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FORMERLY LUBBOCK DIGEST  
An Independent Pictorial Newspaper for All People  
Primarily Serving the Black Population of Lubbock County and the Surrounding Area  
Black Press of America

VOL. X, NO. 8      510 East 23rd      PHONE (806) 762-3612      LUBBOCK, TEXAS 79404      OCTOBER 22, 1987 THRU OCTOBER 28, 1987

## Highlights of Texas Black Beautician Convention In Lubbock



Here are a few of the many highlights of the Texas State Association Beauticians & Manicurists, League No. 47, who met in Lubbock, Texas in their 43rd state

convention at the Holiday Inn Civic Center, October 10-14, 1987. Ms. Opal Robinson, president of the Hub City Beautician League, served

as local chairman of the state event. Hundreds of beauticians and manicurists from throughout the state of Texas were present.

Photos shown above are courtesy of Ms. Emma Rayford.

## Rev. C. L. White At Trinity Church



Rev. C. L. White in Concert

Rev. C. L. White, Jr. is pictured above ministering recently during Sunday evening services at Trinity Church. Rev. White has been called and anointed by God to minister in word and

in song. "Me and Jesus," Rev. White's first album was released last spring. A single from his latest album, "I Love To Tell It," is now available. The album will be

released later this fall. Barbara, Rev. White's wife, is a student in the Gideonite Program -- an intensive ministry training program sponsored by Trinity Church.

### Musical Set At Holy Baptist



Bishop Joel Mann

Bishop Joel Mann, pastor of the Friendship Holy Baptist Church, invites the public to a Gospel Musical on Sunday, October 25, 1987 at 3 p. m. All are invited to come and praise the Lord with them in song and praise.

Friendship Holy Baptist Church will be featuring The Spiritual Disciples of Dallas, Texas, The King Sisters of Lubbock, Texas, The Gospel Warriors also of Dallas and The Lewis Sisters of Lubbock.

Don't forget Bishop Joel Mann's 35th anniversary November 8-15, 1987. Come and show Bishop Mann we love him.

### Black Chamber Meets Oct. 27th

The Lubbock Black Chamber of Entrepreneurs will hold their first general meeting Tuesday, October 27, 1987 at 7 p. m. at Mae Simmons Community Center.

According to officers, they want the entire Black business community to join

spring," Rosenow added. "The six-to-twelve inch trees will be sent postpaid at the right time for planting between October 15 and December 10, with enclosed planting instructions. The trees are guaranteed to grow, or we will replace them free of charge."

### Free Flowering Trees

#### For Fall Planting

Ten free flowering trees will be given to each person who joins the National Arbor Day Foundation during October, 1987.

The Foundation will give two White Dogwood, two American Redbud, two European Mountainash, two Washington Hawthorn and two Flowering Crab trees to members joining during October. The free trees are part of the Foundation's efforts to improve the quality of life in America by encouraging tree planting.

"The National Arbor Day Foundation is encouraging more people to plant trees in the fall, which is an excellent time for tree planting," John Rosenow, the Foundation's executive director, said. "So we're giving these free flowering trees to people who make a \$10 membership contribution during October."

"These trees were selected because they will give a colorful flowering of pink, white, and red blossoms throughout the

### Mass Meeting Set By MLK

The Martin Luther King Committee will sponsor a Mass Meeting Wednesday evening, October 28, 1987 at the Mae Simmons Community Center, beginning at 7:30 p. m.

"We want every organization in the Black community to come and be a part of this mass setting, as we have some great ideas for our community," says Fulton Berry, president of MLK.

### Gospel Concert Here

A Gospel Concert will be held at the Youth Outreach Center October 24, 1987 beginning at 7:30 p. m.

The Gospel Express will present The Original Spiritual Disciples of Dallas, Texas.

They are asking the people of Lubbock, Texas to come out and lift up the name of Jesus with them, and to help tear down Satan's kingdom with praise and song.

Special guest will be The Gospel Warriors of Dallas, Texas. These young people can really praise the Lord.

Local groups of the Gospel Express will perform, and will include: The Kings Sisters and The Lewis Sisters.

This program will be recorded live from the Youth Outreach Center, 1821 Parkway Drive, located next to Brooks Supermarket.

them so they can get on with taking care of the business of the community.

All business persons are urged to attend this important meeting.

Con't on Page 8



Texas Land Commissioner Garry Mauro (left) collects garbage with Houston landman Steve Akers of Mobil Oil and his daughter Amy during the Texas Coastal Cleanup in Galveston. More than 7,100 volunteers picked up 215 tons of beach debris in just three hours on September 19.

**RUBY  
JAY'S  
CORNER**



Sunday School at the New Hope Baptist Church began at 9:30 a. m. last Sunday morning. It was a good day for the Sunday School, and what a beautiful lesson. During the morning worship hour, devotions were led by Deacons Swain and G. ... Radio announcer was Sister Ida Johnson who gave a brief introduction. The church announcements were given by Sister Cynthia Hall. Altar prayer was of ... by Pastor S. C. Nash.

Pastor Nash delivered a great sermon from Exodus 14:21.

There was one added to the membership.

Sister Johnella Savage is

enjoying her daughter who is visiting her from Clarksville, Texas.

Hurrah! For the Dunbar Panthers who hung in there. We love you, Panthers!

**POLICE BEAT!!**

**CRIMINAL MISCHIEF**

GREGORY CHILDRESS, 1504 East 14th Street, was a very angry man last week. you see a woman took advantage of him, so he tells police.

According to the police report, CHILDRESS was arguing with a Black sister when she became mad. She drove her car across the streets where they were arguing, over the curb, and struck CHILDRESS' ride. She damaged the car in the rear.

When she had done the damage, she drove off from

the scene.

According to CHILDRESS, she did it on purpose. Wonder what started all the trouble, could she have wanted CHILDRESS' ride?

**BURGLARY**

REBECCA GENE SIMMONS, 1705 Teak Avenue, was very angry young lady, one day last week when she came back home and found that unknown persons had gained entry to her home by breaking open the kitchen window and unlocking the

door. Taken from her residence were a stereo AM/FM cassette, valued at \$450; and a 13 inch black & white TV, valued at \$75. Damaged to gain entry was believed to be \$20.

Cont on Page 3

**Opportunity**

**ASSOCIATE DEGREE NURSING INSTRUCTOR** position open at South Plains College, Levelland. Master's degree required, preferably in nursing with three years current experience in nursing. Must have current licence to practice as RN in Texas; competent in area of teaching. Salary commensurate with education and work experience. Excellent fringes benefits. Employment to begin in January. Applications will be received until position is filled. Submit letter of application, curriculum vitae and references to Maria Cottenoir, director, ADN program, South Plains College, 1401 S. College Avenue, Levelland, TX 79336 (806) 894-9611. South Plains College is an affirmative action equal opportunity employer.

We still have news of those who are on the sick list. Among them include: Mr. Harry Bunton, patient at Highland Hospital; Mr. Albert Chandler, a patient at Highland Hospital; and Mr. John Evans, who is back in Methodist Hospital.

Let us continued to pray for them as well as our bereaved families.

The Do a Johnson family has our prayers as her husband was funeralized last Saturday morning at Greater Luke Baptist Church.

The Swisher family lost their sister, Mrs. Ella D. Swisher, who was funeralized last week in Tahoka, Texas.

Please don't forget Pastor Nash's anniversary November 1, 1987 at 3 p. m.

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# EDITORIALS • COMMENTS • OPINIONS

## CEBA

### A DECADE OF EXCELLENCE

The time that has passed since 1978 — the year that the CEBA Awards were first introduced — is perhaps best measured by events than by years. A cursory review of what occurred during the past ten years, however, would probably not reveal the most significant developments. While the period does not lend itself to easy labels like The Seventies or The Eighties, the theme of this year's CEBA Awards is very appropriate: A Decade of Excellence.

The African-American experience has changed dramatically in ten years. In 1978 there were only 170 Black mayors. Today there are 303. There were only 56 Black-owned radio stations in the nation. Now there are 140. The population for African-Americans was 22 million. It has since grown to 27 million.

It was during the final years of the Seventies that a new movement among Black Americans grew in evidence. Armed with the gains from the Civil Rights struggles of the Sixties, Black Americans surged into the mainstream of society as never before. It was the beginning of a new consciousness about the vital role African-Americans were having on corporate America's bottom line and profit margins.

In 1978 the late D. Parke Gibson, a pioneer in research on the Black consumer market, released his book, "\$70 Billion in The Black." In that prophetic text Gibson endeavored to call attention to the untapped potential of Black consumers:

"Today as never before, those who would sell goods and services to expanding markets must become familiar with the characteristics, behavior patterns in the marketplace, and socio-economic data on minority consumer markets. The Black consumer market... will continue to be a prime marketing opportunity..."

"Valuable consumer franchises could be lost if they are not protected now for the future. Those companies who would want to benefit from the future increasingly important minority market purchases will have to look extremely hard at their future market development projections..."

#### The discriminating consumer

Not only did more marketers begin to give Black consumers more consideration, but Black consumers started paying greater attention to the efforts of marketers. In exchange for their patronage, advertisers were expected to be sensitive to how they portrayed and addressed Black consumers. But until that time there had been no guidelines, no means of comparison, no recognition of the best way to tout this audience.

The Communications Excellence to Black Audiences Awards changed that. For the first time, corporations and individuals who communicated with Blacks were being judged for the contents of their messages. CEBA provided an additional incentive for those who already recognized the financial benefit of depicting Blacks in an accurate and positive manner.

It seems that America's own racial consciousness matured in many ways during the past ten years. The growing presence of other ethnic groups who are part of the American mosaic has heightened awareness about the impact of minorities in the marketplace. Black Americans, however, continue to be a dominant force in all aspects of this society.

Throughout history, the lifestyles of African-Americans have influenced the lifestyles of all Americans. In the arts, sports, politics, business and other endeavors, the contributions made by Blacks continue to change the world. And the change that has taken place in the past decade

## Don't let the Black community become a jungle



## WHY ARGUE? THE FACTS ARE HERE!

has not gone unnoticed by corporate America. As competition in the marketplace increases, and avenues to profits become more treacherous, the potential of Black consumers grows in appeal, even to those who once ignored it.

#### Integration vs. segmentation

The hard earned advances made by Blacks to enter the mainstream should not be taken as signs of being fully integrated into society. Even as we observe the bicentennial of the U.S. Constitution, Blacks are still struggling to achieve the full equality entitled to them as citizens. However, cultural, historical and social characteristics distinguished African-Americans from other market segments and these impact on virtually all of their perceptions, decisions and conclusions. For marketers, this presents a unique opportunity.

Demographers have already foretold of the "new America," a nation where ethnic minorities will represent the majority of the population. Market segmentation has already been identified by many advertisers as the best strategic approach to successfully luring future consumers. In this respect, the black consumer market continues to offer the most lucrative opportunities.

Measured against all other target audiences, the Black consumer market is still the second largest consumer market in the nation. Black consumers earn and spend more than the Hispanic and Asian consumers combined. By 1990 Blacks are projected to have more than \$225 billion in income. Again, more than is projected for both Hispanics and Asians.

The prospects for marketing success by targeting the Black consumer market will be as rewarding a decade from now as they were ten years ago. But some advertisers remain unconvinced. This despite the consistent growth of entries placed in the CEBA competition each year. It has always been our hope that by honoring excellence by those who communicate with Black audiences, reluctant companies would be persuaded to reevaluate their position.

Additionally, we have long felt the irrefutable evidence presented in statistical research would be just the spark of information necessary to encourage further investigation. That is why we are presenting indices to demonstrate the increased importance of Black purchasing in a broad cross-section of consumer product categories.

If you have participated in the CEBA Awards for all or part of these past ten years, we are certain that you have come to realize that the philosophy expressed by D. Parke Gibson a decade ago still rings true.

"Today a market exists that can be effectively recognized, identified with, and invited to purchase goods and services. These consumers happen to be Black..."

Ken Strickle

#### Thank You

A special thanks to our many friends for your kindness, florals, cards, and prayers during our moments of sorrow. We shall never forget, and may the Lord bless and keep you.

The Lee A. Johnson Family



Experts predict there will be 6.1 billion people in the world by the year 2000.

## It Needs To Be Said

by The Mystery Writer

The hot days have passed and soon the bitter cold will be upon us. As we light up our heaters and prepare for the winter, let's make plans for a better summer of '88. Traditionally, we wait until April and May to start planning for June thru September, and find out that we have not allowed ourselves sufficient time to accomplish our objective. The major obstacle of most plans is money. We all will agree, money is one thing none of us have enough of and the little we have must go a long way. However, with sufficient planning time, we can collect small amounts that by June will be sufficient to initiate one or two worthwhile and needed programs.

All last summer, our parks were empty. Wouldn't it be nice if our churches would schedule Sunday afternoon activities in Mae Simmons Park or MLK Park. Our local people with skills, i.e. Eddie Dixon, Mr. Ponder and others, why not spend a day in our park working your trade. Who knows what youth may decide that's what they want to do. I don't desire to pick on our churches, but you do have the most people already assembled. Therefore, wouldn't it be great to organize some recreational activities for our young ladies, say ages 10-18 for the summer. Cooking classes, crafts, even sports would be great.

The winter months would also be great for that son and daughter to learn to play a musical instrument in order that they may be ready to play in the school band next year. No money, that excuse is not good enough

this time. The schools have several instruments they have purchased and all that's required is your John or Jane to come forward and learn to play. If you will call Mrs. Wilson at Dunbar or Mr. Roberts at Estacado, I feel sure they can work out something where your child can be a band member in '88. Let's start now to enlarge our bands for '88. Parents, some encouraging words will do wonders.

In what book is it written that "You must wait until May to line up that summer job." Why not start now talking with those people that need additional help during the summer. Be persistent, but don't turn the potential employer off. Let them know, you want a job; then know, you want a job this summer, that you are applying now so you can be the first on the list.

We, Blacks, have been denied because the "System" uses loop holes to keep us out. One such loop hole, All the positions are filled. Plug that loop hole by placing your name on file in November or December.

Have you driven down East Broadway between Quiret and Idalou on a Saturday morning in the last month? Did you notice all those whites in the field working. Did you what they were doing? Well, they were building a Kingdom Hall and they were not getting paid. Now wouldn't it be nice if during the winter months, one of our organizations would start gathering supplies and volunteers for a community project? That's how things are being done folks. Planning, allowing sufficient time to beg, rebeg almost everything needed to complete your project. You will be surprised how many stores will contribute building materials for a worthwhile cause. Don't demand, explain what you are trying to do and take what is given.

We can do a lot more if we will stop defeating ourselves before we really apply ourselves. Nothing ventured, nothing gained. Let's start now planning, organizing and working on a better summer of '88.

Continued from Page 2

#### BURGLARY

BETTY SHELIA JONES, 311 East Auburn Avenue, reported to Lubbock police that someone unknown did gain entry to her residence by prying open her front door.

Taken were a microwave oven, valued at \$50; AM/FM cassette player, valued at \$80; and two pounds of her favorite meat, valued at \$3.

Damage to the apartment was \$200. There was more damage done to gain entry than the value of the items taken. When will we ever learn?

#### BURGLARY

DEBRA BLAYLOCK, 2701 East 10th Street, reported to Lubbock police that she had a problem one day last week. You see, someone unknown gained entry into her apartment by prying open the front door.

Cont on Page 5

## Southwest Digest

P. O. Box 2553 Lubbock, Texas 79408  
\$15.00 Per Year - \$25.00 two yrs  
Editors - Publishers  
T. J. Patterson - Eddie P. Richardson

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

Devoted to the industrial, Educational, Social, Political and Economical Advancement of 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 factually as is humanly possible. We will also give credit and respect to those who are doing good things for the Lubbock Area and the people. We will be critical of those who are not doing as they have said they would, and this, we think, is fair.

So, this is our resolution to you: "Feel free at anytime, to call this office for information concerning this newspaper or any other matter that is of concern to you."

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# THIS N THAT

**THANKS A BUNCH!! THIS N THAT** ... would like say publicly to the ... **GANG AT EL EDITOR** ... for allowing us to use their ... **TYPESETTING MACHINE** ... in order to get another issue out ... You never know when you are going to be ... **DOWN** ... and thank ... **GOD** ... for friends like ... **BIDAL & OLGA** ... who came to our rescue ... Had it not been for their help ... **ONLY GOD KNOWS WHAT WE WOULD HAVE DONE!!! THANKS A BUNCH! AND MAY YOU CONTINUE TO STAND FIRM FOR THE HISPANIC COMMUNITY** ... who needs you and your efforts!!

**GOOD TO SEE!! THIS N**

**THAT** ... was happy to see the recognition of some ... **BLACK CITIZENS** ... who helped make the oldest ... **BLACK CHURCH** ... who worked hard ... so it could survive all these years ... Each was honored last Sunday afternoon at their church ... **MOUNT GILEAD BAPTIST CHURCH** ... which was organized in ... 1917 ... by some brave souls ... and faith in God ... This church is ... **70 YEARS YOUNG!** Those honored were ... **OMA MCQUINNEY, 66 YEARS, NORMA AUSTIN, 66 YEARS, ANNA TRAMMEL, 63 YEARS; C. C. & GEORGIA SANDSERS, 57 YEARS; EDWINA WOODS,**

Con't on Page 8

## Director of Internal Audit Texas Tech University Texas Tech University Health Science Center

Texas Tech University and Texas Tech University Health Sciences invites applications for the position of Director of Internal Audit. The Director of Internal Audit reports directly to the Vice President for Finance and Administration and has overall responsibilities for the coordination and supervision of the internal audit functions.

Texas Tech University is located in Lubbock, Texas, a city which has a population of approximately 185,000. The University has a School of Law, a Graduate School, and Colleges of Agricultural Sciences, Arts and Sciences, Business Administration, Education, Engineering, Architecture, and Home Economics. The Health Sciences Center has a School of Medicine and Schools of Nursing and Allied Health. Total enrollment exceeds 29,000 students. Annual expenditures exceed \$180,000,000 in the University and \$80,000,000 in the Health Sciences Center.

Applicants must have a degree in accounting with a CIA or CPA preferred, at least five years of professional experience in auditing, with at least two years experience in a Texas public university. Supervisory experience is desirable. Excellent verbal and written communication skills are required.

Applications and nominations should be received not later than November 11, 1987 by:

The Search Committee  
Texas Tech University and Texas Tech University  
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# OBSEQUIES

## Mother Lorene J. Holmes

Spur, Texas -- Final rites were read Saturday, October 10, 1987 at the First Baptist Church in Spur, Texas for Mother Lorene Jackson Holmes with Pastor Jameson Temple officiating.

Interment was held in the Spur Cemetery under the directions of South Plains Funeral Home.

Mother Holmes was born in Augusta, Texas on November 11, 1889 to Walter and Janie Jackson. She departed this life on October 5, 1987 in Lubbock, Texas at the age of 97 years.

Mother Holmes accepted Christ in 1928 in Spur. Her pastor was the Rev. Caldwell. She was a member of Janierson Temple Church of God in Christ, under the leadership of Rev. Peterson. She served as Church Mother and Church Treasurer.

Mother Holmes served faithfully in the church for many years until her homegoing.

In Palestine, Texas, Mother Jackson was united in holy matrimony to Louis Hunter who preceded her in death. From that union, three children were born and one of them preceded her in death.



Mother Holmes, then Lorene Hunter, married Walter P. Holmes in Palestine, and from this union, eight children were born. Mr. Holmes and one of the children preceded her in death.

Mother Holmes leaves to mourn her homegoing: four sons -- Alvin Hunter of Odessa, Texas, Elmer and Odessa, Texas, Elmer Hunter and Dick William Holmes of Lubbock, Texas, and James Holmes of Spur, Texas; five daughters -- Gladys Moore, Norvice Joiner and Janie Price, all of Lubbock, Texas, Hattie Sanders of Hobbs, New

Mexico and Lois Berry of Albuquerque, New Mexico; 55 grandchildren, 121 great grandchildren, 59 great-great grandchildren, a host of other relatives and friends.

Pallbearers were Herman Moore, Garye Price, Kenzie Burrell, Billy Roy Sanders,

Dennis Price, and Gerald Stevenson.

Honorary pallbearers were Albert Patterson,

James Price, Don Walker, Plas Sanders, Deneil Walker, Luke Joiner, Walter Price, and Virgil Sanders.

## STATE LAND AUCTION

### FULL FINANCING AVAILABLE IN STATE LAND AUCTION

The Texas Veterans Land Board will have a sealed bid auction on 191 repossessed tracts of state land November 16, 1987 at 10:30 a.m. in Austin. All tracts are open to bids from the general public as well as Texas Veterans. Bids are not restricted to Texas Veterans.

These lands are located throughout Texas and:

- range in size from 10 to 52 acres
- will be awarded to the highest bidder
- the Texas Veterans Land Board will finance the full amount of winning bids, less 5% downpayment, with special low-interest rates at 8.75% for Texas Veterans and 10.25% for the general public.
- will be financed with 30-year, assumable, fixed-rate loans
- tracts are located in more than 75 counties across the state.

Bidders need not be present at the bid opening on November 16, 1987. All winners will be notified by mail within one week.

For more information on the tracts available, bid procedures and application forms, please contact the Texas Veterans Land Board toll-free 1-800-252-VETS.

Garry Mauro

Chairman, Texas Veterans Land Board  
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# THE REFRESHEST

# SPORTS

## Panthers Did It!! Socks It To Pampa

Pampa, TX -- Who said the Dunbar-Struggs Panthers couldn't win? Well, you're wrong because they socked it to the Pampa Harvesters last Friday night by a score of 28-6 in 1-4A District play.

The Panthers improved their record to 2-6 overall, and 1-4 in league play while the Harvesters slipped to 1-5 overall and 1-3 in district play.

The Harvesters thought it was their best time as Panther fullback scored on a 35-yard run in the second quarter and the second of Bruce Perkins four extra point kicks gave the Panthers a 14-0 lead with 7:32 to play in

the first half.

The Panthers had only 11 first downs, compared to 19 by the Harvesters, but proved to be not enough for Pampa.

The Panthers rushed 26 times for 268 yards which outdistanced the Harvesters who took the ball 72 times for only 262 yards.

This was Panther night in Pampa as the Panthers were not going to let anything stop them from bringing the 'bacon' back home. This victory, without any doubt, will improve their remaining game schedule in 1-4A District play.

## Mats Fly By Eagles

The third-ranked Canyon Eagles flew into Lowrey Field to take on the determined Estacado Matadors last Thursday night, and left with their feathers splattered. The Mats flew by them, 10-7.

This battle left the Matadors in sole possession of first place in 1-4A District play.

Perhaps the hero of the evening was a small package in stature, but he got the job done. He was Cory Flores who kicked a 19-yard field goal with only 42 seconds remaining on the game clock.

That kick -- perhaps the most important kick in the life of 5'7", 140 pound Flores -- put Estacado in first place with a 5-0 mark, and 6-1 for the season, and should put them in the top ten in the state. Canyon fell to 3-1 in district play, and 5-1 overall.

It wasn't all rosy for the Matadors as they trailed the Eagles 7-0 in the first half. Good things come for those who wait (patience) as they wait (patience) as things did happen in the fourth quarter when Canyon's quarterback William Langley fumbled at the Eagles' 31. With great intensity, Matador defensive end Martin Davis fell on the loose ball. This was the necessary catalyst which set up the Matador's first score.

Like in the past tilts, Butch Smith got things rolling with a six yard run, followed by the efforts of Derrick Shed and Shawn Baker who were responsible for the pigskin moving to the Eagles' 12 yard line. With TD on his mind, Matador quarterback took the snap from center, and hit tight-end Steve Stewart with a 12 yard scoring play.

### Police Beat

Continued from Page 3

Taken from her apartment were a 19 inch color TV, valued \$105; and a stereo AM/FM cassette, valued at \$205.

### ASSAULT

A 22 year-old Black sister, EDNA RENEE SMITH 4521 Brownfield Road, a resident of the Barrington Apartments, No. 241, reported to Lubbock police that a man

Continued on Page 8

## Football Tailgate Parties: An Old College Tradition

By Bert Randolph Sugar  
PME/EDITORIAL SERVICES

College football, it has been said, bears the same relationship to education that bullfighting does to agriculture. Other more romantic observers have ventured the opinion that the college football season is the only time of the year when a man can walk down the street with a blond on one arm and a blanket on the other without encountering raised eyebrows. But however college football is defined, it is a tradition, something greater than most laws, since nobody can repeal a tradition. One of those traditions that goes hand-in-hand with college football is the tailgate party.

In such diverse locales as Ann Arbor, Athens, Columbus, South Bend, Starkville, and all points north, east, west, and south, tailgate parties take place every Saturday afternoon in parking lots adjacent to giant football plants. Here, in a place that is at once a patch of land and a place in their hearts, the faithful gather, their lightest whisper like that of someone calling cattle home across the sands of time, as they get ready to whistle, hoot, stamp and cheer their heroes on to glory--and, more importantly, victory.

One such tailgate party which bears a strong resemblance to any held across the football landscape can be found any football Saturday in the valley at the foot of the Nittany Mountains in State College, Pennsylvania. There thousands congregate to

form the third-largest city in the state--at least for the afternoon--and cheer for their pride, the National

Champions.

Throughout Saturday morning--such eclectic goodies as Polish sausage, though, truth to tell, some arrive as

early as Friday afternoon--the carnivans come. And all morning groups can be seen setting up their barbecue grills, tables, chairs, and other trappings of the good life--up to, and including, table cloths and candelabras.

Here can be seen, and smelled, such eclectic goodies as Polish sausage, though, truth to tell, some arrive as

Continued on Page 8

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D. A. Smith  
Pastor  
Bethel A. M. E. Church  
Lubbock, TX

### All Your Needs

Last Sunday I listened to Bro. Lester Brown as he spoke to the Bethelites with fervor as how God will supply in your needs and add a bonus." As he was speaking I thought, "Our needs are many, more than the number of hairs on our head. Is it possible for God to supply our need? Does He have the capacity to supply more than our needs?" As quickly as this vermiculating thought flashed across my mind; with the same velocity the words of Paul to the Philippians were displayed; "My God shall supply all your needs according to his riches in glory by Christ Jesus" (4:19). Out of his riches in glory in Christ Jesus, God will supply all our needs. Our riches in God are more than those riches recorded in popular magazines of the wealthiest people in the world. Available to every Christian are the unlimited, inexhaustible riches of God. These riches include: mountains, valleys, oceans, stars, birds, flowers, fruits, nuts, books, music, homes, clothing, food, friendship, love, peace, and thousand upon thousands of other beautiful and desirable things. The beauty of it all is, that because God loves us He provides these things because He knows we have need of them. We may not appreciate what God has provided for us, but in order to live the full splendid life, for which God endowed us, we need all that He has provided.

### The Outreach Prayer Breakfast

The Outreach Prayer Breakfast group met with the super people in the Parkway Nursing Center at 10 a. m. last Saturday. It was a glorious time, and everyone enjoyed the meeting. Every third

Saturday morning, this is where we meet. President Christine Burleson presided over the meeting, and a short scripture lesson was taught from St. John 1:1-3 by President Burleson.

**Matthew 4:19 -- Jesus said, follow me, and I will make you fishers of men.**

**Lord, while campaigning for the devil, and he is so mean.**

**"He won't let them speak of." John 3:16.**

**Revelation 2:5a -- Jesus said, remember therefore from whence thou art fallen, and repent, and do the first works or else.**

God is not through with us yet. Let's pray for one another always. AMEN

Directed - Arranged - Produced - Guided By  
**Our Lord Jesus Christ**

Written by Rev. Billy "B. J." Morrison, III  
Your Brother in Christ Jesus Always!

"In the beginning was the word, and the word was with God, and the word was God. The same was in the beginning with God and all things were made by Him and without Him. There was not anything made that was made without Him."

This speaker said; "All things were made by God, and He said in Genesis that it was good, and everything He made man pay probe the universe, but you can't make it better. It was perfectly made. Take the sun. It has never been out of order. Need no machines, no worn parts. What about the moon? Same! What about the oceans, rivers? What about man? Can man do a better job making man on his own? Has it ever been done? Since God said, let us make man in our image. Outside the plan, God ordained. Has it been done better?? He made the

woman and told them to multiply and replenish this earth. Is there a better way. He said it was good. He's well pleased with His creation. Can two men multiply? Can two women multiply? We have to except the creation of our Creator.

Think about it. We love you, President Burleson! Thought of the week: "Everytime you think evil of someone, something on the inside of you dies."

We left that place looking forward to the next third Saturday.

To all our hurting people for any reason, remember th for any reason, remember this, God loves you, and you are not alone.

There are indications of the coming of a mighty and wide spread REVIVAL. Sweeping over the whole earth. Great revivals always began first in the hearts of a few men and women whom

Cont on Page 8

10-22-87

### We Thank God For Jesus

"Lord, That Steward Is Robbing Thee"

Part 3

**Mark 7:16 -- Jesus said, if any man have ears to hear, let him hear.**

**Malachi 1:6 -- A son honoureth his father, and a servant his master: If then I be a father, where is mine honor? And if I be a master, where is my fear? Saith the Lord of hosts unto you. O Priests that despise my name. And ye say wherein have we dispised thy name?**

Lord, I can see it happening all over again. "Disobedience is one of man's greatest sins."

**Titus 1:16 -- They profess that they know God; but in works they deny Him, being abominable and disobedient, and unto every good work reprobate.**

The first time it happen, in the garden with Adam and Eve.

That lying devil is yet doing it. "Your people are being deceived."

**II Peter 2:20-21 -- For if after they have escaped the pollution of the world through the knowledge of the Lord and Saviour Jesus Christ, they are again entangled therein, and overcome. The latter end is worse with them than beginning. For it had been better for them not to have known the way of righteousness, than, after they had known it, to turn from the holy commandment delivered unto them.**

Lord, it's happening all over, we see it everyway and everyday. But "I thank You for your word, telling of that great falling away."

**Luke 8:8c -- Jesus said, he hath ears to hear, let him hear.**

**John 17:12 -- Jesus said while I was in the world, I kept them in thy name; those that thou givest me I have kept, and none of them is lost. But the son of perdition (that which is predicted) that the scripture might be fulfilled.**

Lord, you told us to preach the Gospel, "to men, women, boys and girls. You didn't send us in to the vineyard, "to save the world."

**Matthew 13:39-**

**42 -- Jesus said, the enemy that sowed them is the devil; the harvest is the end of the world, and the reapers are the angels. The son of man shall send forth his angels, and they shall gather out of his kingdom all things that offend, and them which do iniquity.**

Lord, but some of the brothers have turned; "not going were sent." "Pat Robinson and Jesse Jackson, stop preaching to play President."

**Luke 14:35 -- Jesus said, he that hath ears to hear, let him hear.**

**John 18:36a -- Jesus said, my kingdom is not of this world.**

Lord, they say "It's what the people wants, and they said run." "They've left your words saying preach the gospel to everyone."

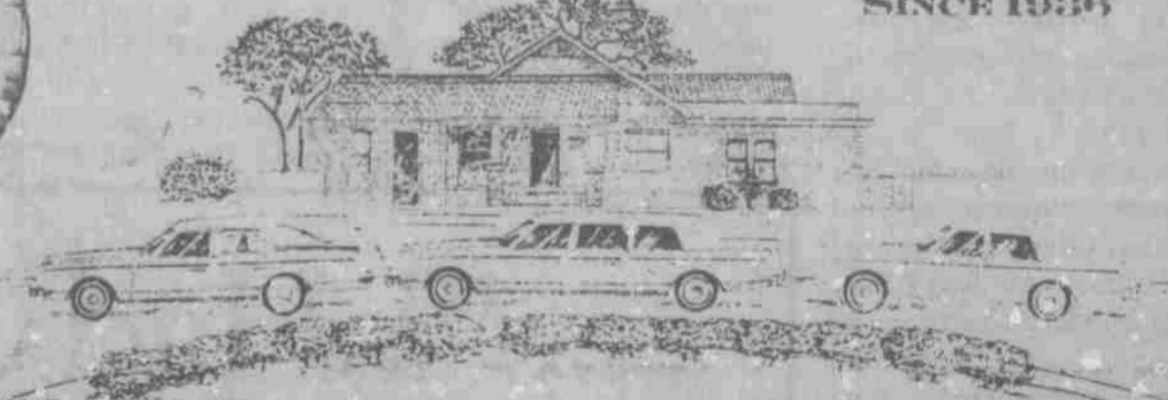
**Micah 6:8 -- The Lord said, he hath shewed thee, O Man, what is good; and what doth the Lord require of thee, but to justly, and to love mercy, and to walk humbly with thy God.**



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### TITHING—THE GRACE OF GIVING

#### I. GOD'S PLAN FOR GIVING.

##### A. God's Plan Before The Law.

1. Abraham tithed. Gen. 14:18-20; Heb. 7:1-10
2. Jacob vowed to tithe. Gen. 28:22
3. Abraham was very likely not the first tither.
4. Abraham's tithing was over 400 years before the Law. Gal. 3:16,17

##### B. God's Plan Under The Law.

1. The tithe is the Lord's. Lev. 27:30
2. The tithe is holy unto the Lord. Lev. 27:30
3. The tithe must be given honestly. Lev. 27:31-33
4. The tithe is commanded by God. Lev. 27:34
5. The tithe commanded in the last O.T. book. Mal. 3:10

##### C. God's Plan Under Grace.

1. Jesus endorsed the tithe. Matt. 23:23
2. Jesus doubtless tithed. If He had not done so, the Pharisees would have no doubt criticized Him for not doing so.
3. The New Testament nowhere disannuls the tithe.
4. The tithe is proportional giving. Proportional giving is taught in I Cor. 16:2 and II Cor. 8:12-14.

#### II. GOD'S PLACE FOR GIVING.

##### A. Under The Law God Chose The Place —The Storehouse.

1. Tithes, offerings and sacrifices to be brought to the place of God's choice. Deut. 12:5,6,8,13
2. This pattern continued through the O.T. Mal. 3:10. The storehouse was the Tabernacle and then later on it was the Temple. This was God's choice.

##### B. Under Grace God Chose The Place —The Storehouse.

1. In the N.T. the offerings were brought to the Church. Acts 4:34,37
2. The Church is the storehouse. I Cor. 16:2. Compare I Cor. 1:2 and note that he was writing to the Church.
3. This order was given to Churches. I Cor. 16:1
4. Paul's appeals for offerings were addressed to Churches and not to individuals. II Cor. 8:1-7; 9:1-7. Compare with II Cor. 1:4. Individuals would give, but it was through their Church that they gave.
5. Paul commends the Philippian Church for their giving to missions. Phil. 4:10-17
6. Every Christian should be a member of a Scriptural N.T. Church and do their giving through it.
  - a. No Christian should give to an unscriptural cause, but through a Scriptural Church.

b. Many false causes and man made religious parasites would be eliminated if this plan was practiced.

#### III. GOD'S PROMISE FOR GIVING ACCORDING TO HIS PLAN.

##### A. God Will Bless Obedience.

1. Bountiful sowers will be bountiful reapers. II Cor. 9:5,7
2. He will pour out blessings and protect property. Mal. 3:10,11
3. Prosperity as God blesses. Prov. 3:9,10; 11:25
4. God's good measure given. Luke 6:38
5. Treasure in heaven. Matt. 6:19-21

##### B. God Will Chasten For Disobedience.

1. There will be less to reap. II Cor. 9:6. If you sow sparingly, you will reap sparingly.
2. It will tend to poverty. Pro. 11:24
3. It will hinder service to God. I Tim. 6:3,10
4. It will bring a curse. Mal. 3:9

Scriptural giving is one of the fundamentals of the Faith. II Cor. 8:7. "Therefore, as ye abound in everything, in faith, and utterance, and knowledge, and in all diligence, and in your love to us, see that ye abound in this grace also."

We are commanded to bring our gifts into the storehouse (common treasury of the church) upon the first day of the week.

**I Cor. 16:2. "Upon the first day of the week let every one of you lay by him in store, as God hath prospered him, that there be no gatherings when I come."**

Under grace we give, and do not pay, the tithe—"Abraham GAVE a tenth part of all"—"Abraham GAVE the tenth of the spoils"—heb. 7:2,4—and this was four hundred years before the law, and is confirmed in the New Testament; Jesus said concerning the tithe, "These ye ought to have done" Matt. 23:23.

We are commanded to bring the tithe into the common treasury of the church.

**Lev. 27:30. "The tithe is the Lord's."**

**Mal. 3:10. "Bring ye all the tithes into the storehouse, that there may be seed in mine house, and prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven, and pour you out a blessing, that there shall not be room enough to receive it."**

In the New Testament it was the common treasury of the church.

**Acts 4:3,35,37. "And brought the prices of the things that were sold, and laid them down at the apostles' feet... Having land, sold it, and brought the money, and laid it at the apostles' feet"**

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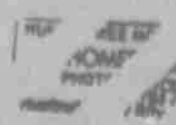
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**Football Tailgate**

Continued from Page 5

sages, elegant steaks, hamburgers and plain ol' hot dogs, all of which weigh heavily on one's midsection with pleasant effect. And while some attend to the business of food, others, dressed in the conservative blue-and-white of Penn State, their sweaters fitting them like pup tents over their strap-on tummies, can be found cavorting in and out of the other bivouacked vehicles, trading stories, drinks and hopes. And occasionally listening to a group of traveling troubadours playing what passes for the Penn State Fight Song—a song echoed on some of the horns of the cars in the lot.

Everywhere is something else indigenous to Penn State: a life-sized cardboard stand-up of the beloved leader of the Nittany Lions, Joe Paterno—called "Joe-Pa" by his followers. With the foodstuffs disposed of, the pre-game "show" winding down, and the fires dimming, the crowd slowly moves toward the gates of Beaver Stadium, leaving the parking lot empty save for a few who came all the way to "watch" the game in the lot.

It is a ritual which will be repeated all over again the very next Football Saturday everywhere across the country. For this is what has replaced

walking down the street with a blond on one arm and a blanket on the other as part of football's contribution to Americans. ■

Sportswriter Bert Randolph Sugar is the author of over 20 books on baseball, football and boxing.

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**Police Beat**

Continued from Page 3

look advantage of her by hitting her with his fists and kicked her with his feet one night last week. She told police she was hit on the face, arms, back, stomach, and all over.

Get this now, she was hit with a tricycle, and she refused to file charges.

Come on, SISTER SMITH, his man does this to you, and you refuse to FILE CHARGES!!!

**Black Chamber**

Continued from Page 1

People who want to see more from the Black business community that are not in business also invited to attend. This meeting is designed to inform the community to

what has happened over the past months since the conception of the Black Chamber of Entrepreneurs.

The Black Chamber will be the business voice for the Black Business Community to the rest of the business community of Lubbock.

**THIS N THAT**

Continued from Page 4

55 YEARS; ETHEL MORRIS, 53 YEARS; & J. B. MASON, 52 YEARS.... This was a great effort .... and may ... GOD CONTINUE TO BLESS ... MOUNT GILEAD & ITS MEMBERS!!

HAPPY BIRTHDAY!! THIS N THAT .... would like to say ... HAPPY BIRTHDAY .... to ... MR. C. C. SANDERS .... as he was ... 90 YEARS YOUNG MONDAY!

GROWING POTATOES!! THIS N THAT .... learned that our friend ... JOE DAVENPORT .... another barber in town .... is also a very good gardner .... as he is perhaps the best ... SWEET POTATOE GROWER IN LUBBOCK!! ... D. C. KINNER THE BARBER SAY SO .... then he is .... How about that ... D. C.?? By the way ... MR. & MRS. JOE DAVENPORT .... celebrated their ... 40TH WEDDING ANNIVERSARY .... last Sunday.... Or is it more than 40 years.... Let ... THIS N THAT .... know .... and get us

**Outreach Prayer**

Continued from Page 6

God arose by His spirit to believe in Him as a living God as a God who answers prayers, and upon whose heart He lays a burden from which no rest can be found except in crying unto God. Oh, may he, by His spirit, lay su ch a burden upon our hearts today. I believe you hearts today. We believe you will, Lord, and it's beginning today.

Thanks in advance, AMEN What a privilege it is to carry everything to God in prayer.

a picture of you!! GOOD SEMINAR!! THIS N THAT .... would like to ... THANK THE LOCAL BRANCH OF THE NAACP .... for a successful ... DRUG SEMINAR .... last week here.... Word comes from ... ROSE WILSON .... others are being planned.... THANKS NAACP FOR A JOBA WELL DONE!! CONGRATS!! THIS N THAT .... would like to say to those ... FIGHTING PANTHERS .... that you are the greatest .... A very good win last week in Pampa .... You looked real good .... now let's continue .... like you ... HARVESTED PAMPA .... last week!!

If you would like and feel the need, go now and write Outreach Prayer Breakfast, P. O. Box 1223, Lubbock, Texas 79408, or call 762-3347. We love you.

The Memorial Building Fund Donations were as follows: Unknown donator, \$20.00s. Thanks for your seed planted. There has to be something planted good before anything grows. That's good! It does not only

mean money! Can any good come out of Nazareth??

We will meet in the home of Sister A. W. Wilson, 2403 East 29th Street, Saturday morning, "Come and see!" Have a blessed week, friends!! Sister Christine Burleson, president; Sister Annie Johnson, vice president; and Sister Dorothy Hood, reporter.

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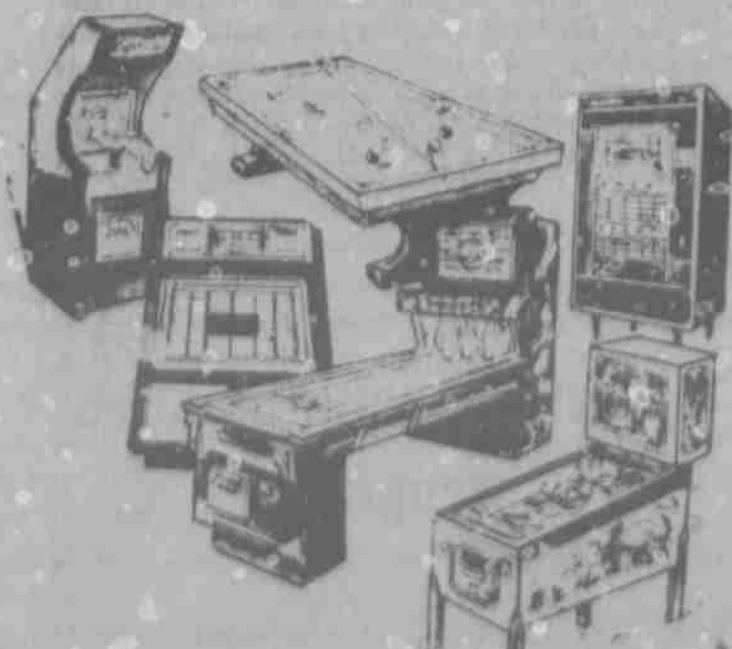
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**GIVENS Real Estate**

Address

Bus. (806) 763-8430 820 Quirt Avenue

5724 3rd. Street 3/2/2 - West Wind Addition, isolated master, freestanding range, dishwasher, disposal, water softener, bookcase, ceiling fan, patio covered, storm doors & windows, carpeted, fenced back yard, fireplace, brick, etc. A BEAUTIFUL SPANISH STYLE.....

1712 E. 2nd Place 3/2/0 - YOU MUST SEE THIS HOME! master bedroom 14x21, with a very large dressing area and master bath, lots of closet space, formal dining 11x19 with fireplace, family room 14x46, separate livingroom, beautiful carpet throughout, special ceiling, wet bar, ceiling fans, skylights, sun deck, fenced front & back. YOU MUST SEE.....

3304 E. Baylor 3/2/0 - Large den area with built-in bookcase and fireplace, separate dining area, separate livingroom, garden tub in master bathroom, marble sink/tub, large dressing area, office area, large rooms throughout, fenced, landscaped, IDEAL HOME.....

3012 E. 2nd Place 3/1/0 - Neat 3 bedroom near Bozeman Elementary School, carpeted, ceiling fan, storm doors, fenced front & back, nice landscaped, near bus stop. WELL KEPT HOME...

1515 E. Amherst 3/2/0 - Separate living area, nice size den area with office space and laundry, breakfast bar, built-ins, microwave, 2 large storage sheds, beautiful landscaping, all types of fruit trees in back, fenced back, patio, cul-de-sac. READY TO MOVE IN.....

1521 E. 1st Place 3/2/0 - IDEAL AREA, LARGE ROOMY HOUSE. Near Hunt Elementary School, Gameroom 20x25, separate livingroom, den, remodeled kitchen, built-ins, breakfast bar, large entrance, covered patio, panel, laundry hall, etc. LETS MAKE A DEAL.....

907 E. TULANE 3/1/2 - CLAYTON CARTER ADDITION: Right on your way to the Airport..... Large roomy home, etc. Lots of space outside and inside. Large livingroom, large bedrooms, country kitchen, breakfast bar, all rooms with ceiling fans, double garage with large workshop, lots of cabinet space, carpeted, YOU WILL NOT OUT GROW THIS ONE.....

1518 E. 24th Street 2/1/0 - MY LITTLE DOLL HOUSE! It is a doll.... Beautiful landscaping, fenced, carpeted, ceiling fans security features, storm doors & windows, beautiful carpet. Must see this lovely bath. Ideal for young starter, single person, elderly couple.

2124 E. 30th Street 3/1/0 - VERY NEAT, 3 bedroom, carpeted, ceiling fan, dishwasher, fenced, beautiful landscaped, storm doors, A DUNBAR SPECIAL HOME.... Must See.....

3204 E. 2nd. Street 3/1/1 - A CROSS THE STREET FROM BOZEMAN ELEMENTARY, separate livingroom, panel den area, storm cellar, fenced front and back, 75x125 lot enclosed with cyclone fence included, fruit trees, near shopping center, NICE LOCATED.....

2705 10th Street 3/1/0 - THIS IS A STEAL, nice 3 bedroom, carpeted, panel, freestanding range, nice landscaping, fenced back, on bus stop and near Posey School.....

1514 E. 13th Street 2/1/0 - Neat 2 bedroom, fenced yard, near bus stop, on the corner of Quirt & 13th, ideal for a starter, COME IN, LET MAKE A IDEAL ON THIS ONE.....