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District Two Meets July 18

Results of the eye examination could be given to any physician providing medical care for the patient's condition.

Ophthalmologists should periodically measure the blood pressure of all adult patients not under the care of another physician screening for hypertension. Those with high blood pressure should be urged to seek appropriate consultation and follow-up care.

Alfred Sommer, MD, Sc, of Baltimore, MD, is chairman of the Academy's public health committee assisted by Craig S. Hoyt, MD, of San Francisco, CA; Lou Pizzarello, MD, of Southampton, NY; Larry Rand, MD of Boston, MA; Jonathan Trobe, MD, of Miami, FL, and David M. Worthen, MD, of Potomac, MD.

As the world's largest association of ophthalmologists, the Academy has more than 13,000 member physicians who specialize in total eye care. Ophthalmologists (eye physicians and surgeons) diagnose and treat eye disease medically and surgically, provide medical eye examinations and prescribe contact lenses and glasses.

Residents of District Two will hold its regular monthly meeting Wednesday, July 18, 1984 at the George Wood Community Center, East Erskine and Zenith.

All residents of District Two are invited to attend. This meeting is a public hearing and plans are continuing to be made for an economic base in the East Lubbock community.

"We have several committees who are really working hard to do something about the economic conditions in District Two," says T. J. Patterson, Councilman District Two.

More plans are expected to come from the Youth Committee where Ms. Alejandra Santos serves as chairperson.

If plans go well, as expected, according to Patterson, a District Two prayer meeting, involving all churches of the District is expected to take place prior to the meeting. "In District Two, there appears to be a need for improving our moral fiber, and the need for prayer will certainly help us," says Patterson.

Rev. S. C. Nash, pastor of the New Hope Baptist Church, serves as chairperson for the Religious Committee.

"It is very important that we continue our effort of getting together once a month so we can begin to get some things done which need to be done immediately in this district," continues Patterson.

Patterson reports that since the last meeting, the Building Inspection and Zoning departments of the City of Lubbock have completed an inspection of the Coronado Apartments. The apartments were found to be in violation of the city building codes. Therefore, the owner, Mr. Schneider, is being notified that a hearing has been scheduled before the Housing Standards Commission on August 1, 1984 to resolve this matter.

The Housing Standards Commission could either order the apartments be demolished or develop a plan of rehabilitation. The Phoenix Apartments, just north of the Coronado Apartments, were in similar condition before they were rehabilitated. However, the owner of the Coronado Apartments will have to show a strong willingness and desire to rehabilitate these buildings.

N.A.A.C.P. To Meet Saturday

The local chapter of the N.A.A.C.P. will hold its regular monthly meeting Saturday, July



DOCTORAL HONORS — Dr. Edith Estes (left), chairperson of the Humanities Division at Miles College, and college president Dr. Clyde Williams (right) help Miller Brewing company senior vice president and treasurer Thomas Shropshire receive an honorary doctor of humane letters degree during the Founder's Day ceremony at Miles College in Birmingham, Ala.

14, 1984 at Mae Simmons Community Center. President Rose Wilson is asking all members to please be present. Report will be

made on the National Convention of the N.A.A.C.P. which was held in Kansas City, Missouri, July 2-6, 1984. The public is invited to attend.

Ophthalmologists Detect Hypertension Through Eye Examinations

San Francisco
Early diagnosis of hypertension (high blood pressure) is possible by detecting changes in the retina of the eye, according to the American Academy of Ophthalmology.

Eye physicians are in a unique position to identify patients with prolonged, undetected hypertension, which requires immediate, radical evaluation and treatment, stated the Academy's Public Health Committee.

One of mankind's most common diseases, hypertension affects 15 to 20 percent of those over 18 years old. Stroke and heart disease are among the clinical conditions associated with hypertension. The major difficulty in controlling the disorder is identifying people who have it but show no symptoms, the committee statement emphasized.

Carefully conducted clinical trials have demonstrated that hypertension can be effectively treated, reducing its impact on health and longevity, according to the Academy. In community-based screening and treatment programs, the survival rate of those with hypertension approached that of the general population.

In addition to diagnosing the disease through an eye examination, ophthalmologists help detect those with early or milder cases by measuring blood pressure in patients not under the care of another physician.

Academy guidelines on hypertension suggest the following:

- 1) whenever an eye examination indicates that the disease may be present or may be poorly controlled, patients should be alerted and urged to seek appropriate medical care.

VOL. VIII, NO. 38

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LUBBOCK, TEXAS

JULY 12 THRU JULY 18, 1984

Southwest Digest

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Census Population Estimates

South Plains Association of Governments (SPAAG) is currently working on population estimates for each community in the region. Before the estimates can be tabulated, some current information is needed on your city. It would be greatly appreciated if you could send us the following information:

- 1) The estimated number of housing units that have been added to your city between 1980 and 1984.
- 2) The estimated population of all group quarters located in your

city. That is, the number of people who are currently housed in all nursing homes, halfway houses, detention centers, detoxification centers, dormitories, retirement homes and jails in your city.

As soon as we receive this information, we will be able to estimate the 1984 population for every community in the SPAAG region. Once the tabulations are completed, we will send you the estimate for your community.

If you have any questions, please call me at (806) 762-8721. Thank you for your cooperation.

NNPA and NAACP Sign Historic Agreement

On July 2nd, at Kansas City, the National Newspaper Publishers Association and the National Association for the Advancement of Colored People signed an agreement of understanding to provide cooperative support in their mutual efforts toward increasing opportunities for Black business development.

This historic agreement is the first one formally developed since the establishment of the two organizations—it directs their combined efforts toward the success of common goals.

This agreement recognizes the mutual economic goals of NAACP and NNPA and states that the two organizations will "work cooperatively in increasing

opportunities for Black business development and the education of Blacks and others of the need to support Black-owned newspapers." Operation Fair Share, a leading economic program in terms of dollars returned to the community, is the primary focus of this effort in NAACP. Within NNPA the focus is its continuing effort to serve the Black community and expand the development of Black-owned newspapers.

The agreement emphasizes the continued separate operation of the two organizations, encourages full cooperation of their membership and assures appropriate recognition of the contribution of each organization toward the achievement of common objectives.

Million in Scholarships

Go Begging: Students Don't Apply!

Chicago — The rumor is a fact! Millions of dollars in Scholarships, Grants and other financial aid go unused each school year because parents and students simply do not apply!

According to the National Scholarship Matching Service (NSMS), the amount of money which is lost to the public in this manner, either through apathy or lack of information, is enormous. How many Scholarships and Grants are bypassed because of the physical impossibility of the student to personally research the hundreds of millions of dollars in Scholarships and Grants provided each year is not known. We do know however that the money is there and is not being used

according to a spokesman for the company.

Practically all students, regardless of Scholastic achievement or family income can and do qualify for many forms of financial aid. The National Scholarship Matching Service is a computerized Scholarship Search Service with access to over 3 billion dollars in its Data Bank. The company guarantees to find at least five financial aid sources for each student or refund the \$39 application processing fee.

For a free application and more information call 312/753-8461 or write them at box 11744, Chicago, Illinois 60611



100,000 THANK YOU'S — Dr. Ervin France, chairman of the DuSable Museum Board of Trustees (center), and Dr. Margaret Burroughs, president of the museum (left) exhibit their appreciation as Miller Brewing Company Vice President of Corporate Affairs Alan Easton presents them with a check for \$25,000. The check, presented during a Miller-sponsored reception at the DuSable, is the first installment of a \$100,000 commitment to the Museum's expansion fund. More than 300 people attended the reception, and premiere of Miller's 1984 art exhibit, "The Legacy... Living It!" The exhibit features 12 black Americans who have reached the pinnacle of success in their professions and 12 historical figures in similar fields who paved the way.

Panhandle-South Plains Fair

Lubbock — Fiddlers of all ages will be competing for cash prizes totaling \$3,500 at the 67th annual Panhandle-South Plains Fair here this fall.

The popular contest, approved by the Texas Old Time Fiddlers Association, is scheduled to begin at 1 p.m. on Sept. 23 in Fair Park Coliseum. There is no admission for the competition.

The Jubilee 75 edition of the fair is scheduled Sept. 22-29.

Tommy Burger of Burleson will serve as master of ceremonies and Gwen Robison will be the contest secretary, according to Steve L. Lewis, fair general manager.

Membership in the state fiddlers' association is required of all contestants and applications will be available at the contest. Fees range from \$10 to \$17.50.

A trophy and \$175 will be presented to winners of the following age groups: under 20; 21 to 49; 50 to 64 and 65 and over. Other payoffs include \$150 for second, \$125 for third, \$100 for fourth and \$75 for fifth place.

Jesse Jackson for President

Washington — The Jesse Jackson for President Committee is sponsoring a "National Day of Solidarity: Jesse Jackson Appreciation Sunday," a nationwide day of prayer and

Championship prize monies will be divided among first and second place winners in final competition slated to begin at 7 p.m. The grand champion fiddler then will collect \$200 and a plaque.

Plaques and other cash awards will be presented to the first runner-up, \$175; second runner-up \$150; third runner-up \$125. The best accompanist will get \$125 and a plaque and the runner-up will receive \$100. The oldest fiddler will collect \$75 and a plaque while the youngest fiddler will get \$50 and a plaque.

An all-country lineup has been booked for Fair Park Coliseum during the 8 day run. It includes: Charley Price, 4 p.m. and 7 p.m. Sept. 22; George Strait, 7 p.m. only Sept. 24; Lee Greenwood, 7 p.m. and 9 p.m. Sept. 27; The Statler Brothers, 7 p.m. and 9 p.m. Sept. 28; and David Frizzell and Shelly West, 4 p.m. and 7 p.m. Sept. 29.

Stallor tickets are \$6 and \$10 while tickets for all other shows are \$7 and \$9. All seats are reserved.

fundraising was held for the Jackson campaign on July 8, 1984. Campaign supporters around the nation will pledge their support through prayer, rallies, dinners and private contributions

CIVIL RIGHTS COMMISSION POSITION ON FINANCIAL AID

The United States Civil Rights Commission recently recommended that students financial assistance be cancelled because it is not a civil rights guarantee to members of minority groups.

The Commission previously on a 5-3 vote cancelled a study investigating how cutbacks in Student Financial aid affected colleges where most of the students were minorities.

"Such a study was outside the Commission's legal jurisdiction and asked the question 'is it discriminatory to cut a budget?'" said Clarence M. Pendleton, Jr., Chairman of the U.S. Civil Rights Commission. "I don't see where

that's in our domain. That's not our concern because budgetary matters are formulated from review by the Commission."

It is presently obvious that certain budgetary cuts can severely affect civil rights, such as a budget cut, for example, that eliminated funding for enforcing civil rights in this nation would be. Similarly budget cuts that destroy the ability of Blacks and Hispanics to receive an equal educational opportunity severely impact their civil rights.

Kappa Alpha Psi Fraternity, Inc. has called upon the Commission to reserve its decision and authorize the

requested study which is vital to the continuation of the quest to provide equal education opportunities for minorities, said Grand Polesmarch Robert L. Gordon.

"The Grand Board of Directors of the fraternity established a resolution regarding the U.S. Civil Rights Commission's refusal to investigate the effects of cutbacks in student aid which was sent to President Ronald Reagan, U.S. Commission on Civil Rights, leaders of the Congress and U.S. Senate and to the Congressional Black Caucus," said Grand Polesmarch Robert L. Gordon.

Lubbock Independent School District Honored Advisory Committee

Members of five advisory committees to the Lubbock Independent School District were honored at a banquet on Monday, June 11, 1984, at 7:00 p.m. in the Waters Elementary School cafeteria.

Sixty-four local citizens have served on the Black Advisory Committee, the Hispanic Advisory Committee, the Committee on Excellence, the School Construction Committee and the East-Judo High School Computer Committee this year.

School Board President Monte Hasie and I.L.S.D. Superintendent E.C. LESLIE WILL PRESENT

CERTIFICATES OF APPRECIATION TO EACH OF THE COMMITTEE

School Board President Monte Hasie and I.L.S.D. Superintendent E.C. LESLIE will present certificates of appreciation to each of the committee members for their service to the Lubbock Public Schools.

The Donbar-Struggs High School Panjancers will provide the entertainment at the banquet.

THE EARLY SOUTH PLAINS

failure on early South Plains ranches offers insights still applicable to the region's residents who make their living from agriculture, according to David J. Murrain, Director of the Southwest Collection at Texas Tech University.

"There is a lesson to be learned from the experiences of the pioneer ranchers," Murrain said. "Once a potential user of the South Plains land understands the plains environment and adjusts his or her operation accordingly, only then can the

Cont on Page 8



Joining Forces for Education— Hugh Cullman, left, vice Chairman, Philip Star, is incorporated, was recently named the chairman of the United Negro College Fund's (UNCF) Corporate Drive Fund for 1984. Pictured here with Christopher Edley, president of the UNCF, Mr. Cullman is

a member of the UNCF Board and a long-time supporter of the Fund. The goal of the UNCF in 1984, through its several fund-raising efforts, is \$320-million. The UNCF provides money to 47 predominantly Black colleges attended by more than 50,000 students, most of whom require some financial aid.

Social Security Tips

Your Social Security And You

by Jewel M. Love
Service Representative



Social Security Reminder

Here is a reminder from Social Security. If you are getting Social Security retirement benefits, you must notify Social Security of any changes that may affect your checks. You should let them know if you earn more than the annual amount, if you leave the country or take a job outside the United States.

If you are 65 or older and get Social Security benefits, you can earn as much as \$6,960 in 1984 without losing any of your benefits. For people under 65, the exempt amount is \$5,160. Social Security will deduct \$1 for every \$2 earned over these amounts. However, if you are 70 or older, there is no limit on the amount you can earn and still get your full Social Security payments.

If you get Social Security benefits as a disabled widow or widower, and you remarry, your benefits will continue no matter how old you are. Until the law was changed last year, your payments were stopped if you remarried before 60.

If you have any questions, call or write any Social Security Office.

Southwest Bell Fiber

Optic Project

Gas Whiz high technology is no longer a vision of the future in Lubbock. Southwest Bell Telephone Company has begun two fiber optic projects to meet the needs of Lubbock customers and upgrade the telephone infrastructure in Texas.

The two projects will cost Southwest Bell more than \$1.5 million dollars to lay more than eight miles of fiber optic cable.

One project will connect the Frankford central office to new apartments, residences and a

business complex in southwest Lubbock. The 29 fibers being laid in a 3/4" cable will be able to service 3,000 telephone lines initially.

The project was begun earlier this year with the installation of a new controlled environmental vault, the first of its kind in this area, to house the new laser light system.

A second project will carry long distance messages from the Puka Lambro Telephone Company's microwave system at its Wayside Central Office into

Southwestern Bell's Parkview central office for connection to the long distance network.

This combined project between the two telephone companies will include 14.5 miles of lightguide fibers and will cost Southwest Bell more than \$200,000.

Both projects will progress through the fall.

Sam Ogletree, district manager-community relations, explained the facts behind this new technology.

"Each lightwave fiber can carry up to 3,000 telephone calls simultaneously and regeneration of the signal is needed only one-fourth as many times as electrical impulses on copper cable."

Obviously the advantage is cost savings. Copper cable is very expensive to produce while light fibers are made of sand, Ogletree said.

Conventionally, a person's voice is communicated over copper wires through electrical energy. But the fiber optic system enables a laser energizer to convert an electrical impulse into a light impulse.

The light is transmitted from one end of the glass fiber to the other end, where special equipment receives and transforms the light back into electrical energy for conversion into voice or data messages.

Texas Governor's Community Achievement Award

LUBBOCK
MORNING
TRANSPORTATION
MEETING

Dr. Don Kamp, Chairman of the Beautification Committee of the Lubbock Chamber of Commerce, was notified recently that the narrative submitted on March 31 by the committee has won the Texas Governor's Community Achievement Award in the 60,000-plus population category. Benny Childs, President of the Beauty Texas Council, notified the committee by phone that Lubbock's entry won first place and will receive the coveted award at the B.T.C. annual meeting in Greenville, on June 22.

Other cities which have competed in the past in this category are Houston, Dallas, Fort Worth, and San Antonio. There are six categories for cities ranging in population from 1-2500 and up.

The Beautification Committee has submitted narratives for the past four years and Lubbock received runner-up on two occasions and honorable mention once. The winner gets a large,

impressive metal plaque to keep. Last year's annual convention of the Beauty Texas Council was held in Lubbock for the first time. Childs praised Lubbock's efforts for the past four years in beautification.

Governor Mark White will announce all of the winners of the Beautification Awards at his next regular news conference and congratulate Lubbock on its win at that time in a state-wide announcement.

Plans are being made for a group of Lubbock citizens to be on hand for the presentation of the award in Greenville in June.

Criteria for the judging of the narrative include community-wide participation toward beautification efforts for the calendar year 1983. There are approximately fifty members on the Beautification Committee of the chamber, any of whom helped gather information for the winning narrative.

OIL FIELD TOWNS

LUBBOCK—Oil field towns, like the pushers which spawned many of them the first half of this century, spring from Texas soil in uncontrolled spurts, contrasting sharply from the growth patterns of more traditional—and often more lasting—Texas towns.

Though spawned by oil, oilfield towns which not only survived but also prospered owed their success more to diversification than to the petroleum industry.

Those are among findings reported at the Texas Historical Commission's annual Historic Preservation Conference by Donald Abbe, research associate for a 48-county historical architecture survey by the Center for History of Engineering and Technology at Texas Tech University. Survey manager program center Associate Director Joseph E. King, Abbe traced Pampa as a case study of oil-town development.

"The main difference between oil towns and traditional towns," Abbe said, "is that oil towns grew extremely fast. These boom towns

often reached a population peak within the first year or two because oil is an unusual industry. It takes more people to develop the industry than to run it."

More traditional towns have developed over a longer period of time and with more thought toward permanence, Abbe said.

"What happens in most oil towns is you have feverish activity, the classic boom town syndrome," Abbe said. "People build temporary buildings as fast as they can. During this time they build for the present need and with no consideration for the future."

The boom period is followed by a slowdown or stabilization period during which most towns began a replacement program with belated consideration to permanence, Abbe said. Often the replacement program started just before the third stage—decline—began in oilfield towns.

"If you look at every oil boom town since 1900," Abbe said, "nearly all followed the classic pattern of boom, replacement program and then decline."



A READY-TO-SERVE SOUP TURNS ETHNIC

By adding a few ethnic touches to the nineteen-ounce cans of Progresso's ready-to-serve tomato soup rich with vegetables and macaroni, you can create a hearty supper dish for four people. It crosses the Mexican border when you add a half-pound of ground beef which has been browned and drained. Stir in a teaspoon of chili powder and a half-cup of shredded Cheddar and heat until

cheese is melted. Or, to be Polish, add a cup of cooked, sliced Kielbasa and a half-teaspoon of caraway seed. Heat until hot. Fervo topped with a spoonful of sour cream. The soup speaks Italian when you put in 8 ounces of cooked sweet or hot

Italian sausage and a few healthy pinches of oregano and basil. Simmer briefly; sprinkle Parmesan cheese over each serving.



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EDITORIALS • COMMENTS • OPINIONS

The Law and Legal Services

by
Tony Wright

There are basically three types of Social Security benefits. These are Social Security Retirement, Social Security Disability Benefits and Supplemental Security Income. Each of these benefits have complicated rules and requirements, but I will attempt to cover the basic requirements of social security retirement in this column.

As you know, money is deducted from your paychecks to be paid into the Social Security Fund. A worker can apply for and begin receiving retirement benefits as early as age 62. These are benefits you are entitled to as a result of having money taken from your check throughout your working life. This is done by filing an application with the Social Security office and can be done as early as three months before you reach the eligible age. The amount of your check will depend upon how much money has been taken from your wages while you were working.

When you apply for benefits you should take with you to the Social Security office your social Security card or a record of your number and proof of your age, which should be a birth certificate or a baptismal certificate. If you are applying for widow's benefits you should also take your marriage certificate and if you are applying for benefits for your child, you should take their birth certificates as well.

If you continue to work after starting your retirement benefits your wages can have an effect on the amount of your check. This year you can earn up to \$5,160 if you are younger than 65 and up to \$6,000 if you are older than 65 without losing any of your retirement money. If you earn more than these amounts your check will be reduced by \$1.00 for every \$2.00 you earn over the amounts of the earnings limits. If you are getting additional income from investments, insurance or savings it will not affect your Social Security benefits.

Generally your retirement benefits are tax free, but beginning this year it is possible that up to one-half of your benefits may be taxed. If you file an individual tax return with income of more than \$25,000 or a couple with income more than \$32,000 you will have to pay income tax on a part of your retirement benefits.

It is possible for certain dependents of a worker who has retired, become disabled or died to receive benefits. If the worker is drawing retirement it is also possible for unmarried children under 18, unmarried child over 18 who become disabled before age 22, a spouse if 62 or older and a spouse under 62 if they are caring for a dependent child under 16 to get benefits based on the worker's entitlements.

Checks can also be paid to divorced spouses if the marriage lasted at least 10 years and they are otherwise eligible.

If you have questions, you should contact the Social Security office or West Texas Legal Services.

Let's Work Together For A Safe Community



NNPA FEATURE

CAPITAL COMMENTS

by

John W. Lewis, Jr.

Washington -- Reagan administration officials are jubilant following the recent Supreme Court ruling that forbids a court of interference with seniority systems to protect the jobs of newly hired black workers when layoffs are necessary.

The court by a 5-3 vote, struck down a U.S. District court order designed to prevent layoffs of black Memphis firefighters hired under a court-approved affirmative action plan.

Under the established department seniority plan, at least 40 relatively junior firefighting employees were to be laid off. Twenty-five were white and 15 black.

The Memphis order, sought by black firefighters, because of a "last-hired, first-fired" seniority system, was similar to orders imposed in a number of cities during the municipal budget crises of recent years. These orders have been a way of maintaining black employment goals agreed to in discrimination-complaint settlements.

By any measure, the Supreme Court's ruling is a serious setback for strong affirmative action policies. Civil rights lawyers have said that at least 50 major agreements could be in jeopardy, leaving blacks more vulnerable to layoffs when seniority systems specify that the last-hired employees should be the first-fired.

Following the decision, the Justice Department, sought to overturn a federal judge's ruling that bars the Cincinnati police department from laying off or demoting minority officers. William Bradford Huelskamp, assistant attorney general for civil rights, has said the department is also reviewing a court order involving black fire fighters in Newark, New Jersey.

The court's decision is damaging enough if its impact is narrowly confined to civil rights disputes involving seniority. However, the Reagan administration, joyfully pleased with the Supreme Court ruling, is anxious to extend the decision far beyond questions of seniority and to embrace numerous other court approved affirmative action plans. If the Reagan administration insists on reading more into the

decision than the justices intended and aggressively pushes to sharply limit the affirmative action policies that have provided a ladder for blacks to climb into the American mainstream, it should not be surprised this fall when an expected avalanche of new black voters provides the margin for a Democratic victory.

Jackson Campaign
Jesse Jackson received two standing ovations during a thundering speech before the 52nd annual U.S. Conference of Mayors. "His administration has made life in our cities more miserable," said Jackson. "His attitude is contemptuous toward the people in our cities and its policies have been cruel and unfair."

Asked if he thinks former vice president Walter Mondale is serious about having a black or a woman as his vice presidential candidate, Jackson replied "Absolutely not." Rev. Jackson was the only presidential candidate to accept an invitation to speak before the gathering of mayors representing America's largest cities.

The Americans for Democratic Action, a liberal political group backing Walter Mondale, has endorsed Jesse Jackson's call for a change in the Democratic Party rules so that the number of delegates a presidential candidate is awarded is more than proportional to the number of popular votes received. But the group said the change should be made in time for the 1988 election, not this year.

The 100,000 member organization, which met recently for its 32nd annual convention, did not endorse Jackson's call for eliminating the run-off primary system for nominating candidates. Instead it backed Mondale's plan for a study of the issue.

Jackson's intention to take his request for additional delegates before the Democratic convention has party leaders worried. Rep. John Udal, head of a special democratic commission trying to resolve the matter, expressed concern that continued failure of Jackson and Mondale to find a solution could damage both the nominee and the party in the fall election.

Ringling The Bell



by Bob Tisuel

Civil Rights: Struggle Shifts to Low Gear. On its 20th anniversary of a law that marked a watershed for minorities in the U.S., the nation stands at another civil-rights crossroads, according to staff reporters of U.S. News & World Report. The landmark Civil Rights Act that President Lyndon Johnson signed on July 2, 1964, helped give blacks and Hispanics opportunities ranging from the chance to become mayor of a big city to the right to swim in a public pool.

Nonetheless black and Hispanic leaders see in Washington's traditional role as a staunch promoter of equal opportunity, a shift and point to the June 12 ruling by the U.S. Supreme Court, a growing backlash against affirmative action plans in schools, workplaces and housing. The ruling in effect stated that whites with seniority should take precedence over newly hired minorities.

The success this year of Jesse Jackson's presidential campaign and victories by black mayoral candidates in Chicago and Philadelphia are in sharp contrast to 1954, when minorities held few significant political offices. In 1984 blacks held 5,777 elected positions. They head governments in more than 250 cities, including Los Angeles, Detroit, Atlanta, New Orleans, Washington, D.C. and Birmingham. Black representation in Congress has increased from 5 in 1934 to 21 now. Hispanics have more influence with mayors in San Antonio, Miami and Denver, a governor in New Mexico and 11 members in Congress, compared with four serving in Congress two decades ago.

In spite of gains in the past two decades, anti-minority attitudes still linger. U.S. News & World Report state that some whites refuse on principle to vote for a nonwhite and that such prejudice is blamed for the defeat of Los Angeles Mayor Tom Bradley in his 1982 race for the governor of California. Nonetheless the level of white resistance is dropping. Gallup polls in the 1950s showed that 50 percent of Americans said they would not vote for a black, but that figure has fallen to 17 percent in 1984.

Great strides against employment bias have been made but their advances have been blunted by economic conditions beyond the reach of civil-rights laws.

Hitting snags also is the drive by Blacks, Indians and Hispanics to increase business ownership. Programs by dozens of state and city governments to earmark a percentage of contracts for minority owned firms are under fire by the present national administration.

President Reagan claims his administration has boosted contracts to minority firms by 12 percent in recent years but minorities complain that their share of the total is dropping. They received 3.1 percent of the 156 billion dollars in federal contracts last year, compared with 3.4 percent of the 121 billion dollars in 1981.

The NAACP will be meeting shortly in Kansas City (national) and among other things is expected to issue a blistering attack on the Reagan administration for what the organization regards as its hostility to civil rights and programs created to help blacks attain full equality and justice. Executive director Ben L. Hooks is a native of Memphis, Tennessee, a minister and a former member of the Federal Communication Commission. All three presidential candidates are expected in Kansas City for the national NAACP meeting, it was reported.

letter, seems to feel that the walkout was better than the compromise because it would send a message that "minorities should not be taken for granted anymore." In my opinion, a Jackson delegate, even under Hart clothing, would have been a more effective statement. Jimmie Mondale's lead would have forced him to make more serious concessions to both Jackson and Hart before the convention.

I would like to add that while Mr. Banks is entitled to his own opinion, his attacks on my personal integrity are unnecessary. I welcome any comments which might make to clarify the issues, and present his side of the story. Personal attacks, however, serve only to obscure an already difficult issue.

I wrote my original letter to help inform the electorate. Mr. Banks then presented his side of the story in his letter. The Jackson voters are now faced with a choice. If they feel that the walkout was a more effective statement than a delegate, it is their choice. I repeat my original comment that if the Jackson voters of this county support the walkout, I withdraw my objection. It is for them to decide if the walkout was right, and if they were adequately represented.

Sincerely

Bryan Kesterson

First Black Tank Battalion

Attached is a news release of the up-coming convention of the 758/64th Tank Battalion Association, Inc to be held at Fort Hood, Texas July 12 thru 14 1984.

The 758th Tank Battalion was the first all black Tank Battalion organized in the United States Army, and is still serving on active duty in Germany as the 64th Armor.

We are striving to reach as many of the former and present members of the Battalion as possible to meet with us in Texas so we can keep this most important part of black history alive. I can think of no way to do this better than through the black news media.

We are asking you to assist in this most worthy project by publishing this news release in your publication.

If you could have a copy of your release to be placed in our archives it would be greatly appreciated.

Sincerely,

Charlene Kirchbrough
President

The Black Press: Guardian Of Human Rights

BMMI

BLACK MEDIA INC.

A Cooperative Effort For Resolving The Mind And Actions Of Black Americans For The Greater Benefit Of All Americans.

PAWS PRINTS

If peppy puppies could talk, they would ask that all Isot owners come out to the City Animal Control Center at 401 N. Ash and reclaim the many beautiful animals there. People determine their own pets' future by either going immediately to the center...or not. PAWS (People for Animal Welfare) located in the Center, is speaking out for the animals, for they have no voice.

For more information, call 762-6411 Ext. 2050.

Southwest Digest

P.O. Box 2553 Lubbock, Texas 79408
\$15.00 per year - \$25.00 two years

Editors - Publishers
T. J. Patterson - Eddie P. Richardson

An independent newspaper serving the Lubbock, West Texas, the South Plains of Texas and Eastern New Mexico - printing the news impartially - supporting what it believes to be right and opposing what it believes to be wrong without regard to party politics. Devoted to the Industrial, Education, Social, Political and Economical Advancement of Black 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 honestly 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 our resolution to you: "Feel free at anytime to call this office for information concerning this newspaper or any other matter that it is of concern to you."

This is not a propagandist's sheet made to chastise or vilify. This is a newspaper made to educate and not to agitate.

National Advertisement Representative
Black Media, Inc.
Suite 1104 - 707 Fifth Avenue
New York, N.Y. 10017
Phone: (212) 777-9220

Business in the Black

By Charles E. Belle

Ford Sends Intelsat V Into Space Somebody's Watching Out For You

Like the Police projects every move you make, every breath you take somebody's watching you. There are thousands of space satellites orbiting the earth this moment for purely military and security reasons. But the fifth generation advanced satellites being launched by Ford Aerospace & Communications Corporation, a \$100 million a year subsidiary of Ford Motor Company, are designed strictly to serve the social needs of our society.

In fact, the Western Development Laboratories Division of Ford Aerospace & Communications Corporation (WDL) is delivering state of the space technology to take care of man's and woman's communication needs. WDL was the right to design and deliver these star track satellites along with an international team representing six countries, calling across 104 countries or continents is going to become more common. Currently, a single satellite could handle 6,000 telephone calls at once, while WDL's latest Intelsat V orbiting 22,000 miles above the equator can juggle twice as many, plus two TV channels at the same time. Ships at sea will be able to steer better and the weatherman's predictions will improve at last, with the additional signals from Intelsat V peering over three oceans.

Satellites, like Intelsat V will sit in the sky at work for seven years unless someone in a space shuttle drops by to give them a free ride home. He will need a big tough Ford truck to do it because this out of sight satellite weighs about one-and-a-half metric tons. A few potatoes in space with little gravity pull. Plus the darn thing, isn't he out of gas since when it's operating it travels at 6,000 miles-per-hour. It's a highly efficient job too, going about 100 million miles without an oil change.

Actually, the reason its weight is so reasonable, reasonable it was graphite material for the strength of steel. The resistance of the cone and necks about as much as a feather. Flexible, the stuff can be stuck on where needed to resist the rigor and wear and tear of space travel for the months. And this is not the only machine.

Mustang GTP. Ford Motor Company's latest entry back into high performance racing has 150 pounds of graphite in over 30 parts of the car. Popping out of a 220 miles per-hour turn and cracking into a brick wall can cause a race car to burst into flames. Ford Motor Company drivers are protected from the fire with coating of graphite on the panel in front of the driver. It will protect him from fire at 3,000 degrees Fahrenheit.

Ford Motor Company by using Intelsat V a space device for delivering better telecommunications has also developed a life saving device that can save the social needs of our society. Harold L. Dickinson, senior staff engineer put it succinctly "materials are never put to rest in a space craft, you get to see them rest on the race track." The next step is in your Ford truck or car.

Satellites, like Intelsat V will sit in the sky at work for seven years unless someone in a space shuttle drops by to give them a free ride home. He will need a big tough Ford truck to do it because this out of

Letters to the Editor

"Final Comment"

Dear Editor:

I would like to take a moment to respond to Mr. Banks' recent letter. Readers will remember that I wrote a letter two weeks ago detailing some events at the Texas State Democratic Convention. I discussed a compromise offered by the Hart delegation which would have gotten a Jackson delegate to the national convention. This person would have been a Hart delegate on paper, but could have signed in at the national convention as a Jackson supporter. This Lubbock County Jackson delegation chose to leave the convention rather than accept the compromise.

This action did not seem to be in the best interests of their constituency, and I said so in my letter two weeks ago. Mr. Banks, in his

sight stands a weight about one-and-a-half metric tons. A few potatoes in space with little gravity pull. Plus the darn thing, isn't he out of gas since when it's operating it travels at 6,000 miles-per-hour. It's a highly efficient job too, going about 100 million miles without an oil change.

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Billy Rowe's Notebook

Now Jukebox Tune Sour Note In Ascap's Ear

New York City — The keen sharp feeling, inherent in one who has been victimized before was the fervent tone of an appeal made by Hal David, president of the American Society of Composers, Authors and Publishers, to all ASCAP member and followers urging instant mobilization against the sour note of pending jukebox legislation S.1734 and H.3858. If passed it would abolish the present annual \$50 jukebox fee, just passed by Congress with its copyright Act in '78, and be replaced by a one time \$50 payment. According to David, this Bill would overturn the royalty system on which all copyright licensing is based, and replace it with a discredited "Buy Out" notion. Should they pass the repercussions for the entire copyright system in all areas of the arts could be devastating. The estate of such immortals like Nat King Cole, Duke Ellington, Fats Waller and Erroll Garner, just to name a few, would lose millions in royalties. David is backed in this appeal by wyer Handy, the son of the immortal "Father of P'a Blues, W.C. Handy, whose publishing house would also be hard hit by such a new law. Both agree that your help is vital.

*** What You Can Do** — As is too often the case, bad legislation is enacted because those who are in favor become vocal supporters while those who rightfully oppose remain silent. Don't let that happen in this case. Write to your Senator and congressman today. State your opposition to, and outrage over S.1734 and H.R. 3858. Tell them you also expect their opposition now! This is a crucial campaign with no racial, religious or sex overtones. It is just one way to help protect the rights of the other person, which by the way is the only way in which you can protect yours. As Hal David wrote, "Yours interest, and those of your fellow ASCAP members depend on it." Get on the write hand to the United States Senator who represents your area, Washington, D.C. 20540 and your Congressman, House of Representatives, Washington, D.C. 20515. Do it now!

News Highlights — Word about the cola beat is that Coke had dropped out of the bidding for the commercial services of talented superstar singer/composer Lionel Richie and that Pepsi has added him to its multi-million-dollar stable of super salesstars. Would you believe they've got Michael Jackson, his brothers and perhaps his sisters also. Remember E. Frederic Morrow who from '55 to '61 was administrative ass't to Pres. Eisenhower? Well he has done several big things since then, but currently is trying to lessen the unnecessary growing tensions between some Afro-Americans and Jews before it becomes advantageous to the real enemy, Herb Douglas, the Schieffelin & Co. veep. Is doing his eye-balling in Germany. He's there for the changing of the sign naming the street he traversed with Jesse Owens to the Berlin Olympiad. "Jesse Owens Strasse. The 4-gold medal winner of the '36 Olympic widow Ruth is also on eye-level for the ceremony with their three daughters. Meanwhile back in the Apple, Rose Morgan's House of Beauty, a Harlem landmark, that's never open on Monday, will do so Monday, March 12th. All proceeds from that day's work of doing whatever it takes to keep ladies beautiful will be donated to the Jesse Jackson's campaign for the Dem. Presidential run. The rebate the Lottos Club checker version is going through as I write will run its budget through the cash register. It's gonna have to gross big millions to pay off. However they say it's that well done and the excitement will be an office magnet.

Headline Breakers — When you visit the Big Apple be sure a make the Apollo Amateur Night's must stop. With Ralph Cooper calling the shots it will take you back to better times when laughter lucked everywhere and all talent needed was an opportunity. "Break Dancing" has jumped from the honky-tonk to the classic faster than any art form to ever meet the spotlight. A Break Dance production will be one of the most prominent features of the May-June "Spinetto Festival U.S.A." in Charleston, Dizzy Gillespie, His Jazz Giants and Ramsey Lewis Trio will also be standouts on the list of 120 acts. Because of an unbreakable commitment Sammy Davis Jr. will voice his opinion at the 7th annual Jackie Robinson Awards Dinner Dance for his stage buddy Bill Cosby. The total talented one is tickle a browner because Lena Horne, the cyber-beauty, is getting the Humanitarian Award. Frank Hart, the Hilton Head realtor, is planning a superb "Star Duck" invitational golf tournament in mid June in Charlotte, N.C. He who used to hunch the Mike Schmidt's divot digger, in other days, will switch to basketball supers. Among those expected to follow the ball from tee to green are Oscar Robinson, Bill Russell and Dr. J. Dedicated to C.W. Ellington, The ASCAP Foundation has launched what it calls a landmark commissioning project to spotlight the talent of emerging composers. Meet the Composer, Inc. directed by John D'uffy is administrator. "Take Me Along" a musical which came to marquee life in '59 starring Jackie Gleason and Walter Pidgeon, is being revived with an all-Black cast. Geraldine Fitzgerald and Mike Malone are directors. If you're about NYC in mid-March you can catch it at the new and modern Performing Arts Center at Manhattan Community College. You may enjoy cast members Mary Alice, Rhetta Hughes, Duane Jones and Sandy Williams among others. Congrats to Stanley Robertson on his promotion from consultant to production veepee at Columbia Picture. Now let's make more than history...STAY LOOSE. Billy Rowe is a syndicated columnist.

Glamour Talk to Joy
Experiment with makeup, try new and interesting eyeshadows, lipsticks, etc., but don't copy other people. Let the inner YOU express itself in the kind of clothes and makeup you wear.

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Bentsen Bill Adopted By Senate Measure Restores Funds For Child Health Care

Washington, D.C. — The Senate approved legislation Thursday by Senator Lloyd Bentsen that would increase funding for the Maternal and Child Health Care program above levels recommended by the Administration.

The Bentsen bill, approved unanimously by the Senate, would authorize a \$25 million a year increase in funding for fiscal years 1984-86. It was attached as an amendment to tax legislation pending before the Senate.

"Support for the health care of mothers and young children translates into some of the most cost-effective expenditures made by the federal government," Bentsen said during consideration of his amendment.

"Such programs as prenatal care, crippled children's services, lead-based paint poisoning prevention, and genetic screening suffered some of the most severe budget cuts approved in 1981, when 18 percent of their funding was slashed and authorizations were reduced 30 percent."

"Those cuts came at the expense of many of our nation's children who were most in need of care and least able to defend themselves."

"These programs, and those who administer them, deserve the assistance that needed dollars will be made available on a predictable continuing basis," Bentsen said.

Recent testimony at Joint Economic Committee hearings which Bentsen presided over indicate that Maternal and Child Health (MCH) programs targeted to low and moderate income women in areas with inadequate medical services have helped reduce deaths associated with childbirth by 60 percent.

Testimony also asserted that children enrolled in MCH programs in New York City have a 30 percent lower rate of hospitalization than children not enrolled in the programs.

In addition, there was testimony at the Bentsen hearing that the total cost of MCH services for a child during the course of a year is about the same as the cost of a single day hospitalization.

"We have a responsibility to reduce the deficit and hold the line on government spending. That much is clear. I am voting for substantial cuts in the federal deficit," Bentsen said.

"But the Senate also has an obligation to make those cuts responsibly, carefully, effectively

Atlanta NAACP Youth Safety Centers Draw Wide Support



The fourth and largest facility in the Youth Safety Center Program sponsored by the Atlanta Chapter of the NAACP was recently opened. Present for the Community Appreciation Night celebration were senior management representatives of the program's major corporate sponsor, Burger King Corporation, and its Atlanta area restaurants.

State Senator Julian Bond, president of the Atlanta NAACP, said "We knew we had to establish a permanent, on-going program to safeguard our children and to prevent others from becoming victims."

Mrs. Jondell Johnson, executive director of the Chapter, said, "We decided to provide places to which children are escorted, where they can be closely supervised, comfortable and secure during the hours between close of schools and when their parents arrive home from work."

The Centers offer children the chance to develop artistic skills, to sharpen their academic abilities, and to learn

about career opportunities. More than 100 children are now enrolled in the four locations and plans exist to widely expand the program for the summer months.

Sen. Bond continued, "A program of this scope needs all the help and support it can get. That's why we're so pleased that our major corporate sponsor is Burger King Corporation and that they have become so involved in the success of this effort. With this kind of help, and more like it, we'll be able to include hundreds of more children in the program for the summer vacation time."

Peter Schweitzer, executive vice president of Burger King said, "We are proud to be able to make a financial contribution to the establishment, staffing and supply of the four Centers. As members of the community we are people as well as businessmen. Happily, we are in the enviable position of being able to combine these roles to benefit this vital campaign to keep the children of Atlanta safer."

758th/64th Tank Battalion Fourth Reunion July 12-14

"At one point, the 24th Infantry Division commander's letter to the 3rd Infantry Division Commander, said that the black tankers had done things with their tanks he hadn't thought possible."

This quote from the March-April 1982 edition of *Armor Magazine*, is one among many pages of testimony to the incredible fighting spirit and almost superhuman accomplishments of the 758th/64th Tank Battalion.

Members of the battalion, the United States Army's first Black tank unit, are launching a full-scale campaign to locate present and former members in attend their fourth annual reunion scheduled for July 12-14 this year at Ft. Hood, Texas near Temple, Texas.

Those interested in attending this year's reunion should contact Mr. Clarence Kimbrough, 6200 Morning Star Way, Louisville, KY, 40272 or call Mr. Kimbrough at (502) 935-7991. Mr. Kimbrough is president of the 758th/64th Tank Battalion Association.

Originally formed in the early 1940's amid a swirl of doubts about whether Black soldiers should be included in the Armored Force being created at Fort Knox, Kentucky, these members of the then 75th Tank Battalion broke the barriers that had limited Blacks in the U.S. Army to assignments as janitors, chauffeurs, firemen, cooks, and bandmen.

In May, 1941, the "76th" was redesignated as the "75th" Tank Battalion, and the elite Black units formed during World War II, the enlisted ranks of the battalion were 24 Black while the non-commissioned and commissioned officers of the battalion were all white. Gradually, over a number of years the ranks of officer and non-commissioned officers in the unit were also filled by Blacks.

Throughout World War II and the Korean War these heroic Black soldiers fought with honor-winning courage in battles with armor (mainly tanks) that was being used for the first time in heavy combat. In fact, tanks used in these two conflicts were so new that in some instances they were found to be ineffective against a heavily-armed enemy.



It is said that the famed cellist Pablo Casals owes his musical career to his mother, Pilar. His father, Carlos, a music teacher, wished him to become a carpenter.

Laugh Out

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

The following information is part of an educational series of articles provided by the Drug Awareness Council of the Benevolent and Protective Order of Elks.

Drugs and Youth: An Overview

Drug abuse is the most serious problem facing U.S. communities today. This conclusion was among the findings of a recent national survey of U.S. mayors conducted by the Benevolent and Protective Order of Elks.

According to a 1982 report by the National Institute on Drug Abuse (NIDA), roughly two-thirds of all young people in America have tried an illegal drug by the time they graduate from high school. Additionally, about one in 16 high school seniors smokes marijuana daily. More than one-third of all American young people have used illicit drugs other than marijuana, according to the NIDA report which detailed national drug use trends from 1975 to 1982.

A number of organizations have formed throughout the country to address this problem, and other long-standing civic organizations such as the Elks have joined the war against drugs. As a result, a significant volunteer effort throughout society now is mobilizing to combat the drug problem that is producing a severe, long-term negative effect on American children.

Minority Contractors Wanted

If you are a Minority Contractor of any kind, we need your Name, Address, Telephone Number, and the kind of work you do, i.e. Electrician, Plumber, Carpenter, Concrete, Block Top, Asphalt, Brick Layer, or whatever. We desperately need you to help us compile a Minority Business Roster. Fill out the following coupon below and mail or bring by the Southwest Digest, 510 East 23rd Street, Lubbock, Texas 79404.

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TYPE OF WORK _____



Lite All-Star Ben Davidson (left) and Houston Oiler running back Earl Campbell battled on the racquetball courts at the Houston Downtown YMCA in a celebrity match during national singles racquetball championships. The event was conducted by the American Amateur Racquetball Association and sponsored by Lite Beer from Miller.

Child Watch

by Marian Wright Edelman
Chapter I: A Proven Success

Millions of American children face a bleak future because they do not have access to adequate and effective schooling. Some of these children are handicapped. Others are poor or minority students and non-English-speaking children. Far too many fall behind in school, and are unable to read, write, or compute anywhere near grade level. More than one million drop out of school each year.

Chapter I of the Education Consolidation and Improvement Act (ECIA), which replaced Title I of the Elementary and Secondary Education Act (ESEA) in 1981, is the federal aid program which helps schools in poor neighborhoods provide extra educational help to children who are behind in school. Most Chapter I money is used to provide extra help in reading and math for elementary school children whose test scores show that they are not performing at or near the level of other children their age. Despite early attempts by the Reagan Administration to dismantle and defund Chapter I, Congress has managed to preserve it as a separate program and to increase its funding slightly.

Reports from the U.S. Department of Education and the National Assessment of Educational Progress (NAEP) have shown Chapter I to be a dramatic, successful program. Children with problems in reading and math have benefited greatly from Chapter I programs. The NAEP reports that the gap is closing between minority students and the rest of the student population. In the last 10 years, minority students, especially in the 9-13 year old age group, have improved significantly. Chapter I can take much of the credit for these positive changes.

Although Congress has increased the funds for Chapter I, they still fall short of what is needed. Chapter I has always been underfunded by at least one third. We must also keep in mind that poverty is not remaining constant, nor is inflation. Therefore, the grants by Congress must be measured against both the rise in prices and the fast growing need for the extension of Chapter I services. By these standards, Chapter I is losing ground.

When Title I became Chapter I some major protections for eligible children, and their parents were lost. Chapter I gave local school officials much more responsibility for deciding how to spend funds and carry out the law's provisions. Local school officials no longer have to report to their State Education Agency on how they are meeting Chapter I's requirements. This increases the risk that the neediest schools and children will not be served.

At times like these, parents and other community activists have an important role to play. By learning as much as possible about how Chapter I operates in your school district, you can find out whether or not the Chapter I law and funds are being used to improve the education of disadvantaged children in your community.

For more information about Chapter I send for our Fact Sheet, *Chapter I: Is It Working?* Write To: Children's Defense Fund, 122 C Street, N.W. Washington, D.C. 20001.

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THIS N THAT

WON'T BE LONG before DEBATES will be absorbing the DEMOCRATIC NATIONAL CONVENTION in San Francisco, Ca. and the REPUBLICAN NATIONAL CONVENTION in Dallas, Tx. **THIS N THAT** knows that the GOP has a BLACK ALTERNATE from Lubbock. While it appears through there is NO BACK from the Lubbock area to the Democratic National Convention. Standing tall for the GOP will be JUDGE MCKINLEY SHEPARD and he tells **THIS N THAT** he's awful HAPPY about it and will ENDORSE RONALD REAGAN for president. **WHERE'S RON?** Many have asked **THIS N THAT** WHERE'S RON GIVENS candidate for the State Rep post against veteran FROY SALINAS. He hasn't been seen in sometime. Hope the young politician is still here. hope we will hear from him soon. If you see **SLITHER GIVENS** tell him we asked about him! **HAVEN'T HEARD MUCH!** Since the LUBBOCK COUNTY REPUBLICAN CONVENTION in May not much has been heard from our FRIEND DR. JIM GRANBERRY one of the MOVERS of the local Republican Party. This is especially true since there has been a change in the REPUBLICAN COUNTY CHAIRPERSON since Ruth S. was ousted. Could it be that our soul shaking BROTHER GRANBERRY is coming back with something strong? Let's wait and see! **PRETTY HOT!** The difference of OPINIONS between BRYAN KESTERSON who is Hart supporter and ROBERT BANKS Lubbock County Coordinator for the Rev. Jesse Jackson are at **ODDS** with what has HAPPENED in Houston, Tx. at the State Democratic Convention last month. And right in the MIDDLE OF IT ALL is DEBBIE according to Banks DEBBIE DELANANTEY who has served as catalyst for it all. Says Banks... in his letter to the Southwest Digest recently... But you guessed it... KESTERSON disagrees

L.A. Branch McDonald's Boycott Tip Of NAACP Fair Share Iceberg

NEW YORK—The Los Angeles NAACP branch has launched a boycott against the McDonald's fast food chain that is limited to the Los Angeles area. At this point, the NAACP has not initiated a national boycott. The action of the Los Angeles NAACP branch is only one aspect of the Association's much larger struggle to expand economic opportunities for black Americans. The most recent aspect of this program began more than two years ago, when NAACP executive Director Benjamin L. Hooks launched Operation Fair Share. To date, the NAACP has signed 16 agreements with companies throughout the nation that are worth more than \$300 million annually over the next five years, in economic benefits to blacks in the form of jobs, promotions, procurement contracts, investments in black-owned businesses and other opportunities, such as seats on corporate boards of directors. The following is a summary of those agreements in the order in which they were signed: —NAACP Executive Director Benjamin L. Hooks began the implementation of Operation Fair Share by signing a joint agreement with Edison Electric Institute and American Gas Association. The agreement committed the trade associations to urge member companies to provide or increase jobs and other economic benefits to blacks. Following extended negotiations with the movie industry, the NAACP signed Fair Share agreements with Metro Goldwyn Mayer, United Artists and Walt Disney Productions. The NAACP signed an agreement with B-I-L, Inc., a food store chain with headquarters in Greenville, S.C., that provided

with the claims of BANKS. Now all of this won't help DEBBIE in her new position as EXECUTIVE DIRECTOR of a program funded for \$20,000 — the poverty area where there are a lot of Jackson supporters. Program was supported by the Catholic Church. Things could get PRETTY HOT SPEAKING OF QUESTIONS Wonder what kind of an ECONOMIC DEVELOPMENT PROGRAM can be gained from a \$20,000 program for the low distressed areas of Lubbock. **THIS N THAT** would love to see the WORK PROGRAM and BOARD OF DIRECTORS' NAMES who has designed such a program. It is GREAT to see this but like to know how this effort can be achieved. By the way — it would have been great if the money had been used to purchase some of this crucial land in EAST LUBBOCK. Anyway... let's wait and see! You have a chore — DEBBIE! **BUSINESSES CAN WORK IN EAST LUBBOCK!** Don't care what ONE may say... **BUSINESSES** can thrive in East Lubbock. If the retail stores in this area aren't doing it... then it can be done by others in the area. If businesses OWNED BY WHITES can survive... then SLACKS & BROWNS must first think we can... and then be willing to work hard and make something happen! **GOOD LUCK THIS N THAT** wishes R. J. GIVENS, JR. the best of luck as he becomes a member of the LUBBOCK POWER

& LIGHT BOARD D. C. KISNER THE BARBER SAYS: "LOVE conquers all things... let us SURRENDER TO LOVE!" **GOOD RESPONSE** R. J. GIVENS, JR. from the COLLEGE CONTEST which has appeared in the SOUTHWEST DIGEST for several weeks. Several young people will receive SOME TICKETS to the AstroWorld. **STILL PRAYING!** It's good to know the PRAYER BUSINESS is

still the order of the week for the members of the GUY-BEACH PRAYER BREAKFAST. With their PROJECT BLESSING to some deserving person or family — WE CAN'T really EXPRESS their worth in our community. Even remember when it first started when the late MRS. CONNIE FAIR said they would help every week. This was in the days of our beginning — and they have continued to grow also. Keep up the GOOD WORK and PRAYER. Hope **THIS N THAT** can come and be FED — spiritually and physically — one Saturday morning. **DAN SHAMER** The business located at EAST 10TH STREET & BIRCH AVENUE needs to do something about their WEEDS in their building. Will all these weeds help the APPEARANCE of New Hope Baptist Church and 206 & Birch Street Church of Christ. Will one of the pastors tell the owner of that business — WE DON'T like the way his yard is looking!

Salvation Army Puzzle

ACROSS

- The Good Book
- Basic Salvation Army neighborhood center
- Puss
- Asian Island
- Orifices
- Food served by Sailies in World War I
- Roman God
- Non-profit Christian organization
- Pronoun
- Intervening
- Monday
- Plumber
- Stuck
- Founder of Salvation Army
- Puppy
- Coop
- And salsa
- Neither
- Gift's name abbr.
- Paradise
- Spiritual communion
- With God
- Salvation Army slogan
- Army sharing is
- Arctic
- Shrill
- Neither
- Liness
- Salvation Army
- Notice
- Jesus Christ
- Man's name
- Animal
- Ant
- Form of
- to be
- Compass point
- Salvation Army
- Short for Seymour
- Down
- Salvation Army musical groups
- As a whole
- Big
- Necks-Fr
- Dances
- Pair abbr.
- Salvation Army lassie
- Notice
- Jesus Christ
- Man's name
- Animal
- Ant
- Form of
- to be
- Compass point
- Live!
- Riddle
- The teachings of Jesus Christ
- Perform
- Exist
- In need of food
- Wall
- Notice
- Verbal
- Formerly
- Egypt
- abbr.
- Notice
- Sea's son
- Formerly
- Tokyo
- abbr.
- Chemical
- abbr.

Answer to Puzzle

DOWN

- Salvation Army musical groups
- As a whole
- Big
- Necks-Fr
- Dances
- Pair abbr.
- Salvation Army lassie
- Notice
- Jesus Christ
- Man's name
- Animal
- Ant
- Form of
- to be
- Compass point
- Live!
- Riddle
- The teachings of Jesus Christ
- Perform
- Exist
- In need of food
- Wall
- Notice
- Verbal
- Formerly
- Egypt
- abbr.
- Notice
- Sea's son
- Formerly
- Tokyo
- abbr.
- Chemical
- abbr.

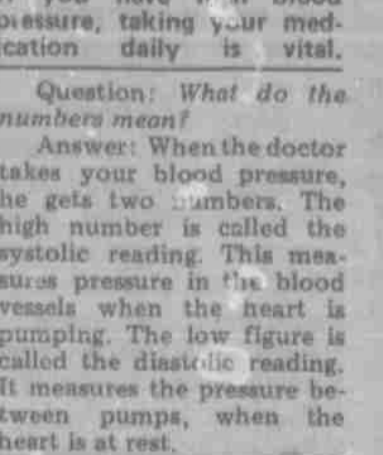
ASU To Award Three Honorary Doctorates

MONTGOMERY, Ala.—Alabama State University plans to award honorary doctorates to former baseball player Hank Aaron, actress Nell Carter and Mayor Andrew Young of Atlanta during its Spring Commencement Convocation. Mayor Young will be the guest speaker for the University's 234th Convocation. The convocation will be held June 1 at 6 p.m. in the Montgomery Civic Center. Young served as ambassador to the United Nations during 1977-79 and became mayor of Atlanta in 1981. Clergyman, civil rights leader, former congressman and the recipient of numerous awards and honorary degrees, Young also served as pastor of a church in Marion, Ala. During the convocation, President Leon Howard is expected to confer four associate degrees, 300 bachelor's degrees, 44 master's degrees and two educational specialist degrees. The university has conferred more than 19,000 bachelor's degrees and 4,300 graduate degrees.

For more information, write National Association for the Advancement of Colored People (NAACP), 186 Remsen Street, Brooklyn, New York 11201, or call (212) 858-0800.

High Blood Pressure is Serious Business

Question: What is high blood pressure? Answer: High blood pressure is a warning. It tells you your heart is working too hard at pumping blood through your body. Question: How do you know when your blood pressure is too high? Answer: You can have high blood pressure for years and not know it. Your doctor can tell if your blood pressure is too high.



Question: What do the numbers mean? Answer: When the doctor takes your blood pressure, he gets two numbers. The high number is called the systolic reading. This measures pressure in the blood vessels when the heart is pumping. The low figure is called the diastolic reading. It measures the pressure between pumps, when the heart is at rest.

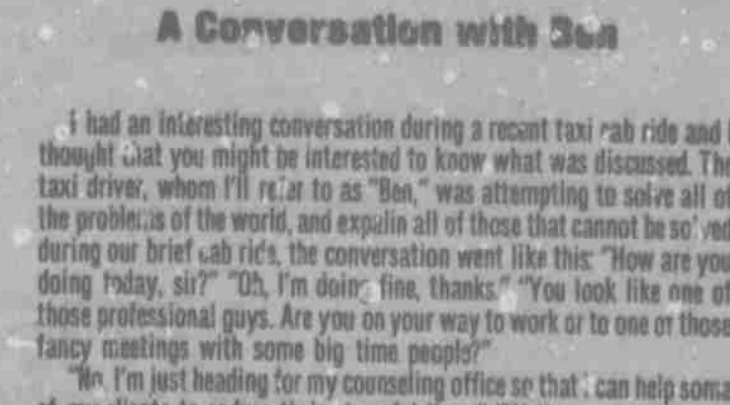
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The Interfaith Development, Inc. (IDI) is involved in providing housing, transportation, and courtesy for the Sainth Olympics. The IDI is currently securing homes in all sections of metropolitan Los Angeles which includes accommodations ranging from a simple one room, shared bath in a quiet family home, to a luxuriously furnished, multi-unit complex in a prestigious suburb. IDI will also provide a courtesy directory to guests which will include emergency police/medical numbers, child care referrals, restaurants, entertainment spots, interpreter services, and transportation information. If you or someone you know are anticipating a visit to Los Angeles during the Olympic games, call our office at 1-213-678-1984, or write to: The Interfaith Development, Inc. (IDI), 111 North La Brea Avenue, Suite 306, Inglewood, Ca 90301, and include your name, address, area code and telephone number, and what kind of accommodations you prefer. IDI is committed to making all guests visiting Los Angeles comfortable and carefree.

Mitchell Demands Minority Business In The Democratic Party Platform

Testifying today before the 1984 Democratic Party Platform Committee, Congressman Parron J. Mitchell (D-Md.) virtually demanded a plank in the Party's platform that "thoroughly and aggressively" supports minority economic development. Mitchell is Chairman of the House Committee on Small Business and a leading spokesman for small and minority business in the U.S. Congress. "I believe that it is critical for the Democratic Party to take an active and aggressive leadership role in helping to foster minority business development," Mitchell said. "Indeed," Mitchell continued, "it was the efforts and support of a Democratic president in the late seventies that aided my efforts to promote minority business ownership." Insisting that President Reagan's record disputes his statement of support for minority business ownership, Mitchell declared that Reagan's record is "in total contradiction to any such support." "Rep. Ronald Reagan," Mitchell remarked, "as lacking as he is in sensitivity and perceptivity as far as minorities are concerned, has repudiated that minority businesses are the most underutilized economic resources in this Nation."

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She was born in Montgomery Ala. she married Fred Jackson April 23rd 1972 in Montgomery. She was a member of Ford Memorial Church of God in Christ. She was a church musician, singer and choir leader. Who was a musician at New Hop Baptist Church. The youth choir loved her very much. She will be greatly missed by New Hope and the community.

Her parents Rev. & Mrs. Frank Ware, a brother Frank Ware Jr, four sisters, Gloria Nelson, Patricia Smith, Mary Frances Bradford, Sandra Ware, all of Montgomery Ala.

The Jackson's lived at Reese Air Force Base.

Carter Chapel C.M.E. Church Gets New Pastor.



Rev. Anthony L. Sims Sr.



Mrs. Vanessa Ann Sims

Rev. Anthony L. Sims Sr. is the son of Mr. Harry F. Sims of Lubbock and Mrs. Cecelia M. Green of Stephenville, Texas. Rev. Sims spent most of his childhood in Ft. Worth, Texas and he graduated from high school in 1972 from Stephenville High in Stephenville, Texas.

has been in the ministry for eleven years and has been pastoring going on seven years. He has pastored churches in Albany, Texas, Colorado City, Texas, Brackenridge, Texas and is currently pastoring Carter Chapel C.M.E. Church in Lubbock Texas. Rev. Sims has plans in the very near future to go back to school here in Lubbock and work on a Masters Degree. Rev. Sims is married to Vanessa Ann Sims, age 26 and they have two children, Jerrica and Anthony Jr, ages 9 and 2.

The Preacher's Wife

by Rev. Nathaniel Johnson

2102-73rd Street
Lubbock, Texas 7923

You may think it quite an easy task, and just a pleasant life, but really it takes a lot of grace to be a preacher's wife. She's supposed to be a paragon without a fault in view, a saint when in the parsonage as well as in the pew. Her home must be a small hotel for folks that chance to roam, and yet have peace and harmony the perfect preacher's home. Whenever groups are called to meet, her presence must be there, and yet the members all agree she should live a life of prayer.

Though hearing people's burdens, their grief both night and day, she is supposed to spread her sunshine to those along the way. She must lend a sympathetic ear to every tale of woe, and then forget about it. Let it to others go. Her children must be models rare. Of quietness and poise, but still stay on the level with other girls and boys. You may think it quite an easy task, and just a pleasant life. But really it takes a lot of grace, to be a preacher's wife!

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OUR GIANTS SPEAK

Sermons of Several Occasions—Rev. Albert Binga

Sermons preached by our spiritual leaders throughout our history have served a dual purpose; educating in the religious sense, as well as providing insights into life's perplexities. The sermons presented here have endured the test of time and are still relevant today. We hope you enjoy them.

Reverend Albert Binga grew up and was educated in Ontario, Canada. A brilliant student, he initially studied to be a physician, but switched to the field of education. He began his teaching career in Atchinson, Kansas, but fell ill and returned to his home in Canada. It was there that, inspired by the spirit of Christianity, he chose the ministry as his vocation.

He was pastor of the First Baptist Church in Manchester, Virginia for over 40 years as well as principal of the coloured school.

The Reverend was well known for his plain and practical sermons, and is credited with instilling manners, morals and religious temperance to his flock. The following is an excerpt from Rev. Binga's book, Sermons on Several Occasions.

The Duties of Children and Parents

"Honor thy father and thy mother."

—Exodus xx:12
"And, ye fathers, provoke not your children."

—Ephesians vi:4

This text expresses a command from heaven—from the Great Father of all, and is so explicit that it scarcely admits of comment. The duty of children stands next to their duty to honor their God. To honor one's parents is to esteem them very highly, which is evidenced by a proper course of life.

Honor cannot be fully expressed in words alone, but every act of one's life must be brought to the witness stand and allowed to testify.

1. You must honor your parents by obeying them; and this obedience must arise from love, and not

from fear. The child who obeys from fear does not obey at all. He simply performs mechanically that which is believed by his parents to be right, but in which he himself has no confidence. But the obedience referred to is that which arises from a high state of confidence, that admits of no suspicion. True obedience needs not the help of the rod to enforce it; it is rather drawn than driven. It is the cord of love that draws, and not the scourge of fear that drives. A child thus influenced to obey, will obey as readily out of sight, as in the presence of the parent.

2. You may honor your parents by being industrious. It is the pride of all true parents to see their children industrious, vivacious, active—throwing themselves into the busy whirl of life, and becoming contributors, in common with the rest of mankind, to the general good of the human family. That child whose energies cannot be crippled, and whose muscles cannot be paralyzed by wealth, which too often rocks men into a dreamy state of inactivity, by gratifying every desire of the heart without knowing what it costs, honors his parents by showing a restless anxiety for some useful field of labor. The fact that he does not need the fruits of his labor for his own maintenance, marks his efforts with peculiar honor, and places him among the pure and unselfish benefactors of mankind.

But the child of the poor, can also honor his parents, by going steadily forward in the face of discouraging poverty, to make the best of his opportunities, without complaining of his scanty inheritance. A greater opportunity is left to him to honor his parents by accumulating wealth. If by perseverance and self-abnegation he succeeds in securing for himself the comforts of wealth unknown to his parents, it will be their great joy to go to his home and feast their dim eye upon that prosperity, which, though lost

to them, has fallen into the lap of their child. Every true parent rejoices in the prosperity of his children.

3. You may honor your parents by being tidy. A child in most cases is expected to be a *fac simile* of the parents. He is expected to copy them more exactly in conduct than in features. Thus the child in his appearance, represents both the appearance and their system of training. Therefore, the uncombed hair, the unlaced shoe, the unwashed teeth, the dirty fingernails, the filthy garments, the scoury skin, of the children, call the father a *shack* and the mother a *slattern*. Poverty is no apology for dirt, so long as three-fourths of the earth's surface is covered with water. Parents may not be dishonored by their children, but may be honored by them.

Con't on Page 8

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Youth Choir Rehearsal	6:00 p.m.

"We Thank God For Jesus" Lord, I'm Yesterday's Sinner (I've Seen Born Again!)

Romans 3:23 -- All have sinned, and some short of the Glory of God.

Lord Jesus, Since the beginning of time, Satan has been the deceiver of the mind's. Lord, the apple in the Garden of Eve was the first time Satan deceived.

Lord, he deceived me with wine, pills and weed. (Sin) He used diamonds, flesh and metals to help deceive.

Deuteronomy 11:16 -- The Lord said: take heed to yourselves that your heart be not deceived, and ye turn aside, and serve other gods and worship them.

Lord, but you love me, and for all my wrong reasons. And for a no good sinner like me, you gave your only son Jesus.

Lord, when I was a sinner, I could have been killed. But you kept Satan away. It wasn't your will.

Romans 6:23 -- For the wages of sin is death, but the gift of God is eternal life through Jesus Christ our Lord.

Lord, all my idol gods got heavy on me, carrying so many gods put me in misery. (Sin)

Lord, the smoking and drinking, so called having a good time. I was slowly dying, destroying my mind.

Lord, the world was saying, "Is your life, do what you want too, was doing it all. Satan told me what to do. (Sin)

I Corinthians 6:19-20 -- What? Know ye not that your body is the temple of the Holy Ghost which is in you, which ye have of God, and ye are not your own? For ye are bought with a price. Therefore, glorify God in your body, and in your spirit, which are God's!

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

Matthew 11:28 -- Jesus said: Come unto me, all ye that labour and are heavy laden, and I will give you rest.

Lord Jesus, I can see clearly now, Satan doesn't live within. I want to tell my brothers and sisters, I've been born again!

Lord Jesus, you died for a sinner like me, I thank God for his son, Jesus, I'm free!

"Free at Last! Free at Last! Thank God Almighty, Free at Last!"

John 8:32 -- Jesus said: You shall know the truth, and the truth shall make you free.

I John 2:1-2 -- My little children, these things write I unto you that ye sin not. And if any man sin, we have an advocate with the father, Jesus Christ, the righteous: and he is the propitiation for our sins; and not for ours only, but also for the sins of the whole world.

Lubbock Lakesite A Landmark

Lubbock-The Lubbock Lake Site and National Landmark, know worldwide for its archeological significance, will be open during the 1984 summer for special Saturday tours.

In preparation for that, a training session to prepare volunteers as guides for the regular and specially scheduled tours will take place May 30 at the Museum.

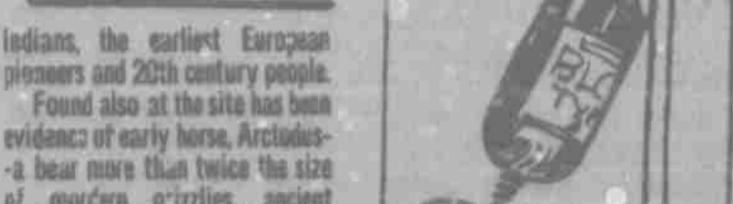
Volunteers will receive background information and tour the site under guidance of specialists. From workshop participants, 1984 summer guides will be chosen.

The landmark, about one mile from the Museum, has revealed the presence of man from 10,000 to 12,000 years ago to the present.

The oldest residents were Clovis man, but others have been Folsom, Plainview and Archaic man, Apache and Comanche



Among the many Black leaders who occupied high places in New Deal councils was Robert L. Vann, editor of the Pittsburgh Courier and special assistant to the U.S. Attorney General.



Indians, the earliest European pioneers and 20th century people. Found also at the site has been evidence of early horse, Archaic—a bear more than twice the size of modern grizzlies, ancient armadillo of about six feet in length, and many other things there by early man.

To register for the workshop call 742-2470.

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Thank God every morning when you get up that you have something to do which must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you a hundred virtues which the idle never know.
-Charles Kingsley

Public Notice

Persons interested in statewide procurement opportunities should check the bulletin board in the Economic Development Department of the South Plains Association of Governments offices at 3424 Avenue H, Lubbock, Texas. The SPAG offices are open from 8 AM to 5 PM, Monday through Friday.

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South Plains

Continued from Page 3

land be expected to produce a profit over the longer term.

That's the conclusion Murray presented to the Texas Historical Commission's annual Historic Preservation Conference Friday in a paper titled "Success and Failure: Early Ranches of the South Plains, 1876-1897."

He based his findings on studies of 19 major South Plains ranches—KIT, JA, Matador, Kentucky Cattle, Raising Co, CIA, Square and Compass, Pitchfork, Spur, Slaughter and T-Bar ranches. Only five of those, he said, "could be considered successful as ranching ventures."

"Those that were profitable were so because their owners and managers exhibited entrepreneurial skills in management, labor and capital," he said.

"Those that failed did so because their owners and managers failed as entrepreneurs and because they

failed to come to terms with the unpredictable South Plains weather."

Murray said ranching in West Texas was highly speculative and risky because of the region's isolation and unpredictable environment, which made the South Plains the last major area of the Southwest to be settled.

"At the forefront of this colonization was the rancher's frontier," Murray said. "Unlike the farmer's frontier, which was primarily composed of individuals operation on a small scale, the rancher's frontier consisted primarily of major operations by corporations or wealthy capitalists."

Despite the wealthy backing of many ranches, it did not assure their survival.

"Failure to understand the environment," Murray said, "ultimately resulted in total loss."

Continued from Page 6

Giant

Children's hands can place bright coronets upon the wrinkled brow of father and mother, that may be worn as perpetual crowns of honor. The neat and tasty appearance of the child speaks forth the praise of the parents' and the deeper the poverty from which this taste springs, the higher the point of honor it deservedly receives.

4. A child may honor by being polite—polite in speech and in acts, not only to parents, but everybody. You cannot be impolite even to a beggar without reflecting discredit upon those tender hearts that beat in strains of parental love for you. Politeness of speech is born of good

breeding, and is one of Nature's adopted methods of expressing her best self. The loftiest and most generous impulses of the heart are manifested by politeness. It is the sacrificing of one's comfort for the comfort of others. Politeness is the most natural to those who are the least selfish; and as one's own happiness is matter of first importance to the natural heart, that father and mother must be honored who can so far correct nature, as to cause their child to move through society with an air of self-forgetfulness, and with an eye ever open to the rights of others.

Texas Tech Baseball Camp

LUBBOCK--Texas Tech University's head baseball coach Gary Ashby will be the featured instructor for the Baseball '84 Camp in July at Texas Tech.

First camp session will be July 8-12; the second session will be July 22-26.

Kids 10 years old through high school age will spend about six hours each day developing self-confidence, sportsmanship and skills for playing the game. Each student will receive individual and group instruction involving infield, outfield, pitching,

catching and other game-playing skills. Evening activities will include films, discussions, guest speakers and recreation.

Students may attend the camp as either residents or commuters. The resident fee is \$175 and includes all meals and housing. The \$125 commuter fee includes lunches.

For more information or to register, contact Martha Hise, Division of Continuing Education, Box 4110, Texas Tech University, Lubbock, Texas 79409, (806) 742-2354 or Ashby, (805) 742-3355.

CIBA-GEIGY TO PRESENT PORTRAITS TO TALLADEGA COLLEGE, BROWN

The portraits of a college president and an internationally known orthopedic surgeon are being presented to their alma maters in May by CIBA-GEIGY Corporation.

The portrait of Dr. Jewel Piemmes Cobb, president of California State University at Fullerton and a graduate of Talladega College in Talladega, Ala., will be presented to that college on May 19.

CIBA-GEIGY will present the portrait of Dr. Augustus A. Whitlil to Brown University during its commencement activities on May 26 in Providence, R.I. A Brown graduate, he is orthopedic surgeon-in-chief at Boston's Beth Israel Hospital and professor of orthopedic surgery at the Harvard Medical School and the Harvard-MIT Division of Health Sciences and Technology.

The portraits were painted by noted artist and illustrator Ernest Crichtlow for CIBA-GEIGY's Exceptional Black Scientists Poster Series.

Dr. Cobb is this year's commencement speaker at Talladega and will be receiving an honorary degree there. A 1944 graduate, she received her M.S. and Ph.D. degrees in cell physiology from New York University.

Dr. Cobb's research has led to new discoveries concerning normal and malignant pigment cells, and she has undertaken numerous research projects under the auspices of the National Cancer Institute.

She also was head of the Tissue Culture Laboratory of the cancer research group of New York University's Post-Graduate College of Medicine, and has represented the United States as a leading cancer researcher at international symposia.

Before becoming president of California State University at Fullerton in 1981, she was dean and professor of biological sciences at Oberlin College, the women's division of New Jersey's Rutgers University. Earlier she served as dean and professor of

zoology at Connecticut College and as professor of biology at Sarah Lawrence College.

A star athlete as well as a scholar, Dr. White became fascinated by the potential of orthopedic treatment of sports injuries while an undergraduate at Brown. A 1957 graduate and former trustee, he now serves on Brown's board of fellows.

A graduate of Stanford University Medical School, he further developed his skills at the Karolinska Institute in Sweden, where he received his doctorate in medical science in 1970.

Dr. White taught at the Yale University School of Medicine for a number of years before joining the Harvard School as professor of orthopedic surgery in 1978.

His major interests are in the spine and fracture healing, and his work with patients and extensive research have established new guidelines for treating spinal injuries. He is the author of *Your Aching Back: A Doctor's Guide to Relief*, a popular book published in 1983.

GREAT MOMENTS IN AMERICAN HISTORY

First Black General in Air National Guard



General Davis, a command pilot with more than 3,900 hours of flying in the time, gets his first star.

It was one of the great moments in American history. On Dec. 19, 1962, Russell C. Davis, Commander of the 113th Tactical Fighter Wing, District of Columbia Air National Guard, was promoted to the rank of brigadier general, making him the first black general in the Air National Guard (A.N.G.). He is one of 52 brigadier generals in the ANG nationwide.

General Davis, 41, was born and raised in Tuskegee, Ala., and attended Tuskegee Institute for two years following high school graduation until joining the Air Force as a member of the Aviation Cadet Program for undergraduate pilot training. He received his pilot's wings and a commission as a second lieutenant in March, 1960, then served with the Strategic Air Command until April, 1965, when he was released from active duty.

At that time, he joined the Iowa ANG, where he served until reentering active duty in 1978 as the ANG's Student Representative at the Industrial College of the Armed Forces. He graduated in June, 1979, and remained on active duty as the Deputy Chief, Manpower and Personnel Division, ANG Support Center, Andrews Air Force Base, MD. He was promoted to the rank of colonel on Jan. 26, 1979.

Gen. Davis, a command pilot with more than 3,900 hours of flying time in a variety of tactical aircraft, comes to his current rank and position with eleven decorations and awards and many years of experience.

According to Lieutenant General Emmett H. Walker, Jr., Chief, National Guard Bureau, Gen. Davis "has been an asset to the National Guard since he joined almost 18 years ago. His knowledge and dedication have made him a leader to depend on, and deserving of the honors recently bestowed on him—general officer rank and the precedent of becoming the first black general in the ANG. We expect to follow up with precedent substantially in

Gen. Davis' foremost objective for the 113th TFW is to fill shortages in critical skills areas. The unit is over 100% strength, enabling recruiters to concentrate on the ANG's policy of precision recruiting—focusing on quality instead of quantity and filling only actual unit vacancies.

How does Gen. Davis feel about his promotion? "Being the first black general in the ANG is an achievement, but being a general is an achievement in itself," he said. "The odds are very competitive, regardless of race or background, but there is opportunity out there if you're willing to grasp it."

Texas Tech University

Employment Opportunities

Applications Should Be Directed To The Personnel Office, Room 143, Drane Hall Campus

Manager Television Programming: Salary range is \$20,000-\$23,500 depending on qualifications. Bachelor's degree in telecommunications or related field. Master's degree preferred. Three years of experience in broadcast production techniques, including a demonstrated knowledge of budgeting, inventory control, and other fiscal management.

Utility Plant Operator 1: Salary - \$1333 per month. Two years of experience in the operation and maintenance of a large scale heating and air-conditioning plant including a background in turbine, boiler, and operations/repairs.

SENIOR SECRETARY 11: Salary - \$967 per month.

Typing 50-55 wpm. Four years of experience.

Senior Clerical Specialist 1: Salary - \$821 per month.

Typing 50-55 wpm Two years of experience.

THE PERSONNEL OFFICE IS OPEN From 8:00 a.m. until 5 p.m. Monday through Friday

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Beauty Tips From Reflections II

Paula Menefee - Ann Mallory - Shirley Pratt

Hair by Shirley Pratt

What's the normal rate of hair growth per month? The normal rate is 1/2 inch per month which may vary depending on the hair type and physical condition of the individual.

How can I stop hair breakage? Depending on the cause of breakage, most breakage can be stopped by applying an acidified condition. Example, Apogee, by Jhirmack or P. P. T. and Acid Christs by Parker.

Skin by Paula Menefee

What can be done about my oily skin? An oily skin condition requires close attention. It should be washed twice a day, once in the morning and once at night. This should be done with a strong, but not harsh product.

Nails Ann Mallory

How can I keep my sculptured nails from taking away of my own nails off when I want them off? You should soak them in acetone when removing them. It can be brought by non professionals. Watch this space weekly for beauty tips which can help you be as beautiful as you should be.

4717-B 58th 793-9250

GREAT MOMENTS IN AMERICAN HISTORY

The same spirit engendered by Jackie Robinson as he helped blacks enter the major league baseball lives on today. Thanks to the efforts of the Jackie Robinson Foundation and other caring groups, many blacks will now find new opportunities available to those who want to enter the business world.

One of the 1983 recipients of the "Robbie Awards for Humanitarianism and Industry"—presented by the Jackie Robinson Foundation—is Hicks B. Waldron, executive vice president of R.J. Reynolds Industries, Inc.

Waldron, chairman of Heublein Inc., which merged with R.J. Reynolds Industries last October, was selected because of his "uniquely practical assistance to black economic development." This assistance has been accomplished primarily through hiring and promotional policies with Heublein, the extensive use of black banks and professional services as well as the aggressive re-

ruitment of blacks as franchisees for Kentucky Fried Chicken stores.

The second 1983 award winner was Sugar Ray Leonard, former world Boxing Council Champion, named for his inspiration to young people as an athlete who promotes sportsmanship, brotherhood, education, strong family ties and functions as a highly positive role model.

Heublein, which also markets Smirnoff Vodka, Inglenook wines and A.1. Steak Sauce, launched the multi-million dollar minority business development program a year ago. Since that time, the ten-point program has been acclaimed as a success model for the food and beverage industries.

The five-year program is channeling more than \$180 million into the black community by Heublein. The sum will, in total, generate more than \$360 million in economic activity and an estimated 9,000 new jobs.

ment of blacks as franchisees for Kentucky Fried Chicken stores.

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- Snappy Shine - 1110 Avenue J
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- Brooks Super Market - 1807 Parkway Drive
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