

DUPLICATE RATE
U.S. POSTAGE
PAID
Lubbock, Texas
PERMIT NO. 107

Houston Post Office Named For Slain Carrier

Washington, DC — Congressman Mickey Leland (D-TX), this week announced that his legislation to name the Westheimer Post Office in Houston, Texas, in honor of slain letter carrier Debra Sue Schatz, was passed by the House of Representatives. During floor action on the measure, Congressman Leland made the following statement:

"HR 2891 was introduced to designate the Westheimer Station Post Office in Houston, Texas, as the 'Debra Sue Schatz Post Office Building.' Miss Schatz was a 23-year-old letter carrier who was murdered on duty, June 7, 1984, as she delivered mail. As she approached a home, on a route she had volunteered to complete for another carrier, she was attacked, shot several times, and

her body dumped in a wooded area.

Eleven postal employees have been murdered on duty in the past three years, and none was more brutal than the Schatz case. Naming the post office in honor of this dedicated young professional would go a long way toward healing the wounds left by this tragedy, and would be a lasting tribute not only to the memory of Miss Schatz, but to all other carriers who day in and day out devote their lives to serving the citizens of their communities."

The legislation must now be passed by the United States Senate, and signed by the President, before the naming can take place. Should Congressman Leland's legislation be successful, the Westheimer Station, located at 2909 Rogerdale in Houston, Texas, would be known as the 'Debra Sue Schatz Post Office Building.'



CHICAGO — Record-breakers in education, business and athletics recently came together at the First National Bank of Chicago to cash a \$250,000 check from R. J. Reynolds Industries, Inc. to the United Negro College Fund. A basketball imprinted with the check was presented at the bank by Marshall B. Bass (right), vice president of R.J.R. Clarence "Bighouse" Gaines (center), athletic director at Winston-Salem State University in North Carolina, and Christopher F.

Eckley, president and chief executive officer of UNC-F, UNCF has historically raised more money from the private sector than any other black fundraising organization, and R.J.R. is the largest contributor to the UNCF annual campaign. To help celebrate record-breaking achievements, R.J.R. solicited the assistance of Gaines. With 735 victories to his credit, Gaines has more wins than any other active college basketball coach in America.

SOUTHWEST COLLECTIONS 9-85
TEXAS TECH UNIVERSITY
LUBBOCK, TX 79409 R3203

Mother's Club Honorees

On Saturday evening, November 23, 1985, the Lubbock Mother's Club had their third annual dinner at the 50-Yard Line

Restaurant honoring our new perspective members. The honorees were Mary Cain, Trish Peyton, Betty Dixon, and Nova Alvarado. The hostess for the evening was Yvonne Bronca. Before the meal was served, Karen Edward graced the table with a beautiful prayer of Thanksgiving.

The purpose of the Mother's Club is to provide a mode of contact for children that will stimulate growth and development. To develop a sense of self-worth by providing for children a constructive educational, cultural, recreational, and social program. To support mothers in an effort to learn more about their children by careful study and by fostering a nurturing environment. To support all legislation aimed at improving the condition of all children.

Concluding Saturday's dinner, the Lubbock Mother's Club members honored the past presidents of the Club who were

Christmas Tree Party

The Staff at the Fine Arts Center invites you to our Christmas Tree Decorating Party Thursday December 5th starting at 7:00 p.m. We will have coffee, hot spiced tea, hot chocolate, and popcorn, along with a fire in the fireplace and all the trimmings. Artists throughout the West Texas area will be represented in the gallery.

Christmas Open House
The Lubbock Fine Arts Center will host an Open House Wednesday, December 11th from 3:00 to 5:00 p.m. located at 2600 Avenue P.

Mary Madison, Lynn Thomas, and Karen Edward.

For more information concerning membership and activities pertaining to the Lubbock Mother's Club, contact

Ann Hutchison at 734-3316.

On behalf of the Lubbock Mother's Club, all members would

like to wish you and all in the South Plains area a very happy Holiday Season.

Write Santa A Letter

The Southwest Digest will be forwarding letters to Santa Claus. Send them today to: Santa Claus, P. O. Box 2553, c/o Southwest Digest, P. O. Box 2553, Lubbock, Texas 79408.

The Southwest Digest will also print the letters from our young people of the community. Write Santa, today!

Southwest Digest

FORMERLY LUBBOCK DIGEST
An Independent Periodical Newspaper for All People
Primarily Serving the Black Population of Lubbock County and the Surrounding Area
Black Press of America

ON GUARD
For Human Rights
24 Hours A Day

35¢
Worth
More

FEB 85

WINNING CALENDAR -- Two CEBA (Communications Excellence to Black Audiences) Awards of Excellence were presented to Anheuser-Busch Companies, Inc. for its popular calendar shown above. Developed from the company's winning corporate newspaper campaign entitled "Being Black In America: A Real Picture," the calendar won top honors in the Public Relations and Sales Promotion categories. Anheuser-Busch won five Awards of Excellence at the 1985 CEBA competition that attracted 196 of the nation's corporate advertisers.

Sam's Wholesale Club Opens In Lubbock

Lubbock, Tx. - Executives of Wal-Mart Stores, Inc. were in Lubbock, Tuesday night, November 26, to celebrate the opening of the nation's newest Sam's Wholesale Club at 4304 W. Loop 289 (Brownfield Highway & Loop 289). Business and community leaders were also on hand for the Preview Celebration of the nation's twenty-third Sam's Wholesale Club at 5:30 p.m. The evening featured entertainment by Jana Jax, national television personality and famed violinist. Tours of the 105,966 square foot facility were also conducted. The warehouse opens to the public Wednesday, November 27.

Sam's Wholesale Club is a cash-and-carry, members only warehouse operation that stocks first quality, name brand merchandise. Institutional grocery lines and business supplies at substantially reduced prices. The warehouse features departments in automotive supplies, sporting goods, small and major appliances, office supplies, housewares, candies, tobacco, designer clothing, paper goods, canned goods and other institutional food items. Among the name brands offered are Michelin and Pirelli tires, Seiko watches, Panasonic, J&M and General Electric merchandise, designer brands in clothing, BYD underwear, Toshiba and Zenith electronics, Dleg Cassini luggage, Calvin Klein, Chico and Wrangler jeans, White Stag camping gear, plus 21 major brands of food supplies and paper goods. Sam's Wholesale structure allows qualified individuals and businesses to realize substantial

savings. Businesses may become members by paying an annual membership fee of \$25.00, however, membership is limited to persons of enterprises with state resale permits or city business licenses. Governmental entities and other select groups also qualify for the "no frills" low prices on Sam's top grade merchandise. Businesses pay only the posted wholesale prices. **Anyone** can be a group member, who can identify himself/herself as a member of the following: 1) civilian or military employee of a governmental agency such as the federal, state, county, or city government; public school, college or university; 2) an employee of a telephone, gas, electric or water company, a savings and loan institution, a bank, scheduled airline, railroad; 3) a retired employee of the groups listed above; 4) licensed professionals. Group members pay no membership fee and purchase at 5% above posted wholesale price. Sam's Wholesale Club is a division of Wal-Mart Stores, Inc. The first Sam's Wholesale Club opened in Oklahoma City in April, 1983. Since then, warehouses have opened in Dallas (two warehouses), Kansas City, Houston (three warehouses), Birmingham, Jacksonville, St. Louis, Charleston, Wichita, Little Rock, Tulsa, Memphis, Nashville, Knoxville, San Antonio (two warehouses) and Beaumont, Tx. The twenty-second Sam's Wholesale Club opened in Corpus Christi on Tuesday, November 26. Future sites include Tyler, Tx., Orlando Fl; Bellwood, Tx (Waco); Dallas, Tx. (third location); Jacksonville, Fl (second location); and Oklahoma City, Ok (second location).

Texas Sesquicentennial Celebration

For anyone who has ever fantasized about having their own oil well, Barrels Plus of Fort Worth is offering a "personal" barrel of Genuine Texas Crude as an Official Commemorative of the 1986 Texas Sesquicentennial Celebration. The replica of a 55-gallon drum is produced entirely in Fort Worth and contains real crude from north Texas oil wells. Each barrel comes with an individually numbered stock certificate as well as a booklet describing how to walk, talk and act like a Texas "oilman." Marilyn Hart, owner of Barrels Plus, explained that the barrel was selected by the Sesquicentennial Committee because it reflects an industry which has been one of the greatest single influences on Texas' growth. "Oil has been a supremely important aspect of Texas history, and there isn't anyone hasn't dreamed of having some oil of their own...now at least they can have a small amount and retain a remnant of the Sesquicentennial, too," Ms. Hart said. During 1986, some 30,000 activities are planned by Texans to celebrate the 150th Anniversary of Independence from Mexico.

Economic Outlook Conference

The 1986 Economic Outlook Conference to be held Tuesday, December 3, 1985 will have as its theme "1986 - A Changing Economic Environment." The annual overview of the city, state and national economy is sponsored by the Research Committee of the Lubbock Chamber of Commerce/Board of City Development at the Lubbock Plaza Hotel. The topic of the Texas economic outlook will be addressed at 11:10 a.m. by Dr. Edward McClelland, vice president and economist for RepublicBank Corporation of Dallas. He is the co-author of this company's monthly publication, *Economic Perspective*. He specializes in analysis of current economic conditions in Texas and the Southwest. Before joining RepublicBank in 1982, McClelland was a senior economist with the Federal Reserve Bank of Dallas. Brian J. Fabbri, chief economist and investment strategist for Thomson-McKinnon of New York, will be the speaker at the noon luncheon. He recently was employed by that firm after serving as vice president and senior economist from 1974-October 1985 for Salomon Brothers. Prior to that assignment, Fabbri was an economist with the Federal

Reserve Bank of New York, where he headed the Capital Markets unit. In addition to these two speakers, the program for the half-day conference will feature presentations by local economists and businessmen. Following an opening welcome by Rufus Grisham, Chamber of Commerce board chairman, at 9 a.m., Dr. Robert Rouse, professor of economics at Texas Tech University, will discuss Lubbock's outlook. Dr. Kary Mathis, professor and chairman of the Tech Department of Agricultural Economics, will analyze the agricultural outlook at 9:35 a.m. The outlook for retail sales will be the topic discussed by Scott Malouf at 10:20 a.m. Then Wayne Pierce of Westmark Investors will look at the real estate situation. Dr. Sam E. Curl, dean of the School of Agricultural Sciences at Texas Tech, is the chairman of the Research Committee and will serve as host and master of ceremonies for the conference. The Research Department of the Chamber of Commerce is taking reservations by phone at 763-4666 now for the conference. Cost of the conference is \$20 which includes the luncheon. Payment of registration may be made the day of the event at the door.



Hampton, VA. -- Samuel G. Johnson (right), chairman and chief executive officer, S. C. Johnson & Son, Inc. (Johnson Wax), recently presented the first installment of a \$100,000 corporate pledge to Hampton University's Holland Scholarship Fund. Hampton University president Dr. William R. Harvey (left) accepted the donation during an October 17 dinner for the school's board of trustees. The contribution had special meaning for Johnson, a close friend of the late Jerome "Bud" Holland, who served as Hampton University's president from 1960-1970. Johnson called Holland "an American success story" and credited him with "achieving broad recognition of the university as a world-class institution."

Buckle Up! State Law Says So



EDITORIALS • COMMENTS • OPINIONS

It's Not The End of The World

by
Eddie P. Richardson

No matter where one stood on the Lubbock Chamber of Commerce/Board of City Development (BCD) and Lubbock City Council issue, the decision has been made. Not it is time to move on with the business at hand. That is: "What or where do Lubbock go or do now? One of the most disgusting things is as good of town as Lubbock is, a town as positive as Lubbock is a town as different as other towns as Lubbock is, a town as prideful as Lubbock is anytime change away from the status quo -- by updating and modernizing -- or just anything different whether it is best for or worst the same hand full of profit doom hollers -- the end of the world. At one time it was the Lubbock Memorial Civic Center, the single-member district representation, and guess what, since the single-member district, Lubbock has the best or one of the best financial records as a city in America or Canada. Also, one of the best bond rating records in America.

Not too bad for a city those same prophets of doom condemned to instant death if this city enacted this system of government -- i.e. the ward bosses, my district, your district. This has not appeared to have happened. Who knows, change might -- just might -- be good. Who knows?

The present system, in the past, including the Chamber of Commerce/BCD and City until the present city council was never fully or totally reflective and responsible to all Lubbock citizens.

It has always been a have vs have not system. No system includes the total of anything or everyone -- just to name a couple. That did not fit into the overall pattern of non-responsive to the total citizenry. Former chamber and BCD board member, plus many more ones. On the so called day of doom, this writer talked to a certain longtime Lubbock resident familiar with City Hall, Chamber/BCD.

Local media brought out one point. It is always the same handful of persons who are influenced by this handful of profit of doomer characters. That always sounds like the disaster alarm and the bad part

is this handful of media, civic, social, political leaders should be doing just the opposite of what they are doing and putting out fires. They are doing what one would expect of reactionaries. But to prove Lubbock -- with all of its potential and all of its goodness -- we still have a strong handful of powerful againers toward anything different or change or something. I am unfamiliar with or have not heard about, or experienced. I don't want to try it, hear about it, or know about it, or know about it. This is what happened to many adventurous, mavericks, and people who dared to be different in Lubbock as mentioned above. Such as Jim Granberry and Lee Stafford and many, many others. One thing -- these people as well as this writer and many, many other dedicated Lubbock citizens who want to see Lubbock prosper and grow can come back and be welcomed to the new Board of City Development and serve effectively. We do not, we cannot. We must not lose any interested citizen.

One thing Lubbock which is so unique is: "There is no place like this place, near this place, so this must be the place."

We are not West Texas; the South Plains; we are Lubbock! This writer would like to go back to his day at Lubbock Opportunities Industrialization Center (LOIC) as one of the originators and first executive director. It's good to be a part of creating something. Our slogan -- which this writer created -- was: "Let's reach for the moon and figure out later how we will get there later." Lubbock, you have, can have it. Let's figure out how to get there. We can get there!



Every glass of water you drink contains molecules of water used countless times before.



WHY ARGUE? THE FACTS ARE HERE!

FROM CAPITOL HILL

By Alfreda Madison

Black High Rollers Must Invest In Black Self Help Fund

A gross national power annually of \$320 billion is a lot of money. That is the financial purchasing power of Black Americans. Only \$16 billion of this amount is spent in the Black community. White businesses get \$312 billion of the Black finance. American Blacks have a purchasing power larger than the combined GNP of Canada. The climate set by the Reagan Administration is failing to enforce regulations designed under the law to pro-

mote Black business. Changes in the regulations are being developed and proposed to frustrate the intent of the enabling legislation, and legislation is being introduced to repeal the existing minority business legislation. All of this is done to inhibit the growth of potential Blacks, economically, and their ability to employ their own people.

Because of all of the forestated reasons, the Black Leadership Family, led by Representatives Parren Mitchell and Walter Fauntroy, is launching the U.S. Investment Company to address the goal of Black economic empowerment.

This month of November launches the National Minority Investment Capital Fund Month. Mitchell said, "This month will see adoption of a new formula for the economic development of 33 million Black Americans and millions of other non-Whites who make up a significant segment of the population of this country."

Since 1980, the economic gap has been widening between Blacks and Whites. All stratas of Blacks have felt the economic effects of the Reagan policy--from the poorest to the most affluent. At the same time, Whites have an economic gain.

Black adult unemployment during this era has continued to be more than twice as high as White unemployment, and Black youth unemployment has steadily remained around 50 percent. The Reagan budget and tax policy has greatly contributed to the Black/White disparity. Remedies that were set up for approaches toward economic parity, such as minority set-asides and affirmative action, are being attacked by this Administration.

The laws, executive orders, "good faith efforts" and constitutional guarantees have not been enforced. So Blacks during the eighties have suffered economic enslavement.

At the press conference where Mitchell and Fauntroy explained the U.S. Investment Company, the media was criticized for its inaccurate, irresponsible and biased reporting of the state and effectiveness of Black business enterprises. Mitchell emphasized that despite the criticisms and the obstacles of this Administration, Black businesses have survived.

The Investment Company will provide funds for Black businesses, along with expert managerial guidance. These Black businesses will greatly alleviate unemployment

CHILD WATCH

by
Marian Wright Edelman

Child's Play



I met my boyfriend at the candy store
He bought me candy, he bought me cake
Mama, mama, I'm so sick
Call the doctor, quick, quick, quick
Doctor, doctor will I die?
Count to five and you're alive
One, two, three, four, five,
I'm alive!

The girls chant as their feet skip and ropes slap the sidewalk. In the alley, boys are tossing a tennis ball against the side of the garage with rhythmic, repeated thumps. Nearby, a group of little children sit crouched, intent, over a game of tic tac toe.

These are the sights and sounds of our children at play. The games sound familiar; they have not changed much since we played them. We adults, busy with our jobs and responsibilities, hurry by without giving them a second glance.

But recently a group of grownups in New York City decided to pay attention to these street games and what they tell us about our children and our changing communities. A new project called City Play, sponsored by the Queens Council on the Arts and the city chapter of the New York Folklore Society, is researching the history of children at play on the streets of New York. The results are to be published in book form and exhibited in the city's public library.

Their research to date shows our children's remarkable ability to transform almost any environment into a playground--including the sometimes unfriendly streets of New York City. A child's imagination can turn the rungs of a fire escape into a hoop for basketball. A vacant lot becomes the perfect site for a fortress. A sewer grating marks a homerun for stick ball players.

Children have always been resourceful, researchers found, quick to adapt their games to a changing environment. When streets were paved, marbles gave way to "skelly," a game in which players flick bottle caps through a gridwork which has been drawn on a street or sidewalk. When automobiles became common-place in the 1920s, parked cars were incorporated into the stickball game as bases. With the spread of high-rise apartment buildings came a new version of a classic game: elevator tag.

Poor children, who have the least to start with, are among the most creative in their play, the researchers found. Makashift clubhouse and home-made go-carts are common sights in even the poorest city neighborhoods. Simple games like hide-and-seek and double-jump rope are still popular there. "A lot of kids still make do with nothing," one of the report's researchers commented.

One sad note: the researchers are also finding that high rates of street crime have driven many children inside and kept them in front of their television sets.

Our children need things to do, and recreation can play an important part in providing them with activities. We need to make sure that all children have the play space they need to learn, grow, imagine and have fun.

Southwest Digest

P. O. Box 2553 Lubbock, Texas 79408
\$15.00 per year - \$25.00 two years
Editors - Publishers
T. J. Patterson - Eddie P. Richardson

An independent newspaper serving the Lubbock, West Texas, the South Plains of Texas and Eastern New Mexico - 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 Black People.

You 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 our resolution to you: "Feel free at anytime 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.

National Advertisement Representative
Black Media, Inc.
Suite 1101 - 507 Fifth Avenue
New York, N. Y. 10017
Phone: (212) 767-0983

NNPA FEATURE

Business in the Black

By Charles E. Belle

In Russia With Love For Peace And Freedom
SOVIET BUT NOT RUSSIAN



".....brooding,
Mysterious waters, now there rise
Great palaces and towers; a maze
Of sails and mastheads crowds the harbour;
Ships of all ports moor here beside
These rich and peopled shores; the wide,
Majestic Neva slowly labours,
In granite clad, to push its way
Neath graceful bridges; gardens cover
The once graceful bridges that dot the river,
Its glassy surface still and gray."

A. Pushkin
Leningrad.....Not every citizen of the Soviet Union is Russian. One hundred forty million is a big number, but 280 million people comprise the country we call the U.S.S.R. In fact, there are 15 Soviet Socialist Republics ranging from the Latvian Republic of about two-and-a-half

Congressional Hearing Set On Law To Help Save Black Colleges

(WASHINGTON, D. C. - NNPA) -- Over 2,000 educators, students and Black college supporters are being urged to participate in a significant Congressional hearing in Atlanta, September 13, on Reauthorization of the Higher Education Act to help save many United Negro College Fund institutions.

The official session scheduled to hear testimony on the new Black College Act proposed by Sen. Paul Simon (D-Ill.) and Rep. Augustus Hawkins (D-Calif.), will be held at the Woodruff Library on the Atlanta University campus, Michelle Stent, UNCF government affairs officer, announced here.

Representatives Hawkins, Major R. Owens (D-Brooklyn), Mervyn Dymally (Calif.), and Charles A. Hayes (D-Ill.), all members of the Subcommittee on Post-Secondary Education, are expected to participate in the first hearing scheduled outside of Washington on the key legislation. Rep. William Ford (D-Mich.) is chairman of the subcommittee, and Congressman Hawkins is chairman of the overall House of Representatives Labor, Education and Welfare Committee.

The new legislation would authorize approximately \$200 million for continued support of Title III Higher Education funds for "minority" institutions with an additional \$110 million specifically targeted for historically Black colleges and universities.

Greater public support must be generated for Title III funds which are in danger of being cut or eliminated through President Ronald Reagan's budget proposals, college officials have warned. Although Congress has authorized over \$200 million annually to assist "minority or developing" institutions, only 35 percent of the funds have been allocated for predominantly black institutions for which the legislation was created in 1965. Congressional aides report.

In urging national support of the proposed new law, Senator Simon wrote his colleagues, saying, "The Bill will eliminate confusion about institutional eligibility and provide direct assistance to minority institutions and traditional colleges and universities serving large numbers of low income, minority students."

In urging student, educational and religious organizations to send representatives to the Atlanta hearing, Ms. Stent declared "The United Negro College Fund urges you to attend this very important hearing. Most historically Black colleges and universities receive funds from Title III, and without new legislation these institutions will become ineligible by 1987. This hearing is your opportunity to express your view on Title III and the proposed "Black College Act."

The bill would also provide a 30 percent "set-aside" of Title III funds for Hispanic institutions, Native American institutions and Pacific Basin institutions.

among Blacks.

Fauntroy, one of the founders of the Leadership Roundtable, which is composed of 300 Black organizations, stated that the group established ten goals in its March meeting for Black progress in 1985-86. One was the establishment of the national Black capital fund. Having made this decision, the Roundtable said to the business community, "your primary responsibility is to create the capital base and facilities necessary for the economic development of Black people and to provide the enterprises and means whereby we become the employers of our own people."

Under the leadership of Parren Mitchell, a plan was developed during a six month period. Now that the plan has been launched, \$200,000 will have to be raised this month for filing application with the Federal Securities and Exchange Commission in order to provide initial stock shares. Fauntroy stated that gifts have already begun to come into the fund. Fauntroy said, "two of the most significant leadership groups in the Black leadership family--the Black Church and the Black business community--have declared the month of November to be National Minority Investment Capital Fund Month, and they have challenged one another to raise with others the \$200 thousand we require to file."

To raise the necessary capital, historically, Black denominations have asked twenty of their strongest churches to raise a Thanksgiving offering of \$1000 each, by asking a gift of \$12.00 from each of its members. Designated Black business communities across the country have taken the lead in soliciting the help of each Black business in their designated region to amass a total of \$20,000 each.

The U.S. Investment Company expects to be in full sway within the next two-year period. Those who contribute to the fund now cannot expect to get any personal financial returns for their money at this time. However, in about two or three years, shares will be sold which will pay dividends. At this time, contributors will have the self pride in knowing that they are providing ways for Blacks to gain economic advantages.

The Company will have a highly competent Board of Directors and it will be managed by some of the most capable business experts in the nation. The money will be held in Black banks and loan institutions that will be federally insured.

This venture is a marvelous opportunity for Blacks to get a valuable edge on the economic market, and it gives Blacks the opportunity to keep most of its money in their own communities. Blacks must "buy and sell Black." The myth that it is better to support White businesses must be completely eliminated from the Black mental attitude.

million people up to the Russian Republic with its 140 million people. Moscow may be the capital and central power city in the U.S.S.R., BUT don't get the idea that each Republic is homogeneous. Here the color ranges from the Great Russians to my complexion. Which is going some! Since there are descendants of African and Black Americans living in the U.S.S.R. today, I should mention that I stole the title of this column from the title of a book written by a U.S.S.R. economic journalist whose grandparents were Black Americans.

different governments could not spoil Leningrad's spectacular beauty.

Where San Francisco has its Golden Gate Park, quaint Victorian houses and "moonlit" bay Leningrad counters with ballet and boulevards, waterways and winter palaces, and finally the incomparable "winter nights" of the Northern sky. She has museums which are a museum to a museum. Making children grown men marvel at her majesty. Moscow and Madison Avenue seem so far away in Leningrad. Let one stroll along her sensuously spacious streets or coast on a boat down the Neva River at night before the dozens of bridges are closed and the happiness that is Russian rushes into even the most disbelieving western visitor.

A hero city of the Soviet Union, Leningrad lived through the hell and

RUBY JAY'S CORNER



Sunday School at the New Hope Baptist Church began last Sunday morning at 9:30 a.m. with Supt. Swain at his post of duty.

Worship service devotion was led by Deacon Swain and Deacon Givens. The combined choirs furnished music for the hour.

Sister Lottie Barrow served as radio announcer for introduction to the weekly broadcast.

Altar call was led by Rev. A.

L. Dunn. The sermon was delivered by Rev. S. C. Nash, pastor. His subject was "A Cure for Disunity." His scripture was Philippians 2:3-5.

Whisper a prayer for all the sick and shut-in residents of our community.

Mrs. Joan Y. Ervin is home from the hospital and is feeling some what better.

Mr. Ralph Watley is a patient at Community Hospital, room 116.

New Hope Baptist Church was special guest at Zion Missionary Baptist Church last

Sunday at 3 p.m. Pastor Nash brought the message.

Thursday is Thanksgiving. The Pastor's Fellowship of East Lubbock will sponsor services at 10 a.m. at New Hope Baptist Church. Everyone is asked to come out and give thanks to the Lord for His goodness to us.

Mr. and Mrs. Johnnie C. Robinson and her sister, Gettis, attended their auntie's funeral

in Corsicana, Texas last week. We are in sympathy with them in their sorrow.

Mrs. Susie Williams' husband is still a patient at Lubbock General Hospital.

Mr. H. S. Hutchinson is home from the Veterans Administration Hospital in Amarillo.

Tree of Life COGIC Holds Program

The pastor, Rev. R. L. Caro, and members of the Tree of Life Church of God in Christ, 4117 East 2nd Street, invite you to attend a special two nights of Thanksgiving services, beginning Wednesday, November 27th, through Friday, November 29th. It will be "Preacher, Teacher Rama."

A musical will be held

Federation of Choirs was held last Sunday afternoon at the Greater St. Luke Baptist Church, Bethel A. M. E. Church will be host for December. Rev. D. A. Smith is pastor.

Thursday night, Thanksgiving. Local singers will be featured.

We are expecting our many friends to come and be with us as we enjoy and praise the Lord together.

If you come aside from the local talent, special guest will be with us from California.

Sister Dwigley, treasurer, and Sister Bell, secretary.

Business in The Block Continued from Page 2

violence but did not fall victim to the Nazi terror. Taking an untold number of innocent lives, Leningrad denied Hitler his victory ball planned to be held in the aesthetic Hotel Astoria.

Here Leningrad leads America with its immense sinze and popularity Pushkin Theatre, presenting classical and modern drama. I am biased. Alexander Sergeyevich Pushkin (1799-1837) was a Black man. He is also the first Poet of a country which dearly loves its poets. Places next to Shakespeare in England and Goethe in Germany is Pushkin in Russian Literature. Let us leave Russia with her sincere desire for peace and freedom as we peer through the heart of her Black poetic genius, Pushkin.

No star wars supporter. No imperialist dreamer. No false actor. No mere poet. I am honored, that I might reprint the words of Alexander



Ray Robinson, who won fame as one of history's greatest boxers, got his nickname "Sugar Ray" when a sportswriter described him as the "sweetest fighter...sweet as sugar."

Pushkin for you as I leave his Russia, "Let my descendant hear. Your sound of welcome when, returning from an evening spent in friendly, heartfelt talk, full of the pleasing, warming afterglow of easy comradeship and cheering thoughts, he passes you at night with slowing steps and thinks of me."

G-O-S-P-E-L
Recording Company needs Gospel inspired poems and lyrics for musical setting and recording.
Sing Into The Light A New Song
\$1,000.00 for Best Poem
For information Write To: Dept. ()
Gospel Recording Company
P.O. Box 37, Quincy, Massachusetts 02269

Octavia Givens REALTOR
representing
GIVENS Real Estate
Bus. (806) 763-8430 Res. (806) 762-2967
820 Quirt Avenue Lubbock, Texas 79403

TEEN NOW!

In just two generations, the future for a retiree has improved greatly.



THEN: In 1935, Congress passed the Social Security Act that for the first time provided elderly Americans a basic floor of retirement income protection.



NOW: Today, the government helps Americans supplement Social Security income by permitting employer-established plans such as 401(k). Under these plans, workers can reduce their current taxable income by contributing to a fund that will build until they retire. The money is taxed when the retiree withdraws it, explains the American Council of Life Insurance. Some think that 401(k)s will reduce the risk of a greater financial strain on Social Security and other government services in the future. However, Congress is now considering proposals to either end or curtail these plans as part of tax reform.

Christ Temple Church of God in Christ
2411 Fir Avenue Lubbock, Texas

Thanksgiving Holiday Retreat
November 28 thru December 1, 1985
Nightly 7:30 p.m. Daily 9:00 a.m.
Motto: "Thanks Giving With Thanks Living."
Theme: "Thank You Jesus"

Believing God for a great spiritual harvest, before whatever inflation will develop for us. If God be for us He is more than the world against us. Come and let's praise the Lord. Gospel Music Workshop. Two of the most prepared Ministers for the Seminar. Also you can help in the Youth Outreach.

\$10.00 Per Person
Any additional information, contact Mrs. Myrta Haynes, 796-2637 or 741-8019; Mrs. Shirley Davis, 794-5438.

MASH

28
12

Mama Della

She is French Creole and born in Louisiana. She has the prayer to turn on the Tower of Power to pass your message to Jesus.

She can help "in anything! Everything you want done, i. e. financial blessings, in love, marriage, nature, drugs, alcohol, job, business, law suits, health problems of any nature. She will help remove bad luck, evil, voodoo of any kind and guarantees it will never return.

Send \$1.00 for The Special Love-Blend Incense. Also carry Love Dressed Candles, Money Ritual Kits and Herbs of all kind. Send a SASE.

1912 Avenue Q

Mama Della is available to you.

1912 Avenue Q
Lubbock, Texas
Call 762-9004

No appointment necessary

OPEN 7 a.m. to 10 p.m.

Good Thing.

| | | |
|-----------------------------|-------------------------|------------|
| Expense Recovery From Fares | CITIBUS | 38% |
| | NATIONAL AVERAGE | 25% |

Good deal! Did you know that Citibus recovers 38% of its expenses from fares and other operating revenues? That's 13% more than the national average for transit systems the size of Lubbock's. That means Citibus can operate successfully without as much government assistance as the others require. That's a good thing for Lubbock.



A good thing to call our own!

Feel Good As Gold!



In Your Naomi Sims Gold Collection Wig

For a wig that truly feels a part of you and makes you feel prettier, more confident — all day, every day — choose one of the exciting styles from the Naomi Sims Gold collection.

Every wig in the Gold collection is lighter, more comfortable, natural-looking and easier to manage, thanks to Naomi Sims exclusive "Ultra-Light" construction. And the Gold collection features a wide variety of elegant, sophisticated styles suitable for Black women of all ages. Available at fine department stores and wig shops.

Write for our free Naomi Sims Gold brochure.



Sun-Yami



Dari

Kara

Wig Trend

1012 Broadway 763-1106
Lubbock, Texas



NAOMI SIMS collection
Amarillo, Texas
1201 North Buchanan 372-3541

Positively LUBBOCK

Montgomery Ward opens its new concept store, the third in the nation.

New car and truck sales up 14.5% over 1984.

Wal-Mart opens in the Parkdale Shopping Center.

Lubbock ranked among top five Texas cities in absence of "urban stress."

Tech opens its new feedmill-feedlot research facility, the most advanced in the nation.

Tech Health Sciences Center receives \$1.5 million grant to improve health care in West Texas.

Lubbock ranks fourth in the state in per capita sales.

R.K. Plastics opens new plastics manufacturing company.

If you have information to be posted about Lubbock, send it to:

L Lubbock Chamber of Commerce
Board of City Development
P.O. Box 561
Lubbock, TX 79408

THIS N THAT

HISTORY MADE IN LUBBOCK! For the **FIRST TIME EVER** in the **HISTORY** of Lubbock the **BOARD OF CITY DEVELOPMENT** will now have **ITS OWN BOARD** which will consist of **FIFTEEN NEW MEMBERS** appointed by the Lubbock City Council. This was done in **TWO CITY COUNCIL MEETINGS** last Thursday and Friday. Some may say it was done in **HASTE** but to put it as **COUNCILMAN E. J. BROWN** said **"IT HAS BEEN LONG OVERDUE AND AFTER FIVE MONTHS OF WORKING ON SOMETHING NECESSARY IT IS NOT IN HASTE"**. The competition of this **EFFORT** will take place in early **DECEMBER** when the city council **APPOINTS** this new board. Ever since its inception this has been a city board and its officers are **OFFICERS OF THE CITY OF LUBBOCK**. What has been done for the past fifty or more years has been done in good fashion but we must move in **NEWER DIRECTIONS - THIS N THAT** and may in

LUBBOCK are appreciative for what the **PAST LEADERS** and **BUSINESSMEN** have done to move Lubbock in the **RIGHT DIRECTION** but now **TIMES HAVE CHANGED** and so has the **DECISION** made by the **LUBBOCK CITY COUNCIL**. Much will be expected of the **UPCOMING APPOINTED BOARD** and those persons will have to move with **VIGOR** to put Lubbock into another perspective. **WILL ANNOUNCE!! THIS N THAT** has learned that **MRS. BILLIE CAVIEL** will announce for the Lubbock School Board come this **FRIDAY MORNING**. She will do well and is willing to **SERVE** the **CITIZENS OF LUBBOCK**. Wish you well **SISTER CAVIEL**. It sure is good to see you **ANNOUNCE** early this keeps people from talking about who will run. **GOOD MOVE!!** The **PRE-MUSICAL** sponsored by the **MARTIN LUTHER KING, JR. COMMITTEE** last Saturday evening at the New Hope Baptist Church was something **NEW** in

Lubbock and well needed. This committee **FEELS** as though the entire community should have **MUCH MORE** in the celebration of **DR. KING'S BIRTHDAY** which will become a **NATIONAL HOLIDAY** come January. Therefore during that week beginning on **WEDNESDAY** January 15th **CHURCH SERVICES** will be held in East Lubbock hopefully in the Bethel A. M. E. Church where it began. This will continue throughout the week involving the **YOUTH OF THE COMMUNITY**. The annual program will be held **SUNDAY NIGHT JANUARY 19TH** in the Lubbock Memorial Civic Center with another great program. **FULTON BERRY**, local chairman says it will be great! **SISTER FAYRENE ALEXANDER** did another splendid job by **COORDINATING** the program last Saturday and she will be back again with her **EFFORTS** in the getting the **MASS CHOIR** for January! Will you **HELP** Sister Alexander again?? Sure you will! **SUNG WELL!! THIS N THAT** would like to encourage both **NASH & FIRE** and **MRS. CARLA SNELL MCCOY** to keep on singing like you did at the **PRE-MUSICAL BIRTHDAY** program last Saturday night at New Hope!! **D. C. KINNER THE BARBER SAYS:** "The **BEST FEELING** is when **YOU** don't have **ILL FEELINGS** against your **FELLOWMAN!!"** **RIBBON CUTTING COMMITTEE ON TARGET!** In recent weeks a **RIBBON CUTTING COMMITTEE** has been

ORGANIZED to set into motion a **GIGANTIC RIBBON CUTTING CEREMONY** for the **EAST 34TH STREET & QUIRT AVENUE OVERPASS** come early next year. **REV. KADDO LANG** is serving as **CHAIRPERSON** with other committees at work. Should be a great effort **THIS N THAT** has learned that even **SENATOR LLOYD BENSON** is expected to be in the crowd. The committee has had **TWO MEETINGS** and should be coming to the **ENTIRE COMMUNITY** shortly after the first of the year. **INCORPORATED?? YES!!** it is true the **MARTIN LUTHER KING BIRTHDAY COMMITTEE** has received its **INCORPORATION** and are in the business of **DEVELOPING A SIGHT** for Mae Simmons Park which will serve as an **EDUCATIONAL LOCATION** for the people of Lubbock. More on this later. **Aim - THANKS - MLK COMMITTEE** for a job well done! **MINORITIES WILL BE APPOINTED!!** For those two **HISPANIC ORGANIZATIONS** who are concerned about the **APPOINTMENT** of **MINORITY PERSONS** on the new **BOARD OF CITY DEVELOPMENT** you don't have to **FRET** for it will happen! **GOOD MOVE!! THIS N THAT** learned the other day that a **REPRESENTATIVE** of the **TEXAS BLACK BEAUTICIANS - MRS. VERLINA FISHER** of Fort Worth, Texas was in the **HUB CITY** looking over the city for a **POSSIBLE STATE CONVENTION** here next year. Appreciate **SISTER EMMA BARBER** for advising us about it. The

Lubbock Tourist Bureau contacted us about this matter also. Would like to see these many **DELEGATES** here next year! **DOING WELL THESE DAYS!! THIS N THAT** learned the other day **SISTER LILLIAN STRUGGS** is doing much better. It was also learned that **SHE** is even **PLAYING THE PIANO** with **MUCH VIGOR**. **BROTHER WILLIE BLOCKER** said she **SOUNDS LIKE SHE USTA!!** **WHEN ARE YOU GONNA DO IT?? TH IS N THAT** is still awaiting for **SISTER MILDRED K. LUSK** to write that **BOOK**. Hope she will still do so! **Young - BLACK BOYS & GIRLS** need something like this to happen here. Also there is **SISTER ROSE LINCOLN** who might write one! **SCHOOL BOND ELECTION COMING!!** Come **DECEMBER 10TH** the Lubbock Independent School District will conduct a **BOND ELECTION**. Your **VOTE** is of the most importance. Will you help by **VOTING YES!!** **WATER PARK!!** For those of **YOU** who would like to see the **PROPOSED WATER THEME PARK** in Mackinze Park and are not registered to **VOTE** you have until **DECEMBER 18TH** to register. The election is **JANUARY 18, 1986!!** **SPEAKS TO PASTORS!! THIS N THAT** who also serves as city councilman. District Two spoke to the members of the **EAST LUBBOCK MINISTERIAL ALLIANCE** last Saturday morning at the Zion Missionary Baptist Church and made an **APPEAL** for **PASTORS** to get involved and help the **BLACK COMMUNITY!!**

NAACP SETS TEA

The LUBBOCK BRANCH NAACP will host a FREEDOM FUND TEA on Saturday, December 14, 1985, at the Mae Simmons Community Center, from 7:00 p.m. to 9:30 p.m. Donations will be accepted. Door prizes as well as a TV will be given away at this affair. *Everyone* is invited to come out and support the NAACP; become a member if you are not a member. The membership drive is underway. *Freedom is still not free, and the price is RISING!* Come out on December 14 and support YOUR civil rights organization. See an NAACP member regarding details.

Classifieds
Call 782-4805!!

TUTORING AT BETHEL A.M.E.

Tutoring is a weekly function at Bethel A.M.E. Church, each Thursday, at 5:00 p.m. Help is available to children and adults. There is no fee. The Church is located at 2202 Southeast Drive. This is an ongoing program. You may register any Thursday, except Thanksgiving, when we will not meet.

Storkies Maternity & Baby Shop

3414 B Avenue K Lubbock, Texas

Girls' Sizes 0-8X
Boys' Sizes 0-7

Come in and see dress selections for the Holidays. With this ad, 20% OFF all Fall-Winter Maternity Wear.



\$100.00 Deposit

MOVING SPECIAL 236 Program

| Bedrooms | Basic | Market |
|----------|----------|----------|
| One | \$220.00 | \$265.00 |
| Two | \$278.00 | \$306.00 |
| Three | \$306.00 | \$356.00 |

All Utilities Paid!

Parkway Village
Apartments

2105 East 4th Street (806) 744-9403

Caviel's Pharmacy
1719 Avenue A Lubbock, Texas 79404
Black Greeting Cards
Boxed Christmas Cards \$4.50 & Up
Open 9 a. m. — & 7 p. m.
Monday Thru Saturday
Closed Sunday
Senior Citizens Discount on Prescriptions!

An Educator's Opinion

Investing in a Healthy Future

Dr. Marian V. Hamburg, chairperson of the department of health education at New York University, recently issued a thought-provoking challenge to schools and communities throughout our nation. Hamburg asked all of us to consider anew the appropriate place of health education within the K-12 curriculum. Although some of Hamburg's contentions are assuredly open to debate, I'm happy to share her timely and trenchant analysis with you.

In the health and fitness boom of the past decade, we've witnessed an amazing phenomenon: middle-aged America taking up arms against a host of preventable illnesses. At the same time, we've seen our nation's youth continue to fall prey to a wide array of ills—also preventable—such as obesity, anorexia, anemia, poor cardiovascular fitness, high cholesterol, continuing substance abuse.

The question is, where are we failing our young people? Why must so many start so late to undo the damage of abused and neglected health?

For the answer to this dilemma, we must look to the stepchild subject of the American school system—health education. This year, more than two-thirds of the nation's schoolchildren will go without a comprehensive health education program. Few will experience a multitematic, multigrade curriculum aimed at promoting positive lifelong health habits.

As the academic world renews its interest in "getting back to basics," it seems puzzling that this most basic of basics—good health—should still have to struggle for recognition. This paradox stems from several deep-rooted causes.

One is the traditional American belief that health is best taught in the home. This may have been true in the past, when the study of health referred mainly to "hygiene," and when the family was a more reliably stable unit than it is today. But the challenges have grown over the years, while the resources on the home front have dwindled. The schoolchildren of the 80s will face greater stress, more enticements to damaging behavior, and more perplexing health care choices than previous generations. Ironically, they are also more likely to face a

less supportive after-school environment. Health-education advocates face a second, more frustrating handicap: It's not easy to measure the effects of our "product." How can you count the number of heart attacks or cases of lung cancer prevented by more prudent behavior? Or tally the number of students who avoid self-destructive habits as a result of our efforts?

Though we cannot quantify our success, we can confidently assert that health education is in one respect a discipline like no other: It is literally an investment in the future.

What will it take to make this investment an integral part of American education? Untapped community resources are available—and waiting. The leadership necessary to mobilize these resources and coordinate them into cohesive programs must come from trained, certified school health education experts, with full support from school boards. Health educators must be represented among the decision-makers of American education. Positions and programs must be funded.

Support for this imperative is picking up. The Metropolitan Life Foundation, for instance, recently launched a \$4 million effort designed to support existing health education programs and encourage the creation of new ones.

It's not surprising that concern for health education has arisen in the corporate sector. After all, the real test of our longest-range educational investment is in the workplace, not the classroom. It is here that health illiteracy translates into absenteeism, low productivity, and chronic ailments that plague our overfed, sedentary society.

Would a dedicated health teacher in every school wipe out those ills? Not completely, but we can only guess at how extensively they could be contained.

Whether comprehensive health education would sow the seeds for astonishing benefits, or merely lay the groundwork for gradual improvement, we cannot know, for we haven't tried it yet. In either case, we'd come out ahead—and the biggest winners would be our children.



Mary Hatwood Futrell, President NEA

nea National Education Association
NEA, 1201 Sutter Street, N.W., Washington, D.C. 20036 (202) 922-7200

Subscribe
Only
\$15.00

ROCKY IV
A ROBERT CHARTOFF-IRWIN WINKLER "ROCKY IV"
SYLVESTER STALLONE, TALIA SHIRE, BOB YOUNG, CARL WEATHERS, BRIGITTE NIELSON, ROLPH LUNDGREN,
VINCE & CUIA, BILL BUTLER, JAMES O. BRUBAKER, ARTHUR CHOBANIAN, IRWIN WINKLER, ROBERT CHARTOFF
PG PARENTAL STRONG LANGUAGE
STARTS NOVEMBER 27th AT A THEATRE NEAR YOU!

The KITCHEN BEAT

Fruit-Based Sauces For Meat And Poultry

In today's Black American home, cooking is no longer the responsibility of one person. Because of busy and varied schedules, usually every member of the family at some time or another has to prepare personal meals or meals for other members of the family. The Kitchen Beat is designed to meet some needs of the various cooks in the modern Black family.

Gravy, once America's favorite accompaniment to meat and mashed potatoes, has all but disappeared. The gravy boat is languishing in the china closet because most meats come to the table unadorned.

There's a trend, however, to serve fruit-based sauces instead of gravy. The sauces are served underneath the meat or, if you prefer, as a tasty side dish.

With your Sunday roast loin of pork, consider a **Cranberry Raisin Madeira Sauce** that's made with a generous amount of garlic and tomato puree and just a hint of mint and mustard for punch. Dress up individual roast cornish hens with **Cranberry Port Wine Sauce**—a blend of vegetables, fruits, currant jelly, port wine and cranberries flavored with ginger.

We thank **Ocean Spray Cranberries, Inc.** for sending us these delicious recipes for our readers.

Cranberry Raisin Madeira Sauce

- 1 onion, sliced
- 4 cloves garlic, crushed
- 1/2 cup oil
- 2 cups tomato puree
- 1 cup orange juice
- 1 cup fresh or frozen cranberries
- 2 Tablespoons chopped parsley
- 2 Tablespoons chopped fresh mint
- 1/2 cup Madeira
- 1/2 cup raisins
- 1 teaspoon dry mustard

In large skillet, saute onion and garlic in oil until tender. Add tomato puree, orange juice, cranberries, parsley, mint, wine, raisins and mustard. Cook over medium heat until berries pop and raisins plump. Serve with roast loin of pork.

Cranberry Port Wine Sauce

- 1/4 cup chopped onion
- 1/4 cup chopped celery
- 1/4 cup chopped carrot
- 2 Tablespoons oil
- 1 lemon
- 1 orange
- 1/4 cup currant jelly
- 1/2 cup port wine
- 1/2 teaspoon ground ginger
- 1 cup fresh or frozen cranberries
- 1/2 teaspoon salt

In large skillet, saute onion, celery and carrot in oil. Remove rind of lemon and orange and cut into thin julienne pieces. Add to skillet along with lemon juice and orange juice. Add jelly, wine, ground ginger and cranberries. Cook over medium heat stirring frequently until jelly melts and berries pop. Serve with roasted Cornish Hens.

We believe that our readers will want to support those advertisers who support the press of Black America. We are sure, therefore, that when you select the ingredients for this week's recipes, you will want to use:

GIVE Thanks

Attend Thanksgiving Services At The Church of Your Choice



DelMonte canned tomato products
Kraft currant jelly
Ocean Spray fresh & canned cranberries
Sun-Maid raisins

Important!

Prison - Parole!
Freedom with Family & Friends!
Complete Turn Key Job.
Call 747-7694.

Dr. Heenan Johnson
General Dentistry

Telephone: (806) 763-5248

Office Hours By Appointment

1620 Avenue F - Lubbock, Texas 79401

VISA & MASTER CARDS WELCOME!

We are in the Dental Expense Reimbursement Program offered by Lubbock Independent School District.

Male/Female Opportunity

Receptionist-PBX Operator. Prior experience preferred. Requires typing and ability to deal with people.
For more information contact Peggy Sullivan at 744-1414.

"Equal Opportunity Employer
Affirmative Action"

First Impression

SUPER SALES!

| | Reg Price | Sale Price |
|---------------------------------|-----------|------------|
| Lustra Curl Regular & Super | \$10.49 | \$7.99 |
| Right On Instant Moisturizer | \$11.99 | \$8.99 |
| Right On Wet Look | \$11.95 | \$8.99 |
| Donnie's Activator | \$11.99 | \$8.99 |
| Spanish Sur Gro | \$10.95 | \$7.99 |
| D & B Super Gro | \$10.50 | \$8.99 |
| World Of Curls Activator | \$4.50 | \$3.99 |
| World Of Curl Moisturizer Spray | \$5.50 | \$4.99 |
| LeKair Super Gro Original | \$10.50 | \$7.99 |
| LeKair Super Gro Light Formula | \$10.50 | \$7.99 |

Best Bargain in Town Thru End Of Year!

"We Carry Sunfill Party Hats - All sizes & Colors!"

WE NOW CARRY VENUS DE MILO

- Cocoa Butter Cream - \$4.50
- Cream Beauty Shop - \$3.50
- Hand And Body Lotion - \$4.50
- Cocoa Butter Lotion - \$4.50
- Skin Tone Cream - \$4.50

Prices So Cheap You Cannot Afford To Wait Until Next Time!

**1001 Quirt Avenue - Lubbock, Texas
(806) 741-0132**

T. & T. Connections Phone Service



Trafton Cox

Owners:
Trant & Trafton Cox

Low Installation Rates On:
* Pre-Wire * Business * Residence
* Apartments * Jacks

Call 765-9189

Missed Your Digest Lately???
Never miss another issue.
Subscribe today!!!

Name _____
Address _____
City _____ State _____ Zip Code _____

ONLY \$15 Annually (Save \$5) \$25 Two Years!

Mail to:
Southwest Digest
510 East 23rd Street
Lubbock, Texas 79404



LUBBOCK POWER & LIGHT

10th and Texas 763-9381

Lubbock's Only Home-Owned Utility

Junior League of Lubbock's

Repeat Boutique

Clothing For The Entire Family
Sizes Infant thru Adult.
Items Priced At A Fraction
Of Original Cost.
Household & Decorative Items
Available Also.

Non-Profit Organization Proceeds Go To Support
The Junior League's Purpose And Projects.

The Repeat Boutique will be open Thursday evenings 6 p. m. - 9 p. m.

OPEN TUESDAY THRU SATURDAY

2411 MAIN STREET

9A.M. - 3P.M.

SALE Your 1986 Sale Starts TODAY, NOVEMBER 20, 1985. **SALE**

Sunday -> Open -> 9:00 a.m. - 6:00 p.m.
Monday -> through Saturday
Open -> 8:00 a.m. -> 9:00 p.m.

Starting "Today", The Thanksgiving Sale Dreams Come True!

Remember you always save money when you shop with us!!! The place where all the beautiful people Regular \$16.00 meet and greet!!!

Beauty Cover-up Unlimited Drive
1815 Parkway Drive
Lubbock, Texas 79403
744-2629

Two Doors From Brooks Supermarket

MARC'S

LANO-LUSTRE
Special Hair Growth & Beauty Aid

SALE GUARANTEED
4 CAPS 99¢

Right On Curl 32oz. 8.99 (16oz. 4.99) \$4.99

Classy Curl \$4.99

Style Crest Isodine Hair & Scalp Treatment 4.99

Curl Full Curl Curl Activator 9.37

Kiddie Curl \$7.99

Lustra-Curl \$3.99

Soft Plus Vitamin B \$3.49

Super Clutch \$6.99

Curl Keeper \$3.99

Butterfly Curl \$6.79

Worship as a Family This Week

OBSEQUIES

Ms. Robbie Lee Ruth

Final rites were read for Ms. Robbie Lee Ruth Monday afternoon, November 11, 1985 at the St. Matthew Baptist Church with Rev. R. S. Stanley, pastor, officiating.

Interment was held in the City of Lubbock Cemetery under the directions of South Plains Funeral Home.

Ms. Ruth was born May 21, 1948 in Palestine, Texas to Mr. and Mrs. Robert Lee Ruth, both parents preceded her in death.

She moved to Lubbock, Texas

July 1956. She united with Ford Memorial Church of God in Christ in 1972 under the leadership of Bishop Alexander, and attended a Baptist Church in Lubbock.

She passed away Wednesday, November 6, 1985 in Fort Worth, Texas.

Her survivors include four sons - Jim, Henry, Paul and David Ruth, all of Lubbock, Texas; five sisters - Ruby Wooten, Violet Anderson, Marshelle, Shirley and Brenda Mitchell, all of Lubbock, Texas; three brothers -



Christopher and Leroy Mitchell, both of Lubbock, Texas, and Charles Mitchell of Dallas, Texas; a step-father, Will Mitchell, Jr. of Lubbock, Texas; and a host of nieces, nephews, relatives and friends.

Palbearers were Joby Robinson, Charles Mitchell, Leroy Mitchell, Vernon Anderson, John Black and Christopher Mitchell.

Honorary palbearers were George Wilbon and Albert Wilbon.

11-28-85

"We Thank God For Jesus"

Lord Jesus, My Giving Thanks Is Everyday

Part I

Joel 2:26 - The Lord said: I will pour out of my spirit upon all flesh; and your sons and daughters shall prophesy, your old men shall dream dreams, your young men shall see visions.

Friday Night, November 21, 1980 - My father, Billy II - called me in Garland, Texas, and asked me to come to Banchly, Texas - to our homeland. He said he had stocked the fishing tank and when he would throw grain in to feed the, you could see their backs 10 to 12 inches long. I told him he didn't have to tell me that, to get me to come down, and I begin to think with a net what a catch that would be.

I was training and raising Doberman Dogs and had one that was well trained and took it with me. We got there that morning and it was drizzling raining. We didn't fish. So my father - being a truck driver - went to work. I stayed on the farm for a little while.

My mother had a sister about 40 miles from there. She's been in the ministry for about 35 years. We never went by to see Aunt Ellen Allen, because she would always talk about the Lord and we were living in sin and didn't want to hear the truth. I heard that she was sick and I had time to kill, so I went by to see her, and she did give me the Word of God.

I came back to the homeplace and my father hadn't gotten off his job, so I went up to his sister's house - Aunt Corene - while we were talking she told me that my father and wife were having problems and that if I would talk to him she believed he would listen to me. But I told her that I didn't want to get into other peoples' business. I was going to stay out of it. (Some times you hear someone say mind your own business).

I went back up to my father's house and he had made it home. After eating supper, we decided to go to Hearne, Texas that Saturday night. It's time to get down and have a good time. I didn't talk with him on the way up there, nor on the way back. (About your problem)

"The Lord Moves In Mysterious Ways"

Sunday morning after eating breakfast with my dad, I called back to my step-mother telling her goodbye. I went out and loaded my dog and started to Garland, Texas going about a mile from the house and getting on the highway. I heard a rubbing sound on the front of my pickup. I pulled over and there were three bolts broken off the wheel. The devil said speak it out loud I... I was also a man of un-clean lips. I drove 12 miles with 2 bolts holding the wheel on. I was booking football and needed to get home and not to be turned around, but the Lord did turn me around, and what a turn around it was. I now thank God for his son Jesus coming into my life. (If it's the Lord's will, Part II next week).

Revelation 3:20 - Jesus said: Behold, I stand at the door, and knock (on your hearts); if any man hear my voice, and open the door, I will come in to him, and will sup with him, and he with me.

FREE Bibles To Be Given Away!

The Lord laid this on my heart to give them away to the ones who can come up with the scriptures to answer, "Jesus did war. Monogram rob's." Let us go back to the Bible.

Four Bibles will be given to out-of-towners and three to someone within Lubbock, Texas. Send your answers to Rt. 1, Box 764, Lubbock, Texas 79401.

God is not through with us yet. Let's pray for one another a'ways.

Directed - Arranged - Produced - Guided

By My Lord Jesus Christ

Written by Billy "B. J." Morrison, III

Your Brother in Christ Jesus Always!

The Outreach Prayer Breakfast

Last Saturday morning at 9 a.m., the Outreach Prayers breakfast met in the home of President Juanita Sowell. This was a beautiful morning - and meeting.

Opening devotion and business were the first items on the agenda. The scripture was taken from Matthew 6:1-6. Plans are underway in order we can be a blessing to others on Christmas. If you would like to help in anyway, would you please let us know by letter or home call. You may write: Outreach Prayer Breakfast and Project Blessing, P. O. Box 1223, Lubbock, Texas 79406. Or you may call either 747-7326 or 762-3347. We are praying God will bless you real good in advance. Thank you!

We will have the special blessed breakfast on Saturday, the 30th of November, because of other engagements.

The morning scripture lesson was brought by Sister Christine Burleson. Her scripture was Genesis 1:1-30; John 1:1.

"In the beginning God created the heavens and the earth, and earth was without form, and void; and darkness was upon the face of the deep."

"And God said, let us make man in our image, after our likeness; and let them have dominion over the fish of the sea, and over the fowl of the air, and over all the earth, and over every creeping thing that creepeth upon the earth."

John 1:1-3 - In the beginning was the word and the word was with God and the word was God.

(2) The same was in the beginning with God. (3) All things were made by him; and without him was not anything made

aunts, three uncles, a host of other relatives and friends.

Palbearers were M. R. Taylor, Roscoe Howard, Arthur Curry, Lonnie O. Love, Harvey Demerson, and Virgel Curry.

Interment was held in Peaceful Gardens Memorial Park under the directions of South Plains Funeral Home.

Walkin Freezers & Coolers
Air Conditioners - Heating

PLANKS

A-G & REFRIGERATION

Ph. (806) 745-5456

Charles Planks

Jamison & Son
Funeral Home & Burial Insurance

Insurance 0-85

No Medical from 40 to 85 years.

Graduating benefits. Premium stay the same. Example: \$3,000 after the first year increases to \$3,240 second year; \$3,480 third year and \$240 each year thereafter. For more information call: Jamison & Son Funeral Home (806) 747-2731 or go by 1522 East Main, Lubbock, Texas 79403.

that was made.

If you are reading. We were created by anything other than God, we are reading the wrong thing. This speaker said when the spirit moves, things will happen. Where there is no spirit, nothing moves. When the spirit of God moves upon the water, and God said let there be light, and there was light, and also when the spirit moves you, I mean the Holy Spirit, it moves you to do good things. Everything he made, he said "It was good." But only good, but very good!

You know God blessed us and told us to be fruitful and multiply, and replenish the earth, and subdue it. When we are fruitful, we know we have God's blessings. Why are so

many perishing when He loves us so?? No one has the knowledge to populate the world, nor control on the population other than the method God uses in His holy scriptures. Read the beginning. It's all in Genesis Love you.

This Sister is standing on the promises of God, and we like it. And love her.

Thought for the week: "Righteousness exal-

te'n a nation, but sin is a reproach to any people." Think about it. Proverbs 14:34.

Breakfast was served. Come eat with us. We care about you. We really do!

Our guest list last Saturday morning included: Sister Ida Mae Talbert, Little Miss Burleson and Craig Sowell. You are special to us. Come again! On our sick list today, we

have a lot of people needing today. We won't try to name them as long as our creator knows who you are, where you are, what's your condition, and what's in your heart. Do you want to be healed? You can be.

If you have trusted man in the past, doing what he says and your condition has remained the same. Okay!

Cont'n on Page 6

SOUTH PLAINS FUNERAL HOME, INC.

FUNERAL DIRECTORS

"Yes, we are open!"

With Dignified Personal Service

Leon Melton, Director

1715 East Broadway

763-5066

"We Are Not Closed!"

Independent - Missionary - Premillennial - Sovereign Grace

"The Pillar And Ground Of The Truth"

Fundamental Bible Baptist Church

Charles W. Baker, Missionary

1532 East 10th Street Phone: 744-5894 Lubbock, Texas

THE ALCOHOLIC SCOREBOARD

36,000,000 Americans harmed directly or indirectly because of alcoholism or problem drinking.

9,000,000 alcoholics or problem drinkers.

200,000 new cases of alcoholism each year.

28,400 of the 50,000 killed in traffic accidents each year had alcohol in their blood at the time of the accident.

500,000 disabling injuries are suffered in crashes involving problem drinkers.

34,800 or more than half of the 60,000 non-highway accidental deaths are alcohol involved.

11,000 death certificates annually list alcoholism or alcoholic psychoses as cause.

2,000,000 (approximate) arrests each year for public drunkenness - 40% of all non-traffic arrests.

\$21,700,000,000 latest annual expenditure by Americans for alcoholic beverages according to the Distilled Spirits Institute.

\$15 BILLION annual economic drain because of alcoholism - in lost work time, health and welfare costs, property damages etc.

15% (approximate) of the 400,000 patients in state mental hospitals are under treatment for the problem of alcoholism.

OVER HALF the states report alcoholism the most frequent diagnosis for first admissions to state hospitals.

1/3 of all suicides are alcohol-related.

1/2 of all homicides are alcohol-related.

STEADY INCREASE in the number of alcoholics admitted to state hospitals.

10-12 YEAR DECREASE in life expectancy of every alcoholic.

IMPOSSIBLE to estimate human suffering related to alcoholism, from broken homes, deserted families and problems of children of alcoholic parents.

(Statistics used above are based on material in a statement by Vernon E. Wilson, M.D., before the Senate Subcommittee on Alcoholism and Narcotics, March 18, 1971. Dr. Wilson is the Administrator of Health Services and Mental Health Administration, U.S. Department of Health, Education and Welfare.

- From The American Issue

THE BIBLE TEACHES TOTAL ABSTINENCE

The Bible teaches total abstinence from all intoxicating drinks. If everyone would be obedient to

the teaching of God's Word, there would be no alcohol problem in America.

Drunkenness brought sorrow to Noah and a curse upon the offspring of Ham, his son. This is the first recorded instance of the use of strong drink and it should give us a clear warning to leave it alone. (See Genesis 9:20-25).

The Nazirites were forbidden to drink wine. "He shall separate himself from wine and strong drink, and shall drink no vinegar of wine..." Num. 6:3. Samson, the strongest man that ever lived, did not drink wine.

Kings are told not to drink wine. "It is not for kings, O Lemuel, it is not for kings to drink wine; nor for princes strong drink." Pro. 31:4.

The Rechabites were total abstainers. "... Rechab our father commanded us, saying, Ye shall drink no wine, neither ye, nor your sons for ever." Jer. 35:6.

Daniel refused to drink. "But Daniel purposed in his heart that he would not defile himself with the portion of the king's meat, nor with the wine which he drank..." Dan. 1:8.

John the Baptist was a total abstainer. "For he shall be great in the sight of the Lord, and shall drink neither wine nor strong drink..." Luke 1:15.

Wine is a deceiver. "Wine is a mocker, strong drink is raging; and whosoever is deceived thereby is not wise." Pro. 20:1.

Wine brings WOE (distress). "Who hath woe? who hath sorrow? who hath contentions? who hath babbling? who hath wounds without cause? who hath redness of eyes? They that tarry long at the wine; they that go to seek mixed wine. Look not thou upon the wine when it is red, when it giveth his colour in the cup, when it moveth itself aright. At the last it biteth like a serpent, and stingeth like an adder." Pro. 23:29-32. "Woe unto them that rise up early in the morning, that they may follow strong drink; that continue until night, till wine inflame them! Woe unto them that are mighty to drink wine, and men of strength to mingle strong drink." Isa. 5:11, 22.

The Bible forbids us to give drink to others. "Woe unto him that giveth his neighbor drink, that putteth thy bottle to him, and maketh him drunken also, that thou mayest look on their nakedness!" Hab. 2:15.

The Bible forbids drunkenness. "And be not drunk with wine, wherein is excess; but be filled with the Spirit." Eph. 5:18.

Drunkenards shall not "inherit the kingdom of God." I Cor. 6:10. Only by being "born again", can a drunkard be cleansed of his sin and be made ready for heaven.

Jesus Christ was not a winebibber. The Pharisees did accuse Him of being gluttonous, a winebibber and having a devil, but all three charges were false.

Jesus did not make intoxicating wine. He did turn the water into wine at the wedding feast in Cana of Galilee. The Greek word for wine is "oinos". "Oinos is a generic word, and as such, includes all kinds of wine and all stages of the juice of the grape, and sometimes the clusters and even the vine, it is begging the whole question to assert that it was intoxicating." Patton. If this wine that Jesus made was intoxicating, then He was guilty of putting the bottle to His neighbors lips. We cannot believe that Jesus was less separated than the Nazirites or Daniel.

Jesus did not institute the Lord's Supper with intoxicating wine. The record of that event is recorded in Matthew 26, Mark 14 and Luke 22. Paul also refers to this event in I Cor. 10 and 11. None of the above writers even use the word wine in their account. Each one says "fruit of the vine" or "cup" when referring to that which represents the blood of Christ. (For those who are interested in more information on this subject of Bible Wines, we recommend "Bible Wines or The Laws of Fermentation" by William Patton. We can furnish you this 109 page paperback book for \$1.25, postage paid, if you send payment with the order).

Liquor is a curse to the human race and the Bible condemns against it in both the Old Testament and New Testaments.

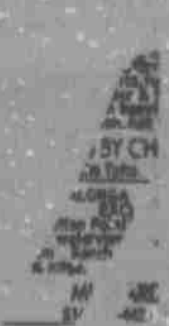
"Liquor has many defenders, but no defense."

"Primarily for the Black Citizens of Lubbock, Texas!"

Sunday School 9:45 a.m.
Worship Services 10:45 a.m.
Evening Worship Services 6:00 p.m.
Wednesday Evening Services 6:30 p.m.

Stop Looking - It's All in The WANT ADS

CHECK THE CLASSIFIEDS For All Your Needs



BUY, SELL, TRADE OR RENT THROUGH THE CLASSIFIED ADS

BUY SALE TRADE

Male/Female

Pharmacies

Dairy Products

St. Mary of the Plains Hospital & Rehabilitation Center
 For employment information contact:
 Personnel Office
 792-5813, Ext. 451
 4000 24th Street

METHODIST HOSPITAL
 Information regarding employment opportunities at Methodist Hospital may be obtained by calling
 793-4184

FOR JOB INFORMATION WITH THE City of Lubbock
 CALL 762-2444
 AN EQUAL OPPORTUNITY EMPLOYER

LUBBOCK GENERAL HOSPITAL
 For more information regarding employment opportunities at Lubbock General Hospital.
 Call 743-3352
 Equal Opportunity Employer

CAVIELS PHARMACY
 "Greeting Cards" Everyday and Seasonal

Store Hours:
 Mon. - Sat. 9 a.m. - 7 p.m.
 Sundays 9 a.m. to 5 p.m.
 1719 Avenue A 765-5311 or 765-7560

A Member Newspaper Associated With

BMI BLACK MEDIA INC.
 A Cooperative Effort For Relocating The Minds And Actions Of Black Americans For The Greater Benefit Of All Americans

Planned Parenthood
 Did you know that Planned Parenthood of Lubbock provides the following programs and services for everyone?
CLINIC SERVICES
 • Complete Gynecological Exam
 • Pap Smears & Breast Exams
 • Pregnancy Testing
 • Infection & VD Checks
 • Privacy & Confidentiality
 • Anemia Screening
 • Contraceptive Choice (Subject to Medical Approval)
 • Sliding Fee Scale
COUNSELING SERVICES
 • Birth Control: Male & Female Options
 • Problem Pregnancy
 • Medical & Social Service Referral
EDUCATION PROGRAMS
 • Film Rental
 • Speakers For School, Church, & Community Organizations
 3821 22nd St. (795-7123)
 2812 Weber Dr. (765-9790)
 After Hours Answering Service

BORDEN

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

Mens Clothing

Dunlap's
 Caprock Shopping Center
 Phone 792-7161
 DAVID SOWELL
 Home: 765-8679 MEN'S DEPARTMENT

DRINKING AND DRIVING CAN KILL A FRIENDSHIP

Professional Services

E. P. RICHARDSON ASSOCIATES
 Management Consultant
 Agency
 Planning, Organizing, Consulting, Evaluating, Controlling
 Lubbock, Texas
 P.O. Box 2553 806/762-3612

EDDIE P. RICHARDSON

Support Black Business

They are Black and Proud
 They Shop with Merchants who Appreciate Black Business

Airconditioning & Heating

"West Texas Leading Olds Dealer"

BILL RAVEN
 Villa Oldsmobile, Inc.
 5301 South Avenue Drive
 Lubbock, Texas
 747-2974

BLACK XMAS CARDS!
 10 choices! 24 cards to a box; \$8.00 per box; on sale at the Southwest Digest. Come in and view the choices

Thank God every morning when you get up that you have something to do which must be done, whether you like it or not. Being forced to work, and forced to do your best, will breed in you a hundred virtues which the idle never know.
 —Charles Kingsley

Prohibition of Discrimination

This is to notify all parties concerned that the Lubbock Independent School District does not discriminate on the basis of sex, race, color, national origin, or handicap in the employment of personnel, not in the admission, treatment, or counseling of students in the educational programs or activities of the school system; nor does it knowingly place students in any situation where such discrimination exists.
 Any complaint about non-compliance with this policy may be made to Mr. Ralph Madrid (747-2641) for personnel matters, or to Mr. Bill Parker (747-2641) for student matters.

IVORY
 Air Conditioning/Heating Service
 744-4778

— Opportunity —
 Male/Female
 KLBK is now accepting applications for full-time employment in television production. Experience preferred. By appointment only. Call KLBK-TV at 745-2345.
 "Affirmative Action - Equal Opportunity Employer"

Lots & Land For Sale!

Urban Renewal of Lubbock has lots for sale. Contact the office by calling 762-6411 or going by the office at 911 10th Street.

Garage Sale

Bird baths \$25.00.
 Lawn decorations, concrete animals, and various water fountains.
 7729 West 19th Street Fountains Plus

Physician - Doctor

Former Address - 1622 10th Street, Suite 700
Damon H. Hill, Jr. M. D.
 Family Practice
 New Office
The Compound II
 2202 - A Ithaca Avenue (806) 793-0772
 Lubbock, Texas 79410

IF YOU FIND MISTAKES
 IN THIS PUBLICATION PLEASE CONSIDER THAT THEY ARE THERE FOR A PURPOSE. WE PUBLISH SOMETHING FOR EVERYONE, AND SOME PEOPLE ARE ALWAYS LOOKING FOR MISTAKES!

Auto Center

Super Sale!

\$99.00 down payment. E-Z Financing. With average credit. Over 15 cars, 8 pick-ups, vans and Broncos to choose from.

19th & Avenue F
 763-1417
Auto Center

The Black Press: Guardian Of Human Rights

Are You A Subscriber??

Public Notice

Persons interested in statewide procurement opportunities should check the bulletin board in the Economic Development Department of the South Plains Association of Governments offices at 3424 Avenue H, Lubbock, Texas. The SPAG offices are open from 8 AM to 5 PM, Monday through Friday.

Subscribe Today!

Name
 Address
 City State
 Zip Code Amount Enclosed

Mail to:
 Southwest Digest
 510 East 23rd Street
 Lubbock, Texas 79404

\$15.00 per year \$25.00 2 years

Professional Printing

When you want your business cards, letterheads and office stationery to look its best, you can rely on us for top quality work at reasonable rates. Our representatives will be happy to advise you and to discuss your job at your convenience.

Southwest Digest
 510 East 23rd Street
 Lubbock, Texas

BLACK MEDIA INC.
 A Cooperative Effort For Relocating The Minds And Actions Of Black Americans For The Greater Benefit Of All Americans

low cost want ads work hard for you

762-4605

Thanksgiving Holiday Retreat Set Here



Bishop W. D. Haynes



Hester Washington



Elder W. D. Haynes, Jr.

The annual "Thanksgiving Holiday Retreat" has been set for November 28th through December 1, 1985 at the Christ Temple Church of God in Christ, 2411 Fir Avenue. Bishop W. D. Haynes is host pastor and founder.

Elder W. D. Haynes, Jr. is assistant director.

The motto for the services is "Thanks Giving With Thanks Living." The theme is "Thank You Jesus."

Opening night - Thursday, November 28th - a musical will be held at 7:30 p. m. featuring local choirs and groups of the city and surrounding towns.

Special guests will include: Brother Harvell Guiton of Oakland, California; Elder and Mrs. W. T. Hickman of San Angelo, Texas; Elder Allen of Fort Worth, Texas; Elder Jesse Cortez of Amarillo, Texas; Elder R. A. Daniels, a blind preacher and singer; Hester Washington of Abilene, Texas and The Mackey Sisters of Hobbs, New Mexico. Others not listed are invited.

The daily program will include: prayer at 9:00 a. m., a seminar, music workshop, outreach and children's church.

During the evening worship, prayer will begin at 7:30 p. m. Bishop Haynes will give the Bread of Life, the Retreat Choir, presentation from Children Church, and word of God preached each night.

This will be a very informative and inspiring retreat. Everyone is asked to plan now to attend each day.

According to Bishop Haynes,



Elder W. T. Hickman

there will be a video tape shown of the National Memphis Convocation.

For more information or registration, call either Mrs.

Outreach

Continued from Page 5

Today you have nothing to lose. Start today putting your trust in God. Get your Bible out and turn to Mark 11:22-26. It's important. People! Don't believe us, believe the word of God. Take this day and straighten out your life. Read verse 25. This will open up the channel so our Lord Jesus can handle your case. I don't care what it is that's bugging you, He can handle it.

Now Lord, give these positive minds obedient hearts, and complete results. In your hands we leave it all. AMEN.

Our prayer scripture is II Chronicles 7:14.

Can any good come out of



Mrs. Dorothy Hickman

Myrtle Haynes, 741-8019 or Mrs. Shirley Davis, 794-5438.

Subscribe Only \$15.00 Per Year!

Nazareth??

Come Saturday and see for yourself. We will meet at 2407 East 9th Street in the home of Sister Christine Burleson.

President, Sister Juanita Sewell; vice president, Sister Christine Burleson; secretary, Sister Mildred Bogus; acting secretary, Sister Alice Toliver; and reporter, Sister Dorothy Hood.

\$60.00 PER HUNDRED PAID for remailing letters from home! Send self-addressed, stamped envelope for information / application. Associates, Box 95-B, Roselle, N.J. 07203

"God bless the child who's got his own."

-Billie Holiday



Be careful. Be responsible.

Being a father is a lot more than just making a baby. And if you really want to know how a real man handles sex and deals with being a father, call or stop by your local Urban League office.

Don't make a baby if you can't be a father.

Prepared as a public service for the National Urban League by Mingo-Jones Advertising

"God Bless the Child" by Billie Holiday and Arthur Herzog, Jr. © 1940. Copyright owned by Edward G. Markham Company. Used by permission. All rights reserved.

HOSPITAL INDEMNITY PLAN

- \$100 Per Day
- \$3,000 Per Month
- No Age Limits
- Pays In Addition To Other Insurance, Including Medicare And Workmens Compensation
- No Health Questions

\$10.00 POLICY FEE PAYABLE ONE TIME ONLY

HOSPITAL INDEMNITY PLAN PREMIUMS

Plan "A" - \$100.00 PER DAY

INSURED - \$3,000 PER MONTH, \$100 PER DAY
SPOUSE - \$3,000 PER MONTH, \$100 PER DAY
EACH CHILD - \$3,000 PER MONTH, \$100 PER DAY

| INDIVIDUAL AGES | | | |
|-----------------------------------|---------|-------|--|
| 0-39 | \$10.00 | MONTH | |
| 40-49 | 12.00 | MONTH | |
| 50-54 | 17.00 | MONTH | |
| 55-59 | 19.00 | MONTH | |
| 60-65 | 20.00 | MONTH | |
| 66 & OVER | 22.00 | MONTH | |
| HUSBAND/WIFE OR ONE PARENT FAMILY | | | |
| 0-39 | \$15.00 | MONTH | |
| 40-49 | 25.00 | MONTH | |
| 50-54 | 30.00 | MONTH | |
| 55-59 | 35.00 | MONTH | |
| 60 & OVER | 39.00 | MONTH | |
| FULL FAMILY | | | |
| 0-39 | \$18.00 | MONTH | |
| 40-49 | 27.00 | MONTH | |
| 50-54 | 30.00 | MONTH | |
| 55-59 | 35.00 | MONTH | |
| 60 & OVER | 40.00 | MONTH | |

BAKER'S INS. BROKERS

Route 7, Box 714
Lubbock, Texas 79401

**Charles W. Baker
Manager**

Office 808/744-5884
Residence 808/744-5445

Minority Contractors Wanted

If you are a Minority Contractor of any kind, we need your Name, Address, Telephone Number, and the kind of work you do, i. e. Electrician, Plumber, Carpenter, Concrete, Black Top, Asphalt, Brick Layer, or whatever. We desperately need you to help us compile a Minority Business Roster. Fill out the following coupon below and mail or bring by the Southwest Digest, 510 East 23rd Street, Lubbock, Texas 79404.

NAME

ADDRESS

TELEPHONE NUMBER

TYPE OF WORK

Working to justify your trust

SPS

SOUTHWESTERN PUBLIC SERVICE COMPANY

APR 12 1985