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Southwest Digest

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NATIONAL NEWS

Crane, Rangel and McDermott Named CFA Constituent of the Year

The Constituency for Africa (CFA) Award Committee has named Congressman Phil Crane (R-IL), Charles Rangel (D-NY) and Jim McDermott (D-WA) the 1997 Constituent of the Year winners. The Constituent of the Year is CFA's annual award to an individual or organization who has provided exemplary service in support of Africa in the United States.

The Award will be presented at a luncheon held on Friday, Sept. 12, 1997 from 1 p.m. to 3 p.m. at the Grand Hyatt Hotel, 1000 H Street, NW, Washington, D.C. In recognizing the accomplishment of the Congressmen, the Committee said "the Africa Growth and Opportunity Act (H.R. 14323 offers hope of a new basis of respect and dialogue between the U.S. and Africa. The potential inherent in the concept is deserving of this recognition."

The luncheon is the culmination of activities held under the Ronald H. Brown African Affairs Series, an annual presentation of educational forums on issues of interest to Africa and U.S. relations.

For more information please call 202-371-0588.

New NMA President to Launch Aggressive Education Initiative

Nathaniel Murdock, the new president of the National Medical Association (NMA), plans to launch an intense community action initiative aimed at educating minorities and the underserved. The campaign which carries the theme "Education is the ounce of prevention" is aimed at helping individuals develop healthier lifestyles.

Murdock believes a lack of education is a contributing factor to such problems as violence, teenage pregnancy, poverty, tobacco and alcohol use and poor health. He says he wants more done to help people deal with the impact that HIV, diet and exercise has on coping with the stresses of everyday life.

"Our membership which includes some of the nation's leading physicians will begin to take an even more active role in empowering our communities and promoting healthy behaviors," he said.

Murdock was installed as the 96th president of the NMA during the organization's 1997 convention in Honolulu. The NMA is dedicated to improving the quality of life and health care for all individuals, especially those of African-American descent. To contact the NMA please call 202-347-1895.

African Americans Urged to Take Advantage of America's Park

The appointment of the first African American to head the National Park Service should send a new message of inclusiveness to African Americans and people of color and encourage greater use of America's public lands, say avid African-American environmentalists Frank and Audrey Peterman.

Robert Stanton, a life-long park and recreation professional, was confirmed as the new director of the National Park Service in August.

Although national parks across the country attract more than 200 million American families and foreign visitors each year, only a scant number of African Americans can usually be seen enjoying America's "crown jewels."

"It seems that only a scattering of minorities recognize that these are our lands, that they are the birthright of every American and that we support them with our tax dollars. If millions of foreign tourists are out enjoying our national treasures, why aren't we?" queried the Petermans.

An additional number of organizations are working to attract minority participation in natural resource use and conservation. And for the first time, the 1997 Congressional Black Caucus Legislative Weekend will feature a segment titled "African Americans and the Environment" is being sponsored by Congressman Alcee Hastings (D-FL), on Sept. 11, 1997.

For more information on how African Americans can take advantage of outdoor activities please call Earthwise Productions, Inc. at 954-739-2824.

"Fulton Berry Jr. NAMED TO TEXAS HOUSING ASSOCIATION 1997 HONOR ROLL"



AUSTIN, TEXAS -- Fulton Berry of the Lubbock Housing Authority was recognized as a charter member of the Texas Housing Association's (THA) 1997 Honor Roll.

The Honor Roll was created to show

appreciation for individuals who have served in public housing for a minimum of 15 years. Fulton has served as Deputy Director of the housing authority since 1996 (and has been an employee of the authority since 1978)

Mr. Berry was one of 67 individuals receiving Certificates of Appreciation at the Honor Roll breakfast during the Texas Housing Association Annual Conference and Trade Show in Austin August 11 - 14, 1997.

Statewide Search Underway for Miss Texas Teen All American Contestants



The search is on! You could be the next winner! Participants are needed for the 1997 Miss Texas Teen All American Pageant to be staged November 8th and 9th, 1997 at the Ramada Hotel, Market Center in Dallas, Texas. The 1997 event is the official preliminary to Miss Teen All American, now in its 20th year.

All judging is on the basis of poise, personal interview and beauty of face and figure. Applicants who qualify must be ages 13 through

19 as of August 1, 1998; never married and a legal resident of the United States. In order to apply, send a recent photo along with your name, address, telephone number and date of birth by fax or mail to:
Dept. B-Miss Texas Teen All Americans
603 Schrader Ave.
Wheeling, WY. 26003-9619
Fax: 1-304-242-8341
Phone: 1-304-242-4900

Miss Texas Teen All American 1996 is Denise Hinojosa pictured above.

DETECTIVE FLOYD PRICE SEEKS JUSTICE OF PEACE OFFICE



A young man who grew up in Lubbock, Texas and has served on the Lubbock Police Department for 31 years has decided to do something different in his life. After much consideration, he told the Southwest Digest he is ready to make his first run for public office.

He announced last week at his church, he plans to seek the Democratic nomination for the Precinct 3 Justice of the Peace post which is presently being held by Mrs. Aurora Chaides-Hernandez.

"As an elected official, I can make a difference in the area of crime prevention. I believe I can make a great difference as a justice of the peace," Price said.

At present time, the 56-year-

old Price is a crime prevention specialist with the Lubbock Police Department. He has made it known he intends to continue working that position, but will retire if elected to public office.

"Really, I like a pro-active type of law enforcement where you teach people not to do the crime," he said. "Once a person commits a crime you have victims, and not only physical victims but you have the neighborhood as a victim and we as taxpayers become victims," he continued.

"I want to stress education and responsibility among the county's youth," he said. "A person has a responsibility to be of service to their community and not become a criminal," he said. "Somebody has to make young people accountable for their actions and encourage them to stay in school."

"I have no complaints with the way the justice of the peace office is being run. I don't want my campaign to be seen as being against Chaides-Hernandez, and I promise to stress only the things I will do if elected," continued Price.

An elder in the Manhattan Heights Seventh Day Adventist Church, he says: "I would never come in and cast scorn on her or say what she needs to do. I will say only what I will try to do if elected. I don't even want to mention her name as far as me being against her or to have it come out as that type of situation."

"You can believe this, I will take a long look at truancy, and do what I can to see that parents are doing what they are supposed to be doing so they're young people are in school," he said.

Survey Shows Companies Slower In Creating Diversity Programs

By Maggie Jackson

Corporate interest in starting diversity programs was flagging in the two years before the scandal at Texaco Inc. erupted, results of new survey show.

The survey comes as many large companies are taking a sharp look at their efforts to hire and retain more diverse workers following Texaco's record \$176 million settlement of a racial discrimination suit.

Faced with pressures to hire more white women and minorities, 72 percent of the 50 Fortune 500 companies surveyed in 1994 had started diversity programs, mostly in the previous few years, said A.T. Kearney Executive Search.

By this year, 74 percent of the 50 companies polled reported having diversity programs - only a two percentage point increase, according to the report.

The telephone survey was conducted before the furor erupted over secret tapes that caught Texaco executives belittling Blacks. Part of the ensuing settlement involves an

overhaul of diversity programs at the nation's third-largest oil company.

The survey found that 62 percent of companies without diversity programs were developing one. Yet the findings still pointed to a slowing of interest in creating such programs, Kearney executives said.

"Corporate America has lost momentum over the last two to three years in the creation of new diversity programs," said Michaelle Smead, managing director of diversity search practices at A.T. Kearney.

She said that one possible reason for the slowdown was that top executives felt comfortable merely hiring a few women and minorities.

"Chief executive officers started to feel comfortable that they didn't need to do anything more," she said. "They had women and minorities to point to."

Groups other than white males

in the workforce have increased 63 percent during the last decade due to affirmative action and demographics, said the Society of Human Resource Management, it added that the real challenge remains the retention and equitable promotion of white women and minorities.

This also brings into question the real commitment of corporations to the fundamental concept of diversity. The survey found that even at corporations with diversity programs, training sessions usually lasted less than a day. And few corporations hold their executives accountable for making sure that all workers are valued.

However, the survey found that companies in high-tech, service and consumer product industries had the most innovative diversity programs, while heavy manufacturers had programs that strayed little beyond the minimum affirmative action initiative.

LADY OF SOUL PRESS CONFERENCE



The 3rd Annual Coca-Cola USA sponsored "Lady of Soul" Awards nominees press conference was held at the Hotel Nikko in Beverly Hills. Co-Hosts of the event were recording diva Chaka Khan, second right, and Actor/Comedian and MTV Host Bill Bellamy. Also celebrating the award nominees are, standing from left to right, Don Cornelius, founder and host emeritus of Soul Train, newly appointed Soul Train Host Maestro Clark, seated from left to right; Richard Akin,

executive vice president, Tribune Broadcasting, Scott Robinson, senior marketing manager external affairs, The Coca-Cola Company, Greg Edwards, brand manager, Coca-Cola classic, Coca-Cola USA and Don Jackson, president and CEO, Central City Productions. The 3rd Annual Lady of Soul Train Awards will be held at the Santa Monica Civic Center on September 5. Coca-Cola USA is the exclusive soft drink sponsor of the Lady of Soul Train Awards show.

Economic Power: The Next Civil Rights Frontier

Washington, D.C. (August 31 1997) -- Without economic power, African Americans and other groups in the United States may never attain the American dream. But, Ken Lewis, president of NationsBank and general chairperson for the National Urban League's 1997 Annual Conference in Washington, D.C., is making sure his corporation does something about that.

"Economic Power: The Next Civil Rights Frontier" is the theme of this year's conference. According to Hugh Price, National Urban League president, any society that is truly of the people, for the people and by the people, must share its economic bounty with all of the people. Ken Lewis agrees, and opened the conference's keynote session with a commitment to provide economic empowerment.

"Corporate America has a clear mandate to ensure that employment trends work for all Americans," Lewis stated. "At NationsBank, we realize that financial institutions can and must play a much larger role in broadening opportunity."

For more than four years, NationsBank and the National Urban League have partnered across the nation to revitalize communities, educate consumers and provide much needed capital to potential homeowners and small business entrepreneurs. "We have very close relationships with local Urban League affiliates in communities across the country," says Lewis,

who is also the organization's national vice chairman. "Our partnerships with them aren't charity. They make good business sense." Homeownership is often the first step toward economic empowerment. NationsBank and the Urban League work together to assist low- and moderate-income people who have traditionally been underserved. Local Urban League affiliates provide their constituents with home buyer education, while NationsBank offers affordable mortgages to potential buyers.

NationsBank and the National Urban League also partner on a variety of community revitalization efforts. In Greenville, South Carolina, for example, NationsBank helped spearhead the revitalization of an entire community by helping residents raise funds for infrastructure costs, providing an additional monetary donation and committing to several home mortgage loans. The bank also involved other financial institutions and corporations in the effort.

Looking forward, NationsBank continues to seek ways to enhance its relationship with the National Urban League, such as developing programs that will enable affiliates to generate income.

"We must find ways to work together, to tear down the walls that keep us from equality," Lewis said during his remarks. "And, we must find new ways to create economic opportunity for all segments of our society."

West Texas Legal Services Will Meet

There will be a meeting of the West Texas Legal Services Board of Directors on Saturday, September 27, 1997 at 10:00a.m., at the Holiday Inn, 1911 I-40 & Ross-Osage, Amarillo, Texas.

The Public is invited to attend.



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Ruby Jay's Corner

The New Hope Baptist Church is the "Church Where The People Really Care." The Rev. Billy R. Moton is the proud pastor. If you do not have a church home, you are invited to attend New Hope Baptist Church which is located at 2002 Birch Avenue.

Services began last Sunday morning with Sunday School at 9:30 a.m. It was Youth Sunday as they were in charge. Eric Walker presided over Sunday School as superintendent. He did a wonderful job. There were 30 minutes of instruction, and reassembled in the main auditorium at 10:15 a.m. The classes marched singing to the favorite "Blessed Assurance." Young Brother Walker offered prayer. High points of the morning lesson were given by the Senior Class with sister Moton as teacher. They did a wonderful job as well.

Secretary's Report -- Youth Department -- Seniors received both banners. Adult Department -- Class No. 1 retained the attendance banner while losing the offering banner to Class No. 4.

The Youth Department was responsible for the devotional period last Sunday morning. It is just great to see our young people in action serving the Lord. Praise God for each of them.

The Youth Choir marched in the processional last Sunday morning. Altar prayer was offered by Rev. Jeff Brown. A selection, "I've Got A Feeling Everything Gonna Be Alright," was sung. Scripture was read by Jonathan Wilborn. Prayer was given by DeAndre Wilborn. Another selection, "Bless The Lord," was sung. Responsive reading was done with the congregation standing and led by Cecil Ivey.

The morning hymn was "I'll Fly Away." Pastoral observations were given by Pastor

Moton. Pastor Moton always has some encouraging remarks to make for all the congregation.

Brother Percy Phenix is working with the Youth Department of New Hope. The young people sung well last Sunday morning. Let us not forget our musician, Brother Garnett Lee, who does a great job as well. He was present and enjoyed what he was hearing.

The hymn of preparation was "Amazing Grace." Pastor Moton's sermon was entitled "Our God Cannot Be Handcuffed." His scripture text was I Kings 20:25-28.

An invitation discipleship was extended, but no one came forward.

The members of the Women's Missionary Society will meet on Monday evening, September 22, 1997 at 6:30 p.m.

Remember our sick and shut in citizens of the community. Among them is Sister Chaney Kyle who has gone home from the hospital on last Sunday.

Our prayers and sympathy go out to our bereaved families. Among them are the Steven Earl Johnson family, Althemer Draper and Forice Moses, Sr. families.

Attention to all New Hope members and friends. Mark your calendars for September 21, 1997. As it is the Annual Men's Day. All members are asked to give \$50.00. We are asking for your support financially and spiritually. God bless you. We thank you! Brother Joe Hereford is president of the Brotherhood.

Among visitors to New Hope Baptist Church last Sunday morning were the nieces of Sister Joan Y. Ervin and Sister Lou Ella Hall. They were from Denver, Colorado. They enjoyed their visit to the "Hub City."

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Obituary

PAMELA FERRELL



Final rites were read for Pamela Ivette Ferrell last Saturday morning at the 20th & Birch Church of Christ with Tyron Dubose and Dennis Bell, minister, officiating.

Interment was held in the City of Lubbock Cemetery under the directions of Ossie Curry Funeral Home.

Ms. Ferrell died Sunday,

August 17, 1997.

Born October 28, 1959 in Lubbock, Texas, she graduated from Estacado High School and attended Commercial Business College. She was a member of the Church of Christ.

She is survived by a brother, Kelvin Callaway of Dallas, Texas; two sisters, Shanna R. Washington of Charleston, S.C. and Cynthia Walker of Dallas, Texas; her parents, Dorothy and Willie Copeland of Dallas, Texas; and her grandmother, Mrs. Jewell Ferrell of Lubbock, Texas.

JOHN THOMPSON



Funeral services were held last Friday, August 15, 1997, at the St. Matthews Catholic Church with J.H. Bailey, pastor of the Non-Denominational House of Prayer, officiating.

Burial was held in the City of Lubbock Cemetery under the direction of Calville Funeral Home.

Mr. Thompson died Tuesday, August 12, 1997 at his residence.

Born November 3, 1940, he was a member and deacon for the True Worshipers Church of God in Christ.

Survivors include: his wife, six sons: Robert, Charles, Danny, Johnny Lee, Jametric and J.C., all of Lubbock, Texas; a daughter, Ashley of Lubbock, Texas; his mother, Mrs. Maggie Thompson of Lubbock, Texas; two brothers, Sonny and Vernon, both of Lubbock, Texas.

NPCBW HONORS SOJOURNER'S PATHFINDER ESSAY WINNER; FIVE AFRICAN AMERICAN CONGRESS-WOMEN; AND REP. CYNTHIA MCKINNEY (D-GA).



Coretta Scott King



Hon. Rosa Parks



Hala Modellmog



Mrs. Myrlie Evers-Williams



Valerie Ambrose

Washington, DC, ...Valerie Maria Ambrose, the 15-year-old who at age 12, two years ago won the world-wide National Aeronautics and Space Administration's essay contest naming the historic Mars Pathfinder Rover after the 19th century ex-slave suffragette and abolitionist, Sojourner Truth, will be among those honored at the 13th Biennial Conference and awards Brunch of the National Political Congress of Black Women, Inc. (NPCBW), Sept. 13-17, in Washington, DC.

A 10th grade sophomore at the St. Augustine Elementary-Junior High School, Bridgeport, CT, Miss Ambrose, of Haitian descent, is the eldest of six siblings—one whole sister and two half brothers and two half sisters. Her essay, in which she praised Sojourner Truth for being "so strong" and declaring the Rover's mission Mars is similar to Truth's on earth, "seeking truths" was selected over 3,000-plus entries. The prize-winning essayist's identity was concealed for some reason for two years. And the Mars Rover was simply identified then as it is now, as "Sojourner" with no reference to its antecedent, Sojourner Truth.

She will be honored at the organization's Awards Brunch, Sept. 14 at the Hyatt Regency Hotel, Dr. C. Delores Tucker, NPCBW founder/chair announced. This event will complement our celebration of the 200th anniversary of Sojourner Truth at the Award Banquet sponsored by the Kellogg Foundation of Michigan.

The brunch, one of a number of events included during the five day NPCBW's 13th Biennial Conference is taking place at a number of venues in Washington, DC from George Washington University campus on opening day, to the Hyatt Regency on Capitol Hill and the Washington Hotel just a block from the White House. Rosa Parks, "Mother of the Civil Rights Movement" serves as Honorary Chair and Hala Modellmog, President of Church's Chicken, serves as Corporate Chair.

The Brunch promises to be a glittering affair where "The Five Newest African American Congress Women will be honored. They are the Hon. Donna Green (VI); Hon. Julia Carson (IN); Hon. Juanita Millender-McDonald (CA); Hon. Sheila Jackson (TX); and Hon. Carolyn Cheeks Kilpatrick (MI). "They were elected since we last honored the Ten Tenacious African American Women in Congress in 1994", Dr. Tucker said.

Rep. Cynthia McKinney (D-GA), will be presented the prestigious Fannie Lou Hamer Award for Courageous and Outstanding Leadership Service. Ms. Hamer is the late indomitable Mississippian whose courage and tenacity as vice chair of the Mississippi Freedom Democratic Party helped end in 1968 the "Whites Only" selection of delegates to the National Democratic Convention.

William Brooks, Retiring President of the General Motors Foundation, will be given the "Good Brother Award". He is the highest ranking Black executive in a leading Fortune 500

Corporation and he has strongly supported individuals, groups and associations fighting for equal rights and justice in America, Dr. Tucker pointed out.

The life and legacy of the late Dr. Betty Shabazz, widow of Malcolm X and outstanding educator, will be celebrated in a candlelight ceremony. Mrs. Coretta Scott King and Mrs. Myrlie Evers-Williams, also widows of America's two other martyred giant icons, along with Dr. Shabazz's daughter, Ilyassah, will also participate.

A Welfare-to-Work Awards Banquet will be featured on Tuesday Evening, Sept 16th. Here, women who have made the transition from "the welfare rolls to the payrolls of corporations" will be presented. "The White House is sending two former welfare recipients who are now working in the White House," ostensibly on the federal payroll, Dr. Tucker said. A number of outstanding African American corporations who have begun hiring former welfare recipients and will also be honored at the NPCBW banquet. District of Columbia officials are being urged to bring some potential welfare employees to the affair "so they can see for themselves people who have successfully made the transition. We are convinced that this will give those still approaching the transition, hope for the future."

"It will be a very exciting event", Dr. Tucker said. "NPCBW's theme this year is 'African American Women For Vision and Action in the 21st Century'. How best to combine excellence and diversity in order to lead," she added, is America's biggest challenge.

There will be a "Keepers of the Legacy" affair. It will cite the offspring of some of America's civil rights giants, such as the 101st Senator Clarence Mitchell, Martin Luther King, Jesse Jackson, and Myrlie Evers Williams, just to name a few.

The event-filled NPCBW affair will also feature US Attorney Janet Reno; Hon. Donna Shalala, Secretary of Health and Human Service; and Rodney Slater, the popular African American Secretary of Transportation. Alexis Herman, Secretary of Labor, who has just completed a successful mediation effort in the United Parcel Service-Teamsters Union strike, will also be present.

Other Corporate Host Sponsors include: Coca Cola, General Motors, and Tennessee Manage Care Network.

NPCBW is non-partisan. It is the first organization whose primary mission is the political empowerment of African American Women through mentoring, education of the political process, and encouragement to seek political offices.

Among NPCBW's founding members are Dr. Dorothy Height, President of the National Conference of Negro Women, Mrs. Coretta Scott King, the Honorable Eleanor Holmes Norton (Del.-DC) and the Hon. Alexis Herman.

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THIS N THAT

THANKS TO ALL WHO MADE IT HAPPEN! THIS N THAT... would like to take this time and say... THANKS TO ALL OF YOU... who helped us celebrate our... 20TH ANNIVERSARY... It was a... GREAT TIME IN HISTORY... for Lubbock... We did well... with the program... because of people like you... The... DINNER... was held at the McInturff Center... at the University Medical Center... There were... MANY PRESENT... But what was so great... WAS THE SPIRIT... felt in that great hall last Thursday evening... EDDIE P. RICHARDSON... co-publisher... you did well... as you expressed how we came so far with... SO LESS... Your words fit the occasion... For that we... THANK GOD... for what has been done... during this celebration... To all the... SPONSORS... of the many tables... WE SAY THANK YOU! To our friends at... SOUTHWESTERN BELL TELEPHONE COMPANY... who had a... \$5,000.00 SPONSORSHIP... WE SAY... THANK YOU SO MUCH!! We are just... HAPPY... to make a report very soon to the... LUBBOCK AREA FOUNDATION... to give funds for our young people... who may be disadvantaged in Lubbock... THIS N THAT... is just happy to see that... THERE ARE THOSE IN OUR COMMUNITY... who will come forward to help our young people... MAYOR WENDY SITTON... you did well with your... KIND WORDS... Let us not forget... the effort of... BURL MASTERS... and... JIM BERTRAM... who put the... SLIDE PRESENTATION... together... Also... ETHEL MCLEOD... DELBERT MCDUGAL... JOHN WASHINGTON... OLGA AGUERRO... and all of the... PERSONS... who purchased... TABLES... or... TICKETS... THANK YOU VERY MUCH!! More on this next week...

HAVE YOU EVER GONE WHALE WATCHING?? THIS N THAT... had a new experience... last Saturday... in... GLOUCESTER, MASS... as he had an opportunity to go... WHALE WATCHING... at the invite of the

good City of Gloucester... While nearly... TWENTY MILES out at sea... THIS N THAT... was able to identify... along with others... TWENTY-FIVE WHALES... and approximately... FIFTEEN CALVES... It was a very interesting... and educational program... as it gave one a different perspective look on life... Among the... WHALES SEEN... were the... HUMPBACK WHALE... and the... MINKE WHALE... Both are in the weight of... 80 TONS OR MORE... Hope to show pictures in... very near future...

EIGHTEEN LOVELY LETTERS FROM BOZEMAN! THIS N THAT... would like to take this time and say... THANKS THANKS... to the young people in the class of... MRS. SHANNA WALKER... who teaches the... 5th grade at Bozeman Elementary School... These are some very... GOOD STUDENTS... who took time to send those letters... THIS N THAT... wishes them the... VERY BEST!!

SHIRLEY CANDADY THE BARBER SAYS: "Because... GOD... cares about... US... WE... can leave our... CARES WITH HIM..."

WOMEN ARE LOOKING GOOD! THIS N THAT... took a look at the new house... being constructed at... 2413 HICORY AVENUE... and is looking real good... This house... which will become a... HOME... is being constructed by... WOMEN OF THE COMMUNITY... If you want to see a... VERY POSITIVE SIGHT... go... by... and take a look at this beautiful effort... This is another project... being sponsored by the... LUBBOCK HABITAT PROGRAM... What a splendid program... which is helping many people of the community...

HOPE HE FEELS BETTER!! THIS N THAT... learned... as did many of you that... COACH LOUIS KELLEY... missed his first game of coaching in... 37 YEARS... because of illness last week... Those exciting... ESTACADO MATADORS... did well... THIS N THAT... hopes you will feel better this week... COACH KELLEY!

More Of The Same Old Tired Tale!!!

By Eddie P. Richardson



Here we go again. The Bubba's and Na Sayers are at their favorite past time once more with their same old negative game. Fight, fight, and proposed progress or advancement. Lubbock has many good forward thinking people, but on the other hand a few vocal, negative, againers, that fight any progress that surfaces. The water theme park, the proposed all purpose arena before the Spirit Arena came into focus. Thank God for John T. Montford it happened. Not as first planned but it happened. Lubbock was in the process of losing events because of facilities or lack of same. The science spectrum is flourishing with locals and tourist and vacationers. This should show the na sayers it is possible to move forward in a positive manner.

Every one knows that a city is not in business to be an employment agency, compete with business or make a profit. On the other hand any fool should know if a city doesn't have means of taking in revenue, tourism, hotel, motel takes etc. Taxes goes up services goes down. The most depressing thing about the whole thing is these same people go to other places, spend thousands of dollars as vacationers, tourists, sight seers, etc, come back to Lubbock and boast and brag about what a wonderful time and the impressive facilities they visited armed with video and still camera shots. What is impossible for this writer to understand is why they raise so much hell when Lubbock attempts to be competitive for some of these same dollars. What's wrong with having out of town and out of state vehicles parked at our restaurants, motels, hotels and Lubbock's facilities. This is what brings families, businesses to town. Companies don't take their people to places where there is nothing wholesome, cultural, educational, etc. for them and their families to enjoy. Most cities have an area or event or events people talk about. When you were in did you go to... The Depot District or Buddy Holly area could very well be that area in Lubbock since it also has international favor. This writer supports the city purchasing the Depot and making it a memorable place to visit and let people take pictures of and take around the country and the world. Remember a city like a business grows or goes.

With growing or going we appreciate the results of our 20th year celebration of the Southwest Digest, and the positive that made it a success. We will forever be grateful. Thank you. We are happy to be on the grow team and separated and not identified with or associated with the negative team.

Letter To The Editor

Dear Editor: August 26, 1997

The Federal Government's decision to cut off disability benefits for 95,000 children, 6,000 in Texas alone, is sickening and outrageous. The thought of these children, most of whose parents are poor, not getting desperately needed medical treatment and rehabilitation because they cannot pay for it, is unbearable when everyone knows this rich nation of ours can amply provide for the needs of all people, including our most vulnerable, the children.

I want so much for people in Lubbock to know that Eli Siegel, the great American critic, historian, and founder of the education Aesthetic Realism, has explained why more and more people are poor. Beginning in 1970, he showed that America's economy--the profit system, where a person is seen only in terms of how much profit their labor can provide--had failed and would never recover because its basis is contempt for people. Contempt, the "lessening of what is different from oneself as a means of self-increase as one sees it," always makes other people's feelings unreal, including those of a child somewhere in Texas whose anguished parents can no longer afford the medicine and

food she needs.

It is sheer contempt I learned, for stockholders--who do not work for it--to profit from the labor of others, and it is contempt for a legislator or government official to give millions in subsidies to American corporations while denying disability benefits to suffering children. For this barbarity to end we must have an economy based on ethics. In the international journal, The Right of Aesthetic Realism to Be Known, Ellen Reiss, the Class Chairman of Aesthetic Realism gives voice to the deepest hopes of the American people:

"In America now, there is a certain amount of money, a certain amount of wealth. To whom should that wealth go? Should it go to the people of America, including the children, so these children can walk with pleasure and sweet dignity on America's earth and have America's food and possibilities nourish them? Or should the wealth of America go to some few people who have more than enough already? It cannot go to both; and anyone who thinks it can should prove that statistically, with figures."

And she explains with great kindness: "If the American people had to vote on

IN CINQUE

By Renetta W. Howard

Labor Day marks the time when just about all of the public schools in the United States have commenced a new school year. It is at this time that one can survey the classrooms around this country and excepting a few isolated places, the largest population of students found in the public schools are minority students. The irony is that most of the teachers in these schools are not minority teachers. Something is wrong with this picture.

Where are the minority teachers? Where are the Black teachers? Why are there so few Black teachers in the public schools? Where are the Anglo students? Who is teaching them? These are the questions that come to one's mind as the scene is surveyed. There must be more minority teachers. Granted, teaching in a public school will not lead to fame or fortune. As a matter of fact, it can even lead to poor health, physically and mentally. None-the-less, there should be

and needs to be more Black public school teachers. There are many rewards to being a public school teacher.

The greatest reward in being a public school teacher is knowing that children leave your charge having acquired skills which they can build on, regardless of the grade level. It is an even greater reward when students come back and thank you for the skills which they have acquired and point out how they have been able to be successful in their current endeavors because of what you have helped them to learn and use.

One of my most rewarding experiences was seeing the same students enroll in the classes which I taught in Social Studies each year, and bragging about how much they learned even when they failed the class the previous year. They explained to me that they could sit in my class and fail the class, then attend summer school and make an 'A,' because the content of the subject just flowed to

whether 1) a few people should make profit at the price of millions of children being poor; or 2) millions of children should not be poor--each should get the good things of this world into which he was born just as nakedly and hopefully as anyone else--at the price of big profits not going to certain individuals, the American people would vote for the second. Economics, Mr. Siegel showed, is ethics. And the American people are hungry for an ethically owned America."

We will have an "ethically owned America," when people everywhere are studying Aesthetic Realism, and answering honest the question asked by Eli Siegel, the kindest, most honest man history: "What does a person deserve by being a person?" Aesthetic Realism is taught at the not-for-profit Aesthetic Realism Foundation, 141 Greene Street, New York, NY 10012; 212-777-4490. Sincerely, Carol Driscoll
Aesthetic Realism consultant
Victim of the Press*

*I sign my name this way because--and I'm glad to say there are increasing exceptions--the press has boycotted Aesthetic Realism, and this boycott has hurt the American people, including children.

them." I thought it strange but accepted it as a left-handed compliment.

Because I was so young when I first became a teacher, I am not dating myself when I say that when I meet a young teacher whom I have taught in public school and they relate to me that they chose to teach because of me, it makes me feel worthwhile as a teacher. When these same young teachers have chosen the field in which I majored or a related component, it makes me feel even more worthy. There are many other rewards in being a public school teacher. It is time that we get 'in cinque' and let our children know that jobs that pay great salaries are wonderful, but that there are some, such as teaching, that may be more rewarding in the long run. Then there are the young students who will hug you and say, "I love you, Teacher."

September 5, 1997

SOUTHWEST DIGEST

902 East 28th 79404

P.O. BOX 2553--LUBBOCK, TEXAS 79408

EDITORS/PUBLISHERS

T.J. PATTERSON--EDDIE-P. RICHARDSON

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

Devoted the Industrial, Educational, Social, Political, and Economical Advancement of African-American People.

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

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

This is not a propaganda sheet made to chastise or vilify. This is a newspaper made to educate and not to agitate.

The opinions expressed by guest columns or editorials are not necessarily the opinions of the publishers/editors or those of the advertisers. Comments and pictures are welcome but the publishers are not responsible to return articles unless a self-addressed envelope is submitted. All notices must be paid in advance. Story deadline is 3:00p.m. Friday. Advertisement deadline is 3:00p.m. Friday or if camera ready, Monday at 12:00 noon. Member A.O.I.P.

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A Community-Building Newspaper

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AT&T ANNOUNCES INNOVATIVE NETWORK ENHANCEMENTS



BASKING RIDGE, N.J.— Thanks to AT&T SoundScanSm technology, AT&T customers placing calls using 1-800 CALL AT&T from public facilities such as airports, hotels or busy street corners can now hear the conversation even with heavy noise in the background.

AT&T SoundScan is part of a series of technology innovations AT&T designed to improve the calling experience for its customers. Other new services include AT&T TrueVoice Plus®, AT&T Call OrganizerSm and AT&T International Redial®.

Telecommunications Act Could Spell End of Black Radio

As pervasive as headphone and portable radios are among young African Americans, it would probably shock them to know that 30 years ago, it was pretty rare to hear Black music on the radio.

Large portions of the South had but one clear-channel station out of Nashville? Tenn. playing rhythm and blues for three hours per night. As late as 1970, it was almost unheard of for a radio station to have a Black owner.

In recent years, Black music formats have topped the ratings in most metropolitan areas, often at Black-owned stations. Owners have diversified formats, adding news and talk formats in such cities as New York and Washington.

That diversity was a direct result of a policy by the Federal Communications Commission that provided tax advantages for companies that sold stations to minority buyers.

A combination of a hostile Supreme Court and the new Telecommunications Act have removed that market-based incentive and has placed huge barriers to the continued survival of Black-owned radio.

The Texas instrument firm of Hicks, Tate and Muse just announced plans to become the largest radio owner in the country with more than 300 stations. Westinghouse, the parent of CBS, has corralled more than 100 since the act removed the limit of 12 radio stations that a single company could own. Now, a company can own as many as eight stations in a single market.

Their Black-owned competitors have a much tougher time getting financing for expansion and advertising revenues for their day-to-day expenses. The easy road out

will be to sell out single stations or small groups in the face of these huge juggernauts.

However, the survival of Black radio will require some of the same medicine. It may be necessary to decrease the number of Black-owned radio owners in order to preserve and expand the number of African American-owned stations.

When only large chains are in the market, it doesn't make sense to hold onto a couple of stations, particularly for companies that have a main business in some other line.

Several African-American media firms have already collaborated in bids for the expanded telecommunications spectrum. Unlike the heavy capital costs and uncertain markets for these arenas, old-line radio stations offer lower costs to entry and reviving market.

California-based Douglas Broadcasting has made A-radio stations a solid investment strategy by acquiring a dozen stations and wholesaling their programming time to a variety of producers.

Other owners who want to stay in the business may have to adapt some of Douglas' strategy to diversify their revenue streams. Some of the very promising avenues are the onset of digital satellite radio covering the entire African continent in mid-1998 and webcasting over the Internet.

Whatever strategies employed, owners and prospective owners will have to act fast. The consolidation of the industry has happened within 12 months as 10 companies now control 30 percent of the radio stations in the country.

The access to radio has been a primary means of communications for African-American urban communities, particularly when matched with committed ownership like the Sutton family's Inner City Broadcasting. But like many other things we've learned to take for granted, it might not be there the next time we need it.

NATIONAL URBAN LEAGUE'S 1997 ANNUAL CONFERENCE



Washington, D.C.— During the National Urban League's 1997 annual conference held this year in Washington, D.C., the Prudential Insurance Company of America sponsored a pre-dinner reception. Pictured, from left to

right, are Alma Brown, businesswoman and widow of the late Secretary of Commerce Ronald H. Brown; NUI president Hugh Price; and Prudential's vice president of government relations, Janice Griffin.

Executive search begins for national organization

The National Forum for Black Public Administrators (NFBPA) is beginning its search for a new Executive Director. The PAR Group, a nationally recognized search firm, has offered to assist the organization pro-bono, reflecting its long-time commitment and support to NFBPA.

"With the help of The PAR Group, we hope to conduct the search during the next 60 days," said Marcia Conner, Chair of the Executive Search Committee for the NFBPA.

"I am asking all African-American organizations to participate in this search process by recommending names of potential individuals to The PAR Group. Interviews will be conducted in September, and, we anticipate making an appointment in October."

A Recruitment Profile is available to interested candidates. The information includes background information on NFBPA as well as outlines qualifications for the position, such as desired education, experience, management style and personal traits. In addition, professional announcements will appear in selected professional publications to ensure an open recruitment process and to reach the widest possible audience.

To obtain a copy of the Recruitment Profile, contact The PAR Group, 100 N. Waukegan Road, Suite 200, Lake Bluff, IL 60044, telephone (847) 234-0005, Email: pargroup@interaccess.com.



After September 30, the SPS office in Lubbock will no longer handle payments. To pay bills please visit the payment centers below.

Announcing New SPS Payment Centers

Now, there are new locations close to you that will accept in-person payments for your Southwestern Public Service Company electric bill.

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CHURCH DIRECTORY



We Thank God For Jesus "THE CHURCH LIKE SAMSON: WEAK!!!"



PART 2 ISAIAH 58:1a, CRY ALOUD, SPARE NOT, LIFT UP THY VOICE LIKE A TRUMPET, AND SHEW MY PEOPLE THEIR TRANSGRESSIONS.

REVELATION 2:7a, JESUS SAID, HE THAT HATH AN EAR, LET HIM HEAR WHAT THE SPIRIT SAITH UNTO THE CHURCHES.

MANY CHURCHES HAVE THEIR BIG SHOTS UP FRONT; THEY'RE SPECIAL; PROUD AND CLEAN; THEY LOVE THE FIRST FIVE SEATS IN THE CHURCH, THINKING THEY'RE KINGS AND QUEENS.

LUKE 11:43, JESUS SAID, WOE(CURSED) UNTO YOU, PHARISEES! FOR YE LOVE THE UPPERMOST SEATS IN THE SYNAGOGUES(CHURCH), AND GREETING IN THE MARKETS.

THEY'RE SO BOASTFUL TO SAY: I'M SO SAVED, AND SO SANCTIFIED; I'VE LIVED ALL DAY FREE FROM SIN; AND ANOTHER THING: I DON'T LIE!!!

MATTHEW 23:27, JESUS SAID, WOE UNTO YOU, SCRIBES AND PHARISEES, HYPOCRITES! FOR YE ARE LIKE UNTO WHITED SEPULCHERS(TOMBS), WHICH INDEED APPEAR BEAUTIFUL OUTWARD, BUT WITHIN FULL OF DEAD MEN'S BONES, AND ALL UNCLEANNESS.

SOME CHURCHES LIKE SAMSON: CHANGED FOR THE PUBLIC'S SAKE; THEY OPEN THEIR PULPITS TO THE POLITICIANS, TO LIE; AND HAVE THEIR SAY.

(WHEN THE CHURCH OPEN THE PULPIT TO THE POLITICIANS, THE LEADERS KNOWS HE IS LYING; PROMISE, PROMISES, PROMISES, HE KNOW HE CAN'T KEEP THEM, AND THE PREACHER IS A PARTAKER OF THOSE LIES; AND THE PULPIT IS A HOLY PLACE. PREACH JESUS AND HIS DEATH.-FOR THE WORLDS SIN'S, WE CAN TRUST JESUS!!!)

PSALM 1:1,2a, BLESSED IS THE MAN THAT WALKETH NOT IN THE COUNSEL OF THE UN-GODLY, NOR STANDETH IN THE WAY OF SINNERS, NOR SITTETH IN THE SEAT OF THE SCORNFUL, BUT HIS DELIGHT IS IN THE LAW OF THE LORD.

***** WILL THE CHURCHES ROB GOD?*****

(EVEN THE UN-GODLY, STANDING ON THE OUTSIDE AND LOOKING ON THE INSIDE, WANTING TO JOIN-IN; AND SEE SO MANY THINGS WRONG IN THE CHURCH, IF THEY BEING UN-MADE, KNOW THE CHURCH IS NOT RESPECTING GOD; DO THE CHURCH LEADERS KNOW ALSO? IN SOME CHURCHES, THEY LET THE GAMBLER, THE SHACKERS, THE DRUNKARDS, THE ADULTEROUS, THE HOMOSEXUALS, AND THE DEALERS, HOLD POSITIONS IN CHURCH; BUT FOR THE LOVE OF MONEY, FROM TITHE AND OFFERING; THE CHURCH WANTS THE MONEY!!! THE SINNER IN THE INSIDE NEED TO BE BORN AGAIN; THEN WORK TO BUILD THE KINGDOM FOR GOD.)

ISAIAH 55:8,9, FOR MY THOUGHTS ARE NOT YOUR THOUGHTS, NEITHER ARE YOUR WAYS MY WAYS, SAITH THE LORD, FOR AS THE HEAVENS ARE HIGHER THAN THE EARTH, SO ARE MY WAYS HIGHER THAN YOUR WAYS, AND MY THOUGHTS THAN YOUR THOUGHTS.

SOME CHURCHES HAVE TITHING LINES, TO SHAME NOT-TITHING SISTERS & BROTHERS: THEY SING THEIR SONG: LORD BLESS THE TITHEERS; BUT WHAT ABOUT THE OTHERS???

MATTHEW 6:1,2a, JESUS SAID, TAKE HEED THAT YE DO NOT YOUR ALMS (GIVINGS) BEFORE MEN, TO BE SEEN OF THEM; OTHERWISE YE HAVE NO REWARD OF YOUR FATHER WHICH IS IN HEAVEN, THEREFORE WHEN THOU DOEST THINE ALMS(GIVINGS), DO NOT SOUND A TRUMPET BEFORE THEE, AS THE HYPOCRITES DO IN THE SYNAGOGUES(CHURCHES).

MANY CHURCHES HAVE FOOT WASHINGS, AND ITS AS USELESS; AS ANYTHING CAN BE; WASTING TIME: LIKE SAMSON & 300 FOX TAILS; THE PEOPLE HAVE CLEAN FEET!!!

(IF YOU WAS GOING TO A FOOT WASHING, WOULD YOU GO WITH STINKING FEET? I DON'T THINK SO! KNOWING THAT WHO EVER WASHED YOURS, WOULD TELL SOMEONE HOW STINKING THEY WAS; YOU WOULD WASH BEFORE YOU LEAVE HOME(RIGHT ?) DO YOU WASH YOUR CAR AT HOME, AND THEN TAKE IT TO A CAR WASH TO GET IT WASHED???)

SO LIKE SAMSON: NOT ABOUT GOD'S BUSINESS; BUT WASTING TIME; REMEMBER THE OUTCOME OF SAMSON; BLIND LEADING THE BLIND.(TO DEATH!!!)

1 PETER 4:17, FOR THE TIME IS COME THAT JUDGMENT MUST BEGIN AT THE HOUSE OF GOD; AND IF IT FIRST BEGIN AT US, WHAT SHALL THE END BE OF THEM THAT OBEY NOT THE GOSPEL OF GOD?

GOD IS NOT THROUGH WITH US YET, SO LETS PRAY FOR ONE ANOTHER ALWAYS. WRITTEN BY EVANGELIST BILLY B.J.MORRISON,III YOUR BROTHER IN CHRIST JESUS!!!



from the Desk of Parson D.A. Smith A Virtuous Man

"At Caesarea there was a man named Cornelius, a centurion in what was known as the Italian Regiment. He and all his family were devout and God-fearing; he gave generously to those in need and prayed to God regularly."—Acts 10:1-2, NIV

If race, nationality, color, or economy determined fellowship within the church, then that fellowship becomes partial, divisive, fragmented, sectarian, evil. It is Godless, without divine cohesion.

In the developing church it is doubtful if anything happened or was written of greater consequence than the receiving of Cornelius into the fellowship. At Jerusalem on the Day of Pentecost only Jews came. The gospel soon spread to Samaria, but in blood and religion Samaritans were part Jew. The eunuch, a man who's people dwell on the outermost fringes of the inhabited world and his ethnicity not determined but identified as a proselyte Gentile by race, Jew by faith, came. But Cornelius?—He was a pure Italian, a pedigreed Gentile. Even though he was not a proselyte to Judaism, he was a genuine man. Moses did not allow the Jews to have social and religious relations with Gentiles, and Judaism applied this segregation policy severely. The chasm which exist between Jew and Gentile surpassed any of our present day caste and racial tensions. The case of Cornelius was a breakthrough worthy of the term "revolution."

This first Gentile who became a Christian was exemplary. He was a professional soldier, a career serviceman, born and bred as we might say, in the homeland, a Roman of unblemished lineage. A loyal, patri-

otic, staunch servant of imperial Rome, a commander and leader of men in peace or war, his career accorded him a sense of dignity and fulfillment. As he moved in the social circles of his times he certainly could hold his head high.

However, there were something's in Cornelius life that posed a problem. Nothing he had detected in the Roman pantheon could match the moral and spiritual quality of the God of the Hebrews. So he was a "believer" in the true and living God. Cornelius had a faith that was vital. His faith penetrated all of his house. This included his immediate family, his trusted servants and their families and relatives. His faith was the kind that was contagious, extending its influence into the family community in which he was head.

Cornelius faith was also practical for he "gave generously to those in need and prayed to God regularly" (Acts 10:2, NIV). From the Jews Cornelius had received his deepening, expanded knowledge of God. His gratitude showed itself by showering material bounties onto the many needy among them. His love went beyond his lips; it was given tangible expression in the deeds of his daily life.

There are Cornelius' living among us today. Some of these Cornelius' are living within our great city of Lubbock. This fact was made evidence at the Southwest Digest 20th Anniversary Celebration, Thursday, September 11, 1997. The modern-day Cornelius: Burl Masters, Ethel McLeod, Delbert M. Dougal and Dr. Curtis Culwell heard the voice of God and hasten to His call. Whereupon, many young, people will be blessed.

ATTENTION SOVEREIGN GRACE BELIEVERS

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For more Information Contact
Elder Charles Baker
744-5894

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The Outreach Prayer Breakfast

"Overcoming Drug Substance Abuse - Recovery Is Of God!"

As the wisdom of Proverbs indicates to be led astray by strong drinks is unwise. It is very clear in today's world that alcohol and drug abuse has been devastating to our families and communities. Yet, there are many of us who have been adversely affected by the impact of drugs and alcohol existing somewhere in our lives.

Many have shed tears for ourselves or loved ones regarding this devastating affliction to merely blame, judge, or point fingers is not helpful to those who need "deliverance." If we examine ourselves regarding how we treat our bodies, God's sacred temple, we must admit that many have not quite made the mark as we look at those of us who over eat, or do not eat a healthy well balanced diet. We must recognize the healing that is needed in individuals and families who have been affected by drugs and alcohol. Those who see themselves as leaders must look beyond the faults and see the need. Compassion along with education can help to bring Brothers and Sisters to a place of recovery and healing as Christians see the responsibility to bring their faith into action and minister to those afflicted by the terrible disease of addiction. There was a Priest, the other day, who said he preached the obligations - Mother Teresa lived them. As Christians, do we really bring forth the message to those who need it? That says Christ can set you free? Do we believe it as it pertains to persons affected by alcohol and drugs? Let us bring our faith into action as Mother Teresa as we find new and affected ways to minister to God's children. Let the Holy Spirit work in us. Believe God will do what God says as we learn to live in faith and turn it to action so others might be profoundly blessed by God through us. Put on your war clothes!

We're in a battle. Ready or not we're being attacked from every side by the enemy, but you know what, with God, we have the victory. No weapon that's formed against us will prosper. If I'm for you, I'm more than the world against you. Get dressed today!

Thought for the week: "Our children are dying in the senseless group wars geath by guns and crack cocaine. They are killing each other by the scores. Stop hiding behind a weak excuse, people! It's late, are you listening??? Are you listening to God?? Are you hurting?? If so, please read II Chronicles 7:14 and Mark 11:22-24.

Keep smiling and loving the unlovable. Write to us: Outreach Prayer Breakfast, P.O. Box 1223, Lubbock, Texas 79408.

We will meet at Parkway Nursing Center at 10:00 a.m. on Saturday morning. Please meet us there.

To the staff of the Southwest Digest. The 20th Year Celebration was just beautiful. We're praying the next 20 years God will tremendously bless your efforts beyond and above what you can imagine.

Sister Dorothy Hood, president; Sister Christine Burleson, vice president; and Sister Ernestine Fraizer, secretary.

BISHOP W.D. HAYNES CELEBRATES 40 YEARS AT CHRIST TEMPLE



If you would ask Bishop W.D. Haynes, pastor of Christ Temple Church of God in Christ, he would perhaps say: "God has been so good to me as we celebrate our 40 years of pastoral journey at Christ Temple Church of God in Christ."



"It is even much more joyful, when we have an opportunity for our son, Elder W. David Haynes, Jr. of Forth Worth, Texas, to be a speaker," said Bishop Haynes. "It is another time to thank God for all of His goodness to us," he continued.

Although services begun on September 1st, they will continue from September 17 through 19 with Evangelist Georgia M. Ellis, who appears on her television show - "Leap of Faith," preaching each evening, beginning at 7:30p.m. with the study of God's word and Gospel singing.

Among the special guest expected are: Eld. E. Scott, Scott's Temple COGIC, Supt. J. Brown, Slaton District, Supt. J. Evans, Lubbock, district, Rev. M. Brown, Brownfield, Tx, Rev. C. Tanner, Hope Deliverance COGIC, Supt. R. L. Caro, Harvestfield district, Eld. C. Swindel, Midland, Tx., Supt. W.C. Thirkill, Langston Memorial COGIC, Rev. J. Johnson, Mt. Gilead, Eld. J. Hasting, Powerhouse COGIC, Post, Tx., Eld. A. Y. Lauterdale, Grants Chapel, Ralls, Tx, Eld. Joe Parks, Parks Memorial Cogie, Odessa, Tx, Eld. F. Clark's, Faith Tabernacle COGIC Missy Essie Givens, Plainview, Eld. John Williams, Westley Memorial COGIC Eld. Roger Thomas, victory cogie, Lubbock Tx Rev Kado Lang, St. James Rev. W Davis, Lyon Chapel, Rev. Kenneth Lawrence, DHGH Church-of-God.

Public Service Announcement

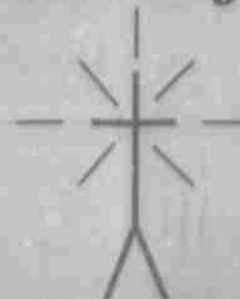
The Fall Arts & Crafts Festival at St. Luke's United Methodist Church will be October 31, 1997 and November 1, 1997. For information on Booth availability, please call 799-7358 or 791-5410

Thank You,
St. Luke's United Methodist Women
3717 44th St.
Lubbock, Tx. 79413

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Sunday Evening Worship - 6:00 p.m.
Wednesday Midweek Services - 7:00 p.m.

Rev. D. A. Smith, Pastor
Rev. Edwin Scott, Assistant Pastor

NNPA: Credo of the Black Press
 The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Hating no persons, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

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If you can answer YES to even one of these questions, you should consider having an HIV antibody test.

- Have you ever used alcohol, marijuana or crack cocaine?
- Have you ever used I.V. drugs?
- Have you ever had unprotected sex?
- Have you ever contracted an STD?
- Have you ever had an HIV test?

Additional Testing Sites:
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 Texas Dept. of Health
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 Lubbock Health Dept.
 (806) 767-2953

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- *96 Oldsmobile Achieva (Red) 25k \$12,900
- *91 Olds 98 Regency Elite (Blue) 79k \$10,500
- *95 Toyota Camry (Green) 36k \$15,900
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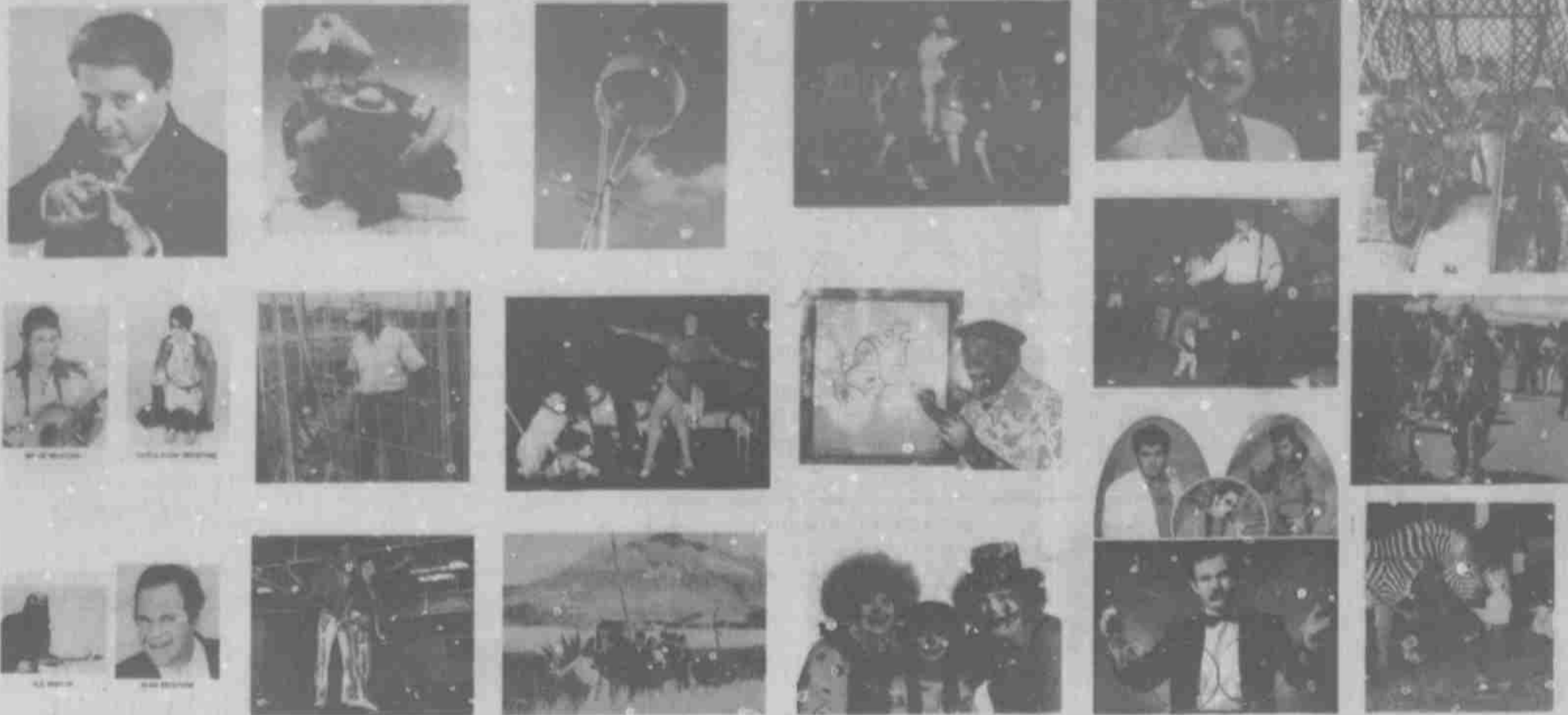
Full-time teaching positions open: English, immediate start date; Psychology, spring semester start date.

Part-time positions (day and/or evenings): Art, Economics, Government, History, Mathematics, Psychology, Sociology and Speech; Nov. 17, 1997 or January 12, 1998 start dates.

Applications will be accepted until the positions are filled. Submit only: -ent resume, SPC Application for Employment, three (3) references, and a copy of academic transcripts to: Personnel Services Office, South Plains College, 1401 S. College Ave., Levelland, TX 79336. (806) 894-9611 ext. 2177.

SPC reserves the right to extend the search or not offer position advertised. An Affirmative Action/Equal Opportunity Educational Institution

1997 80th Annual South Plains Fair FREE EVENTS



"MASTER HYPNOTIST" KEN WHITENER - With several past appearances at the fair, Ken is no stranger to the South Plains. By using audience participation to explain the basis of hypnosis and making his show entertaining as well as educational, he has earned the title of "The Wizard of Comedy". Two shows nightly, except Monday, from the Outdoor Stage at 7 & 9 p.m.

SOUTH PLAINS COLLEGE BANDS - Multi-talented SPC students renowned for their Country Music program will entertain fairgoers with 7 shows Saturday, 5 shows Sunday and 3 shows Monday night on the Outdoor Stage. The shows promise bright, new entertainment from some of tomorrow's Country stars.

ALAN REDSTONE AND THE INVISIBLE BAND - Backed by the Invisible Band; a high-tech digital band ready to play hundreds of hit songs of all styles, Redstone delivers a show full of great songs impersonations, jokes, stories and audience participation. Nightly Tuesday through Saturday on the Outdoor Stage at 5, 6, and 8 p.m.

ROXANNE WARD, WORLD CHAMPION HOG CALLER - With World Championship titles in 1995 and 1996 to prove her ability, Roxanne has called hogs on TV morning, talk and late night shows. Hailing from the Bainer Switch community just east of Littlefield, Roxanne will show off her skills nightly with demonstrations on the Outdoor Stage at 5, 6 and 8 p.m.

CLARK'S LIONS AND TIGERS - Against all odds the Clarks have turned cast-officials into a headline act for circuses across America. In a 15 year exotic animal adventure they have developed an entertaining and educational show detailing life with big cats. Appearing weekdays at 6 and 8 p.m. and weekends at 4, 6

and 8 p.m. from the southeast corner of the grounds

STAR FAMILY CIRCUS - Oscar and Kathy Garcia and their three children will present aerial stunts and trained animal acts daily from south of the Women's Building at 4:30, 6:30 and 8:30 p.m.

MUSIC OF THE ANDES - South American musicians playing music of Ecuador and Peru on traditional instruments will entertain fairgoers daily on the southeast side the Merchants Building.

CREED - Lubbock's own contemporary Christian band is equally at home in pop, rock, ballad or Jazz music styles as they minister to the young of all ages through the language of today's music. Sunday at 2 and 4 p.m. and Monday at 7 and 9 p.m. from the Outdoor Stage

BRICE CHAPMAN - With an act that is truly a dog and pony show Chapman and his horse and dog, Cross Fire and Sooner, will show off his P.C.R.A. specialty act by performing rope tricks daily from the southeast corner of the fairgrounds at 3, 5, 7 and 9 p.m.

UNCLE RON'S CARTOON CORNER - Geared towards teaching children the basics of cartoon drawing, Uncle Ron presents "hands on" demonstrations complete with all the supplies needed for children of all ages to learn the skill of cartooning. Four times daily plus ongoing conversations with fairgoers from the north end of the Trade Mart Building.

SNUFFY'S MAGICAL CLOWN REVIEW - Back again by popular demand, this colorful family of clowns is fun and exciting. Performing daily on the grounds and from their own stage on the southeast corner of the fairgrounds with shows at 4:30, 6:30 and 8:30 p.m., the clowns do balloon sculptures and

clown magic
JOHN WEBSTER, EVANGELIST—John will present his ministry in song during a non-denominational program of progressive country and southern gospel music nightly on the Christian Music Stage south of the Flower Building at 4, 6, 8 & 11 p.m.

FUN TIMES AND MONKEY BUSINESS - Norris Welch returns to the Fair with his monkeys to perform monkey magic for children and adults alike. Appearing daily on the concession walkway on the east side of the grounds.

VINCE AND PEYTON - Music and Magic are together as Vince the Elvis impersonator and Peyton the Magician perform magic and songs on the clown stage located at the southeast corner of the grounds at 3:30, 5:30, 7:30 and 9:30 p.m. daily.

THE FEARLESS FLORES "GLOBE OF DEATH" - Watch motorcycle madness and death-defying stunts inside the tiny 14' "Globe of Death" as Victor Flores family members perform 15 minute shows daily just west of the Women's Building at 5, 7 and 9 p.m.

POCKETS THE CLOWN - This Lubbock native is a favorite with fair fans with his jokes and games which entertain and amaze people of all ages. He entertains daily from his location in the walkway on the southeast corner of the grounds.

THE CHILDREN'S BARNYARD AND PETTING ZOO - An exciting, educational exhibit with various mother animals and young'uns. Lubbock County 4-H Clubs sponsor the exhibit and provide members to answer questions and assist children in petting the animals. Open daily in the Red Barn on the East side of the Fairgrounds.

SENIOR CITIZEN'S CONCERT - A free Christian gospel show, produced by Blayne Bell, is scheduled for 1 p.m. Thursday in Fair Park Coliseum. Starring the Toney Brothers, the show will feature Jackie Stone, Shelly Holley and Bell in two hours of uplifting gospel music. No ticket is required and the public is invited.

POTTERY DEMONSTRATIONS - Jeanie Jones, Lubbock master potter, and her 7 year old assistant, Jessica Elliott, will present pottery demonstrations from 4 - 9 p.m. daily in the north end of the Women's Building

WEST TEXAS SQUARE AND ROUND DANCE FEDERATION - Closing out entertainment on the Outdoor Stage will be members of the West Texas Square and Round Dancer Federation demonstrating their dancing techniques closing Saturday afternoon from 2 - 5 p.m.

HARRY TRUMAN, THE PRESIDENT WHO DESEGREGATED THE U.S. MILITARY, IS PROFILED IN "TRUMAN," A NEW DOCUMENTARY AIRING ON PBS OCT. 5 AND 6, 1997 ON "THE AMERICAN EXPERIENCE"

"Truman," a new four-and-a-half-hour documentary that examines the complexities of the President who passed the law desegregating the military, will be broadcast on PBS's THE AMERICAN EXPERIENCE, Sunday, Oct. 5 (8:00-10:30 PM, ET) and Monday Oct. 6, 1997 (8:00-10:00 PM, ET).

[Editors: Check local listings]

The film was directed, produced and written by David Grubin, the award-winning filmmaker who set the standard for presidential biographies for THE AMERICAN EXPERIENCE with his documentaries FDR, LBJ and TR. Jason Robards is the narrator for "Truman" and David McCullough is THE AMERICAN EXPERIENCE series host.

As the successor to Franklin Roosevelt, Harry Truman led the United States through the end of World War II, and was responsible for the Truman Doctrine, which gave \$400 million to fight communism, and the Marshall Plan, which provided \$13 billion to help rebuild Western Europe after the war. He also became the first President to

address the nearly 40-year-old National Association for the Advancement of Colored People (NAACP). On June 29, 1947, he said to the thousands assembled at the Lincoln Memorial, "There is no justifiable reason for discrimination because of ancestry or religion or race or color."

A southerner by birth and inclination, Truman argued for equal rights for all Americans, even though many of his advisors thought it unwise to bring race to the forefront of public debate. He was the first President to send a special message to Congress on civil rights, calling for anti-lynching laws, abolition of the poll tax, establishment of a commission on civil rights, and desegregation of the armed forces, which changed the military forever.

"I'm here to make decisions...whether they prove right or wrong, I'm going to make them," he said.

"Truman" is a production of THE AMERICAN EXPERIENCE, produced for PBS by WGHB, Boston.

Contact: Pamela Johnson, Serino Coyne Public Relations, (212) 626-2731 9/97

COLISEUM SHOWS



GRAND OLE OPRY STARS
Connie Smith & Stonewall Jackson with special guests, Bobby Bare & Stella Parton
Saturday, Sept. 20
4 p.m. & 7 p.m.
Reserved Tickets: \$10.00



ROBERTO AND BOBBY PULIDO
Wednesday, Sept. 24
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Reserved Tickets: \$10.00



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Sunday, Sept. 21
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General Admission Tickets: \$3.00



TEXAS THE BAND
Thursday, Sept. 25
7 p.m. & 9 p.m. FREE
Contact Avalanche Journal For Tickets



DAVID KERSH
Monday, Sept. 22
7 p.m. & 9 p.m. FREE
Contact KLLL For Tickets



DIAMOND RIO
Friday, Sept. 26
7 p.m. & 9 p.m.
Reserved Tickets: \$10.00



BILL ENGVALL, Comedian
"Here's Your Sign"
Tuesday, Sept. 23
7 p.m. & 9 p.m.
Reserved Tickets: \$10.00



MARTY STUART
Saturday, Sept. 27
7 p.m. & 9 p.m.
Reserved Tickets: \$10.00

Show Tickets Do Not Include Gate Admission

Tickets on Sale at Luskey's, 2431 34th St., 795-7106; Ralph's Records 909 University, 763-6400 & 3322 82nd St., 795-3322; Tejas Western Outlet, 5715 19th St., 793-6297; The Fair Office, 105 E. Broadway 744-9537 • For Mail Order Tickets Write: Show Tickets, Box 206, Lubbock, TX 79408. Enclose a stamped, self-addressed envelope & include \$1.00 for handling.

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He'll ride to work in an **advertised** car, sit at an **advertised** desk, smoke **advertised** cigarettes and write with an **advertised** pen. Yet this man hesitates to **advertise** saying that **advertising** doesn't pay.

Finally, when his **unadvertised** business goes under, he'll **Advertise** it for sale. Then it's too late.