



BIDAL OR JAUNITA AGUERO

5512 GRINNELL 792-3529

LUBBOCK, TEXAS 79416

226

PAY
TO THE
ORDER OF

Finn's

12-30 19 *80*

\$ *1951*

Nineteen dollars & 51/100 DOLLARS

FIRST NATIONAL BANK

AT LUBBOCK LUBBOCK, TEXAS



FOR *gro*

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LUBBOCK, TEXAS

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BIDAL OR JAUNITA AGUERO
5512 GRINNELL 792-3529
LUBBOCK, TEXAS 79416

PAY
TO THE
ORDER OF

Skaggs

Albertson's Jr

#4213

\$ 20¹³

Twenty dollars

4¹³/100

DOLLARS

FIRST NATIONAL BANK
AT LUBBOCK LUBBOCK, TEXAS



FOR

no

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PAY ANY BANK, BANKER,
OR TRUST CO., ETC.

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FIRST NATIONAL BANK
LUBBOCK, TEXAS

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FIRST NATIONAL BANK
LUBBOCK, TEXAS

PAY TO THE ORDER OF
Lubbock National Bank
FOR DEPOSIT ONLY
ALBERTSONS SOUTHCO #4213
001-357-8

VITA
BIDAL AGUERO

Age: 36
Birthdate: July 23, 1949
Birthplace: Lubbock, Texas
Status: Single

Height: 5'6"
Weight: 155
Language: Spanish, English
Health: Good

Business Information

Name: Amigo Publications
Address: 820 Ave. H
City: Lubbock, Texas
Telephone: (806) 763-3841

Education:

College: University of Wisconsin, 1973-74, Graduate: Masters in Education, Teacher Certification: Special Education, Emotional Disturbance.
College: Texas Tech University, 1967-72, Graduate: Bachelor of Arts, Music Education.
High School: Lubbock, High School, 1963-67

Work Experience:

Oct, 1977 to Present: Owner Amigo Publication
Publication of two newspapers, Lubbock and Odessa, weekly.
Currently employing 4 persons fulltime, 2 part time.
Duties include overall management and publication of both newspapers and serving as Editor.

1976-1977: Llano Estacado Farmworkers Inc.
Duties included: ~~Director of Summer~~ Youth Program
Resource Coordinator responsible for writing proposals
Director of Day Care Centers

1974-76: South Plains Association of Governments
Duties Included: CETA Intake Specials, CETA Job Counselor
CETA Job Developer

Other jobs held while attending schools included, dishwasher, bus boy, cook, welder, pest control applicator, construction, musician, radio announcer and others.

Community Activities and Organizations

Los Tertulianos-Texas Tech; Organized a college career day held at Texas Tech University that was attended by over 300 low-income students. Established Scholarships given by students to students by Los Tertulianos. Served as Vice-President and President.

MECHA-Texas Tech: Organized the re-establishment of celebrating El 16 de Septiembre, Mexican Independence Day in the Guadalupe Barrio in 1970. Established the Adelita Contest, an effort to involve the youth in the celebration of the traditional holiday.
Worked for funding of the Texas Tech Special Services program, a program aimed at alleviating obstacles encountered by low-income students in obtaining a post-secondary education

CHARGE OF DISCRIMINATION		EEOC CHARGE NO.		FORM APPROVED OMB NO. 124-R0001	
INSTRUCTIONS If you have a complaint, fill in this form and mail it to the Equal Employment Opportunity Commission's District Office in your area. In most cases, a charge must be filed with the EEOC within a specified time after the discriminatory act took place. IT IS THEREFORE IMPORTANT TO FILE YOUR CHARGE AS SOON AS POSSIBLE. (Attach extra sheets of paper if necessary.)				CAUSE OF DISCRIMINATION <input checked="" type="checkbox"/> RACE OR COLOR <input type="checkbox"/> SEX <input type="checkbox"/> RELIGIOUS CREED <input checked="" type="checkbox"/> NATIONAL ORIGIN	
NAME (Indicate Mr. or Ms.) Mr. Bidal Agüero				DATE OF BIRTH , 7-23-76	
STREET ADDRESS ☒ P.O.Box 5913		COUNTY Lubbock		SOCIAL SECURITY NO.	
CITY, STATE, AND ZIP CODE Lubbock, Texas 79417				TELEPHONE NO. (Include area code) 806-747-8161 or 762-0167	
THE FOLLOWING PERSON ALWAYS KNOWS WHERE TO CONTACT ME					
NAME (Indicate Mr. or Ms.) Ms. Juanita Agüero				TELEPHONE NO. (Include area code) 806-747-8161	
STREET ADDRESS 2902 Grinnell		CITY, STATE, AND ZIP CODE Lubbock, Texas 79415			
LIST THE EMPLOYER, LABOR ORGANIZATION, EMPLOYMENT AGENCY, APPRENTICESHIP COMMITTEE, STATE OR LOCAL GOVERNMENT WHO DISCRIMINATED AGAINST YOU (If more than one, list all)					
NAME South Plains Association of Governments				TELEPHONE NO. (Include area code) 806-747-8161	
STREET ADDRESS 1611 Ave. M		CITY, STATE, AND ZIP CODE Lubbock, Texas 79401			
OTHERS WHO DISCRIMINATED AGAINST YOU (If any)		None			
CHARGE FILED WITH STATE/LOCAL GOV'T. AGENCY <input checked="" type="checkbox"/> YES <input checked="" type="checkbox"/> NO		DATE FILED		AGENCY CHARGE FILED WITH (Name and address)	
APPROXIMATE NO. OF EMPLOYEES/MEMBERS OF COMPANY OR UNION THIS CHARGE IS FILED AGAINST Undetermined		DATE MOST RECENT OR CONTINUING DISCRIMINATION TOOK PLACE (Month, day, and year) Feb. 1976			
Explain what unfair thing was done to you and how other persons were treated differently. Understanding that this statement is for the use of the United States Equal Employment Opportunity Commission, I hereby certify: <p style="text-align: center;">A position in which I was most qualified than any other candidate was given to a white person even though I applied. Chicanos continue to be discriminated against for employment. Positions are not advertised in minority media.</p> <p style="text-align: center;">(See enclosed letter of resignation)</p>					
I swear or affirm that I have read the above charge and that it is true to the best of my knowledge, information and belief.				NOTARY PUBLIC SUBSCRIBED AND SWORN TO BEFORE ME THIS DATE (Day, month, and year) SIGNATURE (If it is difficult for you to get a Notary Public to sign this, sign your own name and mail to the District Office. The Commission will notarize the charge for you at a later date.)	
DATE 6-28-76 5-13-76		CHARGING PARTY (Signature) 			
Subscribed and sworn to before this EEOC representative.					
DATE		SIGNATURE AND TITLE			

MECHA-continued

Served as Chairman and Vice-Chairman

Mexican American Counseling Institute-Texas Tech: Trained approximately 90 counselor interns in realizing the problems of the Chicano community. Provided community input into the program.
Served as Community liason for program

COMA-Mexican American Chamber of Commerce: Founded organization and served as its first president, 1975-76. Board of Directors 1978-78.

T.A.M.A.C.C.-Texas Association of Mexican American Chambers of Commerce. Served on steering committee to establish by-laws and constitution. Elected as Vice President 1976. Represented the organization at a White House Conference in Washington D.C.

Other organizations include: Chicanos for Political Awareness, Arnett Benson Neighborhood Council, South Plains Association of Governments Board of Directors, Raza Unida Party, Our Lady of Grace Parish Council, League of United Latin American Citizens-LULAC Council 263.



Declaracion De Guerra

Amigo pest control, desde este dia en adelante, **DECLARA GUERRA** en contra de las cucarachas y todos sus insectos aliados.

DECLARATION OF WAR

Amigo Pest Control has declared war against the insect world.

Como Parte de Nuestra Estrate

2 cuartos de dormir-\$22
3 cuartos de dormir y 1 cuarto de baño-\$24
3 cuartos de dormir y 2 cuartos de baño-\$28
4 cuartos de dormir-\$36
Fumigacion abajo de la casa-\$10

CURAR YARDAS

De a tras de su casa-\$25
De enfrente-\$25
De atras y de enfrente-\$45
Palos Tamaño Mediano-\$8

UNASE A NUESTRA LUCHA

LLAME HOY MISMO

763-3841

Todos estos precios llevan 30(trenta) dias de garantia, para una solicitacion de 6 (seis) meses de garatia llámenos para mas informacion.

HERE'S OUR BATTLE PLAN

2 bedrooms-\$22
3 bedrooms and 1 bath-\$24
3 bedrooms 2 bath-\$28
4 bedrooms-\$36
Dust under house-\$10

LAWN SPRAYING

Back yard-\$25 Front yard-\$25
Back and front yard-\$45
Small trees and shrubs-\$8 each

JOIN OUR WAR EFFORT NOW

To Enlist call now
763-3841

All these prices come with a 30 (thirty) day guarantee.
But ask about our 6(six) month guarantee.

Call Now 763-3841

**AY TE GUACHO
CUCARACHO**

EL EDITOR

A Publication of Amigo Publications-Bidal Agüero, President

ADVERTISING CONTRACT

Amigo Publications

Lubbock General Offices

P.O. Box 11250

1211 Ave. O

Lubbock, Texas 79401

Telephone (806) 763-3841

Odessa Office
P.O. Box 7797
Odessa, Texas 79766
Tel. (806) 337-7369

Austin Office
2101 S. 1st Street
Austin, Texas 78704

THIS CONTRACT IS FOR ADVERTISING IN EL EDITOR, A BILINGUAL WEEKLY REGIONAL NEWSPAPER.

Contract Number _____

Commence Advertising on _____

Firm Name _____ Tele. No. _____

Address _____ City _____ Zip _____

Ad Size _____ col. X _____ inches \$ _____

No. listings _____ at \$ _____ ea. \$ _____

Cash Discount \$ _____

Total \$ _____

Amount Paid Cash _____ Check Number _____ Make Checks payable
to Amigo Publications

Amount Due \$ _____

Remarks: billing date, discription of ad.

CONTRACT CONDITIONS:

1. Publisher will be responsible for the amount of the ad only.
2. Publisher will not be responsible for oral agreements not specified on this contract.
3. This is a _____ contract and is not subject to cancellation.

Authorized by _____

Salesman _____



Lubbock Office
P.O. Box 11250
Lubbock, Texas 79401
Tel. (806) 763-3841

EL EDITOR

Odessa Office
P.O. Box 7797
Odessa, Texas 79766
Tel. (915) 337-7369



March 10, 1986

Enclosed please find two articles recently published. The first shows that Latino newspapers reach 65% more readers per copy than daily newspapers. This study was done by the National Association of Hispanic Publication. The study mentioned in the article was published exclusively by El Editor here in Lubbock.

The second articles gives the results of a local marketing survey conducted by Banker's Economic Services of Texas. The survey determined that of all Hispanic people who read a minority newspaper in Lubbock, 61% read El Editor. The remaining 39% was spread between the Lubbock Digest and the West Texas Hispanic News.

I hope this information will prove helpful and you will show your clients the effectiveness of El Editor to reach the Hispanic market.

Sincerely, *BA*

Bidal Agüero
Publisher/Editor

Enclosure: El Editor Editions

BA/jg

