a royal

people—and carry ourselves that way—we shall let no one walk over us. Rather we shall simply take our power... and reign.

Some years ago, in 1827, the hymn composer H.H. Milman wrote fittingly for us today, as we take our seemingly meager resources... and reign.

"Ride on! ride on in majesty!
Hark! all the tribes holla sanna cry;
Thy humble beast pursues his road
With palms and scattered garments strowed!"

How wonderful God is to us! We should express our gratitude in Church every week of our life.

27 But I say to you that hear, Love your enemies, do good to those who hate you.

28 Bless those who curse you, pray for those who abuse you.

29 To him who strikes you on the cheek, offer the other also; and from him who takes away your cloak do not withhold your coat as well.

30 Give to every one who begs from you; and of him who takes away your goods do not ask them again.

31 And as you wish that men would do to you, do so to them.

32 "If you love those who love you, what credit is that to you? For even sinners love those who love them.

33 And if you do good to those who do good to you, what credit is that to you? For even sinners do the same.

34 And if you lend to those from whom you hope to receive, what credit is that to you? Even sinners lend to sinners, to receive as much again.

35 But love your enemies, and do good, and lend, expecting nothing in return; and your reward will be great and, you will be sons of the Most High; for he is kind to the ungrateful and the selfish.

36 Be merciful, even as your Father is merciful.

Prayer Poem

The late Dean Gresham of Los Angeles once wrote:
Do it immediately!
Do it with prayer!
Do it reluctantly,
Casting off care.
Stay-d in Omnipotence,
Safe 'neath God's wings,
Leave the results;
Do the next things!

Start the "getting up on Sunday" habit so that Church-going precedes the Sunday meal. But omit from your diet "roast minister." It does not digest easily; and reflects a foolish spirit.



ATTEND THE CHURCH OF YOUR CHOICE ON SUNDAY!!!

MEMORY SELECTION: Love your enemies, do good to those who hate you, bless those who curse you, pray for those who abuse you. Luke 6:27-28.

If we forgot your church this week, please advise us so we can have your church, address, pastor's name, and phone number in our next issue.

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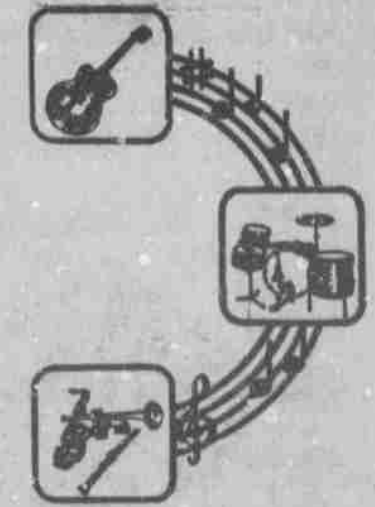
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