

WEST TEXAS TIMES

Dedicated to Informing the Citizens of West Texas

Volume X, Number 52
Thursday,
December 23, 1971
Twenty Pages, Two Sections
(Week of Dec. 23-30)

"Holiday Home Safe" Program Underway Here



PACK 139 OF ELLA ILES HAVE PARTY. Cub Scout Pack 139 of Ella Iles Elementary School had a Christmas Party Monday evening in the cafeteria, from 7:30 until 8:30. Shown above are some of the Cubs of this pack. The boys had fun playing games and exchanging gifts.

Bishop College and The Missionary Baptist General Convention of Texas Aligned

Dallas, Texas—The Missionary Baptist General Convention of Texas met at Mt. Pisgah Missionary Baptist Church in Fort Worth, December 8, at which time the executive board voted by a 99.5% majority to accept the proposal to align the convention with Bishop College at Dallas. Led by Dr. M.L. Price, president, a special committee was appointed at the convention in Houston to consider the higher educational objectives of the convention.

The Board of Trustees of Bishop College had voted unanimously in its annual fall meeting Nov. 4, to extend an offer of union with the convention which would permit that organization to name one-third of the members of the trustees of Bishop College now nominated by the B.M.&E. Convention of Texas.

The Missionary Baptist General Convention approved a recommendation to assume responsibility for \$700,000 towards the cost of a new classroom complex already on the drawing boards at Bishop College. The total cost of the complex will approximate \$1,950,000. The convention also will be able to name the building in honor of some of its leaders.

In addition, the convention's

Educational Board and the Bishop College Board of Trustees will work together in determining the most effective use of the convention's present educational units, Mary Allen College located at Crockett and the Union Baptist Seminary at Houston. Outside experts will be used to facilitate an objective study for presentation to the convention later.

Dr. Caesar A.W. Clark, secretary of the Bishop College Board of Trustees, and President M.K. Curry, Jr. of Bishop College were present and praised President Price and the convention for this progressive step. They pledged full cooperation of all Bishop Trustees administrators in implementing the decision of the convention.

The action of this convention brings the largest body of Negro Baptists in the state to the support of Bishop College. This has more than 1,800 churches and a combined membership of more than 450,000 members. Throughout the years, it has sponsored colleges at Conroe, Seguin, Houston and Crockett.

The action taken Dec. 8 was in recognition of the increasing costs of financing higher education and the need to provide quality educa-

Continued On Page Six

"Keys of Soul" Take First Place in First American Legion Talent Show Here Saturday

The "Keys of Soul" won the first annual Talent Show held by the Booker T. Washington American Legion Post 808 this past Saturday night. Some 150 people were in attendance to give their support for their favorite performers. Gary Gunton and Michael Matthews made up the vocal team called the "Keys of Soul." They were backed up by a trio, The Progressions. The first place award was \$150.00.

Twelve-year-old Theodora Y. Phea won second place in the show with her piano number. She

was awarded a check for \$50.00.

Third place went to another twelve-year-old from Wolfforth, Danny Fortner. He played the guitar and sang. Fortner's prize was a \$25.00 merchandise certificate.

Others entered in the show were Diane Harris, a jazz dance number; Ronald Knighten, playing boogie on his harmonica; Jed Knighten, singing "I Found Someone of My Own"; the trio musical group from Dunbar, "The Progressions"; and a ballet dance by Rhonda Dowell.

Continued On Page Three

Mrs. Susie P. Ludd Named Manager of Costume Studio Under New Ownership

Mrs. Susie Pearl Ludd, of 2202 East 29th Street, has been named general manager of Costume Studio, 2422-A Broadway.

Mrs. Ludd, who has been with the firm since it began twenty-one years ago, was named to the new position December 1 when ownership of the business changed hands.

Mrs. Lou Keay, Public Information Coordinator for The Museum of Texas Tech University, is the new owner of Costume Studio.

The shop rents costumes for all occasions, tuxedos for weddings and presentations, and custom-makes costumes for restaurants, clubs and other needs. Theatrical make-up and wigs are available.

Gag gifts and party needs are supplied, including a complete line of hats and confetti for New Year's.

Mrs. Ludd, with her years of experience in the business, will consult with anyone who has a special need for costumes or formal wear.

"We are pleased to name Susie



Mrs. Susie Pearl Ludd

Pearl Ludd as general manager of our operation," Mrs. Keay announced. "She is dedicated to her job, and is a definite asset to Costume Studio." Mrs. Keay added that she acquired the business only with the stipulation that the employees were "included in the package."

Center for Applied Business Studies at Texas Tech Sets New Expanded Program

Texas Tech University's Center for Applied Business Studies (CABS) has announced an expanded program for the spring semester with up to 31 non-credit off-campus courses and 26 courses on campus for credit.

The new offerings, all to be given at night, are designed to meet a need for continuing education for business-oriented residents of Lubbock and the immediate area.

CABS was organized and implemented under the direction of Business Administration Dean Jack Steele and Dr. Vincent P. Luchsinger, director of graduate studies in the college. Robert Kerber, part-time instructor and doctoral candidate, is coordinator for CABS.

The non-credit courses include a survey course of 10 different topics and five other courses in business practices, all co-sponsored by CABS and the Small Business Administration (SBA) and to be conducted in the Federal Building in downtown Lubbock.

Four other night courses sponsored only by CABS to be taught off campus at a place and a time to be determined are on personal investment in the stock market, business forecasting, general principles of insurance, and a seminar in computer sciences for business.

Twenty-one other tentative off-campus non-credit courses will be offered in office procedures. Each course must have as many as 15 persons enrolled.

These are designed for persons interested in personal development and enrichment, improvement of their knowledge and skills in office procedures such as typing and shorthand, correspondence, use of office machines, record keeping and supervision.

The survey course will consist of one-night sessions of two hours each on topics designed to familiarize the small businessman or prospective small businessman of the importance of the various facets of operating a business. Tech professors will teach the course and the SBA will provide applicable hand-out material.

Topics scheduled for discussion in the survey course include success and failure factors, small business location and layout, sources of assistance and information, the why and what of bookkeeping, records and credit in profitable management, effective advertising, human factors in business, personnel management, managing to sell, and why customers buy.

The courses in business practices co-sponsored by CABS and the SBA include advertising, success and failure factors of small businesses, human factors, accounting and principles of salesmanship.

The tentative courses in office practices include five in basic and advanced typing, two in shorthand and others in office environment, public relations and office behavior, personal development, communication work power, business correspondence, dictation practicum, machine transcription practicum, business math and machine computation, record keeping, office duplication and copying, records management, forms design and office supervision.

The courses will last 10 weeks, with one meeting each week beginning February 7. There will be an Easter recess from March 27 through April 2 when no classes will be held.

Registration fee for the non-

With the holiday season beginning tomorrow night, Friday, many citizens of the area will be traveling to visit friends and relatives. All citizens have been urged to drive with care during the holiday season.

Last week, Mayor James Granberry presented a proclamation to the Citizens Traffic Commission here in Lubbock initiating "Holiday Home Safe." The state-wide program is sponsored locally by the CTC in cooperation with other city, county and state agencies.

A luncheon, held at the Lubbock Club, was the public kick-off for this much needed program. Speaking at the luncheon was Col. Carl Brunson, Commander of Reese Air Force Base, who urged all civilian, as well as military personnel to obey the safety laws.

Lt. Fred Marshall, of the Department of Public Safety, urged everyone present at the luncheon to do all they could to help make "Holiday Home Safe" a successful program. This particular program, according to the DPS officer, will be coordinated by Governor Preston Smith during the two 78 hour periods, Christmas and New Year.

It is predicted by experts that 52 persons will die during the 78 hour Christmas period; and 46 persons during the New Year break. This prediction is short of the 114 deaths which were reported during both periods last year.

Joe Kelly, executive director of the CTC, admits that "Holiday Home Safe" is really a Christian enterprise trying to save human lives. "Life means more to everyone this time of year," he said.

The West Texas Times wholeheartedly endorses this special program to prevent traffic accidents and deaths in the City of Lubbock, on the South Plains and Texas in general.

credit courses will be \$35.00 each.

CABS will offer 21 undergraduate and 5 graduate night courses during the spring semester for credit, Kerber said. Undergraduate courses may be taken for grade or pass-fail credit. Each is a three-hour course.

Registration will be from 6 to 10 p.m. Jan. 13 and 14 at Southwestern Public Service Company in Monterey Center.

Kerber and Luchsinger said the CABS schedule of credit courses is an education program offered in response to requests from Lubbock area residents.

It is designed to assist those who need to qualify themselves

Continued On Page Eleven



Days until
Christmas

EDITORIALS

Keep Christ in Christmas

"For God so loved the world that He gave his only begotten Son, that whosoever believeth in Him shall not perish, but have everlasting life." St. John 3:16.

This time of the year, as Christians, we should be most concerned about rejoicing over the birth of Jesus Christ, Our Lord. To really understand, or at least have a reference point to the birth of Christ, we should read St. Luke 2:1-14. Of course, this great book, St. Luke, gives a complete picture of our Saviour.

As we approach the celebration of the birth of our Saviour, we should remember to keep Christ in Christmas. We should also remember that it is better to give than to receive.

Keeping Christ in Christmas is a blessing of which we all can be proud to be a part. If the teachings of Christ were used every day, we'd not have the many problems which face us now. Keeping Christ in Christmas everyday of the year will help us become better children of the Master.

There was news of great joy when the Christ Child was born. Today, let's do our best as Christians to do something constructive about this holiday season.

It's up to all of us to do what we can to keep the real reason behind Christmas ever present in our minds, actions and thoughts. We can all play an important role in keeping Christ in Christmas. As we remember our Christian teachings, let's not forget those who are less fortunate than we. All of this is a part of keeping Christ in Christmas.

As I See It

by T. J. Patterson

The way I see it this week, we should all be proud of Margaret Fisher who was among the 1.4 per cent of the junior and senior high school students in the country who were featured in the 1971 edition of Merit's Who's Who Among American High School Students.

We really appreciate what she has done for her family, her school, city and the Black community. She is something special as far as this writer is concerned. Her contribution is something that all Black brothers and sisters should take pride in.

This is the type of image I want to see continued in our Black community. There's so much talent in West Texas and Margaret, you're one of those talented young Black youth I'm glad to know of. Good luck to you as you climb new stairs.

There was an editorial on these pages several weeks ago concerning the lack of Black employment in the Lubbock Fire Department. At the time of this writing, the Fire Chief hasn't contacted this writer in regard to the editorial. We want Mr. Hershiel Sharp to know that we're most concerned about this.

It's time for something to be done about this type of shortcoming. Black people are talking about this lack of opportunity for Black people here in Lubbock. It has become a daily discussion item and the problem should be addressed now.

There are two fire stations in the Black community and this is another reason why something

should be done. The way I see it, if we can pay our monies to support the City of Lubbock, then the City of Lubbock should see fit for the employment of Black people on the Lubbock Fire Dept.

As I see it, come this spring, there'll be some interesting City Council and local Mayor election, along with equally interesting state legislators races. There'll be a lot of interesting issues coming up and to hear from the candidates should be an exciting experience.

After all, we all live in an exciting world. Wouldn't it be exciting if a Black ran for a state post from the West Texas area? It could be done,

Think!

by Dr. R.W. Jones

After Midnight

Most writers have several ways of receiving inspiration for articles or stories. I have the tendency to use the words or theme from some song. I had planned to write from Otis Redding's "Sitting on the Dock of the Bay," but after reading Brother Patterson's editorial of last week and reading the article entitled "West Texas Times: Creative Black Power" by Linda Scharfrina which appeared in Exordium



—a publication by Journalism students at Texas Tech—I decided to write a twofold article. I took the title from the new record by Sergio Mendes "After Midnight".

Being president of a branch of the NAACP, I know the value of young blood in the organization, and that is what the organization is seeking. I will direct the first of this article to the younger generation, especially the young citizens, black, brown and white, of Lubbock, Texas. This is not being done to cause dissension, but to try to keep the young people from becoming disgusted and discouraged. The young people are the salvation of the nation.

Before and after midnight, you must let it all hang out. The youth, being on the left side of midnight and slowly climbing up the clock, must take advantage of all of the time at their disposal. They will because they are the ones who have the courage to become involved. The name of the game which needs to be played is called involvement.

My young brothers and sisters, in the sight of God, don't be absent from any organization whose purpose is fighting for your rights and trying to shape your destiny. Get in there, be a watchdog, don't let feet drag, and if you see that another organization for the establishment has been formed, get rid of us who are past midnight. You determine whether or not the organization is progressive and constructive, or living in the past. Some of us remain in the movement of the youth. We know the importance of their vim, vigor, and vitality, so polish the hands of time, get with the program, don't get discouraged, and look to the day when you will reach midnight and then shake your tamborine. . .

It's amazing how we are taken for granted, especially in the market of knowledge, and how we are ignored by the news media. The newspapers are guilty of this to a great extent. They either don't print any news about the Negro community,

you know. Let's not have him or her run just for the sake of running, however, let's run to win!

The West Texas Times has been in existence now for ten years. Come next week we'll start our eleventh year of informing West Texans on what's happening. There's no doubt about it, we've got some terrific plans for this media. Because of each of you, we're able to continue to make this newspaper an important tool in the Black community.

Keep reading the "Times", it's yours. And to everyone, Merry Christmas and a prosperous New Year.

or they slant the stories which they cover. The above trend of thinking was ignited when I was perusing the above named article from Exordium when a quote by the Avalanche-Journal was made about the West Texas Times. This thinking was further ignited by comments from others about the same paper.

There isn't much that a community can do about the operation of a newspaper if it is not satisfied with the news expect to stop buying the paper or stop patronizing the merchants who advertise in the rag. The radio and television media, however, have to renew their licenses periodically and if enough citizens write to the Federal Communication Commission, Washington, D.C., and give the agency a detailed description of complaints and why the stations should not have their licenses renewed, some action will be taken.

Negroes are lucky to have an instrument such as a newspaper as an outlet for news from the community. Regardless of how small it is or how often it is printed, or what the editors viewpoints are, use it and if there is some dissension about the paper, write the editor and let him know. Regardless of how you feel about a Negro or black paper use it because it is or can be your voice. The only way to keep it is to subscribe to it, spread the word, and let the editor know your feelings. . .

Because it is so difficult to get news out of the Negro communities, a national news organization was formed, called "The Third World News" that will print any Negro news of worth and get it on AP and UPI where it will be fed back into the communities. Third World will give you information on how to find investigation agents who will donate their services from where to find supplies for an ant farm to the most difficult investigation. This agency can be contacted by writing radio station WNEW, New York City and asking to have your letter to be referred to "Third World News."

The writer of this article has his own ideals, convictions, and idio-syncrasies for which the paper is not responsible. If I agree with the editorials, nothing will be said; if I don't, you may rest assured that I will write about them. I might write about music from Bodiddly to Charlie Mingus, or about the circulation of the grasshopper's wing, or about those nightmares which we all have. In other words, the purpose of these articles is to stimulate the process of thinking. I know that everyone won't agree with me, so I welcome complaints. If you are sick and need a psychological cartharsis, I will accept your anonymous, gutless letters also.

We cannot, because we have reached the midnight hour, stand still, but we must put on an exhibition, find out what it is all about, shake our tambourine, and let it all hang out as Sergio Mendes says in "After Midnight."

Letters to The Editor

Dear Editor:

I read with interest "My View" by Eddie P. Richardson on your editorial page of Thursday, December 9, 1971.

I can sincerely agree with Mr. Richardson on some of his views, but I flatly disagree with some of his personal opinions, since I believe that they do not reflect the reality of the situation in the black community. Mr. Richardson writes: "Shouting and hollering is not where it's at. Shouting and hollering about injustices is not too cool. We all know, in fact, the world knows about the injustice bag." I disagree.

I cannot imagine what it would be like in the country if black people did not holler and shout about injustices. Perhaps Martin Luther King would be alive if he hadn't screamed about injustices, or maybe Marcus Garvey would not have been deported had he not shouted about injustices to blacks. Personally, I do not believe we have hollered and screamed enough. It is very easy to be absorbed into the system, if you are black, provided you accept the tokenism being offered by the white racist society, and you keep your mouth shut. Simple logic indicates that to become familiar with a system, one must first be a part of the system. It's like trying to be a good public speaker, without first being a good listener. As to whether or not four hundred years of shouting is enough, only white America can make that determination. After all, they are the ones who created the problem, by forcing black people into fourth class citizenship, and systematically oppressing blacks economically in order to attain political leverage.

Insofar as supporting black businesses is concerned, well and good. But let us encourage black businessmen to be competitive not only in form and appearance, but economically where it really

counts. Yours truly knows for sure that in most cases it is cheaper to go to "the man" for certain goods and services, because my brothers' prices are higher on the average.

After all, as Mr. Richardson so aptly points out in his article, the name of the game is money power; make it, save it, and spend it wisely.

Perhaps this response may not get an opportunity for public viewing. Nevertheless I am satisfied that at least it safely reached the editor's desk.

So be it,
Alvin S. Alleyne

Dear Mr. Alleyne,

Thank you for your interest, and thank you also for your letter. To answer your inference, this newspaper attempts to print every letter to the editor, along with pointing out to people that we encourage letters to the editor—on any subject, problem or item of interest.

We do not, however, print letters to the editor which are received unsigned—since it is our feeling that any person who has the feelings necessary to sit down and compose a letter in the first place certainly must have a name. Understandably, some people would like to have their name withheld, for personal reasons, and we honor that request, never printing a person's name if they so request. Also, we do not allow our letters to the editor file open to interested persons, for the same reason.

As you surely understand, the only way for this editor to know the feelings of the community is either through letters to the editor, or by listening to rumors, and I prefer the letters to the editor—for obvious reasons.

As we attempt to point out on this page, from time to time, "this is your newspaper, and your interest, input and concern help us to make it better for the community, as well as helping

Continued On Page Two

WEST TEXAS TIMES

Formerly The Manhattan Heights and West Texas Times
Volume X, Number 52 Thursday, December 23, 1971

The West Texas Times is an independent, privately owned newspaper published weekly, each Thursday, in Lubbock, Lubbock County, Texas. This newspaper is dedicated to informing the citizens of Lubbock and other Texas cities. Signed articles appearing within the pages of this newspaper do not necessarily represent the viewpoint of the paper. Any erroneous reflection upon the character of anyone by this newspaper will be corrected immediately when called to the attention of the editor. The editor will not be responsible for the return of any articles or photos submitted for publication, other than when accompanied by a stamped, self-addressed return envelope. The West Texas Times may be purchased yearly at a rate of \$4.00, payable in advance to the office by mail or in person. Advertising rates and other information furnished upon request. Second Class Postage Paid at Lubbock, Texas 79408.

OFFICE

Farm Road 1585, East of U. S. 87 South, Lubbock, Texas
Phone AC 806 Mailing Address:
747-4419 P.O. Box 225
Day or Night Lubbock, Texas 79408

Thomas James Patterson Editor
Publication Service Company Publisher
Norman L. Williamson Business Manager
James Angles Lubbock Circulation
Phone 763-2735 2613 East 19th Street

Home Delivery Price 9¢ per copy — News Stand Price 10¢

Member 1971
TEXAS PRESS ASSOCIATION



Police Beat

Automobile Theft

Hannah Freeman, 2224 Redbud Avenue, Apartment A, reported to the Lubbock Police Department that someone unknown did take an automobile tape deck from her car. The tape deck was valued at \$50.00.

The deck belonged to a friend. Also taken was \$35.00 in cash.

Attempted Murder, Female Impersonation Charged

A sixteen year old youth was arrested last Sunday afternoon for impersonating a female and attempted murder of two Lubbock Police Department detectives.

According to the detectives, they observed the youngster impersonating a female in the 1500 block of Avenue C. Police stated that the youth was attempting to stop cars by waving at them.

The detectives stopped across the street from the youth and he (she) walked over to the police car and asked, "What are you nice police doing?" The detectives answered with the question, "what are you doing?"

At this point, according to the report, the youngster expressed a desire to sit down. He then got into the police car, sitting down on the back seat with one of the detectives. The report stated that the youngster talked with a voice of a man and he was once again asked if he was a man or a woman?

He replied, "What do I look like?" He was asked his name and he refused to give it to the officers

Letters to the Editor . . .

Continued From Page Two
the man, across Avenue A, understand better what the Black community feels and thinks."
So when anyone in the community feels the urge to express themselves, please do.

Ye Ed.

Hello Editor:
Thank you for such an informative paper. Although there is a lot of excitement here in England this time of year, nothing is more exciting than reading about my hometown in the West Texas Times.

This is my second year to receive the "Times" and I hope to continue to receive it until we return to the States in September 1974.

Please let me take this opportunity to wish you and all Lubbockites a very Merry Christmas and a Soulful New Year. Right On!!

Maryland Hobby Young
Suffolk, England

after several requests. While the officers were still trying to learn the youth's name he attempted to leave the police car and was restrained. He was again asked what his name was and he refused to answer, attempting once again to leave the car.

About this time, the youth put his hands in his blouse, according to detectives, and came out with an 8 inch long paring knife. He struck both detectives as they tried to restrain him, cutting both on their forearms.

He was arrested and placed in the custody of juvenile authorities.

Theft

Ray Williams, 1009 East 29th Street, told Lubbock Police that someone unknown did come into his apartment and take a portable television set.

When he came home, he discovered that the back door of the apartment was open. After careful investigation, nothing else was determined to be mission from the apartment.

He said it appeared that whoever it was heard him coming and left as he (Williams) approached the apartment. Value of the set is believed to be \$129.00.

House Burglary

Bertie Hargastei, 3603 Beech Avenue, reported to the Lubbock Police Department that someone entered her house and took a television set. It was valued at \$300.00.

Entry was apparently gained by removing the screen from the bathroom window and raising the window.

The lady expects a certain man could have taken the set.

House Burglary

Vera Mills, 1708 East 28th Street, reported to the Lubbock Police that someone entered her house and took approximately \$40.00 worth of cologne and perfume.

There were no signs of forced entry.

Vandalism

Mary A. Covetney, 2806 Weber Drive, Apartment A, reported to the Lubbock Police Department that someone threw a rock, wrapped in a piece of paper, through her bedroom window.

The rock was found on the floor beside the window. The damage to the house is approximately \$10.00.

Theft of Gas

Henry Jackson, 2908 Beech Avenue and manager of the 7 to 11 Store located at Parkway and Zenith Avenue, reported some more problems. He told police that a man drove a 1958 model automobile into this establishment for some gas. He put \$1.78 worth of gas in his car from the Serv-U Self gas pump.

Of course, Jackson didn't mind this, since that is why the gas pumps are there. But what made him unhappy was when he looked up, the man was driving away without paying for the gas.

Around the hub city

Among the college students already home for the holiday season is Linda Marie Lusk, who is a senior at Dillard University at New Orleans, La.

PFC Ronald Chester Kinner arrived home from Fort Ord, California to spend the Yule Season with his family and relatives.

Mrs. Juanita Simmons will leave
Continued On Page Four



PLACES SECOND AT TALENT SHOW—The second place winner at the American Legion, Booker T. Washington Post 808's first Scholarship Talent Show last Saturday evening at the Legion Hall was little Miss Theodora Y. Phea.

Her piano selection was beautiful and she is shown above playing her winning number. She is the daughter of Mr. and Mrs. Theodore Phea, Jr., of 1801 East 24th Street.

Talent Show . . .

Continued From Page One
The Master of ceremonies was T.J. Patterson, editor of the West Texas Times.

Harry Bunton, Post Commander, made the presentation of awards. He also noted, "This is the first annual Talent Show for the Post and we are already looking forward to the second show next year."

The judges for the show were Mrs. Majorie Thomas, Roscoe Adams, Norman Williamson and Fulton Berry.

Trained Electronic Technicians
HARVEY'S
Electronic Lab
J. L. Harvey Bus. 762-9324
1212 Avenue G Res. 763-2981

BIG MAC SHOW
Saturday, December 25th
At The TWIN GABLE
9:00 p.m. until 1:00 a.m.
Slaton, Texas
Admission:
Pre-Sale at Little Willie's Package Store \$1.75
At the Door \$2.00

CUT RATE AUTO PARTS
1709 Avenue H
763-2666
Spin On Oil Filters \$2.15
All Brands of Oil
General Auto Repair

Best Wishes

We hope your joys are many and your troubles few...
A very Merry Christmas from all of us to you!

KSEL

Merry Christmas
For Last Minute Christmas Gifts
"Batteries and Film"
L. & H. DRUG STORES
5120 34th Street
6401 University Avenue
Horseshoe Center
Open All Day Christmas
Only One in Town Open Christmas
Pharmacist on Duty

From My Scratch Pad

by George Parrish

Amarillo—I would like to take this opportunity to wish each of you who are readers of the West Texas Times a Merry Christmas and a Happy New Year.



We, as Black citizens of these United States, have come a long ways, but we yet have a long way to go. I am afraid that some of us will never make it unless we change. There is too much jealousy and hatred of our fellowman. We have too many chiefs and too few plain Indians. When we try to help his or her own ethnic group, there is no support. I am thinking about last week when the Emergency School Assistance Program (ESAP) Community Project presented a lecture on Black Culture, by T.J. Patterson of Lubbock. This project is directed by one of your own local Blacks, me. We were outnumbered by Anglos and Mexican Americans. Where were you? Do you know all that you want to about your background, where you have come from and where you can go? T.J. Patterson really told it like it is, he urged the people to forget about so much Black power and try to get some green (money) power in your communities by trading with your own peers. So I say again, we've come a long ways, but we've got a long ways to go. Let's forget about who is heading up what and get with it, for we have already missed too many boats.

Mrs. Eva Cooper reported that she was one of a group of 25 women, "old women," as Mrs. Cooper put it, carried on a bus tour to see the Christmas decorations in Amarillo. This was made possible by Our Community House Neighborhood Center, Mr. Charles Horton, coordinator. According to Mrs. Cooper, they had a very enjoyable trip.

Received word this morning (Sunday) that Brother Will Knapp passed away about 1:00 a.m., in Albuquerque, New Mexico.

Around The Hub City...

Continued From Page Three

Friday afternoon via Continental Flight 118 for Dallas, Texas to spend Christmas with her sister, Ruby Jay, and niece, Clarissa. She will also meet her son, who is flying in from Chicago, Ill.

Miss Helen Johnson left Tuesday morning, December 21, via Continental Flight 181 for Los Angeles, California for a visit with her aunt, Mrs. Annie B. McNary, during the Christmas season. Mrs. McNary has visited Miss Johnson here. She worshipped at Bethel A.M.E. Church while visiting here in Lubbock. This was Miss Johnson's first flight.

Mrs. Helen Ward, a former resident of Lubbock for many years, has moved back to her former home, Longview, Texas. She wishes all her Lubbock friends a Merry Christmas and a Happy New Year. She says she misses all of her friends and invites them to visit with her at anytime when you are in the Longview area. She is residing at 1304 Booker Street; phone number 753-7919, Zip Code 75601.

Mrs. Mary Baker is home from the Osteopathic Hospital where she has been a patient for several days.

Mr. Oren McAllister is home from Methodist Hospital where he had been quite ill. His condition is reported as fair. His son, Alonzo,

Mr. Jesse Johnson was treated at the hospital last Sunday and allowed to return home.

Lyons Chapel Baptist Church

was host to the Federation of Choirs last Sunday afternoon. A joyous pre-Christmas service was enjoyed by all present. All the choirs were represented and a \$10

donation was sent to the Good-fellows.

Vanilla, in its natural state, is a long green bean.

For Last Minute Christmas Gifts

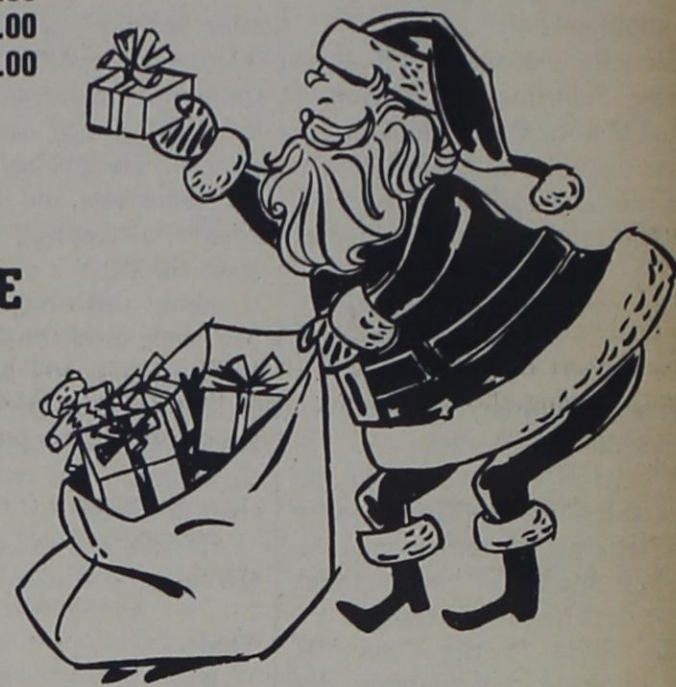
A Christmas Gift of Enormous Cheer to Delight Everyone thru'out the Year!

FAMILY Annual Pass	\$30.00
With Camping Privileges	35.00
INDIVIDUAL Annual Pass	15.00
With Camping Privileges	20.00

There's year 'round fun for Everyone at

BUFFALO SPRINGS LAKE

- Boating
- Excursion Boat Rides
- Peddle Boats
- Kiddie Land
- Fishing
- Water Skiing
- Camping
- Picnic Grounds
- Horseback Riding
- Refreshments
- Gas and Oil



Box 521

East on 50th, 5 1/2 Miles SE on Fm. Rd. 835

747-3353

is home from the armed services due to the illness of his father.

Merry Christmas



Season's Cheer from our house to yours!

Mr. and Mrs. Ulysses Kelly
2704 Teak Avenue

ringing the bell

With Bob Tieucl

Historical information disclosed here may be reproduced without permission provided proper credit is given. Our thanks indeed to the newspapers and other publications who carry this information in their columns from time to time. We believe it promotes inter-racial understanding and goodwill and that is our dedicated purpose.



Afro-American History Notes for Busy Newspaper Readers: Ride 'em Cowboy! Bill Pickett was born in 1879, near Austin, Texas. He was the son of Thomas Jefferson and Virginia E. Gilbert Pickett. He finished the fifth grade, then did odd jobs in the Taylor Rock and Georgetown, Texas, areas, working as a range rider and breaking horses and mules for the Garret King Ranch.

A legend among rodeo cowboys, Bill Pickett originated the rodeo event of steer wrestling by accident in 1900, then performed his speciality act in the famous 101 Ranch Wild West Shows, being billed as "The Dusky Demon." He made appearances all over North America, England and South America.

In 1905, Joe Miller, one of the brothers who owned the 101 Ranch, saw Pickett dog a steer at Fort Worth, Texas, and hired him on the spot, moving the 101 Ranch near Ponca City, Oklahoma, where he worked for over twenty-five years, performing his popular speciality of bulldogging.

Pickett died April 2, 1932, from injuries suffered from a horse on the ranch. In 1936, the Cherokee Strip Cowpunchers Association erected a red sandstone marker at Pickett's grave on the ranch.

He was recently enshrined in the National Rodeo Hall of Fame, a division of the National Cowboy Hall of Fame and Western Heritage Center in Oklahoma City, the first black cowboy to be thus honored.

Black Journal periodical, in a recent survey, finds that black studies as a protection for the black value system, has not been clearly defined and that the meaning of black studies varies greatly from campus to campus and from one section of the country to another. In one college, for example, students engage in heated discussions over terms and meaning of "revolution", "symbolism of afro-haircut," while in another it is "confidence building phenonena" and another "a destroyer of white educational myths."

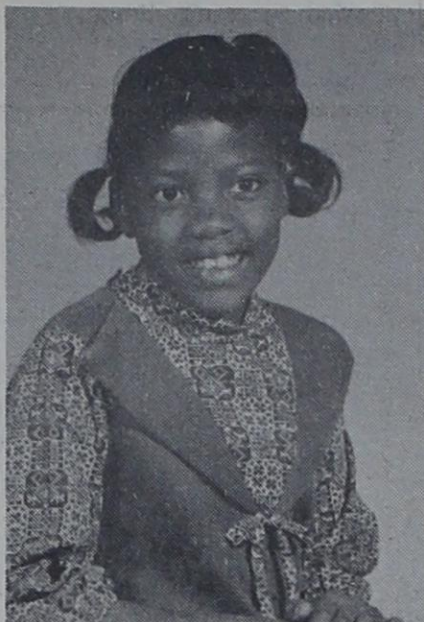
To T.N.G. of Odessa: It was in your city that the publisher of the daily newspaper gave me an opportunity to reflect on the news as seen and viewed thru the eyes and ears of a black man. Not being a professional journalist or a master of the English language, we simply try to tell the black story in the news media as it is and in the form that a fifth grade reader can get the message. Darn tootin we have made enemies with many narrow minded whites and bigoted, prejudiced blacks; but we will keep on telling it like it is—as long as anybody will listen to our view of the news on a local, regional, national or international basis.

To Miss L.G.C. of Muleshoe, Texas—If I were young, gifted and black, I would certainly consider journalism as a career and a most challenging one. While most daily newspapers for example are "equal opportunity employers", the problem is finding competent newsmen to employ from the black and brown group. I have the names of three managing editors of daily newspapers in West Texas and New Mexico who would hire black reporters today if they were available. Right on! Scholarships are available too. Watch for a letter with details.

One hundred million dollars for Black Education: The Ford Foundation, the largest and most prestigious foundation in the U.S. at the present time, recently announced a grant of one hundred million dollars to be spent in the next six years for furthering the education of black, red, brown and other minorities in the United States. Dr. Benjamin E. Mays, black president of the Atlanta, Georgia, board of education calls it "the most significant grant in the history of higher education in the United States."

Some 14 or more black colleges will be able to compete more favorably with white institutions that have more money than black

Merry Christmas and Happy New Year



Kimberly D. Britt, daughter of Mr. and Mrs. W.H. Britt of 2315 Birch Avenue, wishes everyone a Merry Christmas and a Happy New Year.

The nine-year-old student of Ella Iles Elementary School is a third grade student. She is a member of Bethel A.M.E. Church, Rev. A.W. Wilson, pastor.

ones and at the same time some fifty million will be used for fellowships, scholarships and related programs for minorities in the United States. I'll take a Ford brother!

A reader from the University of Iowa takes this column to task for describing George Schuyler as the "late" one. No doubt we had in mind his "late" wonderful daughter who died on a foreign battlefield as a correspondent



THE ANNUAL CHRISTMAS PARTY for the employees of Hooper's Cleaners was held last Saturday night in the home of Mr. and Mrs. Welford Hooper, 2016 East 28th Street.

Pictured above, from left to right are Mrs. Stella Canter, Mr. Willie Greenwood, Miss Aurelli Vasquez, Mr. Lewis Bradley, Mr. Welford Hooper and Mrs. Frankie Hooper; all of the employees and owners who enjoyed a wonderful dinner and then exchanged gifts.

(news). Nonetheless, we received a very fine personal letter from the noted newspaperman and author complimenting us for our piece on his activities and all is well. That slip is one of the reasons we are taking courses in history and writing after twenty-five years absence from the Uni-

versity. Father time has a way of betraying your best intentioned motives, you know. Indeed we do apologize.

May every bell-ringer witness a very Merry Christmas and Happy New Year.

1306 34th Street **ANDERSON-AGENCY** YOUR INSURANCE MAN 763-5152

Lubbock, Texas
Complete Line of Insurance
Life - Homeowners - Auto - Business
Health - Mobile Homes & Boat
Including Some Risks Others Won't Accept
EASY MONTHLY PAYMENT PLAN

\$1 **THE FLICK** **\$1**
2212 19th Street
PLAINS
717 Broadway
XXXXXX
Rated Movies
18 and Over Only

Bring This Ad To
Either Location
And Receive
\$1 OFF
Admission Price

\$1 **\$1**

FLAMINGO INN
APARTMENTS
1515 Avenue C
Phone 747-2116

(1 Bedroom Apartments—Furnished)

WE HAVE LOWERED OUR RATES
TO \$15.00 WEEKLY
(TV \$2.00 Extra a Week)

REDDY TO
serve
you
more

more power to you
Reddy can always serve more power to you because Southwestern Public Service has 10 power sources, all interconnected so if one, two or even more of these sources were damaged, you'd still get dependable electric service.

more planning for you
When the construction of the Clifford B. Jones power station near Lubbock is completed . . . there will be 1 million more kilowatts available for the area's needs. That's enough power to supply Lubbock and the area with 50 years of dependable electric service.

more service for you
Reddy can assure more service to you through the many professional employees of Southwestern. From the person who reads your meter, to the girl who sees to it that your monthly billing is correct . . . Reddy provides real and valuable service through the pros at Southwestern.

Mary & Mac Students Present Christmas Program Tuesday

A beautiful program was presented Tuesday afternoon by the elementary department of Mary & Mac Private School, 902 East 28th Street, in the school auditorium. A skit, which was written by Cecille Joyce Graves and directed by a student, was the main emphasis of the program.

With a theme, "I'm Dreaming of a White Christmas," and with Eunice Young singing the well known Christmas song, little people did a marvelous job in getting their point over as what Christmas should mean to all of us.

Mrs. L.S. Graves, principal and founder, gave some encouraging remarks and asked parents to be more concerned about their children. "We must do more for our children," she stated.

Mrs. Graves was presented a lovely gift by the juniors and seniors of the school. A special money gift, \$250 to be exact, was presented to the school also. These monies were raised by the high school department in their various projects.

Like Mrs. Graves said, "It doesn't take a large number to do anything, it's work that counts."

Mr. J.C. Graves, II, school business manager, gave remarks.

An announcement was made by Principal Graves that spring semester registration will get underway Monday, January 3, 1972. All parents who would like to know more about this registration, should call Mrs. Graves at 744-4057.

City Woman Charged With Murder Monday

A 30 year old Lubbock woman, Marie Johnson of 2501 Weber Drive, was charged Monday with the fatal shooting of her husband, James W. Johnson, 36, early Monday morning.

The shooting took place at the lady's residence and Johnson was dead on arrival at St. Mary's Hospital, according to officials.

The woman was arrested at her apartment and a pistol, with three spent shells and two live rounds, was taken from her.

She told authorities that Johnson broke into her apartment and that she got possession of the pistol which he dropped during a struggle.

At this report, services were pending for Johnson at Sedberry Funeral Home.



MERRY CHRISTMAS AND Happy New Year—is probably what little Wilbert Lee DeV Vaughn, Jr. would be telling all of us if he could talk.

The son of Mr. and Mrs. Wilbert Lee DeV Vaughn of 2204 Cedar Avenue will celebrate his tenth month birthday on Christmas Day, December 25th.

Bishop College . . .

Continued From Page One

tion in private, church related, colleges. Convention and college officials pointed up the fact that this was the most significant action taken with regard to support of higher education taken by Texas Baptist groups since the founding of the first Baptist College in the state, Bishop in 1881.

Legal tender is money which may be legally used in the payment of a debt and which the creditor must accept.

Stick candy was the first confection made in the United States.

We Wish A Merry Christmas and A Happy New Year To All Our Customers And Friends
Lee's Bar BQ & Cafe
 In Matador Corner

SWIFTY SHOP

Open 24 Hours A Day

You Name It - We Got It!

Large Eggs, 3 Doz. \$1.19

Cigarettes - All Brands

Deep Rock Gas

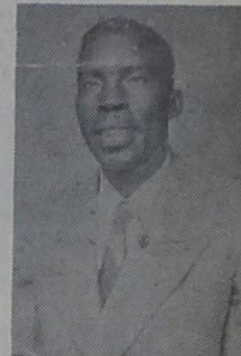
2¢ Discount On Trucks,

Car Wash 50¢ Station Wagons, Pick-ups

Flats Fixed 75¢

1701 Idalou Road

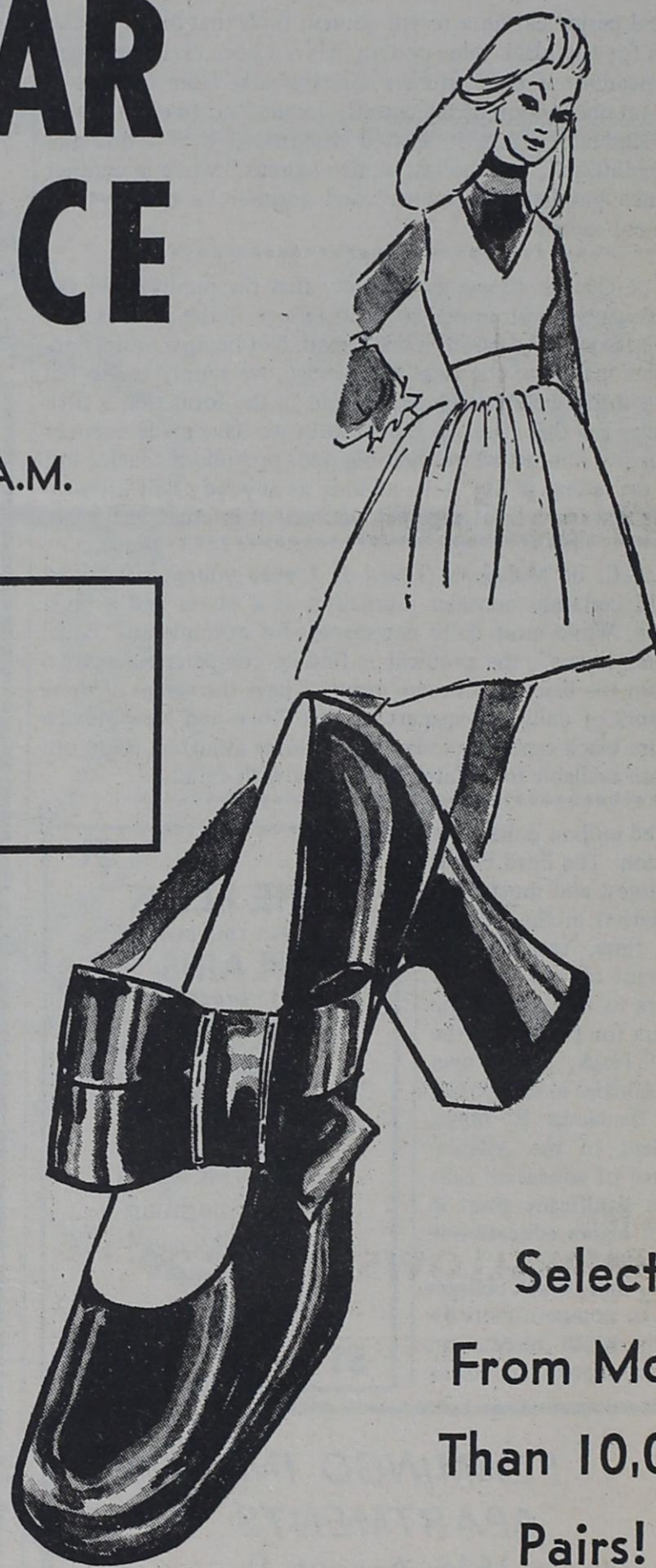
762-9318



END-OF-YEAR CLEARANCE SALE! Begins Monday, 10 A.M.

Famous Designer **HEELS**

- Values To **10⁰⁰** 18.95
- Values To **12⁰⁰** 24.95
- Values To **14⁰⁰** 28.95



Select From More Than 10,000 Pairs!

Exquisite Styles! Dozens of Colors and Materials! All New Fall '71 Styling . . . Don't Miss These Bargains During our FALL CLEARANCE SALE!

Merry Christmas



Wishing you all the happiness that can come with Christmas.

TRIWAY GROCERY STORE
 3401 Railroad Ave.

2149 - 50th
 Open 'til 9
 Thursday



- Master Charge
- Bank Americard

DOUBLE S&H GREEN STAMPS

MONDAY THRU FRIDAY DEC. 20-24th

WRIGHTS' DRY-CURED SMOKED HAMS 49¢ LB. SHANK PORTION 59¢ LB. BUTT HALF OR WHOLE

KRAFT'S PHILADELPHIA CREAM CHEESE 29¢ 8 oz. PKG.

FILL YOUR STOCKING with SAVINGS AT UNITED SUPER MARKETS

UNITED PREMIUM QUALITY - USDA CHOICE

RANCH STEAK..... LB. 69¢
BEEF ROAST..... BONELESS SHOULDER..... LB. 89¢
RUMP ROAST..... LB. 98¢

CHECKERBOARD HENS FARM'S... 5 to 6 LB. AVERAGE LB. 49¢

RIB STEAK UNITED PREMIUM QUALITY - USDA CHOICE E- LB. 98¢

GROUND BEEF FRESH 100% ALL BEEF FAMILY PACK LB. 59¢

FRYERS FRESH GOVT. INSPECTED WHOLE..... LB. 29¢

JOHNSTON FROZEN PIES 69¢

- apple
- pumpkin
- mince
- reg. 89¢

RED DELICIOUS APPLES EXTRA FANCY... LB. 19¢

SUNKIST FANCY NAVEI ORANGES... LB. 19¢

CELERY FRESH GREEN PASCAL... EACH 15¢

COCONUTS FRESH LARGE SIZE... EACH 25¢

BIG MEAT VALUES

4 to 6 LB. AVERAGE PORK LOIN ROAST... LB. 59¢

FRESH LEAN CENTER CUT PORK CHOPS..... LB. 88¢

FRESH LEAN SEMI-BONELESS PORK STEAK..... LB. 68¢

DELICIOUS TURKEYS 45¢ LB.

DRY YELLOW ONIONS 8¢ LB.

CLIP THIS COUPON AND SAVE WITH COUPON

MARYLAND SWEET YAMS 5 LB. 19¢

LIMIT 4 Lbs. at COUPON PRICE THEREAFTER... 10¢ Lb.

TEMPTING PRODUCE

BANANAS 9¢ LB.

DOUBLE S&H GREEN STAMPS MON. THRU FRI. DEC. 20 thru '24!

HOLIDAY SPECIALS

MARSHMALLOWS KRAFT 10 1/2 oz. miniature pkgs. 29¢

COCONUT. BAKER 140Z. ANGEL FLAKE .59¢

CHOC. CHIPS. BAKER'S 120Z PKG. 49¢

PECANS ELLIS 40Z PKG. .79¢

MILK BORDEN 40Z CAN 39¢

MILK CARNATION 5 TALL CANS \$1

PEAS OUR DARLING EARLY GARDEN 30Z 5 CANS \$1

COOL WHIP BIRDSEYE 40Z CRTN. 29¢

ASPARAGUS. CUT ALL GREEN SHURFINE 300 CAN 3 FOR \$1

BEANS. CUT GREEN SHURFINE 40Z CAN 5 FOR \$1

COCKTAIL SHURFINE FRUIT 30Z CAN 4 FOR \$1

HIP-O-LITE 70Z JAR MARSHMALLOW CREME 29¢

VANILLA SCHILLING 70Z 49¢

PEPPER BLACK SCHILLING PURE 40Z CAN 39¢

CROUTETTES KELLOGG 7 OZ. BOX 39¢

JELL-O 7 OZ. PKG. ASSORTED FLAVORS 10¢

CRANBERRY. OCEAN SPRAY 300 CAN 29¢

OLIVES HOLSUM STUFFED 7 OZ. REF. RIC. 49¢

POTATOES WHOLE SWEET SHURFINE 2 1/2 OZ. 50Z. CAN 3/\$1

PIE FILLING MIN-U-CHERRY 21 OZ. JAR 39¢

MARGARINE IMPERIAL G&D REG. 5 1/4 LB. 39¢

LARGE 28oz. BOTTLE QUANTITY RIGHTS RESERVED

SHURFINE GINGER ALE OR ASSORTED MIXES COKES 488¢ FOR

IMPERIAL SUGAR 5 lb. BAG 49¢

TOWELS SOFLIN PAPER JUMBO ROLL 25¢

TISSUE ZEE BATHROOM 2 ROLL PACK 19¢

REYNOLDS HEAVY DUTY WRAP 18 X 25 FT. ROLL 59¢

NAPKINS SCOTKINS DINNER 50 CT. PKGS. 29¢

THIS AD GOOD THRU DEC. 24th UNITED WILL BE CLOSED DEC. 25th & 26th

UNITED Brown 'n Serve ROLLS 19¢ 12 ct. pkgs.

EGGS EXTRA LARGE UNITED GRADE "A" 44¢ DOZ.

FLOUR Gladiola 5 LB BAG 39¢

CRISCO 98¢ LARGE OIL 48 oz. JAR QUANTITY RIGHTS RESERVED

UNITED SUPER MARKETS WE GIVE S&H GREEN STAMPS

Gaylark Singers Mark First Anniversary in Celebration Here Sunday Afternoon



MARKING THEIR FIRST ANNIVERSARY—The Gaylarks, picture above, marked their first anniversary here last Sunday. Pictured above, from left to right are Mrs. Gloria Gibbs, Miss Evelyn Avery and Miss Patricia Flowers and Homer Avery, manager. Not shown is Miss Stella Gonzales and George Johnson, booking agent.

Celebration of their first anniversary was a big success for the popular group known as the "Gaylark Singers."

The gala affair was held Sunday, December 19th, at the American Legion Hall, with such distinguished guests as Rev. Vonzell Baucham of Odessa, Texas, who delivered a dynamic message. Also on hand were the Mighty Tones of Joy, also of Odessa; the Freedom Gospel Singers of Amarillo; the Angelic Choirs of Mount Gilead and St. Matthew Baptist Churches who

all helped to enlighten the audience of over 300 persons. Along with the trimmings of Christmas, the Wayside Travelers and the Mann Sisters brought the yuletide to a wonderful start.

The Gaylarks closed the program with such heart-touching gospel feats as "He's Sweet I Know," "Mother Used to Hold Me," and others.

The Gaylarks would like to express to everyone who participated and made the event possible, a very heart-felt thanks.

Final Rites to be Held Here Today for Sister of Lubbock Resident

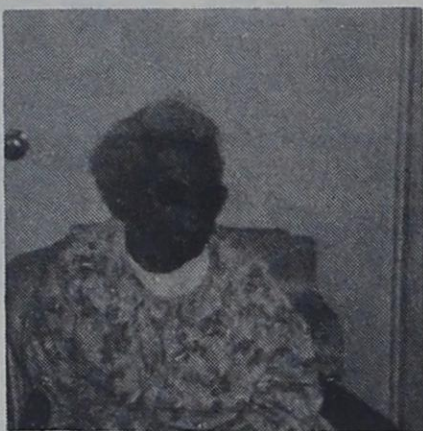
Final rites will be held today, at 11:00 a.m., for Mrs. Birdie Mopples, a native of Brookshire, Texas. She was born December 25, 1880 and would have been 91 on Christmas Day.

Mrs. Mopples who had been a resident of Lubbock for three years, had been ill for some time and succumbed Sunday evening in Methodist Hospital.

Services will be held in the South Plains Chapel with Elder H.E. Henderson officiating. Interment will be in the City of Lubbock Cemetery under direction of South Plains Funeral Home.

While in Lubbock, she resided with her sister, Mrs. Alabamba Walker of 2407 Globe Avenue. Prior to coming to Lubbock, she had lived in Houston, Texas.

Survivors include four sisters, Mrs. Roxie Clutchfield, and Mrs. Ruth Baines, both of Brookshire; Mrs. Ada Baines of Houston, Texas; and Mrs. Walker of Lubbock;



a son, Hosea Mopples of Brookshire; and a host of relatives and friends.

Davis - Biggers Exchange Vows in Snyder

Snyder, Texas—Mrs. Willie Faye Davis and M.R. Davis of Snyder, Texas, announce the marriage of their daughter, Anita Faye Davis, to Frank Earl Biggers, son of Mr. and Mrs. Earnest Biggers of Colorado City, Texas.

The couple was married November 9th in Sweetwater, Texas.

The bride is a senior at Snyder High School. The groom is a graduate of Wallace High School and has attended two years of college at McMurray College in Abilene.

They will make their home in Colorado City.



Mrs. Anita Biggers

Deltas Entertain Girl Scouts Saturday

The Lubbock Chapter of Delta Sigma Theta Sorority, Inc., entertained 60 Girl Scouts last Saturday afternoon at Mae Simmons Community Center, from 3:00 until 5:00 p.m. This is one of the many projects presented to the community by this sorority this year.

Prior to the Christmas party, the local sorority made contribu-

tions to the Lubbock State School and brought a camera for the Milam Training Center.

Mrs. Mildred K. Lusk is local chapter president.

Got any left-over hula hoops? One of them, suspended from the ceiling, forms an ideal bracket for a circular decoration arrangement from which Christmas ornaments and lights can be attractively hung.

Masonic Lodge to Meet on Tuesday Evenings Each Month

Anybody interested in joining the Masonic Lodge are reminded that all meetings will be held the second Tuesday evening of each month at 8:00 p.m., at 1007 East 28th Street.

Contact Leroy Allen at 744-3388 or Thomas Sanders, 744-6980. The C.C. Johnson Lodge No. 397 A.F.&A.M. would like to meet you.

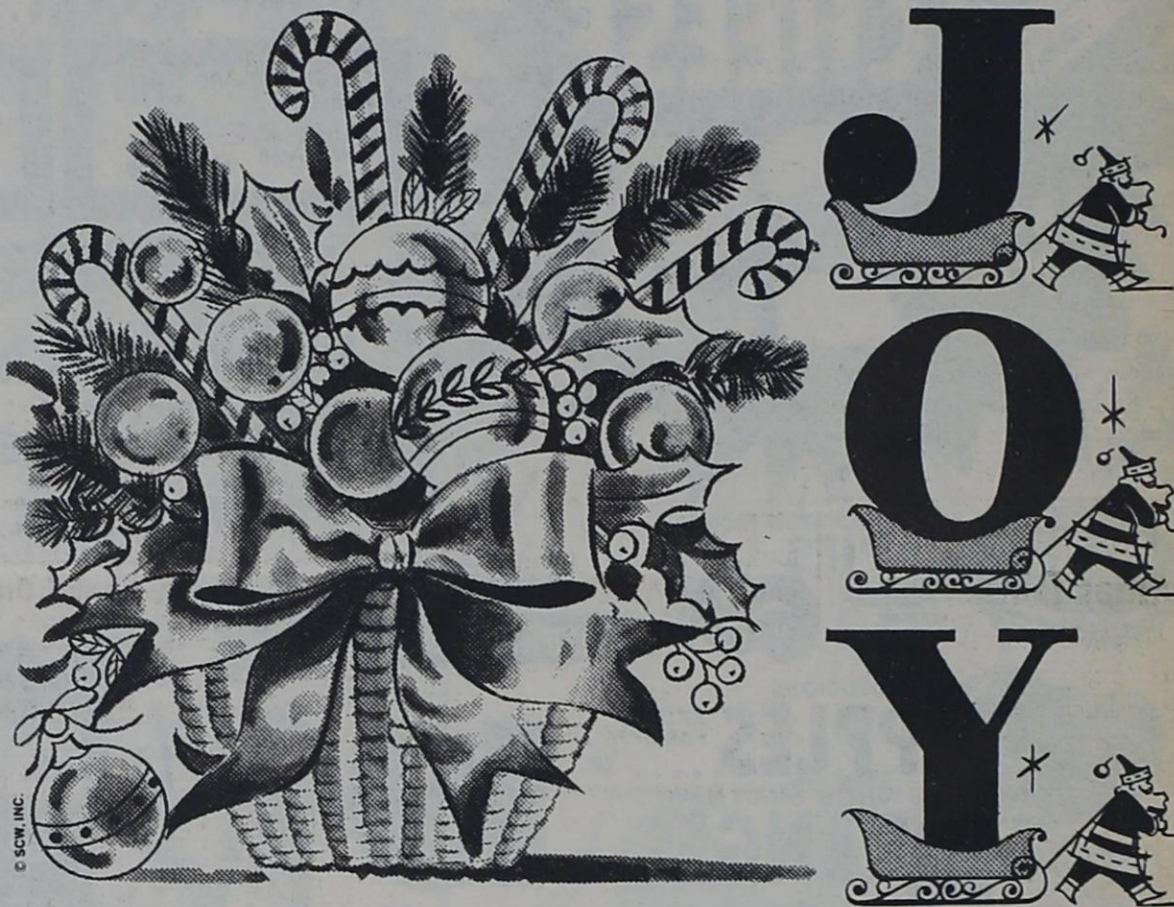
Drone bees cannot sting.

Now At DAIRY QUEEN

BELTBUSTER

Greatest Big Burger in The Whole Wide State!

1720 East 4th Street 762-5818



It adds much to the enjoyment of the season to extend to our friends and customers our best wishes for a MERRY CHRISTMAS...

TURNER CONSTRUCTION COMPANY

1628 50th Street 744-8464

Morris W. "Moe" Turner Owner

RALPH ROBERTS Package Store

First Package Store On East 19th Street

Miles East of the City



Tokyo began as a fishing village about 500 years ago.

\$1.00 Off With This Ad

CINEMA X

2417 Main

XXX Rated Sound Features

Must Be 18 to Get In Features Change Every Friday

\$1.00 OFF COUPON Good Through December 23rd



Merry Christmas TO ALL OUR GOOD FRIENDS

It's always a pleasure to greet you and wish you the best of the season!

Sears

SEARS, ROEBUCK AND CO.

my views

by Eddie P. Richardson

Executive Director, Lubbock OIC

Are We Spending More And Getting Less?

There are approximately 7,489,000 businesses in the United States. Of this number, 321,958 are minority, non-white businesses; 163,073 are owned by Black people; 100,212 by Chicanos; 58,693 by Indians and others. This makes up approximately 4% of the total businesses in the United States.



Think a minute—and add the population of all these groups together (the non-white minority) and figure what percentage we make up of the United States. That will help explain our condition.

For more facts, you might like to know that the total receipts that come in from these minority businesses is \$10.6 billion dollars. \$4.5 billion of which is made by Black businesses; \$3.3 billion by Brown businesses and \$2.8 billion by Indians and others. So actually, the total receipts of the minority businesses is \$10.6 billion, which is 1.7 per cent of total business receipts. These figures come from 1967, the last year that this data was available.

Here are some interesting facts taken from the Economic Opportunity Report, labeled P-20, No. 224 from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., which compares our Brown brothers to the Blacks in gains across the country.

Spanish Families Found to Earn More Than Black Families. Persons of origin in Spanish-speaking countries earn significantly greater incomes than blacks even though they have poorer educations.

This was one of the conclusions in the first national comparative study of its kind. The Census Bureau study, using a March, 1971 survey of 50,000 households in 863 counties including every state, found that while the incomes of both blacks and Spanish origin persons still fall far behind those of whites,

there is evidence to suggest that the Spanish group is gaining faster than blacks are.

The study released last week (October 19, 1971) shows that the typical family income in 1970 was \$7,330 for families of Spanish origin, \$6,280 for blacks and \$10,240 for whites. For all races it was \$9,860. Yet the study found that 20 percent of the Spanish group (26 percent among Mexican-Americans alone) have fewer than five years of education—the official definition of functional illiteracy. Among blacks, the figure is 14 percent and among whites 4 percent. Federal analysts used these figures to conclude that while discrimination weighs on both groups, it is more severe against blacks.

Some of the other findings of the report include:
 +Whites are twice as likely as either blacks or Spanish origin persons to hold white collar jobs. Blacks are far more likely than whites and somewhat more likely than the Spanish group to work as laborers or service employees.

+51 percent of black families are headed by a person who holds a full-time job. The Spanish figure is 57 percent, the white figure 64 percent.

+A higher proportion of black women work than do their white or Spanish counterparts. In the 25-44 age group, 61 percent of black women work, compared to 22 percent of Puerto Rican women. The figure for the entire Spanish group is 41 percent, for whites 47 percent. The distinction between black and Puerto Rican women occurs even though the two groups have by far the highest proportion of families headed only by a mother.

Spanish Are Gaining Faster. Statisticians point out that since this is the first survey of its kind on a national level, comparisons of relative rates of progress for blacks and Spanish origin groups over time are difficult to make. But the Census Bureau did compare 1960 census figures for the two groups in five Southwestern states with figures from the 1971 nationwide survey. In 1960, men with Spanish surnames averaged 61 percent of the income of whites and blacks averaged 55 percent. The new 1971 study found Spanish origin men averaged 76 percent of white income and blacks averaged 61 percent.

The study is labeled P-20, No. 224 and can be obtained for 10 cents from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402.

Angelic Choir Honored With Dinner at Mount Gilead Baptist Church Tuesday

The Angelic Choir was honored by a dinner, given by Mrs. Malissia Jackson, Mrs. Janie M. Roberts, Mrs. Edwina Woods, Mrs. Vernita Holmes, Mrs. Lillian M. Jones, and a host of others last Tuesday evening, December 14, shortly after rehearsal of the choir.

Each choir member was presented a greeting card from Rev. and Mrs. S.R. Roberts.

After the dinner, the ladies who made the dinner possible made their presentation. Mrs. Ethel Blake gave a short talk to the choir. She stated: "We are showing how much we appreciate young people like you. We cannot give you your reward, you must get that in heaven, but we give you your flowers while you yet live."

Jolly St. Nichols decided, too, he better come in and be in on the occasion. First, he wished everyone a very Merry Christmas. Second, he called Mrs. Vinia Thompson and gave her a lovely wrapped gift, stating, "these are your flowers while you live." He then called Mr. Joseph M. Jones

and presented him with a gift, along with Garnett Lee, who also received a lovely gift.

These three adults are the leaders of the Angelic Choir. The giving of these gifts was the way the ladies wanted to show their sincere appreciation.

Lastly, St. Nichols wished all present a prosperous New Year with new ideas.

Mrs. S.R. Roberts gave her remarks to the choir and presented each lady who helped make this even a success.

Mrs. Vinia Thompson, vice president of the choir, gave words of thanks to the ladies before the program ended.

The members of this exciting choir wish to express to the community a "Very Merry Christmas and a Happy New Year."

Benham Auto Sales
 1701 E. Broadway
 Phone 744-3085
 9 Years At This Location!

Club Entertains With Christmas Dinner

The Neighborhood Social Club members enjoyed their annual Christmas dinner party at the home of Mrs. Guyton on December 11. It was a gala affair and everyone enjoyed it.

The club members are Mesdames Erla Anderson, Lucile Blaylock, L. Glaspie, L.M. Hobdy, M. Lang, Vera Mitchell, M.E. Newsum, Maude Whitfield, Mamie Daniels, Florence Guyton, Mrs. Lockett and Helen Williams.

Louisiana is the only state whose laws are not based on English common law.

To keep your Christmas tree looking fresher, longer (1) wait until just before the holiday to install it; (2) place it in a cool room, away from radiators, heaters and fireplaces; (3) make sure it's always standing in water to retard drying.

A crab's teeth are in its stomach.

Money Loaned On
 Guns, Diamonds, Stereos, TV's
 Tools, Musical & Sporting Goods.
A ACME PAWN SHOP
 Between the Spanish Theatres
 715 Broadway 762-2110

Enjoy
it's the real thing
Coke

Peace on Earth

May the Holy Babe
 bless the
 family of man with
 lasting peace.

© SCW, INC.

Tommy Lethridge, Jr.
 Manager

Would Like to Announce Available Vacancies Now at



CORONADO APARTMENTS

- Close To All Schools
- All Utilities & Maintenance Paid
- Modern Laundry Facility
- Cook Stoves & Refrigerators
- Choice of 1-2-3 Bedroom Units
- City Bus Service
- Air Conditioned & Central Heat
- Nearby Shopping Center
- Lovely Grounds & Adjacent to 2 Beautiful Parks

Coronado Apartments

1017 East 29th Street
 Phone 744-0043
 8 A.M. to 5 P.M.

From the people who really mean it —
 Merry Christmas and
 Happy New Year!
 1590 on your dial

the Living K-End

San Angelo News

San Angelo—The Laymen's Organization of the Greater St. Paul A.M.E. Church had its Christmas program Wednesday, December 14. A special menu was served to those present and the evening was proclaimed Lettie Smith Day in honor of her long years of continued service to the church and community.

Sunday, December 19th was mobilization of choirs which were filled with the Christ spirit, at the New Jerusalem Church of God in Christ.

The Christmas services of Greater St. Paul Baptist will be held at 5:00 p.m. Christmas Day.

Gerald Butler is in Clinic Hospital, no condition report at this time.

A Christmas dinner party was held Friday night, December 17th, in the home of Mr. and Mrs. Herbert Robinson, 521 W. 17th Street. Their many friends and honored guests included Mr. and Mrs. Hubert Alexander, West Texas Times reporter. Everyone expressed themselves as having had a wonderful time. Hosts and Host-

CHURCH SERVICES

Bethel A.M.E. Church

Rev. C. Swisher delivered the morning sermon last Sunday morning. His message was well received by all. His wife, son and daughter, accompanied him to Bethel.

The Youth Choir led songs for the morning, with young people participating in the devotions.

The Annual Christmas program was held last Sunday evening with the youth participating. A Christmas Tree was held immediately following services in the fellowship hall. This affair was sponsored

by Mr. and Mrs. Obie Chester, Mr. and Mrs. L.D. Tribue and Mr. and Mrs. Herbert Robinson.

Rev. and Mrs. A.J. Williams, pastor of the Little Zion Missionary Baptist Church, 721 W. 19th St. are spending Christmas in California with their sons.

Guest speaker for Rev. Williams' church for the 11 a.m. services was Rev. L.C. Bowman.

ed by Rev. and Mrs. A.W. Wilson.

Greater Saint Luke Baptist Church

The Buckner Children's Home is looking for homes for their children to be guest in during the Christmas holidays. Will you help the cause? If you are interested, please contact Rev. A.L. Davis or Mrs. Roy Anderson.

Our annual Christmas program and Santa was held last Sunday evening. Our young peopel had a wonderful time.

Christmas morning service, December 25, begins at 10:30 a.m. promptly. Choirs and ushers as well as members, are asked to please be at service and on time. Pastor Davis is planning to begin the sermon at 11:00.

The Eunice Circle will meet in the home of Sister Everlean Allen this evening at 8:00.

The members of the Hope Circle met in the home of Sister Helen Davis last Monday evening.

Prayer meeting is held each Wednesday evening at 8:00. The family and church that prays together stays together. The only hope we have is in Jesus.

The Brotherhood Union and Junior Mission meet at the church each Monday evening at eight.

Let us pray for and visit our sick and shut-in. Sisters Annie Hinton, Dolly Howard, Emma Breedlove and Verma L. Moore are ill this week. Brothers E.L. Tatum and Wilmar Wilson remain on the sick list.

Mount Vernon United Methodist Church

Last Sunday evening, the Mount Vernon family came together for their annual church Christmas dinner and program. Everyone had a wonderful time. Mrs. Jelma Walker played an important part in getting everuthing ready for the affair.

Our pastor and wife, Rev. and Mrs. M.T. Reed, and church would

like to wish our many friends a most Happy Christmas.

Lyon's Chapel Baptist Church

Pastor Emerson Miller delivered a dynamic sermon last Sunday morning to our membership. His subject, "Behold The Man," was well received by the membership.

Mount Gilead Baptist Church

"The Mount Gilead Baptist Church, the friendly church where the soul and spirit meet. The church where everybody is somebody. The church extends to the members and public a cordial and clarion call to worship with us each week."

The choirs met with the Federation of Choirs, which was held on last Sunday at Lyon's Chapel as host church.

Let us pray for our sick and shut-ins. Sick list this week includes Mrs. L.A. Bradley and Mrs. Laura Skief's sister.

The Angelic Choir was surprised on last Tuesday evening with an early Christmas dinner, beautifully arranged cards and gifts for Mrs. Vinia Thompson, Garnett Lee and Joseph M. Jones. We as a group wish to give thanks to Mrs. Malissia Jackson and her co-workers.

The Mount Gilead Baptist Church would like to wish you a Happy Holiday and the best of everything in the New Year.

New Hope Baptist Church

Our annual Christmas program was well received last Sunday evening by our church. Our young people did a splendid job.

We would like to extend a Merry Christmas and Happy New Year to our many friends.

The Good Will Choir meets each Saturday evening at 8:00

p.m. New members are encouraged to join this special organization of gospel singers. We will not meet this Saturday, because of Christmas.

Jenkins Chapel Baptist Church

Amarillo—The church activities for the day began with school for all ages at 9:30 a.m. with Supt. Scott and teachers at their posts of duty. The class work was cared for by the teachers of the school. After class work the entire school assembled in the upper auditorium for the review and high points of the lesson.

The 11:00 a.m. worship hour began at 10:45 a.m. with Pastor Wade in charge of the pulpit, inspiration singing was by the church choir.

The message for the morning was brought by Rev. R.J. Dixon, entitled, "Putting Christ Back in Christmas," from St. Matt. 2:11.

Continued On Page Eleven



BLESSINGS TO YOU AND YOURS

HOOPER CLEANERS
Free Pickup & Delivery
1702 E. 4th 744-7990

Is Jesus On Your List?

by Emerson Miller

A certain young lady had completed her Christmas list, so she thought; that is, until her father asked the question, "have you completed your list?" She replied, "yes, I have." Then the father asked, "are you sure?" She again checked the list very closely and repld, "yes, I am sure."



The father said, "You forgot one person, and that person is Christ."

Considering all the indigenous and poor people in Lubbock, what can anyone give to Jesus? The greatest gift we can give to others or to Christ is the gift of self. Self implies the giving of the heart. God's invitation comes to each person, "My son, my daughter, give Me thine heart. I will keep it pure; I will satisfy all its longings with true happiness."

A person who enters into marriage with reservations, not giving himself wholly to his companion is headed for failure. The parent who does not give of himself freely to his children is depriving them of an urgent need and cheating himself of real joy.

It was Confucius who said, "know thyself." Jesus said "deny thyself" (Matt. 16:24). Christ's entire life was spent in self denial. Means, reason, time, strength, tenderness of heart, mental powers—are all gifts that may be used to bless others.

To deny oneself does not mean to deprive oneself of this world's goods. Some feel they must be poor to serve God whole-heartely. Years ago Black people came out with the song, "Take the World and Give me Jesus." In many instances this is just what has happened. White people own the world and all some of us have left is Jesus. Men such as Job, David, Abraham, Lot and others were rich men, yet by God's grace they experienced self denial.

Christmas is not a December event. It is not very probable that shepherds were "watching over their flock" during the rainy season which lasted from October to March. Let's not wait until one time in the year to remember Jesus—let's put Him on the list now and at all times.

Best Wishes For a Happy Holiday Season

LP LUBBOCK POWER AND LIGHT

Eight Pictures for \$1.00

Size 2½x3½

PHOTOCRAFT STUDIO

1209½ Broadway Lubbock, Texas Phone PO 2-9112



NOEL

At His Birth the Angels sang, "Peace on earth to men of good will." May this same peace, the gift of the Prince of Peace, be yours this Christmas and may it fill your life with joy!

KFYO
790



SANTA CAME TO Mount Vernon United Methodist Church—Debra Turner, daughter of Mrs. Louise Turner of 2503 Cedar Avenue, is looking at the other boys and girls who attended the Christmas Tree at Mount Vernon United Methodist Church last Sunday afternoon. Santa made all the little tots feel "real good."

This program was sponsored by Xi Chapter of the Delta Phi Epsilon Fraternity of Texas Tech University.

Church News . . .

Continued From Page Ten

The message was very inspirational and needed in times like these. The B.T.U. was called to order at 5:30 p.m. with Director Mayberry and teachers ready for service. Many youth of the church were in attendance and adults as well. We had a wonderful time in the Lord.

The evening services began at 7:00 p.m. with singing by the choir and congregation. The message was brought by Rev. R.J. Dixon, entitled, "Christ-Crowded Out." This was a beautiful sermon, illustrating just how we accept all others but give no time for Christ, our Saviour.

May we remember the sick and shut-ins both in visitations and in prayer.

Merry Christmas to all.

St. John Baptist Church

Sunday School was called to order at 9:55 by Assistant Supt. McCoy, with all teachers present. Attendance for the day was very

good. The lesson for the day was "Good News of Great Joy." The lesson and high points were given by the pastor.

At the 11:00 service, Reverend Toines picked a wonderful text to bring to us. His text was taken from Luke 2:10-11. Four were added to the church, 3 for baptism and one returned to the church.

Mission is held each Tuesday night at 7:30 p.m. Brotherhood is also on Tuesday evenings, at 8:00.

Prayer meeting is held each Wednesday night at 7:30.

Choir rehearsal is held on Fridays at 7:30 p.m.

The young people of St. John are having their Christmas party tonight, December 23rd. The public is invited to attend.

The wedding of Miss Joyce Mayse to Mr. Walker was a beautiful sight to behold.

Sister Reed is improving according to our latest report. She is expected to be walking soon.

Rising Star Baptist Church

The Brotherhood Union of the

WANT THE ACTION WAY ADS

Classified Advertising may be placed in the West Texas Times by calling 747-4419, at the rate of 5¢ per word (minimum charge \$1.00). Swap or give away items will be run one time free. Thank You and Appreciation notices will be published for \$1.00. Deadline for classified advertising is 12 noon Wednesdays before the Thursday paper. Display advertising rates and legal rates furnished upon request.

Rising Star Baptist Church, 3501 Teak, is sponsoring a free Christmas Dinner Saturday, December 25th, from 11 a.m. until 5 p.m. There will be turkey and all the trimmings and everyone is invited. The dinner is for all, regardless of race, creed or color.

Our aim is to share with the less fortunate during this holiday season. Those unable to attend may feel free to call 744-2904 Christmas Day from 11 a.m. until 5 p.m. for delivery.

Brother H.L. Phillips, president of the Brotherhood, and Rev. R. D. Adams, pastor, invites all.

Jerusalem Temple Church Of God in Christ

Friday night we will hold a song fest at our church, 3508 Teak Avenue. The Soul Seekers and the Gaylocks, both of Lubbock, along with other area groups will be on hand. The public is invited to attend.

On Monday, December 27th, a holiday revival will get underway at our church. Evangelist will be J.L. Washington of Denver, Colorado.

Expanded Program . . .

Continued From Page One as quickly as possible for jobs, those who want to upgrade their skills for their present jobs and others who may want to qualify for a special type of license, such as real estate or insurance.

Tuition and fees for three semester hours will total \$73.00, six hours \$107.00 and nine hours \$115.00. All three figures include returnable \$7 equipment fees.

TRAINING

We are a manpower program designed to help the unskilled and underemployed help themselves. We will train you, and help you locate employment, regardless of race, color or creed.

Contact Lubbock Opportunities Industrialization Center, 2200 East Broadway, Phone 763-8077.

MISCELLANEOUS FOR SALE

Worms For Sale—Contact Nellie M. Ross at 2402 Globe Avenue or call 744-0837, Lubbock, Texas.

Accounting courses to be offered include Introduction to Computers in Business and Elementary Accounting I and II. There will be two courses in business law, one in economics, three in finance, six in management, four in marketing and two in secretarial administration. Five graduate courses are CPA Review, Federal Income Taxation of Corporations and Shareholders, Seminar in Business Education, Marketing Administration and Advanced Business Statistical Analysis.

The credit courses will be taught in the Business Administration Building.

Brochures explaining and describing the CABS offerings for the spring semester are being distributed by Tech's College of Business Administration.

Additional information concerning the credit courses may be obtained by writing or calling

HOUSES FOR SALE

V.A. ACQUIRED HOMES FOR SALE
NO DISCRIMINATION
ANYONE CAN BUY

AMARILLO
2501 N. Bolton, 3BR, 1B, G \$7,500
No down payment \$52.45 P&I
3602 Mesa Verde, 3BR, 1B \$7,950
No down payment \$55.59 P&I
1226 Pecan, 3BR, 1½B, G \$8,250
No down payment \$57.69 P&I

LUBBOCK
1832 E. 1st Place, 3BR, 2B, AG \$9,000
No down payment \$62.93 P&I
1821 E. 2nd, 3BR, 1B, G \$7,250
No down payment \$50.70 P&I
2724 E. 9th, 3BR, 1B, CP \$6,250
No down payment \$43.71 P&I

MIDLAND
706 S. Clay, 2BR, 1B \$4,000
No down payment \$27.52 P&I
107 E. Dengar, 3BR, 1B, AG \$9,500
No down payment \$66.43 P&I
300 E. Hickory, 3BR, 1B, ACP \$7,500
No down payment \$52.45 P&I

ODESSA
2419 W. 10th, 2BR, 1B, CP \$5,950
No down payment \$41.61 P&I
4931 Lancaster, 2BR, 1B, CP \$8,250
\$150 cash down payment \$56.64 P&I

All Loans Payable in 360 Monthly Installments At An Annual Percentage Of 7½%

WE HAVE OTHER HOMES AVAILABLE
NO DISCRIMINATION
ANYONE CAN BUY
SEE ANY BROKER
VETERANS ADMINISTRATION
Waco, Texas

the Center for Applied Business Studies, College of Business Administration, Texas Tech University, Lubbock, Texas 79409, telephones 742-2136 or 742-2117.

More information about non-credit offerings may be obtained from Mrs. Jane Allison at 742-2136 or Mrs. Joan Adair at 742-2117.

NOEL

May Peace, Joy and Happiness be yours this Christmas season and through the New Year.

Many thanks and kindness to my friends for their concern during my illness.

Mrs. Estelle Pierce



Merry Christmas

And Many Happy Returns

If Santa made a mistake at your house bring it back to Dunlap's . . . no need to bother Santa. Even if it didn't come from one of our stores . . . if we carry similar merchandise, we will be glad to make the exchange. We do this because for years, making you happy has been our most important policy. Christmas isn't complete at Dunlap's until everything is satisfactory with you . . . we really mean it when we say Merry Christmas and Many Happy Returns.

Dunlap's



Piggly Wiggly
will close
at 6 P.M.
Christmas
Eve

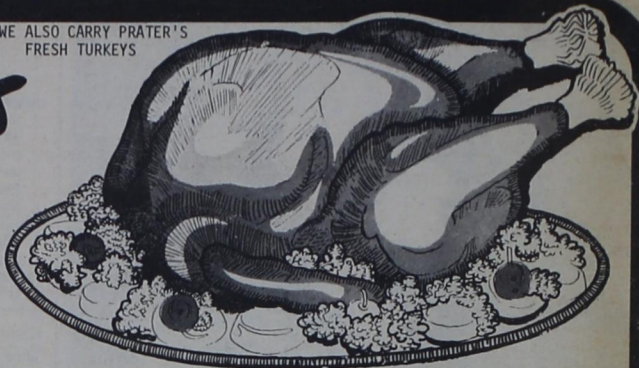
These Prices
Are Good In
Lubbock, Post,
Slaton and
Brownfield,
December 23 &
24, 1971.

Frozen Food Specials!

Orange Juice Piggly Wiggly 6 Oz. Can 19¢	French Fries Tater Boy 2 Lb. Bag 25¢	Frozen Vegetables Kounty Kist, Green Peas Green Beans Cut Corn 20 Ounce and 18 Oz. \$1	Orange Juice Piggly Wiggly Frozen 12 Oz. Can 37¢
---	---	--	---

Turkeys

WE ALSO CARRY PRATER'S
FRESH TURKEYS



Hen
Medallion Brand,
USDA Inspected,
10-14 Lb. Avg.
39¢

Hen Turkeys, Lb.
Purina Basted with Broth USDA Grade A 10-22 Lb. Avg.
Honeysuckle Whites Lb. **55¢**
USDA Grade A Oil Basted 10-20 Lb. Avg. Hen Turkeys,
Swifts Butterball Lb. **55¢**
Grade A Swift's Premium U.S.D.A.
Baking Hens Lb. **49¢**
Oven Ready, USDA Choice Beef, Valu Trimmed
Prime Rib Roast Lb. **98¢**

Small Hams Decker's Whole Only 12-15 Avg. Lb. **69¢**
Hen Turkeys Sunco, USDA Grade A 12-14 Lb. Avg. Lb. **49¢**
Canned Hams Hormel, Lean, Boneless, Fully Cooked 5 Lb. Can **\$5.29**
Canned Hams Wilson Tender Made Lean, Fully Cooked 5 Pound Can **\$5.49**
Whole Turkey Breast All White Meat 6-8 Lb. Avg. Thrifty Brand Lb. **98¢**
Pot Roast USDA Choice Beef, Valu Trimmed, Lb. **58¢**

Decker's Hickory
Smoked Hams
Shank Portion Lb. **49¢**

Decker's Ranch Style
Boneless Hams
Fully Cooked 3-4 Avg. Lb. **\$1.29**

Pork Roast Lean Boston Butts Lb. **59¢**
N.Y. Cut Steaks USDA Choice Beef Valu-Trimmed Lb. **\$2.59**
Pork Loin Roast Full Half or Whole Pork Loin Lb. **79¢**
Shrimp Indiana Fresh, P&D 1 Lb. Pkg. **\$2.49**
Breaded Shrimp Seapak Brand Lb. Pkg. **\$1.69**
Shrimp Cocktail Singleton's 3-Pak 3 4 Oz. Jars **\$1**

Piggly Wiggly Jellied
Cranberry Sauce
16 Oz. Can **19¢**

Halves & Pieces
Azar Pecans
6 Oz. Pkg. **79¢**

Farmer Jones Assorted Flavors
Ice Cream
1/2 Gal. Ctn. **49¢**

Farmer Jones
Large Eggs
Grade A Dozen **39¢**

Carnation
Egg Nog
Quart Carton **49¢**

Walnuts, Filberts
Brazil or Almonds
Mixed Nuts
Bulk Pak Lb. **59¢**

SLICED PINEAPPLE
Geisha, Chunk or Crushed 16 Ounce Can 4 FOR **\$1**

TOMATO JUICE
Libby's 46 Ounce Can 3 FOR **\$1**

GOLDEN CORN
Whole Kernel, Kounty Kist 12 Ounce Can 5 FOR **\$1**

Churngold
SOFT MARGARINE
Lb. Tub **29¢**

GREEN PEAS
Trailer 16 Ounce Can 5 FOR **\$1**

GREEN BEANS
Whole, Carol Ann 16 Ounce Can 4 FOR **\$1**

BAMA JELLY
Apple Base 18 Ounce Jar 3 FOR **\$1**

DOUBLE Green Stamps
All Week!
Til Christmas

Farmer Jones
Brown & Serve Rolls
12 Ct Package **19¢**

Folger's
Instant Coffee
6 Oz Jar **99¢**

Carol Ann
Vegetable Oil
24 Oz. Bottle **49¢**

Carnation
Whipping Cream
1/2 Pint Carton **19¢**

Sugary Sam
Sweet Cut Yams
In Syrup 22 Oz. Can **89¢**

Give food for Christmas!
Attractive Piggly Wiggly Gift Certificates available at all Piggly Wiggly Stores

Apples
Red Delicious Lb. **19¢**

Navel Oranges
Large Size for Christmas Lb. **19¢**

Mild Flavor
Yellow Onions
U.S. No. 1 Pound **9¢**

We will be closed Dec. 25th & 26th

Cream of Mushroom Soup Campbell's 18¢
Deodorant Soap Jergens 2 Bath Bar 29¢

Ivory Liquid 32 Oz. Bottle 85¢
Tide Detergent 171 Oz. Box \$2.95
Cascade Dishwasher Detergent For Automatic Dishwashers 35 Oz. 79¢
Hash Brown Potatoes Simplot Lb. Bag 39¢
Cheese Pizza Mix Kraft 15 3/4 Oz. Pkg. 63¢
Sausage Pizza Mix Kraft 17 3/4 Oz. Pkg. 79¢
Hot Rolls Hungry Jack Pillsbury 10 Oz. 38¢
Buttermilk Biscuits Hungry Jack Pillsbury 10 Count Can 13¢

Merry Christmas from
PIGGLY WIGGLY

Christmas is a time of
reverence . . . a time of
reflection . . . and above
all, a time of joy. We wish
that joy to each and every
one of our many wonder -
ful friends.



First
National
Bank

Lubbock, Texas

Member FDIC



*did the moon-silhouetted
face of a 19th century
handyman inspire one
of most famous poems?*



"... His eyes, how they twinkled!
His dimples, how merry!
His cheeks were like roses,
his nose like a cherry!
His droll little mouth was drawn
up like a bow, and the beard of
his chin was as white as the snow..."

From a famous poem, probably one of the most cherished and well remembered in all of the English language.

Written almost 150 years ago by Clement Clark Moore, this poem helped create one of the great legendary figures of all time, the "plump and jolly old elf," Santa Claus (who up to that time was depicted as rather a gaunt and somber St. Nicholas whose living prototype had been an ob-

scure ecclesiastic of the Fourth Century).

There is no substantiated version of how Dr. Moore got his idea for this image, so different from most of those prevailing.

The actual image of Santa Claus, or St. Nicholas as Moore called him in the first version, may have come from the moon-silhouetted face of his handyman.

Legend holds that it was on a sleigh ride over the now packed New York streets of 1822 as he and his handyman, Peter, went from the estate to Greenwich Village to deliver Christmas presents.

The famous lines were set down by Moore at a writing desk in his home located on a 90-acre tract in a New York City area still known as Chelsea,

down on the lower West Side where the wholesale flower market now stands.

At the time, Moore was a professor of Oriental languages in the General Theological Seminary in New York.

According to tradition, Moore read the poem to his children that Christmas Eve, although it seems more likely that the children were already in bed by the time he finished writing the poem. He probably read it the next day — Christmas Day, 1822.

But whenever he read it, the poem was an immediate success — not only with his own children, but with others.

Moore's "The Night Before Christmas" earned him lasting fame. It eclipsed his important work in linguistic scholarship and it is fitting therefore that the famed ballad has now been translated into more than 50 languages.

△ △ △

IDEAL TREE

The ideal Christmas tree is the fir, because of its tendency to hold its needles longer.

**obscure
ecclesiastic
was the 1st
Saint Nick**

St. Nicholas, the Bishop of Myra, born in the fifth century in Patara, Turkey, was a living legend during his lifetime because of his love of people and his charities.

Nicknamed fondly Noel Baba, he was known as the saint of virgins, for helping poor and unmarried girls to secure dowries for marriage.

He was also the favorite of seamen. Even pirates respected him because of his uncanny sixth sense about weather.

His bones, believed to have curative powers, were stolen from his tomb here and carried to Bari, Italy, 1087, where they still rest.

Why is St. Nicholas associated with Christmas?

Festivities of St. Nicholas Day, which falls on Dec.

6, used to extend until Christmas time, and were so popular that finally the two were incorporated into
Continued on Page Five

Season's Greetings

May your holiday be warm and bright!

Dillard's Quick Stop Drive In Grocery



A MERRY CHRISTMAS TO ALL!

Just an old-fashioned greeting that comes straight from the heart and carries every good wish!

Park View Apartments

2802 Juniper Avenue
A BETTER PLACE TO LIVE
Apartments Now Available
744-3444
744-4057

noel

goodwill to all men.

ROSCOE ADAMS
and
The Gospel Caravan
KEND Radio - 1590

St. Francis Tried to Awaken Christ-Spirit Among the Hedonists

Like all the stories about Francis of Assisi, the following story bears record of his faithful conformity to the example of humility and

every living creature was truly his brother

It is almost unfortunate that so much emphasis is put on the warm rapport Francis of Assisi had with the birds and beasts . . . to the exclusion of his other qualities.

Surely it is a moving, pleasant picture for our mind's eye, seeing Francis with birds hovering about him, and the animals eating out of his hand.

But Francis thought of all living things as his brother. In fact, St. Francis called the birds and beasts, the sun and moon and earth his brothers. Every man was his brother in the deepest sense that one can be another's brother.

Countless men and women flocked to him . . . the power-surfeited monarchs of the period, the 12th and 13th centuries . . . blood-stained outlaws, pleasure-sick hedonists, the rich and famous, the outcasts, the lepers — everyday people, the "little" people, who ever hungered for the love of God, turned to Francis of Assisi. And because the friar so lived what he believed, the love of God for every living thing, all of these people had to believe in this Love.

So the next time you see the statue of the fragile little priest with birds fluttering around him, and squirrels and rabbits frolicking, smile with pleasure . . . but remember the more significant meaning of his life . . . the day-to-day ministrations which affected multitudes of people, the love which we would hope to feel for our brothers, this Christmas 1971.

poverty personified in his Lord, Jesus Christ.

Long ago, in the 13th century when Francis went about doing his good deeds in a dark world, he and a few of his companions were celebrating the festival of Christmas in the friars' lodging at Rieti. Some of the monks thought it fitting, because of the presence of a high ecclesiastic, to lay out a table "a bit special," and set out a table with white linen and glassware.

When Francis saw the elegance of the table he called one of the monks and told him to tell the friars not to wait for him if he should not come promptly at mealtime.

When the friars had got midway into the feast there was a knock on the door. Francis entered, leaning heavily on a beggar's staff and advancing meekly as a pauper. In a beseeching voice he called out, "For the love of the Lord God, give alms to this poor, infirm pilgrim!"

The visiting priest and all at the table gasped with astonishment. Finally the guest of honor broke the startled silence. "For the love of that Lord whom thou hast named, we will give you of the alms which the Lord has given us."

Francis humbly accepted the platter and bread the prelate offered him and sat down on the dirt floor beside the table.

Again silence fell over all. The friars looked miserable and unhappy with their beloved leader squatting on the ground like a beggar, and could not eat. Francis at last spoke:

"When I saw the table worshipfully and sumptuously laid out, I thought within myself it was not the table of poor men of God who daily go from door to door for alms. For it becomes us, dearest, more than other men, to follow the example of the humility and poverty of Christ, because we are professed and called to this before God and men.

Dear brothers, the feasts

of the Lord and of the holy men of God are rather honored with the want and poverty by which those godly men conquered heaven for themselves than with the elegance and superfluity by which they are far removed from heaven."

Francis spoke these



words with a gentle voice, without the edge of reproof and reproach.

No wonder men and women from all walks of life were compelled to believe in the love of God because they saw it witnessed daily in the life of this little man of God!



LORD

make me an instrument of Your peace.

Where there is hatred, let me sow love;

Where there is injury, pardon;

Where there is doubt, faith;

Where there is despair, hope;

Where there is darkness, light, and

Where there is sadness, joy.

O, divine master,

grant that I may not so much

Seek to be consoled as to console;

To be understood as to understand;

to be loved as to love;

For it is in giving that we receive;

It is in pardoning that we are pardoned;

and it is in dying that we are born

to eternal life.

FRANCIS OF ASSISI

1182-1226 A.D.

Whatever colour, race or creed,
All plain folks are brothers indeed.

Both you and me want life and peace.

If you go home the war will cease.

— Christmas cards hung on trees for GIs by Chinese soldiers during the Korean War.

SEASON'S GREETINGS

WE WISH YOU ALL THE BEST!

Larry & Jessie's Shell Station
MacKenzie Village
765-7345



Our thanks and good wishes ring out to our friends . . .

JOYOUS HOLIDAY GREETINGS

The **SANFORD** Agency
INSURANCE

1009 Texas Avenue

Phone 763-7321



KCBB TV CHANNEL

Lubbock
KSWs TV



Roswell

MEDIEVAL HOLIDAY FESTIVITIES

"In the Twelve Days of Christmas
My true love said to me . . ."

The verses are among the most popular of the Season. They date back to 567 A.D., when the Church proclaimed the period of twelve days, from the Nativity to Epiphany, a period of celebration.

It is in fact the big holiday of the year in most countries where Christianity exists.

In medieval England festivities ranged the calendar, day and night. There were jousts, with knights in armor pennants flying, and lances flashing in the sun, and wimpled ladies watching from the stands . . . There was banqueting, caroling and also "mumming" which originally was a pantomime dance performed by groups who were both costumed and masked. Minstrels and jugglers plied their arts, made music and mirth.

In the Middle Ages, when few people could read, and entertainment as we know it did not exist, a minstrel was of necessity a many-talented fellow. One of these, in listing his accomplishments, after noting the many instruments he can play, says: "I can sing a song well and make tales and fables. I can tell a story

St. Francis said to have begun the custom of providing food for beasts at Christmastime

Among the holiday customs in many European lands is the one of putting out sheaves for the birds and giving all the farm animals an extra portion at Christmas.

Some legends attribute this happy custom to an old pagan superstition . . . a fear of evil spirits and a desire to appease them!

Another, more reasona-

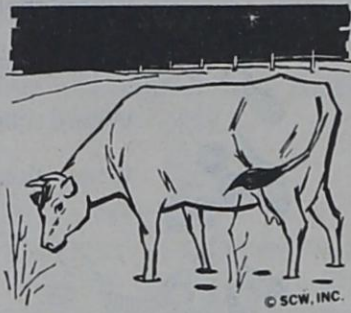
against any man, I can make love verses to please young ladies, and can play the gallant to them if necessary. Then I can throw knives into the air and catch them without cutting my fingers. I can do dodges with a string most extraordinary and amusing. I can balance chairs and make tables dance. I can throw a somersault and walk on my head."

This English minstrel, of course, had his counterpart in Europe, where the twelve days were celebrated too, with feasting, pageantry, and song.

In England some of the "pretty devices" preceding the banquets in the big halls on Twelfth Day are unbelievable-sounding confections which included castles with cannons and ships with guns which, at the proper moment, were fired against each other in semblance of a rousing battle.

ble conjecture is based on the spirit of love which embodies Christmas . . . as personified by St. Francis of Assisi.

History records that the custom originated with this good friar. Quoting from records of his followers . . . "We who were with blessed Francis . . . bear testimony that many times we have heard him say, 'If I were to speak to the Emperor, I would . . . tell him for the love of God . . . to make a special law that no man should take or kill sister Larks . . . that all . . . the Lords of castles and villages should be bound every year on Christmas Day . . .



to throw wheat and other grains outside the cities and castles . . . and that for the reverence of the Son of God, Who rested on that night with the most blessed Virgin Mary between an Ox and an Ass shall be bound to provide for them . . . Likewise that all poor men should be satisfied by the rich with good food . . ."

St. Francis' fame spread

all over the world during his lifetime and beyond. He was so admired by all people that it is likely that his words were spread afar, and that in this way this kindly custom became a "jewel" in the treasury of Christmas good deeds.

△ △ △

Boar's Head

A traditional feature of the Christmas festive table is the boar's head. This legend, told in Queen's College, Oxford, provides a basis for the tradition:

A student, walking and

reading in the woods on Christmas Day, was attacked by a wild boar. He overpowered the boar by choking it with his book, a volume of Aristotle. Then he cut off the boar's head to retrieve his book and brought the head triumphantly to table.



Sing hey! Sing hey!
For Christmas Day;
Twin mistletoe and holly.
For friendship glows
In winter snows,
And so let's all be jolly!

— Anonymous





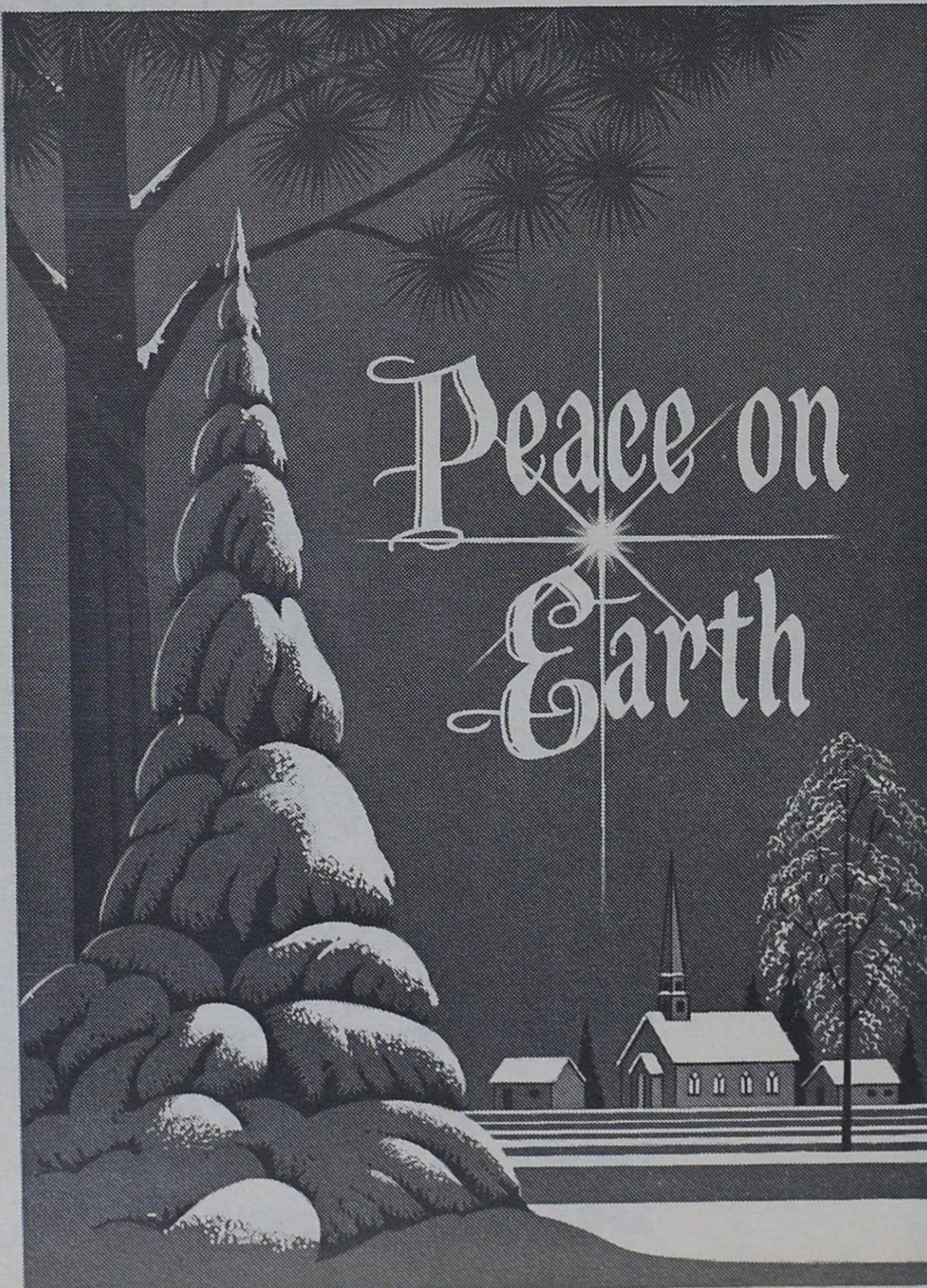
Christmas Blessings

We thank you for your patronage.

AMERICAN STATE BANK

Member F.D.I.C.

1401 Avenue Q



To all our friends and neighbors, sincere best wishes for the holiday season. May your Christmas be bright with good cheer, warm with the affection of those you love, and merry with the sound of laughter.

PLAINS CO-OP OIL MILL

2901 Avenue A Lubbock, Texas

the musical tradition of Christmas

The musical tradition of Christmas is believed to have begun in 129, when Telesphorus, Bishop of Rome, decreed that "in the holy night of the Nativity of our Lord and Savior, (all) do celebrate public church services and in them solemnly sing the Angel's Hymn..."



dance accompanied by singing, and from this comes our word carol.

The first American Christmas carol was written by a French Jesuit missionary named John de Brebeuf. He composed a song called "Jesus Is Born" for the Huron Indians with whom he worked in the early 1640s.



1st St. Nick...
Continued From Page Two one — making St. Nicholas the symbol of Christmas.

The St. Nicholas Festival found its way into the United States with Dutch emigrants and St. Nicholas' name gradually became Santa Claus.

No Christmas services are held in the Church of St. Nicholas in downtown Demre (ancient Myra) because there are no priests or any Christians here now.

The church, with a gendarme station and trees blocking its view from the street, has now been completely restored by the Moslem Turks.

The interior is lighted through glass-covered arched windows behind the altar. Mosaics on the floor of the 48 by 24-foot nave and

frescoes of saints on the walls inside the church and the courtyard are still visible.

In one of the two side aisles of the church is the

sarcophagus of Santa Claus, with a marble cover on which two reclining figures have been carved — that of an adult, perhaps St. Nicholas, and a child.

NOEL

MERRY CHRISTMAS to all our friends —

Jim M. Davis

Since then, literally thousands of carols have been written by such as Sir Walter Raleigh, Martin Luther, Johannes Brahms, Francis Scott Key, Henry Wadsworth Longfellow and Pope Pius IX.

But Christmas songs weren't called carols until well into the 13th Century, because, during most of the Middle Ages, priests and monks did all the singing inside the churches.



The people were only allowed to sing and dance outside, making up words and tunes about the birth of Christ. The French word "carole" and the Italian "carola" both mean a ring



'tis the season to be jolly

A VERY MERRY CHRISTMAS TO ALL



"WHERE YOU ALWAYS BUY THE BEST FOR LESS"

GIBSON'S

WE SEND OUT GREETINGS TO FRIENDS FAR AND NEAR FOR YOUR HAPPINESS DURING THE COMING YEAR

DISCOUNT CENTERS

look up, and see the Light of the world



About 400 A.D. the Pope, Julius I, fixed December 25 as the date on which Christmas was to be observed, and ordered masses to be held to replace the pagan rites.

The Middle Ages were a period of light in many ways. There was light for the higher spirit of man, reflected in the resurgence of creative arts. And the rites of Christmas were at a zenith. Carols and hymns were written and sung by the monks. So hauntingly beautiful, so timeless, these hymns are still very much part of the beauty of the Season in our own time.

Originally designed to honor the Christ, the vestments and accoutrements of the Church ceremonies were splendid, indeed.

Eventually this deteriorated to mere show and self-aggrandizement, and even to debauchery. In England a Lord of Misrule directed the festivities, which became so rude and profane that the Puritans would have nothing to do with them.

The Pilgrims made a "bad name" for themselves, down through the centuries, when they outlawed Christmas in Plymouth Colony, but history tells us that the good people, with sincere, devout intentions of celebrating in the sacred traditions, probably had due cause.

Regardless of the origins of the ban, the Light of Christmas Day did not dawn again in New England until comparatively lately.

There are some who would say that today the so-called Christian world is undergoing another period of darkness, that there can be no Christmas in reality as long as the world suffers from so much widespread brutality and greed.

These harbingers of evil greatly underestimate the nature of man to overcome the evils which beset him, many of which he created, himself.

Every one of us has the power to overcome whatever evils "possess" us. Every one of us, through the power of a Heavenly Father, can reject the forces that degrade him, and turn toward the Light.

This Christmas, let us all rededicate ourselves to a year in which the Light of the world illuminates our lives.



PEACE

May His birth live ever in the hearts of men.

KK BURGER BIN

Quirt and East Broadway

Lights and candles have always been associated with Christmas Day. They were used both on the tree, and lighted in the windows of the houses.

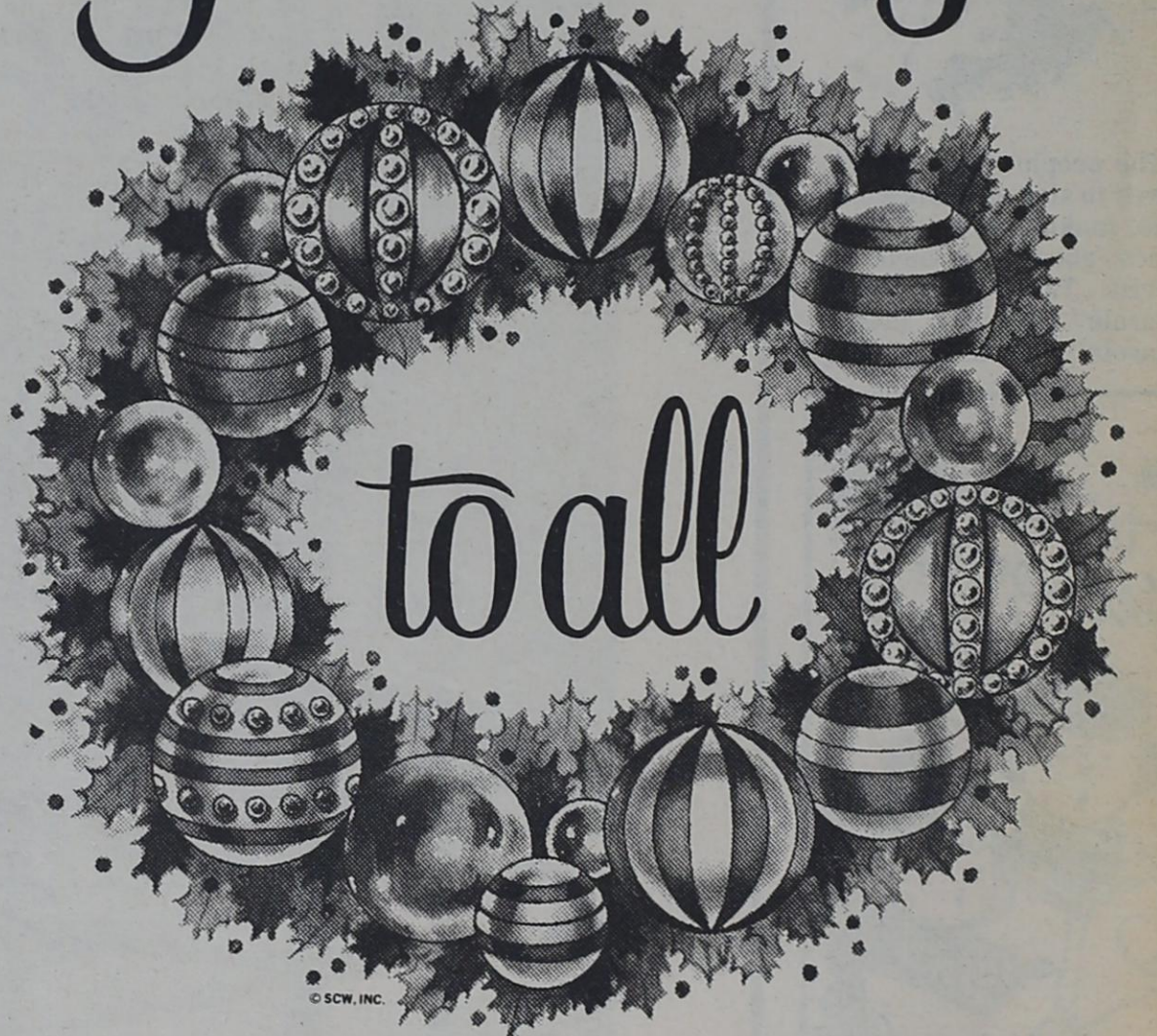
This is in keeping with the celebration of Christ's birthday; "Christmas" means "mass of Christ," the word derives from the church celebration of the day, which formed a very important part of the holiday observance in early medieval days.

It is not the actual birth-

day of Christ we observe, for that date is lost in legend. There was no celebration for over 200 years after His death!

The Romans had a great feast in honor of Saturn, the Sun god. This Saturnalia was held in December at the turn of the winter solstice. The northern races celebrated the Yuletide (heathen winter feast) at the same time, decorating trees with lights. These lighted trees were called sun trees.

Greetings



We're taking this opportunity to extend our best Christmas wishes to all of you.

CANYON VIEW Apartments

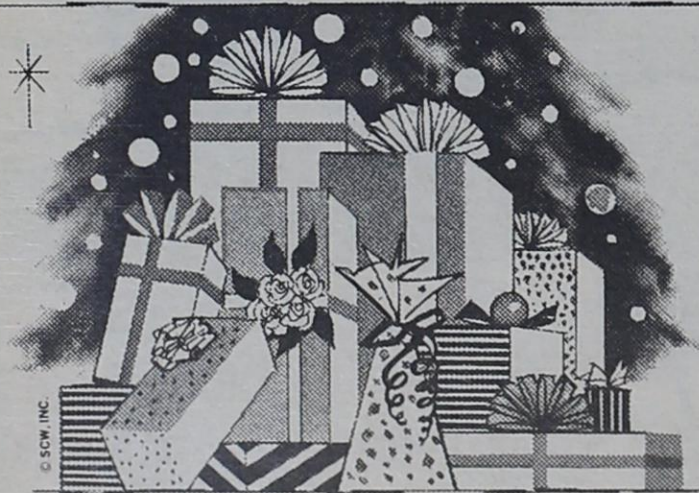
LUXURY LIVING

East 24th & Quirt Avenue

Apartments Now Available

762-4948

HAPPY HOLIDAYS



J. C. Roberts Package Store

Farm Road 1585 & Tahoka Highway

GLORY...to...GOD in...the...highest



day in the city of David a Saviour, which is Christ the Lord.

And this shall be a sign unto you: Ye shall find the babe wrapped in swaddling clothes, lying in a manger. And suddenly there was

things that they had heard and seen, as it was told unto them.

ST. LUKE, CH. 2

Superstitions

Christmas decorations remind us of old beliefs. In England people kept a sprig of holly in the house after the holidays to protect the house against lightning. Mistletoe was likewise kept in the house as a guard against witches. People in rural areas were known to wear a bit of mistletoe tied in a tiny bag about the neck as a witch repellent.



with the angel a multitude of the heavenly host, praising God, and saying:

Glory to God in the highest, and on earth peace, good will toward men.

And it came to pass, as the angels were gone away from them into heaven, the shepherds said one to another: Let us now go, even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known unto us.

And they came with haste, and found Mary and Joseph, and the babe lying in a manger.

And when they had seen it, they made known abroad the saying which was told them concerning this child.

And all they that heard it wondered at those things which were told them by the shepherds.

But Mary kept all these things, and pondered them in her heart.

And the shepherds returned, glorifying and praising God for all the

And so it was that, while they were there, the days were accomplished that she should be delivered.

And she brought forth her firstborn son, and wrapped him in swaddling clothes, and laid him in a manger, because there was no room for them in the inn.

And there were in the same country shepherds abiding in the field, keeping watch over their flock by night.

And, lo, the angel of the Lord came upon them, and the glory of the Lord shone round about them, and they were so afraid.

And the angel said unto them: Fear not; for, behold, I bring you good tidings of great joy, which shall be to all people.

For unto you is born this

And it came to pass in those days that there went out a decree from Caesar Augustus, that all the world should be taxed.

And this taxing was first made when Cyrenius was governor of Syria.

And all went to be taxed, every one into his own city.

And Joseph also went up from Galilee, out of the city of Nazareth, into Judea, unto the city of David, which is called Bethlehem, because he was of the house and lineage of David.

To be taxed with Mary, his espoused wife, being great with child.



to all our loyal friends Happy holiday!

S & Q Clothiers

Merry Christmas and a Happy New Year



from the
management
and
staff of

KLBK-AM-1340

KLBK-FM-94.5



KLBK
TELEVISION



May the peace
of Christmas be
in every heart this season.

Modern Chevrolet
L. A. Caraway, Salesman
34th & Avenue P

Christmas Symbols Have Roots In History

The star that you hang on the tip of your tree . . . the mistletoe that Janie fastens hopefully at the doorway, these and other symbols of Christmas have reasons for being.

Legends about the Christmas tree abound. The Druids are said to have worshipped trees for themselves thousands of years ago. Gradually the tree took its rightful place among the symbols of worship.

In Scandinavia the people once idolized trees. When they became Christians they made trees part of Christmas festivities.

to sacrifice a little prince, Asulf, to the god Thor.



Winfrid stopped the ceremony and chopped down the oak. As the tree fell, a young fir tree appeared. Winfrid interpreted this as the tree of life, saying it represented Christ.

The custom of decorating homes with green branches actually harks back to the days before Christ's birth. Romans exchanged tree branches for good luck at the start of January. The English copied the custom, associating it with Christmas. An old English rhyme explained it this way:

"Holly and ivy, box and bay, put in the church on Christmas Day."

Suitability

At Christmas I no more desire a rose
Than wish a snow in May's new-fangled mirth;
But like of each thing that in season grows.
William Shakespeare (1594)

route of the Magi...

Portugal and Spain reportedly was the path taken by the Kings. Here on the route of the Magi the Wise Men are of particular importance in the Andalusian countries.

Sidewalk shops and kiosks offer reproductions for sale in glittering array — some of carved wood, some of papier-mache or pottery.

Today, more sophisticated Americans emulate these old-world craftsmen. They make Wise Men, using cans and plastic foam heads embellished with bright and ingenious decorations.

Custom decrees that the Magi be met on Epiphany Eve at the edge of town. In Portugal, young and old go

out that night, carrying a variety of food for men and animals. This colorful caravan also offers presents such as artfully arranged bouquets of dried flowers, grasses, and feathers, and splendid metallic palmetos bound with beads or mirrors at their centers.

But alas for the welcoming committee, the Magi always seem to slip into town by another road. When the disappointed children have eaten the goodies and returned, they are comforted by finding the Wise Men assembled in the village church. Then they parade in with their wonderful gifts for the wily Kings.

New Year White

Marco Polo, traveling through the land of the Great Khan, found that the Khan and all his subjects, by tradition, wore white robes at New Year's, which they celebrated in February. The white robes they considered a good omen to bring them luck and happiness. The subjects presented jewels to their ruler so that he might know abundance throughout the year.



Another legend holds that the first Christmas tree was seen in a vision experienced by an English missionary named Winfrid. Later he was called Boniface. It happened about 1,200 years ago when he was going through northern Germany. One day he stumbled on a group of non-believers huddled at an oak tree. They were preparing

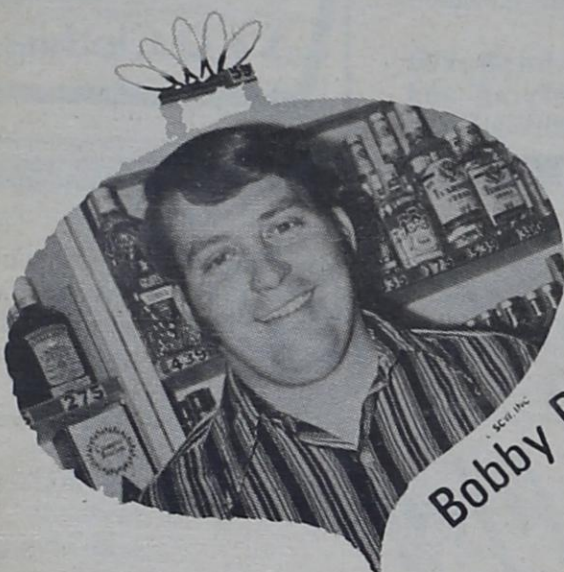
bringing you good wishes galore!

Your Business Always Appreciated

McKISSACK AUTO SUPPLY CO

May all that is "merry and bright" be yours!

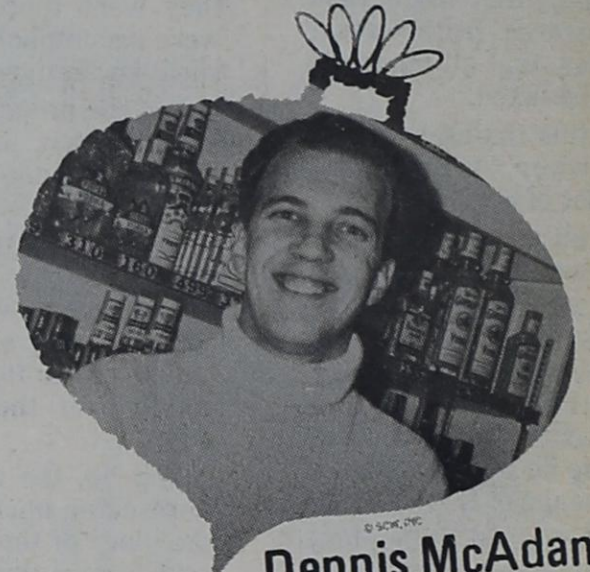
Givens Real Estate



Bobby Payne



Ollie Guy



Dennis McAdams

GREETINGS OF THE SEASON

From The Gang At



Fern Dunlap

SHORTY'S PACKAGE STORE

Second Store on East 19th Street
Phone 763-3807



Loyd Dunlap

We Appreciate You Driving Just A Little Further This Past Year!