An Independent Pictorial reewapaper for All People

Primarily Serving the Black Population of Lubbock County and the Surrounding Area Black Press of America

Worth

VOL. I'I, NEXBER 5

PHONE (806) 762-3612

SIO RAST 23RD STREET

LUBBOCK, TEXAS

HOVEMBER 11, THRU MOVEMBER 17, 1982

Black Firm Signs Largest Contract



Signors - The signing of a \$42-million fund transfer in Columbus. Ohio on Thursday, October 28 permits the con-

struction of a new steel mill in Anambra, Nigeria. Finalizing the agreement vere, from left: Anambra Finance Commissioner

Sam Ifeka, Garland Enterprises Presiden. Heward Garland and Vice President Steve Garland,

Shephard Upset

Denise Kinner

Ashough the election has come and gone, McKinley Shephard says he still has to pinch hims if to realize that he will be the next Justice of Peace, Precinct 6.

Shephard who is only the second Black to hold office in Lubbock, trailed his opponent. Democrat Lorenzo Sedeno by as many as 1,200 votes, pulled out the victory when west Lubbock votes ware tallied.

"Our campaign had two basic plans of strategy. First, we moved out 9,500 pamplets to precincts that would be favorable to us. Basically we concentrated on the conservative precincts. Second, we advertised in East Lubbock through the

Digest." Although he received very little support from East Lubbock's minority voters, only 78 votes at Alderson and 31 at Posey. Shephard says he holds no grudges and intends to represent all the people.

"I'm going to represent all the people. I don't hold any grudges because Blacks didn't vote for me. I'm Black and I want Blacks to pull together. I think a lot of people wanted to vote for me but they were used to voting a straight party

Shephard, who is a Republician says what upset him most about the election was the fact that many Bracks voted a straight Democratic "One thing that hurt

me about the election is that there were people at the polls in East Lubbock saying vote a straight Democratic ticket. They wouldn't dare go to 'Vest Lubbock and say that because it would insult those prople intelligence. But yet they come to East Lubbock and say that because they don't think those in East Lubbock have any intelligence to insult."

It's time that we start considering the cangood but we as Blacks have to start looking at sideration first.



McKinley Shephard First Black JP

the candidate and not the party label."

Shephard says one of his main objective as Justice of Peace is to provide the citizens of Lubbock County a judical system that will make our courts more conserdidates. I'm not saying " valive, thereby assuring that all Republicans are that the rights of the victim are taken into con-

Unemployment Still High

The Labor Department reported last Friday that the nation's unemployment rate rose to 10.4 percent in October from 10.1 percent a nighth

Altogether 11.6 million Americans were out of

The Labor Department's report revealed that for the first 'Ime since the government began compiling monthly statistics in 1948, the percentage of unemployment full-time workers eclipsed that of part-time

The largest transac on between a black owned company and a black na-

tion was finalized with the signing of funds transfer agreements in Columbus on Thursday, October 28. The pact signed by black owned Garland Enterprises and Anambra State of Nigeria sets in notion the construction of a \$43-million steel mill in Anambra.

After two years of negotiations with Nigerian government officials, Garland Enterprises has agreed to terms as general contractor for the multi-intilion doilar ventrue which will inexisting facility as well as construction of a new

Howard Garland, company president, says his firm will immediately set up offices in Anambra to begin the construction project which will even tually raise Anambra's annual steel production capacity from 5,000 tons to 112,000. About 50 Americans will share modern technology with Anambra while training a Nigerian work force in the operation of the plants.

gress for other projects transfer in resource-rich which are part of a Africa.

Combus, Ohio 525-million economic development package. Within the next two years he expects to begin construction of five other steel mills throughout Nigeria.

Upon closing the deal for the first phase of con-

struction Garland said, "It has been two years of hard work to cultivate the inroads to a successful African project. We now know how to do business successfully with our friends in Nigeria."

Garland hopes his efforts will serve as a role model for other black antrepreneurs to engage in commerce with Nigeria. volve the upgrading of an His organization is prepared to serve as an informational link between other businesses wishing to become "part of this international trade

Because Americans lend to conduct business at a faster pace than Nigerians, U.S. firms must learn to develop a great amount of patience In dealing with Nigerian officials. Now that Garland's organization has demonstrated how to effectively deal with Nigerians, he expects Garland adds that other black businesses to negotiations are in pro- take advantage of oppor-

minutes before acquitting

him of capital murder

charges in the death of

Granderson, who is also

Carthan, who joined

his lawyer for closing

arguments, blamed white

racists for the li-dictment

that alleged he planned

the killing "I'm here to be

an example," he said. "When you fail to

become a little boy with

the power structure, this

is when happen to you."

to death during an armed

robery June 28, 1981, at

the convenience store

where he worked part-

Carthan, elected

mayor of the small

Mississippi town of 1,900

in 1977, said he had high

hopes to be a part of the

American dream. 1

obeyed the institutions

that taught this. I tried to

do thus, but that still did

Big Game

Friday Night

not crase the stigma."

Granderson was shot

Alderman Roosevelt

Mayor Found

Black.

Immocent

Several weeks ago the

Sout hwest Digest

reported on the arrest of

Tchula, Mississippt's

Black Mayor Eddle Car-

than. The Mayor was

chargeo with hiring two

gunmen to kill a political

jury found Carinan inno-

Last week an all Black

The jury which heard

Carthan claim he was un

trial "because of racism,"

deliberated only 45

dwindling job oppor-

The 10.4 percent

figure for October was the

highest since an annual

average of 14.6 percent

The unemployment

rate among blue collar

workers registered at

15.9 percent. For white

workers the unemploy-

ment rate 9.3 percent

and for Black workers the

Preside t Reagan voic-

ed his concern for the

unemployment, however

he says he will continue

to oppose any new

government subsidized

rate was 20.2 percent.

jobless rate in 1940.

tunities.

Joining Garland in the signing of the fundatransfer were his son Steve and brother James. both of whom are vice esidents.

The Illgerian delegation was headed by Anambra Finance Commissioner Sam Ifeka and Industries Commissioner Professor Dennis N. Ekpete.

Representing the State of Ohio were Deputy. Development Director

Sandra T. Bartley and State Senator William Brown The Garland deal is one of the first major projects resulting from a sister-state agreement between Ohio and Anambra.



CBS -- Paul Winfield makes a special appearance and Veronica Redd co-stars in "The Elue Gran," an epic eight-hour mini-series about the American Civil War, to be broadcast in

Sunday, Nov. 14 at.7:00 p.m., continuing Tuesday, Nov. 16 at 8 p.m. and concluding Wednesday, Nov. 17 at 7 p.m. on the CBS Television Network. The story focuses on two related

Virginio and the Hales of Pennsylvania) Winfield protrays a free potter who rents land from the Gysers, Miss Redd plays the slave woman on their

three parts, beginning families - the Geysers of Challenges for Winfield

know much about the South when he was a boy growing up in the Watts area of Los Angeles, Nor did he know much about the Civil War.

"To show you how remote that situation was . for my family," he said, "all through the 1930's and 40's and 50's my mother was a Republican, simply because of Abraham Lincoln and the Emancipation Proclamation In every other way she was a fairly sophisticated and politically aware woman. but she always felt she owed an allegiance to the Republicans because of this romantic story a' Jut treeing the slaves.

Now, Winfield portrays Jonathan, a potter who is

Paul Winfield didn't killed for hiding runaway slaves, in "The Blue and the Gray." The epic eight-hour mini-series about the American Civil War will be broadcast in three parts, beginning Sunday, Nov. 14 at 7 p.m., continuing Tuesday, Nov. 16 at 8 p.m. and concluding Wednesday, Nov. 17 at 7 p.m. on the CBS Television Network, Wintield appears only in the first

> The challenge of a role like this," he said, "is to try to create a full character when you're only working a few days. If I didn't feel I could do that, I wouldn't accept the part. What's interesting about Jonathan is that, while he's on screen for a short time,

tagonist's life. So my goal is to establish him as a symp thetic pres-nce who can serve as a total point for the story even after he's no longer Winfield is no stranger to challenges. "I learned early on that, regardless

he's a catalyst whose

death changes the pro-

of which world I tras travelling in, the plack community or the white community, I sometimes had to appear to be conforming," he said. "I sometimes had to tell people what I thought they wanted to hear."

An example. In junior high school music class he had to choose an instrument to play. Winfield selected the violin. then switched to the

"in my neighborhood," he explained, "the cello was a more practical instrument than the violin Carrying it to school, it looked more butch than a violin case. I could tell people it was a baby oass and that I planned to be a jazz musician.

"Of course I had no eneeded an acceptable. "cover so that I would appear to be conforming. In fact, in those days Wiafield didn't know what he planned to be. "I was predy much a loner Continued on Page 13.

Lowrey Field jobs program. employees - dramatizing work. Veterans Day, November 11th

By Szeve Orders zooz's Outstanding Disabled Veteran of the Year Disabled American Veterans

November 11th is a special day - Veteran's Day, a day set aside to honor the men and women who have helped to protect the freedoms we all enjoy.

After Vietnam War wounds put me in a wheelchair, I spent a lot. time in Veteraris Ad-

because I always had the support of my family and friends.

Today there are nearly 90,000 men and women in our VA hospitals, many without close friends. Some will be there for along time. These veterans need to know that they're not forgotten, that people still

That's why, in honor of Veteran's Day, I ask you to visit a veteran at your nearest VA hospital on a friend. It will make you in the Argonne forest, a - and a veteran - feel better.

Perhaps the stories of a couple of veterans I met on a recent visit to a VA why I, as a representative of the Disabled American Veterans, am asking you to do something more don't have time. than fly an American flag on November 11th this

strepping young man, dying, loved by everyone, when

German shell tore an arm off his body.

Today, Ed's ticker is getting ready to quit. At 85, he's outlived all of his hospital will help explain closest relatives and friends. Ed tried to smile as he told me, "The gounger people, they just Somehow It just escaped Ed the was two genera tions behind him. Ed Take Ed. who was a alone, he's old, and he's

Then there's Tony

his old high school buddies -- now in their middle thirties -- have long since forgotten about

Sometimes Tony forgets things too, due to the North Vietnamese shrapnel lodged deep inside his skull since the day, that year, Tony seems unable to place "Maybe my family thinks I can't remember them. don't notice when they don't come here so much anymore," Tony told me.

ministration (VA) November 11th. Just he went overseas in who, I'd say, has many Not every patient in take notice. lendance at the parade or laborer, and we moved hospitals, bul I was lucky drop by, say hello, make 1919. Then, somewhere years ahead of him. But our VA hospitals has a i don't need to explain Continued on Page 22

story as gul-wrenching as these. Some stories are happier, some even sadder. Only a few patients have gone to the VA, like Ed, to die. And, certainly, not all will spend their lives walking up and down the VA's wards like

Tony. But the theme of loneliness ... us being forgotten ... is common enough in the lives of the veterans in our VA. hospitals, common enough that we should all

why none of us should allow Ed and Tony and others like them to become forgotten peopie. All of us owe a tremendous debt to the ma and women who have fought America's such plans at all. I just was, and all of us know that.

It's a great idea to show you remember the sacrifices these veterane tnade by hanging a fing in front of your home November 11th, and I'd | Garing my schooling," he really appreciate your at- said. "My father was a

Friday Night November 12, 1982 Dunbar vs Estacado

Both Teams 6 - 0 District Play



Dunbar Panthers

The following merchants sup-

Parkway Beauty Salon

Mrs. Emma Rayford, Owner

1819 Parkway Drive 747-9874

and encourage you to attend the game Friday night, November

teredians. Disc Dear-

Estacado Matadors

22, 1982, beginning at 7:30 p. m. at Lowrey Field.

Beauty Cover-Up

Unlimited

10 - 70 percent off for the rect of year

1815 Parkway Drive 744-2629

Newburn's Meat & Grocery 1721 Parkway Drive 765-7029	Don's Drive In Cleaners & Laundry No. 1 3405 Avenue H No. 2 4402 19th Street No. 3 6407 University	Broadway Battery Electric 1208 Avenue A 763-9653	Jamison & Son Funeral Home 1522 East Main 747-2731
Bill Raven Villa Oldsmobile 5301 Avenue Q 747-2974	Oasis Drive-In 2908 Parkway Drive 763-4073	Rainbo Baking Company 1950 Texas Avenue 747-3244	Gebo Distributing Co. 215 Soth Street 765-3648
Lakeside Club #805 Oak Avenue 762-9261	American State Bank 1401 Avenue Q 763-7661 Member FDIC	Furr's Cafeterias 34th & Avenue H Town & Country Center Caprock Center 2817 South Loop 289	Wig Trend 1012 Broadway 763-1100
Stubbs Bar-B-Que 108 E. Broadway 762-9305	Food Stores, Inc. No. 41 3910 Avenue A No. 44 511 4th Street No. 45 2510 Quirt Avenue	Budweiser 901 East 66th 745-5263	Givens Real Estate 820 Quirt Avenue 763-8430

United Super Markets

Lubbock, Texas

Caviel's Pharmacy

765-5311

1719 Avenue A



Watching

Watch is defined as to be on the lookout, look attentive, or be closely observant, as to see what comes, is done, or happens.

The problem with watching is that most people blink or wink at the wrong or improtant time and miss the true action. Or, otherwise they are watching the wrong person, thing, or event through not knowing what they are suppose to be watching. Or, there are som? people who only watch certain people. things, or events to find fault.

For the businessperson learning the true value and how to watch is of utmost importance. Blinking and winking at the wrong time will cause one of overlook many important expressions or actions in others that would tell a different story if noticed. Yes, that eye to eye contact in romance is just as applicable in business when both eyes, not one, are opened at the same time during a watch.

Watching and reading of all business communications should be done with utmost care. Priority should be placed on all replies and a red flag placed on the due dates and final notice to avoid inconveniences. Even the considered junk mail may have much to offer one sooner or later if it is noticed. Learn to watch your junk mail for both present and future advantages and save the important ones.

Watching the advertisement in your newspaper can also be very beneficial. Learn to clip and save all ads that marbe of future use to you. Pall response from the readers of Black newspapers have caused many potential business advertisers not to advertise in Black nev/spapers which not only hurt your newspaper but also the businessperson through unawareness of vital product and services that could aid in business knowledge profit, and

Shop Early - Mail Early

This year, the Postal Service is joining forces with the business community of Lubbock in urging customers to shop early and mail early for the holidays:

Postmaster Elmer J. Reed, Jr., has official declared the start of the holiday shopping season by asking shoppers to shop early and mail early this year and to make certain that mail is addressed correctly (including ZIP Codes) and packages are vrapped correctly so that cards and parcels reach their destinations in plenty of time for the

"Normally, we handle about 480,000 pteces of mail a day - including cards, letters and packages, but during the holiday season, voiume goes up to about 528,000 pieces," the

Postmaster says. The key to successful holiday mailing is to mail early and correctly.

Postmaster Reed says that includes planning now for gifts that must travel long distance by Christmas.

"Many overseas mailing dates - including those for the armed forces stationed overseas occur this month. Mailers can get specific information on the international dates by calling

HUNTER'S WELDING CO

JOHN C. HUNTER

OWNER HOME BD6 744 MO-

CHRECK TEXAS

us here us here at

762-7304," Reed said. Customers should also take care to write legible ZIP Coded addresses for both the intended recipient and the sender. Since mail sorting depends on the 2IP Codes as well as the name of the particular city and state, the use of the correct ZIP Code will aid us in processing the mail. "Last year, our

customers helped us tremendously. They mailed early in the season and early in the day. We hope they will choose to cooperate with us again this year, so we both will have an enjoyable holiday mailing season."

Hot Dog Supper

The youth of Bethel AME Church is sponsor ing a hot dog supper on Saturday, November 13, 1982 at 6 p.m. The public is cordially invited

Zenith & Mae Simmons' Community Centers wish to extend their thanks to Mr. & Mrs. Frick, Mrs. Forster, Mrs. Jane Kgrie, Mrs. Blomsfield and Mrs. Maymard. They were from the Church of the Holy Cross, 103 Indiana. It was all enjoyable. They served punch, cake, cookies, and candies. Each member received a bag of goodies. They were our guest for the whole afternoon. We all plenty retreshments. To Mr. and Mrs. Freik and others you are always welcome. Do Come again.

We at Mae Simmons are looking forward to seeing some of our East side churches for a visit. You are truly welcome. Director .

NAACP News

The General Election is over and the NAACP would like to thank the people who helped with registration, telephone banks, and the get out to vote campaign.

Let's keep working, we can't stop -- let's work on for the 1984 election.

The regular inonthly meeting of the local branch will be held Saturday, November 13th, at 7:30 p. m. at Mae Simmons Community Center. All members are asked to be present.

Don't forget the election of officers will be held next month. Everyone is also asked to pay their membership dues and come out to vote.

Installation Scrvices On

Tap



Key. Carl Jefferson

Rev. Carl Jefferson will be installed to the pastorate of the New Hope Baptist Church, 900 N. W., Big Spring Texas this week.

The installation services are scheduled for Sunday, November 14. 1982, at 3 p. m.

Guest churches will include: the Mt. Being! Baptist Church of Big Spring, the Rev. Freddie Nelson, pastor; the Galilee Baptist Church of

HOLLON'S OUTLET SPEC!AL

Sofa/Lovecent Combinations Values to \$900, from \$387 Financing Available. Non at 2300 Ava. C PAM-6PM Set.

There are a lot of ways you can save on your electric bill

Call us today

We want to help you conserve energy



Rich's Fried Chicken

1212 Quirt Avenue

747-7266

Drive In Window Now Open

To better serve our customers, we now offer drive in service. Come by and take advantage of our drive in window.

Social Security Tips

Your Social Security And You



Jawel M. Love Service Representative

New procedures recently put into operation allow Social Security numbers to be Issued in about 2 weeks after the person has applied and provided the required evidence and Information.

Even with these new procedures, however, a person must provide evidence of his or her age, citizenship or hamigrant status, and identity before a number can be issued. Only original documents or copies certified by the agency which issued them can be used. A person 18 or older applying for a Social Security number for the first time must apply in person.

The best evidence of age and citizenship is a public hospital record of buth or a religious record of birth or baptism. Any of these documents should be recorded

before age 5.

If these documents do not exist, one or more of the items in the following list can be used to establish age as well as identity: Driver's license, State identity card, voter's registration, school record, school identification card, report card, marriage record, divorce decree, work badge or building pass, labor union or fraternal organization record, draft card or military ID, military discharge papers, U.S. passport, U.S. citizen's ID card, newspaper birth announcement, adoption record, court order for name change, church record, welfare record, medical record, insurance policy, Boy Scout or Girl Scout record, or other document showing identifying date such as physical description, photograph or signature.

People who are not U.S. citizens should provide the appropriate Immigration and Naturalization Service form as well as their foreign birth certificate.

People in the local area who receive supplemental security income (SSI) payments must be alert to the need promptly report any event that could have an uifect on their eligibility or the amount of their payment.

Williams, pastor; and the Mt. Gilead Baptist Church of Lubbock, the Rev. Larry L. Polk, Sr.,

Midland, the Rev. G. B.

The New Hope Baptist Church invites their many friends and friends of their pastor in the Lub-

Need Furniture!!

Come to Flon Marketi Booth No. 350. Good condition. Other household Rams and school clothes.

Fien Market 2323 Avenue K Lubbock, Texas

in this ecclesiastical affair.

bock and surrounding communities to join this

Gene Pool Trading Post

18th & Texas 762-5754 Gene Fool Trading Post "SO YEARS SAME & DIAZANTEE

Mrs. Annie Mae Stanley "Office Manager" We offer the best decls of any car lot.

Our prices . We will beat any fulltime car dealer on Lay car by \$500.00 an a comparable car.

Check these:

Obe down payment - (\$350.00 and up including insurance) We challenge anyone to match.

Our low credit requirements . We challenge anyone to match.

' Our guarantee . We challenge anyone to match.

· Our insurance service - ilneluding State required liability) We challenge anyone to match.

' The condition of our cars . We challenge anyone to match.

' 26 years at the same intersection -18th & Texas.

Grand Opening Certificate

Ering This To:

E. Z. TV RENTALS 1813 Parkway Drive

(Jusi East of Brooks Supermarket)

First Week Free Rent On Any Item In The Store

Raff and Hall Gibson Drug

In the Family Park Shopping Center You'll like us even better!

10 percent Senior Citizens Discount For Persons Over Age 60

Gaviscon

100 Tableta



Bausch Lomb 12 Oz. Saline Solution



* Complete Drugstore and Fountain

* Computerized Presciption Service

' Nursing Home Specialists

* Delivery Service

' 3rd Party Program:

PAID - PCS - Medicald

. High Quality Generic Drugs

Low, Low Friees and

' Our Combined Staff to Serve You:

EDITORIALS & COMMENTS & OPINIONS

Give the Sheriff A Chance!!

Eddie Policiardson

It has been an up-hill battle for sheriff D.L. "Sonny" Keesee since day one. First, he to seriled the new jail with the old jail's budget. Somehow the budget for the new jail got lost during the transistion period and from then on it has been an up-hill battle. The sheriff has had to go to a r with the County Commissioners since day one, trying to battle to keep the doors open and trying to comply with an 80's budget with a 50's appropiations. The sheriff has not really had time to sheriff, he has been too busy facing the Commissioners Court for operating funds. Sheriff, I agree with you. You can't live and take the glory from yesterday's hope run. County Commissioners you have to some how realize that the sheriff has to live by federal Juage Sarah Hughes as well as your guidelines. The sheriff did not solicit Judge Hughes standards but as an administrator, he has to follow her guidelines and buck yours because hers overrides yours.

One other thing has to be looked at is the media whipped the sheriff from day one an unfair standard they only looked at the controversery which is the sympton, and not the cause. Sheriff we support you and hope and pray that some one up there will listen and hear your plea and prayers and give you a chance to work your program and let it work or fall but give you a chance to incolement it.

So your candidate lost, who can you blame? You were too busy to vote because you had to go to the beauty shop, barber shop, shop for groceries, a club meeting, visit a friend, go fishing and any other excuse for not taking a few minutes to vote. Your candidate lost because you took for granted that someone else would vote for your candidate. All the other yous did the same thing so who can you blame except you?!! If you voted the choice is yours and if you failed to vote, the choice was theirs!!! Hope your candidates won, if not, let's get more people to the polls next time.

There are still some merchants in our community that are not sensitive to our feelings and needs. Let's show them that they must change to stay in our communities, or educate our money and follow it some place else where people are sensitive to our feelings and treat us with courtesy and respect. This is good for all concerned, we spend our money where it is appreciated and on the other hand, we get good courteous service every one is happy.

Back to the past elections, now that they are over, it would be a good thing for politics to be laid to rest and everyone get to the business of working together to make our city, county, state, and national governments a better force for all of its people nation wide. We all must work collectively for the good of the county and all of its citizens.

We would like for all sororities and fraternities and community and church organizations to send us current events so we can help you get your message out in and around Lubbock and surrounding areas. We also welcome school news from around the Southwest. We also need distributors across the Southwest as well as contributing writers and advertisement sales commissioned people to help our expansion program become successfull

THISA & THATA

Tony Davis

One good thing people who ignore you...you don't have to put up with their bad advice...!!

I remember at school how groud we were when they fought to not have "TAXATION"...now that we have "TAXES WITH REPRESEN-

Southwest Digest

"Dedicated to Freedom, Justice and Equality"

Eddie P. Richardson Mananging Editor CREDO OF THE BLACK PRESS

The Block Press believes that America can best lead the world away from racial and national antagenisms when it accords to every person, regardless of race, otier or creed, full human and legal rights. Having as person, fearing so ners. the Black Press strives to help every person in the first belief that all are knot as long as anyone is held back.

The South west Digest is an independent, privately-owned minority newspaper published every Thursday by the LUBBOCK DIGEST PUBLISHING COMPANY of 510 East, 23rd—Street, Lubback, Texas 79404. Phot 1 (806) 762-3612.

All non-staff or unsolicited articles, manuscripts, and letters do not necessarily reflect the stand or feelings of this publication. Pictures, articles, etc. are sent to The Sunthwest Digest at the owner's risk, and The Southwest Digest is not liable or responsible for custody or return. People wanting articles, pictures, etc. returned, please send self-addressed envelope.

Subscription rates are \$15.00 anually; \$25.00 for two (2) years, payable in advance. For advertisement information write: Bouthwest Digest, 510 East 23rd Street or P. O. Box 2.53, Lubback, Texas 79408.

National Advertisement Representative
Flack Modir, Inc.
Suite 2102 - 507 Fifth Avenue
New York, N. Y. 20017

PLanci (212) TN7-0683

A cooperative effort to Excrease efficiencies and reduce urban

A Member of Mational Newspaper Publicators Association Flash Press of America Circulation Varified by VAC

Verilled And a Circulation



Letter to Editor

"Sounds Like Sour Grapes"

Dear Editor:

In last Thursday's (November 4) "This N That" column, I couldn't help but notice the commentary on the receipt by J. C. Penny's of the annual Roy B. Bass Human Achievement Award.

The column indicated that you guys can't understand why and how a company could receive that award when the same company refuses to advertise in your paper. You went on to say that the award was

TATION," is it really an improvement...??

The best thing about todays' popular rock hit songs, is that they are not popular very long.

The perfect computer to this writer, would be the one where you feed in your problems and they NEVER come out...!!

Shocking to find out that ALBERT Vons TILZER who wrote, "Take Me Out To The Ballgarne," had never seen a pro ballgame and had no interest in the sport. !!

The greatest PLUC about being IMPERFECT is the pleasure it brings to other...!!

If, after you hit your thumb with a hammer...and you can keep the air from getting as blue as your thumb...then you really have restrain...!!

ADVICE TO EXECUTIVES...(1) No good executive devotes time or effort to proving himself wrong...(2) If you need sophisticated calculations to justify an action...just DON'T DO IT...(3) Speak with authority...however, only expound on the obvious and proven facts...!!

You can never listen yourself out of a job...but you can talk yourself out...!!

MARK TWAIN had a goodle..."Never let your schooling interfere with your education"...!!

shopping here...if there is something you want that we haven't got...then we'll show you how to get along without it"...!!

WANNA KNOW WHEN TO CLEAN OUT THE REFRIGERATOR. If you have movement on the back row, that should tell you something...!

...........

How come all the politicans that all the answers while running for office...have none after they are elected...??

This session of CONGRESS has another TAX CUT planned as soon as they find a vay to make it benefit every one but you...!!

In big cities, the shortest route between two points, is the wrong way on a one way street...!!



given to those employers who "promote and hire employees without regard to race" etc. You'll notice there's nothing in those requirements that conditions receipt of the award on advertising in your paper. Indeed, there are probably some businesses that do advertise in your paper which wouldn't be worthy receipients of the award. By the same token, just because someone dosen't, that dosen't disqualify them for this recognition.

The way the column came across to me, it sounds like that you guys have sour grapes that someone could win that award and not spend some money with you. I know that's not what you intended and simply wanted to voice my thoughts on the matter.

I enjoy getting the Southwest Digest every week and will of course continue to do so.

Very truly yours, R. Burn Bass, Jr.

P. S. By the way of disclaimer, the foregoing represents my opinion and not necessarily that of the rest of my family, none of whom I talked with before sending you this letter.

(Editor's Note: We did not intend to come scross as strictly commercial, but we get vibes that the Human Relations Commission and no one else in town get from the grassroots. We see the whole picture from all directions and take all espects into consideration. The Black community takes a hard look at businesses who do not advertise in their publication, do not support the Black communities building and rebuilding efforts, even if they do employ Blacks. Blacks look at the overall attitudes and record of a business establishment. Fe Ed) Beccessors

> Business in the Black

By Charles E. Belle



Telephone Takes Too Much Money

Time For A Cool Change

Thirty-four years ago Jeffrey S. Elkins was born. Fourteen years ago MCI Telecommunications Corporations was created. Four years ago, Jeff, now MCI's regional marketing director, started with the company. Four weeks ago, glancing through a glass of chardonay wine from France at the famed Le Central Bistro in San Francisco, Jeff announced the arrival of "Omni-call" to the author. A long distance telephone service which permits people to call all around the country for a savings of 50 percent from Big Mama AT&T long distance phone rates.

Cost comparisons require individuals to consider a cool charge. Cash in your pockets. Perhaps you never heard of MCI Telecommunications Corporations, better make it your business, since it's for your own benefit. But don't dial 411 at Ma Bell for long distance rate comparison.

After being a major monopoly industry for 75 years, the \$75 tillion annual business of communications equipment and services is broken up. Competition is changing every element of communications industry. in the beginning it was Ma Bell, Ma Bell and mice Ma Bell. Old habite are hard to change. In fact, at the Lose, AT&T and other common carriers (such as MCI) operating and maintaining their own inter-city transmission networks isually using parious microwave and satellite systems, segmented with AT&T having 96% MCI two percent and two percent with all other carriers. Considering both the size of the ndustry some \$75 billion and projections of a doubling of revenues in five years, a share fight for market share is happening. Households using the tel phone for a total expenditure of \$30 or more a month should

Ringing The Bell



Bob Tieu

Black Alumini-Reaching Back: Black college lumni are coming to the conclusion that simply reaching out to those around us is not enough to-day. Rather they have reached the conclusion that based on the desperate situation of today's world, we have begin immediately to reach back, according to the Black Monitor. The gravest kind of heretofore unmet dilemma is reflected in the fact that almost 50% of our pation's black youth have not been snabled to either read or comprehend past the 4th grade level.

Black colleges and universities have historically provided the wellspring from which this nation's African-American professionals and business people have come.

Despite over two decades of Cesegregation efforts within institutions of higher education and the accompanying admission of thousands of black youth into white colleges and universities, we still find the vast majority of the African-American community's professionals and achieving citizens coming from the black schools, adds the Black Monitor.

Black colleges often have been forced to take many young people who are least prepared by our primary and secondary schools. Fortunately, these black-led colleges have also had the unique ingredient of empathic identification and the kind of determination to help black youth overcome that those outside the black experience cannot easily provide if at all.

Bishop James L. Cummings of the C.M.E. Church, who died recently in Los Angeles, had held an annual conference in Hobbs, New Mexico shortly before his death. The Bishop had expressed a great hope for the continued growth and expansion of the deno in the nation's mission in the West.

As an associate member of the Sheriffs' Association of Texas, a copy of the Sheriffs' Association of Texas Magazine is mailed to me regularly. The latest issue contains a glowing tribute to Sheriff Lou'e Hall of Breckenridge, Texas and one of very few black sheriffs in the country today.

In 1976 Democratic primary, Hall attracted national attention and proved politics is color-blind in Stephens County. He garnered 63 percent of the vote, victorious over five white candidates, and was sworn in as the first black 3heriff in Texas on Jan 1, 1977. After four years heading law enforcement, Stephens County gave him their stamp of approval in 1980, electing him for his second term.

Hall says he is proud to be the first black to become Sheriff in Texas and that perhaps his victory has encouraged other minorities to run for offices in the state and nation. He has arrested hundreds of people and never once pointed a gur, according to our source.

Chimes: The Reagan administration wants to encourage self-government by American Indians and develop government-to-government relations with them, according to Interior Secretary James Watt. To the end, the administration hopes to provide about 15 million in seed money to help private busines and industry on reservations.

Citing the need for the governor to stay in Santa Fe, Mike Runnels told this correspondent recently: "I plan to travel around the state and to be available to meet with area groups who are working on economic development plans. He is a candidate for Lt. Governor on the Toney Anaya (governor) ticket with family connections in Southwest New Mexico.

Our sources report that there are an increasing number of West Texans and S.E. New Mexicans, now voicing their collective opposition to syrocketing gas and electricity rates. The sharp increase is said to be due to the pass-through provisions that allow utilities to add their fluctuating costs or to their customers' bills. Many customers pay more for the fuel adjustment than they pay for the basic rate for electrical power, these sources report.

make it their business to review the cost of the long distance telephone calls.

A thirty minute call from San Francisco to Denver on Big Mama line runs \$2.04, 35 percent higher than the \$5.19 for subscribers over MCI's network. Oakland, California to Little Rock, Arkansas, for 25 minutes is \$4.32 versus \$6.72 over a third in cash savings. San Francisco to Texas for 15 minutes is \$2.59 versus \$4.08 for a 36.5 percent dollar ravings.

Over a million people saved millions of dollars this way last year. Jeff says, "The big change is that with 'Omni-call' MCI subscribers now are able to call any phone in the country, and save money on each and every call. Long distance callers no longer are forced to rely on AT&T or to pay their high rates."

There are no charges to the new subscriber's existing telephone instrument or line and no serviceman comes calling to install anything. All that is required is a push-tone phone coupled with the desire they say to save money. Makes cents to me. Full-time access to MCI's nationwide network costs just \$10 per month plus the reduced cost of the individual calls. For individuals interested in even cheaper off-peak periods, evenings (4PM - 10AM) and all day weekends and holkdays, monthly subscription charge is only \$5.00. For cutting your telephone bill, it's hard to peat MCI's offer. Obviously, if you have not already done so, it's time to take advantage of the change in the telephone game.



In 1884 William Du Bois became the first Black to be awarded a Ph. D. by Harvard.



CHURCH DIRECTORY

Your Absence from Church is A Vote To Close its Doors



OBSEQUIES

Mrs. Sophia Johnson

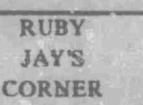
Final rites were read for Mrs. Sophia Johnson on Wednesday, November 3. 1982 at Jamison & Son Funeral Chapel with Rev. O.W. Gentry, Rev. James Moore and Rev. L.W. Woods, officiating.

Interment was held in Branchville, Texas at Old Providence Cemetery under the directions of Jamison & Son Funeral Directors.

Mrs Sophia Johnson, 92, died on Monday, November 1, 1982 at St.

Mary's Hospital after a lengthy illness.

Survivors include a daughter, Mrs. Vera Wells: five grandchildren. Sophia Turner of Calahoma Oklahoma: Roy and Jasper Wells both of Houston, Texas; Lela Wells of Sommersville, New Jersey, and Katherine Wells of Los Angeles, California: six great grandchildren and two great greatgrandchildren.





Thank God for blessing us another week at New Hope Baptist Church: We praise His name.

Sunday School began at 9:30 a. m. with Liftle Master Toines presiding you were not present, from the Children's you just missed a bless-Department.

The Morning Worship devotion service was congreatly missed. He made up for it on Sunday morning in his message. His subject was: "How Far Is Not Far." His scripture was Mark 12:28-34. If

During the evening worship hour, at 7:00 p. ducted by Deacons m. devotion was led by Swain and Givens. The Deacons Swain and choirs were at their post Francis. Pastor Nash's of duty. Pastor Nash and scripture was taken from family were out-of-town St. John 17:20-21. His last week. They were subject was: "The

BERNARDE SON BERNARDE BERNARD "Thank God for Jesus" "I Voted Jesus; for My J.O.P"

For unto us a child is born, unto us a Isaiah 9:6 son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful Counsellor, the mighty God, the everlasting Father, the Prince of Peace.

There are many times may will say, you can trust me, then it's found out they've lied, and it wasn't to

But I've found a man. I can put my trust in thee, I've voted Him my everything, He's my Justice of the Peace.

John 3:16 For God so loved the world, that he gave His only begotten con, that whosoever believeth in Him should not perish, but have everlasting life. I love my father; for he fertiled me as a seed,

love my mother, for the nine months she carried me, But I voted Jesus; my Justice of Peace. Matthew 1:26 Jesus sold: come unto me, all ye that labour and are heavy laden, and I will give you

He removed daddy from the umemployment lines, He restored sister's sight, when she was going blind, when doctors gave mother up. He made her well, when brother was in the county. He went his bail. Jesus said. I am Alpha and Revelation 1:3

O'M -Ga, the beginning and the ending. He's been good to us; you and me, why don't you make Him; your Justice of the Peace???

Jesus never fails; Heaven and Earth shall pass away; but; Jesus never fails. Try Him in your serrows, wees, affiletions, tribulations, sadness, melancholy, trials, and suffering. He'll give you AMEN justice and plenty of peace. Directed, arranged, produced, & guided by my

Lord Jesus Christ Written by Billy B. J. Morrison, III, your brother in Christ Jesus.

God is not through with us yet, let's pray for one another always.

Bethel African Methodist Episcopal Churca 2200 Southeast Drive

. (806) 744-7552

Lubback, Texas 'A Church that's not afreid to identify with the frustrations of the Black experience."

"Gold One-Faitner, Christ Our

Redeemer, Man Our Brother



Stephen Pierson, Pastor

Morning Worship 10.45 A.M.

Third Anniversary Festivai

The Third Anniversary door. Free movies for the restival of St. John kids begin at 6 p.m. Neumana Catholic Church will be held festival is a silent auction. Lubbock.

Highlights of the festival include a country store, spaghetti supper, free children's movies and a silent auction of items donated by Lubbock and area merchants.

Hi. I'm Triney. You

might have seen and

given this young man a

donation as he was runn-

ing for king at his church,

Hope Deliverance, Tem-

ple, Rev. Charles Tan-

ner, pastor. Well this little

young man won in the

amount of two hundred

and ten dollars. He is the

proud little son of Walter

and Shirley Jackson.

Oneness of the Church

Another wonderful

message. The musician,

Sister Jackson, sung a

beautiful selection,

Lord, Don't Move The

During the morning

worship services, Glenn

Cork and Mrs. Williams

were restored back to

the church. Sister

Williams is the daughter

of Mr. and Mrs. George

Union (BTU) at New

Hope is growing every

Sunday, Those interested

are asked to join the

members there each Sun-

day afternoon at 6 p. m.

Director Sister Allie M.

Thompson would be so

happy to see you there!

Those who attended

the funeral services last

Schurday in Midland,

Texas for Mrs. Elnora

Dyer's father -- Mr. Nick

Tinnion -- were Mr. and

Mrs. Robert Cork, Mr.

and Mrs. Earnest Swain,

Ruby Jay, G. H. Davis,

Johnella Savage, Ruby

Washington and Allie

Let us not forget the

sick among us in prayer

and visits. Mrs. Louise

Sedberry's name is on

Word came to Lub-

bock last Saturday that

Olga Hemancs, a former

member of New Hope,

lost a brother in Gon-

Trie installation ser-

vices for Rev. S. C.

Nash, pastor of New

Hope Baptist Church,

will began on Friday

evening, and climax on

Sunday afternoon,

November 14th, at 3 p.

m. Rev. Harris of Dallas,

Texas will be guest

speaker. Come and Iring

The West Texts

District Board will be held

November 16th - 18th at

the Mt. Moriah Baptist

Church in Abilene.

Texas. Host pastor is

408 N. Zenith Ave

Phone: 744 6459

Where The True Gospel Is

Sunday School. .

YPPU.

Morning Wership

Mid Week Services.

Church Of The

Living God

(Motto: C.W.F.F.)

Everybody is always Welcome | Rev. L. F. Rimin. Past.

Evering Worship 7:30 P.M.

Rev. M. L. Bradford.

Thompson.

Brown,

Precious

our sick list.

zales, Texas.

a friend.

The Baptist Training

Mountain.

The country store includes handmade craft items, wooden children's furniture, watercolor and oil paintings, and needlecraft items. Items for the country store have been donated by the parishioners.

An Authentic Italian Spaghetti Supper will begin at 5 p.m. Tickets are \$4.00 for adults and \$2.00 for children and may be purchased at the

New to this year's

Saturday, November 20 featuring items donated from 4 p.m. until 8 p.m. by local businesses as well at 5802 22nd Street, as services from the parishioners. Items up for bids include a one minute shopping spree at United Supermarkets, a sofa sleeper from Hollon's Home Furnishings, a family membership to Nautilus Fitners Center, Gift Certificate from Diana's Doll House, Tara Restaurant, Intimate Apparel, and items from Texas Instruments, Bent Tree Gallery, and more. Services include tutoring, yard work, dance lessons, rake decorating and more.

> For more information about the festival, which commemorates the third anniversary of the church call 799-2649.

First Faith Baptist

Last Sunday was off to a great start with Sunday School at 9 a.m. The lesson was "God leads His People Into the Promised Land," Joshua 3:14-4:7. Morning Worship started at 10 a.m. with devotional prayer being led by Bro. R. preached the sermon today, his text was "Thank

Post, Texas Pleasant Home Baptist Church

Annie V. Gilbert reporter

Pleasant Home services last Sunday were grand as usual. It all began with Sunday School opening at 10 a.m. by Brother Mark A. Porter at his post of duty and he taught a beautiful lesson "God Proclaims the Year of Jubilee," Levilicus

25:1.2,8-12,23 24,-39-43. The choirs were at their post of duty and sung preises to God from their souls. Altar prayer was very high spiritually prayed. Rev. Kelly really poured out his soul. Devotional service was led by Decan Jim H. Osby, Sister Inez Greathouse, Sister Delorse Harper and Sister Harper read S. John J:1-5. Rev. James read St. Luke 21:1-19 before the sermon. Rev. Kelly preached from the Job 42:1-9, his subject, "When God Becomes Real." He preached from his heart a soul stirring sermon. Truly the Holy Spirit was moving very high. God was in the

We motored to Tahoka, Texas for fellowship Mission at Pleasant Grove Baptist Church it was a Glorious

11:00 A.M.

7:00 P.M.

4:00 P.M.

God for Big Feet," Psalms 18:36 and Psalms 40:2

On our sick list we have Bro. Vardell Edwards.

Evening services began at 3 p.m., this was the closing of our 36th Church Anniversary. Portee and Bro. A. Guest churches were: Portee. Our pastor Rev. Wilson Baldwin of Littlefield, Texas and church - Greater 1st Baptist Church and Rev. B. J. Roberts and church ca

> hallelujah it was a time and loved by all in attendance.

Let's remember to pray

for and visit the sick and snut-in of the church and elsewhere. Among our sick are Sister Rebecca Brewster, Memorial Flospital, Rm. 111 B, Post, Texas; Sister Sirioma Steel, Ler daughter's resident; Sister Sylvia Williams, Twin Cedars Nursing Home; Sister Emma Griffin is at home; Sister Mozella Mitchell is at home. Please continue to pray for their speedy recovery.

nev. Arthur Kelly pastor Rev. John James, Jr.

assistant pastor.

Bogus was out of town and plans was changed at the last minute but the meeting was very good. Opening scripture was Psalms 100 with M. Ward and D. Hood par-

The members and

friends of the Outreach

Prayer Breakfast met at 9

a.m. in the home of

president M. Ward, Mrs.

ticipating. Morning devotional scripture was Hebraw 11:1-6. Scripture lesson "Where Is Your Faith?"

I. Now gath is the substance of things hoped for the evidence of things not seen.

IV. But without Enith it is impossible to please him: for he that cometh to God must believe that he is and that he is a rewarder of them that deligently seek him. Read all this chapter and think about all those things prought about because of faith. Stand on the promises of God. Release your faith. This 1st verse begans by saying Now Enith is, so it was in times past, it remain today. Evidence of things mot seem we are constantly reading this

Lubock, TX - New Mt Olive. The program started with prayer by Bro. Portee and Bro. Jackson. Sis. Louise Lewis presented a wonderfu! welcome with Sis Baldwin, of Greater 1st, responding beautifully. Sis. Alisa Henderson read the church's history, Sis. Laura Parks was

Mistress of Ceremony. Rev. Wilson Baldwin delivered the message of the hour with his text being "Help Is On the Way." Psalms 23: 24: and 121. We'd like to

thank all of christians. members and friends that helped us celebrate our church's anniversary.

Rev. F.B. Bell, pastor Ms. Alsa Henderson, reporter

possible to pleas our God withouth lasts and God is love and faith without love won't work.

chapter because it is im-

The Outreach

Prayer Breakfast

Thought for the day: Go as far as you can see, and when you get there, you will see farther. Think about it.

Breakfast was served. Do come and eat with people that love you. Our sick list: Mrs. C. E.

Fair, Mrs. Willie M. Washington, Mrs. Louise Perry and Mr. Giddings. I'm sure there are others not listed today, but God cares about you too. Trust him for whatever hurts you. Love all mankind and believe and receive.

Prayer request was made, if you have a request, please write: Outreach Prayer Breakfast, P.O. Box 3223, Lubbock, Tx 79408.

Project Blessing went to Miss Ruby Scales, 2824 E. 28th, who was leaving our fair city for a

while. Ruby was a faithful attender of the Breakfast. We will truly miss her. May the love she has for people increase as she meet new friends. May God continue to bless

Father we comtinue to thank you for all people out there that's being relleved of pains and sick ness and

serrow, eronomical conditions and loneliness, We release them to you right knw, you said faith is substance things hope for. For we pray in the precious name of Jesus. AMEN.

(You can make it.) Can any good thing come out of Nazareth??

Next meeting will be in the home of Mrs. Artie M Washington, 2105 E. 4th St., Apt. 37. "Come and see!"

Professional Typing

Call: 799-3424

Mount Vernon United Methodist Church

"Progress is the Path"



Church School 9:30 a. m. Hivning Worship IIICO a. ms. Bible School 7:30 p. m.

Faith First Buptist Church 1504 E 15th at Oak 747-6846 WEEKLY SERVICES

Sunday School . . 9:30 A.M. Morning Worship. . . 11:00 A.M. B. T. T. 6:00 P.M. Night Service. . . . 7:30 P.M. And let us consider one another to provoke unto love and to

Good works: rost foresaking the assembling of our autres together, as the manurer of some is: But exhort one another; and so much the more, as we see the day approaching. Hebreus 10:24.25 Come, Help Us Worship Christ Jesus,

Our Lord and Savior F. B. Bell Pastor



We Are Open FAYRENE'S

Eat, Bag & Hoslery Shop

Men & Women Hats!

Women hats by Dorls

Men Hats by Mr. John

Monday thru Saturday 10 a. m. to 6 p. m. 412 East Dengar Midland, Texas Call: (915) 682-7755

Hause No Two Alike



Mrs. Hallie Mae "Sug" Johnson (wife) and all the Family

JAMISON AND SON

"Thank You"

Perhaps you sent a lovely card,

Or sat quietly in a chair,

Perhaps you sent a floral piece.

If so, we saw it there.

As any friend could say.

Perhaps you were not there at all.

Just thought of us that day.

What ever you did to console our

hearts.

We thank you so much!

What ever the part.

Perhaps you spoke the kindest words,

FUNERAL HOME PRE-NEED FUNERAL PLAN

Regardless of your age or health Confined to hospital, nursing nome, or YOU CAN GET PRE-NEED INSURANCE

Credit can be given on all small burial policies, insurance policies from age 0 - 75 and up to \$5,000. Grave Services and Transportation. Low monthly rates.

Free Information - No Obligation • CALL 806/747-2731

NEW POOR!! No SALANC doubt about it a, the NEW POOR ... in America are ... MID-CLASS DLE BLACKS and WHITES Also 23.4 million people

encountered some sort of JOBLESSNESS last year ... and if ... REAGAN ... gets his way with CON-GRESS ... the figure will go higher in 1983 This will be attempted by the guise of AT-TEMPTING TO

BUDGET! ABCUT THIS!

Furtable telephones will to be the THING come next

OF! It will not be long before ... TAMPER PROOF SOCIAL SECURITY CAEDS will be with ws... but only for those applying for the first Ime They cannot be

altered without messing

the thing up completely WILL JOIN! Look for TEXAS 10 join those states TAKING MORE

come next year SOUNDS GOOD! A new ... FEDERAL LAW that will require that any nerson turning you cown or credit MUST TELL YOU WHY This

to clear up anything and try again! IT COULD HAP-PEN! We need to

took for ... REAGAN make a lot of things hapthrough that SUDGET THING

again thus forcing the next elected PRESILENT to live by the rules that he could not live out SURPRISED! Can

www.imagine how SURPRISED Gov. Bill Clements FINAL RESULTS last should give you a chance

> SIS MILLION window.... Boy ... & small business ... could

.... to attempt to push pen with that kind of a

financing.... PICKED RIM! THIS N THAT ... MARK picked WESTE to beat ... BILL CLEWENTS last May when

WHITE ... was in the

HUB CITY Speaking of PICK ING WINNERS In last week's election when he received the this newspaper only missed two TRAVIS WARE week. Can you imagine LOBINZO SEDENGI Not bed

MORE POLITICAL MUS-CLE! There is no doubt

about R of H ... CON-GRECSMAN KENT MANCE had lend a hand to ... TRAVIS

WARES EFFORT ..., the outcome of the Crindna; District Attorney's race ... would have been different... Anyway the election is over now we must work for the besterment of our community... by supporting the efforts of

JIM BUB DARNELL THIS N THAT wiches him well!

DREAT WIN! The win by ... JOHN T. MONTFORD brought the ... STATE District ... back to Lubbe He should make

for all of us. CONGRATS! In the past THIS N THAT has called the names of persons who did not ... VO'a ... This week however no names will be called but tather this column would like to ... CON-GRATULATE

the following boxes POX 6 (Alderson) BOX 20 (Ella lies) and BOX 40 (Posey Elementary School

SENATOR ... 28th for the great turnout of voters last week There ecck where it should were 2-164 VOTERS who some things happen voted in " use three buxes... As we've said in the past are the ... VOTESaresa there... It would be great to see that HARRY STOKLEY, JR.

becomes a candidata to CITY COUNCIL next time ... and he gets these votes... plus

somes BEWARE DRUNK DRIVERS! It is best that if you want to .. DRINK a little Continued on Page 12

Smart Cooks Shop **Brooks**!

BROOKS SUPER MARKET

Thank You Ler Your Business

Prices Good Nov. 11 Thru Nov.-17, 1982

"Life Is Tough Our Meat Is Not:

Gooch Meat

Open 9 A.M. to 9 P.M.

Boneless Pikes Peak

We Che & Reform

Roast

\$1.89 Lb.

No Beans

Sour

Turkey

Necks

Beef

Brisket

\$1.29 Lb.

Rath Black Hawk

Sausage

THE STREET STREET, STREET

t Lb. Roll

Borden's Hi Pro

1/2 gallon

Sunbeam

Cookies

Biscuits

3 Oz.

Wolf

Bakerite

Shortening

42 Oz.

Bell Fruit

Drink

Gebhardt Refried

Beans

Country Fresh

White

Bread 1 Lb. Loaf

3 for \$1.00

Coca Cola

32 07. 6 Pak.

Spillmate

Towels

Borden's

or Dips

Gladiola

Pouch Mixes

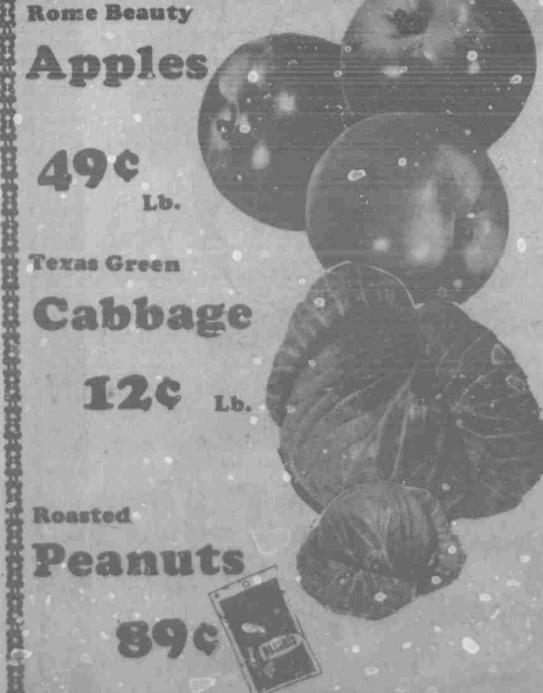
Gladiola

Flour

5 Lb.

Gladiola

Flour







Large Roll



1301-11-5 411-1111 1190





EN BUY, SELL, TRADE OR NEXT THROUGH THE I





JOBS

Male/Female



St. Mary of the Plains Hospital & Rehabilitation Center For employment infornation contact: Personnel Office 792-6812, Ext. 451

FOR JOB INFORMATION WITH THE

762-2444

AN EQUAL OPPORTUNITY **EMPLOYER**

For more information . LUBBOCK regarding imployme coportunities at Lubbock General Hospital Call

4000 24th Street

GENERAL HOSPITAL

743-3352 Equal Opportunity Employers

METHOBIST HOSPITAL

information regarding em-ployment appartunities at Mollodist No until may be obtained by calling 793-4184

Classifieds -Call 762-3612 or

Equal Opportunity Employer

762-4605

City of Lubbock

CALL

ATTENTION HOUSEUTVES Sell Classified Ads From Your Home. HIGH COMMISSION

For More Information Call 762-36-12



For current employment opportunities call the: Personnel Office

792-7112 ext. 135

South Park Hospital 5610 Quaker Avenue Lubbock, Texas 79413 'Faud Opportunity Employer'

City of Lubbock Community Services

Provides assistance with social service applications, information, and referred and energy conservation information. Direct assistance can be provided to the areas of Ventherization and food vouchers.

Contact: Parkway Mall Office 1769 Larkway Drive 762-6411, Ext. 2305

- Professional Services -

E. P. RICHARDSON ASSOCIATES Management Consultant



EDDIE P. RICHARDSON

CAPPLT & WINDOW CLEANING

Carpet Cleaning

Window Cleaning

Randy 1 CARPET & WINDOW CLEANING SERVICE RESIDENTIAL . COMMERCIAL . INDUSTRIAL

JOE COX, Owner Bus: 763-2938

3505 Avenue H Lubbock, Texas 79404

Insurance



ALBERT RODGERS Representing National Life and Accident Insurance Company I Never Met A Willow Who Thought Her Husband Had Too Much Insurance

Lubback, Texas 79416

TIM'S AUTO TIPS

IF YOUR BRAKES FAIL, first skift to a lower gear, whether it's an automatic or standard transmission, and then apply the emergency breake clowly. The car will stop grad ally.



LUBBOCK BLACK CHAMBER OF COMMERCE

AUTOS FOR SALE

"West Texas Leading Olds Dealer"

Villa Oldsmobile, Inc.

5301 South Avenua Drive Lubbock Texas



We **Finance**

19th & Ave. Q 762-1144

WHOLESALE

RETAIL

"STOP IN AND VISIT US"

G AUTO SALES

4201 Avenue Q

Bill Holbert Home: 892-2344 Business: 747-1448 Pager: 765-1719

Frank Gollaher Home: 745-0832-Business: 747-1448 Pager: 765-1719

M & M Auto Sales

38th & Avenue H

We Finance Our Own Cars

EXTRA ADDED SERVICE

We Now Sell Automobile Insurance With No Down Payment, Only The First Month's Premium Required.

Legal Services



- Automotive Repair -

Car Problems??

Auto handy work, auto start ups, stall engine started, tune ups, miner repairs, brake, and water pump.

Call:

762-2721

8:00 a. m. until 5:00 p. m.

Tub Reginzing

Actention Ledins REGLAZING BATH TURS APPLIANCES. SINKS

CHIPS REMICVED

GLENN CAMPBELL 741-8599 or 894-4496 THROCK AREA

Air Conditioning/Heating Service

744-4778

Men's Cicthing -



Dunlap's Caprock Shopping Center

PAONE: 799-7161 Lubbock, Texas DAVID SOWELL Home: 765-8679 MEN'S DEPARTMENT

- Diary Products -



If it's Borden, it's got to be good.

ADventures



I SAW YOU PRINT OUT THIS "ASSE ANT WANTED" AD!



YOUR AD DIDN'T SAY YOU WANTED A HUMAN!

- Contractors -

"TURNER PLASTERING"

JIM TURNER 1718 E. Darmouth Lubbock, Texas 79403 (806) 763-8314 for estimation call after 5 P.M. FREE ESTIMATION WORK GUARANTEED

— Pharmacies — *****************

CAVIELS PHARMAC OPEN 9 A.M 'til 10 P.M.

"Greeting Cards" Everyday and Seasonal Prescription - Drugs

Store Hours Mon. - Sat. 9 a.m. - 7 p.m.

Sundays 9 a.m. to 5 p.m. 1719 Ave. A 765-5311 or 765-7500

SPECIAL NOTICE

AND THE PROPERTY OF THE PROPER

DEADLINES FOR NEWS ITEMS Circified Ads 5:00 P.M. Monday ALL COPY MUST BE TYPED OR READABLE ALL PICTURES IN BLACK & WHITE, IF POSSIBLE

Southwest Diesst. Thursday, November 31, 1983, Page 9

First Federal



BRANCHE FERTS HIS & AVE W on & ORLANDO

PERSONAL NOTICES

NEED CREDIT CARDS ranteed! Receive Mester no credit benkruptcy or lverce. For free brochurs, sail Credit Tell PREE Our-Act-1448 24 hrs. anyday.

PRAYER KIT

Do anything and everything you want done. For all kinds of conditions: Love, Money, Job, Health, Personal Protection, Keep Evil Forces Away From Citizens. Call You; or Your Loved Ones, Control Him or Her to You. Amulet for all kinds of Gamble. Keep Your Home Blossed and your enemies! Powders - Oils Incence - Perfumes - Candles Portions - Dolls all are dressed for your condition. For any riber problems you may now have just tell me what you want and I will tell you how to get it!

2263 - 34th Street 759-9124 Open - 7 a.m. - 10 p.m. 7 DAYS A WEEK Appointment Necessary

Professional Typing Call 799-3424

Need Extra Cash?

Business like with plcaattitude. Housewives, high school students, college students, active senior 762-4605

ADventures



THE NEXT OFFICE SPACE FOR RENT AD COULD BE YOURS!

Southwest Digest -

Subscribe Today!

Address

Zip Code . . . Amount Enclosed . . . Southwest Digest \$10 East 23rd Street Lubbeen, Texas 79 194

City State

\$15.00 per year \$25.00 2 years

MASH

Furniture

Hollon's Home Furnishing

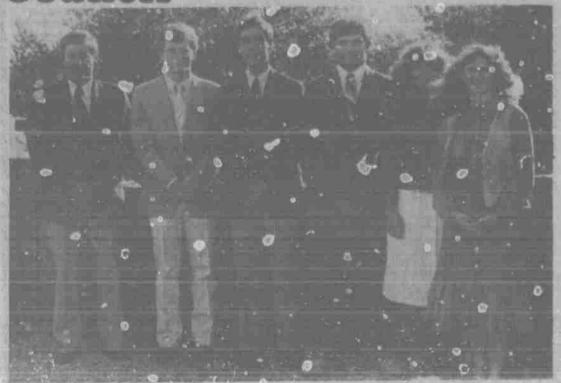
New, used, mixed suntched furniture must go, Jome make offer. All below retall.

Financing Available. Hollon's Furniture Outlet 2315 Ave. C

Saturday 9 a.m. - 6 p.m.



Coronado Student Council



Student Council officers of Coronado and sponsor. Left to right: Larry Hart, sponsor; Chris Phillips, president, parent is Mary Phillips;

MONDAY,

November 15, 1982

Barbequed Franks

Buttered Spinach

TUESDAY

November 16, 1962

Buttered English Peas

WEJNESDAY.

November 17, 1982

Thanksgiving Dinner

Turkey and Dressing

Buttered Green Beans

THURSDAY,

November, 18, 1982

Whole Kernal Corn

Chocelate Pudding

Pork & Beans

Texas Tosst

% pt. Milk

Pizza

Panches

% pr. Milk

Fruit Cup

Spiced Cake

% pt. Milk

Beef Taco

Pinto BEans

Tossed Salad

Lime/Pear Geintim

Hot Rois/Butter

SCHOOL

MINIUS

Tom Law, vice. president, parents are Dan & Jean Law; Frank Bayouth, secretary, parents are Dr. Ed & Barbara Bayouth; Leslie

Buttered Green Beans

MONDAY,

November 15, 1982

Buttered Toast/Homey

& Peanut Butter

TUESDAY,

November 15, 1981

Pancake w/Hot Syrup

WEDNESDAY,

November 17, 1962

THURSDAY,

November 18, 1982

Buttered Toast/Jelly

Pineapple Juice

Bacon Slive

Grape Juice

% pt. Mun

Apple Juice

54 pet. Millie

Scrambled Egg

Cinnamon Teast

% pt. Milk

% pt. Milk

BREAKFAST

Diced Peare

4 pt. Milk

Chambers. cheerleader, parents are Jim & Donnu Chambers and Collynn Wood, treasurer, parents are Barry & Rojeanne.

Healthline

Community Hospital of Lubbock will sponsor a Podiatry Clinic through its HEALTHLINE on Thursday, November 11. from 1 to 3 p.m. Dr. Gary Raymond will examine men, women, and children having foot problems. This clinic, as all

HEALTHLINE, are free of charge and are offered as a public service by Community Hospital. Please register by calling Volunteer Services 795-9301, extention 45. The hospital is located at 5301 University. For more information on HEALTHLINE, call 795-9301, extension 45.

TRY PSYCHOLOGY

IFYOU BRING A YOUNG CAT INTO YOUR HOME AS A COMPANION FOR YOUR OLDER CAT, BE SURE TO SHOW THE LATTER EXTRA

News Briefs

Lunch Brunch

The Texas Tech Guitar Ensemble will be entertaining the Lunch Brunch crowd on Tuesday, November 16 from 12:15 to 12:45 p.m. Music by groups and wloists will be featured. The program will be pesented in the Mahon Library Community Room.

The public is invited to attend this free series of programs. Visitors may bring a sack lunch and roffee is furnished. Lunch Brunch is scheduled every Tuesday from 12:15 to 12:45 at the Mahon Library, 1306 9th Street.

Art Sale

The Lubbock art. Association is sponsoring a Silent Act Auction from November 8 through November 21, in the Studio of the Garden and Art Center, 4215 Univer-

Original fine art work of all mediums will be for sale at nominal prices by the members of the Lubbock Art Association.

Support our

Public Schools:

Special Support for Black Colleges Urged

for Black Institutions of

higher learning, a topic of

great concern to the na-

The Howard Ut, versity the Black community. Institute for the Study of The author attacks the Educational Policy today notion of "reverse announced the publicatdiscrimination" and tion of its latest argues that other monograph, "Black Colmovements of a lesser leges As Instrument of pricitly (such as Affrimative Action." The reminism, consumerism, jublication, a thored by en ironmentalism. Dr. Kenneth S. Tolleti agesini and yay rights) who is director of ISEP. have displaced Blacks in presents a constitutional civil rights movement ...e and political justification argues that this is for the preservation and detrimental to social proenhancer ent of Black gress for Blacks and colleges and universities. defies the original intent The monograph builds of the Reconstruction

a compelling argument Amendments. The author states that unless Blacks are returned to center stage, their tion and, in particular, to social condition will not-

improve and the injustices of the past will continue into the f. ture. Dr. Tollett views black colleges and universities as institutions designed to correct or eliminate past and present discrimination, and they are, therefore, Instruments of affirmative action.

Dr. Tollett states the functions of Black Colleges:

Black colleges structually, uniquely, and functionally provide Black students "creditable models of success, psycho-socially congenial settings," "special group oriented transitional enclaves," and "insurances agains: a generally declining interest in the education of

Blacks." Structurally, inherently, and functionally, but not uniquely. Black colleges "movide sconosale resources for their communities," "Antpress and contribute to educational pluralism by widening freedom of choice of both Blacks and white students," and discover, store and preserve the Black cultural heritage.

This publication is the first in the institute's Black College Project Series ar. I provides intellectual and legal support to black institutions.

The announcement of the publication is being made at a press conference at the Institute, located on the forth floor of Notre Dame Hall on the Howard University West Campus, 2900 Van Ness St., N.W.

Action News

Volunteers from 29

church groups in Fredrick

County, Maryland,

recently celebrated a first

anniversary, proving,

without intention, the

adage: "From little acorns, tall trees grow."

The acorn, in this case. was a group of half-a-

dozen clergymen who

had attended a meeting

of the county's Depart-

ment of Social Services.

The meeting was held in

response to President

Reagan's call on the

private sector to restore

the spirit of voluntarism

to replace runaway

Coronado Cheerleaders



Front row - L to R: Lorri Johnson, parents are Dolle & Beth Johnson; Pam Spears, parent are Butch & Wanda Spears; Terri Cable, parents are John

& Sharon Cable and Leslie Chambers, head cheerleader, parents ore Jim & Donna Chambers. Back rou . L to R: Julie Barnett, parents are Judy & Wendell Barnett; Wen-

di Moser, parents are Joe & Shirely Moser and Lisa Bucknes, parents ore Sammy & Eddreanna Buckner.

government spending. The social services neople described to all the county's church leaders what proposed federal spending cuts would mean in terms of aid to the needy. When the meeting ad-Elizabeth Hernandez journed, the Reverend (Estacado), introduction

David Cooney of Calvary United Methodist Church approached five of his ministerial colleagues and said, "Let's talk this over! Obviously we're going to be affected by the cutbacks, so why don't we get ahead of the game for once, instead of finding

Office Education (V.O.E.) Appreciation Dinner Held

Education (V.O.E.) Employer Appreciation Dinner was held Tuesday, November 2, at 7:30 p.m., in the cafeteria of Coronado High School. The purpose of the banquet was to honor and to tha. ix the

DID YOU KNOW!

CATS HAVE 500 VOLUN-TARY MUSCLES, 233 BONES, 50 TEETH, EYES WITH VERTICAL PUPILS THAT EXPAND SO THEY CAN SET IN NEAR-DARK-NESS AND A TONGUE WITH WHISKURS SO

HEY CAN STAY CLEAN

The annual Office employers of students who are enrolled in the couperative office education program in the five Lubbock high schools.

Approximately 300

employers, students,

teachers, and administrators were in attendance. Highlighting the evening's activities was the Ceremony, an impressive ceremony in which torch berrers represent the ideals of the Office Education Association-Hope, Faith, Love, Cooperation, Knowledge, Service, Leadership, Friendship, and Patriotis.n.

The banquet theme was "Students-School-Business -- Linked Together in a Cooperative Effort." Entertainment was presented by members of Lubbock High School Western Union vocal group.

Sperial presentations were made to employers who have supported the V.C.E. program for five, ten, or fifteen years. Receiving recognition for fil Lyears of support were Lubbock Classroom Teachers Association and Lubbock Travel, Inc. Ten year awards were presented to Hemphill-Wells; Harold lones,

CLU; Reese Air Force Base; and Veterans Administration Outpatient Clinic, Fifteen year awards were presented to Crenshaw-Dupree and Milam, attorneys' First National Bank: Republic Bank Lubbock; and Sears Roebuck and Com-

pany. Studenis participating in the awards ceremony were Billy Mata (Dunbar-Struggs), master of cermonles; Vanessa Golden (Ccronado), introduction of entertainment

of special guests; Melissa Pringle (Lubbock, High). presentation of awards; and Heldi Venable (Monteray), presentation of the torch ceremony. The coordinators of the

vocational office education programs are Sydney Askins, Coronado; Shirley Ponder Dunbar; Dot Park. Estacado: Nelda Rollins, Lubbock High; and Barbara Clarkson, Monterey.

Student Wins Local Century III Award

Bonnie Bailey, a senior at Monterey High School, has been named the school's top Century III Leader according to Jerrell Snodgrass, principal.

The 17-year-old studen, is now eligible to compete with other local winners from around the state for one of iwo \$1,500 scholarships and an all-expense-paid trip to the national Century III Leaders Conference, slated for March 4-7 1983, in Colonial Williamsburg, Pa. State winners will compete for the national winner's prize of an additional \$10,000 scholarship.

The Century III Leaders program is designed to bring together and recognize student leaders who show both strong leadership abilities and an interest in the future of America. Miss Bailey was judged on the basis of leadership skills, school and community involvement, and a current events examination. She also wrote a short essay on a particular issue that challenges America in its

Runners-up in the competition at Monterey High School were Angela Phea.

third century.

total of \$218,500 in from area farmers - were scholarships to 204 donated to a local food Continued on Page 12

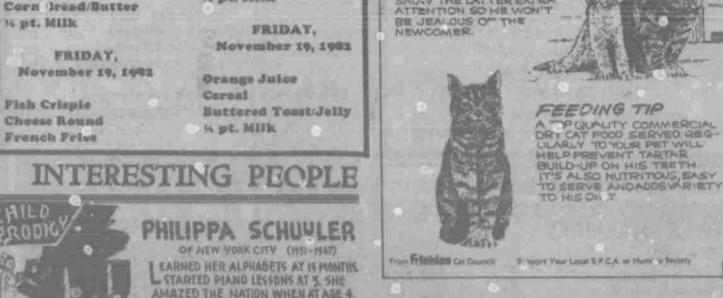
ourselves left at home plate?" The suggestion made sense to Father Joseph Coty and Reverends Burnis Barrett, Jonathan Hunter, George Harpel and Frederick Wenner. Together with Rev. Cooney they began drawing up guidelines for what has become the Religious Coalition for Emergency Human Needs (RCEHN). The purpose of the coalition was to establish a central operating unit through which the county's churches, community groups and individuals could act in responding to those in sudden or dire need of food and energy assistance. The authors described their plan from the pulpit, through church letters and in newspapers, asking or volunteers to help set up Kathleen Flynn and the mechanics of the coulition. Small contribu-This is the eighth year tions were solicited and of the Century III Leaders God suppliers -- inprogram, which awards a cluding fresh vegetables

Continued on Page 12

INTERESTING PEOPLE



UNION LEADER IN VIETNAM SHE WIS KILLET IN AN ARMY HELICOPTER ACCIDENT IN DA NAME BAY.





YES, DADDY, I I LEARNED TO HAD A GOOD DAY DIVIDE THINGS IN SCHOOL TODAY SORT OF ...





by Canico Malone

Big Game Friday

In professional football on of the biggest rivals is the Annual Dallas Cowboys vs the Houston Oilers. In college tootball it's the Annual Oklahoma vs Texas shootout. But here in Lubbock the big game of the year rivaly is the Annual Estacado vs Dunbar game. You can believe this year's contest between the 2 schools will be some kind of grudge match. The two teams will be battling for the District 1-4A championship Friday. Estacado was victorious in their last game as they beat Dumas 28-0. The win increased Estacado's scoreless streak for their opponents to 14 quarters. On the other hand, Punbar was also a winner as they defeated Pampa 18-3. With that win the Dunbar Panthers are 9-0 overall, with 6-0 district record. Estacado is now 6-0 in district and

8-1-0 overall. Both coaches are of course optimistic about thier team winning. Dunbar coach Kenneth Wallace says he doesn't usually talk to reporters on the annual rival game. "This is really a rare thing for me do do' says wallace during a recent practice. "I don't usually talk to the press about this game that much because this is not our only game trating too hard on just the Estacado game "says

the coach. Meanwh e a few blocks away, Estacado coach Louis Kelly says pretty much the same thing. "This game is obviously genna be a big one for both schools this year. But our players know that 'o make a win over Dunbar even greater, we must win the games prior to the annual rivalry game," says the coach.

Last year's confrontation ended in a 12-12 tie and left no one with any official bragging rights. The natchup rivalry between the schools has ex-Isted since 1968 and ironically Dunbar coach Wallace was a player at Estacado back then. Long time followers of the rivalry says the game is so important because of family ties among former students and closeness among present generation students in both

Dunbar students say they're going to win. One Dunbar tennis player says "we're gonna gag them with a spoon..." and how does Estacado answer them? "We're gonna beat them so bad until the computers at Texas Instruments won't be able to keep the score ... "With words like that, you can be sure the game winner month, has a career be will never let the loser of ting average of .302 He want our players concen- this match "R.I.P" (Rest has hit 200 or more hits in Peace.)

SWAC News

Shreveport, LA (Spectal)---Mississippi Valley State (3-3) is regarded as a team with little in the way of a framew rk for a coach to rave about.

Yet the caliber of play of individual Delta Devil: as been consistently high all season.

Mississippi Valley leads the Southwest Athletic Conference in five of 10 individual categories in

current league statistics. Valley stars top the SWAC in Individual rusiling, passing, total offense, receiving and punting. Delta Devil stalwarts rank second in interceptions and individual tackles.

Coach Archie Cooley might be several years away from leading a championship aggregation, but any appraisal must take note that, as a team, Valley has the best

Believe it or not, L.A.

to reach a contractual

agreement, which now

means that Garvey will be

going thru baseball's re-

entry draft this week.

Garvey has been wearing

the Dodger Blue uniform

for 12 seasons and has

played in 1,107 con-

negotiations of the con-

tract's length was a

in a season 6 times and

Garvey age 34 next

A setback in the

secutive games.

reported obstacle.

liense in the league. The Devils lead SWAC by all manner of locomo-

Cooley has unsettled problems on defense and few worries on offense.

Valley can strike with lethal suddenness. The Delta Devils are averaging 321.3 yards per game in total offense. Grambling fellows with 315.8 average.

With quarterback Willie Totten, running back Carlos Strickland, wide receiver Jerry Rice and punter Otis Culliver galloging out of the same corral, the Devils are dominating individual catenories.

Totten, SWAC's tup passer with 65 completions in 155 attempts for 1,011 yards, has been singularly shrewd in hitting receivers all season.

Totten has seven touchdowns and his

was MVP in the National

first baseman Steve League in 1974. Garvey is believed to be The 1982 season was playing for another team his slowest start at the next year... Garvey has plate since 1972; he had not missed playing a a .282 avg. with 16 home game since 1975. He and the Dodgers were unable

Greg Brock, a player at the Dodger Albuquerque minor league farm club, is expected to replace Garvey at first base.

STATE SHAPE

Jason Richardson, a third grader in Donna Casey's room at Bowle, has a special talent for identifying the states of the United States, Donna discovered that she could hold up the shape of each state, even backward or upside down, and Jason could recognize it readily.

168.5 yards per game are u tribute to astuteness and all-around effectiveness.

The pass has been almost as potent for Grambling's Hollis Brent who is averaging 144.1 yards for zix games.

Totten also excells as the league's total offense. leader, averaging 175.3 yards. Derrick McCall is doing a commendable job for Jackson State with 130.2 ands per outing.

Rice is the "big-play" guy in Valley's formidable aerial attack with 31 receptions for 507 yards. Grambling's Trumaine Johnson, a/ much decorated wide receiver. trails with 21 catches for 375 yards, a 62 5 average.

Johnson is the punt return leader with 10 runbacks for 188 yards and one TD The second slot belongs to GSU's Dwayne Jupiter, sporting an 11.3 average for eight returns.

Strickland, a productive runner for Valley in recent weeks, heads the rushing corps with 91 yards per game. Grambling's James Taylor is also the scoring leader v th 56 points. Teammate Johnson trails with 48.

Valley's Culliver remains the league's most effective punter with a 42.4 average. Norm Brisco of Prairie View and Kim Davis of Southern are locked in a second-place fie, each averaging 36/7 yards per boot,

Issiac Holt, the heart and soul of Alcorn's defensive secondary, leads SWAC in Interceptions with five.

Young, Tyrone Mississippi Valley; Al



Lewis, GSU and Garrett Chase, GSU have a strangle hold on second ace, each with three Interceptions.

Speed and breathtaking change-of-direction have made Jackson's Sylvester Stamps the kop's top kickoff return artist. Stamps has piled up 331 yards on 14 runbacks for 2. .6 average

Mike Adams, an offensive stalwart in Sor hern's attack, is senond with 23.3 yards per

esturn. Despite a porous blocking line at Texas Southern, Carl Adams shines as the pace-setter for all purpose runners with 887 yeads and 126,7 game average. GSU's Johnson fe in

second place, averaging 111.5 yards, with little likelihood of overtaling Adams.

Karl Watson, a hardnosed defender who fills a "hold-the-fort-role" at TSU, is the tackle leader with 116. He has had 59 individual stors and ha assisted on 57 others.

Valley's J.T. Green Is second with 78 stops.



tinegine a light built that could test forever—asving you the money a...) frustration of built changling Or, a built that home with a cooler, softer glow that seves energy.

How, all your existing builts can be trial miracle built—when you own the 6. Aton Built Sever—a solid state mirro chip that sticks to the bottom of any lungsten built. (Not for 3 way builts.)

The Builton Built Sever—converts atternating current (AC) to direct current (DC), (sauthing in a cooler burning built that least up to 100 times tringer. So, a norms 750-hour builts will burn for 75,000 hours—of 24 hours a day for eight years!

nt years!
sd periodically, the same buto may well lest for a Historic P. new buto 10 years or more.

2-Card of 3-Buttons-99-99 grow word warm and agent warm to 12 BUTTONS \$29.95

Patent Panding All components U.S. listed. Also eveniable for candidates builtie. Laboratory tests upon request. Quantity prices upon request. PLEASE, NO TELEPHONE ORDERS

Distributorships available. Phone Person-to-Person. S.C. Byrd at 512/533-4383

The Button" saves millions of dollars a year for major hotel and restaurant chains. And sech comes with an unprecedented (-year warranty.

Thomas Edison's home in Florida has always used DC lighting No one anows how long the burns last there—they we been to continuous use vince 1825(

QUARANTEED

San Antoniu, "exes, 7820).
Please ser.d me ____packs of ___Buttons each Enclose CNECK or MONEY GROEN \$20.95 per pack of 12. And 51/246 SALES (AX (1.85 per grads) We Pay Shipping & Handling - Allow 3-4 weeks for Delivery

Phoenix Apartments

(Formerly Coronado Apartments)

Completely Remodled 1017 East 29th Street

* Security Guard

* New Management

* Gas Furnished

All New Appliances * New Carpet

Air Conditioned

& 2 Bedrooms

Starting at \$185 per month!

Call 762-5563

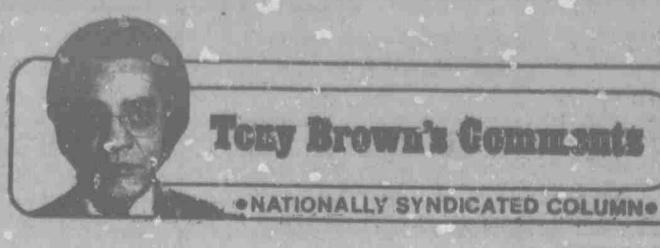


Casemand his Braves, Injuries hurt overall effectiveness last year, but hope springs eternally. Coach Eddin

Robinson has no illusions about the upcoming season. On the verge of his 300th career victory, he is the focus of national media Litention, a predicament he describes as unnerving as having a gun leveled at his head.

Robinson has a 297-98-13 career log.





True Self Help the august NAACP

The NAACP, like every black civil rights group, is reassessing its role in light of a rapidly changing political climate. Gone are the days of poverty programs, aimed at both the underclass and the middle class of the black population.

Some new civil rights strategies are questionable. The boycott, once an effective weapon is mired in internat feuds in the black community between the advocates and the recipients. Charges of the charlatanism with counter-changes and a lawsuit by Jesse Jackson's PUSH against a black St. Louis newspaper, the St. Louis Sentinel, have caused more ill-feeling than black progress

Another unforseen consequence is the potential alienation of large corporations which have kept plans (therefore black jobs) in urbon areas while simultaneously investing in the black businesses there. An announced boycott against Anheuser Busch by PUSH has the company scratching its head and asking itself why its extensive programs for the black community are being ignored.

A feud-free strategy But the NAACP seems to have developed a boycott-policy strategy that will avoid a repetition of the outrage demonstrated by some black business people in St. Louis when they construed PUSH's tac-

tics as intrusive. Benjamine Hooks and Margaret Bush Wilson, the executive director and chairman of the Board of the NAACP respectively, told me in an exclusive television interview to be broadcast soon on public televison that their policies would avoid this kind of intra-black

community feud. "You are aware of some of the criticism that's taking place now, not of the NAACP, but of one other organization in this area of economic boycotts, and that is some of the black business persons feel that it's just not set up to be equitable in terms of distributing whatever corporate sector is going to put into the black community," I said to the NAACP leadership referring to recent flare-ups.

You have credibility. The NAACP is the oldest black civil rights organization. How are you going to avoid any of these potential problems within our own community in terms of who gets what in terms of these economic activities?"

Bejamin Hooks, immediately and spontaneously, responded: "First of all, without being braggadoclous, we're old pros at this. We'll rever make the mistake of saying 'Choose them through us.' That's where the problem comes. You gotta be very careful that you're breaking the walls down, but you give the companies the right to pick."

Let the company pick

To my knowledge, this is NAACP's first public announcement of this policy. "There are other agencies better suited to doing that, they're in the training business, in the placement business. You know you

WEEKEND FORCE

... to ... STOP and

ARREST

DRUNK DRIVERS

.... or even those who

are just ... DRINK-

HOW IS IT?? A

good question to ask

WILLIAM BRITT

... is how is the efforts on

RADIO STATION

Hope he hasn't placed it

on the

BURNER!

BILLS

... doing these days??

TELEPHONE

has put into ... EF-

FECT ... a rate in-

crease that the com-

pany says is necessary

in some cases ... the

Increase will be ... 50

Southwestern Bell

friend

BLACK

BACK

UPI

INCH

this m that

This N That Continued from Page 7

alcohol ... that you should not attempt to ... drive your car in Lubbock these days.... Ac-

cording to ... MAYOR BILL MCALISTER the Lubbock Police Department will ...

BEEF up its

Student Wins Continued from Page 11

young leaders. Century III is sponsored and administered by the National Association of Secondary School Principals, and funded by Shell Oil Company.

The Williamsburg meeting will be highlighted by major speakers and seminars, along with discussions among students and leaders from the worlds of business, education, and government. Speakers at past conferences have included newsmen Harry Reasoner, Howard K. Smith, Tom Brokaw, and Charles Kuralt; philospher and futurist Buckminister Fuller, and Librarian of Congress. Daniel Boorstine.

Miss Balley is a member of the Monterey Student Council and the National Honor Society She is on the soccer team and she's active in Tri-Hi-Y. Bonnie has particlpated in the YMCA Youth and Government Program at the district, state and national levels. She will serve as Governor for the state conference this year, as youth governor from Texas she visited out nalibn's capital this summer. Her parents are Ron and Betty Bailey, 3712

can't be all things to all people, and our plan is if we say put a black on the board of directors, he doesn't have to be chosen by us. You choose whom you want. We will demand accountability." Hooks explain-

He continued: "Why do we runt blacks on boards of directors? Not so we can make them a fat cat! Not that Ben Hooks at the FCC could make a big saiary and have a chauffour-driven car, but that I might look out for the people who could not look out for themselves. And on the inside, you can indeed effect a difference."

"Will you demand that these black entrepreneurs give a certain amount of dollars of a percentage to the NAACP?" I asked.

"Absolutely not. We hope they'll make any bones about the fact that we think every black person in America ought to be a member of the NAACP. We've already done enough to justify support. But there's no way we would ask them to give any certain part," the NAACP's executive leader explained.

In this rare and far-ranging interview, the leadership of the nation's oldest civil rights organization confront the rumors of international battles and declining support in the black community. In short, they pulled no

For example, both Mrs. Wilson and Mr. Hooks are obivously annoyed over the criticism leveled at the NAACP over its lawsuit with the NAACP Legal Defense and Educational Fund, Inc. (LDF(. "If you want to be your own man, your own woman, your own person, then use your own name, don't around saying you're NAACP," Hooks said. In conclusion, he invites the LDF to come back and be a part of the NAACP.

Greatest black story ever told Mrs. Wilson wonders aloud why the rumor of a feud between herself and Benjamine Hooks persists, "If people want to really divert attention from issues, they start talking about personalities," she remarked. "We could not have a better executive director than Ben

The two leading civil rights leaders also announced plans to boycott Hollywood studios and neighborhood movie houses because of the distorted image of blacks and the underemployment of Afro-Americans in the

"The NAACP is one of the greatest stories that black folk will ever write in the history of the world." Hooks asserts as he and Mrs. Wilson reassert lifeir organizalion's commitment to racial equality in an increasingly more conservative climate.

This venerable self-help organization has been responsible for raising the consciousness of blacks and the nation. The Challenges still remain, and so does the NAACP's commitment.

Tony Brown's Journal TV series can be seen on Public Television (PBS). Check your listing for airing time.

PERCENT It goes to show that everything COES UP: CONGRATSII

THIS N THAT would like to COM-GRATULATE ... the UNITED WAY OF LUBBOCK for reaching their goal this year in the amount of ... \$2,385,365?

SEX EDUCA-TION! The question to these days is ... should ... SEX EDUCATION

become a part of the LUBBOCK PUBLIC SCHOOL CURRICULUM? Anyway ... according to information ... in the state of Texas one out of 10 girls become pregnant age 18 and D. C. KINNER (not in mea cases ... one out

of 6 under age 18.... Sex education is ... NEEDED! Hope it. happens.

GREAT TUR-NOUT! In Lubbock County during the ... GENERAL ELEC-THON last week 45,490 persons voted ... This cost the county 33 cents per vote!

BIG GAME!! The blg question ... this week be asked in Texas is who will WIN ... the big game ... come... Friday night It is the ennual DUNBAR ESTACADO Lowrey Field.... Both teams are undefeate in DISTRICT PLAY --- Our friend ...

THE BARBER under.... while in ... A. C.] says it will be WEST TEXAL ... a a close one.... He says girl becomes pregnant the difference will be by ... SIX Anyway

around a lot. You didn't

Continued from Page 1

Paul Winfield

But he persevered. In

time he was getting guest spots on television series.

Once my parents could

see me on TV II became

very exciting for them,

he slad, "I'd cverhear

them telling people "We

always know he'd be

Oscar nomination as Best

Actor for his role in

"Sounder," Winfield took

his mother as his date to

the Academy Awards

ceremony., "It was one

of the highlights of her

His own personal

highlight is his portrayal

of civil rights leader Dr.

Martin Luther King Jr. on

the six-hour mini-series

what I do and who I am.'

Veterans Day

They need

remembered.

life," he said.

Best Actor.

the Klan.

When he received an

great."

have time to gu to know people. Books really became my best friends."

That all changed when he played a small role in a school play and scored a personal success. "Suddenly I was accepted," he said, "I didn't need any introductions. People came up to talk to me. I didn't even have to be dressed in the latest sylve."

Winfield fate was sealed. He determined to become an actor, despite his parents' disapproval. "They never really approved of my decision." he said, "and they were quite right. At that t ime there were very few successful black actors. Peo. ple knew Harry Belafonte, Sammy Davis, r. and Sidney Pottier. Two of those three sang and danced, and I didn't

Action News Continued from Page 25

bank to be sold at nine cents a pound. Food distribution centers were put in place at the community centers and in several Churches. An applicant screening system was soon open for business as volunteers and contributions contimued to come in.

What started out as a cooperative idea a little more than a year ago has become a full-fledeged reality - including some 100 volunteers, a dozen religious denominations, 29 church groups and 12 unaffiliated individual members. Income from community donations has far exceeded costs --\$15,000 raised to \$8,000 spent -- and in a 12-month period, more than 500 families have received food, medicine, energy supplies and bousing assistance. Those participaling in RCEHN feel they have just begun to address the challenge. As RCEHN volunteer Mary Jane Jorday wrote: "The caring and commitment expressed by the volunteers is unending. The gratitude expressed by the recipients of this program is an incentive to continue with more ambittous dreams in the area of human need in our

community. Rev. Cooney said at the outset, "We don't want to be left at home plate." And in Frederick County, Maryland, he and his teammates have hit a home run.

talting his advice THIS N THAT will take the MATADORS 21 and DUNBAR REI! Anyway both leams are WIN-NIES! It will be a great game!! Sou you therett

Subscribe Now!

"Our Business is Open To God Sunshine and Friends"

1811 Parkingy Drive Phone 762-0660 Andrew Howsley Owner

Delivery Service Available Double Stamps on all prescriptions! Hours: Monday through Friday 9 a.m. to 6 p.m.

Saturdays 9 a.m. to 1 p.m.







