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

NATIONAL BLACK NEWS SURVEY

NEW STUDY: COMPLEX THINKING BEGAN IN AFRICA

WASHINGTON, D.C.—New evidence strongly suggests that the complex thinking and behavior normally associated with modern humans began in Africa about 75,000 years before they appeared in Europe and Asia. A team of anthropologists led by George Washington University's Alison S. Brooks concluded the new evidence "shows that humans in Africa had invented sophisticated technologies long before their European counterparts." The findings are significant because while most experts now acknowledge that human life began in Africa, the prevailing theory was that the complex thinking necessary for major cultural advancements did not arise until about 40,000 years ago in Europe and Asia. The new evidence—consisting mostly of carved animal bones, spears and sophisticated weapons to catch fish—appears to suggest that such thinking existed in Africa about 75,000 years ago. The team of a dozen researchers headed by Brooks and her husband John E. Yellen, director of the National Science Foundation's archaeology program.

BLACKS LOSING GROUND DESPITE EDUCATIONAL GAINS

WASHINGTON, D.C.—Education was supposed to be the thing which lifted blacks to economic and social equality with whites. But a study released last week concludes that African Americans are falling further behind whites in wages and employment rates although the educational gap between blacks and whites has narrowed significantly in recent years. For example, explains study author Jared Bernstein of the Economic Policy Institute, in 1993 the median level of education achieved by black males over age 25 was 12.6 years. This compares to 12.8 years for whites. But the study found that there had not been a corresponding increase in wages and employment for blacks. Indeed, says Bernstein, "black wage and employment gains have generally been negative relative to those of whites."

ILLINOIS TOWN RECRUITING WHITES TO COUNTER BLACKS

MATTESON, ILL.—In an apparent bid to counter a growing black population, the small town of Matteson, Illinois has launched an advertising campaign designed to encourage affluent whites to move in. Village trustee Denise Clemons said the drive was about economics, not racism. But black resident Ernest Wooten, Jr. said "Let's be realistic. There is some racism behind this." In 1980 the village of about 12,000 residents, 40 miles south of Chicago, was 12 percent black but today it is about 48 percent black.

INTERNATIONAL PAGEANT RECRUITING BLACK CONTESTANTS

WASHINGTON, D.C.—The Miss Black World Beauty & Modeling Pageant has chosen Washington, D.C. as the location for its 1995 international beauty and talent competition. Pageant organizers are currently accepting qualified contestants for the October competition which is expected to feature young ladies from 50 U.S. cities and at least 20 foreign countries. The top prize includes a \$10,000 cash award. Interested young ladies can receive information and registration materials for preliminary pageants in their areas by writing Miss Black World, P.O. Box 65001, Washington, D.C. 20035.

continued on pg. 2

Local Habitat Makes Its Presence Known!

by Eddie P. Richardson

The Lubbock Affiliate of Habitat for Humanity, an international ministry providing homes for people living in sub-standard housing. One of the creeds of Habitat for Humanity is: No more shacks. Here is a partial list of accomplishments by the local affiliate: 18 new homes nearing completion, 17 homes rehabilitated, and 2 more being completed. The photos here show a ground-breaking ceremony at 2408 Hickory in the area of a number of future homes.



League of Women Voters of Lubbock December 13 public forum

The League of Women Voters of Lubbock will sponsor a public forum Dec. 13 on the future of the University Medical Center. UMC President Jim Courtney will discuss options for the Lubbock County Hospital District facility.

County Judge Don McBeath has agreed to join Courtney in answering questions from the audience.

The free forum will begin at 12 noon in the Mahon Library Community Room. It is a brown bag lunch affair.

Ann Burbridge, who chairs the League's County Government Study Committee, said that although UMC's financial position is sound, its future is expected to be deeply affected by projected cuts in Medicare and Medicaid as well as limitations imposed by private insurance companies.

UMC has solicited proposals from potential partners or lessors with a view to expanding its options for future operation.

Changes in UMC management raise such questions as how the change might affect the Texas Tech University Health Sciences Center which uses UMC as a primary teaching hospital; county taxes which contribute \$6 million of the \$14 million in health care provided by UMC to indigent patients; and the future of UMC's special care facilities, including its highly rated trauma unit, the burn unit and other areas for which it has achieved acclaim.

LEAGUE OF WOMEN VOTERS

Fall 1995 Lubbock County Study
University Medical Center
Health Care Concerns Fact Sheet

29 million Americans are under-insured (The health insurance they have is insufficient for long-term or catastrophic illness.—ABC News report)

The U.S. health market amounts to approximately \$1 trillion annually.

Approximately 2 million low-income Texans receive health care through a Medicaid program.

The Texas Medicaid program has grown from a budget of \$7.5 billion in the 1990-91 biennium to about \$18.7 billion in the current biennium.

The Texas Legislature predicts a \$2 billion shortfall in Medicaid funding in the next two years.

With the increased emphasis on managed health care pro-

grams, a major unanswered question is: Does managed health care reduce costs by 1) increased efficiency or 2) by reduced access and/or quality?

UMC provides approximately \$14 million annually in indigent care.

UMC annually receives approximately \$6 million from ad valorem taxes to care for Lubbock County's indigent population.

Other UMC revenues come from such sources as commercial insurance providers, self-pay patients, Medicare, Medicaid, physicians' practice and DSH (a federal program to supplement income of institutions caring for a disproportionate share of indigents).

One estimate puts the over supply of hospital beds in Lubbock at 1,000. UMC has 365 licensed beds.

UMC's current financial position is sound with about \$100 million in reserves.

UMC is the primary teaching hospital for the Texas Tech School of Medicine.

UMC has a medical staff of 350—including 130 from the Health Sciences Center faculty and 220 from the community.

In addition to the 350, UMC has 162 resident physicians and fellows.

Washington D.C. General also has a primary responsibility for indigent care. There it is estimated that it would cost two to three times as much to replace resident physicians (like those at UMC)—who are paid \$32,000 a year and typically put in 80-hour work weeks—with full-time "attending" physicians.

UMC operates clinics at three Lubbock locations (Freedom Square, Parkway and Chatman) in addition to a clinic in Shallowater and another in Slaton.

UMC clinics are due to open in Wolforth and Idalou in 1996.

UMC services rendered the county include some medical care for inmates of the county jail and the Juvenile Detention Center and non-salary expenses of the recently established Medical Examiner's office.



PEPSICO SUPPORT FOR MINORITY BUSINESS



The Directors of Minority Business Development of Pepsi-Cola Company and Frito-Lay, Inc. joined Pepsi's largest minority-owned supplier at the National Minority Supplier Development Council Conference in Detroit. From left: Fred Canady of Pepsi; Joe Wilson, President and CEO of Integrated Packaging Corporation; and Robert Gonzales of Frito-Lay. Pepsi and Frito-Lay are divisions of PepsiCo, Inc. Wilson's company recently signed a five-year, \$75 million contract with Pepsi to supply Pepsi with about 400 million corrugated boxes each year. Pepsi has done more than \$800 million in business with minority-owned firms since it began its Minority Business Enterprise Program in 1982. More than 3,000 corporate executives, minority business owners and government officials attended the four-day minority business conference and trade fair. It is the nation's largest meeting dedicated to minority business development.

supplier at the National Minority Supplier Development Council Conference in Detroit. From left: Fred Canady of Pepsi; Joe Wilson, President and CEO of Integrated Packaging Corporation; and Robert Gonzales of Frito-Lay. Pepsi and Frito-Lay are divisions of PepsiCo, Inc. Wilson's company recently signed a five-year, \$75 million contract with Pepsi to supply Pepsi with about 400 million corrugated boxes each year. Pepsi has done more than \$800 million in business with minority-owned firms since it began its Minority Business Enterprise Program in 1982. More than 3,000 corporate executives, minority business owners and government officials attended the four-day minority business conference and trade fair. It is the nation's largest meeting dedicated to minority business development.

Networking Opportunity for Small Business Owners

LUBBOCK, TX—Tuesday, December 12, 1995, is the next regularly scheduled monthly meeting of the Lubbock's Small Business Breakfast for all Small Business Owners, including Women and Minority Business Owners. Business owners, this is your opportunity to present a "FREE" 30-second commercial about your business, meet other business owners, learn what City, State, and Federal resources are available to you, and exchange information.

The breakfast will be held at JIMENEZ BAKERY AND RESTAURANT, 1217 AVENUE G (across the street from the new bus terminal) Lubbock, Texas. Registration begins promptly at 7:00 a.m., with a \$5 per person buffet breakfast. The guest speaker this month is Richard Calvillo of Calvillo Funeral Home, Inc. The program will conclude no later than 7:45 a.m. RSVP IS REQUIRED. Call 806-762-5059 or fax 806-763-2124 for reservations and additional information.

Children Raise Money to Buy Books for Patterson Library

School children from across the city pooled their pennies and raised additional money to buy approximately 30 books to donate to the new T.J. Patterson Branch Library at 1836 Parkway Drive.

A student representative and a librarian from each of the 12 participating schools were on hand at the Patterson Branch at 9:30 a.m. Thursday, Nov. 30, to present the new volumes to the library staff. Mrs. Bobbie Patterson represented her husband, T.J., at the affair.

Jim Berry, director of Extension Services for the City-County Library System, kicked off the ceremony by thanking the various schools for their donations, and members of the Patterson staff gave each school a certificate of appreciation. Bobbie Patterson, wife of the library's namesake, City Councilman T.J. Patterson, closed the presentation with a few brief remarks.

Schools participating in the event were Wheatley, Iles, Posey, Bozeman, Arnett, Wright, Hunt, Estacado, Alderson, Parkway, Project Intercept and Dunbar. The kids raised funds to buy new books in a variety of ways, including a raffle for dinner out and a homemade cake, collecting change in a "Pennies for Patterson" jar, and selling doughnuts early one morning. A total of \$300.00 was raised.

The formal dedication of the T.J. Patterson Branch Library is set for 3:15 p.m. Saturday, Dec. 9. Speakers will include the mayor of Kansas City, MO, Emmanuel Cleaver, and representatives of the Texas Association of Black Council Members, which was founded by Patterson.

Dedication for the T.J. Patterson Branch Library/Family Learning Center is Set for Saturday Afternoon, December 9, 1995

The citizens of Lubbock and West Texas are invited to attend the Dedication Services of the T.J. Patterson Library & Learning Center Saturday, December 9, 1995 at 3:15 p.m. These services are sponsored by the Lubbock City/County Library Board of Directors, Friends of the Library, Lubbock City Council.

Among special guests are to include Mayor Emmanuel Cleaver of Kansas City, MO and other elected officials from the South Plains of Texas and Texas.

Special music will be provided by the Federation of Choirs, under the direction of Brother Samuel Curtis; and the Estracado High School and Alderson Junior High School, under the direction of Barbara Jackson.

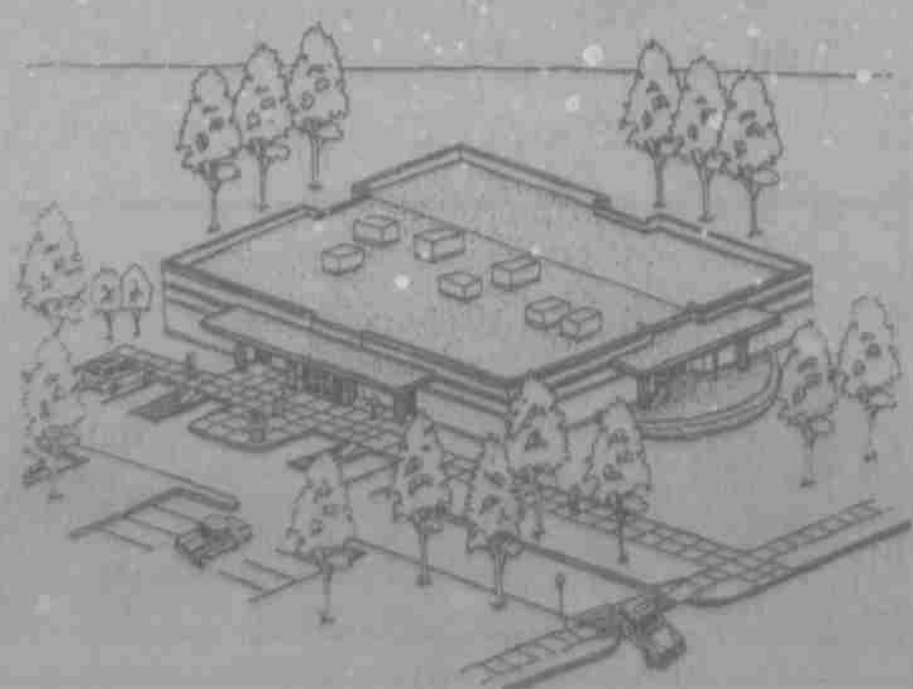
When asked what he thought about the naming

of this branch library after him, T.J. Patterson said: "I count this a blessing for my family and I that this sitting mayor and city council allowed this opportunity for me. But most of all, I thank God for this development in my life, and hope to live up to what others have seen in what we've been able to do in this community and city."

"At this juncture in my life, I'm most appreciative of what is being done for our young people with the marches against evil and leadership seen in this effort, makes this library more significant. It lets young people know that knowledge is of the essence if we are going to get ahead in life. I'm just so thankful," said Patterson.

Patterson said, "I am so thankful to have a wife like Bobbie who has stood with me through all the good and bad. We just thank God for her."

Patterson also thanks the many supporters of District 2 who saw fit to allow him to serve as their City Councilman. "Words can't express how I feel about what they've allowed me to do," he said.



Ruby Jay's Corner



The New Hope Baptist Church, at 2702 Birch Avenue, is the "Church Where The People Really Care," and Rev. Billy L. Moton is pastor. Sunday School began at 9:30 a.m. with Supt. James Sterling at his post of duty. A song, "Lord, I'm Coming Home," was sung. Prayer was offered by Brother Sterling, followed by the singing of "Silent Night." Classes marched to their various rooms of instruction for 30 minutes. After reassembling high points of the lesson were given by Class No. 3. It was very good and done by Sister Kendrick. The Secretary's Report, Youth Department—Intermediate Class received the Attendance Banner and the Senior Class received the Offering Banner. Adult Class No. 1 retained the Attendance Banner and Class No. 2 went overboard with the Offering Banner. They had over \$1,000.00. Sister Dorothy Kinner is the teacher. However, they can look for payback. Sunday School classes get joy out of receiving the banners. As well as enjoying the lesson.

The 10:45 a.m. devotional period was conducted by Deacon Earnest Swain and his wife.

The Male Chorus sang well and marched in singing "Glory to God." Altar prayer was offered by Rev. Brown. A song, "When We All Get to Heaven," was sung. Scripture was read by Sister Sheffield, 37th Psalms, Sister Kernetta Barnes sang "If The Lord Has Blessed You, You Ought to Tell It."

Responsive reading was done with the congregation standing, and led by Sister Dorothy Kinner. The morning hymn was "Where Do I Go But To The Lord." The hymn of preparation was "Pass Me Not." Pastor Moton's sermon, was entitled, "Lord, We Need Your Testimony." His scripture text was 1 Kings 18:36-37. It was just wonderful.

No one came forward to Christ. There is a new date when the secretary will be in the office. Sorry! It is Wednesday, 4:00 p.m. til 9:00 p.m., and Saturday, 9:00 a.m. until 6:00 p.m.

Pray for those on the prayer and shut-in list. The U. Kellys called in for prayer. Please include Sister Lillian C. Struggs in your prayers. Vernon Flowers entered the hospital last Monday for surgery. Brother Clarence Ervin is home and is doing nicely at this report.

The New Hope Baptist Church's Christmas Party will be held at the church Sunday, December 17, 1995 from 5:00 p.m. until 7:00 p.m. The W.M.S. will spearhead this event.

The Men of Distinction was a total success. Thanks to all who helped. The W.M.S. appreciates your time and support. A special thanks to the men of New Hope Baptist Church. Souvenir booklets are still available for \$5.00 each. Thank you!

Annual Church meeting will be held Monday, December 11, 1995 at 7:00 p.m. Pastor Moton is looking for all church members to be present.

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NATIONAL BLACK NEWS SURVEY

From NBNS Communications

NEW POVERTY DEFINITION TO RAISE NUMBER OF POOR

WASHINGTON, D.C.—The National Academy of Sciences will soon be recommending what it considers a more accurate way of defining poverty in America and if the new definition is adopted, the number of people officially classified as poor could rise by as much as four million. Essentially, the new definition would consider income after taxes instead of before taxes.

GILLESPIE TRUMPET SELLS FOR \$63,000

NEW YORK, NY—Dizzy Gillespie's original bent bell trumpet sold for \$63,000 during an auction at Christie's last week. The jazz great died in 1993. The bent bell trumpet was a Gillespie trademark.

SINGER BOBBY BROWN ARRESTED

ORLANDO, FL.—Singer Bobby Brown and two companions were arrested last week in Orlando, Florida following a fight over a woman. Another man became angry when he saw Brown talking to his girlfriend. Brown is the husband of singer Whitney Houston.

CORETTA SCOTT KING IS 68

ATLANTA, GA.—The widow of slain civil rights leader Dr. Martin Luther King, Jr. celebrated a birthday last week. Coretta Scott King was 68.

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Specter's Departure Shows Depth of Republican Extremism

[Statement by Don Fowler, DNC National Chairman]

Arlen Specter's departure from the Republican race shows once again that the GOP's big tent has become a pup tent that leaves moderates out in the cold. Senator Specter tried to stand up to the extremists, taking mainstream positions like supporting a woman's right to choice. But the extremists who now dominate the Republican Party made it very clear to him that they are running the show and will not tolerate any deviation

from their ideological agenda. Senator Specter now joins Colin Powell as a victim of the extremists' purge. The Republican Party has sent a clear message to the moderates in its ranks—toe the extremist line or walk the plank. President Clinton will be re-elected next year because he is fighting for the mainstream principles that ordinary Americans share.

Attention: Snow Skiers!

Now that winter has come, it's the ideal time to purchase a "SIGHT SKIING" card from Prevent Blindness. \$25.00 enables you to a one-time "buy one ski lift ticket-get one free" at each of 10 different ski resorts in New Mexico and Colorado for the '95-'96 season. Participating New Mexico resorts include Angel Fire, Enchanted Forest, Red River, Manzano Nordic Center, Torreon, Red River, Sipapu, Vadito, Ski Rio, Costilla, Snow Canyon, and Cloudcroft. Colorado resorts include Cuchara Valley, Cuchara, Ski Cooper, Leadville, and Silver Creek.

Prevent Blindness is a non-profit health agency working to preserve sight and prevent blindness by offering free sight-saving programs, glaucoma and vision screenings. For further information on the "Sight Skiing" program, call (806) 797-6701, or come by the Prevent Blindness office at 3008 50th, Suite E, Lubbock.



LAST CHANCE TO CATCH FOOTBALL FEVER.

Time runs out on Football Fever (Game #38) on December 1, 1995. You still have until May 29, 1996 to purchase any remaining tickets and claim any prizes. But with instant prize amounts up to \$4,000, you'll want to get in the game now.

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M.C. Brock, Sr.
CEO - Mortician

Overall odds of winning: 1 to 4.78. Must be 18 years or older to play. ©1995 Texas Lottery

Parkway Manor Care Center News - Volunteer Registration

Willie Jean Floyd visited George Skelton and Ruth Robison last Sunday, and reported a wonderful time together.

J.W. Hearn, a resident of Los Angeles, California, and two of his cousins, who reside in Hot Springs, Arkansas, visited his uncle Rev. W.H. Stephens last Monday afternoon.

The First Progressive Baptist Church, with eighteen members, and the Community Baptist Church, with fifteen members came last Monday evening with their Mission Service. It was a wonderful time all had together. The lesson was brought by Mrs. Wright, a member of First Progressive. Her theme was "Love." The scripture text was St. John 21:15 and Matthew 23:35. Closing remarks were given by Rev. Homer Avery, pastor of First Progressive Baptist Church.

The Greater St. Luke Baptist Church's Mission—Queen of Sheba, with four members, came last Tuesday and held their meeting with the residents. The lesson theme was "My Shepherd." Scripture text was Psalm 23, and taught by Rev. Johnny Barnes.

Ann Day, who works with SPAG, made her Wednesday morning visit with the residents, and came back for the weekly Wednesday morning Bible study at 10:15 a.m. which is taught by Rev. W.H. Stephens. The basic theme was "Duties Required of Us." Scripture text was Romans 12:3, and taught by Rev. Stephens. All had a wonderful time in the Lord.

The United Ladies of the Church of Christ came last Thursday and held devotion services for the residents. All had a nice time. They are programmed each Thursday evening at 6:00 p.m. Each are welcome to join in with them each week.

Freddie Brown visited his brother, John Brown, last Saturday afternoon.

"Having given your sins to God, don't try to take them back."

Mrs. Gloria Olquin, A.D. & R.; Rev. W.H. Stephens, Assistant A.D. & R.

511 4th Street Reservations Available for New Year's Eve Party

Reservations are being taken for New Year's Eve at the Mardi Gras, a benefit celebration to raise funds for the Children's Miracle Network Telethon.

Tickets are \$125 each, and seating is limited. Reservation information is available at 743-3322.

The celebration, sponsored by the UMC Foundation, will take place Dec. 31 from 8 p.m. to 1 a.m. at McInturff Conference Center. The event will feature New Orleans-style cuisine, entertainment by MasterPeace, gaming and an attendance prize of a trip for four to New Orleans. Black tie or Mardi Gras costumes are proper attire.

Heavy hors d'oeuvres will include seafood such as crab claws and frog legs; San Souci; creole food, including andouille sausage and peppers and cajun-smoked beef tenderloin on sliced baguettes; and desserts such as pecan bourbon balls and pecan tassies. A midnight breakfast will include eggs Hussarde, corn fritters, warm beignets and other foods popular in New Orleans. Co-chairmen Gary Greenstreet and Tom Brown said they anticipate tickets to sale quickly, based on the past three events. The benefit was moved to New Year's Eve beginning in 1992. The telethon raises money each year to buy equipment for the Children's Hospital at UMC. Past purchases have included equipment for the extracorporeal membrane oxygenation (ECMO) unit and a state-of-the-art monitoring system for the Pediatric Intensive Care Unit.

Marvin Sease "The Candy Licker"



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J.J. BEAUTY SUPPLY, 1813 Parkway
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THELMA THWARTUM -- By Alex



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Susan Taylor, Dr. Betty Shabazz, and Rolonda Watts Join Acclaimed Author Virginia Hamilton to Celebrate Her Stories



NEW YORK—Virginia Hamilton is an African-American woman who has made history. Hamilton's novels, biographies, and folklore for children and young adults have won more literary awards than any other writer in the youth arena. The acclaimed author possesses prestigious awards ranging from the John Newbery Award and the National Book Award to the Edgar Allan Poe Award and the Coretta Scott King Award. The International Hans Christian Andersen Medal, known as "the little Nobel," is even in Hamilton's Ohio honor. Recently, Susan Taylor, Editor-in-Chief of *Essence*, hosted a special tribute to Hamilton at B. Smith's in New York, which celebrated African American women and the tradition of storytelling. This moving salute was held in conjunction with the premiere of Hamilton's stunning new book *HER STORIES: African American Folktales, Fairy Tales, and True Tales*, illustrated by Leo & Diane Dillon, (Scholastic/The Blue Sky Press; November 1995, \$19.95), a series of magically illustrated stories about African American women and girls. At the event, the art of telling "her stories" was shared by Dr. Betty Shabazz, the widow of Malcolm X; Joyce Dinkins, former First Lady for the City of New York; Rolonda Watts, the television talk show host; Terrie Williams, noted author and businesswoman; Vy Higginsen, producer of the hit "Mama, I Want to Sing;" Tonya Lee, an attorney, who is publisher of *Blackface* magazine and wife of filmmaker Spike Lee; Rita Ewing, an attorney and wife of N.Y. Knick Patrick Ewing; Susan Ungaro, Editor-in-Chief of *Family Circle*; and Rita Owens, Vice President of Flavor Unit and Queen Latifah's mom.

The literature penned by Hamilton has influenced a generation of African American readers. One young person who was affected by Hamilton's work is actress, rapper, and businesswoman Queen Latifah. "You know my daughter, Queen Latifah, read *Zeely*, Virginia's first book, when she was a girl," Rita Owens, told the audience, while showing Queen Latifah's own well-thumbed volume. "She identified with the bold, big-boned heroine, not usually depicted in children's tales. As you know, my daughter is a bit big-boned herself. She said, 'Mom, if *Zeely* is a heroine, I can be one, too.'"

In *HER STORIES*, Hamilton pays homage to the generations of African American mothers, grandmothers, aunts, sisters, and daughters who have told and retold family tales and folktales. These cherished stories are what Hamilton, who comes from a family of storytellers, calls "her stories." Some of the tales in *HER STORIES* are hundreds of years old. The book has extraordinary tales depicting African Americans like the legendary seven foot tall riverboat operator, a vampire, catwomen, a princess, mermaids, and

fairies. *HER STORIES* also showcases true tales of women who actually lived through the Civil War, the Great Depression, and into present day.

Since she burst on the literary scene in 1967 with the award-winning novel *Zeely*, Hamilton has crafted a career evolving around African American culture and history for readers ages 8 to 80. In fact, she pioneered the genre of novels for and about African American teens through her popular books, such as *The Planet of Junior Brown*, *M.C. Higgins, The Great*, and *The House of Dies Drear*, a tale about slavery which became a PBS television movie. Hamilton's chronicle of African American folklore, *The People Could Fly*, was so successful that James Earl Jones joined Hamilton to record the folktales on audio cassette.

This summer, Hamilton achieved a "first" in two notable awards. She became the first African American writer to receive the coveted Laura Ingalls Wilder Award, named for the author of *The Little House on the Prairie* series, which is presented only once every three years by the American Library Association. Hamilton also became the first children's book author to be awarded a fellowship from the John D. and Catherine T. MacArthur Foundation, which is widely referred to as "the genius grant."



NEW YORK—Susan Taylor, Editor-in-Chief of *Essence*, hosted a special tribute to award-winning author Virginia Hamilton in New York which celebrated African American women and the tradition of storytelling. This salute was held in conjunction with the premiere of Hamilton's new book *HER STORIES: African American Folktales, Fairy Tales, and True Tales*, illustrated by Leo & Diane Dillon, (Scholastic/The Blue Sky Press; November 1995, \$19.95), a series of magically illustrated stories about African American women and girls. L-R: (standing) Vy Higginsen, Rita Ewing, Virginia Hamilton, Susan Taylor, Tonya Lee, (seated) Rolonda Watts, Susan Ungaro, and Rita Owens.

Give Kids a Try!

Councilman T.J. Patterson is asking for the community's support for the Reach One Teach One Program by bringing new toys to the March Against Drugs & Gangs on December 8, 1995, 5:30 a.m. at Chatham Park, located on East 28th & Ivory.

Reach One Teach One will be donating these toys to the Toys for Tots Program. Representatives from the United States Marine Corps will be present to accept the new toys for Toys for Tots.

If you have any questions about this event, please contact Tommy Gonzalez, Assistant to the Mayor/City Council.

Attention Poets

OWINGS MILLS, MARYLAND—The National Library of Poetry has announced that \$24,000 in prizes will be awarded this year to over 250 poets in the North American Open Poetry Contest. The deadline for the contest is December 31, 1995. The contest is open to everyone and entry is FREE.

Any poet, whether previously published or not, can be a winner. Every poem entered also has a chance to be published in a deluxe, hardbound anthology.

To enter, send ONE original poem, any subject and any style, to The National Library of Poetry, 11419 Cronridge Dr., P.O. Box 704-1986, Owings Mills, MD 21117. The poem should be no more than 20 lines, and the poet's name and address should appear on the top of the page. Entries must be post marked by December 31, 1995. A new contest opens January 1, 1996.

The National Library of Poetry, founded in 1982, is the largest poetry organization in the world.

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IN CINQUE by Renetta W. Howard

There was a time, not so very long ago, when young people had dreams, great dreams of a great world and their places in it. The scare of the 'bomb' had disappeared and the world was experiencing a sort of 'peace.' It was a very rare occasion when a child of any age could not tell you what he was planning to be when he grew up or became an adult. It is rare today when a child of any age dreams of living beyond age 25. Rare or not, however, there are some young people who are striving daily to live beyond age 25 and to do great things when they become adults.

The young people who are planning great futures for themselves and the world are often overshadowed by the volumes of adverse actions by other

members of their age groups. I, too, am guilty. The havoc created by some young people put so much pressure on us to straighten it out until we often forget about those who try to stay on the straight and narrow path of goodness. It is a classic example of 'the squeaky wheel gets the oil.' We put so much oil on the squeaky wheel and fail to polish the one which is not squeaking and rolling along just right.

Though not advocating the abandonment of our children with less than acceptable behavior, I am advocating that we take more time and effort to praise and show appreciation for our young people who exhibit positive behavior most of the time. We must get 'in cinque' and accentuate the positive.

Our neighborhoods and municipalities are busy finding activities and programs to curtail negative behavior and this is good, but we need more to

Things That Make You Go Hmm...

by Tim Jackson



Specter's Departure Shows Depth of Republican Extremism

[Statement by Don Fowler, DNC National Chairman]

Arlen Specter's departure from the Republican race shows once again that the GOP's big tent has become a pup tent that leaves moderates out in the cold. Senator Specter tried to stand up to the extremists, taking mainstream positions like supporting a woman's right to choice. But the extremists who now dominate the Republican Party made it very clear to him that they are running the show and will not tolerate any deviation from their ideological agenda.

Senator Specter now joins Colin Powell as a victim of the extremists' purge. The Republican Party has sent a clear message to the moderates in its ranks—toe the extremist line or walk the plank. President Clinton will be re-elected next year because he is fighting for the mainstream principles that ordinary Americans share.

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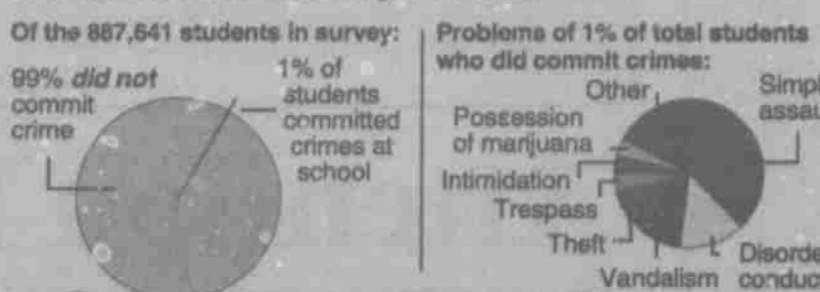
Byron Hanspard to Preach

Minister Byron Hanspard, the outstanding running back for the Texas Tech Football team will be preaching at the St. John Baptist Church, 1712 E. 29th St. Come and hear this young man proclaim God's Holy Word, Sunday, December 10th, during the 11:00 a.m. morning service.

Keeping an eye on Texas

Kids! You gotta love 'em

Ninety-nine percent of the students in Texas' public schools did not commit crimes in their schools, according to a 1994 survey of the Texas Education Agency. Of the 887,641 students in the survey, most of the 9,457 offenders were between ages 12 and 18.



SOURCES: John Sharp, Texas Comptroller of Public Accounts and Texas Education Agency.

Letter to the Editor

I would like to share an experience with readers and home owners. My husband and I purchased a home on East Auburn in September 1991. We kept the home insurance that the prior owners had for several years, not realizing that the insurance was basic coverage; not a home owners policy. This was the biggest mistake ever made. In May 1994 the roof of our house was damaged by wind and hail. The insurance company sent a man out to assess the damage who had been a debit agent and is now assistant manager of the company. They assessed the damage at about \$300. I had several roofing companies assess the damage and was told there was extensive damage and needed a new roof. The company refused to acknowledge that a new roof was needed. Last month my water heater went out and leaked water that ruined my carpet and wood base boards. I contacted the Insurance Company to find out that it was not covered because it was not caused by a natural disaster, i.e. Fire, lightning, power surge, explosion, windstorm, hurricane, hail, riot, civil commotion, air craft damage, smoke, burglary and theft. In further examination of my policy, the policy only pays \$18,000 towards damage or

rebuilding my home. There is not a home east of Avenue Q that can be rebuilt for \$18,000, in fact if you moved most of the homes West of Avenue Q the value would double and in some cases triple. I have called numerous home insurance companies and most of them ask for my name and address. Well after calling several companies one company called me back with a quote on home owners insurance. I called several of the companies back and was told that the company could not insure the home. (I have to assume that it is because the house is located on the east side of town and I wanted to purchase more than \$25,000 in insurance on my home. It would take at least \$50,000 to rebuild most of the homes on the east side of town or more. I later made an application for home owners insurance with the company that gave me the quote for \$65,000 in home insurance. This is a well learned lesson and let this be a lesson to all who do not have adequate home insurance. Read your policy and check your coverage. If you are buying or own your home the most thorough coverage can only be offered through a home owners policy.

THIS N THAT

BLACK PEOPLE IN PHOENIX! THIS N THAT... had an opportunity of being one of... A THOUSAND BLACK PEOPLE... who are elected officials... and attended the... NATIONAL LEAGUE OF CITIES... in the city of Phoenix, AZ last week... Among them included people like... MAYOR NORMAN RICE... of Seattle, Washington... and the former mayor of Atlanta, GA... Maynard Jackson... All of those... who have fought for so... MANY YEARS... for rights of those of color... were still on the battle line... and not forgetting where they have come from... Even our friend... ED SMITH... city councilman from Chicago, Ill... and a man... WHO BEGAN MARCHES... against those who are... DRUG DEALERS... in the... "WINDY CITY"... THIS N THAT... advised... BROTHER SMITH... of what the young people are doing in Lubbock... as we too... are marching against the evils of drugs and gangs... After hearing what... ED SMITH... told us... it makes us feel good that... LUBBOCK, TEXAS USA... is on the right step... when it comes to doing what is fair and equitable for our young people... i.e. fighting against the evils for our young people...

VERY PROUD OF OUR OWN! THIS N THAT... was very proud of... MAYOR DAVID MOORE... of Beaumont, Texas... who served as the... PRESI-

DENT... of the... NATIONAL BLACK CAUCUS OF LOCAL ELECTED OFFICIALS... (NBC/LEO)... who did what he had to do... to see that the... TWENTY-FIFTH ANNIVERSARY... of NBC/LEO... was a success... YOUNG BLACK PEOPLE... you should be proud of what... people like... MAYOR DAVID MOORE... are doing for your welfare... Perhaps... you will never meet him... but be aware... HE IS ON THE BATTLEFRONT for each of you... VERY PROUD OF YOU... MAYOR DAVID MOORE!

D.C. KINNER THE BARBER SAID: "AS BLACK PEOPLE... we have a... VERY STRONG... heritage... and we shouldn't let anyone... KEEP US... from... KNOWING WHO WE ARE... as well as... WHOSE WE ARE!"

HOPE YOU'LL BE THERE! THIS N THAT... would hope that many of you... will attend the... DEDICATIONAL CEREMONIES... of the... NEWLY CONSTRUCTED... T.J. PATTERSON LIBRARY/LEARNING CENTER... across the street from the... ALDERSON JUNIOR HIGH SCHOOL... and everything will begin at... 3:15 p.m... Why not bring someone with you... as there will be guests... from around the... STATE OF TEXAS... to see what we are doing in the... CITY OF LUBBOCK...

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EDITORS/PUBLISHERS

T.J. PATTERSON—EDDIE P. RICHARDSON

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

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

We may be critical of some things that are written, but, at least you will have the satisfaction of knowing they are truthful and to the point.

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

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

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

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

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Guest Editorial

The Devil in a Blue Suit

Guest Editorial

by George Stevens, Councilman, San Diego, California

The reaction to affirmative action by a significant number of white males in America is not about people of color getting employment and promotions, for which they are not qualified, nor is it about quotas or set asides. The fervor around this issue, by the so-called "angry white male" really smacks of white supremacy. An analysis from the U.S. Census Bureau Congressional Record and the Glass Ceiling Commission will support my position.

The Federal government currently has an average of 8% set aside in contracting for people of color and white women. This leaves a whopping 92% piece of the pie for white males. So why all the bellyaching?

White males make up approximately 34% of the nation's population. If this figure is correct, the remaining population, to include people of color and white women, constitutes 66% of the American populace.

The question to be raised is why are 34% of the white male population given 92% of all contracts and 66% of the population only designated a paltry, so-called affirmative action? The scenario gets worse for people of color when you look at employment distribution. A high percentage of white males have most of the high paying jobs, as well as, those that directly affect policy and the quality of our lives:

- 70% are Judges
- 71% are Air Traffic Controllers
- 73% are Lawyers
- 75% are Police Supervisors and Detectives
- 84% are Construction Site Supervisors
- 87% are Congressmen
- 92% are Senators
- 94% are Fire Company Supervisors
- 97% are School Superintendents
- 100% are and have always been President

To further support my contention that the reaction by a number of white males to affirmative action is not about the gains of African Americans, I researched the unemployment rate in February 1995, which showed 4.7% of whites unemployed as opposed to 10.1% Blacks unemployed, however, we know that Black unemployment has always been three times that of whites.

Then I remembered the January 1994 article printed in the Wall Street Journal which pointed out that during the recession of 1991-92 African Americans had a net job

loss of 52,471, while Asians gained 55,000, Latinos gained 60,000 and whites gained 71,000. The same year Knight Ridder News Service reported that the federal government laid off 103,000 African Americans during this same time period.

Then I again asked myself, what is the real problem that some white males have with affirmative action? I found the answer in the May 1995 special edition of Black America's News Magazine—EMERGE. The news section entitled "Affirmative Action" provided an ethnic and gender breakdown of executives, administrators, and managers in the private sector, which follows:

- 2.2% were held by Black women
- 2.3% were held by Black men
- 35.9% were held by white women
- 49.4% were held by white men

I concluded from these percentages that the "angry" white males in America are white supremacists and want it all. But their biggest problem, as it relates to affirmative action, is sexism. They are certainly not happy about the gains made by people of color, but the gains made by white females is what is emotionally destroying them.

No, it is not the 4.5% of the executive and managerial positions held by African Americans that has gotten them "angry," it is the 35.9% of white women, who do not have to take abuse at home, can make economic decisions without duress and coercion, and is able to decide for themselves, in many cases, what they will drive, as well as, how many children they will produce and under what circumstances.

In short, many white women now have direct power over an ever-growing number of white men in the world of work and avenues of power and they can't stand it!

Based on the objective facts, white women should be leaving the charge against the so-called California Civil Rights Initiative (CCRI) and any other legislation and/or initiatives that would impede the progress they have enjoyed under affirmative action. They have benefitted the most and have the most to lose.

People of color and white women, benefitting from affirmative action should join forces to aggressively pursue actions that will increase the 8% per cent in contracting, remove the glass (or, titanium) ceiling and demand equal pay for equal work. It is about time we looked at reducing the 92% "set aside" for white males and view this allegedly affirmative action issue for who it really is: the Devil in a Blue Suit.

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"Bright Smiles, Bright Futures™" Comes to Atlanta to Give Youth a Healthy Start on a Lifelong Smile

ATLANTA, GA—The Honorable Mayor Bill Campbell of Atlanta (foreground) was recently on hand at Emma Hutchinson Elementary School to proclaim Bright Smiles, Bright Futures Week in Atlanta. "Bright Smiles, Bright Futures™", developed by Colgate-Palmolive Company, is an inner-city, multi-cultural oral health education program designed for youth from birth through age 12.

The "Bright Smiles, Bright Futures" launch took place at Emma Hutchinson Elementary School. To help Atlanta's Mayor Bill Campbell to proclaim Bright Smiles, Bright Futures Week were (from l-r) Drs. Anderson Kizzie, Local Coordinators, Dr. Kim Turner, North Georgia Dental Society, Cathryn Phillips, National Program Manager, Colgate-Palmolive Company, Dr. Marsha Butler, Director Global Oral Health Improvement and Consumer Education, Colgate-Palmolive Company, Saddle Daynard, Atlanta Board of Education representative, Dr. David Lamothe, President North Georgia Dental Society, Vic Carter, WSBT, Ms. Wanda Thomas, Bright Smiles, PS/BF Advisory Committee and Dr. Walter Young, Atlanta dentist.

Now in its fourth year, "Bright Smiles, Bright Futures" provides oral health screenings and education, parent education workshops and treatment referrals. Colgate's customized "Bright Smiles, Bright Futures" Dental Van was present to give free dental screenings to children from Emma Hutchinson Elementary School.

Since 1991, "Bright Smiles, Bright Futures" has reached 2.5 million children in more than 20 cities with important oral health information through its in-school curriculum, mobile dental van and community outreach programs. In addition to Atlanta, the program is operational in Oakland, CA, Philadelphia, PA and New York City. The program continues its national goal of providing important, exciting and fun oral health education for youth and their families.



"BRIGHT SMILES, BRIGHT FUTURES™ COMES TO ATLANTA: Mayor Bill Campbell of Atlanta (at right) was on hand to proclaim Bright Smiles, Bright Futures Week as Colgate-Palmolive Company introduced its "Bright Smiles, Bright Futures™" program to the Atlanta community. Recipients of the proclamation included Dr. Marsha Butler and Cathryn Phillips, Colgate-Palmolive Company, members of the North Georgia Dental Society, a constituent chapter of the National Dental Association, WSB-TV news anchor Vic Carter, School Principal Dr. Augustine McDaniel and a host of Atlanta community members. The "Bright Smiles, Bright Futures™" launch took place at Emma Hutchinson Elementary School. PHOTO CREDIT: Bill Hollins

Miss Brownfield Completes Term

Candida Johnson, Miss Brownfield 1995, will relinquish her title Saturday, 7 p.m., at the Brownfield Middle School.

Johnson competed in the 60th Annual Miss Texas Scholarship Pageant in Fort Worth in July. She began her quest for Miss Texas last year when she became the first African-American to receive first place at the Miss Lubbock Scholarship Pageant last December. A week later she beat out 17 other young ladies to become Miss Brownfield '95, inspiring a record number of two Black females in this year's Miss Lubbock competition.

"I've had a very exciting and busy year. I've traveled and performed at over 20 events this year. All this with the job I have has been very trying."

Johnson was hired as a full-time reporter at KAMC 28 the day she returned from the Miss Texas Pageant.

"I knew heading into the pageant that I wouldn't win. I guess being Miss Texas just wasn't on my agenda... but I was the only contestant in pageant history to do a commercial for Pizza Hut. That was exciting. Some of the contestants got a little heated, but I guess I've learned to deal with that over the years."

Johnson said being in the public eye can be trying.

"You bet I catch it... It seems that when you're trying to do something good there's always somebody trying to bring you down, so I just don't give them a second thought."

When she's not reporting or singing at area events, Johnson is coordinating the Little Miss East Lubbock Pageant she founded five years ago.

"I guess I have to say I feel a little guilty, because I'm the first person to bring a kid's pageant to our community. Now everybody is popping up with them, but the thing I feel that keeps mine successful is because I'm not doing this for myself or just because somebody else did it. It's just my way of giving something back."

This year Johnson announced there will be no entry fee to enter her pageant scheduled for March 30th.

"Yes, that's right, a free pageant. It doesn't get much better than that. I just want to make sure everyone gets to compete. Also, some former and current Miss Texas contestants will be helping me out this year with the pageant."

Johnson says her pageant career is over.

"Well, I consider myself a professional, and after I take my crown off Saturday night it'll go in the memory box with the old pom poms. That chapter of my life is closed."



Second-Chance Homes

Breaking the Cycle of Teen Pregnancy An examination of a major social issue by Kathleen Sylvester

For many Americans, teenage welfare mothers symbolize the tragedy of our nation's failed welfare policy and the unraveling of our nation's social fabric. Growing numbers of poor and uneducated young women, often still children themselves, are using public support to bear and raise children outside of marriage. These young women are not only a reminder of government's inability to address a fundamental social problem, but more importantly, they are producing a new generation of poor and fatherless children who will begin life with disadvantages from which they may never recover.

The current public debate over teen mothers offers Congress and the nation an opportunity to break the cycle and move beyond the punitive solutions proposed by conservatives and the defense of a failed welfare system offered by liberals.

What is needed is an alternative that invokes society's values, requires responsibility and reciprocity from welfare recipients and engages communities in solving the problem.

A proposal by the Progressive Policy Institute (PPI) would create a national network of "second-chance homes"—group residences in which teen mothers whose own homes are unstable or unsafe, live under adult supervision with their children, while meeting their social and personal obligations for receiving welfare support. These homes, with seed money and guidelines from the federal government would bring together in one setting the three fundamental elements teen mothers need, if they are to have a chance to succeed: socialization, nurturing and support, and structure and discipline.

PPI personnel believe second-chance homes offer a unique opportunity for a partnership among teen mothers, government, and communities. Under the PPI proposal:

- Participants would use portions of their welfare and foster care payments and federal nutrition and housing subsidies as program fees to offset the costs of the homes.

- Government would provide seed money, guidance, and evaluation, acting as catalyst for community action. The federal government would set aside \$20 million a year for three years to create a national network of second-chance homes.

- Communities, too, must, join the effort. Tens of thousands of "community" members—from neighborhood clinics, women's groups, Rotary Clubs, fraternal organizations, senior citizens' groups, and youth groups—would join government and supply the element now missing in attempts to help teen mothers and their children: a connection to the communities and their values.

The plan proposes that the second-chance homes serve teen mothers under the age of 18. They are the most likely of any welfare recipients to become long-term recipients of welfare. Nearly half of long-term recipients are women who gave birth before the age of 17. The requirement for many teen mothers to live in such homes sends a strong message to young females that society will no longer offer unconditional, open-ended financial support for teens who bear children out of wedlock. Under this plan government will help, but only if the teens meet mutual obligations: such as learning to be good parents, finishing school, and joining the workforce. Mothers under the age of 18 represent only a small percentage of unwed teen mothers. In 1993, the U.S. Department of Health and Human Services reported that there were nearly 295,000 unmarried teen mothers on welfare, 67,000 of whom were under age 18. Therefore, not only are these mothers in need of the most help, their small number represents a manageable start for communities ready to get involved.

Across the country, successful prototypes for second-chance homes already exist. These homes respond to the reality of teen mothers' lives, their designs incorporate all elements necessary to succeed: socialization, nurturing and support, and structure and discipline. They create a sense of order, help girls grow up to be women; require and support education and job training; provide health care, mentors, protection from abusive men and instill a sense of family and belonging.

These homes are not guaranteed as a solution to the problem of teen pregnancy, but rather a promising idea. The prototypes for these homes scattered across the country have produced some notable results: fewer second pregnancies, dramatically increased school completion rates for mothers, reduced incidence of child abuse, better maternal and child health, increased placement for adoption, higher employment rates, and reduced welfare dependency.

There are now nine million children living in welfare families. As those nine million children reach adolescence, many are "scripted" to repeat the lives of their parents. We must intervene and break the cycle before those children, too, become a new generation of disadvantage.

Fellowship and Intern Applications Being Accepted for Newspaper Journalists

Applications are now being accepted for a generous fellowship and internship program through which minority students are trained—as graduate students and interns—to become newspaper journalists. The deadline for the 1996 competition is Feb. 15.

The Newhouse Graduate Fellowship Internship in Newspaper Journalism for Minorities Program, now in its third year, is jointly sponsored by Syracuse University's S. I. Newhouse School of Public Communications and the Newhouse Foundation.

The awards provide for 16 months of study at the acclaimed Newhouse School and then year-long paid internships.

Free tuition, \$1,100-a-month stipends, health insurance coverage and up to \$3,300 in other benefits are provided for the school portion of the program, during which Fellows earn master's degrees in newspaper journalism from the Newhouse School and also work as part-time interns at the Syracuse Newspapers.

Later, the Fellows work as full-time interns either at the Syracuse Newspapers or at one of the 24 other Newhouse newspapers across the country, earning competitive entry-level salaries.

To be eligible for the 1996 competition, a candidate must have earned an undergraduate degree from an accredited college or university in a field other than journalism (with a B average or higher) by July 1 of 1996, be a United States citizen and either African American, Hispanic/Latino, Asian or Native American.

To apply he or she must, by the Feb. 15, 1996, deadline, submit a complete application for admission to Syracuse University's Newspaper Master's Program. This requires taking the Graduate Record Examination. The University application fee is waived for all eligible Newhouse Fellow candidates.

Current Newhouse Fellow winners are Elita Bradley, Arlington, Va.; Gloria Gonzales, Los Angeles, Calif.; Vincent King, Greenville, Miss.; and Alisa Rivera, Bronx, N.Y.

Bradley is a 1993 graduate of George Mason University, where she majored in English. She has worked as a voice talent as well as an editor.

Gonzales, who has been employed in the television field and as a teacher, holds degrees from the University of California at Berkeley (B.A., English, 1982) and University of Southern California (M.F.A., 1988, film production).

A University of Pennsylvania graduate (B.A., Communications, 1986), Rivers worked from 1989 to 1995 for Chase Manhattan Bank in New York, most recently as a training/employee relations officer.

King was employed as general manager of the Showcase Eatery in College Park, Ga., for a year after his graduation from Morehouse College (B.A., English) in 1994.

Further information and application forms are available from Ms. Colleen Defflin, 305 Newhouse I, Syracuse University, Syracuse, N.Y., 13244-2100. She can also be reached by phone, (315) 443-1124; FAX, (315) 443-3946 or E-mail, caduffia@suidmin.syr.edu.

COORS' IVAN BURWELL TAPS INTO RELATIONSHIP-BASED MARKETING

ATLANTA, GEORGIA—Ivan Burwell, National Program Manager for Coors Brewing Company, was recently honored with a MOBE (Marketing Opportunities in Black Entertainment) award for his support of young Black entrepreneurs. One of the many entrepreneurs sponsored by Burwell's incentives is Al Wellington, President of The Wellington Group, a market research firm which created OMAR (On-going Mobile Access Research), the first statistical research company on African-American consumption. Mr. Wellington was a presenter at the MOBE VII Convention in Washington, D.C.

Burwell's commitment to establishing long-term relationships with the African-American community was also recognized in the November edition of Black Enterprise Magazine. The article spotlighted the 42-year-old's success in directing Coors Brewing Company's target marketing and corporate efforts aimed at the African-American consumer.

Burwell joined Coors in 1983 with the challenge of building an image for Coors among the African-American community. "It takes time to build

credibility," said the Philadelphia native. "We had to show we were supportive of the community in the long run."

In order to establish this positive presence in the community, Burwell set out to create meaningful relationships with consumers. "We had to get to know each other and become friends before we could do business together," he explained.

Burwell has sponsored events that are important to the African American community such as music programs, sporting events and cultural festivals. He also supports community based cause marketing issues that affect the community. For example, Coors has been able to provide literacy services to over 550,000 people in the U.S. during the last five years by working with Opportunities Industrialization Centers of America and other organizations. Additionally, he consults with Coors' brand managers to develop targeted advertising and promotions.

Recognized as one of America's Best and Brightest Business and Professional Men by *Dollars and Sense Magazine* and a recipient of the

Humanitarian Award from Black Radio Exclusive, Burwell understands that consumers want to do business with a company that cares about them.

"I know it sounds warm and fuzzy, but if you have good relationships with consumers, your market will grow," he said. "If you don't, you are always fragile. You will always be vulnerable to the next highest bidder or the latest trendy product."

Burwell's relationship-based marketing strategy is paying off. In 1994, the African-American market grew significantly.





CHURCH DIRECTORY



The Outreach Prayer Breakfast

The Outreach Prayer Breakfast met in the home of Mr. & Mrs. Dell Hood on Saturday morning. Plans were made for the Christmas season. Devotion with Vice President Sis. Burleson in Charge. Scripture: Psalms 22:1-8. Prayer by Sis. Dorothy Nash. Morning scripture lesson by Sis. Ethna Jones. Scriptures: Matt. 13:1-13, Luke 8:4-15, Mark 4:1-20. This speaker's subject:

What Kind of Soil are You Sowing On?
Harvest Time, Season Almost Over

Be sure your flight doesn't come in winter. The soil makes the difference. Jesus spoke many things unto the multitude in parables, saying, behold, a sower went forth to sow; and when he sowed, some seeds fell by the wayside, and the fowls came and devoured them up; some fell on stony places, some fell among thorns; others fell into good ground and brought forth fruit, some an hundred fold, some sixty fold, some thirty fold. He who hath ears to hear, let him hear.

There's differences in soil and there's differences in the conditions of hearts. You might receive and you might not receive.

What is the condition of your ear? You can't believe if you don't hear. Faith comes by hearing, so what is the condition of your ear? Do we have any deaf Christians out there?

1) There's a wayside ear.
Not bearing fruit, do all kinds of things while the Gospel is being preached. Walking, talking, filing fingernails, writing notes. Satan never turns off his tape recorder at church, he's there to cheat you out of the Word.

2) Thin layer Christians, stony ground.
When the trials come you go with them.

3) Thorny Ear.
Standing in the counsel of ungodly people, standing in the way of sinners.

4) Harvest, Obedient Ear.
Some fell on good soil, when the Gospel's being preached, somebody's listening. When the heart is in good condition, the soil will bring forth much fruit. You understand the Word, you set on the Word, you will be obedient to the Word.

We are coming swiftly to the close of the year. Is there anybody out there with an ear problem?

We thank God for this precious sister. She teaches the Word with power. We love this Godly woman.

Keep smiling through this Holy Season. He came to bring joy to this world. Whatever is wrong with your life, just ask him to fix it.

Order our steps in your Word, precious Jesus. For we walk by faith and not by sight.

Read 11:14; Mark 11:22-25. Write P.O. Box 1223, Lubbock, TX 79408.

D. Hood, President; Ernestine Frazier, Secretary.



from the Desk of Parson D.A. Smith No Greater Love

"For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life" (John

3:16).
What a price God paid for our salvation. "He gave his only begotten Son!" God was willing to pay such a price because of his great love for the world, a world full of sinners.

A world full of sinners deserved to be condemned, but God in His great love was paying a great price so that guilty sinners might escape condemnation and death.

Some seventeen years in the state of Florida, a little boy by the name of Michael was playing with his puppy, Misty, on a train trestle over the Hillsborough River. The dog got loose and Michael saw a train coming. He was determined to save his dog, and did; but the train ran over the boy and he lost both his legs. We rightly say, "How tragic that a boy should lose his legs for the sake of a mere dog." But the difference between man and animals is no greater than the difference between God and man—yet God gave us His Son. Jesus gave us His life.

If we had been looking on from the vantage point of Heaven that day, we might have wondered why the Son of God would suffer and die to rescue rebellious mankind from sin. The answer lies in the heart of God, and it is summed up in the term of love. Michael sacrifice was the measure of his love for his puppy; and in a much larger sense the cross is the measure of God's love for us.

We all make sacrifices in behalf of those we love. Many Black preachers and their families make sacrifices by not receiving a salary and taking whatever the congregation give them in a love offering so that they may keep their little church going. They push their pastor and wife anniversary so that they can put back money to catch the slip when the congregation falls short financially. They buy large pre-owned automobiles so that they may be able to transport their congregations. Their love for their congregation is of such that they act like they are doing well so that their congregation will have an upbeat spirit, when in fact they are brokenhearted and financially impoverished. But no human sacrifice of a Black preacher can equal Christ's. "Greater love hath no man than this, that a man lay down his life for his friends" (John 15:13).

The City-Wide Ushers

The City-Wide Ushers will meet Saturday, Dec. 9, 1995 at 5:00 p.m., at Agape Temple, 4510 Ave. Q, where the Bishop W.A. Watson is host pastor. We will have our Christmas fellowship dinner. Every member is asked to bring a covered dish of food. All that haven't brought all your simple goods, bring them then. St. Mark, please come back—we need all of you. We need all of you to carry on God's work. Thank you.

- Sister J. Shaw, President
- Sister C. Turner, Vice President
- Sister Lou Harris, Secretary
- Sister A. Sanders, Director
- Sister Minnie Darthard, Reporter

"HOSPICELINK" Helps People Find Care

ESSEX, CONNECTICUT—The Hospice Education Institute, a non-profit organization in Essex, Connecticut, offers its HOSPICELINK services nationwide, to all who seek referrals to hospices, who wish to learn about hospice services, or who seek support groups for bereavement. This free service began in 1986, and last year handled over 20,000 calls. The HOSPICELINK national toll-free number is 800-331-1620.

Over 2,400 local hospices in all 50 states offer special care to people with fatal illnesses, such as far-advanced cancer. Hospice care is provided by trained teams of health and caring professionals and community volunteers. The hospice team usually includes nurses, physicians, home health aides, social workers, psychologists, clergy, occupational, physical and other therapists. Volunteers receive special training, and are full members of the hospice team.

Hospices care for us as death draws near, but hospice is about living each day to its fullest. Hospices affirm and cherish life.

Hospice care emphasizes each person's right to participate fully in choosing the type and place of treatment. Hospice care is primarily provided at home, but in-patient services are almost always available, too.

The control of pain—physical, psychological, social and spiritual—is a high priority in hospice care. Pain can always be substantially relieved, and most patients are pain-free with good hospice care. Hospice care includes continuing emotional and practical support for bereaved family members.

Most hospices are local non-profit organizations which depend on community support, although Medicare and many other health insurance policies now include benefits for hospice care.

HOSPICELINK maintains a continually updated directory of hospices in all 50 states. Callers to HOSPICELINK can obtain accurate information about hospice services in all parts of the United States, plus information about the principles and practices of good care for the dying and the bereaved. HOSPICELINK also offers "sympathetic listening" to people who call to discuss their problems and concerns about terminal illness and bereavement.

"HOSPICELINK" helps people at a very difficult time in their lives," said Michael Galazka, Executive Director of the Hospice Education Institute. "When we refer someone to a local hospice, or help someone find a hospice for a relative or friend living far away; or encourage someone to join a bereavement support group; or just listen respectfully to their story; HOSPICELINK begins a process which can ease their pain and greatly improve their quality of life, now and sometimes for years to come."

The Hospice Education Institute is an independent organization. It is not affiliated with any one hospice or group of hospices, but serves all hospices, and all members of the public. There is no charge for any HOSPICELINK service. HOSPICELINK is supported by the generosity of individual and corporate donors.

The Hospice Education Institute also offers continuing education to healthcare professionals, sponsors seminars on caring for the dying and the bereaved, and publishes books and pamphlets on hospice care.



We Thank God for Jesus "NOW TRY JESUS!!!"

Psalms 2:1,2, WHY do the heathen rage and the people imagine a vain thing? The kings of the earth set themselves, and the rulers take counsel together, AGAINST THE LORD, AND AGAINST HIS ANOINTED (JESUS).

You know I used to lay down at night, COULDN'T GET A GOOD NIGHTS REST. My mind was SO FRUSTRATED, with the TROUBLES OF AMERICA. I WAS DEPRESSED.

Psalms 13:2,3, How long shall I take counsel in MY SOUL, having sorrow in my heart DAILY? how long shall mine ENEMY be exalted over ME?

I was WORRIED about the TV NEWS; IT TELLS OF THE WORLD'S SITUATION, THERE'S TROUBLE EVERYWHERE AND IT SEEMS WORSE IN THIS NATION.

Matthew 24:6-8, JESUS SAID, Ye shall hear of WARS and rumours of WARS; see that ye be NOT TROUBLED; for all these things MUST COME TO PASS, BUT THE END IS NOT YET. For nation shall rise against nation, and kingdom against kingdom: and there shall be famines, and pestilences, and earthquakes, in divers places, ALL THESE ARE THE BEGINNING OF SORROWS.

There's not only DRUG WARS AND CRIME; IN AND ON OUR STREETS, THERE IS SO MUCH KILLING; AND THEN THERE'S SKYJACKING; CALLED AIR PIRACY.

Proverbs 14:34, Righteousness EXALTETH A NATION; BUT SIN IS A REPROACH TO ANY PEOPLE.

♦♦♦♦♦ WILL AMERICA ROB GOD? ♦♦♦♦♦

TODAY, no one FEAR THE LAW OF THE LAND, people are KILLING LAW OFFICERS EVERYDAY. GOD SAID, if you kill anyone you shall be KILLED; But the IGNORANT OF LEADERS, THOU SHALT NOT KILL; but he mislead THE GOVERNMENT; THE THOU IS PERSONAL; MEANING YOU. But the GOVERNMENT ITS A KILLER; ITS SUPPOSE TO KILL. THE CHRISTIANS; have tired the hands of the GOVERNMENT, ON CLEANING OUT THE NO GOODERS. A man says he have RIGHT TO CUT A BABY OUT OF A LADY; AND HE DO IT. KILL HIM! HE HAS NO RIGHTS TO AN APPEAL. OH; YOU CHRISTIANS, YOU VOTED FOR A LEADER TO GO OVER AND KILL; BUT YOU'LL SAY: THOU SHALT NOT KILL! THOU FOOLS.

The WORLD SEEMS CRAZY; AND DOCTORS AND THEIR ANALYST, THEY'VE TRIED MANY WAYS; BUT THERE IS NO WAY; THEY CAN GET THE PROBLEM LICKED.

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

THE DOCTORS; they suggested; PILLS, CIGARETTES; EVEN ALCOHOL FOR THE BRAINS THEY'VE TRIED ALL, THAT THEY CAN; BUT THEY CAN'T STOP AMERICA FROM GOING INSANE

♦♦♦♦♦ NOW TRY JESUS! ♦♦♦♦♦

Luke 4:18, 19, JESUS SAID, The SPIRIT OF THE LORD IS UPON ME, because he hath anointed me to PREACH THE GOSPEL to the poor; He hath sent me to heal the BROKENHEARTED, TO PREACH DELIVERANCE TO THE CAPTIVES, and recovering of SIGHT TO THE BLIND, to set at LIBERTY them that are bruised, TO PREACH THE ACCEPTABLE YEAR OF THE LORD.

BUT PEOPLE BELIEVE IN THE LIES OF THE REPUBLICAN AND THE DEMOCRATIC MAN. THEY SAY: THEY'LL SOLVE THIS NATION'S PROBLEMS, BUT IT CAN'T BE DONE BY MAN.

2 Chronicles 7:14, THE LORD SAID, IF MY PEOPLE, which are called by my name, shall HUMBLE THEMSELVES, AND PRAY, and seek MY FACE, and turn from their WICKED WAYS; then will I hear from HEAVEN, AND WILL FORGIVE THEIR SIN, AND WILL HEAL THEIR LAND.

I USED TO BELIEVE IN MAN; I THOUGHT MARTIN L. KING, DID SET ME FREE. BUT MY SPIRIT WAS BOUND IN MANY SINS; AND IT TOOK JESUS TO DELIVER ME.

Psalms 40:2, 3, HE brought me up out of an HORRIBLE PIT, out of the miry clay, and set my feet upon a rock, and ESTABLISHED MY GOINGS. And he put a NEW SONG IN MY MOUTH, even PRAISE UNTO OUR GOD; many shall see it, AND FEAR, AND SHALL TRUST IN THE LORD.

I'm JUST A NOBODY, TRYING TO TELL EVERYBODY, ABOUT SOMEBODY; WHO CAN SAVE, ANYBODY!!!

GOD IN NOT THROUGH WITH US YET. SO LETS PRAY FOR ONE ANOTHER ALWAYS. Directed • Arranged • Produced • Guided By OUR LORD JESUS CHRIST Written By Evangelist Billy B.J. Morrison, III Your Brother In CHRIST JESUS ALWAYS!!!

Emphasis on Work Fights 'School Slump'

By Father Val Peter
For News USA

(NJ) — For decades, American parents have been wondering why many kids of average or better intelligence lose interest in school and give up trying.

Of course, there are obvious reasons of trauma in the family: sickness or death or divorce or abuse or abandonment. But what about them? Columbia University's Carol Dweck believes her research has some answers.



Father Val Peter

She has found that most children begin with what she calls "an incremental view of intelligence" — they think that you get smarter by trying hard and learning things. But, says Professor Dweck, by the time kids are in the third or fourth grade some of them start believing "an entity theory." They start believing that each person is born with a certain fixed amount of intelligence or ability and there is not much you can do about it.

So what happens is when kids accept that view, have been doing well in school, and now encounter a tough mathematics course or a difficult physics course, they find their task very hard and start thinking they are hitting

the ceiling of their ability. This seems to occur quite frequently around the seventh grade. Perhaps that's why it's called "the seventh-grade slump."

It's also interesting to note that bright girls are twice as likely as bright boys to believe that you only have a certain amount of native intelligence and when you hit the ceiling there's nothing you can do about it.

That's a self-fulfilling prophecy.

What does all of this mean? It means we need to help our kids understand that hard work pays off.

What's the best way to encourage school children to adopt the view that any of us can get smarter by learning things and trying hard? By taking on difficult tasks ourselves as adults, trying hard and succeeding. If we plunge into difficult tasks with gusto, our children and grandchildren are almost sure to notice.

Pass on this bit of ancient wisdom which you learned in grade school: "If at first you don't succeed, try, try again."

Father Val Peter is executive director of Boys Town, the famous home for troubled boys and girls in Boys Town, Neb., and in California, New York, Louisiana, Texas, Florida, Nevada, Rhode Island, Iowa, Philadelphia, Georgia and Washington, D.C.

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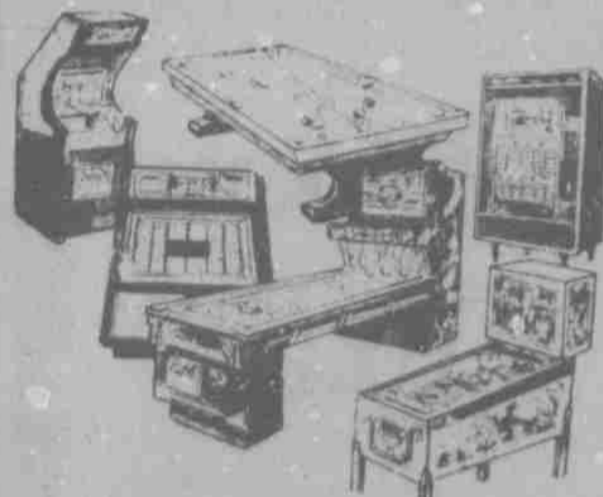
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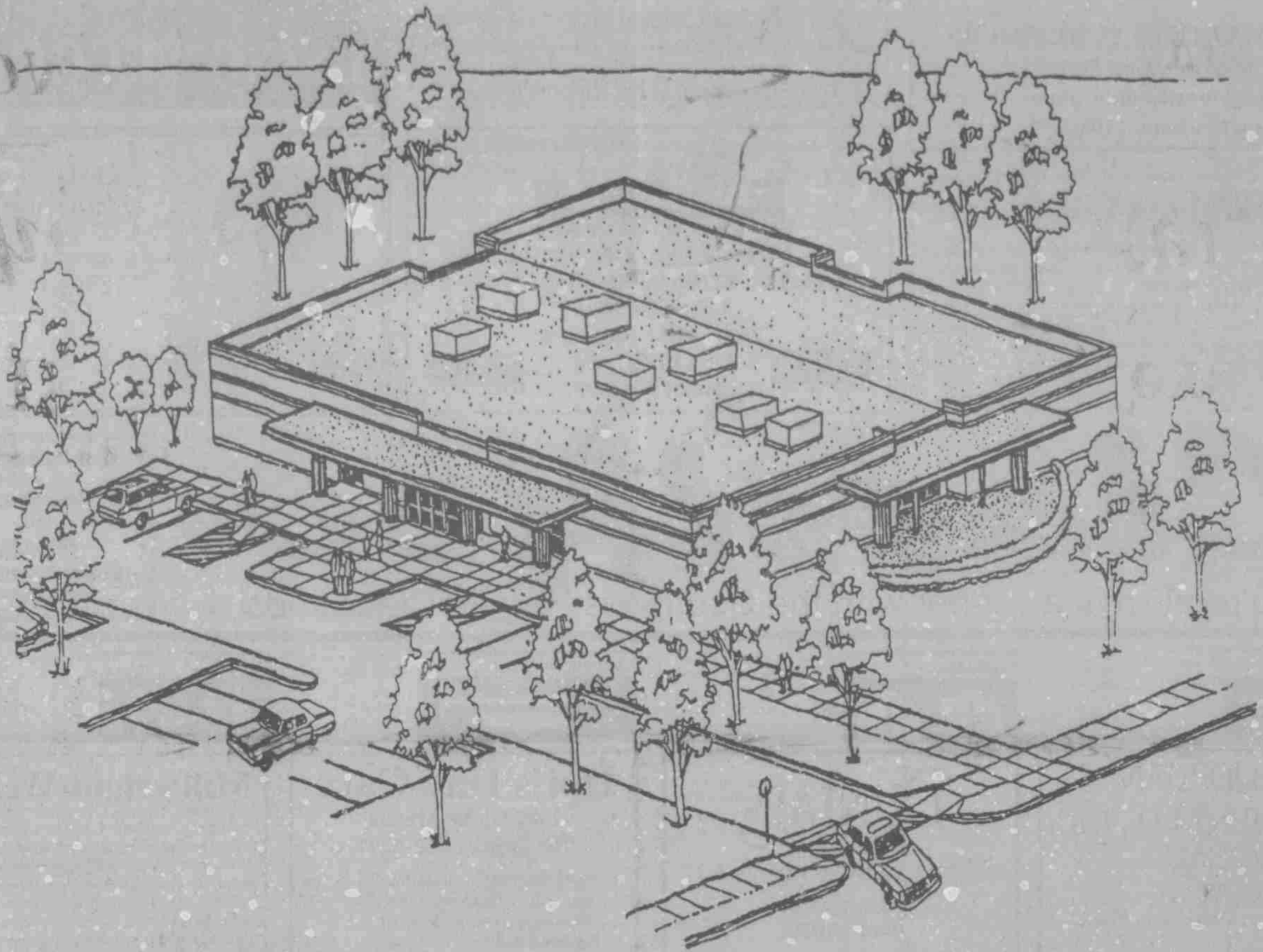
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