

WEST TEXAS TIMES

Volume VIII, Number 16
 Thursday,
 April 17, 1969
 Eight Pages

Dedicated to Informing the Negro Citizens of West Texas

Beautification Week Underway in Northeast Lubbock

Receives YWCA Award Here Last Week



Lovie D. Cage, daughter of Mrs. Clara Cage of 1313 East Main Place, received an award from the Young Women's Christian Association last Friday evening during the special dedication ceremonies of their new building at 3101 35th Street. Lovie is a senior at Estacado High School here in Lubbock.

Block Concept Movement Here Explained By Local Worker

By Mrs. Murry Peppers

The block concept that is being organized in our community is mainly designed to give a closer relationship between residents and service workers. The organization provides a climate in which individuals will be exposed to worthwhile, educational, and cultural enriching experiences, also opportunities for participating in the decision making process.

Ways and means of communication are essential. We must get to know these people, their interest and their needs, whether these needs are personal, physical, moral or spiritual.

The purpose of block leaders is to meet and discuss what can be done to solve problems and try to meet the needs of the people within their community.

Our first meeting was concerned with organization and the election of officers. We were very successful in setting up organizations in various block areas. Several meetings have been held. Some of the major issues discussed were to define and explain the term "Block Concept."

Discussions have been made on living conditions in residential areas such as; better lighting service and better ambulance service.

Staff meetings and discussions from potential leadership resources have contributed much to our success.

There have been a variety of job openings recommended to our leaders to accommodate applicants who may apply through the block concept.

We are striving for a progressive community. Again we are aware of the need of trained leadership, participation, cooperation, and effort with purpose, as well as support which can and will make this a better community.

Lubbock Man Injured In Auto Mishap

Odis Lee Young, 43, of 2706 Weber Drive, Apartment B, was treated and released from West Texas Hospital after being injured in a two car collision about 8:45 a.m. Monday morning at 50th Street and Memphis Avenue.

Murder Charges Filed Here Against Lubbock Man

Murder charges were filed against Eugene Shepard, 62, of 1701 Avenue A, in connection with the beating death of Aline Neal, 42-year-old Lubbock resident.

The victim was found unconscious on the floor of a cafe in the 1700 block of Avenue A about 1:00 a.m. last Thursday morning.

Neal was rushed to Methodist Hospital for treatment and died at the hospital about 5:00 a.m. Tuesday morning.

Shepard was questioned by local police last week and released.

Sparked by Mr. Bill Swinnex, chairman of the All-American Committee in Northeast Lubbock, a beautification week campaign is now in progress through April 20.

Residents between Parkway Drive and the Loop to the North; and from Mackenzie Park to the Loop to the East are urged to join in this clean-up, fix-up, paint-up week by planting flowers and by cleaning and fixing up their properties.

Old automobiles and other large debris should be removed from streets and driveways. Vacant lots and empty house lawns needing

School G.I. Bill Continues After Summer Vacation

Veterans attending school under the G.I. Bill can take a summer vacation without losing any of their remaining VA education and training entitlement when they return to school in the fall, the Veterans Administration reminded this week.

Further, if they plan to return to the same school and pursue the same course next fall, they need not apply for a new certificate of eligibility.

The VA also pointed out to the veteran hoping to find a summer job that G.I. Bill education and training allowances are not affected by the amount of money a veteran earns on his own.

Allowances are determined only by the amount of training (full-time, three-quarters, half-time) a veteran is taking and by the number of his dependents, VA said.

Veterans who may decide to continue working after summer vacation is over and defer returning to school until next year or later were reminded that they must complete their G.I. Bill education and training within eight years after their discharge.

"Life Story of A Star" Is April Planetarium Topic

The life of a star, through birth, infancy, youth, maturity, and later years until its death is traced in the Planetarium show each Sunday at 3:00 p.m. during April at West Texas Museum.

Present estimates of the life span of a star are as high as eighty billion years. Stars we see are in all stages of development: some have just been born, others have passed their "childhood diseases" and are in their prime, and still others are declining.

Our own sun will be discussed. The supply of energy inside the sun is such that it becomes increasingly luminous and hot. In ten billion years the sun will be 100 times as hot as it is now.

Life, as we know it on earth, will disappear. Average temperatures on mountaintops will be in hundreds of degrees Fahrenheit. Oceans will "boil away" a long time before the temperatures reach their maximum.

Admission to the Planetarium is 50¢ for adults; 25¢ for children, and free to members of the West Texas Museum Association.

Upcoming topics at the Planetarium are:

May—"Eyes and Ears of Space."
 June—"Thirty-two Moons."

the grass and weeds cut should be reported to the committee for necessary action. The committee will inform the necessary authority about the property.

If property owners will remove all trash and debris to their alleys, city trucks will be available to pick-up the debris.

According to Mr. Swinnex, "Property owners should take pride in this community, not only by fixing your properties, but also by informing your neighbor to do the same. Real estate companies and other agencies have agreed to try and keep house and lots free from weeds in the area this year.

"Not only should there be a beautification week set aside, but beautifying one's property should continue throughout the year."

The All-American Committee is currently meeting at the Carter Chapel Methodist Church on North Quirt Avenue. All citizens of the area are urged to attend the weekly meetings on Tuesday night.

Bob Hayes to Appear In Lubbock Saturday

Bob Hayes, Dallas Cowboy's star pass receiver, and the world's fastest human, will be appearing in Lubbock Saturday, April 19th between the hours of 10:00 a.m. and 6:00 p.m. at Sears to sign autographs and meet the public.

This appearance is sponsored by Sears and KFYO Radio.

The public is urged to turn out to meet Mr. Hayes, Saturday.

City Man Sustains Knife Wounds

Libe Matthews, 42, of 1501 Avenue C, Apartment 1, was listed in fair condition last week-end at University Hospital after receiving a knife wound shortly after 1:00 p.m. Saturday in the yard at 1501 Avenue C.

According to Police, a 40-year-old man was arrested in connection with the incident. It was also learned that Matthews had a cut on his hand and a long cut across his abdomen. He was taken to the hospital by Henderson Ambulance.

Community Services Conference Set Here for Next Wednesday Morning

The Commissioner of the Texas State Department of Public Welfare, Burton Hackney, will be a speaker here April 23 at a South Plains Regional Conference of the Texas United Community Services.

The conference will be held at the KOKO Palace from 8:30 a.m. until mid-afternoon.

Hackney will speak on "Current Trends in Public Welfare."

Other speakers on the program will be Charles Bedford, president of the National Council of Camp Fire Girls; Dr. Fernando Torgerson, dean of the School of Social Work,

University of Texas at Arlington; and B.E. Rushing Jr., of Lubbock, chairman of the Board of Managers, Lubbock County Hospital District.

Back to Duty After Two Week Leave at Home

Abernathy-Charles A. Connally, the son of Mr. and Mrs. Hamilton of Abernathy, was home on a two week leave. Charles has been stationed in Colorado, but recently was transferred to Austin.

He left Lubbock Sunday on a Braniff flight for Austin.

Picnic Slated Saturday, April 26 By Golden Age Club At Mae Simmons Community Center

A community-wide picnic is being planned by the Golden Age Club of the Mae Simmons Community Center, Saturday, April 26th.

All members and interested persons in the community are asked to meet with the club at 6:30 p.m. Thursday, April 24th at the Center to discuss plans for this picnic.

New Residents In Abernathy

Mr. and Mrs. Harold Miller, a new Negro family in Abernathy, moved into their home at 210 East 10th Street last weekend.

The Millers have five children.

July—"Mars, the Red Planet."

August—"Climate Capers."

Besides the Sunday lecture-demonstrations, other Planetarium shows may be arranged in advance for groups by calling the Museum.

Tom Thumb Wedding Staged



The Tom Thumb Wedding held at Bethel Baptist Church last week featured as bride Miss Nickie People, daughter of Mr. and Mrs. Clifton People and as groom, Mr. Timmy Hamilton, son of Mr. and Mrs. T. H. Hamilton, all of Abernathy.

EDITORIALS

Citizens On The Move

Lubbock citizens of the Northeast sector of the city are doing their "thing." This "thing" being a gigantic clean-up campaign through Sunday, April 20th.

This example should be practiced by all city residents as we approach the spring cleaning time of the year. Of course, we should not stop at this point, but continue to keep our area and neighborhoods clean and pretty throughout the year.

The citizens working in this effort are due a special "thanks" for a well needed plan in order to maintain a splendid and cheerful climate for our city. The planting of flowers, moving of junk cars and vehicles, and the cleaning and trimming of their alleys should prove to be a pretty picture when completed.

Congratulations, All-American Committee, for an idea that was much needed within our city. It is our hope that your idea will spread like spring flowers—throughout all of the areas of the city—as we near summertime.

Employment Will Help The Situation

When we start talking about the many problems faced by any community, employment is always right at the top of the list. Even here in Lubbock—with much effort being put forth—employment is still one of the greatest problems we are faced with as a minority group.

If many more of our business establishments would only realize that with employment of many unemployed or under-employed people, the tax burden of the entire community would be lightened for all. One argument always faced by those from the poverty areas of the city is the need to become "qualified" for the opportunity. This has some merit, yet industry and business could realize at the same time that many who are not qualified for a particular position still possess some talent which might be used, if the talent and opportunity could be joined.

It would appear as though more consideration would be given to employ more disadvantaged people from the under-employed areas of the city of Lubbock. Certainly announcements have been placed in newspapers of help wanted, and employment agencies are beginning to work overtime seeking members of the black community for work. Yet with all this hard work, the Municipal Building remains lily white with the exception of a spot of black and brown in one or two departments.

During last year's political war, candidates agreed that members of the black community should be a part of the city's working force, yet to this day very little had been done to fulfill this idea of a promise. Certainly not to be overlooked in this bouquet of roses is the County Court House, and the fact that very little has been done to increase Negro employment there also.

These issues have been raised many times during the brief existence of the Mayor's Human Resource Committee, but to no avail. Last summer, the Concerned Citizens of Lubbock presented to the City Council a document which was pertinent to the employment of all people within their city. The group was well received. Out of this came the organization known as the Mayor's Human Resource Committee. This organization has not met this year, 1969, and to this paper's knowledge the last meeting was held in early December of 1968.

If the City and County Governments of Lubbock would take the first steps in order to give "all" people the opportunity of moving into the area of employment, perhaps other establishments would follow suit.

This newspaper is most concerned about a fair shake being given to the black community in regard to employment on the two levels of government mentioned above. We would like to feel like both are concerned about finding those of this minority who are qualified in filling positions which would prove to be comfortable for all concerned.

We can look to our neighbors just south and north of us and find that the Black community has been given the green light for municipal employment. What is wrong here in Lubbock? Can't something be done about it here.

Employment is a key factor, why not get the ball rolling in the Lubbock area? There is a pool of employables here, why not make a point of looking harder for those individuals who are seeking employment?

From My Scratch Pad By: George Parrish

Amarillo — The Opportunity Neighborhood Center at 203 N. Monroe Street,



was host to some 75 or 80 children in a Pre-Easter egg hunt Friday evening near the center. There is no doubt in my mind that the kids did enjoy this hunt. We want to thank Mr. Cooks of Cooks Grocery for his donation of the eggs and others that donated eggs and prizes.

Mrs. L. T. Thornton of Lubbock spent the Easter weekend with her brother and his wife, Mr. and Mrs. Claude Fullylove, of 1916 N.W. 16th.

Mr. and Mrs. B. L. Alexander and daughter Liz motored to Dallas for the Easter weekend to visit their daughter and family—especially the grandson.

Elain Davis, daughter of Reverend and Mrs. A. J. Davis, Sr., spent the weekend in El Paso with her brother and his wife, A. J. Davis, Jr.

Sgt. Clarence Brown, of the city and a member of the Jenkins Chapel Baptist Church, bids goodbye to friends and family as he departs for Phang Rang, South Vietnam.

Sgt. Brown is married to Mrs. Betty J. Brown and they are the parents of one child, Clarence Michael Brown. Sgt. Brown is formally from New Orleans, La.

Mrs. Joe Wilson, Sr., and her children, motored to Dallas and Clarksville, for the long Easter weekend. In Dallas they visited with her brother and sister and in Clarksville they visited with her mother and father.

Sgt. and Mrs. H. H. Booker spent the weekend with friends in San Antonio, Texas.

Mrs. Connie Jordan is in Riverside, California where she went to attend the funeral of her father. At the time of this writing we did not know the exact date of the funeral.

(Editor's Note: Mr. Parrish's column, *From My Scratch Pad*, was delayed one week due to an inaccurate address).

Mrs. Val L. Madrey left Sunday night for Denver, Colorado where she will visit with her daughter and grand-daughter for a few days?

Mrs. Doris McCowen, grand-daughter of Mrs. Elnora Woolbright and mother of Donald Jones of 1107 N.W. 21st was injured in a car accident and is in the St. Luke Hospital at Houston, Texas?

The Amarillo Christian Council met Sunday evening at the Opportunity Neighborhood Center at 203 North Monroe. Those present at the meeting were; Sister Jenkins, Sister Mayberry, Sister Hazelrigg, Sister Mitchell, Sister Young, Sister Goodman, Sister Shorten, Sister Matthews, Sister Miller and Sister Carroll. The meeting was enjoyed by all present.

All of the Neighborhood Centers will hold registration in the centers for summer youth employment on May 10th and 17th? Centers that will be open on these dates will be the Alamo Center,

Around The Hub City

Around the Hub City would like to commend those citizens of the All-American Committee for the north-east section of our city for a job well done in regard to their being concerned about the cleanliness of their community.

This organization is currently meeting each Tuesday at the Carter Chapel Methodist Church.

This beautification project is in effect at the present time and will continue through April 20th. This is a true sign of someone in the community concerned about its welfare and appearance.

Keep up the good work!

Lucille Lewis, an agent for Atlanta Life Insurance Company, is recuperating from an operation several weeks ago.

Mrs. Maunita Terrell and Mrs. Juanita Simmons, both of 2005 Cedar Avenue, left last Friday afternoon for Meridian, Texas to attend the funeral services last Sunday afternoon of their cousin.

A revival got underway Tuesday night at Bethel A.M.E. Church featuring the well known minister, Reverend Mrs. L. E. Moore of Dallas, as evangelist.

A closing program will be held Sunday afternoon at 3:00 p.m. with the Missionary Society as sponsors.

The teenagers of Bethel A.M.E. Church are meeting each week as a means of youth participation. This program is designed for youngsters between the ages of 12-18.

Frank Melton is president and Margaret Fisher is secretary.

Around the Hub City hopes that all of you were able to beat the

East Amarillo Center, Our Community House and Opportunity Center.

Of Course You Knew...

That Mr. Jerry Raines, Assistant Principal of Carver Junior High School has been passing out some mighty good cigars. The occasion, a baby boy.

That the Opportunity Neighborhood Center was burglarized last Saturday night but the young men were picked up and all of the stolen goods were recovered, thanks to Sgt. Stoney Jackson. This is a good way of saying that crime doesn't pay.

Both Girl Scout Troops are progressing fine at the Opportunity Neighborhood Center. They are sponsored by the First Presbyterian Church and have some very fine volunteer leadership.

That spring practice will soon start at the centers for softball and baseball, so come out and get signed up.

That Marilyn Gentry, a graduate of Dunbar High School of Lubbock, Texas, now in school at Riverside, California, made the Dean's List for the second straight time by making all A's.

Marilyn resides at Riverside with her husband Sgt. John Gentry and daughter Tiffany Dawn. John is also a graduate of Dunbar High of Lubbock.

Horse Sense
A horse can't pull while kicking. This fact I merely mention. And he can't kick while pulling. Which is my chief contention. Let's imitate the good old horse And lead a life that's fitting; Just pull an honest load, and then There'll be no time for kicking. Author Unknown

income Tax deadline last Tuesday April 15th. As you may know now, if your letter was not postmarked April 15th, you will be penalized.

For your information, if you are a taxpayer who has not heard about your refund within ten weeks, you may write the Internal Revenue Service.

Mrs. Lula Mae Adams and Mrs. D. C. Fair, Sr., received an invitation to attend a reception April 17th, today, honoring Governor and Mrs. Preston Smith. This affair is being held in the Governor's Mansion in Austin, Texas.

La Gloria Klenclo, daughter of Mr. and Mrs. Willie F. Klenclo, is home after spending several months in California attending business college.

She will be employed in the city of Lubbock.

Would you believe that Lois Wilkins and Patricia Jenkins had a new experience during the Easter holidays? This pair of Lubbockites took their first jet flight to Dallas.

David "Herkey" Fair was slightly injured on his bike Easter Sunday.

Mrs. Cecille Brown entertained the members of the Royal Ladies Club in her home last Wednesday evening.

The counselors and members of the Young Adults Progressive Club will worship at Mount Vernon United Methodist Church Sunday, April 20, at the 11:00 a.m. services.

Mrs. Willie B. Jones, C. E. Fair, L. Blanton, O. H. Long and April Rose Anderson attended a Sorority meeting in Amarillo, Texas last Sunday afternoon.

Did you notice that Mr. and Mrs. Willie James Shields have moved into their new home on Ivory Avenue?

The members of the Royal Ladies Club have something big going. You will be introduced to a Candy Project that is being promoted by this hard working organization. Funds will be used toward their annual affair. Don't say no when they ask you to buy a can.

A group of Pride of Marshall Eastern Star members met in the home of Mrs. Laura Skief last Monday night to discuss important business.

The regular meeting will be at 8:00 Thursday night.

The Easter rabbit was sure nice to Mrs. O. Matthews. Her pre-Easter gift was a beautiful car. Didn't that "Grand Prix" set her off during the evening?

Some of the beautiful bonnets you probably saw the Lubbock ladies wearing Sunday were purchased from Mrs. G. H. Davis, 2105 Ash Avenue.

Mrs. Birdie Rabb entertained her club last Tuesday night. She served a delicious menu to the group.

Yours truly had to go back this week and dig in the "morgue" for a back copy of the *Times* to mail to a "soul brother" in Ethiopia, Africa.

Maybe we are reaching out further than we thought.

WEST TEXAS TIMES

Formerly *The Manhattan Heights and West Texas Times*
Volume VIII, Number 16 Thursday, April 17, 1969

The *West Texas Times* is an independent, privately owned newspaper published weekly, each Thursday, in Lubbock County, Lubbock, Texas. This newspaper is dedicated to informing the Negro citizen of Lubbock and other West Texas cities.

Signed articles appearing within the pages of this newspaper do not necessarily represent the viewpoint of the paper. Any erroneous reflection upon the character of anyone by this newspaper will be corrected immediately when called to the attention of the editor. The editor will not be responsible for the return of any articles or photos submitted for publication, other than when accompanied by stamped, self-addressed envelopes.

The *West Texas Times* may be purchased yearly at a rate of \$2.75, payable in advance to the office by mail or in person. Advertising rates and other information will be furnished upon request.

Second Class Postage Paid at Lubbock, Texas.

OFFICE

Farm Road 1585, East of U.S. 87 South, Lubbock, Texas
Phone: Area Code 806 SHERWOOD 7-4419
Mailing Address: P.O. Box 225, Lubbock, Texas, 79408

Publication Service Company Publisher
Thomas James Patterson Editor
Norman L. Williamson Business Manager
Harriette Davis Advertising Manager

Circulation Manager: Hubert Alexander
4304 East 61st Street
Phone SH 4-6035
Lubbock, Texas
Amarillo Representative: Mr. George D. Parrish
1444 N. W. 20th
Amarillo, Texas

Member 1969 TEXAS PRESS ASSOCIATION



Police Beat

Boy Summons Police

A Lubbock youth summoned the police department in regard to his mother being assaulted by a man. The youth told a policeman that a man hit his mother in the head with a 2 x 4.

The lady was asked if this was true. She told police that a man did hit her in the head.

She received a cut on the left side of her head.

Attempted Murder

In another assault case, a 35-year-old woman was shot by a 52-year-old man. The lady was shot in her right hip, apparently with a .22 caliber pistol.

The hurting lady said that she definitely would file charges against the man.

Theft

A. T. Viereze, 1915 East Auburn, reported to the Lubbock Police Department that someone did take advantage of him and his car last week-end.

According to A. T., his car was parked in the yard and someone hit him for his rims from his headlights. Along with this, the unknown burglar took a parking light from the left side of the car.

A. T., I wonder if this person was getting his car ready for the April 15th deadline in order to pass the inspection station? This could very well be the case.

Wife Shoots Hubby

From time to time, the Police Beat happens to receive a story where the wife shoots her hubby. This happened again this week and it went like this;

A young man—perhaps telling the truth—told police that he got into an argument with his common-law-wife and she just decided to shoot him in his thigh.

And as usual when the "love bug" is involved, the man refused to file charges against his partner.

Theft of Wheels and Tires

Raymond Spencer, 2822 East 7th Street, reported to the Lubbock Police Department that someone took from his pickup two tires and two wheels. Along with the tires and wheels, the thief also had the nerve to include Ray's jack in the collection.

Spencer told police that his

tires and wheels were chained to the truck and that the chain was locked.

The truck was not damaged, but the cost to replace the equipment is approximately \$71.00.

Theft

Mrs. Freddie Tucker, 1827 East Auburn, told police that her son had gone roller skating at Fair Park Roller Rink. She added that while he was enjoying his outing someone hit him for his new black shoes.

The shoes were valued at \$10.00.

Police Beat Prayer

O'Lord, please stand behind us in order that we may continue to walk through the narrow path of life. Give us strength, O'Lord. Amen

Memo from Mac R. B. 'Mac' McAlister State Representative

We close our column each week "Let Us Hear From You" and boy how you have responded. We have received some fifty letters a day on a multiplex of subjects. For example in two of the letters I have just received, one said "Raise the tax on beer, since I don't drink," another said "Don't put a tax on chewing tobacco, because our tobacco-chewers can't afford it." There is much mail concerning the Legislators restricting L V N. The proposed Bill may have some merit but it tends to create more problems, where problems are already prevalent.

A Governor who prefers western music and reflects western hospitality has a hard time being comfortable in a black tie but once in a while Governor Smith and the rest of us have to put on our formal attire to entertain foreign visitors. This week we had the Japanese Council. Frankly, I think he too would have preferred a

A Winner



The Freedoms Foundation's economic education award, an inscribed replica of the large medallion, was presented to Eastman Kodak Company for its role in fostering minority-owned businesses in Rochester, N. Y. through the Rochester Business Opportunities Corporation (RBOC). James H. Blow

(center) general manager of RBOC, holds the replica. At right is Frederic S. Welsh, Kodak vice president for corporate relations, who accepted the award for Kodak, left, Charles P. Adams, RBOC's administrative assistant.

(NPI Photo)

good old west shin-dig to all the formal shenanigans.

The biggest, naughtiest problem facing the Legislature for the moment is the threat of re-districting. The last Supreme Court ruling concerning Missouri could create havoc. If it necessitates our re-districting before 1971. Whether

this problem arises initially or ultimately it is obvious that in a few years the big cities will capture another thirty seats in the House and some of them will come from our area. All of which means, today that we in the House must begin to learn to live under the majority insulin of urban area and to take on the image of an

important suburban. This is true whether you live in Beulah or Beaumont. Let me hear from you.

IKE'S BARBER & BEAUTY SUPPLY
1704-A E. 4th 762-9887
Complete line of cosmetics & beauty supplies, Wigs-Wiglets-Hair Pieces.
Beauticians & Barbers Welcome

Goodwill Bargain Stores

28th & Ave. G 117 N. University

We feature Thousands of Clothing, Shoes and Wares at 1/10th the Original Cost.

Ladies Dresses from 39¢
Shoes from 29¢
Work Pants from 49¢

Two Locations
28th and Avenue G
117 North University
OPEN 9:00 a.m. to 5:30 p.m.
Monday through Saturday

Harold Griffith
FURNITURE CO. 116 North University

When Spring Cleaning

VISIT

MacKENZIE VILLAGE CLEANERS
Quality Work to Please Our Customers
1730 Parkway PO 3-1278

Day—24-Hr. Service—Night
Bryant's Taxi
PO 2-2222
Courtesy & Service

Completely Redecorated FHA Homes
Pay Like Rent

1519 East Amherst—3 B/R, 1½ bath, 1 garage, Carpet in Living room and 1 bedroom, Built-in range-oven, Fireplace & Fenced yard. Payments Only \$108.00 per month!

1907 E. Cornell. \$79.00
1904 E. Cornell. 84.00
1720 E. Amherst. 94.00

Stop in for Free List of Houses Remodeled and Ready for Sale!

VERNER REALTY CO.
FHA Area Number 3 Broker
1726-A Parkway Drive PO3-4125

Harry Brown Jiggs Rieken
Sw 9-0930 PO 3-3273

SEE THE LIGHT - USE THE ONE YOU OWN

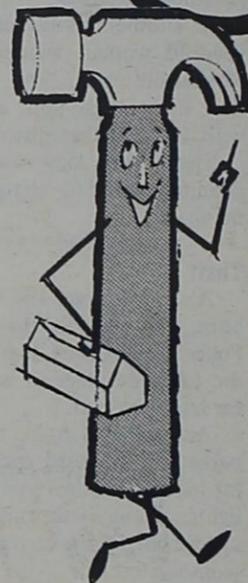
ARE YOU BUYING ELECTRICITY FROM YOURSELF THROUGH THE PROFIT-SHARING UTILITY-- THE ONE YOU OWN

LUBBOCK POWER & LIGHT'S profit dollars are all returned to the City Treasury to pay 30¢ on the tax rate.

P03-9381
LUBBOCK POWER & LIGHT

SPRING IS HOME IMPROVEMENT TIME!

PAINT-UP FIX-UP CLEAN-UP



Lubbock's Most Complete Selection of Fine Quality Bedroom Furniture



Slumberland

OF LUBBOCK

"LARGEST STOCK OF BEDSPREADS ON THE SOUTHPLAINS"



3532 - 34TH

SW 9-5212

first federal

SAVINGS & LOAN ASSOCIATION of Lubbock

Home Office: 14th & Ave. K - PO 2-0491
Branch Office: 34th & Ave. W - SH 4-4513

TG & Y

1716 Parkway Drive



family center

Speed Load

Caulking Compound

- *19-oz. Tube
 - *Fits All Caulking Guns
 - *Architectural Grade
- Regular 33¢ Each



17¢

Clean-Up Special

Tube

Frost King®

DROP CLOTH

- *Extra Clear Plastic
- *9 ft. x 12 ft.
- *Protects As You Paint

Reg. 39¢ Each

9¢

Paint-Up Special

Shop T. G. & Y., Your

CLEAN-UP! PAINT-UP! FIX-UP!

HEADQUARTERS

Open Daily—9 a.m. to 9 p.m.

Open Sunday—Noon to 7 p.m.

It's that time again. Join the rest of your neighbors in improving your homes inside and out. Repurpose your back porch of yours into a den or family room. Consult these local merchants for everything you'll need.

"Mister Carpet"

DISCOUNT CARPET

Always The Best For Less

Not Cheap Carpet at Low Prices

1st \$4.88

Quality Always

SQ. YD. INSTALLED

- Ruby Red, Sparkle Gold, Green Olive, Pale Gold, Everglade Green, Blue Marble, Bright Avocado, Marina Green

Quality Carpet at Discount Prices.

WE ARE NEVER UNDER PRICED!

LUBBOCK FLOOR COVERING

2148 19th PO3-9241

40 Years In Lubbock

Corner Of 19th & Ave. V

401 Ave. Q

619 13th St.



BOWMAN

Lumber Co.

Mon.-Fri. 8:00-5:30
Sat. 13th St. 12:00-4:00
4th & Q 4:00

2⁸ x 6⁸ 2-Bar

screen door \$5.95

Style Master Paint \$2.88 GAL.



**SUPPORT the
ALL AMERICAN COMMUNITY
program for
BEAUTIFICATION WEEK**

**April 12 - 20
and**

**NATIONAL GARDEN WEEK
April 20 - 26**

Garden Week Specials



APRIL 20-26

P



Ole' McDONALD CLEANERS

**Spring Clean-Up Special
25% Discount On Draperies**

Pick Up and Delivery Service
909 University & 2908 Avenue N
Phone SH 4-6048

del that
k with
eed.

EVERYTHING FOR YOUR GARDEN

Home & Garden Center

Open Daily 8:00-6:30 p.m. Sunday 12:00-5:00 p.m.

SW 5-4627

4207 34th Street

**Clip Out and Bring This Coupon
to . . .**

Sears

**For A 10% Discount on The Item
of Your Choice From Our
Hardware or Paint Departments
Good Only April 17, 18 or 19th.**

CLEAN-UP! PAINT-UP! FIX-UP!

*During this Week of Clean-up, Fix-Up,
And Paint-Up,
Remember to Refresh Yourself With—*



Dr Pepper - 7 Up
BOTTLING COMPANY



Spring Specials

HASTY BAKE OVENS

Cook Out With a Flair

POOLSIDE PORTABLES \$2495
Get Ma out of the kitchen

SUBURBAN in Orange or Avocado. \$7995
Don't let the poor Joneses see this one

BOOMER for the \$10995
Clan gathering

THE DIXIE BELL \$12495
Strictly prestige



Sporting Goods Co.

2410 Broadway
PO3-4134

Plenty Of
FREE PARKING



**9" Roller &
Tray Set
99c**

Newsom's
6th Street and Avenue Q
Phone POrter 3-5343
-in the "LIVING CENTER"



**White & Ready Mixed
NO DRIP Wall Paint. 299** Per Gal.

**Latex or Oil Base Exterior
House Paint. 370** Per Gal.

If It's New— It's At Newsom's

- EVERGREENS**
- GRASS SEED**
- FLOWERING TREES**
- HARDY TREES**
- FLOWERING SHRUBS**
- LAWN/GARDEN FERTILIZER**
- INSECTICIDES**
- PLANT/ROSE FOOD**

Quality GARDEN TOOLS



404 19th

Farmer's Corner

PO 2-8191



CHURCH NEWS

Greater St. Luke Baptist Church
 The 47th Church Anniversary of our church is being observed this week through Sunday, April 20. The theme of this year's pro-

gram is "Where is Your Faith in God?"

The chair ladies for this week-long program are Sisters Nellie Truesdale and Mary G. Hill.

The Anniversary Hour will be held Sunday, April 20, at 3:00 p.m. with the Shiloh Baptist Church Choir of El Paso, Texas as special guests. Reverend Howard Humphrey is pastor.

Sponsors for this hour will be the brotherhood union. Sister Mary Glenn will give the welcome and special music will be presented by the Men's Chorus. Reverend A. L. Davis, minister, will make a special presentation.

Let us pray for and visit our

sick. Those on the sick list are Sisters Lommie Evans, Annie Roquemore, Lorene Crawford, Lureen Curry and Mary Brown, and Brother Wilmar Wilson.

Mount Gilead Baptist Church

All circles will meet here at the church each Monday night beginning at 8:00 p.m.

The Golden Stars of Waco, Texas sung at the Pleasant Grove Baptist Church of Tahoka, Texas last Sunday afternoon at 3:00 p.m. Reverend M. A. Brown is minister.

New Hope Baptist Church

A Youth Fellowship meeting will be held Saturday, April 26, at 4:00 p.m. in the auditorium. All young people of the church are cordially invited to attend.

A spring revival will begin May 4-11. Reverend B. O. White will serve as revivalist. Let us make

plans to attend in large numbers and invite others to worship with us.

Junior Choir rehearsal is held each Wednesday evening at 5:30 p.m.

Board of Christian Education will meet each 2nd and 4th Wednesday evenings at 7:00 p.m.

Special Mother's Day service will be sponsored Sunday, May 11, at 7:00 p.m. All members are please asked to attend this special event.

Reverend B. J. Bradford of Ft. Worth, Texas will worship with us Sunday, April 27, and will deliver the morning message. Let us all look forward to this friend visiting and worshipping with us.

A Mother and Daughter Banquet will be held May 16th at 8:00 p.m. in Fellowship Hall. Let us all support it.

Ushers rehearsal will be held Friday night, April 25, at 8:00 p.m. in the church auditorium.

General Mission will be held

Monday night, April 28th at 8:00 p.m. Deaconess Meeting will also be held Monday, April 28, at 7:00 p.m.

Whisper a prayer for the sick and shut-ins. Those on the sick list are Sgt. Robert Cork, Mrs. Lillie Glaspie and Jerry Colquitt.

Mount Vernon United Methodist Church

Sunday, April 20, the worship will be in charge of the laity of our church. Our minister, Reverend M. T. Reed, will be in California to fulfill commitments and will return April 21st.

The Committees of the Northwest Texas and West Texas Conferences met here last Friday and completed their plans for merger of the two conferences. Our minister chaired the meeting.

Reverend Reed is more than grateful to all the ladies for doing such a wonderful job with the entertainments of the joint committees, and to all who helped in any way, donating of food, labor and time. Everyone went away happy and singing the praise of Mount Vernon United Methodist Church.

We are still soliciting "Saving Stamps." Our classrooms are in need of film strip, 16 mm projectors and record players, so as to help the teachers in their work.

Church of Christ Twentieth and Birch Streets

Our youth rally will get underway June 9 through 11. Our subject for this session will be "What Now?" The meetings will begin each evening at 7:30 p.m. until 9:00 p.m.

Let us continue to pray for Brother Graves who is recuperating from a heart attack. Also on

Continued On Page Seven

HOOPER CLEANERS
 1702 East 4th Street
 In Matador Corner
 Fast
 Pickup and Delivery
 SH 4-7990
 Laundry and Special 1-Day Service Available

OPERATOR TRAINEES AND MAINTENANCE MEN
IMMEDIATE OPENINGS AT A NEW PLANT IN SNYDER, TEXAS

Permanent Work Company Benefits
 Excellent Opportunity Good Pay

PROVEN EXPERIENCE AND GOOD WORK RECORD IN THESE SKILLS

Outside Machinist Pipe Welders
 Pipe Fitters Draftsmen
 Brick Masons Electricians

OPERATOR TRAINEES
 No Experience Necessary — High School or GED Required
 Call BILL NIXON — AC 915 573-9325

AMERICAN MAGNESIUM COMPANY
 Snyder, Texas Equal Opportunity Employer

BOAZ
PRESCRIPTION PHARMACY
 COMPLETE
 PRESCRIPTION
 SERVICE
 DIAL SH 4-3218
 1905 Ave. X Lubbock

RALPH ROBERTS
Package Store

First Package Store On
 East 19th Street
 4 Miles East of the City

Harold Griffith
FUNITURE CO. 116 North University

For Better Living Make
Coronado Apartments
 Your Home

HERE YOU CAN LIVE ECONOMICALLY,
 CONVENIENTLY AND COMFORTABLY FOR
 CORONADO LIVING IS A GOOD WAY OF LIFE!

At Coronado you get away from high land cost, high 7% to 7½% interest rates on Home Mortgage Loans with 30 to 40 years to pay and high maintenance costs on privately owned property. Sometimes people feel they are getting bargain rent in low income projects at \$18.00 per month. BUT when they receive their gas, water and light bills that mount up to as high as \$90.00 per month, the \$18.00 per month rent gets pretty high. And, when a plumber charges \$7.50 as a service call to make a \$1.50 repair to a leaky faucet that really runs the rent up!

You Don't Have to Put Up With Conditions Like These

CORONADO APARTMENT LIVING IS BETTER AND LESS EXPENSIVE

- * We have two (2) beautiful parks and playgrounds for you and your children to enjoy.
- * You may choose between a 1, 2, or 3-bedroom unit, furnished or unfurnished, all with large rooms and ample closet space.
- * All bills are paid: lights, water and gas.
- * No charge for plumbing or other maintenance—we pay that.
- * Laundry facilities and telephone for your convenience.
- * Bus stops nearby.
- * Close to Dunbar High, Scruggs Jr. High, Ella Iles Elementary, and Phillis Wheatley Schools.

Our office is open from 8:00 a.m. to 6:00 p.m. We would enjoy a visit with you. Come by and let us show you why there is "Better Living at Coronado Apartments!"

1017 East 29th SH 4-1059

CHURCH NEWS

Continued From Page Six

Book list are Brothers Pitts and Sisters Albrooks and Car-

New Light Baptist Church

An Installation Service of Reverend and Mrs. H. K. Jefferson, pastor and wife, of our church was held last Sunday afternoon with Reverend E. D. Toins, minister of St. John Baptist Church delivering a dynamic message.

Sister Lucille S. Graves was emcee of the program. A solo was given by Sister B. Thompson and also by Sister Graves.

A short talk was made by Sister Allie Thompson.

Happy Union Baptist Colored Church

Plainview-The members of the Happy Union Baptist Colored Church were asking everyone who could, to come out to their brotherhood meeting, April 13th at 3:00.

Visiting churches expected at this meeting were: Reverend O. W. Gentry, Petersburg; Reverend Walter Griffin, Plainview; Reverend J. J. Josea, Floydada; Reverend B. Anderson, Lockney, and Reverend M. Bean of Ralls.

Beard Chapel A.M.E. Church

Plainview-The Wichita-Amarillo District Conference convened in Beard Chapel March 28 and 29. Reverend W. E. Patterson of Childress was assisted by Reverend E. J. Lott, presiding elder of the Abilene District. All churches in the district were well represented. The Holy Communion Sermon was delivered by Reverend J. S. Williams on Friday morning. Reverend Raymond Campbell, a visiting minister from Carter Chapel C.M.E. Church in Lubbock, gave an interesting lecture and demonstration on "Tithing."

The missionary society of Beard Chapel presented a beautiful pageant concerning the role of missionary work in a community. Music was furnished under the direction of Mrs. Cora Starks and Miss Brenda Chandler.

The members of Beard Chapel were untiring in their efforts to successfully entertain the conference. Sister Willie B. Jackson was general chairlady of arrangements and received full cooperation of the entire membership.

Delicious, wholesome and colorful meals were served daily.

Johnson Chapel A.M.E. Church

Amarillo-Sunday's services started with a sun-rise service at 5:00 a.m., followed by Sunday School. After Sunday School the small

children were taken to the park for an Easter egg hunt. Mr. N. J. Neal, Supt. of Sunday School personally thanked the parents and friends for their donations of the eggs for the children.

The Pastor, Reverend A. J. Davis, Sr., brought the 11:00 a.m. message, using as a subject, "Invocation of Jesus after the Resurrection." The service was enjoyed by all.

At 6:30 p.m. the Sunday School department brought the Easter program. From the comments made by some, it was the best to be presented yet. This program was under the direction of Mrs. N. J. Neal and Mrs. G. D. Parrish, with Sister Moore at the piano.

We were happy to see Reverend Chance at Church. He has been in the hospital. Let us not forget to continue to pray for the sick.

Bethel Baptist Church

Abernathy-Sunday School last Sunday started at 9:45 with the morning worship at 11:00 a.m. The pastor preached about "Doctor Jesus." It was a very inspiring message by Reverend J. B. Lester.

Sunday evening worship began at 7:45 p.m. with New Light Baptist Church as our guests. Bethel's assistant pastor, Reverend Claude Mullin, brought the message on "A Just Judge."

After the evening worship service, there was a Tom Thumb Wedding staged. The bride was Miss Nickie People and the groom was Mr. Timmy Hamilton.

Carter Chapel Methodist Church

Carter Chapel was blessed to have had Evangelist Jessie Mae Hicks last Sunday. She was an inspiration to the membership.

Sunday, Reverend Campbell will begin a series of messages on Christian Stewardship. His subject for Sunday, "Will a Man Rob God."

SERVICE CAFE

Formerly Sedberrys

Lunches
Pit Bar-B-Q Beef-Hot Links
Hamburgers-Hot Dogs

310 17th Street

C.M. Morris, Manager

READ and USE

CLASSIFIED ADS

HOUSES FOR SALE

3 Bedroom in East Lubbock \$65.00 Monthly, and Assume Loan. Good Credit Needed.

Contact Nina Ellison
SW 9-6986 SH 7-3671
Malcolm Garrett Realtors

He will demonstrate by using a chart board and illustrations of the misuse of God's talent, time, and money which He has loaned to us while we are here.

The Day Care Center is still in progress. Children are still being accepted in the day care program. Current improvements on the educational building in the back are taking place. The building is going to be opened daily for visitors to come and relax and read, once it is completed.

Reverend Campbell left for Houston Wednesday as a part of the Committee on Committees appointed by Bishop Curry to visit and inspect certain properties in question. He will return Thursday

HOME AND BUILDING SERVICES

JACK M. WEST LUMBER CO.

LUMBER BUILDER'S SUPPLIES
2506 Ave. H SH 7-2839

MISCELLANEOUS

Money Loaned On
Guns, Diamonds, Stereos, TV's, Tools, Musical & Sporting Goods.
A Acme Pawn Shop
Between the Spanish Theatres
715 Broadway PO 2-2110

2 1/2 Books or \$5.00 each-Vanity, Radio, Cookout Grill, Bicycle, Bedstead with rails, Mattress, 2 gallons of Paint, Rocking Horse.
5 Books or \$10.00 each-Refrigerator, Stove, Divan.
SH 4-9065 1106 23rd PO 2-2589

BUDGET ACCOUNTS WELCOMED FREE DELIVERY WATKIN'S PRODUCTS
Phone SHerwood 4-6160

The Market Place
The Best In Everything New
Buy - Sell - Trade
1819 East Broadway
PO 2-3094

HILLTOP CLEANERS
Quality Dry Cleaning & Laundry
Fast Service On Request
Alterations - All Kinds
1519 East Broadway
PO 3-4710

Eight Pictures for \$1.00

Size 2 1/2 x 3 1/2

PHOTOCRAFT STUDIO

1209 1/2 Broadway Lubbock, Texas Phone PO 2-9112

the pros offering extraordinary electric service



SOUTHWESTERN Public SERVICE Company
Phone PO3-2881

SPRING FEVER

MANY CASES ARE CURABLE BY REST AND RELAXATION. WE SUGGEST A LOUNGE CHAIR IN THE BACK YARD OF YOUR OWN HOME.

FHA HOME

★ Convenient Locations ★ 30 Year Loans ★ Many With NO DOWN PAYMENT

Contact Any

REAL ESTATE BROKER

FHA properties are offered for sale to qualified purchasers without regard to the prospective purchaser's race, color, creed, or national origin. Purchasers should contact the Real Estate Broker of their choice. Offers to purchase may be submitted direct to FHA when the purchaser cannot secure the services of a qualified broker. The local FHA office is located at 1621 Avenue "N", Lubbock, Texas.

Congratulations

Congratulations to Mr. S. R. Anderson for being the most outstanding producer for the week of April 12, for Atlanta Life Insurance Company's fine family of agents. When you have insurance needs, feel sure the Atlanta Life Insurance Company, 504 East 23rd St., can fulfill your needs in Health and Accident, Hospitalization and all types of Life Insurance—including Mortgage and Educational Insurance.



All the many policy holders of Atlanta Life Insurance Co. should watch each week for their favorite agent.
(8-11, Adv.)



Good, Good, Eating Priced to Please!

00
sick
sick

THESE PRICES ARE GOOD APRIL 17-21 IN LUBBOCK AND SUTTON, TEXAS



U.S.D.A. GRADE A SUNCO BRAND

HEN TURKEYS 37¢



POUND

BONELESS, U.S.D.A. CHOICE BEEF CHUCK ROAST POUND 88¢

WE RESERVE THE RIGHT TO LIMIT QUANTITIES PURCHASED!



ARM CUTS OF U.S.D.A. CHOICE BEEF SERVE WITH POTATOES & CARROTS

SWISS STEAK 88¢



POUND

U.S.D.A. CHOICE BEEF, FULL CUT ROUND STEAK POUND 98¢

SWIFT'S JEWEL, 3LB. CAN Shortening 44¢

KERN'S TOMATO Juice 4 46 oz. CANS \$1

FARMER JONES, ASSTD FLAVORS ICE CREAM 1/2 GALLON 59¢

FARMER JONES POTATO Chips 38¢ REGULAR OR DRY CHIPS LB. BAG
TREESWEET, GRAPEFRUIT Juice 27¢ UNSWEETENED 46 oz. CAN

MORTON'S ALL FLAVORS

Cream Pies 25¢

20 oz. PKG.

RED, ALL PURPOSE POTATOES 15 LB. BAG 59¢

MILD, YELLOW, U.S. NO.1 ONIONS POUND 5¢



PIGGLY WIGGLY
1st in Savings!