

Rafael FERNANDEZ TOMAS

*"Somos un pueblo
Chicano-mexicano . . ."*

Sobre el puente internacional de Nuevo Laredo.— "Somos, un pueblo, chicano-mexicano" se oía ayer cuando a media mañana se encontraban sobre el Río Bravo, en la mitad del puente internacional, los manifestantes del Partido Raza Unida y los del más joven partido político mexicano con registro.



El tránsito en esa importante vía se suspendió durante decenas de minutos cuando los manifestantes con la bandera mexicana y las banderas rojas al frente, procedentes de la zona de Nuevo Laredo, se abrazaban con los que, con sus banderas verdes, ejemplos de la organización y la fuerza chicana, provenían de Laredo, Texas. Desde los automóviles, los autobuses, centenares de mexicanos y norteamericanos presenciaban desconcertados unos, emocionados otros, el encuentro entre dos partes de un mismo pueblo, divididos temporalmente por una frontera producto del despojo y la agresión en el siglo pasado.

Allí, en esa mañana de invierno en el principio de los ochenta, sobre esa frontera temporal, bajo los cantos y el Himno Nacional y la Internacional, con las banderas ondeando, el abrazo de los diputados mexicanos con José Angel Gutiérrez, simbolizaba no sólo el pasado sino un proceso que día a día va consolidándose.

"Somos un pueblo chicano-mexicano", "la Raza Unida jamás será vencida", "contra el imperialismo la unión de nuestros pueblos", se volvían a escuchar sobre el río Bravo.

La presencia de la cofia palestina en aquel momento integraba la solidaridad de pueblos oprimidos o presionados pero firmes y confiados en proceso de la historia. Nada habrá gustado a ciertos círculos norteamericanos el abrazo en el puente, en la línea divisoria de los dirigentes mexicanos y chicanos con los compañeros palestinos.

Este sábado, allá en la frontera, dicho encuentro reflejó un adelanto de la historia, que se está escribiendo.

Las agresiones sistemáticas en contra de nuestros hermanos chicanos.—Mientras el presidente de los Estados Unidos habla con frecuencia de la política de los derechos humanos, como principal de su gobierno, allí mismo, en el imperio, son violentados los derechos de las minorías raciales. Ya negros, ya puertorriqueños, ya chicanos, son periódicamente pisoteados en sus derechos. Evidentemente las gran-

des agencias de noticias norteamericanas nunca nos hablan de ello, y, si es caso, de vez en cuando se habla de las agresiones que sufren los indocumentados.

Sin embargo . . .

Allí mismo sobre el puente se encontraba José Angel Gutiérrez. Dirigente del Partido Raza Unida, uno de los más brillantes dirigentes chicanos, Juez del Condado de Zabala, dirigente de un movimiento que llegó a alcanzar 250,000 votos tan sólo en Texas. José Angel con sus 37 años, tiene 3 condenas tras de sí que, de surtir efecto, lo llevaría más de 2 años a la cárcel y lo obligaría a pagar multas por 15,000 dólares. El desafío a la Corte de que se le acusa es producto de no haber aceptado las presiones para renunciar al puesto que ocupa y ceder en la lucha del Partido Raza Unida.

Sabía muy bien José Angel, cuando recibía el abrazo del diputado Pedro Etienne, lo que son las presiones del gobierno y la sociedad norteamericana en contra de las minorías. Recordaría el día que en 1976 le metieron en su despacho una víbora de cascabel para tratar de eliminarlo. Pensaría, en su emoción ese sábado, en Ramiro Muñoz dirigente del Partido Raza Unida que, habiendo sido candidato a gobernador, sufre ahora condena de 3 años de cárcel en Tennesse, bajo 21 cargos por "vender marihuana". No olvidaría a Remigio Flores muerto a golpes en 1970, o las presiones en contra de otro dirigente del PRU, Dr. Armando Gutiérrez que habría sido expulsado, por su lucha de la Universidad de Texas. Como pensaría en los casi 5 millones de indocumentados que tienen que ir a vender su fuerza de trabajo del otro lado de la frontera y que son vejados y humillados a diario.

Pero allí estaban en el puente, hermanados con dirigentes socialistas de México, en el punto culminante del II encuentro entre ambos partidos.

Esa fertilidad . . . —Cuando al terminar el acto se marchó sobre las calles de Nuevo Laredo, juntos, hacia el local del sindicato de carpinteros para culminar las pláticas iniciadas el día anterior en Laredo, Texas, nos llamaban la atención las palabras de los dirigentes chicanos:

"Vivimos en territorio ocupado temporalmente e ilegalmente por los norteamericanos". "La fertilidad de las mujeres mexicanas permitirán reconquistar, para 1995, los territorios que nos fueron arrebatados por la fuerza merced al tratado de Guadalupe Hidalgo en el siglo pasado"

Mientras tanto, la organización y la solidaridad avanza

RECEIVED FEB 11 1980

NO Agresion Nuclear, Planteo Brejnev; Critico a Nixon por Vietnam: Kissinger

(Ver parte superior 1a. y 2a. Cols.)

Plural 96
CALIGRAMAS MUSICALES
CONTEMPORÁNEOS
Uwe Frisch

EXCELSIOR

EL PERIODICO DE LA VIDA NACIONAL

Registrado como Artículo de Segunda Clase en la Administración de Correos, el 18 de marzo de 1977.

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AÑO LXIII — TOMO V

FUNDADOR:
RAFAEL ALDUCIN

DIRECTOR GENERAL:
REGINO DIAZ REDONDO

MEXICO, D. F. — MIERCOLES 26 DE SEPTIEMBRE, 1979

GERENTE GENERAL:
JUVENTINO OLIVERA LOPEZ

NUMERO 22,796

Unidad Chicana en Favor de México, Pide Shaffer Corona

EU y la URSS Coincidían en Limitar Armas

Acuerdo con Moscú en lo Mundial

- ★ Indochina y Levante Eran Vitales Para Dialogar
- ★ El Líder Comunista, Hombre Clave en el Kremlin
- ★ Parecía Tener el Mando Sobre Defensa y Vietnam

Por HENRY KISSINGER
Exclusivo en México para EXCELSIOR

— III —

Partí hacia Moscú en un avión presidencial poco después de la una de la madrugada del jueves 20 de abril de 1972. Me acompañaban cuatro de mis colaboradores, dos agentes del servicio secreto, dos secretarías y, también, el embajador soviético Anatoly Dobrynin, ya que para él ese era el medio más rápido de llegar a Moscú. A bordo viajaba un navegante ruso que nos guiaría sobre territorio soviético.

Como era de rigor en casi todos mis viajes, se eligió una hora de partida que me permitiera arribar a Moscú demasiado tarde como para realizar reuniones importantes.

En dos oportunidades que violé este principio y fui directamente a entablar negociaciones sobre Vietnam con Le Duc Tho en París, luego de un vuelo nocturno. Tuve que pagar un alto precio psicológico.

Por ese tiempo, el método de los norvietnamitas consistía en agotarnos, movilizándose ellos a un ritmo excesivamente lento, repitiendo el mismo discurso en cada sesión y negándose a reconocer el más mínimo mérito de cualquier idea que propusiéramos. Para demostrar que éramos igualmente pacientes, yo solía responderles con chanzas o repetía los mismos temas

SÍGUE EN LA PAG. DIECINUEVE



LA BANDERA egipcia es izada en el puesto de Abu Durba, cerca del golfo de Suez, ayer, después que Israel realizó su tercera retirada del desierto del Sinaí desde que se firmó el tratado de paz, en marzo pasado. Fueron devueltos a Egipto 6,734 kilómetros cuadrados de desierto. (AP) (Información en la página 3)

Múltiples Grupos se Destrozan

- ★ Luchamos Entre Nosotros por Intereses Mezquinos que no son los Nuestros
- ★ La División Solamente Sirve a Quienes nos Explotan Junto con Países Débiles
- ★ El Nacionalismo de JLP Inspirará Reacciones Entre los que Serán Afectados

Por FAUSTO FERNANDEZ PONTE, corresponsal de EXCELSIOR

WASHINGTON, D. C., 25 de septiembre. — El líder chicano Frank Shaffer Corona dijo hoy que las diversas corrientes ideológicas y políticas de su comunidad que se despedazan entre sí, deben hacer a un lado sus discrepancias y unirse para formar un Frente Común de Defensa de México y la política nacionalista del gobierno del Presidente José López Portillo.

En una carta dirigida a líderes de organizaciones chicanas de carácter nacional, regional y local, Shaffer Corona advirtió que "sin la unidad de todos, ni podremos defendernos ni podremos defender a México, asiento de nuestro origen y explicación a nuestra cultura".

Shaffer Corona, el único chicano que ocupa un cargo de elección popular en el Distrito de Columbia, apoyado por una coalición de ciudadanos afroamericanos y chicanos e hispanos, dijo:

"Somos víctima fácil, los chicanos, de la discriminación económica, social, política y cultural —racista— en este país porque estamos desunidos, luchando unos contra otros por intereses mezquinos y olvidando que esa división es promovida y alentada por aquellos que son nuestros explotadores y desean continuar explotándonos.

"Como resultado de esa división, —añadió— el único beneficiado es el sistema de intereses económicos, sociales, políticos y culturales que nos

ha estado explotando y explota también a México, a todos los países en vías de desarrollo y todas las naciones débiles.

"Nuestro objetivo más urgente es el de unirnos y formar un Frente Común de Defensa de nuestra comunidad y sus intereses inmediatos y permanentes, de defensa de nuestras raíces mexicanas, de México", dijo.

Añadió que con motivo de la visita del Presidente de México a Estados Unidos, "está quedando de manifiesto nuestra división".

"El Presidente de México viene a Estados Unidos a destacar la esencia de una política nacionalista con respecto a los vastos recursos naturales mexicanos, y esa es una actitud patriótica que inspira reacciones negativas en los intereses que el nacionalismo mexicano inevitablemente va a afectar. Esos intereses son los que alientan nuestras divisiones y nos lanzan a luchar unos contra otros, e impiden así que haya una unidad entre mexicanos a uno y otro lado de la frontera y entre chicanos, y vulneran e inclusive destruyen las fuentes auténticas de nacionalismo y nacionalidad".

Shaffer Corona, miembro de la Junta de Educación del Distrito de Columbia y del Comité Político Chicano de la poderosa Asociación Nacional de Juntas Estatales de Educación, dijo que "fuerzas negativas tradicionales" han estado haciendo circular rumores difamantes en la comunidad chicana con el propósito de acentuar la

A 29,000 Millones de Dls. Llegará la Deuda Externa en 79: SH

Dinero Para Docencia,
no Para la Política

5% Debe Pagarse Antes de un año; Control y Diversificación de
Mediano y Largo Plazo al Resto Acciones Bancarias: E. Creel

Por LUIS DE CERVANTES, enviado de EXCELSIOR

Hector

MIÉRCOLES 23 DE ENERO DE 1980 **LA DÍA**

Raza Unida y el PST condenan la política de EU hacia México

Ayer dieron a conocer las conclusiones
de la junta que tuvieron en Nuevo Laredo

En breve reunión de prensa, ayer, el diputado Carlos Olamendi Torres, secretario obrero sindical del Partido Socialista de los Trabajadores dio a conocer un documento denominado Declaración de Laredo, firmado por el PST y el Partido Raza Unida en el que se hace una condena a las "agresiones reiteradas" por parte del imperialismo norteamericano al pueblo de México.

En dicho documento se señala que ni la co-
dicia permanente, ni las agresiones reiteradas y
menos las actuales pretensiones de dominio por
parte del enemigo común podrán doblegar al pue-
blo chicano-mexicano.

Se afirma que hoy más que nunca, comprome-
ten todos sus esfuerzos, en ambos lados del Bra-
vo, en torno al propósito histórico común de de-
fender la soberanía de nuestro pueblo.

Los chicanos "nos oponemos firmemente a los
proyectos y a las acciones que los intereses impe-
rialistas han tenido en torno al petróleo mexicano
a la vez que expresamos nuestra enérgica protesta
por la campaña que pretende preparar las accio-
nes directas en contra de nuestro México".

Se agrega que al recordar las decenas de miles
de chicanos sacrificados en las injustas guerras
que el imperialismo impuso en Corea y Vietnam,
"declaramos nuestro compromiso de impedir y
oponernos a cualquier agresión contra nuestros
hermanos mexicanos. Los millones de chicanos sa-
bremos llegar todos y a tiempo para defender la
integridad de la patria mexicana". (Paz MUÑOZ).

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unomásuno

miércoles 23 de enero de 1980



Los dirigentes del Partido Socialista de los Trabajadores informaron de las acciones del Partido Raza Unida de los Estados Unidos, compuesto por chicanos, de quienes dijeron se oponen terminantemente a las actitudes violentas del gobierno norteamericano en el contexto internacional.

56% de los militares de EU en Europa son de ascendencia mexicana, denunció el PST

El 56 por ciento de los militares estadounidenses destacados en Europa occidental —325 mil 200 efectivos— son de ascendencia mexicana, denunció ayer el secretario general de relaciones internacionales del Partido Socialista de los Trabajadores, Carlos Olamendi, entrevistado después de una reunión de prensa en la sede de este organismo, donde se anunció la firma de un convenio entre el Partido Raza Unida (PRU) y el PST para "evitar que más mexicanos sean utilizados en guerras que desestabilizan la unidad mundial".

La firma del convenio se realizó el 19 de este mes en Laredo y hasta ayer se dio a la publicidad, tanto aquí en México como en Estados Unidos, donde el Partido Raza Unida (único organismo de mexicano-estadunidenses con lineamientos políticos) aglutina a cerca de 2 millones de chicanos, ahí expresó su temor de que EU realice "acciones directas" contra México a causa de su urgencia por el petróleo.

Durante la conferencia de prensa también tomó la palabra el juez de Zavala, Tejas, Adolfo Mejía, quien habló de la represión existente en Estados Unidos contra el PRU, el cual ha sido sistemáticamente atacado por el FBI, así como por las policías estatales, con la intención de detener el proceso cultural, económico y político de los chicanos, especialmente en los estados de California, Arizona, Tejas y Nuevo México.

Asimismo, durante la reunión, los representantes del PRU afirmaron que se oponen "firmemente" a los proyectos y las acciones que los "intereses imperialistas" mantienen en torno al petróleo mexicano, mencionando las opiniones vertidas por columnistas de EU en el sentido de que sería más fácil invadir México y apropiarse de su petróleo que provocar problemas en Oriente Medio.

Respecto al caso Afganistán, tanto el PST como el PRU expresaron su apoyo al derecho soberano del pueblo afgano a su autodeterminación y a "solicitar a otros estados la ayuda material, económica y militar necesaria para preservar su proceso revolucionario".

Olamendi, al retomar el tema de los chicanos enlistados en las filas de la milicia estadounidense mencionó que "son engañados por el Estado de ese país, quienes les prometen mejores sueldos, así como la *oportunidad de defender América* y convertirse en héroes". (Gonzalo Álvarez del Villar)

RECEIVED FEB 11 1980

To: Javier Figueroa (Special Services)

Thursday

**Mexican-American College Aid
Available For Many Students**

By JOHN LUMPKIN
SAN ANTONIO, Tex. (AP) — Ernie Bernal Jr., 36, drove taxis, was a door-to-door salesman and borrowed a bundle of cash when he went to college. He received no scholarships, he says.

Times have changed. Adequate financial aid is available today Bernal believes, but Mexican-Americans such as him are still underrepresented on college campuses.

Why? "It's a complex set of factors," says Bernal, now an associate professor at the University of Texas at San Antonio. The net effect of those factors, he says, is a barrier which prevents Mexican-American students access to aid for which they could qualify.

Aid In Search
Bernal chaired an advisory committee which helped the southwestern regional office of the College Entrance Examination Board select 40 Mexican-Americans from 14 western states for a conference here to train participants in handling student aid programs.

The conference, held at Our Lady of the Lake College in this city with a heavy Mexican-American population, runs until Oct. 18. The participants either work in financial aid offices or talent search programs at 37 colleges and universities.

"This is a practical-oriented conference designed to impart the kind of knowledge and skills that are necessary to run virtually all aspects of a student financial office, including relationships with schools which are feeding in students to the college or university and with the ethnic community itself," Bernal says.

Bernal worked hard to obtain his doctorate in educational psychology. His parents, neither of whom finished high school, both worked to help him and his brother.

Many of Bernal's peers in the late 1950s are without a college education.

Student grants, hopefully enough to prevent the student from needing a job, rather than

loans are the answer says Bernal.

"The prospect of accumulating a great indebtedness is a turnoff for a person who has never seen that much money in his life," he noted.

In many cases, Mexican-Americans cannot count on help like Bernal's parents gave him, either. The Bernals had only two children, enabling both parents to work. That might not be the case in typically larger families, says Bernal.

"I think we need part of the training of a financial aid officer to be a new sensitivity to

the different needs of the Mexican-American student population," Bernal says.

One of the factors in the present financial aid system which Bernal believes has not been successfully tuned to Mexican-Americans is "in some cases outright discrimination (keeping) Mexican-Americans from information about financial aid."

Another factor which skilled aid officers could fight would be, according to Bernal, "a lot of bureaucratic paperwork associated with obtaining financial aid that has proven to be a stumbling block for students."

Undereducated parents with inadequate English skills are suspicious of the forms, which require detailed information about family income. "These forms very importantly have never had any explanations in Spanish," he said.

"In the past, inadequate information provided a substantially lower financial aid package to a Mexican-American than they were really qualified to receive," Bernal says.

Another problem area is a high school counselor of Mexican-American pupils not being familiar with college aid procedures he says. "Until

recently, college aid financial officers have not made a concerted effort to make this information known," says Bernal.

Bernal believes Anglo college enrollment is peaking, meaning there will be places for quafid Mexican-Americans. He also says "the demand for student aid is better known and is more stable generally."

"This is what is sometimes called the outreach effort," Bernal says.

Training of Mexican-American college officials toward such programs will enable them to assure Mexican-American high school pupils, "Don't put this option (of college) out of you mind. There are means and ways of exercising the option if you chose to do so," says Bernal.

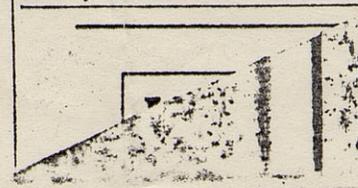
Number Increases
Although the number of Mexican-American in college is increasing, the proportion of eligible Mexican-Americans who enter remains low Bernal says.

"We know in some areas . . . there are perhaps 20 per cent of the eligible Mexican-American students who go to college. And that is a high figure. In some places, it is as low as five per cent," says Bernal.

"Things are better," says Bernal, comparing the present to when he began college, "but I don't think they are as good as they should be."

THERE OUGHTA BE A LAW

By SHORTEN AND WHIPPLE



ember 12, 1979

Panel Urges Revamped Immigration Laws

EL PASO (AP) — Panelists at an immigration conference say U.S. immigration law is based on racist beliefs and should be rewritten.

Participants in the conference, "Immigration Issues Affecting Human Service Workers," called on the Hispanic community to unite to pressure for a major revision of the laws.

Houston lawyer Jose Medina traced the quota system of immigration to 19th century efforts to exclude Chinese. He said quotas originally were thought necessary because non-whites were considered inferior.

Al Velarde, of the U.S. Catholic Conference in El Paso, called for political pressure to allow 50,000 legal migrants to the United States from Mexico instead of the 20,000 now allowed.

Although the 20,000 limit is applied to all countries, Velarde said, many more Mexicans want to come here than Tanzanians.

Velarde and other panelists at the University of Texas-El Paso conference, which lasts through today, said they believed Vietnamese boat people, Soviet Jews and Lebanese were getting more support than Mexicans because of stronger lobbying.

Border and immigration rules have divided some Mexican families, said panelists participating in the health care portion of the conference.

"Nowhere is the extended family as strong as in the Mexican-America cul-

ture," said Gerald Chapman, commissioner of the Texas Department of Human Resources.

Mexican-American families tend to take care of their members, old as well as young, Chapman said.

He noted health programs should realize the Mexican-American population is younger than its Anglo counterpart

and needs different services. He said the median age for Mexican-Americans is 19, compared with about 30 for Anglos.

Many Mexican families are split when a few members migrate to the United States for jobs or better pay, said

Dr. David Briones of Thomason General Hospital in El Paso.

Often, he said, very young or very old family members remain in Mexico because of the physical hardship of crossing. This disrupts the traditional roles in the family, he added.

A number of difficulties strain the mental and physical well-being of U.S. immigrants, including separation from loved ones, Briones said.

... were trans-
 Wednesday to the
 -gian cruise ship
 -ature, which brought them to
 Hamilton from where they were
 down to New York.
 Tugs reached the drifting
 QE2 at mid-afternoon Friday,
 attached lines and began the
 slow voyage to Hamilton.
 Cunard Line, owners of the
 vessel, hoped repairs could be
 completed in time for the ship
 to return to New York and
 begin her first trans-Atlantic
 voyage of the season April 16.

... tional funeral service was
 scheduled Sunday afternoon in
 Brandenburg, Ky., for the com-
 munity's 29 tornado victims.
 The storm swept through the
 South and the Midwest, up to
 the Great Lakes last Wednes-
 day and early Thursday, leav-
 ing some 300 dead and thou-
 sands injured.
 Lynn, who promised speedy
 relief to help tornado victims
 rebuild their homes and com-
 munities, said the \$500 million
 figure did not include uninsured
 damage to private property or

... tent use
 volve bullet
 heater about
 hopefully
 needing heat
 Harris wrote
 letter.
 Harris' associa-
 said, "We feel that
 of the system in a
 munity will show
 mentation costs will
 low, in comparison
 creasing costs of
 heating and cooling."
 Harris' figures show
 project he has in
 be a \$2.5 million invest-
 2,000 homes.
 "If solar energy is
 the current cost for
 the utility would see
 return of approximately
 —or 10 per cent a
 original investment,"
 Harris.
 Another idea was
 charge each home
 hook-up fee for the
 gy. Harris said
 wouldn't be unreason-
 cause the customer
 the cost of buying
 heater or air condi-
 To the homeowner
 of heating would
 back to radiators
 ing pipes. Harris
 "But floor
 used right now in
 ment complete
 quite good," Harris.

Vocational education is another
 priority area with Harriger.
 "The real area of the future,"
 he said, "is how we train the
 kids who are not going to col-
 lege."

VOTE BY BOXES H/7/74

	Waters	Place 3		Place 4		Place 5				
				Ramirez	Mitchell	Caraway	Schoon	Reeves	Quirino	Harriger
1. Wolfarth School	110	✓		126	3	11	0	14	412	11
2. Arnett School	40	✓		31	2	18	5	16	21	9
3. McWhorter School	102	✓		120	9	11	13	17	95	12
4. Jackson School	68	✓		81	6	9	11	5	74	5
5. Guadalupe School	62	✓		73	4	1	6	4	66	3
6. Alderson Jr. High	102	✓		120	1	5	7	7	99	12
7. Bowie School	119			55	5	67	13	35	5	72
8. K. Carter School	43	✓		27	5	16	8	16	7	12
9. Rush School	185			94	11	104	16	34	11	148
10. Thompson School	72	✓		42	2	36	8	35	4	33
11. Bayless School	192			81	13	114	18	39	10	140
12. Haynes School	332			161	28	173	37	54	17	254
13. S. Wilson Jr. High	111			38	9	77	10	32	3	79
14. Overton School	114			52	18	49	28	25	4	62
15. R. Wilson School	199			104	8	109	28	66	15	106
16. Hutchinson Jr. High	63			28	12	33	5	36	2	28
17. Dupre School	33	✓		24	2	20	3	22	6	16
18. Slaton Jr. High	100	✓		44	4	63	4	24	8	76
19. Bean School	55	✓		39	5	30	6	22	24	20
20. Des School	73	✓		63	2	17	8	35	18	20
21. Stubbs School	72			34	10	35	2	29	6	41
22. Maedgen School	138			45	27	79	6	41	5	99
23. Monterey High	183			74	18	101	19	33	1	142
24. Wheelock School	91	✓		49	3	52	15	30	13	45
25. Brown School	68	✓		34	2	37	5	24	8	37
26. Harwell School	50	✓		45	3	14	1	13	34	12
27. Precinct 1 Clubhouse	129			69	14	55	19	33	14	72
28. Parsons School	265			112	33	137	28	66	2	186
29. Atkins Jr. High	91	✓		38	13	46	6	32	7	52
47. Mackenzie Jr. High	105			54	7	55	20	31	4	61
48. Murfee School	181			77	15	102	11	41	11	128
Totals (4021)	3551			2034	294	1676	366	911	706	1993

EMPLOYEE CRITICAL
 Michael Bob Bowling, 20, of
 37th St. remained in criti-
 condition Saturday night in
 Methodist Hospital. The young
 lance-Journal employe was
 red early Friday when his
 motorcycle struck a median at
 Drive and 34th Street, po-
 said.

... tional funeral service was
 scheduled Sunday afternoon in
 Brandenburg, Ky., for the com-
 munity's 29 tornado victims.
 The storm swept through the
 South and the Midwest, up to
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 Harris' figures show
 project he has in
 be a \$2.5 million invest-
 2,000 homes.
 "If solar energy is
 the current cost for
 the utility would see
 return of approximately
 —or 10 per cent a
 original investment,"
 Harris.
 Another idea was
 charge each home
 hook-up fee for the
 gy. Harris said
 wouldn't be unreason-
 cause the customer
 the cost of buying
 heater or air condi-
 To the homeowner
 of heating would
 back to radiators
 ing pipes. Harris
 "But floor
 used right now in
 ment complete
 quite good," Harris.

Nixon

PARIS (AP) —
 Nixon met Saturday
 ern European
 stressed the need for
 within the Atlantic
 The discussions
 start toward making
 ington's "Year of Euro-
 administration had
 vote major attention
 in 1973, but was side
 other foreign and
 matters.
 The President's im-
 tant sessions — less
 than an hour each —
 West German Chancellor
 Brandt and British
 1ster Harold Wilson.
 Nixon also met
 French President
 Danish Premier
 and Italian Premier
 Leone. He met

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negotiations are unsuccessful a walkout could occur after Nov. 28. friends, two newspapermen and a police detective in the spacious den to await the results cal races, the rural votes are coming in first. We still have a chance to turn this thing around." berry said in a similar article. "You mean in the governor race, Dad," Jay asked.

HOW LUBBOCK COUNTY VOTED

11/5/74

General Elec

	Total Vote	Governor					Lt. Governor			Atty. General			Comptroller		
		Eriscoc	Granberry	Muniz	Smith	McDonnell	Hobby	Marshall	Fela	Hill	Cole	Vasquez	Bullock	Howe	Scroggins
1. Welfarth School	401	114	63	203			227	32	5	198	16	139	217	20	4
2. Arnett School	358	170	133	48		2	225	95	5	216	87	31	223	93	4
3. McWhorter School	547	166	173	195	2		292	106	5	282	71	57	298	82	8
4. Jackson School	358	84	88	164	1	4	208	42	6	186	28	50	194	37	6
5. Guadalupe School	137	34	17	86			73	11		65	11	15	70	9	
6. Alderson Jr. High	474	193	75	134	2		282	45	5	262	37	49	270	40	5
7. Bowie School	906	294	578	10	2	2	478	378	2	556	287	3	527	308	2
8. Old Carter School	460	143	237	50	8	6	277	135	12	290	109	26	273	116	16
9. Rush School	1009	333	632	9	5	2	531	424	6	655	321	4	636	494	5
10. Thompson School	474	187	229	32	6	2	278	144	10	306	109	8	282	116	8
11. Bayless School	898	322	556	14	1		488	386	2	546	314	3	553	300	1
12. Haynes School	1406	408	982	17		2	704	646	3	878	468	3	459	462	2
13. Smylie Wilson Jr. High	755	230	491	13	3	5	404	310	2	472	230	3	464	233	3
14. Overton School	618	252	326	22	3	6	397	198	3	441	150	3	422	167	3
15. Roscoe Wilson School	800	312	445	31	1	3	465	304	8	541	215	7	499	287	0
16. Hutchinson Jr High	520	202	229	24		1	279	159	4	319	110	4	317	106	4
17. Dupre School	425	195	197	19	2	2	269	124	9	294	95	5	289	97	7
18. Slaton Jr. High	482	207	262	3	1		282	177		321	130	1	315	135	
19. Bean School	601	298	235	52	3	3	389	161	5	423	115	13	417	116	4
20. Lies School	217	171	30	11			196	8		197	6	3	201	4	
21. Stubbs School	665	285	346	13	1	8	424	222	1	481	161	1	475	161	2
22. Maedgen School	978	315	628	13	2	11	499	422	3	606	336	1	582	358	2
23. Monterey High	762	284	462	5	1	2	419	342		458	273		445	251	
24. Wheelock School	853	337	382	14	3	6	462	258	2	555	167	2	530	174	
25. Brown School	608	250	298	14	1	2	384	191	2	422	147	4	417	146	1
26. Harwell School	287	30	74	28	4	4	76	46		83	28	11	86	42	1
27. Wester School	897	351	533	9	1	10	528	347	2	598	263	5	575	283	
28. Parsons School	1037	352	662	10	1	7	564	434	2	661	334	2	631	351	2
29. Atkins Jr. High	683	274	384	12	1	4	403	259	2	447	209	1	444	206	2
30. Stewart School	699	186	482	25		3	273	307	3	430	234	6	418	237	3
31. Reese School	223	118	89	12		2	137	67	3	163	40	6	157	41	3
32. Frenship School	297	186	95	14			231	59		236	46	7	236	46	
33. Cooper High Ag. Bldg.	187	85	92	1		1	119	58		130	42	1	130	39	
34. Cooper High Auditorium	72	53	10				55	8		61	2		56	4	
35. Posey Immanuel Lutheran	78	54	19	3	1		69	7		68	3	1	69	7	
36. Slaton Clubhouse	295	172	114	5			216	66	1	241	42	2	235	47	1
37. Slaton W. Ward School	339	196	136	6		1	240	93		272	55		263	54	
38. Austin school, Slaton	256	130	46	74			165	31	1	156	22	25	163	23	1
39. Roosevelt Clubhouse	214	113	94	3		1	153	54		164	38	3	163	38	1
40. Acuff Gin	102	70	30	1			80	20	1	86	14	1	92	9	
41. Idalou Comm. Center	511	328	148	31		4	364	115	1	397	73	14	400	75	1
42. Becton Gin	61	41	19			1	40	17		44	12		43	13	
43. New Deal Clubhouse	98	54	36	8			64	27		65	23	2	68	20	
44. New Deal Elementary	128	57	66	4			83	39		94	25	4	89	30	
45. Abernathy, Thompson's	156	95	58	3			114	40		130	22		120	19	
46. Shallowater Comm. Center	426	220	187	10		4	267	126		301	88	2	296	89	
47. Mackenzie Jr. High	840	268	542	18	2	2	474	339	4	535	269	5	518	283	5
48. Murfee School	1075	319	722	12	1		593	461	1	693	346		679	351	1
49. Old Extension Bldg.	215	36	159	14	4	2	110	86	4	123	66	2	101	74	3
50. Tech University Center	315	64	205	37		2	175	94	6	182	72	7	146	91	5
51. Southeast School	134	70	42	19			93	30		14	25	8	92	25	1
52. Stinson's, Inc.	70	8	46	1			33	22		36	17	1	32	20	1
53. Lubbock Christian College	230	76	145	4		1	128	88		138	76		133	77	
55. Absentee	647	272	368	5	4	2	363	277	5	442	199	3	417	225	2
TOTAL	26284	10064	13697	1565	67	120	15142	8937	136	16962	6678	554	16635	7616	127

AN, CAMPBELL ALSO VICTORS

Turner Wins Mayor's Race

PAGE ONE

"It is a big job that takes more than any one person," Rigsby added, "and it takes a lot of cooperation from everyone." Turner pulled out all the stops in his runoff campaign, using all advertising media and direct mail to emphasize his stand on

electric rates and his call for "decisive leadership."

"The credit goes to all the people who worked for me, who believed in me and who overcame so many obstacles," Turner said.

"We made every effort to car-

ry our campaign to the and this apparently succeeded in doing. A lot must go to my family with me during the three of very difficult campaigns. Vote Surpassed Estimate. Turner's success and downfall could be attributed to who did the best job of out his supporters.

Early predictions were between 15,000 and 18,000

would be cast Tuesday, but would have been quite different from the more than 42,000 voted April 8.

But the campaign was a steamroller. The absentee vote was larger than ever before in a runoff election. And the turnout was about 4,700, greater than any previous runoff and second only to the 1958 turnout.

Turner Loses One Box

While Turner and Rigsby were evenly split the 34 precincts, Rigsby carried one, Ella Iles School box, 172. But in doing so, he lost more votes from April than did Turner.

In fact, Turner took Rigsby's anticipated lead in other minority precincts.

Some of the boxes where Turner hit Rigsby were McWhorter Set Elementary, Stubbs Elementary, the Slide Road Club and Parsons Elementary.

Other Comparisons Made

At McWhorter, Turner won only 110 votes from Rigsby, but Rigsby came up with 300 short. At Alderson, Turner dropped 53 votes, Rigsby lost 378 since April. At Haynes, Turner's vote was only 77 votes short of his opponent's, but Rigsby's was off. At Stubbs, Turner was down 42, but Rigsby was 295. At the Clubhouse, Rigsby lost 42 votes, Rigsby Parsons, Turner gained 297, but Rigsby lost 297.

In their home precinct School, Rigsby led the first 821 to 685. Tuesday, Turner 665 to 594.

Fruitt Lost Lead

Mrs. Jordan ended Fruitt's lead by carrying most of the precincts, which Fruitt carried. "Iceberg" carried more work for scenes than surface lead.

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Precinct	Total Vote	Mayor		Place 2		Place 4	
		Rigsby	Turner	Fruitt	Jordan	Nielar	Campbell
1. Wolfarth Elem.	473	208	262	194	274	186	280
2. Arnett Elementary	506	149	351	262	239	241	265
3. McWhorter Elem.	832	295	537	327	500	372	448
4. Jackson Elem.	494	202	289	200	280	213	268
5. Guadalupe Elem.	186	92	98	116	68	54	121
6. Alderson Jr. High	763	310	447	329	427	318	427
7. Bowie Elementary	1423	531	880	914	509	576	827
8. K. Carter School	688	276	409	283	405	328	347
9. Rush Elementary	1215	549	665	591	617	592	616
10. Thompson Elem.	788	333	455	315	464	417	360
11. Bayless Elementary	1096	509	582	572	514	562	532
12. Haynes Elementary	1956	847	1109	836	1115	956	997
13. Smylie Wilson Jr. H	939	370	568	444	491	462	474
14. Overton Elementary	952	381	567	454	495	530	419
15. Roscoe Wilson Elem	1012	548	464	416	592	597	409
16. Hutchinson Jr. High	709	293	414	344	364	375	329
17. Dupre Elementary	582	226	356	272	310	335	247
18. Slaton Jr. High	694	270	421	346	343	403	286
19. Bean Elementary	959	342	606	492	467	490	455
20. Iles Elementary	326	172	156	98	228	110	212
21. Stubbs Elementary	1011	305	702	508	500	441	563
22. Maedgen Elem.	1203	524	672	610	585	620	576
23. Monterey High	933	450	479	427	495	507	423
24. Wheelock Elem.	1104	384	712	535	568	506	594
25. Brown Elementary	946	320	624	481	461	467	474
26. Harwell Elementary	551	140	406	286	259	272	272
27. Precinct One Club.	1359	494	865	625	731	554	798
28. Parsons Elementary	1377	534	843	646	727	701	674
29. Atkins Jr. High	1037	409	628	518	515	474	556
47. Mackenzie Jr. High	972	390	582	492	480	413	552
48. Murfee Elementary	946	453	506	434	517	445	515
49. Tech Aggie Pavil.	206	89	118	70	128	81	119
50. Municipal Aud.	318	119	195	112	198	104	203
51. Southeast Elem.	208	82	125	116	87	102	105
Total	28764	11596	17093	13685	14953	13924	14743

NEWS BRIEFS

tees for C. O. Brown, 70, Mackenzie Junior
He will be at 10 a.m. present the mus
set Church of Christ

Sunday morning April 2, 1972

Vote By Boxes	Place 2		Place 3				
	Trajille	McKelvy	Wade	Selmas	Oppermann	Reeves	
1. Wellfarth School	342	44	18	347	6	15	
2. Arnett School	51	65	14	52	4	46	
3. McWhorter School	424	84	21	407	29	43	
4. Jackson School	233	21	8	232	5	14	
5. Central Fire Station	117	20	4	128	1	8	
6. Alderson Jr. High	486	61	21	469	17	40	
7. Bowie School	20	249	42	60	21	147	
8. Old Carter School	47	55	9	42	18	36	
9. Rush School	55	287	19	80	35	210	
10. Thompson School	53	119	17	50	21	83	
11. Bayless School	36	328	41	70	26	219	
12. Haynes School	77	530	96	128	63	347	
13. Wilson Jr. High	47	188	37	49	27	119	
14. Overton School	52	221	22	58	15	78	
15. Wilson Elementary	72	263	22	72	28	225	
16. Hutchinson Jr. High	44	146	17	31	23	130	
17. Dupre School	34	86	5	37	7	73	
18. Slaton Jr. High	42	155	16	50	20	109	
19. Bean School	83	125	22	91	24	74	
20. Iles School	194	74	16	198	16	34	
21. Stubbs School	21	144	30	35	24	78	
22. Maedgen School	41	268	44	47	30	188	
23. Monterey School	43	289	18	56	23	234	
24. Wheelock School	40	161	33	37	26	104	
25. Brown School	42	145	16	61	29	80	
26. Harwell School	73	57	19	78	7	29	
27. Precinct 1 Clubhouse	73	227	54	99	30	117	
28. Atkins Jr. High	50	393	52	87	47	259	
29. Parsons School	52	159	43	44	29	98	
47. Mackenzie Jr. High	33	210	48	50	35	110	
48. Murfee School	24	166	23	47	20	99	
TOTALS	3001	5370	847	3293	689	3548	

School Board

Turner Face Runoff

4-1972

Wins Due;

Wins

per cent. had made his vote raise in electric rates number one campaign rally, he carried the northeastern and in parts of the city. was strongest through of the city and among voters. He carried the 1. Rush, Overton, Monterey, Hutchinson, Wilson, Haynes, Murfee, Bayless, O. L. Dupre, Thompson, Iles, Guadalupe and Wolf-schools. These include the older-middle class

Ugaby "Honored" men predicted victory in runoff. feel honored to lead the for mayor of Lubbock," said. "We're going to use to take the issues to

people. Mr. Turner also has honored by a very large and I feel it will be a good campaign for the runoff. . . biggest issue is still the are of our city."

"Today's turnout is indicative the interest of citizens in their local government," Turner said of the record turnout. "I am extremely happy with the number of votes I got and am very confident about the runoff. I want to congratulate my two opponents on the types of campaigns they ran."

Runoff Issues Set

The electric rate increase, zoning for liquor by the drink outlets and the "qualifications of the candidates" will be runoff issues, Turner predicted.

Whether Rigsby will be serving Monday morning to possibly vote on raising electric rates — which he supports — was a matter of controversy between the two.

Turner contends Rigsby's resignation as Place 1 councilman was effective Saturday. Rigsby contends it will become effective only after the votes are officially canvassed Tuesday afternoon and Hollingsworth is sworn in to succeed him.

One Seat Vacant

Turner, 40, will continue serving through May 2 because Campbell and Nislar are in a runoff for his Place 4 position. Rigsby's Place 1 term still had two years to run, so Hollingsworth will be completing that term.

VOTE BY BOXES

	Total Vote	MAYOR			
		Rigsby	Turner	Barnett	Frimm
1. Wolffarth School ✓	818	387	227	174	35
2. Arnett School ✓	754	208	299	238	22
3. McWhorter School ✓	1587	599	646	266	102
4. Jackson School ✓	884	346	355	165	68
5. Guadalupe School ✓	312	158	108	43	30
6. Alderson Junior High ✓	1413	688	490	220	72
7. Bowie School	1818	805	861	167	46
8. Old Carter School ✓	1278	553	600	135	114
9. Rush School	1626	821	685	108	57
10. Thompson School ✓	1169	543	499	114	72
11. Bayless School	1581	791	656	122	39
12. Haynes School	2585	1239	1186	135	60
13. S. Wilson Junior High	1434	622	693	98	54
14. Overton School	1276	575	538	149	44
15. R. Wilson Elementary	1262	714	436	92	40
16. Hutchinson Junior High ✓	873	393	367	105	22
17. Dupre School	896	384	382	118	44
18. Slaton Junior High ✓	943	466	371	105	44
19. Bean School ✓	1487	539	647	273	66
20. Iles School ✓	568	328	183	40	22
21. Stubbs School	1587	600	744	205	55
22. Maedgen School	1634	762	694	155	44
23. Monterey High	1141	636	431	58	44
24. Wheelock School	1517	644	697	200	55
25. Brown School ✓	1449	537	645	197	66
26. Harwell School ✓	825	252	359	183	33
27. Precinct 1 Clubhouse ✓	1862	798	907	189	44
28. Parsons School	1756	831	761	142	44
29. Atkins Junior High	1474	653	677	158	44
47. Mackenzie Junior High	1439	627	714	102	44
48. Murfee School	1165	584	504	79	33
49. Aggie Pavilion ✓	691	271	358	27	44
50. Municipal Auditorium ✓	933	356	462	54	44
51. Southeast School	330	100	146	73	44
52. Absentee*					
Totals	42367	18862	18323	4689	17

* Separately counted on liquor election only.

★ ★ ★ ★ ★ ★ ★ ★

AFTER HOT RACE

Liquor Issue Gets
Close Win Here

did we ever intend to show



Ignacio Arango

Ignacio Arango

Former Cuban champ tutors Hub boxers

By DOUG HENSLEY
Evening Journal Sports Staff

For 30 years now, one thing has dominated Ignacio Arango's life — boxing. Be it as a participant, trainer, coach or judge, Arango has not been able to divorce himself from the sport.

A native of Cuba, Arango came to Lubbock three years ago and has spent his time here as coach of the Lubbock Spartans. Although the Lubbock Warriors are probably the most well-known amateur boxing club in town, members of the Spartans and of the Lubbock Boxing Club also spend numerous, sweaty hours working the speed bag and polishing their skills in the gym.

Each of the city clubs will have participants in the West Texas Regional Golden Gloves Tournament, which begins Friday at 7:30 p.m. at the Christian Renewal Center at 4th Street and Toledo Avenue. Action continues Saturday at 1 p.m. and 7:30 p.m.

No one can argue with the 43-year-old Arango's credentials. In 1976, he worked as a coach with the powerful Cuban Olympic team that featured Teofilo Stevenson, who won the Olympic gold medal for heavyweights in 1972 and 1976 and is regarded by many as one of the best amateur fighters ever.

"I worked all year round in 1976 —

directly with the team," Arango said Wednesday during an interview at the Golden Gloves gym, where the Spartans work out.

"And I worked with them indirectly many other years," he added. "I've been a referee, a judge and a coach. I've been around boxing since I was 14."

Arango was one of seven coaches of the Cuban Olympic team, and he was quick to join the ranks of Stevenson fans. "I worked with Stevenson, and I think he is the best," he said.

Arango, who speaks little English and the Cuban dialect of Spanish, talked through interpreter, Rudy Perez, who will fight in the 132-pound weight class Friday. Prior to his work as a coach, Arango was the Cuban heavyweight champion in 1962-63.

"I first started boxing as an amateur in 1953," Arango said. "But I quit in 1963. I was training a lot, but there were not a lot of other heavyweights around, and I had no one to fight."

Arango, who said he came to the United States three years ago because of governmental unrest and political problems within the country, said there are several differences between the U.S. and in Cuba.

However, he also said boxe

See ARANGO Page 4



Washington Star/Rosemary Martufi

Charley Ericksen, editor of the Washington-based Hispanic Link News Service, with his wife, Sebastiana.

D.C.-Based News Service A Link for Hispanic Rights

By Timothy A. O'Leary
Special to The Washington Star

History abounds with accounts of restless individuals who have championed the causes of a foreign people to suit a personal quirk or passion.

For example, T.E. Lawrence, an Englishman, helped direct the Arab revolt against Turkish rule during World War I, and in the process adopted Arab culture as his own. And American novelist/missionary Pearl S. Buck was a devotee of Chinese civilization who tried to teach the West about the Chinese through her writings.

Charley Ericksen would probably shy away from being compared to such famous figures, but there are similarities between his advocacy of Hispanic rights — known as *la causa* — and the alien causes supported by Lawrence and Buck.

Norwegian by heritage and a native of Los Angeles, Ericksen is founder and editor of the Washington-based Hispanic Link News Service, a fledgling source of news and opinion aimed at the estimated 30 million persons living in the United States who are of Hispanic descent.

The 15-month-old Hispanic Link serves more than 70 U.S. newspapers, dispatching columns three times a week in both Spanish and English. The news service, said Ericksen, "is a showplace for the best Hispanic minds and writers in the nation."

Although no Washington-area newspapers subscribe, Erickson

said, "I have to believe the papers here are going to wake up to the fact that there's a Hispanic constituency out there. Sooner or later they're going to want the product we have."

There are an estimated 150,000 to 200,000 Hispanics in the Washington area.

Ericksen, 51, said he had the idea of establishing a Hispanic news service when he realized there were no Hispanic writers being syndicated in American newspapers.

So in 1978, having accumulated more than 30 years of experience in journalism and public relations, Erickson quit his \$45,000-a-year job as director of media relations for the U.S. Commission on Civil Rights. And in January 1979, he established the Hispanic Link News Service with headquarters on N Street NW.

He said he chose "Hispanic Link" because "what we're trying to do is be the link between the part of the country made up of different Hispanic backgrounds and the dominant society."

"Most newspapers take a very narrow view of the benefits which a bilingual or bicultural people can bring to society," Erickson said. "They don't present a Hispanic perspective."

The fuel for Ericksen's Hispanic rights passion comes from two sources. One is obvious: his wife, Sebastiana, is a native of Oaxaca, Mexico. The other stems from the days when his five mestizo (half-

See NEWS SERVICE, B-2

News Service a Link For Hispanic Rights

From B-1

Indian, half-white) children were growing up in the Mexican-American "barrios" of East Los Angeles.

"Every part of them that was Hispanic in culture was given no value by the schools or anybody," said Ericksen. "They were only measured by that part of them that was Anglo."

He called his Hispanic news service "a reaction to the system's treatment of my own children."

Market profile keeps on g

(Continued from Page S-1)

total. That represents a 61% increase since 1970, when the U.S. Census Bureau began keeping a closer tab on this segment. At this rate, the number should exceed 25,000,000 by 1990.

The count does not provide specifically for the millions of undocumented aliens, primarily from Mexico, believed to be living in the country, and this proves to be a constant source of concern when ad and media execs hear potential clients exclaim, "Show me the numbers."

Figures for the number of undocumented aliens vary widely, with some even doubling the census count. The consensus seems to place the number between 5,000,000 to 8,000,000, which would put the total Hispanic population at between 20,000,000 and 23,000,000. This higher figure, rather than the census count, is what many agencies use as a more accurate reflection of the marketplace.

Whatever the precise figure, it is generally believed that, by taking undocumented aliens into account, Hispanics will constitute the nation's largest minority population group later in this decade, overtaking blacks, who now comprise a population of 26,488,218.

Aside from the total population figure, the 1980 census does not, as yet, provide more extensive data useful to marketers; the Census Bureau says it does not expect to have them until 1982.

But studies have appeared in the last year or two that attempt to get a better fix on the nuances of the market. Perhaps the most widely cited source of late is "U.S. Hispanics—A Market Profile," a study conducted for the National Assn. of Spanish Broadcasters by Strategy Research Corp., Miami.

Using census figures and its own research, the study broke down the Hispanic market, which it placed at nearly 15,000,000 people, into various components. Among its findings:

- Most Hispanics—59.4%—trace their origins to Mexico. Another 15.1% have Puerto Rican roots, while 5.9% are of Cuban ancestry. Those of Central or South American nationality actually outnumber Cubans, making up 7.4% of the population.
- The market is younger than the population as a whole. More than 40% of the Hispanic population is under 18 years old, and the median age is 22.1, compared with about 29 for the entire U.S.
- Households tend to be larger. The average size is 3.7 persons, compared with 2.8 for the total U.S. average. Mexican household size is 3.9, Puerto Rican is 3.7 and Cuban is 3.3.
- Median income is \$12,952, compared with \$19,116 for the nation. Since 1971, the median for the Spanish origin population has re-

Optimism reigns

The state of the economy notwithstanding, the Hispanic population is maintaining an optimistic outlook for a more prosperous future.

That is a major conclusion of a nationwide poll taken by Hispanic Opinion & Preference Research (HOPR), New York. A total of 62% of the nearly 1,000 Hispanics surveyed expressed satisfaction with the communities they live in. Nearly 80% expected their children to have better educational and employment prospects than they had, and many intended to make major purchases within the next two years.

Results of the telephone survey were released last week by HOPR and its chairman, Jorge Batista. The survey's questions, asked by bilingual interviewers (29% of the respondents were interviewed in Spanish), focused heavily on obtaining advertising and marketing information. The median income of the sample was \$17,695, about \$5,000 higher than U.S. census figure for Hispanics.

The high degree of satisfaction with their communities, according to HOPR, indicates that Hispanics prefer environments that allow strong ethnic and cultural ties, a finding that would corroborate the contentions of Hispanic marketers.

Such optimism, HOPR says, carries over into the consumer goods area. The study found,

for example, that while 15% of the respondents purchased a new car last year, 20% intended to do likewise in the next year. In addition, 7% bought a house or condominium last year, and 11% intended to do so within the next year.

Other expected major purchases within the next year include a television set (15%), stereo (13%), used car (13%) and refrigerator (8%).

The survey also obtained a breakdown of its respondents' monthly expenditures: Among the expenses were \$298 for housing (\$364 in the West), \$235 for food, \$131 for auto expenses, \$102 for savings, \$69 for clothes and \$58 for entertainment and recreation.

Asked what their usual leisuretime activities were, 44% said watching tv, 18% said reading, 16% preferred movies and 13% listened to music.

The median amount of time spent watching tv was a bit more than three hours a day. HOPR noted that 28% of the respondents subscribed to cable tv, with the Southwest having a higher penetration.

When it came to programing, between 40% and 50% said they watched at least some Spanish programs. Radio got more listeners—between 50% and 55%—who tuned into Spanish language broadcasts. And between 25% and 30% said they read Spanish language newspapers regularly. #

mained about two-thirds of the U.S. total. Those of Mexican origin maintain a median income of \$13,439; Puerto Rican, \$8,787, and other Spanish, including Cubans, \$15,342. Not surprisingly, the Southeast, where a large contingent of Cubans live, has the highest median income, while the Northeast has the lowest.

The educational level is rising. A total of 43.1% of the population 25 years and older have completed four years of high school or more, compared with 63.9% of those 20 to 24.

Most Hispanics have blue collar or service jobs. There are large numbers of Mexicans who hold skilled occupations, while the Cuban segment comprises a high proportion of professionals.

A total of 82% of the Hispanic population lives in metropolitan areas, compared with about 67% of the nation as a whole.

The last point corroborates the finding that almost two-thirds of the Hispanic population resides in the 10 Areas of Dominate Influence that have most Hispanics. New York is the largest, with a His-

panic population of 2,329,800, followed closely by Los Angeles, which has 2,256,800. Rounding out the top 10, in order, are San Antonio; Miami; San Francisco; Chicago; McAllen-Brownsville, Tex.; El Paso, Tex.; Albuquerque, N.M., and Houston. A heavy concentration in Sunbelt states is evident.

It is interesting to note that New York, Los Angeles and Miami (three of the top four) each have a major contingent of Hispanics of different origins—Puerto Ricans, Mexicans and Cubans, respectively.

With all of this basic data, the Strategy Research Corp. study and other surveys (Yankelovich, Skelly & White is releasing a major study at the end of this month for SIN) have attempted to explore consumer patterns and the "psychographics" of the market. And it is here that marketers are looking to find a competitive edge around which they can design their strategies.

In all, it is generally believed that the Hispanic market represents more than \$30 billion in consumer spending power. Strategy Research attaches the tag "conservative" to that figure.

In spending their money, Hispanics exhibit a high degree of brand loyalty and concern for high quality. Observers indicate that the Hispanic consumer will spend the marginal dollar for a product perceived to bring higher self-esteem, despite what the lower median income might suggest. This might explain, incidentally, why the use of coupons is low among Hispanics.

"Coupon redemption has been viewed as demeaning, contra-self-sufficient and representing a demonstrable lack of pride and self-

esteem," potential by Adelante Adv York. But, the shop research indicates tion might be chan cal Hispanic hous open to new ideas make her grocery further."

The Strategy Re found certain prod that have a high ind consumption. Am baby food, beverage malt liquor, fruit ne drinks), canned spa conditioners and col wax and cleaners and infectants. The Mian unique in its high pr malta, olive oil and ground coffee.

Of the consumer himse studies note the importan family in the Hispanic soci ture. Within the family, m the father plays the domin while the mother is, in mar in charge of operating ho activities.

The Hispanic also is a pr son—proud of himself an family. It is this pride, p that underscores what is p the most significant Hispan acteristic marketers mu front: Strong cultural ties ar ings.

"Whenever possible," Teresa Mendenez, a princ Research Resources, At "Hispanics hold onto the and ways of the old country. tion plays a very important selecting products."

Out of this persistence of tion grows the continuing the Spanish language even a the younger generation.

"When Hispanics see some on tv in Spanish, it really them, more so than if it is i glish," says Raphael Conill. no matter what their origin panics can communicate each other, even though the loquialisms might differ.

If one were to consider lang as a system of thought, more it is easy to see why His

SOUTH Americ Spanis 4.7 Billi



Name _____

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Hispanic median income, 1980

	1971	1978	1980
Total Spanish Origin	\$ 7,379	\$11,421	\$12,952
Mexican Origin	7,171	11,742	13,439
P. R. Origin	6,011	7,972	8,787
Other Spanish Origin	8,677	13,514	15,342
U.S. Total	10,474	16,786	19,116

Source: U. S. Census Bureau; Strategy Research Corp./National Assn. of Spanish Broadcasters.

PROTESTA PRO VIVIENDAS DESDE PAGINA 1

Arnett-Benson Neighborhood Council, a group composed of residents of the Barrio, appeared before the City Council to ask that these funds be spent in the Arnett-Benson area. This was followed by appeals from several local organizations that realized the need for housing. On Sept. 8, the group again petitioned the City Council and again on Sept. 22. On that day the City Council voted to spend the monies on a fire station, seed money for a daycare center, and a switching device. Many people thought they were ignored.

In protest of the actions of the City Council, the Arnett-Benson Neighborhood Council staged a rally on Sept 25 at which more than 200 persons attended. During the rally the residents expressed their concern for what the City Council had done.

Mrs. Juanita Castro was one of the participants in the rally. "It's really bad that the City Council has ignored us as if we were dogs. Perhaps it's going to take violence in the streets to get attention and what we want." She went on to say, "I am 80 years old and would take the initiative to become violent if that's what it's going to take." This was the attitude taken by me y people present at the rally. The major thing that was stressed was to remember the actions of the City Council when election came up and that the people of the Barrio had to become involved actively in politics.

The Arnett-Benson Neighborhood Committee has since then written the Dept. of Housing and Urban Development about eh problem but have not as of yet received an answer as to if the monies were spent or allocated according to federal regulations.

On October 3, sector meeting began to be held throughout the city to get opinions as to how to spend fourth year Community Development Funds. The sector meeting for the Arnett-Benson area was held on October 6, again over 100 residents attended, in marked contrast to other parts of the city in which a maximum of 30 had attended. On the City's southwest side, the higher income neighborhood, a maximum of a dozen attended one single meeting.

The requests were the same—better housing. This time the residents decided to submit only one priority for use of Community Development funds. One participant said that every time more than one priority was given the Council would choose the least important to fund. The housing priority was echoed by residents in other low-income neighborhoods. Promises were made by city staff that the City Council would seriously consider the requests of the citizens.

Meanwhile, citizens continue living in substandard houses in which the roof leaks, the windows are broken, the gas pipes leak, the heating is bad,....etc.



Este es el Grupo del Cursillo numero 304, celebrado en el Centro de Renovación Cristiana los días 6-9 de Octubre 1977. La foto se sacó en los bleachers que tambien fueron un regalo del Grupo del Cursillo numero 300.

En el fondo se ve el cuadro de la Crucifixión que se ha comprado por el Grupo del Cursillo numero 300. El cuadro fue pintado por Armando Garcia de Lubbock. Les invitamos a que vayan a verlo. La proxima Jornada del Centro sera el día 21 de el presente mes. Se invita a todos los comites de formación parroquial que asistan a una jornada.

Ya se estan aceptando aplicaciones para el ultimo cursillo de hombres que se llevara cabo este proximo día 10 de Noviembre 1977. Se deben de mandar las aplicaciones lo mas pronto posible.

Organizations File Against Counties

SAN ANTONIO. Two organizations, the Mexican American Legal Defense and Education Fund-MALDEF and the Southwest Voter Registration Education Project-SVREP, will go to court to enforce the one-man, one-vote rule in rural areas of Texas. The organizations hope to completely reorganize the structure of local precincts in which will enable Chicanos to win elections and have better representations in local, state, and national government. MALDEF and SVREP point out that the apathy of the Chicano voters is related to the fact that the majority of the districts are gerrymandered, which assures that no Chicano will be elected.

The gerrymandering proposition was discovered as a result of a study for the cause to apathy among Chicano voters during SVREP's registration drive in 75 communities in six southwestern states this year.

There are many Texas counties which have not been revised during the past 100 years but they are not covered under the Voting Rights Act. The Act only pertains to precinct revisions, which attempt to dilute the Chicano vote, done after Nov. 1, 1972.

MALDEF and SVREP have selected 46 rural counties to file suit against later in July and force the counties to reapportion their districts. Edwards County located in a primarily ranching area of Southwest Texas will be the first to be filed against.

Joaquin Avila, a graduate of Yale University, and Harvard Law School, explained how Edwards County has gerrymandered Chicanos ineffective in electing local government representatives.

The 1970 Census figures indicate that Edwards County has a 43.7 per cent Chicano population out of the 2,107 total and compromise 33.4 per cent of the 1,266 persons of voting age yet no county commissioner is a Chicano.

MALDEF research shows the concentration of Chicanos into one commissioner precinct where Anglos still maintain the majority and the other three precincts contain only a small Chicano percentage of the total vo-

ters. Edwards County was redistricted in 1959.

The other 45 counties selected indicate the same pattern, Avila said, and these were taken from 125 of 254 counties which contain an 8 percent or above Chicano population.

"Let's put it in this way, we haven't found one county any other way," related William Velasquez. Velasquez is head of the SVREP registration drive in six states. He also points out that out of 88 county commissioners precincts in 22 Texas counties where Chicanos comprise about 50 percent of the population only one commissioner is Spanish sur-named.

"In Texas you're not going to register Mexican-Americans unless you fix this (gerrymandering)," Velasquez said, "because you're not going to win. In these counties no matter how many Mexicans you can register, you're just not going to win."

The cases prepared for suit are against the following counties: Edwards (Rocksprings), Medina (Hondo), Comal (New Braunfels), Guadalupe (Seguin), Sutton (Sonora), and Kleberg (Kingsville). Hopefully the rest of the 45 counties will revise their districts voluntarily in order to avoid the expensive court costs according to Avila and Velasquez. The counties will have to pay MALDEF's legal expenses and any other expenses if the county loses.

"After we have a couple under our belts, we'll go to the officials and say why go through this needless hassle," Avila said.

Velasquez continued, "We don't want to paint these guys (county officials) into a corner. We know the problem is big. We want to solve the whole problem."

The SVREP will be carrying out the largest voter registration drive of Chicanos in history this year while MALDEF carries on the legal work. The reapportionment in these Texas counties will allow the full impact of the Chicano bloc vote to be felt at all government levels.

Editor's note: In subsequent issues "El Editor" will outline in detail the progress of the local suit brought against the City Council by various community organizations seeking to restructure voting precincts.

El Día De La Raza

There are certain notions that have existed in the past concerning the "discovery" of AMERICA AND ITS CHIEF PROTAGONIST, Cristoval Colón (Christopher Columbus). It has always been said that Columbus sailed over from Spain in his three ships and "discovered America" and its inhabitants as if by some miracle; the land and all the savages living there suddenly were concocted. That notion and all its ramifications still exists in our day of advanced technology when one reads and hears in the media that a new mineral has been discovered or that a new planet has been discovered etc. That egocentric attitude and its air of self-righteousness has been a major cause of ill feelings towards the United States by other nations that would otherwise align themselves with us in many issues.

There seems to be no need in assuming supernatural pride at the expense of creating negative feelings by others. Not to say that pride in one's self and in one's country is bad, but only that one should lay credit to all of humanity and its God-given powers regardless of whether that praise comes from cristians, buddists, muslims or the Indians in the mountains.

In yet another fallacy existent within our society as compared to other parts of the western hemisphere, credit for the settle-

ment of this part of the world by Europeans, is given to one man e.g., Columbus Day, displaying the so-called rugged individualism which characterizes European thought and its result of "I" instead of "Us". Mexico, Central and South America celebrate October 12 as EL DIA DE LA RAZA or the day of the people, to lay emphasis on and individual being a part of or subordinate to the masses which would indicate co-operation rather than individualism. One cannot truly say that individualism is inherently better than co-operation or vice versa, but if history and past events are to be taken into account, individualism has been a Major contributing factor to the problems bred by fierce competition, such as poverty and racism. In celebrating EL DIA DE LA RAZA, one can be happy and proud at being a member of humanity and otherwise rightfully say "QUE VIVA LA RAZA" or Long Live the people.



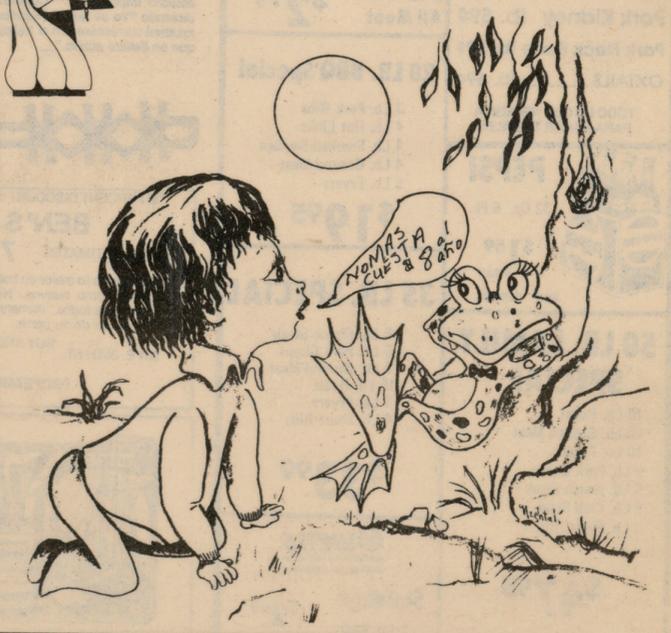
ALVARADO ENGRANDESE SERVICIOS

El Sr. Rufugio (Cuco) Alvarado este pasado mes mudo su negocio de su vieja locación a un edificio ubicado en el 1638 Calle Main. Al mudarse a su nuevo local tambien engrandecio los servicios que da la imprenta mexicana juntando sus esfuerzo con la compania Lubbock Reproduction, ambos negocio ahora negocios de el Sr. Alvarado. Los servicios de imprenta siguen siendo lo mismos en dar impresiones de calidad y a precios razonables. La compania especializa en invitaciones de boda, bautizos, cumpleaños, aniversarios, quinceañeras, a igual que resibos para su negocio y tarjetas de presentacion. Todo lo que usted pueda necesitar en imprenta profesional.

Con la compania de Lubbock Reproduction ahora conta con servicio de hacer copias de blueprints al igual de todas las copias necesarias para arquitectos y companias de construcción. Felicitamos a el Sr. Alvarado y a todos sus empleados por su nuevo edificio EL ALVARADO BUILDING, ubicado en el 1638 Calle Main en Lubbock. Sus telefonos siguen siendo los mismos con un nueva línea ademas de la original. Los numeros de telefono son los siguientes: 762-9178 o el 763-4356.



COMPRE Una Suscripción De EL EDITOR



Advertisement for Sanders' Tuxedo Rental & Dry Cleaners. Includes a tuxedo illustration and contact information for J.L. Sanders in Lubbock, Texas.

Advertisement for Stacy Adams shoes. Features a coupon for \$5.00 off a pair of shoes. Includes an illustration of a Stacy Adams shoe and the Lichenstein logo.

DEACONOS-DESDE PAGINA 1

ANCIANOS-DESDE PAGINA 1. Aunque la Iglesia Emanuel facilita el edificio para el centro, el Program y su administración se llevan a cabo con fondos estatales y federales. Los participantes de este programa deben tener 60 años en adelante, para ser elegibles como miembros. Los asistentes tienen acceso a varios servicios y actividades recreativas y sociales. Se sirve un alimento nutritivo, diariamente, preparado bajo un estricto regimen del Departamento de Nutrición de la Universidad Texas Tech. Esta comida, se sirve diariamente al medio día de lunes a viernes, se puede adquirir con solo ser miembro y un pequeño donativo, de acuerdo a su voluntad.

Austria, Asia, y Africa. En el año 1960, el Papa Juan XXIII pidió que se discutiera la cuestión de Diaconos durante el Concilio de Vaticano. Despues de cinco años en 1965, el programa de Diaconos recibió el ultimo voto para restablecer el programa dentro de la Iglesia. Desde ese tiempo hasta ahorita 110 de las 183 diócesis de los Estados Unidos han participado en el programa. Al presente hay 1,474 Diaconos y 2,507 candidatos para Diaconos en los Estados Unidos de America. La orden de Diaconos se restableció aqui en Lubbock con una Misa que los participantes exclamaron fue una de las mas hermosas en la historia. Desde la entrada de Iso padres, los candidatos con sus esposas las cuales cargaban los etolas y la Santa Biblia, y la entrada del Obispo DeFalco, y siguiendo para la llamada a la orden, la presentación de las estolas y la

Biblia, y al ultimo la ordenación y la bendición por el Obispo, la atención de los celebrantes estaba concentrada en participar en la Misa y momentos inolvidables para todos. Durante la celebración se vieron muchas lagrimas de gusto y de alegría" dijo uno de los participantes en la Misa. Los nuevo ordenados Diaconos son los siguientes: Zeferino Villarreal de St. Anna, Bovina; Miguel Acevedo de Earth, Immaculate Conception, Muleshoe; Catarino Paralez, St. Phillip Benizi, Idalou; Joseph Frausto de Kress, Holy Spirit, Tulia; Jesus Zepeda Cavazos, St. Michael's, Levelland; Benny Brito y Alfredo Jaime, Our Lady of Grace, Lubbock; Doroteo Garcia y Narsario Martinez, ambos de Sudan, Sacred Heart, Littlefield; Robert Cortinas y Mario Torres, ambos de Lockney San Jose; Nash Revilla, St. Phillip's, Slaton; and Joe Kolodziejczki, Blessed Sacrament, Wilson.

Advertisement for AMIGO! Pest Control. Features a cartoon bee character and offers a special rate of \$2.00 per room with the advertisement. Includes the phone number 763-3841.

Viaje de César Chávez a Filipinas Preocupa al Concilio de Iglesias (NCC)

NUEVA YORK, N.Y. (NC). — El Departamento Iglesia y Sociedad, del Concilio Nacional de Iglesias (NCC) ha dicho que tiene "tristeza y frustración" por el hecho de que César Chávez, Presidente del Sindicato de Trabajadores Agrícolas de América (UFWA) recientemente aceptó el honor que le confirió el gobierno de Filipinas, en nombre del sindicato de UFWA.

A comienzos de septiembre en Nueva York, tras largas horas de debate, el Departamento de Iglesia y Sociedad expresó también su "profunda preocupación" por la información confirmada de que Chávez habría hecho comentarios favorables al régimen del Presidente Marcos, quien ha impuesto la ley marcial en las Islas Filipinas.

Al presentar la resolución, Lucius Walker, hijo, Secretario General Asociado de Departamento de Iglesia y Sociedad, dijo que el Concilio Nacional de Iglesias "ha tomado una posición muy clara al oponerse a la ley marcial en las Filipinas." Y agregó que "no existe ningún otro movimiento que se haya caracterizado por consistente ayuda en la historia como el UFWA."

Y Walker añadió que "la resolución se presenta no como una crítica de antipatía, o de prejuicio pero hay que tener responsabilidad para enfrentarse a un problema."

La misma División urgió a Chávez para que "se reúna en

Estados Unidos con los filipinos para clarificar las posiciones y eliminar las incomprensiones." Durante el debate de la resolución John Moyer, Presidente del Ministerio Nacional Para Campesinos Agrícolas, perteneciente al Departamento mencionado, dijo que "Chavez hizo el viaje por petición de miembros filipinos de la UFWA."

En la resolución, se pide que el Ministerio Nacional Para Trabajadores Campesinos y la junta administrativa del Concilio de Iglesias, deberá incluir en su agenda en próximas reuniones un informe sobre la situación de derechos humanos en las Islas Filipinas. En la resolución se afirma que Chávez debe ser invitado a esas reuniones.

DEFENSA DE LOS NORTEÑOS

Lo que dicen de nosotros casi todo es realidad; mas salimos del terreno por pura necesidad. Que muchos vienen a cotos yo también se los dijera; Por eso la prensa chica tuvo donde echar tijera.

Hendicenos oh Señor y bendice estos manjares, que vamos a recibir de tus manos. Tu que eres y reinas, por los siglos de los siglos. Amen.



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10 Lb. Ground Meat
10 Lb. Fryers
5 Lb. Pork Chops
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5 Lb. Club Steak
5 Lb. Short Ribs
\$47.95

35 LB. SPECIAL
5 Lb. Chuck Steak
5 Lb. Pork Chops
5 Lb. Ground Meat
10 Lb. Roast
6 Lb. Fryers
4 Lb. Short Ribs
\$33.99
Owens
Sausage **\$2.05**
2 Lb. Sack

Salinas Appointed Committee Member

State Rep. Froy Salinas of Lubbock has been named to the House Select Committee on Minority Business Enterprises by House Speaker Bill Clayton.

Clayton has directed the committee to study proposals to improve the situation of existing minority businesses and report back to him.

Only one other special house study committee has been named for the interim session. Aside from such special studies, all house studies are made by existing committees.

The 12-member select committee includes seven house members and five private citizens. It will survey the need for a coordinated statewide training seminar for minority business programs, identify sources of business opportunities, and examine options available for existing and potential minority businesses.

El Representante Froy Salinas del distrito 75-B en Lubbock fue nombrado por el House Speaker Bill Clayton a un comité seleccionado sobre Negocios y Comercios Minoritarios en la Cámara Baja (State House) de la Legislatura de Tejas.

Les ha dirigido Clayton a los miembros del comité que investigan propósitos sobre el mejoramiento de negocios minoritarios actual y luego que le regrese un reporte a él.

Este comité es uno de solo dos comités nombrados para estudiar situaciones especiales en la Cámara Baja. Aparte de estos estudios especiales, (Special Studies) cualquier otro estudio necesitado por la cámara se ha hecho por comités permanentes. Aparte de los miembros de la cámara baja, que son siete, cinco personas del sector privado se han escogido para servir en este comité también y tal comité empezará a investigar la necesidad de programas estatales de entrenamiento sobre negocios minoritarios, identificar recursos para oportunidades en negocio, y examinar alternativas actuales para negocios minoritarios. Dijo el Speaker Clayton que el Rep. Salinas "es calificado para poder ayudar el comité en este estudio importante." Continúa diciendo "Yo se que el (Salinas) ayudará sumamente en el trabajo que se llevará a cabo."

Por su parte, P.A.D.R.E.S., asociación nacional de padres hispanos, en un mensaje "ha unido su voz a la de los pobres de este país." Allí mismo especifican que los "pobres de este país son los que no hallan empleo; los que estando empleados no tienen sueldo justo ni protección de una legislación pasada de moda, así como los trabajadores campesinos que queriendo trabajar, ayudan a suplir las necesidades de la comida de Norteamérica."

Terminan diciendo en su mensaje que el 40% de los pobres de EE.UU. son hispanos y negros.



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En Dallas, Texas: Obispos Enviaron Telegrama a Carter

DALLAS, Texas (NC) — Ocho Obispos de Texas enviaron un telegrama al Presidente Jimmy Carter para expresarle que es urgente que el Presidente se reúna con miembros de la Unión de Trabajadores Agrícolas de Texas (TFWU), quienes recorrieron en su marcha desde Austin, Texas a Washington, alrededor de 1,482 millas para "discutir con el Presidente los problemas laborales."

El telegrama, enviado el día 13 de septiembre, coincidió con el comienzo de la huelga de hambre y la vigilia frente a la Casa Blanca para pedir la reunión con el Presidente Carter. Los trabajadores en huelga — entre otras cosas — quieren discutir con Carter los derechos de contratos colectivos para los trabajadores agrícolas y rechazar la sección 14B de la Ley Taft-Hartly. En esta parte de la ley se refuerzan las leyes del derecho al trabajo y se prohíbe a los empleadores "que obliguen a los trabajadores del campo a que se sindicalicen, como requisito de su empleo."

Tanto la huelga de hambre como la vigilia comenzaron con oraciones en frente de la Casa Blanca, con un servicio dirigido por el P. franciscano, Sean O'Malley, Director del Centro Católico Hispano de Washington, D.C. Tras este servicio, los trabajadores agrícolas distribuyeron panfletos entre los espectadores, en donde piden apoyo en su petición de una reunión con el Presidente Carter y piden donaciones.

Por otra parte, los ocho Obispos de Texas decidieron enviar un telegrama, a Carter, durante su reunión el 13 de Septiembre en el Seminario de la Santísima Trinidad en Dallas. Firmaron el telegrama, los Obispos de: Amarillo, Mons. Lawrence De Falco; el de Corpus Christi, Mons. Thomas Drury; el de Forth Worth, Mons. John Cassata; el de Galveston-Houston, Mons. John Morkovsky; el de Dallas, Mons. Thomas Tschoepe; el de Brownville, Mons. John Fitzpatrick; el de Austin y el Auxiliar de San Antonio, Mons. Raymundo Peña.

Por su parte, el Obispo Auxiliar de San Antonio, Mons. Patrio Flores, envió un mensaje a las comunidades hispanas en que expresa la urgencia de "enviar telegramas al Presidente Carter y a su representante en el Congreso solicitando al Presidente a reunirse con los campesinos de Texas."

En su mensaje, el Obispo Flores dice que "por más de cien años el gobierno de Texas oficialmente ha ignorado la pobreza del campesino en este estado. Por más de cien años, el mismo gobierno ha ignorado el hambre de la familia de los campesinos, quienes cosechan la comida que tenemos en nuestras mesas, pero quienes no tienen comida suficiente para darles a sus hijos. Durante este tiempo, Texas ha ignorado la malnutrición, la pobre educación, las condiciones de trabajo inhumano que los campesinos y sus defensores (o partidarios) llegaron a Washington, D.C. para hablar con Carter y asegurarse que él no ignora los derechos de los campesinos."

Más adelante, el Obispo Flores dijo que no podemos ignorar los gritos de los pobres en nuestro propio Estado.

Alrededor de veinticuatro organizaciones Católicas y mexicano-americanas han unido sus voces de protesta por el desarrollo de los acontecimientos ante la actitud del Presidente Carter.

En otro mensaje de protesta, la Hermana Guadalupe Ramirez, MCD, dice que los "trabajadores agrícolas que llegaron a Washington para hablar con Carter, están muy desilusionados por que éste no los ha recibido pero tienen la firme determinación de continuar en su empeño. No piensan volver derrotados a su hogar. Saben que están haciendo historia, algo de que se hablará en los años porvenir."

Por su parte, P.A.D.R.E.S., asociación nacional de padres hispanos, en un mensaje "ha unido su voz a la de los pobres de este país." Allí mismo especifican que los "pobres de este país son los que no hallan empleo; los que estando empleados no tienen sueldo justo ni protección de una legislación pasada de moda, así como los trabajadores campesinos que queriendo trabajar, ayudan a suplir las necesidades de la comida de Norteamérica."

Terminan diciendo en su mensaje que el 40% de los pobres de EE.UU. son hispanos y negros.

COMERCIANTE DE LA SEMANA

Para poder desarrollar una buena imagen del comercio Chicano aquí en Lubbock y pueblos alrededores, se va a introducir una sección en EL EDITOR llamada "El Comerciante de la Semana" principiando con la próxima edición y cada semana siguiente.

Como muchos ya lo saben, el comercio encabezado por Chicanos en esta región esta creciendo muy rápidamente, ya que las oportunidades se están ofreciendo y están demostrando personas de origen Latina que son capaces de desarrollar negocios en cualquier ramo. Por eso es que se va a dedicar un resumen cada semana con énfasis en algún negocio particular. Esto se va a hacer con el propósito de no nomas darle crédito a tal negocio sino también para desempeñar con mas animo a otras personas que quieran o tengan deseos de comensar un negocio.

Ademas, de vez en cuando se escribirá sobre aquellas personas que fueron los precursores de negocios Chicanos en Lubbock para ponerle atención a esas personas que fueron líderes en nuestra comunidad en los años pasados.

Con este proposito, quisieramos al mismo tiempo, pedirles a nuestros lectores sus ideas y sugerencias sobre no solamente esta sección, sino también de las otras partes del periodico, y al mismo tiempo darles nuestras gracias por el apoyo y animo en introducir un nuevo recurso para noticias en esta región.

It is with much pride that upon beginning a new alternative to obtaining information about the Mexican-American community in Lubbock and the South Plains, 'El Editor' will focus much needed attention on business involvement by persons of Latin origin. In the past five to ten years there has been a surge of new business initiation taking place in various areas of expertise by Chicanos who have expressed capable know-how and enthusiasm in becoming self-sufficient with the obvious result of becoming leaders for others to do the same. It is with this same enthusiasm that 'El Editor' intends to supply the channel for giving these businesses, new and old, due credit for their hard work and inspiration.

At the same time, it is hoped that upon revealing the many businesses existent in Lubbock - which are owned and/or operated by Chicanos, others will be encouraged to enter the business world. Each week, in the column called 'El Comerciante de la Semana', a business will be introduced to describe the background of that business and the people making it happen with a follow up in a later edition. 'El Editor' hopes that by emphasizing individuals who have paved the road for further ventures, all will realize the benefits of Mexican-American business in up grading not only the total community, but the Chicano community in particular. From time to time, the column will also bring to the front the



Arriba se ve Bidal Aguero escribiendo un artículo sobre asuntos pertenecentes a la comunidad Chicana, a la derecha se demuestra la nueva maquina utilizada para hacer las columnas rectas por otro colaborador Eliséo Solis



En el foto de arriba, Jesse Reyes, escribe un artículo para "el editor." Escribirá artículos para este periodico cada semana. A la derecha Alberto Azua se ve revelando fotos utilizadas en cada edición. El también trabaja con este periodico.



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MIGUEL
Por Vivian Bustillos Mendez

Es un niño con ojos grandes que brillan como las estrellas en la noche. Su pelo negro y rizado y su piel cafe, suavecita como la arena en la playa.

Lleno de vida, sin ningún querer. Su días consisten de jugando, durmiendo, comiendo, y muchas sonrisas y lagrimas.

Su inocencia y curiosidad descubren el mundo sin prisa o miedo. Es un niño de risa, afectión, y amor ofreciendo al mundo esta alegría para que sea un lugar mejor para vivir. Estoy muy afortunada de saber este niño - Es mi hijo.

