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Deltas Honor Esquires Saturday Night



MS. DEANNA DEWBERRY, a 17 year-old student at Coronado High School, captured grand prize honors with an oral interpretation of Langston Hughes' "Heaven and Hell" in the first annual Roots Springfusion Talent Showcase before a packed standing-room-only crowd in the Lubbock Civic Center Theater Friday night, March 22, 1985.



Esquire Darrell Berry

The Lubbock Alumnae Chapter of Delta Sigma Theta Sorority, Inc. will present their fifth bi-annual Esquire presentation Saturday night, April 6, 1985, at the Hilton Inn Ballroom. With the theme, "Magnificent Dreams", six outstanding young Black men will be presented as Delta Esquires.

Those being presented are Esquire Charles Cooper, Esquire Darrell Berry, Esquire Charles Cooper, Esquire Rodney Davis, Esquire Carl Doo, Esquire Patrick Johnson and Esquire Edwin Osby.

Esquire Berry is the son of Mrs. Judith Ann Struggs and Fulton Berry. He is a senior at Dunbar-Struggs High School. He also is a member of the NAACP, American Legion Boys State,



Esquire Charles Cooper

Academic De Calhoun (for which he won a Silver Medal) and varsity football team. He has outstanding talents in singing and oil painting. His hobbies include reading, science fiction books, chess and basketball. He is a member of Carter Chapel C. M. F. Church.

Esquire Cooper is the son of Mr. and Mrs. Charles Cooper. He is a senior at Dunbar-Struggs High School. Charles is a member of Distributive Education Clubs of America (DECA). He is also state vice president of Distributive Education Clubs of America. He is a member of the varsity basketball team, a member of the "Muck Trial Team", and president of the senior class. His hobbies are water skiing, writing poetry, and debating. He attends Kingdom



Esquire Rodney Davis

Ball or Jehovah's Witness. His future plans are to attend Texas Tech University and major in Telecommunications.

Esquire Davis, son of Mr. and Mrs. Curtis Davis, is a senior at Coronado High School. He is active in the Parkway Drive Church of Christ. He has been active in state and national youth conferences. Rodney has been a member of Graphics Arts organization and a three year member of the student council. His hobbies are various sports and art. He is a member of the track and football team. He made All City and All District first team his junior and senior years. Rodney was a starter cornerback for the State Championship game year 1984. A three year letterman track team member, he placed fourth in the state in 1983.



Esquire Carl Doo

St. Rodney was a member of the Baseball City League for six years. He also played alternate pitcher and short stop. Rodney is planning to attend college after graduation.

Esquire Doo is the son of Mr. and Mrs. Edward Doo. He is a senior at Dunbar-Struggs High School. He is president of the Senior Class, a member of the "Young Life National Forensic League". Carl's most outstanding talent is public speaking. His hobbies are pottery, sculpting, public speaking, collecting comic books and reading. He is a member of Carter Chapel C. M. F. Church. His future plans are to attend the University of Texas at Austin, Texas and major in Business Administration. Esquire Johnson, son of Mr.



Esquire Patrick Johnson

and Mrs. Virgil Johnson, is a senior at Coronado High School. He is a member of the varsity basketball team and has served as Student Council representative for his hometown for two years. Patrick is an honor student and his favorite subjects are typing, English, and Government. His hobbies are playing the drums and basketball. He is a member of New Hope Baptist Church where he is active in youth activities. Patrick plans to attend Texas Tech University and major in Business Administration.

Esquire Osby is the son of Mr. and Mrs. Morris Osby. He is a senior at Montway High School where he is a member of the football team. He is currently running track. His favorite hobbies are weight lifting,



Esquire Edwin Osby

hunting, and reading. He is a member of St. John Baptist Church. He plans to attend Texas Tech University and major in Business Administration.

Proceeds from this affair will be used for scholarships to be awarded during the next two years.

The public is encouraged to attend the Esquire Ball Saturday. Donations are \$5.00 for singles and \$10 a couple.

The Roy Roberts Band will provide the music for the gala event.



Southwest Digest

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LUBBOCK, TEXAS

APRIL 4 THRU APRIL 10, 1985

Chicago Publisher, Charles Armstrong, Dead At 61

CHICAGO -- Funeral services for a late newspaper publisher, Charles B. Armstrong, Sr., were held Friday, March 29th, at A.A. Payner Funeral Home. Visitation was at 7:00 p.m. and the funeral services at 8:00 p.m. Burial was held on Saturday morning.

Armstrong, publisher of the Chicago Metro News, for more than 20 years, was killed on Monday, March 25th, around 12:15 p.m. allegedly by Roscoe Evans, 24, who is now in police custody. Evans, a rejected former suitor of Armstrong's daughter is alleged to have walked into the newspaper offices located at 2600 South Michigan Avenue, carrying a concealed .22 caliber rifle. It was reported that he allegedly shot Charles, Jr., son of the publisher first in the face and

hand. The bullet lodged in his throat, according to reports.

The gunman then entered the inner offices where he found Armstrong in the chest. Armstrong was pronounced "dead on arrival" at the Michael Reese Medical Center, which is located just a few blocks from the newspaper office. Armstrong, Jr., is in good condition at this time after treatment at the same hospital where his father was pronounced dead.

Armstrong had a long and often controversial career as a newspaper publisher, which began with his newspaper in Harvey as the Chicago South Suburban News in 1965. He was noted for taking unpopular stances on issues that threatened the rights of black people and the underdog who had no clout to which to turn. His

methods were often questioned but he got results in his hard hitting "telling it like it is" philosophy of journalism.

Born in Nashville, Tennessee in 1923, Armstrong was a strong believer in education. He was a graduate of Parker High School (now Hobson) in Chicago and after a hitch in the U.S. Army completed his studies at Fiat University, where he graduated with honors in 1950. He continued graduate studies at Chicago's DePaul University. Later, Armstrong became a teacher in the Chicago public school system where he remained for a number of years as a history teacher.

Always aware of the inequities in the world, Armstrong was forever speaking out about the injustices which continued to smother a race of people. He

thought the answer was through the political arena. He held several local leadership and responsible positions in the Republican Party. He was precinct captain and president of the 4th Ward Republican organization from 1961 to 1962. Also, Armstrong ran for Alderman of the 4th Ward in 1963, but was unsuccessful in his bid for the seat.

Although his political aspiration was not as successful as his newspaper career, Armstrong was very active and dedicated to his profession. He was a long time member of the National Newspaper Publishers

Association, a national organization of black newspaper publishers. He was also a member of the Chicago Publishers Association, which met frequently to explore the issues confronting Chicagoans.

Armstrong married Ruth Virginia Buckner in 1954. In the union five children were born.

Mrs. Armstrong is a supervising nurse at Michael Reese Medical Center. His five children are Margalynne Jean (Peggy) 28,

Judith (Judy) 26, Charles, Jr. 23, Patricia (Patty) 22, and Peter Claver 19.

Givens Named Speaker

The featured speaker for the

fifth Bi-Annual Esquire Scholarship Ball will be State Representative Roy D. Givens, District 83.

Rep. Givens stated he feels honored to have an opportunity to address this distinguished group of young men.

Every other year, Delta Sigma Theta Sorority, Inc., Lubbock Alumnae Chapter, select young men 18-30 years of age as being outstanding in their class and recognize them at the Esquire Ball.

This year the gala affair will be held at the Hilton Inn Saturday night, April 6, 1985, at 9 p.m.

St. Matthew Sponsors Program April 21st

The St. Matthew Baptist Church Pastor's Aid will sponsor a program at the church Sunday afternoon, April 21, 1985, at 2:30 p.m.

Special guest will be the members of the Zion Missionary Baptist Church and Rev. A. L. Patrick, pastor, Rev. Lemuel F. Thuston, pastor of Alexander Chapel COGIC, and Rev. C. Mullins of Plainview, Texas.

Lincoln-Griffin Exchange Vows

Shelia Valreen Lincoln and James Dale Griffin were married Saturday, March 23, 1985 in the First United Methodist Church. The Rev. W. O. Johnson, pastor of Bethel African Methodist Episcopal Church, performed the ceremony.

Felecia Anderson of Houston, Texas and Keith Canady of Dallas, Texas served as honor attendants.

Parents of the couple are Mr. and Mrs. Albert W. Lincoln and Dr. and Mrs. James J. Griffin of Dallas, Texas.

The bride, a graduate of the University of Texas at Austin, is employed by Greysian, Smith and Partners.

The bridegroom is a graduate of UT and attends Southwestern Medical School.

After a wedding trip to Hawaii, the couple will reside in Dallas.



Shelia Valreen Lincoln-Griffin

Fair Housing Seminar Set April 10th

The Community Housing Resource Board, a local fair housing group, is sponsoring a fair housing seminar Wednesday, April 10, 1985, at the Mae Simmons Community Center, East 22nd and Oak Avenue.

The meeting will begin at 7:00

p.m. and continue to 8:30 p.m. Participants will be Marcy Wenzler, West Texas Legal Services, talking on legal issues in housing; George Jackson, president of the Lubbock Housing Finance Corporation, speaking on the purchasing of a home on the

10.95% mortgage money program; Orville Alderson, City of Lubbock, answering questions on the City's rehabilitation housing program; and Barbara Peters, CHRB staff, discussing fair housing practices.

The public is welcome and it

you have questions, call the Community Housing Resource Board at 744-4234 or visit the public office at 1111 Avenue J, Lubbock, Texas.

Refreshments will be served.

Moultry Concert Set Sunday Night

Mrs. Judy Moultry will appear in a concert Sunday night, April 7, 1985, at 8:30 p.m. at New Hope Baptist Church.

Billed as a Moultry Concert, she is a graduate of Bishop College where she was a voice major.

A native of Cleveland, Ohio, Mrs. Moultry has been in concert with Sandra Crenche and Clay Evans of Chicago, Illinois.

The public is invited to attend this concert.

Radio Choir Installs 1985 Officers

The Lubbock Community Radio Choir had an impressive installation of their 1985 officers at the Bethel African Methodist Episcopal Church Saturday, March 30, 1985. Rev. W. O. Johnson, host pastor.

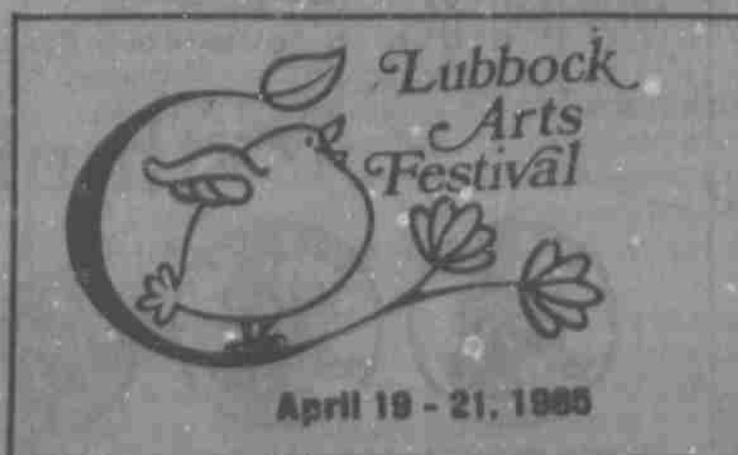
Special guest were Rev. Joseph Williams and Midland Community Choir.

These special guest were introduced by Rev. S. C. Nash.

Rev. Lemuel F. Thuston. Officers installed were: Samuel Curtis, general director; Wilma Carter, vice president;

Francis Bell, 1st vice president; Marilyn Cole, secretary; Bobbie Duval, assistant secretary;

Mildred Bogus, treasurer; and Geraldine Cooper, parliamentarian.



April 19 - 21, 1985

pastor of New Hope Baptist Church.

The officers were installed by

pastor.

Remarks about the affair were given by Mr. Curtis.

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Southwest Digest

NNPA FEATURE

COPING

by

Dr. Charles W. Faulkner



"I DO: I LIKE THE MEN I DATE"

Here are excerpts from a recent letter that I received which you will find interesting. My comments follow the letter.

Dear Dr. Faulkner:

"Dear Dr. Faulkner:

I find most of my relationships with men boring, frustrating and depressing. I have never had a sexual experience that I enjoyed because I really do not like my partners as people. I fear being locked into a situation that will leave me unhappy, so I just won't date. I would like you to tell me, please, what makes for a successful relationship? What should I look for? F.B., Cincinnati."

Dear F.B.:

Your problem is one which each of us regularly confronts. There is no guarantee for success. Each relationship is a risk and will have some problems no matter what criteria of selection is used. Sincerity, common sense and dedication are a good start. Here is a list that can serve as a general guide. You may add to it or modify it as you see fit.

- 1) Retain the quality of the "chase"; always suggest the possibility of other relationships and never allow yourself to become the unquestioned "property" of someone else.
- 2) Maintain a newness and sense of constant discovery that makes the relationship an adventure and never allows it to become predictable and boring.
- 3) Understand that the relationship is underpinned by psychological as well as physical fulfillment. A person has to be psychologically happy as well as sexually satisfied.
- 4) Be prepared to see the "right" person.
- 5) Be prepared to be the "right" person. Relationships are two-way streets. You are not likely to be happy unless you are able to make someone else happy.
- 6) Be caring, willing to forgive and flexible about your requirements. It's all a matter of trading off: giving up something that you want in order to get something else that you want even more.
- 7) Understand that knowing what you should be in a relationship is as important as knowing what to look for in the other person.
- 8) Seek a companion who comes as close as possible to what you want before you develop the relationship. Don't expect to change anyone once the relationship has begun. No one can or will adapt to your needs anymore than you will adapt to theirs.
- 9) Observe the other person under stress to see if he/she is stable and can handle problematic situations without blowing a fuse. Can you?
- 10) Determine if you are compatible in age, education, religion, sex and personal objectives. To be compatible does not mean having identical views. It means being able to mutually fulfill the needs of one another in spite of the variations in your outlooks.
- 11) Be sure that both of you place the relationship in the position of highest priority. Your own fulfillment should be next in other words, be sure that it is "our happiness" rather than "my happiness."
- 12) Find out how both of you cope with disagreeable people and untenable situations. Be certain that these traits will be immediately put to the test.
- 13) Be certain that you are both stable enough to refrain from competing with each other, especially when problems arise.
- 14) Accept the responsibility of fulfilling yourself as a loving person who retains a degree of individuality and self-identity.
- 15) Be prepared to communicate your feelings, concerns, interests and anxieties often. And, tactfully. You can be friends even when disagreeing.
- 16) Respect, respect, respect the feelings and needs of each other in times of happiness and unhappiness.
- 17) Be prepared to share.

INTRODUCING BlacFAX

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Who was the first Black on record to receive a patent in the United States? Don't know? You're probably not alone. Most Americans, including many Blacks, know little or nothing of the history, accomplishments, and contributions to everyday life in America of the Black American.

Keeping abreast of the trivia mania sweeping the country, a Virginia based firm called BlacFax Inc. has developed an educational, interesting and fun addendum to current trivia board games. Three thousand questions and answers relating to Black culture in America from the 1600's to the present. Three thousand facts, illuminating the Black experience.

BlacFax is divided into six categories: business and technology, literature and art, history, sports, entertainment, and potpourri. The format is similar to other trivia games currently on the market including color codes and challenging questions. BlacFax is compatible with the leading trivia games and is designed to be used as an additional set or as a stand alone game.

BlacFax is scheduled for wide spread distribution in April 1985 and is currently available by direct-mail. The game will be sold in a variety of outlets including specialty shops and game stores. The originators of this game may be contacted at BlacFax, Inc., Post Office Box 6340, Alexandria, VA 22306-040.



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TOWARD EMPOWERMENT

Black Publishers' Astonishing Role In Awakening Black America

Editor's Note: We are deviating for the first time ever from our policy of the past by sharing space in this previously "sacred" column with distinguished national leaders who are as equally committed to Black solidarity as an essential means of achieving the equity and justice needed for our nation's overall good as are we who are opinion molders in the Black press. There never can be equitable empowerment for all people unless Black needs are addressed from the unique Black perspective just as White needs always have been addressed from the White perspective. The only predicament has been that—in the past—our point of view was left out with the result that there is a great imbalance in the bargaining power of Black Americans. In order to help correct that grave imbalance, we urge our readers to share these columns widely with persons within and without our communities. This week's guest opinion leader is Dr. Rejesta Perry, an educational administrator and Grand Basileus of Sigma Gamma Rho Sorority, Inc.

I could hardly believe my eyes. Yet on Friday evening, the 22nd of February, I was face to face in the heart of the ghetto in Washington, D.C. with well over 400 other Black leaders of our most well-known, Black-led organizations, along with several dozen corporate leaders from within White America. The thoughts and wisdom about how Black Americans now are being forced to view their situation in more realistic and responsible terms—and what we must begin to do together—were extremely well articulated in a well-executed program of what was billed as "Thanks, Praise and Commitment."

The erudite spokespersons were our esteemed lady veteran of the Civil Rights Movement, Dr. Dorothy Height, and the always-razor-sharp journalist, Mr. Tony Brown. Among the distinguished guests present were John Jacob of the National Urban League, Congressman Walter Fauntroy and Attorney Wilhelmina Rolark, representing the Mayor of Washington, D.C. The occasion was the First Annual National BLACK MONITOR Hall of Fame Community-Building Awards ceremony, sponsored by the national Assault On Illiteracy Program (AOIP).

At first glance on arriving upon such a scene, one might have felt extremely good to see such a gathering. Yet, there have been many gatherings of distinguished

Black and White leaders that far exceeded this in number. So "What's so different about this?" one might ask. There are several things that were astonishing to me and to almost all the others present...and I want to share these observations with you because of the kind of realistic hope they bring for a better day—wherein equity and justice will surely begin to be seen in far more ways, as well as pay a deserving tribute to a select group of our Black publishers.

First, this was not an assemblage of Black leaders merely discussing what they could do together. These were Black leaders from all over America who already had begun doing something never dreamed possible before. These leaders and their huge constituencies amounting to more than 15 million thoughtful and concerned Black Americans already had begun to work together with a commitment to do so long term.

Even though our organization—Sigma Gamma Rho Sorority, Inc.—had been among the very first seven or eight leadership groups to join the AOIP framework, neither I nor many of the others of us could easily have envisioned the reality of what bit by bit had been enabled to take place. What was before my almost unbelieving eyes were the top officials and programmatic leaders of well over 30 leadership groups—but this was only the first remarkable aspect.

Second, the jam-packed but well-managed and beautiful meeting room—not far from junkies, pimps, addicts and other "hustlers"—seemed at first an unlikely place for such a distinguished gathering. Yet, all of us present had been reminded over and over again before we came that one of our main purposes was to deal with the root causes of illiteracy among Blacks—i.e., an image of self and community so negative that it served as a deterrent to the desire to learn among many Black Americans.

Accordingly, by our AOIP Constitution and Bylaws, our efforts always had to focus on supporting our communities and helping to rebuild them into responsible, viable and fulfilling market and living places for all of our people. Thus, even though we knew well in advance that we would have to deny some of our leaders seats because no untaken (by others) facilities within the Black community were available to us on the date we wanted, our overriding commitment to support our own forced us to meet at the remarkable Family Life Center. Under other circumstances, we would have gone "downtown" without a second thought. Yet, via the focus of AOIP, we were forced to open our eyes—to awaken to a new level of thinking in terms of building our communities via collective and refocused action which is designed to build for ourselves as we remove some awesome burdens from others.

Third, the question had to arise as to "How did we arrive at this new and quite-different way of looking at ourselves?" And, without question, it was different. Speaker Dorothy Height spoke of AOIP as a vital extension of the work of all of our Black community-building organizations. Tony Brown went so far as to say that AOIP was the "only relevant" coalition for

meeting the most urgent needs of Black America from within and thus providing important and never-before-available dividends to White America. At the seminar-type board meeting on the following morning, (Dr.) Leon Sullivan echoed much the same feelings.

But "What was behind this new awakening?" we still had to ask. A very large—if not almost all—of the credit, I have learned, must go to the unusually-dedicated publishers in *The BMI Cooperative*, the publishers whose newspapers carry this very article. By serving our leadership needs in a variety of instructive and growth-producing ways, these publishers—under the thoughtful leadership of (Dr.) Calvin W. Rolark—served as catalysts in doing what many had viewed previously as impossible. Few, if any of us, believed we would see the day when Black Americans were focusing on removing many of our burdens from White America, knowing we would need certain kinds of assistance long term...and towards this essential end, and through concerted collective action, would be committed long term.

I serve as national co-chairperson of AOIP's Public Information Committee. One of our missions is to work with all the other AOIP-participating organizations to see that every member of our local chapters subscribes to, and cooperates in every other supportive way with, these media owners who have played such a vital role in bringing us to the dawning of a new community-building day.

Yes, I could hardly believe my eyes on February 22nd. But thanks to Calvin Rolark's most unusual media owners, I now see that my responsibilities to these particular publishers is even more essential to the achievable betterment of America. Won't you join me in this support?

IFC/PANHELLENIC Support Heart Drive

Members of the Texas Tech Inter-Fraternity Council (IFC) and Panhellenic will serve as volunteers in the American Heart Association's residential drive on Sunday, March 31.

Several hundred IFC and Panhellenic members are expected to be at the Phi Delta Theta lodge on Greek Circle at 2:00 p.m. Sunday to pick up their packets.

They will be calling on Lubbock area residents to ask for contributions for the 1985 Heart Campaign. This year's campaign goal has been set at \$105,000.

"The money raised during our campaign goes to support research, professional and public education and community service

programs in Lubbock," said Jana Sanders, local chairman of this year's residential campaign. "With costs rising everywhere and because of the tremendous toll in lives and money due to heart disease and stroke each year, it is absolutely essential that we reach our goal," she said.

"Heart disease, stroke and high blood pressure afflict more than 40 million Americans are responsible for half of all deaths in this country," said Sanders. Of the nearly one million deaths each year from heart disease and stroke, more than 200,000 occur before retirement age. "We need contributions to help in the fight for your life and ask that you give generously when a volunteer calls on you," said Sanders.

"I am especially proud to have IFC and Panhellenic volunteering in our campaign. They do a lot of good for our community," Sanders noted.

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EDITORIALS • COMMENTS • OPINIONS

There Is A Way!! AOIP!!

by
Eddie P. Richardson

A. O. I. P. means Assault On Illiteracy Program which is made up of over 80 national Black oriented organizations, each having memberships of thousands - i. e. national, regional and local. These organizations below are a preface to a manual prepared by A. O. I. P. workers across the nation. It took five years to get to the meeting with the U. S. Department of Education (USED). The preface was written by Ozell Sutton, past national president of Alpha Phi Alpha Fraternity, Inc. and national president of A. O. I. P.

Preface

Uplifting By Making "Wonderful And Unexpected Things" Happen!

"Never in our fondest dreams did we think this ever would have materialized. But, the workshop did materialize and some wonderful and unexpected things have begun to happen."

These were the words of Dr. Gary Jones, Undersecretary of Education, on March 5, 1984. The observation was made at the conclusion of an unprecedented, at first resisted and extremely hard won two-day exploration at the United States Department of Education (USED). The participants were 85 of the top-level policy makers and professionals within USED and an equal number of the distinguished national Black-led organizational leaders within the Assault On Illiteracy Program (AOIP).

The reasons for this resistance to the Black/White educational exploration might be better understood if we bring to mind two facts. These are:

1. There are a good many persons in seemingly well-entrenched high positions of authority for decisions making who are never eager to have their long-held notions challenged in open discussion or debate ... and, this resistance is particularly so when the outcome might be the need to share that decision making responsibility with others. And

2. Basic educational policies - with few exceptions - were never made with the unique support, or *affective*, needs of our nation's Black population in mind. Little or no consideration ever has been given to the most serious deterrent to learning among many Black Americans, i. e. an image of self and of community so negative and deep that many Black Americans still do not feel good enough about themselves and their environs to want to learn. This is an ego diminution among Black Americans brought on by deliberately-imposed policies and practices of the past - and which continue today in largely unaddressed form.

Among the "wonderful and unexpected things" that began to happen as a result of that historic workshop were:

1. USED's deeper awareness or recognition that learning truly is both an *affective* and *cognitive* process - that the severely damaged egos uniquely among so many within the Black population must be addressed as a prelude to teaching that is both effective and lasting.

2. A recognition by all parties that the image predicament is so comprehensive that a joint and continuing high-level AOIP/USED Task Force on AOIP Concerns needed to be - and was - established so that AOIP uplifting programs could be supported fully. And

3. A deeper awareness by USED and AOIP that an interorganizational, long term and overall community-building and/or "uplifting" focus within Black America to save the young and redeem the older would have to be considered as crucial. The success of any optimally-effective literacy enhancement efforts, which would remove this embarrassing and long-ago-imposed burden from America as a whole, would depend greatly on large-scale environmental and/or



support changes within Black America.

Illiteracy remediation to every American's benefit and is every American's responsibility. In this process, there are certain unique roles that only Black Americans can play ... but they require and deserve the help of all others. This manual is designed to provide new and much-needed guidelines developed by a wide cross section of all of AOIP's leadership. By following this route, Black Americans can begin working far more earnestly and productively together in new community-building ways for the *uplifting* of our people ... our communities ... and our nation as a whole. In that way, "wonderful things and unexpected things" will continue to happen for us all.

Ozell Sutton
March 22, 1985

Two words that has very strong meaning: they are *affective* which means environment. Many Blacks, historically, have come from poor and low esteem and lack of good self image which is a lot of cases has made learning difficult; hard to learn, hungry and empty stomachs. The other word, *cognitive*, which is a technical method of learning or coming to know, learning by method with no particular feelings.

This is why some studies say West Indians or Blacks from countries who have not experienced slavery or apartheid learning, learn easier than ones who have experienced these situations. There will be much more on this subject in this column in the near future. This newspaper will continue talking about "Reaching Out!"

NNPA FEATURE

Business in the Black

By Charles E. Rello



What the Spring of Borbachev Communicates From Russia is Love

In the Soviet Union, the greatest concern of the communist party is the production of food on the table for all the people. Capitalism and communism aside, a piece of bread and a bit of fish is fine for the worker on a regular basis with a roof over their head, clothes on their backs and shoes on their feet. Fundamentals to be sure. But certainly the beginning. Before you laugh, figure the number of homeless, hungry and hopeless Black Americans who would welcome the coming of another J.F.K. Mikhail Gorbachev (more-bah-GORBAFF) promises to be just such a man for the Union of Soviet Socialist Republics.

Known in the U.S.S.R. for his agricultural expertise, he is expected to excel in increasing food production for the Soviet people. Perhaps the concern for the poor and hungry has gone astray in America, but not in Russia. Wrestling with a slowdown in agriculture processing and placing defense expenditures last in the needs of the people, picking Mikhail as personal leader of the Soviet people was a pungent choice of a nation that lost 20 million people to the Nazis. No power on earth better resembles that bank of rebels called Nazis than the rarists of America. These Nazis racist types are arch enemies of everyone in America or Russia who believe in the freedom of individuals to live an honest, complete and unimpeded life.

Like so many people who are picked to represent real people, Mikhail Gorbachev will not find the world waiting for his every word. We will demand everything that he can give - and more. His leadership in the U.S.S.R. can only inspire the eternal humanist in this country and around the globe to continue the fight for freedom regardless of race, creed, sex, religion, or economic situation.

Remember this man is almost 20 years younger than the present resident of the White House. While it may make many white Americans happy to have an old man in there, fact is, most of middle America would rather mix with Gorbachev's generation. Generating ideas which appeal to Americans, as well as Russians will not be difficult for the new director of human consciousness called Mikhail Gorbachev. Just as the quiet follows the storm and stillness, so will Mikhail make sunshine after Stalin and the staid, stable of stern Soviet leaders.

Little is known, but much is liked by the new leader of the world's other superpower. Expect that his concern and concentration on the cultivation of crops for the feeding of his people has been his forte. Family man with a fine and learned wife would argue for astuteness at

Why Pay Unknowledgeable Teachers

More??

by

Luanna C. Blagrove

The prolonged controversy of monetary incentives for public school teachers is not without justifiable provocation in the best interests to educate students in their formative years by beforehand knowledge in the adopt "I" "ALPHABET" as the A, B, C's essential to read, write, and do arithmetic in future occupations, professions, and trades in efforts to preserve the continual existence of the "I" self and one's possessed and hope possessions from doomed destructive forces of persons, species, and attributes in the composed society.

Why can't students read, write, and do simple arithmetic? Let's carefully note the cipher "I" in educate, teach and instruct. **EDUCATE** (Ethiopian *educe* catsechetic): Ethiopian oligarchy polity bind voodoo usury cycle cipher primitive symbol cycle cipher "I" establish voodoo usury inveterate cycle balance bind incompatible voodoo primitive balance artifact usury mean balance primitive balance aegyptus bind incompatible voodoo "I" prim usury ataxia voodoo usury reciprocal "I" ataxia arbitrary aegyptus euphrates usury cipher:

- 1) Evidence document certificate
- 2) Cipher Ethiopian legend artifact interdependent parallel bind
- 3) Balance Ethiopian primitive axioms

TEACH (balance aegyptus cryptic nature): Balance primitive balance aegyptus bind incompatible voodoo "I" prim usury ataxia voodoo usury reciprocal "I" cycle arbitrary Ethiopian oligarchy polity bind voodoo usury cycle primitive artifact usury mean fraudulent "I" diagonal voodoo.

INSTRUCT ("I" Fraudulent "I" diagonal voodoo cipher artifact): "I" fraudulent "I" diagonal voodoo cipher balance "I" prim voodoo usury reciprocal "I" cycle balance precept voodoo usury mean reciprocal "I" cycle cipher "I" establish voodoo usury inveterate cycle arbitrary Ethiopian balance aegyptus euphrates usury cipher.

Although there are many competent instructors and teachers in the "I" particular thesis subject of interest, rare are instructors and teachers from actual chiblog cycle experience, who can intercouse the

"I" **ALPHABET** essential to support and sustain the "I" in person, species, and attributes in voodoo occupations, professions, and trades in America's composed but disintegrated society.

The impart of pure knowledge by the cipher "I" **ALPHABET** embodied in 26 distinct and distinguished proverbial numbers, symbols, letters, and signs essential to support and sustain students in desires of occupations, professions, and trades by knowledgeable and willingness of mind instructors and teachers will far surpass the fraud tribute as "profit" incentive advocated by unknowledgeable avaricious aegyptus persons who ... post their very own desires or desires of another for pecuniary advantages by advocated fraudulent occupations, professions, and trades.

DO SOMETHING TO MAKE YOUR HUSBAND SWEAR.



Get him to promise he'll stick to a low-fat, low-cholesterol diet that can help reduce the risk of heart attack. And update the American Heart.

WE'RE FOR THE PEOPLE
American Heart Association

home and proper preparation for his prime job. His job is to prepare the Soviet people for the future. The fact that he believes there is going to be a future as indicated in his speeches should be fine for those fellow humans who once thought of Russia as the end of the beginning.

Before the ice of detente can be broken, for all people to break bread together, both superpowers must use their strength. Since one is too old and too weak to walk an inflexible path, it will require a change in this country to compare with Mikhail Gorbachev. Just 20 years too late for JFK 20 years too young for what's in the White House now is unfortunate for the world's unrequited love of Russia's new son.

An Independent View

from

Capitol Hill

BY HON. GUS SAVAGE

First Black Journalist
ever elected to Congress



ACTION PRIORITIES AND VEHICLES FOR UNITY

Another strategy for Black liberation and advancement calls for mobilizing the political, economic, religious and cultural resources of the Black community in a concentrated assault to secure full and equitable employment. Proponents of this approach believe that a Black America with decent jobs at decent pay would be able to solve most of its problems, including those of destruction of the Black family, Black on Black crime, and increasing polarization of the races caused by the need to constantly push for strong affirmative action programs.

The Supporters of full employment realize that such a program is easier presented, than implemented. They are of the opinion that attainment of such a goal will require radical departure from the present way of doing things; that complexities of modern industrial, high-tech societies make it improbable (if not impossible) for marketplace forces to bring about the changes they envision.

For this reason, they urge creation of government-sponsored public corporations to revitalize keystone industries, strenuous application of tough government regulations to make public utilities less profit oriented and more responsive to people, and creative management of the entire economy. Additionally, they are not afraid to say government should be the employer of first and last resort - first, while the reforms are being put into place and, last, to guarantee employment for those who fall through the reform cracks.

"In an economy favorable to the philosophy of Reagan and his friends," a proponent of such a full employment solution said to me the other day, "industry is managed to secure maximum profits. Under the system we are talking about, industry would be managed to redistribute the wealth and to secure full employment. Given all the uncertainties in today's complex societies, such a management process is sorely needed and, contrary to popular belief, it need not stifle initiative."

Full employment advocates are mindful of the problems inherent in their proposals. First, to initiate the plan, current thinking about the role of government would have to be reversed in the minds of most Americans, including many Black Americans. Second, the problem of revitalizing basic industries is international in scope and can only be solved in conjunction with other foreign policy issues. And third, rapid continued advances in technology make it imperative that American workers educate themselves to utilize the technology for the common good. Work weeks would have to be shortened. Pay scales would have to be more comparable. In short, they argue, we must learn that "caring and sharing" are becoming practical necessities for the peoples of the world.

Last week and this week I have discussed just three of the programs that are being prominently mentioned as forming the basic of a possible Black agenda. Admittedly, if Black America did unite around an agenda, neither of the strategies discussed above might be the priority, or priorities, agreed upon, but could be a synthesis of these and others. But that is not the immediate problem. The immediate problem involves reaching an agreement on how the priorities will be arrived at, and the vehicle for carrying out the program once it is agreed upon.

In his controversial novel, *The Negotiations*, Herman Cromwell Gilbert, my close friend of nearly 30 years and my former Chief of Staff, has come up with some fictional inventions that might prove valuable in the world of reality. *The Negotiations*, published in 1983, depicts an attempt by Black Americans in 1987 "to negotiate with the United States for the creation of a separate and independent state for American citizens of African descent." The organization conducting these negotiations in the novel is the Black American Council, an umbrella group established in 1985 to develop agendas and establish priorities for Black America following the devastation of the first Reagan administration.

"Of all the strategies explored and priorities proposed in *The Negotiations*, Gilbert told me recently, "the one thing I believe that could be helpful to us today would be the creation of an organization similar to the Black American Council. The occasional getting together of Black leadership under the present loose arrangements is not sufficient for our advancement in the climate of despair that has followed in the wake of Reagan's landslide election."

In Gilbert's opinion, if Black leadership united around "a few significant" priorities and came up with "imaginative" programs to effectuate these priorities, such action would have a "magical psychological effect" on Black and white America. He envisions support for such bold strokes for Blacks and most white "philosophical allies" and "at least grudging respect" from the rest of white America. He just might be right.

Priorities set by such a group might not be as militant as some of us would want, nor as moderate as other leaders might desire. But considering the signals sent by Black voters in recent elections, I am satisfied such an organization would lead us in a consistently more progressive direction than where we are now heading - if, indeed, we can be considered as heading in any direction at all. There is one major problem, however. How can we get the leaders of the existing Black organizations and interest groups to sit down and discuss the formation of such an organization?

In Gilbert's novel, a Chief Negotiator was computer selected to lead discussions with the white power structure. This might be a good place to start in our own internal negotiations.

Are there any volunteers to have your profiles placed in the data bank?

LETTERS TO THE EDITOR:

To the Editor and Readers:

This letter is to express my sincere thanks and gratitude for the support I received from editors who printed my articles, book reviews, or "Business Hints" column and thousands who responded over the past three years to my efforts as an author and publisher of management and business books.

Don't on Page 8

Southwest Digest

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Editors - Publishers
T. J. Patterson - Eddie P. Richardson

An independent newspaper serving the Lubbock, West Texas, the South Plains of Texas and Eastern New Mexico - printing the news impartially - supporting what it believes to be right without opposing what it believes to be wrong without regard to party politics. Devoted to the Industrial, Educational, Social, Political and Economical Advancement of Black People.

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

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

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

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THIS N THAT

DIDJAKNOW? In these United States ... there are **TWO HUNDRED & SEVENTY FIVE (275)** **BLACK MAYORS** ... They need the **SUPPORT** of the **BLACK COMMUNITY** ... We cannot afford to let them **FAIL** in their **EFFORTS**!

BETTER STOP! **THIS THAT** ... has learned that **SOMETHING** is being done to **STOP** the fast **DRIVERS** on Sunday mornings ... by **CHURCH GOERS** on East 24th Street ... near **MT. GILEAD & GREATER SAINT LUKE BAPTIST** Churches ... If you are **GUILTY** of driving **TOO FAST** ... you'd better stop!

HEADLINERS OF YEAR! **THIS N THAT** ... would like to say **CONGRATS** to **MAGGIE TREJO ROSE WILSON** ... and others ... for becoming **HEADLINES** for 1984 ... Also **THIS N THAT** ... who will receive such an award ... **APRIL 9, 1985** at the Lubbock Women's Club ... This event is being sponsored by **WOMEN IN COMMUNICATIONS**!

LEAVING LUBBOCK! One of **LUBBOCK'S PASTORS** ... **REV. LARRY L. POLK, SR.** ... presently pastor of the Mount Gilead Baptist Church ... will be leaving **LUBBOCK** in May ... He's going back near his home ... He will be a pastor in **ENNIS, TEXAS!** **FRUSTRATED!!** If you

are one of thousands ... who become **FRUSTRATED** because of **VARIOUS PROBLEMS** ... **PRO-FAMILY?** is not the answer ... After all **IT (PROBLEM)** ... could be worse ... **STILL GETTING AROUND!** It is **GREAT** to see our friend **REV. A. W. WILSON** ... able to **ATTEND** church services ... at **BETHEL AFRICAN METHODIST EPISCOPAL CHURCH** ... Hang in there ... Rev. Wilson!

POLITICAL SUBDIVISIONS CAN WORK TOGETHER!! The recent **EFFORT** by **COUNTY COMMISSIONER ELIS-**

EO SOLIS ... and **CITY COUNCILMAN T. J. PATTERSON** ... is proof that the **CITY OF LUBBOCK & LUBBOCK COUNTY** can work together for the same cause ... This time the unpaved road **CLIVE** in **CHAPEL HILL** can become a reality ... It can work ... **POLITICAL SUBDIVISIONS** ... can make things happen for its **CITIZENS!** **GOOD TO SEE!** It sure is **GREAT** to see the additional **LUBBOCK POLICE DEPARTMENT** **INVOLVEMENT** ... in the **CITY PARKS** ... this spring and summer ... **THIS N THAT** ... would like to **WARN** the users of these **CITY PARKS** ... to please leave the **ALCOHOLIC BEVERAGES** ... and **NARCOTICS** ... off park

premises ... This means ... if you are parked near a **CITY PARK**! **CORFEW STILL 2N-FORCE!** Although the **DAYS** are getting **LONGER** ... young people **UNDER AGE 17 YEARS** ... still must be off the **PUBLIC STREETS** ... by 11 a.m. ... Don't forget this **YOUNG PEOPLE!** **KING & QUEEN CORONATION SET!** This year **MARY & MAC PRIVATE SCHOOL** ... 902 East 28th Street ... which is in its **30TH YEAR** ... of operation ... will sponsor its **KING & QUEEN CORONATION MONDAY EVENING** ... May 20, 1985 ... Tickets (VOTES) ... are \$2.00 each ... If you would like to **SUPPORT** this effort ... give **DR. L. S. GRAVES** ... principal & founder ... a telephone call today ... at 744-4057!

STILL WANT DISTRICT MEET! Residents of **DISTRICT TWO** ... who attend the **REGULAR DISTRICT TWO** ... meetings ... still want them continued ... each month ... **THIRD WEDNESDAY NIGHT** at 7:30 p.m. ... **D. C. KINNEY THE BARBER SAYS:** "If **YOU** ... have doubts ... **ABOUT DOING SOMETHING** ... why don't **YOU TRY FIRST!**" **GOOD PROGRAM!!** In the **LUBBOCK PUBLIC SCHOOLS** ... there is a program ... which makes it **POSSIBLE** for **YOUNG KIDS** ... to know more about a **LUBBOCK POLICE OFFICER** ... It is a **VERY GOOD PROGRAM** ... and should be continued in every **JUNIOR HIGH SCHOOL** ... in Lubbock ... This is **BETTER** ... than locking up the **KIDS** ... who have problems ... Keep it **UP** ... Another **GOOD EXAMPLE** ... of political subdivisions **WORKING TOGETHER!!** **DASH SHAME!!** It's just doesn't **MAKE ANY SENSE** ... for a local ... pizza establishment ... to still **ADVERTISE** ... only in **SOUTH & WEST LUBBOCK** ... including Texas Tech ... Someone **NEEDS** ... to

ADventures ... I FOUND IT IN THE WANT ADS UNDER "TEXAS INSTRUMENTS" ... tell **PIZZA EXPRESS** ... this isn't the way it should be done ... Well! ... maybe they don't think **RESIDENTS OF EAST LUBBOCK** ... will be sharp enough to **PAY THEM ANY ATTENTION** ... about what they are doing! **CAN YOU SWIM??** If you can ... **SWIM** ... and would like to become a **LIFE GUARD** ... at one of the **CITY PARKS** ... then get certified at the **RED CROSS** ... and seek out one of those jobs this summer!

SECRETARY PIERCE

Addressed Black Republicans

Washington, D.C. --

The Council of 100 Black Republicans kicked off its 1985 series of luncheon forums with the Honorable Samuel R. Pierce, Jr., Secretary of Housing and Urban Development, its featured speaker. The luncheon was held March 28th, at the Capital Hilton Hotel.

Pierce, a Reagan appointee, has served as Secretary of HUD since 1981. During his speech, Pierce addressed Reagan administration policies, the state of the economy, and its impact on the housing industry. A question and answer period immediately followed the luncheon. Over one hundred persons attended and took part in this event.

"The Council's forums," which will be held throughout the year, "are designed to enlighten Black Republicans about administration policies and domestic issues," says attorney Valeria Daye, Council of 100 member, and luncheon program chair. "Future luncheons," says Daye, "will highlight the Administration's role in foreign policy, education, community development, law enforcement, and economic policy in the business community."

"With the advent of women's lib making it okay for women to call men - there was a time when that was unthinkable - the rules for the women are still quite flexible."

Aunt Dee Dee says:

Okay for women to call men!

DEAR AUNT DEE DEE:

I realize that you advise men to call the very next day (while the interest level is still high) after they meet a woman, but does the reverse hold true?

After all, just how does a woman decide that "he didn't call me, so now I must call him"? Aunt Dee Dee, I need to know because I met this dreamboat last week and don't want to appear desperate by calling him too soon.

PERPLEXED SINGLE:

The unwritten rules state that a man must call a woman within three days of getting her phone number. Some men seem to be of the opinion that waiting up to two weeks is quite okay. They are wrong, wrong, wrong, and will continue to wonder why women respond to such diatribe calls with coldness.

With the advent of women's lib making it okay for women to call men - there was a time

when that was unthinkable - the rules for women are still quite flexible. A woman may call at any time she musters up the courage. As long as she doesn't make a nuisance of herself, any man would be flattered.

However, if he doesn't call you after you have refreshed his memory of you, you may then consider him to be a lost cause, a hard nut to crack, or both!

DEAR AUNT DEE DEE:

A few weeks ago I finally took your advice and placed an ad in a singles publication looking for a new friend. I was surprised at the quality (not to mention

quantity) of the responses I received, but now I face a new quandary.

Where in the world do

prisoners, entertainment, athletics, fraternal groups, elected officials, voters, youth, health services, senior citizens, community groups and welfare.

The only group which did not send representatives to interface were prisoners "because they could not get out at this time but we will arrange to send our representatives to get their views," Congressman Fauntroy stated.

Emphasizing that the meeting was "bi-partisan and non-partisan," Fauntroy said delegates gave top priority to initiating a legislative agenda in 1985 for passage of his proposed anti-apartheid act, the civil rights restoration act, and the Congressional Black Caucus alternative budget curtailing future cuts in domestic programs and demanding a reduction in defense budget. Action on the legislative program would be taken at the C&C meeting in September, the Congressman said.

'NEW LEADERS' AGENDA SET For All Black Americans

WASHINGTON, D.C. --

The Board of Directors of the newly reorganized National Black Leadership Roundtable will meet April 27th, to consider recommendations presented at the first summit on "the unity, survival and progress of black Americans," Rep. Walter E. Fauntroy (D-D.C.) announced following the historic weekend sessions (March 16-18) at the Howard University Law School campus.

Among the key proposals were recommendations for 1) establishment of a \$2 million Black Venture Capital Fund and a National Minority Investment Bank; 2) a selective buying campaign to prevent erosion of fair employment and public accommodation practices in hotels and restaurants where black organizations meet; 3) establishment of an African Famine and Development Fund; 4) building an effective communications network for support of congressional candidates in 115 districts where black voters provide margin of victory; and 5) establishment of regional and statewide Black leadership roundtables in target areas such as California, Michigan, Ohio, Illinois, Indiana, and Maryland.

The broad based conferees also urged immediate action on a Black Family plan for legislative, economic and international agenda for the next two years, as well as the establishment of goals and timetables for implementing the plan "to stop attacks on Black communities and Black leadership."

In addition to Fauntroy, Rev. Jesse Jackson, the past Democratic party presidential candidate, Gary (Red) Mayor Richard Hatcher, the new NAACP leadership ranged from Clarence Mitchell, III, Chairman, National Black Caucus of Elected Officials, to Johnnie Tillman Blackston, founder and president, National Welfare Rights Organization.

But, Rev. Benjamin Hooks, NAACP executive director, John Jacobs, National Urban League president, and Rev. Joseph Lowery, chairman Southern Christian Leadership Conference, were conspicuous by the absence as NAACP members. "Lowery had several funerals to attend," and other leaders had apparent conflicts in their schedules said conference spokespersons. However, Hooks said earlier he did not plan to attend, although other NAACP leaders may.

Participants were invited from organizations involved in agriculture, business, civil rights, professions, law enforcement,

Let's Ask Aunt Dee Dee

By Edna H. Pittman



I meet these men? I have followed your column and realize that my living room is not quite the place for our first rendezvous, but I seem to be at a loss for the setting of a meeting arranged "through the ads". What do you suggest, Aunt Dee Dee?

PERPLEXED SINGLE:

Aunt Dee Dee always recommends lunch at a place where the woman is known to all the waiters. If that is not feasible, coffee shops, sporting events (like a hockey game) or even the church vestibule make excellent rendezvous points.

What is important is to

exercise a more than normal amount of caution until you get to know you "new friend" much better. Meeting him at his hotel room for the second, third or fourth date is letting down your guard and asking for trouble!!

Perplexed singles are encouraged to write Aunt Dee Dee at P.O. Box 95A, St. Louis Mo 63166. She will be unable to give personal replies, but your questions will appear in future columns. All letters will be handled confidentially.

POLITICOS SAVES BLACK COLLEGES

WASHINGTON, D.C. --

The Rev. Jesse Jackson, a 1984 prominent presidential candidate, and Georgia State Sen. Julian Bond were scheduled to climax the tenth annual conference of the National Association for Equal Opportunity in Higher Education, March 31-April 2, at the Washington Hilton here.

Jackson asked the address the sessions on Blacks in Higher Education because of the significance of the event and Bond was asked to speak at the closing panel Wednesday after the meeting privately with many of the presidents of the 114 historically black colleges and universities (HBCUs).

Over 50 chief executives of the institutions of higher learning and their staff attended the NAHEO conference to formulate policies, prepare reports and moderate panel discussions on continued support of black schools in helping deprived and disadvantaged students move into the mainstream of American life, said Dr. Samuel L. Myers,

NAHEO president.

Other speakers included Mayor Marion C. Barry, Washington, D.C., and Mayor W. Wilson Goode, Philadelphia, Melvin Bradley, special assistant to President Reagan; Secretary of State George P. Shultz; Reps. William Gray III (D-Pa.), chairman of the House of Representatives Budget Committee, and Mervyn Dymally (D-Calif.) and U.S. Civil Rights Commissioners Clarence Pendleton, Chairman, and Mary Francis Berry.

Also Clarence Brown, deputy secretary of commerce; Rev. Leon Sullivan, chairman of the opportunities Industrialization Centers, Inc.; Dr. Clifton Wharton, chancellor of the State University of New York; Dr. John Hope Franklin, Duke University professor of history; Dr. Harold V. Hodgkinson, demographic prognosticator; Atty. Patricia Russell, Elwood Wiley, Lockheed Aircraft executive; Roger Crono, Pepsi Cola USA president and NAHEO honoree; and Dr. Luna I. Mishon, NAHEO chairman and president, Delaware State College.

The conference also featured a student talent performing arts

Don't on Page 6

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BILLY ROWE'S NOTEBOOK

By Billy Rowe

SHOTS OF THE 60's OFF 60's BULL'S-EYE

NYORK CITY: -- Ed note. -- Dr. Carlton Goodlett, Ph.D., M.D., and publisher of nine San Francisco and Bay area newspapers, whose writs hand produces as many letters as editorials, penned one to Randall Robinson, the executive director of the Washington, D.C. based TransAfrica. It's very interesting of thoughts and ideas, so I would like to share pertinent portions of its contents with you. Forgive any ceded liberties which may have been taken.

"Dear Randy: We commend TransAfrica for bringing the Black struggle in South Africa to the attention of the former of U.S. policy in South Africa, and the Black masses. However we do not feel that you will be successful in the 80s using 60's techniques, picketing the South African Embassy singing 'We Shall Overcome.' It's like trying to douse a forest fire with water passed from many hands dipped from an almost empty waterhole. Viewing those arrested and the haughty arrogant attitude of the South African Ambassador, the limitations of the peaceful non-violent protest are glaringly evident. Peaceful nonviolent campaigns succeed in the USA when you have a hate object which captures the imagination of the masses through severe reprisals against the 'We Shall Overcome' hordes. In Birmingham it was Bull Connor. In Selma we had Sheriff Clark and in Savannah it was a bad police chief. Though we had a good Jewish mayor in Atlanta, who instructed the police to show kindness and gentleness in arresting non-violent protesters, the in house sheriff gave them the hurting end of the stick."

"When the 'man' was not playing on the public stage, non-violent protest became nothing above a whimper."

REMEMBER! Foreign Policy is the mirrored image of domestic policy. A nation which practices racism against its people, will practice it in the international community. It cannot be denied that racist White South Africans are the surrogates of the racist capitalist West. Only when it is told to cease its racist apartheid (APARTHA) policy by the West, will the evils and cruelty of apartheid cease. Therefore it is impossible to imagine that educated Blacks, singing 'We Shall Overcome,' off key, in Doe Cee will get any response. The profit motive, the driving force of apartheid, will not yield to song, my man. However if Blacks and their allies throughout the land join in the protest against the racist evils of South Africa and its cold blooded murders by withholding half of their TAX DOLLARS, THEN WE SHALL BE ABLE TO OVERCOME!!

HEADLINES: -- Ben Vereen is getting the buildup treatment for his return to NYC's big street. Flo/Lites will focus on him when he hosts the 115th edition of Ringling Bros-Barnum & Bailey Circus CBS-TV special April. In the meantime he's shinning up his dancing shoes preparing for the big opening of "Gird," the new musical set for 5'way. It's hooray for comedienne Whoopee Goldberg, the sister with the Kosh name. She did so well with her one woman show on the main theatre thoroughfare Hollywood has flung its doors wide open to her. Steven Spielberg has her set for a major marquee position in "color Purple," and all Black Warras Bros. make believe. After that she's scheduled to star in "Sweet Dreams" under the 20th Century Fox banner. On the legit seen "Strange Interlude" has been holdover at the Nederlander. If you're in the Apple with a hunger for superb acting Glenda Jackson, Brian Cox, Edward Petherbridge, James Hazeldine, Tom Aldredge and Elizabeth Lawrence will appease your appetite. The astute Suzanne de Pass, the Motown's flicker division wheel, anted up 5000s for Larry McMurtry's yet to be published novel, "Lonesome Dove." Simon & Schuster is contracted to put this 1880 western to "bed" comes June. Speaking about books, David Bakish has cut a soft and hard cover "Richard Wright Literature & Life Series and James Lindquist has done the same to hi'lite Chester Himes. Fred Ungar is publisher.

NEWS BEAT: --Lionel Richie is being sued again. This time it's composer Gene Thompson. He's asking for \$2-million, half for compensatory damages and the other for punitive. It all has to do with the alleged use of one of Gene's tunes as basis for Lionel's hit, "Can't Slow Down." Lovely Sarah Lou Harris Carter has been added to the board of the Gee Co. Y.M. She will be invaluable in the capital city's international circles. The spouse of Sir John Carter, retired Ambassador, Guyana, she made oodles of friends in hi'places throughout the world. Election time is like spring, the best things start to grow. In NYC a new investigation has been launched into the hiring practice of minorities in the motion picture industry. Mayor Ed Koch, who's running for reelection ordered the probe. Our good friend Comm. Marcella Maxwell, who heads the Human Rights Comm. is one of the probing members. Diabann Carroll's ups and downs hit the printed pages of the March ending TV Guide. It was a good reminder that her '70 'Julia' was the first non stereotype series for us and also how pretty she was then and now. They're still talking about the b'day party Martha Hatcher and friends fashioned to mark thespian Euellah Bryant's 65 summers. M/M Adam Clayton Powell, 4th, aloof her in cutting the cake. **STAY LOOSE..BILLY ROWE** is a syndicated columnist.

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MASH

28/12



DAVID RITZ Divided Soul

In 1979, David Ritz met Marvin Gaye and initiated research on the singer's life. In a series of extraordinary interviews which spanned five years, Ritz elicited Gaye's deepest thoughts on his life and music. Gaye was uncompromisingly candid, detailing his troubled relationship with his father, his sexual complexes, his fears and his strengths as one of the most fascinating figures in the history of American pop.

DIVIDED SOUL: THE LIFE OF MARVIN GAYE is the result, though, of more than those shocking interviews. Ritz' research included talks with Gaye's family, including his mother and father, his friends and colleagues. Even beyond his role as biographer, Ritz became a friend of Gaye's -- in the studio, on the road -- and a collaborator as well. Together they wrote the lyrics to Gaye's huge comeback hit, "Sexual

Healing."

DIVIDED SOUL is an epic tale in which the sensational story of Motown and its dazzling array of characters -- Diana Ross, Stevie Wonder, Berry Gordy, Smokey Robinson, the Jacksons -- are seen in a new and revealing light.

With the speed of a fast-paced novel, Gaye's tale is told, in uncompromising terms. It is a story of child abuse, of a remarkable rise from the slums of Washington, D.C. to the top of the pop world, a roller-coaster ride whose highs and lows made newspaper headlines for over twenty years.

For the first time, **DIVIDED SOUL** takes us beyond those headlines, giving us an inside glimpse into the heart, mind, and soul of this enormously appealing personality, this man whose music contained all the contradictions -- the sensuousness and sanctity -- of the whirlwind life he led.

BLACK AMERICANS ON US STAMP

by Rupert Picott

What was unthinkable a century past, is now albeit much too slowly, becoming a part of the U.S. scene.

The United States Postal Service had its roots in America's Colonial Days. Benjamin Franklin, Revolutionary leader was the first National Postmaster. A National Headquarters spokesman in Washington estimates that the Postal Service has issued more than 1,000 special stamps in honor of individual leaders, events, causes and animals. Of this number, 24 stamps focus on Blacks.

Black youth appeared on three

of these stamps promoting causes: Friendship-The Key to World Peace, 1956; "Support Our Youth" in 1968; and the "International Year of the Child," 1979. In 1940, the U.S. Post Office issued a stamp honoring a slave and the Thirteenth Amendment. In 1963, the Postal Service printed a stamp for the 100th Anniversary of the Emancipation Proclamation. A 1973 stamp depicted postal worker, including several Black employees.

The 18 stamps that have been issued by the Post Office honoring Black Americans and the year of issuance are as follows: Booker T. Washington, Educator and Statesman, 1940; Dr. George Washington Carver, Scientist, 1949; Frederick Douglas, Orator and Patriot, 1967; W.C. Handy, Music Composer, 1969; Henry O. Tanner, Painter, 1973; Peter Salem, Revolutionary period

Activist, 1975; Paul Laurence Dunbar, Poet, 1975; Dr. Martin Luther King, Jr., Civil Rights Leader and Nobel Peace Prize awardee, 1979; Benjamin Banneker, Mathematician and Astronomer, 1980; Dr. Charles Drew,

Black Plasma developer, 1981; Whitney M. Young, Jr., Executive and winner of U.S. Medal of Freedom, 1981; Jackie Robinson, Baseball and Human Rights Innovator, 1982; Dr. Ralph

Don't on Page 8

RUBY JAY'S CORNER



Sunday School began at the New Hope Baptist Church last Sunday morning at 9:30 a.m. with Supt. E. Swain presiding.

Morning worship services began with Deacon Kelly and Deacon Swain leading the devotion. The combined choirs were responsible for the singing of the hour.

March was Stewardship Month. Sister R. B. Thompson

gave a talk on Stewardship. The altar call was held with Pastor S. C. Nash offering the prayer.

The message of the hour was delivered by Rev. Nash. His subject was "A Cross Bound Saviour." His scripture was Luke 9:51.

The Evening Worship Service began at 7:00 p.m. The sermon was delivered by Rev. A. L. Dunn.

Don't on Page 6

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Stamp collectors, as well as fans of the Olympic Games, will be interested in a special offering from the International Stamp Collectors Society. A series of seven full color, unused postage stamps from the Caribbean nation of Anguilla is now available, showing famous Walt Disney cartoon characters "performing" in various Olympic events. Featuring Mickey Mouse, these beloved characters are involved in the 100 meter run, long jump, shot put, high jump, 400 meter run, hurdles, and discus. The series is available from ISCS for \$2. Included free of charge is a checklist of the countless other Disney stamps which may be obtained from the Society.

To order "Disney at the Olympics" remit to ISCS, P.O. Box 8549, Van Nuys, CA. 91468. For information, call (818) 997-6496.

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Worship as a Family This Week

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OBSEQUIES

Mrs. Rosie L. Watkins



Final rites were read for Mrs. Rosie L. Watkins Saturday, March 30, 1985 at the St. Matthew Baptist Church with Rev. Willie Griffin officiating. Rev. R. S. Stanley is pastor.

Interment was held in Peaceful Gardens Cemetery under the direction of South Plains Funeral Home.

Mrs. Watkins was born June 12, 1932 to Mr. and Mrs. Nugent Jenkins in Brazos County.

She moved to Lubbock, Texas in 1950.

She was united in Holy Matrimony to Mr. Edward Watkins, and to that union twelve children were born. Six preceded her in death.

Survivors include her husband, Mr. Edward Watkins, three sons - Curtis Edward, Jodey and Bobby C. Watkins, all of Lubbock, Texas; three daughters - Nina Mooring, Elizabeth D. and Glorine Gentry, all of Lubbock, Texas; two brothers, Robert L. Jenkins of Lubbock, Texas and Eugene Jenkins of Oakland, California; three sisters - Lola B. West of Dos Palos, California, Estella Kinsey of Lubbock, Texas and Betty Robinson of Oakland, California; three uncles and aunts; four grandchildren, and a host of other relatives and many friends.

Funeral services were held for Mr. Stephen L. Easley Saturday morning, March 30, 1985 at the Mt. Silead Baptist Church with Rev. Larry L. Polk, Sr., pastor, officiating.

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

Palbearers were D. C. Thompson, Freddie Mooring, Curtis Jones, Thomas James Howard, R. Z. Leggett, Sr., William

Givens and Jassie Titus, Sr.

Mr. Easley was born July 31, 1915.

He had lived in Lubbock, Texas for thirty years.

He was a faithful member of Mt. Silead Baptist Church until his death.

He leaves to mourn his death: a wife, Ms. Earlene Terry of the home; a brother, Mr. Sid Bailey of Pittsburg, Texas and a host of other relatives and friends.

Funeral services were held for Mr. Stephen L. Easley Saturday morning, March 30, 1985 at the Mt. Silead Baptist Church with Rev. Larry L. Polk, Sr., pastor, officiating.

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

Palbearers were D. C. Thompson, Freddie Mooring, Curtis Jones, Thomas James Howard, R. Z. Leggett, Sr., William

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The Outreach Prayer Breakfast

The Outreach Prayer Breakfast was postponed last Saturday because of circumstances beyond the membership's control. But look what's about to take place in your city!

A City Wide Prayer Revival! It will be held May 1 through May 3, 1985 beginning nightly at 7:30 p. m. at the Lyons Chapel Baptist Church, 1704 East 24th Street. Rev. Tom Collins is host pastor.

All pastors, ministers and prayer groups as well as concerned groups are invited. We are truly expecting you to be in attendance. If you have no transportation, call Ways will be provided for you to attend. If you can't come because of illness, we will visit you in your home.

Our guest speaker for this super event will be Sister Ruth Derrickson of Knoxville, Tennessee. "She will speak for herself."

Some and you will know what we mean. We love you and we want you to know it. Pray for this group and this meeting. We need your support. We shall continue to walk by faith and not by sight!

For all our bereaved, depressed, lonely and unloved, you can make it! Mark 11:22-26. Special thought: Verse 25.

"Let's Pray"

God of mercy, we bind in the name of Jesus, the power of Satan in the lives of your children all

Ruby Jay

Con't from Page 5

His subject was "The Living God." His scripture was Revelations 1:17-18.

Pastor Nash and the Young Adult Choir motored to Slaton, Texas where he preached at the Mount Olive Baptist Church. This was the first service of the Passion Week Services, sponsored by the Pastors' Fellowship of Lubbock and vicinity.

During the 3:00 p. m. services, Sister Bernice Kelly was speaker for the New Zealand District at the

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

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Y.P.P.U. 4:00 P.M.

Evening Worship 7:30 P.M.

Mid Week Services 7:00 P.M.

The East Lubbock Interdenominational Ministerial Alliance will be sponsoring a Good Friday Service at the Christ Temple Church of God in Christ April 5, 1985 at 7:30 p. m.

Host pastor is Bishop W. D. Haynes and guest speaker will be Rev. Slaughter.

The public is invited to attend.

Spiritual Outreach Services

A Holy Ghost Spiritual Outreach to All Ages will be held at the Tree of Life CDGIC April 8 thru April 12, 1985. Elder R. L. Caro is host pastor.

"The Lord looked down from Heaven upon the children of men, to see if there were any that did understand, and seek God." Psalms 142.

Speakers will be Elder E. H. Caro and Ministerial M. L. Howard.

Everyone is invited to attend these services - Come and receive a blessing!

"We Thank God For Jesus" Happy Easter!

Isaiah 53:1-3 - Who hath believed our report? And to whom is the arm of the Lord revealed? He is despised and rejected of men; a man of sorrows, and acquainted with grief; and we hid it were our faces from Him; he was despised, and we esteemed (valued) Him not.

John 2:17: Jesus said: God sent not His Son into the world to condemn the world, (you) but that the world through Him might be saved. He that believeth on Him is not condemned; but he that believeth not is condemned already, because he hath not believed in the name of the only begotten son of God.

The Lord knows that we've all done wrong. We've left God the father, and need to come back home! The Lord loves you! And knows you've changed (to go after sin)

He wants you in safety of his loving arms, don't be ashamed.

The Lord Jesus is waiting on your prayer call. He is the intercessor to God for us all.

Matthew 18:3 - Jesus said: Except ye be converted, and become as little children, ye shall not enter into the Kingdom of Heaven.

Lord, I thank you! For my chance to change, from all my sins.

"I'm glad Christ died; I've been born again."

Lord, thanks for the Holy Spirit, coming in my life one day.

Turned me around, put my feet on solid ground. "I'm now!"

Brethren & Sisters, you've tried all the rest, now try "The Best! Try Jesus!"

I find no fault in Him! He's waiting on you. Ask Him to forgive you. That's all!

John 12:32 - Jesus said: If I be lifted up from the earth, will draw all men unto me.

Lord, thanks for the opportunity to lift you. You're not as heavy as the other gods that kept me weighed down.

at the New Hope Baptist Church 1

8:00 a.m. Sunday morning, April 7, 1985. Also the Lord's Supper will be observed during the Sunrise Services.

Bothel African Methodist Episcopal Church will have a special Easter Sunrise Breakfast Sunday morning, April 7, 1985 at 7 p. m.

Let us continue to pray for and visit our sick and shut in members of the community.

Mrs. G. H. Davis is patient in St. Mary's Hospital. Pray for her and family and her family.

The drinking, the gambling, the smoking, the doping and the trying to keep up with the Jones (family). I know follow Jesus. Praise God for him! I can truly say: "Free at last! Free at last! Thank God, I'm FREE at last!"

God is not through with us yet! Let's pray for one another always!

Directed - Arranged - Produced - Guided By My Lord Jesus Christ

Written by Billy "B. J." Morrison, III Your Brother in Christ Jesus Always!!

HAPPY EASTER to East Lubbock

from the following churches. We extend to you best wishes and encourage you to attend the Church of your choice, not only this Easter Sunday, but each and every Sunday throughout the year. God loves you, and we love you - let us join hands in working together to make Lubbock a better place for all of our citizens.

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Dr. Carlton H. Thomson, Pastor

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Rev. Sutton Will Preach

The Zion Missionary Baptist Church will present Rev. R. Sutton, pastor of Bethlehem Baptist Church of Odessa, Texas, Sunday afternoon, April 14, 1985 at 3 p. m.

The public is cordially invited to attend.

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Mid Week Service 7:00 p.m.

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Rev. P. B. Phenix is president and founder of the Youth Outreach Center, 1821 East Parkway Drive, Lubbock, Texas.

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Rev. P. B. Phenix, Master of Ceremony

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Child Watch

by
Marion Wright Edelman

THE FIRST STOP

If your club, group or organization wants to do something about teen pregnancy prevention, help could be right around the corner. In your neighborhood, there's a resource facility that is free to everybody, that is paid for by public funds and must reflect your community's concerns, and that already has teens as part of its clientele.

I am talking about your local public library. Last summer, Washington, D.C.'s Martin Luther King Memorial Library showed what an active and effective role these facilities can play in sparking community dialogue on teen pregnancy prevention. The library sponsored a four-hour multimedia conference on the issue, attended by over two hundred teenagers who were participating in the D.C. Libraries' Summer Youth Program.

The conference was specially designed by the library staff to appeal to the teen audience. An improvisational teen theater, a "rhyming rap" on different forms of contraception by a family planning expert, and a talk on the male role all helped break the ice. What followed, according to conference planner Desiree Grogan, was a "very lively exchange" between the teens and the adults representing the public schools, family planning, and other civic groups and organizations.

The conference not only educated the youth that were there - it helped the adults learn, too. A young teenage woman asked a probing question aimed at the double standard of adults who judge youth's imperfections when their own behavior in the same areas is far from perfect. The exchange gave members of the District of Columbia's blue-ribbon panel on adolescent pregnancy, several of whom were present, a chance to hear the teens' side of this complex problem.

The benefits lasted long after the conference ended. Grogan reports that circulation rates at the library's Young Adult Services Division (informally known as "The Other Place") have gone up sharply. Teens got a chance to find out about the facilities available to them, including books, computer facilities, a popular record collection, videotapes, and viewing and listening equipment. The first conference was such a success that the library is planning to hold another conference this summer.

Your own local public library can repeat this success story. It has the resources, the location and the mandate to help you and your group address community concerns like adolescent pregnancy prevention. You must ask them. If you need help in putting together a presentation or display, says Grogan, "The first stop is the library."

For more information, write: Desiree Grogan, Associate Cluster Chief of the Popular Library Cluster, Martin Luther King Memorial Library, 901 G Street, N.W., Washington, D.C. 20001.

Happy Easter!

Bunche, United Nations Officer and Nobel Peace Prize winner, 1982; Scott Joplin, Opera Composer, 1983; Carter G. Woodson, Historian, 1984; Roberto Clemente, Humanitarian, 1984.

Of the Black American group honored, two are women: the first, Harriett Tubman, Abolitionist and Conductor of Underground Railroad, 1978 and Mary McLeod Bethune, Educator, 1985.

There are hundreds of other Black Americans who have been

intimately involved in and have contributed significantly to the founding, development and continuation of the United States. These citizens richly deserve to be remembered by the issuance of a Postal stamp for each.

Pin Point

Continued from Page 5

exposition and student talent bank for career development, as well as a tribute to black colleges with Broadway stars and the Pin Point Traveling Theater, a Washington based troupe, specializing in college presentations.

IS THIS ALL THAT LIFE HAS TO OFFER ? (part 2)

A certain man would read the obituary section daily and one day a friend asked him why? He replied, "things are so bad that I know that I will find my name one day." Many people feel this way, ready to pack it all in. The storms of life are going to come our way, however, there is hope.

There are two types of storms:

Storms of Correction - This is when God disciplines us by drawing us closer to Him to get us back on track. (The story of Jonah)

Storms of Perfection - A time when God helps us to grow and to depend on Him.

Which storm are you facing? "Take courage, it is I, do not be afraid." (Matt. 14:27) There is hope in overcoming through Christ. If you would like to talk about your problems or any aspect of your life, please feel free to contact me at 744-0020. I am here to serve you. Until next week.

Willie Hubbard, Jr.
Minister

This article is made available by the 20th and Birch Church of Christ at 2001 Birch Ave., Lubbock, Tex. 79404

Public Notice

It is the policy of Brentwood Manor Care Center in Lubbock, Texas to admit and treat all patients without regard to race, color, or national origin. The same requirements for admission are applied to all, and patients are assigned within the facility without regard to race, color, creed or national origin. There is no distinction in eligibility for, or in the manner of providing any patient service provided by or through the facility. All facilities of the nursing home are available without distinction to all patients and visitors, regardless of race, color, creed or national origin. All persons and organizations that have occasion either to refer patients for admission or recommend the Brentwood Manor Care Center are advised to do so without regard to the patient's race, color, creed or national origin.

Letters to Editor

Continued from Page 3

The support, favorable and unfavorable, I received gave me renewed strength and a desire to share my fraud and fraudulent acquired knowledge and experience in the establish lost and obsolete specifics and attributes in the "assumed" market places where everyone becomes a potential prey and victim to the multiple cryptic "ignorances" whether of circumstance, will, command, or demand.

I must confess that it was the "unfavorable" responses which kept my mind active and my fingers busy on the piano keys. However, it was the favorable responses that brightened my days and efforts to discover the "something" missing to substantiate my writings. Whereby the "something" happened to the "alphabet" we learn as the A, B, C's, but never as to what A, B, and C represent to put one at a constant disadvantage for pure knowledge.

I am happy to write that OUR "library" of Management and business books written in everyday words and interspersed with illustrations and documents have been completed but not yet ready for public sale OUR, of course mean, myself, editors, and readers.

Sincerely,
Luanna S. Blagrove

"Talking About South Africa"

Dear Editor,

Someone should really interview the editors of the *Lubbock Avalanche-Journal* concerning their consistent and strident support of the South African government. Year after year the *Avalanche-Journal* encourages the public with its pro-South Africa viewpoint and no one every asks why.

In the Spring of 1983, I wrote a letter to the editor of the *Avalanche-Journal*. It was never printed; instead, I received a telephone call from one of the editors, Jay Harris, that lasted well over a hour wherein he repeatedly pronounced the virtues of the South African government and his belief that our government would be in better shape if we followed its example. Despite his eloquence, Mr. Harris' only response to refusing to print my letter was that it was misleading and it would take pages for him to adequately respond to my criticism. I did not know the *Avalanche-Journal* had an unwritten rule that the newspaper editors had to be able to criticize a readers letter with a one sentence snide comment before it would be printed.

My letter of April 27, 1983 simply stated the following:

"I have read this newspaper's bitter editorials attacking efforts to integrate the local school system that was found to be constitutionally segregated. Recently, you have provided your readers with a series of editorials attacking Judge Woodard's well reasoned and documented legal opinion finding the city at-large election system dilutes minority voting rights in violation of the Voting Rights Act and was established in our city charter at the turn of the century to intentionally discriminate against minorities in violation of the 15th Amendment."

On April 25th I read another editorial by Jay Harris praising South Africa. I also recall Mr. Harris has been visiting South Africa writing editorials in the same vein for a number of years.

There seems to be a certain logical consistency of the editorial support of this newspaper for a racist police state and its attacks against integrating our schools and election system."

Perhaps it is time someone interview the editors of the *Avalanche-Journal* to find out their real positions on racial issues. Surely, there is a legitimate political and philosophical reason for the repeated attacks on those who attempt to end racism in Lubbock and South Africa. At least, hopefully, the editors of the *Avalanche-Journal* will have a more philosophical explanation of their position than the "white man's burden" and something more politically sophisticated than George Wallace's "white supremacy" position of the 1960's.

Someone really ought to look into this matter. As a start, someone should gather up the *Avalanche-Journal's* editorials concerning the following: desegregation of Texas Tech University, Lubbock Independent School District, Lubbock Cemetery, and Lubbock Police Department, voting rights cases against the city and the school district, Martin Luther King, and South Africa; and then meet with Mr. Harris and the other editors and ask for straight forward no nonsense explanations. These explanations should be recorded and distributed throughout the community. The community then should decide if anything further should be done.

Yours very truly,
Stephen C. McIntyre

Building Your Image!

by
Tommie Ervin
Professional Image Consultant

Color brings beauty, life and versatility to the wardrobe. If your Girl Scout uniform was the last fully coordinated outfit you owned, you need a color plan. Buying a little of each color results in a hodge-podge collection of garments that will not mix and match. A successful color plan combines specific neutral colors with compatible accent colors for the ultimate in looks with a minimum of effort.

The best year-round colors will always be the neutrals. They are white, off-white, cream, beige, rose-beige, tan, camel, taupe, gray, navy and black. Brighter colors are more noticeable and less versatile, though many are suitable for year-round wear and will add interest to the wardrobe. They give color to the face and are wonderful to wear when you travel, are tired or have had a long day. The brighter year-round colors are red, purple, periwinkle, olive, emerald green, coral, turquoise and royal blue, depending upon your color "season". Remember, your season is the most beautiful of them all!

All shades of turquoise and periwinkle are flattering to most skin tones, and are always safe colors if husbands are doing the buying. You may not like the style or the fit but the color will be wonderful. Some shades of coral with pink tones and off-white with no yellow tones are also colors most people can wear.

Fabric adds dimension to color. What may seem ordinary on paper becomes an exciting combination in fabric. Depending on your approach, you can look subtle, sophisticated, bold or demure, but always fantastic! From "A Closet Full of Clothes and Something to Wear," by Betsy Chapman and Barbara Bookman.

Dresses for breakfasts, and dinners, and balls;
Dresses to sit in, and stand in, and walk in,
Dresses to dance in, and flirt in, and talk in,
Dresses in which to do nothing at all,
Dresses for winter, spring, summer, and fall, -
from "Nothing To Wear"
by William Allen Butler

Arthur's Ludicrous Messages

Southwest Digest Sales Manager Arthur L. Mc Lendon

May God Richly Bless Every Precious Human Being

The Southwest Digest is a newspaper which I am proud to be a part of, and that represents the Black and/or Minority viewpoints primarily, but we need advertising dollars to keep it going. We aren't asking for big businesses and large churches and bookstores and restaurants and organizations and department stores to spend as much on us as they do with other medias. What we ask for is just a little of it - just partly. If we represent 10 percent of Lubbock's population and they run a full-page ad with them at a cost of \$2,000 (this is a ballpark figure) all we ask is remember us, and run a \$200 ad in the Southwest Digest. When you budget your advertising, can you not decrease what you spend with them just a little and use it to reach the Black and Brown and Poor Whites who identify with this paper, Mr. Businessman? That little amount spent with us will go a long way towards eradicating the neglect and indifference shown towards us for decades, wouldn't it? Isn't a Black or Brown soul worth as much to save as a White soul, when you advertise your gospel meetings? Isn't it? I kind of suspect God loves us just as much as He does you.

My Dear Black Brothers and Sisters, it's a kick in the teeth when you shop at their stores and eat at their fast-food places and are patients at their offices or hospitals or go to their school or colleges or buy their clothes or furniture or products and they have no regard for making announcement of sales specials or events in YOUR newspaper, isn't it? Make them aware that you read other papers but that your empathy is with this one. Please, Brothers and Sisters, when you see any ad in the other ones but it isn't in this one, every one of you call them up and ask, WHY ??? Don't they want poor patients or Black church members or impoverished car buyers - are they only after rich people's money?

One reason you of East Lubbock are poor and will continue to be so is that you don't speak out! Tell them that you're human beings too, and want to be treated as such, and not forgotten about or ignored when they run ads or promote people or plan expansion projects, etc. The way to do this is by being heard - through this newspaper, & by calling them - each of you and using your freedom of speech, and by letting them know when you shop that you saw their ad in this newspaper. Have them call me, Bro. Arthur, at 762-3612 or 762-4695 or home phone 762-0208 the next time they use other medias and ask them to run an ad with us, even if they spend only 1/10 or 1/5 as much and run a smaller ad.

Dear Brothers & Sisters, it is time to stand up and be counted. It is written that whatsoever a man soweth that shall he also reap. If you do not see their ads in this paper, call them and ask them to sow some seeds here! In YOUR Southwest Digest.

I work on commission for the ads which I sell and so far I've spent more on gasoline & expenses than I've made. I can't go on like this. Last week, I was trying to get ads for this Special Easter Edition, and I broke down and cried. I'm a full-grown man, and I cried when I drove past all those houses in the South and West part of town, most of them I'll bet cost \$100,000 or more. Most of them cost more than most churches in Black East Lubbock. It grieved me, and it grieved me, and it grieved me. And I thought, My God, Why? Why? My God, My God, why hast Thou forsaken your poor Children? I got almost no response to my efforts - it didn't even pay for the cost of the papers I gave away.

"Most people are Black because of the circumstances of their birth. I am so by choice - my skin may be White, but my Heart and Soul is Black. So, Brothers & Sisters, please, will you help me get some ads? So that I can continue working here, and continue writing these articles? Please?"

Whatever happens - if you don't hear from me next week, if I am unable to go on - my prayer always is May God Richly Bless every Precious Human Being, in Jesus' name, Amen.

HOSPITAL INDEMNITY PLAN

- ☐ \$100 or \$200 Per Day
- ☐ \$6,000 or \$3,000 Per Month
- ☐ No Age Limits
- ☐ Pays In Addition To Other Insurance, Including Medicare And Workmens Compensation
- ☐ No Health Questions
- ☐ Outstanding Premium Rates

PLAN "A" - \$200.00 PER DAY

INSURED - \$6,000 PER MONTH, \$200 PER DAY
SPOUSE - \$6,000 PER MONTH, \$200 PER DAY
EACH CHILD - \$6,000 PER MONTH, \$200 PER DAY

Policy Fee
\$10.00
Payable One Time Only

INDIVIDUAL AGES			
0-39	\$ 5.00	MONTH	
40-49	3.00	MONTH	
50-54	10.00	MONTH	
55-59	12.00	MONTH	
60-65	15.00	MONTH	
66 & OVER	20.00	MONTH	

HUSBAND-WIFE OR ONE PARENT FAMILY	AGES 0-39	AGES 40-49	AGES 50-54	AGES 55-59	AGES 60-65	AGES 66 & OVER	
	\$ 9.00	14.00	19.00	24.00	28.00	32.00	MONTH

FULL FAMILY	AGES 0-39	AGES 40-49	AGES 50-54	AGES 55-59	AGES 60 & OVER	
	\$15.00	18.00	25.00	30.00	35.00	MONTH

PLAN "B" \$100 PER DAY

INDIVIDUAL AGES			
0-39	\$ 3.00	MONTH	
40-49	4.00	MONTH	
50-54	6.00	MONTH	
55-59	8.00	MONTH	
60-65	11.00	MONTH	
66 & OVER	13.00	MONTH	

HUSBAND-WIFE OR ONE PARENT FAMILY	AGES 0-39	AGES 40-49	AGES 50-54	AGES 55-59	AGES 60 & OVER	
	\$ 6.00	10.00	15.00	20.00	23.00	MONTH

FULL FAMILY	AGES 0-39	AGES 40-49	AGES 50-54	AGES 55-59	AGES 60 & OVER	
	\$ 7.00	15.00	19.00	24.00	26.00	MONTH

BAKER'S INS.
BROKERS

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