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# Southwest Digest

August 29 thru September 4, 1996

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## NATIONAL SCENE

### AFRICAN AMERICAN DOCTOR LAUNCHES HMO

Accusing white insurance companies of trying to pull their life support, a leading African-American physician has launched a minority-based, African American-owned health care system nationwide "to counteract this whole process" writes the Chicago Defender. Dr. Lemmon McMillan, who heads Applying Comprehensive Healthcare Across America (ACHAA), has charged the current HMO system of being "inane and unethical." He has vowed to take control of the more than \$140 billion system he says runs through the African-American community. According to McMillan HMO's are expected to earn \$52 million by tapping into the Medicaid market, which he says "they wouldn't touch with a 10-foot pole 10 years ago." Based out of California and Washington, D.C. interested persons may call (800) 935-5554 for more information about ACHAA.

### AFL-CIO FUNDS BLACK WOMEN'S VOTER CRUSADE

The Black Women's Voter Crusade, a coalition of more than 60 Black women's organizations from throughout the country, has received a \$25,000 contribution specifically targeted for voter registration in North Carolina, and Philadelphia from the AFL-CIO writes THE WASHINGTON SUN. The Women's Voter Crusade, organized in September 1995, is co-chaired by Dr. Dorothy Height, president of the National Council of Black Women, and Dr. Delores Tucker, president of the National Political Congress of Black Women. In a joint statement they said, "For the first time, African-American women are assuming aggressive leadership in a nationwide, nonpartisan campaign to educate African-American voters about the critical issues of the 1996 elections. We have been an untapped resource that now represents a powerful, collective coalition of women from every facet of life."

### LINK BETWEEN CULTURAL IDENTITY AND LOW STRESS LEVELS

A Florida A&M University psychology professor, conducting research on how stress affects African Americans, says students with the strongest cultural identity may live healthier lives, writes the Daytona Times. Dr. John W. Chambers and his team randomly chose about 100 A&M students from the school's freshman health classes to wear blood pressure monitors. The monitoring devices are part of a five year study begun in 1991 and paid for with a \$448,000 grant from the National Institute of Mental Health (NIMH). "Individual grounded in their culture are going to have a much stronger positive view of themselves," said Dr. Chambers. "Those with the highest level of Black consciousness have the most positive stress response. They have lower perceived stress, lower depression, higher self-esteem and lower experience of anger," he said.

### CAMPAIGN TO CASH THE CHECK

Chastising the country for failing to live up to its economic commitment to African Americans, organizations of The Campaign to Cash the Check held a community meeting in St. Louis, Mo, Aug. 3 and 4. Hosted by the Clifford Wilson Community Center and the St. Louis chapter of the National Black United Front (NBUF), activist and organizer Rev. Al Sharpton told participants, "It is obvious to say that American has defaulted on this promissory note in so far as her citizens of color are concerned. Instead of honoring this sacred obligation, America has given the Negro people a bad check; a check which has come back marked insufficient funds." The Campaign is aimed at addressing the issues raised by Martin Luther King Jr. At the March on Washington, Aug. 28, 1963.

# BURYING RACISM

by Rev. Bernice Powell Jackson

We hear the stories of how racism is a thing of the past. We see the interviews with those who write books based on that premise. We hear the stories of the Clarence Thomases and Ward Connerlys who say they have never experienced racism. But too often we don't hear the stories like that of Jamie Wireman and Jeffrey Johnson and their baby, Whitney.

Jamie Wireman is a 18 year-old white woman in love with a young black man, Jeffrey Johnson, Thomasville, GA. Recently, their baby, Whitney, was born incomplete and not fully formed. She lived on 19 hours. "God let her live long enough so that I could hold her. I wouldn't have taken a million dollars for that time," said Ms. Wireman in New York Times interview.

But the death of their baby was only part of the nightmare for Ms. Wireman and Mr. Johnson. The baby's mother wanted Whitney

buried next to her grandfather so she would have company. But three days after her burial, the deacons of the church found out that Whitney's father is black. They asked the parents to move Whitney's body from their all-white cemetery.

Segregated cemeteries are still a way of life in some parts of America it seems. Not only can we still not live together, we still cannot die together. Many Northerners are often surprised to hear that segregation followed African American after death. In most instances that has changed. But little Whitney Johnson, who lived less than one day, show us that racism is still alive and well in cemeteries and in churches in this country. When my father died in the Nation's Capital in 1955, he was buried in the all-black Lincoln Memorial Cemetery; which was all the way across town from where we lived.

Across the street from Lincoln was a white cemetery and as a child I remember looking at its little brook with the picturesque bridge going over it as we entered our very plain cemetery.

It is nearly twenty years later before the cemetery nearest my house in Washington began to bury black folks. Like the cemetery in Thomasville, it, too, was a church cemetery.

After the storm of condemnation that followed the deacon's decision to ask the family to remove little Whitney's body, they relented and let her stay. And after the baby's grandmother insisted, they even apologized to the parents. "I wanted them to admit what they did and say they were sorry for it," she explained.

Unfortunately, this story does not stop there. The deacons now have told the young

parents that they were living in sin and that their baby was a product of that sin. But, when the parents asked if they were married in their church, the deacons refused.

Maybe Ward Connerly, the wealthy ally of Governor Pete Wilson of California and the sponsor of the California Civil Rights Initiative to end affirmative action, has never experienced racism. But Whitney Johnson, who only lived 19 hours, did and so do her parents.



Rev. Bernice Powell Jackson

## No Contest! Radio Syndicators Name Burrell Communications Group Best in Business

Superadio Networks and Walt "Baby" Love Recognize Burrell With Special Award

Chicago-Superadio Networks announced today that Burrell Communications Group was the most highly rated and often named company in a survey that asked urban station managers, sales managers and program directors to evaluate advertising agency performance.

Gary Berstein, Superadio's president radio programs, Tim Ivy, vice president of marketing and producer Walter "Baby" Love presented Burrell chairman Thomas Burrell with a special award in recognition of the overwhelming survey results that named Burrell the agency most station personnel preferred doing business with. Burrell ranked number one among respondents from urban and gospel formatted stations. The agency won top scores in all categories including commercial content, sound and creativity, most liked commercials, ethics, personableness of staff and overall ease of doing business.

Engraved "Agency of the Year 1996, for Outstanding Achievement, Creativity, Ethics and Longevity," the award was developed to draw attention to the survey response. "We felt that the ratings and comments acknowledging Burrell were so compelling that they deserved notice," said Gary Berstein. "What Tom Burrell has accomplished is not only historic but admirable, and our stations are very pleased to be in business with a company of this caliber."

"We utilize many different media, and find that radio is especially impactful in reaching African-Americans because of its immediacy," said Tom Burrell. "We appreciate being recognized by the stations. Superadio and Walt Love, all major forces in radio today."

Superadio Networks, a syndicator since 1988, provides quality satellite music programming to more than 500 domestic and worldwide radio stations. Walt "Baby" Love, a pioneer and leading figure in the urban syndication arena, produces radio programming including "Gospel Traxx," "African-Americans Making History Today," and "Countdown," the longest running African-America syndicated radio program.

Burrell Communications Group is one of the country's leading African-American owned marketing communications firms. Founded in 1971 by Thomas J. Burrell, the privately-held company offers advertising, public relations, consumer promotions and direct marketing services. In addition to its headquarters in Chicago, the agency has offices in New York and Atlanta. A client list of blue-ship companies includes McDonald's Corporation, The Coca-Cola Company, The Procter & Gamble Company, Sears Roebuck and Company, Mobil Corporation, NYNEX, The Prudential Life Insurance Company, The Stroh Brewery, Polaroid Corporation, the Quaker Oats Company, Kraft Foods, Nabisco inc., Motorola, Inc., Sara Lee Corporation, Leggs Division, The Art Institute of Chicago and Ariel Capital Management.



CHICAGO: Superadio Networks president of radio programs, Gary Berstein (2nd l.) awarded Burrell Communications Group chairman Tom Burrell (2nd r.) with "Agency of the Year 1996, for Outstanding Achievement, Creativity, Ethics and Longevity." The agency was named number one by respondents to Superadio's survey of urban-formatted radio station managers, programs, directors and sales managers. Co-presenting the award were Tim Ivy (l.), Superadio vice president of marketing and producer Walt "Baby" Love (r.).

## LARRY BENDERS JOINS COORS AS NEW PRODUCTS VICE PRESIDENT

Golden, Colo.-Coors Brewing Company has named Larry Benders vice president of New Products. Benders comes to Coors from Nabisco Food Group of Parsippany, N.J., where he was managing director for Hot Cereals and Integrated Marketing. Benders was responsible for Hot Cereals marketing,

research and development, finance and manufacturing. He also provided leadership to the company's Integrated Marketing Department, a company wide resource that provides consumer promotion, media, package design, video production and photographic services to the larger operating company. At Coors, Benders assumes responsibility for all facets of new product development and marketing. He reports to Bill Weintraub, senior vice president, Marketing.

"Larry brings a wealth of talent and experience to our New Products area," said Weintraub. "His proven leadership and strong track record in brand development and marketing will help drive Coors business in this critical area." Benders' experience at Nabisco included well-known brands such as "Cream of Wheat, A-1 Steak Sauce and Grey Poupon. Prior to Nabisco, Benders spent more than a decade with Johnson & Johnson in New Brunswick, N.J., in a series of increasingly responsible

positions. With J&J, Benders was responsible for the world wide introduction, marketing and sales of sucralose, a low calorie sweetener. He also directed key brands and line extensions in the company's baby products and adult toiletries area, including such successful brands as Shower-to-Shower, Sundown Sunscreen and the flagship J&J Baby Shampoo. "I'm very excited to come to Coors," said Benders. "New products have become an integral component of the beer business. I look forward to helping Coors successfully expand its brand portfolio to help drive volume and profit." Benders graduated from J.L. Kellogg Graduate School at Northwestern University in 1982 with a master's in business administration, and hold a bachelor's degree in administrative sciences from Yale University. Benders and his wife, Alison, reside in Boulder with their four children.



Larry Benders

## USDA, BURGER KING SIGN LAND-MARK AGREEMENT TO BENEFIT MINORITY BUSINESS IN RURAL AREAS

Washington, D.C.—The Clinton Administration reaffirmed its promise of economic development for rural America through a landmark agreement between the U.S. Department of Agriculture (USDA), Burger King Corporation, and Restaurant Services Inc. (RSI). When implemented, this new partnership will promote new jobs and business opportunities in rural area for African-Americans and other minorities.

In signing the agreement at a special ceremony, USDA Secretary Dan Glickman praised Dayton Watkins, Administrator of USDA's Rural Business-Cooperative Service (RBS), and Wilbur Peer, Associate Administrator, RBS, for their leadership in conceptualizing and working out the pioneering partnership with Burger King and RSI officials. USDA and Burger King officials believe the agreement will be a "tremendous boost" toward expanding entrepreneurial opportunities and creating new jobs for citizens in rural America and help feed the hungry through cooperative efforts.

Other key members of the team which worked diligently on formulating this agreement were Jill Long Thompson, USDA Under Secretary for Rural Development, Joan Fomesca, Director, Minority Development Agency, U.S. Department of Commerce, and Atty. O. Jerome Greene, a consultant to USDA.

The memorandum of understanding between the USDA and Burger King, which is serious about expanding business opportunities for African-Americans and other minority entrepreneurs. Working on behalf of the USDA, Mr. Peer and Mr. Green were responsible for crafting this historic agreement, which will serve as a model for other Fortune 500 Companies.

Under this agreement, Burger King officials have agreed to work with USDA/RBS will assist new and exciting business and cooperatives through guaranteed business loans, grants and economic partnerships to take full advantage of opportunities to become suppliers and franchise owners in the Burger King system.

RSI, a non-profit corporation with a cooperative form of ownership which acts as the exclusive purchasing agent for the Burger King in the United States, agreed to treat new and expanded suppliers in rural areas fairly and to encourage suppliers to work with agricultural cooperatives in supplying products for Burger King. Burger King and RSI will also work with USDA's food rescue efforts by identifying products to be donated to not-for-profit food service organizations dedicated to serving the neediest of the hungry in the U.S.

"This initiative is in furtherance of Burger King Corporation's diversity commitment," said Mark Agresti, Senior Vice President and General Counsel for Burger King. "We believe qualified minority business people will be able to participate in this initiative to increase our supplier base with support from the USDA loan guarantee program. This will create new jobs, help to bring new, diversified business to rural America, and is very good business for the Burger King System in terms of expanding our customer base."

RBS Administrator Watkins said, "This strategy brings corporate America and USDA into a partnership that represents the kind of creative leadership of the Clinton Administration. This is only the beginning. We will be working on similar arrangements with other Fortune 500 companies in focusing on rural economic development."

Proud of the USDA's loans guarantee program in rural America, Peer views this venture as nothing short of a golden opportunity.

"What this means is once a corporation like Burger King realizes the amount of resources that USDA has for business and economic development corporate America will soon want to utilize these resources in locating their franchises and business in rural areas and also encourage some of their suppliers to relocate in these areas. This will make it easier for these vendors and suppliers to gain access to capital. We think this is a win-win situation for the federal government, for rural communities, and for private enterprise," Peer said.

Because one of the major benefits of this program is jobs, Burger King and RSI officials proudly point out their partnership with Diversity Foods, a black-owned meat processing plant in Petersburg, Virginia, as evidence of the economic impact of such a partnership. Diversity Foods has a long-term commitment from Burger King and RSI to purchase and process in excess of a million "Whopper" and hamburger patties per week.

Added Greene, "This program makes it possible for jobs to be created through supplier companies in rural areas and, eventually, will reverse the traditional migration from rural to urban areas."

Secretary Glickman got a chuckle from the audience when he described the agreement as a "whopper" of a deal.





## Ruby Jay's Corner

The New Hope Baptist Church, 2002 Birch Avenue, is the "Church Where The People Really Care," and Rev. Billy R. Norton is the proud pastor.

Services began last Sunday morning with Sunday School beginning at 9:30 A.M. with Supr. Virgil Johnson presiding, and was assisted by the assistant superintendent, Brother Johnson had to also serve as secretary last Sunday morning. What do you think about that?

The classes reassembled after thirty minutes of instruction to the church auditorium signing one of their favorite: "Yield Not To Temptation. Night lights of the morning lesson were given by Sister Lena Sheffield of Class No. 4. What a wonderful presentation!

Secretary's Report: Youth Department-the Intermediate Class received both banners. While in the Adult Department, Class No. 1 received both banners.

The morning devotional period was held at 10:45 a.m. and was led by Brother and Sister Clarence Ervin.

The Senior Choir marched in the processional. Altar prayer was offered by Deacon Earnest Swain. A song, "God is Great!", was sung. The 100 Psalms were read by Sister Betty Alexander. Another prayer was given by Brother Harry Stokley, Jr. A song, "Thank God for Jesus, was sung. Responsive reading was done with the congregation standing and led by Sister Sandra Perry.

The morning hymn was "He Will Remember!" Pastoral observations were given by Brother Cooper as he read a letter to the Church from Pastor Moton as Pastor Moton and family are spending their vacation on a cruise. Let us pray for a nice vacation and a safe return home.

The Senior Choir sang "Pass Me Not." The hymn of preparation was "There's A Leak In This Old Building And My Soul Has Got To Move." Our own, Rev. Jeff Brown, brought the sermon of the hour. His subject was "What I've Done." His scripture text was a portion of the 55th Psalms. His message was centered around the life of David. The services were high in the spirit! The Senior sang Beautifully. Invitation to discipleship was extended and no one came forward. Keep up the good work, Rev. Brown! New Hope loves you!

Annual Men's Day will be held Sunday, September 15, 1996 beginning at 3:00 p.m. Don't miss it. Sister Ann Chatman of the Senior Choir is making a pleas and is asking all choir members and non-choir members to please turn in their choir robes to her by the first Sunday in September. It is important that this be done so the robes may be counted.

Sister Florenza Stokley's aunt passed away in Hempstead, Texas last week. Sister Stokley attended those services. Remember we have her in our prayer, and hope you will do the same. We are in deep sympathy with you, Sister Stokley.

Ruby Jay received word last week that her niece, Vera Holloway Ward, had a leg amputated. She is a graduate of Dunbar High School.

Let us keep all persons on the sick list in our prayers. It was nice to see Sister Elnora Dyer back in services last Sunday. Her husband is home from the hospital, and is doing much better.

The Federation of Choir met last Sunday afternoon at the St.

## HAVE YOU HAD YOUR CALCULUS TODAY?

### Don't Look for a 21st Century Job Without It

New York, N.Y.— Ask American high school graduates whether they've taken calculus and more than 90 percent of them will answer no. In fact, only 1 percent of all students in the United States graduate from high school having taken algebra, geometry, trigonometry, precalculus, biology, chemistry and physics, the courses that provide the requisite skills to begin any science-based course of study in college. As the 21st century thunders in, spreading its vast technological wings, the great majority of American teenagers will be unprepared and unable to compete for jobs in a highly competitive, global marketplace. Heavy reliance on technology in virtually all sectors of the economy will leave no place for people without the critical thinking skills acquired in advanced mathematics and science courses. "Now is the time for parents, teachers, guidance counselors, and university faculty to make it abundantly clear to America's teenagers that the choices they make at 13 and 14 years of age will have significant consequences for them down the road," said Dr. George Campbell, Jr., president and CEO of the National Action Council for Minorities in Engineering (NACME). "Too many of our students don't have the information about math and science courses they need to make informed decisions—many think they can be doctors, engineers, and astronauts without taking physics and calculus. Parents and school guidance counselors must step in and make certain that our children—our nation's future—are well aware of the work of work and its requirements for the coming century," he added.

As the school year begins, Dr. Campbell reminds parents that a major national poll conducted by Louis Harris and Associates and commissioned by NACME, indicates that American students are making poor choices concerning the math and science courses they take. The reason? They are receiving no counseling, poor counseling and incorrect counseling from their schools.

Regardless of career interests, more than 50 percent of all students plan to drop math and science courses as soon as schools made the option available. Public school students have limited or no academic guidance from their schools and two out of every five students say that discouragement from guidance counselors and teachers is an important reason their peers do not pursue math and science studies.

While the great majority of students (88 percent) believe that advanced math skills are necessary for certain jobs, they are substantially less likely to understand that without certain math skills, their job/career possibilities will be limited.

The majority of all students are confused about the need to take prerequisite courses; most think they can take any class at any time in their academic careers.

To reverse this trend and begin to eliminate the disconnect between the jobs children want and the academic preparation they're receiving, NACME launched a national public service advertising campaign Math Is Power, which send a clear and direct message: take math and science or get left behind. In its first year of operation, more than 500 calls per week, from every state in the country, have been received on the toll-free phone line 1-800-97 NACME. Materials are available, free of charge to students, parents, teachers, precollege program administrators, university personnel, government and industry leaders explaining how to help students make smart choices about math and science courses in high school.

NACME developed the Math Is Power campaign with financial support from the IBM Corporation, the Annenberg/CPB Math and Science Project, the National Science Foundation and the United States Department of Energy, and in creative partnership with the Advertising Council, Tracy-Locke, Dallas and actor/comedian Sinbad.

"Among our goal in creating the Math Is Power advertising campaign is to create market-driven, demand-side pressure on schools and school systems. Our belief is that all students should graduate from high school with the skills to attend college and these are basically the same skills needed to enter every rigorous science-based program," said Dr. Campbell. "Over the past 20 years, only the college-educated experienced an increase in real income, with students in the bottom quarter of the economic strata thirteen times less likely to earn a bachelor's degree than those in the top quarter. A college education remains the dominant path to upward mobility, wealth creation and ensuring that our nation remains economically competitive. Math and science literacy is essential to keep that pathway open," Dr. Campbell added.

NACME is a not-for-profit corporation that, for more than two decades, has led the national effort to increase access to careers in engineering and science-based disciplines for African Americans, Latinos and American Indians. NACME conducts research and public policy analysis in education, develops and operates national demonstration programs at the precollege and university levels, and provides broad dissemination of information through publications, conferences and the electronic media. NACME is also the nation's largest privately funded source of scholarships for minority students. Ten percent of all minority graduates - 6,500 - have complete engineering school with NACME scholarships.

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**MULEY TAPPED AS VICE PRESIDENT OF MARKETING FOR CARSON PRODUCTS COMPANY**



SAVANNAH, GA. Carson Products Company, makers of signature brand Dark & Lovely No-Lye Relaxer, has named former Avon executive Miriam Muley as vice president of marketing.

In her new position, Muley will oversee domestic marketing, new product development, and communications efforts for the Savannah, Georgia based African American hair products company. Her responsibilities will entail development and execution of strategic marketing, advertising, and public relations campaigns geared towards assisting Carson in maintaining its role as industry leader in the ethnic hair care products industry.

Additionally, Muley will provide brand supervision for cutting-edge technology for Carson's family of products. In addition to industry leading Dark & Lovely, other Carson brands include: Exelle, No-Lye Relaxer, Dark & Lovely Hair Color, Dark & Lovely Reviving Colors, Beautiful Beginnings Relaxer System for Children, Dark & Natural Hair Care Products for Men, and Magic Shaving Power.

"Miriam's achievements are well-known in the general market, as well as the ethnic marketing arena," said Joyce Roche, Carson's executive vice president for global marketing. "We believe the addition of Miriam to our marketing team, will anchor our leading position in the ethnic hair care industry."

Prior to joining Carson, Muley was general manager of the African American business unit for Avon Products where she led the company to numerous sales successes. Muley developed the Avon Boutique—a quarterly beauty and fashion publication targeted to African American consumers. The highly successful Avon Boutique generated \$20 million in company sales. In addition to Avon, Muley's marketing background includes serving in senior marketing positions at Uniworld Advertising, Clairol, and Johnson & Johnson Baby Products Company.

The award winning Muley was named one of the top female executives in the country in the advertising and marketing fields. Muley holds a Masters of Business Administration in marketing from Columbia University.

**BLACK NEWSPAPERS' 'EMPOWERMENT AGENDA' NOW ON-LINE**  
The (N.C.) Challenger appoints business man to set up Internet discussions

by The (N.C.) Challenger Newspaper  
A Washington, D.C.-based black businessman recently has been appointment to lead free public conferences on the Internet about The N.C. Challenger newspaper's "National Black Family Empowerment Agenda," said Challenger publisher Peter Gear.

Luetrell Osborne, President of Luetrell Osborne and Associated, a firm that promotes companies seeking federal government contracting opportunities, was chosen for the assignment because of his contacts with black Internet businessmen and his subsequent consulting work in putting black businesses on-line.

Said Gear: "[All this] Internet stuff is new and overwhelming but [we have] found someone like Mr. Osborn to help add value to the creative nature of the agenda."

The "conference room" is a 24-hour, 7-day-a-week public space on the Internet in which various topics are discussed by its participants. It is an important part of the new, participatory culture of the Internet, a worldwide network of computers.

The Challenger's "Black Family Empowerment Agenda" site can be reached on the World Wide Web at "http://www.challenger-news.com/ba.html".

The "Agenda" is an effort to establish a state/national community empowerment initiative through church-based networking. The agenda areas are: economic development; health care; education; welfare; housing; voter registration and education, and law and justice.

For further information on the agenda, call Gear at 1-800-222-8009.

"With the resources of a conference room with an international audience, the agenda's initiative can now organize the resources of a black world "think tank" on-line," Gear said.

When participants reach the site, they will see a brief description of the initiative's purpose. They will then be asked to fill out an electronic questionnaire before proceeding into the conference area. Once there, Osborne will participate and lead the think-tank discussions on further development of the agenda.

The Challenger's Web site is yet another example of the growing presence of African-American newspapers on-line. Besides The Challenger, an unofficial count totals three other African-American newspapers on-line and/or with a Web home page: The Afro-American, The (Riverside, Ca.) Black Voice News and The Atlanta Inquirer.

The NNPA Communications Department contributed to and edited this report.

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**LOCAL DOCTORS BREAK GROUND ON NEW HEALTH CARE FACILITY**  
Doctors' Affiliation with St. Mary Brings New Opportunity to Andrews

ANDREWS, Texas, Aug. 15, 1996—For more than a year, Drs. Jariwala, Wiltz, Mysorekar, and Ruben and Sylvia Cala have been affiliated with the St. Mary Family Healthcare system, and on Aug. 28, they will break ground on a new facility that will bring them together under one roof.

"We are very happy about working together in one place," said Drs. Ruben and Sylvia Cala. Ruben is a board-certified internist, and Sylvia is a board-certified pediatrician.

"It will be nice to be in one center as a group because now we can work more effectively with the hospital in Andrews," said Dr. Mysorekar, who also is an internist.

The ground-breaking ceremony for the new 28-room facility will take place at 1409 main street on Aug. 28 at noon. The 14,000 square-foot Center will house three procedure rooms and initially employ a staff of 17. The Center will cost an estimated \$1.7 million to complete.

Dr. Mysorekar said nothing about the medical practice will change, except that his patients will now have access to lab and X-ray equipment in the new St. Mary Center. "I will still send my patients to Permian General when they need special care, but now I can do the basic lab and X-ray work in my office. Just like doctors are starting to do throughout the rest of the United States", he said. "And all of the complex lab and X-ray work will still go to Permian."

Dr. Jariwala, a surgeon, said he has always sent his patients to the Andrews hospital when they need extra care. "It wouldn't do any good if I sent my patients out of town to another hospital unless they couldn't be treated here in Andrews," he said. "I want my patients here in Andrews where I can take care of them myself."

Keeping up with the changing health care environment is another benefit of the new clinic, according to Dr. Mysorekar. "The way health care has changed in the past few years, we need someone to help us keep up," he said. "St. Mary helps us stay on top of health care changes, so we can stick to taking care of the families here in Andrews."

In addition to more convenient lab and X-ray access, Andrews, will benefit economically from the new clinic by the recruitment of a new family practice physician in early January of 1997, and by the addition of at least four to five more employees, said Susan Neves, assistant vice president of St. Mary Hospital.

Neves said the St. Mary Healthcare system also will coordinate visits to Andrews by specialists, who can assist with patients who have specific medical needs. "We're here to help make Andrews a healthier community by enhancing the excellent work the doctors are doing here."

Andrews' St. Mary Family Healthcare Center is part of a primary care network in 22 communities that St. Mary Hospital is developing throughout West Texas and Eastern New Mexico. The Centers are part of an integrated delivery system created by the Hospital to allow the Centers and the Hospital to work together as a team, providing comprehensive primary and preventive care.

St. Mary was established in 1939 by the Sisters of St. Joseph of Orange, as a not-for-profit hospital dedicated to providing the South Plains region with quality health care. The philosophy of the 422-bed facility centers around the pursuit of excellence in the care of the entire individual—physically, mentally and spiritually.

For further information about the Center or to schedule an appointment, please call (915)523-3936.

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**THE GOVERNMENT WANTS  
TO GIVE YOU MONEY TO  
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**(IF YOU'RE WAITING FOR A PUNCHLINE,  
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This is no joke. This is a bona fide, serious offer. If you run a business in the state of Texas, you could qualify for a grant from Smart Jobs, a program from the Texas Department of Commerce. We give funds directly to qualified employers to help pay for employee training. Training that's custom designed to help prepare your business for the future. So call us at 1-800-888-0511 ext. 100 or e-mail smartjobs@mail.tdoc.texas.gov and we'll send you an information packet.







# BLACK COMMUNITY PRIORITIES

## "CASTING DOWN OUR BUCKETS WHERE WE ARE"

By Eddie P. Richardson

Reprint from June 20-26, 1996, Still Relevant.

One of the major objectives of every group of responsible people is to take their rightful place, by reaching out, in mutual interdependency roles with other peoples. However, a necessary precedent to acceptance of responsibility and/or privilege of interdependence is independence, nonetheless, we are faced with a costly and devastating fact that 39 years after the historic 1954 U.S. Supreme Court decision of school desegregation over 47% of the nation's Black Youth are "functional illiterates." These Black youths, as such, and along with many others, are forced to be a dependency role on society as a whole. There must be a re-assessment of your immediate goals and priorities. Something must be done immediately to change our past and present policies of paternalism, largess and irresponsibility. We need encouragement that fosters independence; positive policies that call for and encouragement that foster independence; positive policies that call for, and encourage excellence in education, equitable opportunities for achievement and community pride that builds self-reliance or independence.

Therefore, our communities and nation's priorities during the 1990's call for a shift away from certain kinds of "integration" or reaching-out and immediate emphasis on the things necessary within our communities to save our presently denied youth and millions of others in our communities, where there appears for many, no other way out than a life of idleness or crime... All spelling out nonproductive and negative dependency.

Accordingly, to eliminate these burdensome needs from within Black America, we have chosen as our over-all theme for the 1990's, "Casting Down Our Bucket Where We Are." This new emphasis, or priority, will have to involve getting all of our Black community organizations and institutions together to encourage our youth and others to take pride in preparing themselves early to be our community's economic builders. This means new forms of massive training to take over our Black community needs for Black bricklayers, carpenters, electricians, Black street sweepers, as well as Black lawyers, Black merchants, etc. It calls for new forms of partnerships while we, simultaneously, can encourage the Black community to selectively support those White-owned businesses and institutions which have policies that tend to build our long-denied communities in an equitable manner.

This new priority of rebuilding our communities from within, calls for new roles for all in the Black community. It means that the Black press and all others will have to examine every possible way we can to "pull up our community by whatever bootstraps" we have, as we seek the long-over-due and deserved support required of the White community such as the city financial institutions, builders, inventors and others who have a concern for the Black community.

However, the leadership to make our communities the responsible and self-sustaining marketplaces must come from within our communities. East Lubbock is working on making this a reality.

## Letters to the Editor

Dear Editor:

August 9, 1996

Telemarketing fraud is the number one crime against people age 50 and older. Everyday many of your readers are potential victims of the serious crime. Few know when they are being victimized, and less than 2 percent of this population understand that telemarketing fraud is a crime.

The American Association of Retired Persons (AARP), in conjunction with the National Fraud Information Center, (NFIC) is undertaking a major education effort to increase public awareness of telemarketing fraud. We will kickoff the project with a public service announcement that is being distributed dailies and senior papers across Texas. To make this an effective effort we need your help.

First, a little background on the subject. Who are the victims of telemarketing fraud? Not who you might think. AARP conducted the first large scale survey to investigate victimization among those 50 years and older. The results are surprising. Victims are relatively affluent, well educated and informed. They are active in their communities. Victims were also younger than expected.

AARP and NFIC ask for your help in educating your readers about telemarketing fraud by running the enclosed camera ready Public Service Announcement.

If you'd like additional information please call me at (512) 480-9797. Thank you for your consideration.

Sincerely,

Carole Barasch

Communications Representative-AARP Texas State Office

SBAO & ASSOCIATES  
5512 10TH ST.  
LUBBOCK, TX 79416  
(806) 767-3924

Dear Editor:

I would like to take this time to introduce to you and your readers our business here in town. A segment of our business offers in home shopping services (IHSS). The in home shopping services is a consumer consultation based services geared toward people who are looking convenience and are tired of having to battle long lines, finding parking spots and other problems of traditional shopping. Better yet, we realize the tremendous need to provide home based services in our community for the elderly and people convalescing at home after a discharge from hospital until they are able to get up and running again.

What our in home based shopping entails and provides our customer is a free consultation that help develop a customer profile a how we can best meet their needs because we are customer focused. For example we determine the type of products that our customers need or use on regular basis we try to find them a close substitute and we set our customer up in a situation where they can order these products and have them drop-shipped to them a regular basis with a simple phone call. On the other hand, with the

Los Angeles Sentinel

Established in 1933

Leon Washington, Jr., Founder 1933-1974

Ruth Washington, Publisher 1948-1990

Kenneth R. Thomas, Chief Executive Officer

Jennifer Thomas, President/CFO

Dear Editor:

Picked by TIME magazine as one of America's fifty young leaders of the future, Tavis Smiley represents the very best that Black America has to offer.

I've known Tavis Smiley for many years and have delighted in watching him soar both personally and professionally.

May I encourage you to give favorable consideration to publishing the enclosed excerpt from Travis's new book, *HARD LEFT: Straight Talk about the Wrongs of the Right*, (Anchor Books/Doubleday, June 1996).

From the late Ronald H. Brown to Mario Cuomo, from Rosa Parks to Johnnie Cochran, from Clarence Page to Tom Bradley, a lot of folks have come to appreciate this bright young man as strong and powerful voice for a new generation. I think you will too.

Best,

Kenneth R. Thomas

Publisher & CEO, Los Angeles Sentinel

customer profile we do weekly check-up to see what products they need and have those items delivered to their door steps directly. We also provide our customers free beauty consultations through our make-up consultants, stain removal, nutrition and diets etc.

At the other end of the population segments are children and students. We offer CD-ROMS that allow student to keep up or secure the necessary help to stay on top of their academics from art to science, math to literature and others. This service or program has received so many rave reviews and has helped many students who thought they will never graduate from school. The CD-Rom program is like having several tutors or instructor helping the students to make the grades with time convenience. It will also allow parents to become more involve with their children's education. This program is an investment worth making toward our students' future.

As you can see we focus on the two primary population sectors that are out of the mainstream and are often neglected. Any interested party should call 767-3924 to set up their free consultation. They'll be glad they did.

Thanks so much for giving my business an audience in your reputable Newspaper. If You need further information please feel free to contact me. Sincerely,  
Sam Olan  
Owner

## TEXAS REP. SAYS BLACK NEWSPAPERS MUST "GET THE WORD OUT"

By Marilyn Marshall  
Special to the NNPA

A week after the Supreme Court ruled that her district was unconstitutional, U.S. Rep. Shelia Jackson Lee (D-TX) reminded members of the National Newspaper Publishers Association, visiting her home City of Houston for their annual convention, that they have the power to let the black community know what's really happening in America.

Lee was the keynote speaker at the annual NNPA Merit Awards Dinner on June 21. Just eight days earlier, the nation's highest court, in a 5-4 vote, threw out three Texas predominantly minority congressional districts as unconstitutional. Among them was Lee's 18th District, once represented by the late Rep. Barbara Jordan and the late Mickey Leland.

Also thrown out were the Houston district represented by Gene Green (who is white) and the Dallas district represented by Eddie Bernice Johnson (who is black).

Lee told the publishers, "It is interesting, this race card that has been played over the last couple of years. When folks of color get on the news, someone (else) is looking at the news and suggesting, 'here they come.' It is important for the vehicle that you have to not mince any words when you communicate to the African-American body politic. There is no politeness that you must address when you're trying to get the word out."

Referring to the terms "impact" and "impact districts" throughout her speech, Lee said certain politicians were "all gathering, trying to say that maybe it's time to rid ourselves of majority minority districts. Well, I would simply say to you brothers and sisters, we've been 'impacting' all our lives.

"We were impacting during slavery talking to 'massa' trying to make an impact. We tried to impact through Reconstruction and that led us to Jim Crowism.

"Our message," Lee said, "must be that enough is enough. There is nothing wrong with remedial action. You can have districts to remedy past discrimination. There is no time in 1996 to suggest that a people have gotten rid of discrimination."

Lee also discussed the role of the Congressional Black Caucus, and the challenges on the Hill.

"It has been a constant battle," the former Houston municipal judge and city council member said. "We're battling as our ranking members-Rangel and Conyers-lost the opportunity to be chairpersons of various committees. But yet who held the best and most massive hearing on the subject of church burnings? It was the Black Caucus."

Lee added that the Caucus demanded funding for the church as well, and compared the arson issue to the Freeman stand-off in Montana. "I am grateful they're out and they're free," she said. But if you have 100 FBI agents in Montana, then you need to have 200 finding out about these church burnings across the nation."

Lee reemphasized that, "there is no time for impacting. There is a time for changing. And so it is important for the vehicle that you have to have the information to educate our community...these church burnings must cease and desist and these racist activities."

Lee also mentioned Supreme Court Justice Clarence Thomas, who voted against the minority House districts, while discussing the role of black newspapers in informing the public.

"I ask you not to diminish your importance," she said, "and recognize that where we will be in the 21st century depends upon you educating this community, massively, embracing, all inclusively, anyone who's willing to learn. Judge Clarence Thomas-help him to get educated."

## THIS N THAT

CHILD SYMPOSIUM ON HEALTH CARE FOR OUR CHILDREN!! THIS N THAT ..... At the invitation of the ..... SPEAKER OF THE HOUSE ..... STATE REP. PETE LANBY ..... was among some ..... FIFTY BUSINESS LEADERS ..... and ..... STATE OFFICIALS ..... on what can be done in ..... TEXAS TO MAKE HEALTH CARE AFFORDABLE ... FOR OUR CHILDREN OF Texas ..... Of course ..... there is a ..... cost ..... in this effort ..... but ..... TEXAS ..... MUST HELP ..... as well as the ..... BUSINESS SECTOR OF TEXAS ..... if Texas is to continue to thrive ..... Now it was mentioned ..... of how much money ..... PROFESSIONAL ATHLETE ..... receive in Texas ..... this includes ..... MILLIONS OF DOLLARS ..... and the persons in one of the break away sections ..... talked about the role these athletes could play ..... THIS N THAT ..... Agreed in principle on this approach ..... Especially since it has become a custom for professional athletes ..... To receive much money ..... Because of their ability to either ..... RUN ..... SHOOT ..... HIT ..... AND SLAM A BASKETBALL ..... Surely ..... we can come up with some solutions for our ..... PRECIOUS CHILDREN ..... Who are our future of Texas ..... Yes ..... there are many ..... GIANT FINANCIERS IN TEXAS ..... who like the professional athletes ..... who could help make this a success ..... THIS N THAT ..... thought you might want to know that there are over 1.5 million children ..... In Texas ..... WITH AMPLE HEALTH INSURANCE ..... Just thought you'd like to know!!!

D.C. KINNER THE BARBER SAYS: "PEOPLE...really don't CARE WHAT YOU KNOW... but want to KNOW HOW MUCH YOU CARE. About people!!"

MARCHERS NEEDED!!! THIS N THAT ..... advises if you ..... REALLY CARE ABOUT OUR CHILDREN ..... then give ..... MS. FAY BROWN ..... a telephone call ..... and let her know you'd like to MARCH WITH THE KIDS ..... This can be accomplished by calling 763-4216 ..... Give her a call ..... and let her know that you are ..... AGAINST PERSON WHO SELL DRUGS AND BELONG TO GANGS IN LUBBOCK ..... THIS N THAT ..... would like to say ..... CONGRATS ..... to those law enforcement agencies ..... who had the arrest of those so called ALLEDGED DRUG DEALERS ..... last week. There were some ..... THEWNTY ALLEDGED DRUG DEALERS!!!

LOOKS REALLY NASTY!!! THIS N THAT ..... observed a ..... YOUNG AFRICAN AMERICAN ..... Last Sunday afternoon ..... walking on the sidewalk with his ..... PANTS HANGING SO LOW ..... that he couldn't even cross the streets ..... without being afraid of being hit by a car ..... Because his pants were so low ..... Come on ..... MOM AND DAD ..... advise our kids that ..... WEAR OUR PANTS IN SAGGIN CONDITION ..... is not that cool!!!

GETTING VERY INTERESTING!!! THIS N THAT ..... has been correct ..... predicting that ..... JOHN T. MONTFORD ..... former senator ..... from the 28th Senatorial District ..... Would do ..... It came as said ..... montfordd has become the first chancellor of texas tech university ..... Now the ..... POLITICAL FOOTBALL ..... will be played by those who would like to capitalize on the opening made by Montford ..... No doubt about ..... DAVID LANGSTON ..... will run for Montford's post ..... As he has made it known ..... but hasn't filed at this time as well as ..... LORENZO "BUBBA" SEDANO ..... And others ..... Should be very interesting ..... Not to mention the ..... STATE SENATOR RACE ..... but what about the ..... CITY OF LUBBOCK'S MAYOR POSITION ..... As well as those persons who will be after the ..... VACANT POSITION ..... on the city council ..... THIS N THAT ..... is still ..... PREDICTING ..... that everything will be interesting ..... WHAT DO YOU THINK!! THIS N THAT ..... would like to advise that the ..... construction of a ..... NEW FIRE STATION ..... will take place ..... across the street from the old location of ..... FURR'S SUPER MARKET ..... 2200 EAST BROADWAY ..... This should help the corner ..... Also with the construction of ..... A NEW SWIMMING POOL ..... at Mae Simmons park ..... will also help the area ..... As THIS N THAT ..... is saying ..... EAST LUBBOCK IS ON THE MARCH ..... Now if we could get some investors from the neighborhood ..... to add to this ..... CAN YOU IMAGINE ..... what East Lubbock would look like!!!!

## SOUTHWEST DIGEST

National Advertising Representative

Black Resources, Inc.

231 W. 29th Street, Suite 1203

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Telephone (212) 967-4000

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 to the Industrial, Educational, Social, Political, and Economic 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 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 recitation 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.P. (Assault on Literacy Program)

A Community-Building Newspaper

\$20.00 per year—\$35.00 a year





## THE ALL AMERICAN COWBOY GET-TOGETHER

If you're looking for real western entertainment, head over the Labor Day weekend, then head for the hills! The Hill Country that is, to Bandera, Texas for the All American Cowboy Get-Together.

Cowboy singers, cowboy poets, chuckwagon cooks, western artists and craftsmen, and spectators from all across America will be gathering in Bandera for two days of continuous cowboy fun and festivities. Poets and musicians are coming from as far away as Idaho, California, Arizona, New Mexico and throughout TEXAS to entertain the fans of cowboy culture. Texas' official cowboy band, The Spirit of Texas, will be performing, as well as the popular singing, yodeling Hays County Gals, and many more.

Spectators will be able to browse through exhibits of western arts, crafts, and old west collectibles. They can also eat a meal, cooked over hot coals, at the chuckwagon cookoff and see the authentic wagons that were "home on the range" for the old time cowboys. Kids can take a stagecoach ride and watch a performance by the world's smartest Texas Longhorn steer.

The All American Cowboy Get-Together is a tribute to the American Cowboy whose birthplace is TEXAS. The event is a benefit for the Bandera County Junior Livestock Show Association, and is to be held at Mansfield Park in Bandera. It runs from 10:00AM till 7:00 PM on Saturday, August 31 and Sunday, September 1.



### DETROIT-MOBILIZING A NEW PARTNERSHIP WITH OMNIBANK

Gerald C. Johnson (left), Mobil Business Relations Manager, Ethnic Marketing, presents a mock check in the amount of \$750,000 to Bill Johnson, Chairman of the Board of Detroit's OmniBank, as the two share a congratulatory handshake in announcing the ground-breaking Special Purpose Credit Program. The funds are a capital investment which will be leveraged to increase the bank's risk adjustment capital, giving it the ability to make additional and larger loans. Designed to assist Black, Latino, Native American and women service station franchisee candidates, the agreement is an important first for one of the nation's largest African American-owned financial institutions. The collaboration also augments the Fairfax, Virginia-based oil company's on-going efforts to be responsive and sensitive to the communities it serves by recruiting more ethnic and women franchisees. PHOTO BY MONICA MORGAN/MONICA MORGAN PHOTOGRAPHY



**IT TAKES A REALLY BIG SHOW  
TO BRING IN THE CROWDS  
AND WE'VE GOT 'EM.  
8 BIG SHOWS**

Coliseum performances nightly at 7 and 9 p.m.

- SEPT. 21 EMILIO
- SEPT. 22 CHARLIE PRIDE
- SEPT. 23 RICK TREVINO
- SEPT. 24 MERLE HAGGARD
- SEPT. 25 BRYAN WHITE & WADE HAYES
- SEPT. 26 DAVID LEE MURPHY (free tickets-KLLL tickets)
- SEPT. 27 NEAL MCCOY
- SEPT. 28 CHRIS LEDOUX

### PANHANDLE- SOUTH PLAINS FAIR

All Seats Reserved - \$10 tickets available at Luskeys, Tejas Western Outlet, Ralph's Records (2 locations) and the Fair Office (744-9557)

## COVER YOUR CROP



## Before You Plant

Cover your crops with crop insurance before you plant your wheat, oats or barley this fall. The deadline is September 30 in most states.

Now that deficiency payments and crop disaster relief programs have ended, remember, crop insurance policies, help secure your operating loan...and improve profits by letting you become a more aggressive marketer.

Take the Secretary of Agriculture's advice. Cover your crop with crop insurance. Call a crop insurance agent today.

**CROP INSURANCE**  
Putting Farmers in Control

## Community Health Outreach CALENDAR

<p>SEPTEMBER 2, 16 MONDAY</p>	<p><b>Grandparents as Parents</b> Nurturing Cottage, Buckner Baptist Children's Home, 129 Brentwood 7:00-8:30 p.m. For more information please call Melody Patterson, M.Ed. at 765-2613</p>
<p>SEPTEMBER 2, 9, 16, 23, 30 MONDAY</p>	<p><b>Anger Management</b> Community Health Center of Lubbock, 1318 Broadway 11:00-12:00 p.m. For more information please call Duane Armstrong at 749-5433</p>
<p>SEPTEMBER 2, 9, 16, 23, 30 MONDAY</p>	<p><b>Coping with Depression Work Group</b> Community Health Outreach, 1318 Broadway, Suite 101 3:30-5:00 p.m. For more information please call Duane Armstrong at 749-5433</p>
<p>SEPTEMBER 10, 17, 24 TUESDAY</p>	<p><b>Prenatal and Parenting Class</b> Health education for prenatal, delivery, and parenting skills development. Nurturing Cottage, Buckner Baptist Children's Home, 129 Brentwood Transportation, child care and noon meal provided. Reservations are requested. 5:30-8:00 p.m. For more information please call Josie Valdez, R.N. at 765-2613</p>
<p>SEPTEMBER 11, 18, 25 WEDNESDAY</p>	<p><b>Education is the Key to the Diabetic Puzzle (6 week series)</b> Community Health Outreach, 1318 Broadway, Suite 101 1:30-3:00 p.m. For more information please call Josie Valdez, R.N. at 765-2613</p>
<p>SEPTEMBER 12, 19, 26 THURSDAY</p>	<p><b>Healthy Heart Series</b> (12th) Cholesterol Concerns (16th) Hypertensive Help (26th) Heart Healthy Foods Community Health Outreach, 1318 Broadway, Suite 101 10:00-11:00 a.m. For more information please call Josie Valdez, R.N. at 765-2613</p>



**ST. MARY HOSPITAL**  
4000 24th Street, Lubbock, Texas

A COMMUNITY SERVICE PROGRAM OF ST. MARY HOSPITAL





# CHURCH DIRECTORY



## We Thank God For Jesus "Jesus is the Answer"



Isaiah 29:13, Wherefore THE LORD SAID, Forasmuch as this people draw near me with their Mouth, and with their lips do honor me, but have REMOVED THEIR HEART FAR FROM ME, and their fear toward me is taught by the precept of men.

This country is in big trouble; and we can see it each and every day. People are committing SUICIDE; BLACKS TOO; SAYING, THATS THE ONLY WAY.

John 14:6, Jesus said, I am the way, the truth, and the life: no man cometh unto THE FATHER BUT BY ME.

We know every problem has its ANSWER; AND AMERICA'S NOT HARD TO FIND, She need to RETURN TO GOD; HE'LL GIVER HER PEACE OF MIND.

Matthew 11:28-30, Jesus said, Come unto me, all ye that labor and are heavy laden, and I will give you rest. Take my yoke upon you, and learn of me; for I am meek and lowly in heart: and ye shall find rest unto your souls. For my yoke is easy, and my burden is light.

All America need to do is to HUMBLE OUR SELF; GET ON OUR KNEES AND PRAY, God is in the forgiving business; HE'LL HEAL AMERICA TODAY.

JEREMIAH 7:8,9 THE LORD SAID, Behold, ye trust in lying words, that cannot profit. Will ye steal, murder, and commit adultery, and swear falsely, and burn incense unto BA'AL, and walk after other gods whom ye know not.

But America do TRUST IN THE POLITICIANS; KNOWING THEY SPEAK WITH FORK TONGUE. THEY SPEAK OF THINGS THEY KNOW THEY CAN'T DO; AND ID KNOW YOU KNOW SOME.

Proverbs 29:2, When the righteous are in AUTHORITY, THE PEOPLE REJOICE; BUT WHEN THE WICKED BEARETH RULE, THE PEOPLE MOURN.

The Politicians make promises: in each town, and change them every TIME, BUT THE PEOPLE ARE TO BLIND TO SEE; THEY'RE PROFESSIONALLY AT LYING.

Jeremiah 23:23-25, AM I A GOD AT HAND, SAITH THE LORD, and not a god afar off? Can any hide himself in secret places that I shall not see him? Saith THE LORD, do not I fill heaven and earth? SAITH THE LORD, I have heard what the prophets said, that prophesy lies in my name, saying, I have dreamed, I have dreams.

JESUS' is the problem SOLVER; He's known throughout the world, He is yet BLESSING: the Lives of MEN, WOMAN, BOYS AND GIRLS.

John 3:16, For GOD so loved the world, that he gave his only begotten SON (JESUS), that whosoever believeth in HIM (JESUS) should not perish, but have everlasting LIFE.

IN THIS OLD WORLD'S HOG PEN, PEOPLE SAY: MY LIVE IS SO HARD, BUT THE WAY OUT OF IT IS, TO HUMBLE YOURSELF; AND HAVE A TALK WITH GOD.

Isaiah 1:18, Come now, and let us reason together, saith THE LORD: though your sins be as scarlet, they shall be as white as snow; though they be red like crimson, they shall be as wool.

**CHURCH ITS PRAYING TIME!!!**  
2 Chronicles 7:14, THE LORD SAID, If my people, which are called by my name (CHRISTIANS), shall HUMBLE themselves, AND PRAY, AND SEEK MY FACE, and turn from their WICKED WAYS; then will I hear from heaven, and WILL FORGIVE THEIR SINS, AND WILL HEAL THEIR LAND.

GOD is not through with us yet. So let PRAY for one another always. Directed • Arranged • Produced • Guided By OUR LORD JESUS CHRIST. Written by Evangelist Billy B.J. Morrison, III Your Brother IN CHRIST JESUS ALWAYS!!!



## from the Desk of Parson D.A. Smith

### A Disappointing Vineyard

God has emotions, and He can be made happy or sad by the way in which people respond to His dealing with them. In the parable of the vineyard, described in Isaiah 5:1-7, this is illustrated. God took the initiative in planting and cultivating His people in the ancient, pagan world, but they deeply disappoint Him in due time.

Every Christian is part of God's vineyard. He has planted us just where we are, and He expects us to bear fruit that honors Him. Some are in more pleasant places than others, but those in hard places can take comfort in the fact He planted them where they are. He needs fruit-bearing vines in the hard places just as He does in pleasant spots. This point was very well made on Saturday, August 24, 1996 by Bishop John R. Bryant in a service of re-obligation and ordinations, where the Reverends Bettye and George O'Neal were re-obligated and became itinerant ministers in the African Methodist Episcopal Church.

What kind of fruit does He desire from His plants? He wants us to show love to those around us, to deal justly with each other, and to show mercy to anyone in need.

His love will sweeten our spirits so that it will permeate our homes and work places. Some Christians are pious in church but they are cross and

cranky with their families. Sometimes people we live with every day are those who see our worst behavior. We expect them to understand when we let little things upset us or when we become irritated by someone else's actions.

God wants us to keep a right spirit and let His love fill our hearts until there is no room for unpleasantness.

Many of the things we nag and fuss about in our homes would be better overlooked. Those things that really should be corrected will usually not be changed by our complaining. When change is needed, we should sit down with those involved and in a kind, loving way work to make corrections. True Christianity will make our homes places where the weary soul can rest and gain strength.

God is continually merciful to us. In return, He asked that we show mercy to those around us. In the story Jesus told about the Good Samaritan, He indicated that the man who showed mercy was the man who pleased God. Sometimes we feel that someone is not worthy of mercy. We do not see men's hearts and we cannot know what hurt is harbored there. It is our ministry to bring healing and leave judgment to God.

God delights in vines which bear fruits of love, justice, and mercy. He is saddened by those that produce sour grapes of hatred, dishonesty, and harsh judgment.

## The Outreach Prayer Breakfast

### CHILDREN OBEY YOUR PARENTS

This is the right thing to do... Eph 6:1-18  
God has placed them in authority over you; Honor your Father & Mother this is the first of God's ten Commandments that ends with promise.

If you honor your Father and Mother, yours will be a long life full of blessings and now a word to you parents, don't keep on scolding and nagging your children, making them more resentful & angry bring them up with the loving discipline the Lord himself approves. Godly advice, we need to really Love our children when they are at their worst, that's when they need our love the most.

To do this we need strength, only God can give, we have the victory, to rule circumstance and not be ruled by them, Satan has power, but he's not all powerful. But Jesus is, the sword of the spirit, use it, we have the power, God defeated Satan on the cross. There's a problem in the body of Christ, in the Christian family, when we allow Satan to move his garbage in our homes through our children's trashy music, Satanic books and poster boards on walls, Satanic tapes, games. Mothers and Fathers Satan follows his filthy wherever it goes. Drugs, symbols cut in hair, body pierced all over. He's trying to take complete control over our children, while we're sleep, the enemy is planting evil seeds in the lives of our children through negative stuff.

Take control of your house hold, Saints don't be controlled by the evils of today. Only the body of Christ can solve this problem.

Put on your armour, pray, warrior, let's go to battle. Don't be afraid, God is the captain he have given us our marching orders. Let's possess this Land for Christ we're well able to do so, wake up, wake up, wake up, (saints) Lets save our children.

Thought

The church is God's vessel in the world  
What will happen if the world loses its children?

What will happen to parents if they lose their children?

We know to well, what will happen to our children souls, if we don't go into the highways and hedges and solve them.

(A prayer)

To our officials running for election, almighty God, help each candidate to not judge another, but give them clean hearts that the best job might be accomplished, that this world, may be a better place.

May the candidates running for office do so to create more peace, love and togetherness in the world and not honor for himself Holy Spirit God, guide each of them; amen)

We will meet Sat. at 9 a.m. D. Hood Pres, Christine Burteson Vice, Ernestine Frazar Sec. A Disappointing Vineyard

God has emotions, and He can be made happy or sad by the way in which people respond to His dealing with them. In the parable of the vineyard, described in Isaiah 5:1-7, this is illustrated. God took the initiative in planting and cultivating His people in the ancient, pagan world, but they deeply disappoint Him in due time.

Every Christian is part of God's vineyard. He has planted us just where we are, and He expects us to bear fruit that honors Him. Some are in more pleasant places than others, but those in hard places can take comfort in the fact He planted them where they are. He needs fruit-bearing vines in the hard places just as He does in pleasant spots. This point was very well made on Saturday, August 24, 1996 by Bishop John R. Bryant in a service of re-obligation and ordinations, where the Reverends Bettye and George O'Neal were re-

obligated and became itinerant ministers in the African Methodist Episcopal Church.

What kind of fruit does He desire from His plants? He wants us to show love to those around us, to deal justly with each other, and to show mercy to anyone in need.

His love will sweeten our spirits so that it will permeate our homes and work places. Some Christians are pious in church but they are cross and cranky with their families. Sometimes people we live with every day are those who see our worst behavior. We expect them to understand when we let little things upset us or when we become irritated by someone else's actions.

God wants us to keep a right spirit and let His love fill our hearts until there is no room for unpleasantness.

Many of the things we nag and fuss about in our homes would be better overlooked. Those things that really should be corrected will usually not be changed by our complaining. When change is needed, we should sit down with those involved and in a kind, loving way work to make corrections. True Christianity will make our homes places where the weary soul can rest and gain strength.

God is continually merciful to us. In return, He asked that we show mercy to those around us. In the story Jesus told about the Good Samaritan, He indicated that the man who showed mercy was the man who pleased God. Sometimes we feel that someone is not worthy of mercy. We do not see men's hearts and we cannot know what hurt is harbored there. It is our ministry to bring healing and leave judgment to God.

God delights in vines which bear fruits of love, justice, and mercy. He is saddened by those that produce sour grapes of hatred, dishonesty, and harsh judgment.

## Concert

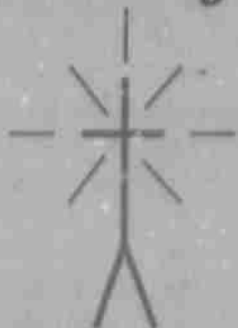
The Zion Jubilee singers of Bryant, TX will be appearing at the St. John Baptist Church, 1712 East 29th Street, Lubbock, TX on Sunday, Sept. 1, 1996 at 3 p.m.

The public is cordially invited to attend the musical sponsored by the St. John Baptist Church Choir.

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Rev. Edwin Scott, Assistant Pastor

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Applications will be accepted until Sept. 6, 1998. South Plains College reserves the right to extend the search or not offer position advertised. Women and minorities are encouraged to apply.


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## WILL YOUR CHILDREN BE ABLE TO RIDE THE INFORMATION HIGHWAY TO SUCCESS?

By Reed E. Hundt

Chairman, Federal Communication Commission

By the beginning of the next century in less than 4 years, 60% of new jobs will require computer skills possessed by only 22% of Americans entering the labor market.

Already, most high-wage jobs require the use of networked computers. On average, jobs that require computer use pay about 15% more than those that do not.

Yet only 10% of the classrooms in America are prepared to train our young people to technologically literate.

Are the schools in your community prepared? Do they have 21st century classrooms?

If we do not act today, we will live tomorrow in a society of information haves and have-nots.

This is an issue that matters to all Americans, whether or not your children use computers, whether or not you are a small business person in need of trained employees, and whether or not you are yourself a long-time employee of a company, not trained employees in information technology and concerned for your own future.

We should all want our children to begin the future with the best chance of success. We know that wise use of information technology is an effective tool for improving education. Schools with technology have enjoyed higher test scores and better qualitative results.

We all want children to come to school ready to learn, and to find a school ready to teach them.

The business community cares about the quality of education and training; they don't want to have to train every new hire to use a computer. And in every community, there are countless adults who would welcome the

opportunity to use a school or library computer training center to learn new skills they may need for a new career. A new law, The Telecommunications Act of 1996 opens the schoolhouse door to new technology.

This new law directs the Federal communications Commission and state utility commissions to ensure that classrooms and libraries have access to telecommunications services like the Internet and e-mail at affordable rates. This new law provides us with 100,000 hubs of advanced communications spread across every community of our nation.

Today, the FCC is hard work with our state partners answering questions like what services do schools need and how much is affordable.

We have to start answering these questions by November 8, 1996. As a parent, student, a businessperson, or an interested member of a local community, now is the time for you to get involved in this process and help us answer these questions.

You can do this by learning about the new law and the steps being taken to implement it.

You can contact the FCC at the address below or your state regulatory commission. Or you can ask your local school board what steps they are taking to get plugged into the information highway.

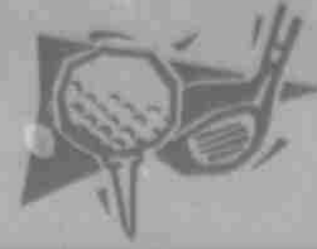
The new telecommunications law has been celebrated for the many new opportunities it will offer phone companies and other business, but the best opportunity of all may be the one we have to well prepare all young Americans for a bright and promising future. You can reach by e-mail at [rhundt@fcc.gov](mailto:rhundt@fcc.gov), by postal mail at 1919 M Street N.W., Washington, D.C. 20554, by phone at 202-418-0260, or through the FCC World Wide Web at <http://www.fcc.gov>.

## GOLF BOOK PROVIDES INEXPENSIVE ENTERTAINMENT FOR THE LABOR DAY HOLIDAY AND THROUGH THE END OF THE YEAR

AUSTIN, TEXAS (July 31, 1996)-Tee off this Labor Day with the Golf Privilege Club Book. The American Lung Association's Golf Privilege Club Book is perfect for any golfer. For the special end-of-the-year rate of \$25 the holder is given free or discounted green fees at over 700 golf courses and driving ranges throughout Texas and the Western United States, including California, Arizona and Nevada. The Texas portion of the club book offers play at 130 golf courses.

The book is valid through December 31, 1996. For more information or to obtain a brochure listing the available courses for 1996, please call the American Lung Association at 1-800-LUNG-USA. Mastercard and Visa are now accepted.

The American Lung Association is an advocate of the prevention, control and cure of lung disease, the third leading cause of death in Texas. The association fight lung disease and promotes lung health through state-wide programs, involving research, health, education, advocacy and community service. Its life-saving programs are made by public contributions and community volunteers.



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Annual "Olympics of  
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McDonald House Charities  
(RMHC) announced today at the  
NAACP/ACT-SO (Afro-  
Academic, Cultural,  
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"Olympics of the Mind")  
annual academic awards ceremony  
a \$50,000 donation to the  
organization to underwrite the  
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"ACT-SO is one of the most  
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ple succeed," said Xen Barun,  
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competition."

In keeping with the Olympics  
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compete for gold, silver and  
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"ACT-SO's goals include  
the stimulation of respect for  
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American youth by rewarding  
academic excellence on a scale  
comparable to the honors we  
award athletic heroes. And it is  
working due largely to organiza-  
tions such as RMHC," said  
Vernon Jarrett, National ACT-SO  
chairman. "RMHC has been a  
great partner and a great friend to  
ACT-SO."

This year, Delores Jordan,  
mother of Chicago Bulls MVP  
and former RMHC Board  
Member Michael Jordan, was  
honored at the awards ceremony  
as "Mother of the Year." Mrs.  
Jordan was honored at the  
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the Year." Mrs. Jordan was cel-  
ebrated because she represents to  
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being both a good parent and a  
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