12/05/84

27th Dec.

PUBLICATION STATISTICS

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MARKET: CHICAGO, IL

DIMENSIONS OF PUBLICATION: 10 5/6 x 13 (WIDTH x DEPTH)

FULL-PAGE SAU SIZE #: 5 col. (10 5/6") x 13
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1 col. in. = 2 1/8"

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DAILY: ____ WEEKLY: ✓ IF WEEKLY, DAY OF PUBLICATION: Thursday

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COST PER INSERTION: FULL PAGE $ 764.40 DIMENSIONS: 10 5/6" x 13" (WIDTH x DEPTH) SAU # 5 col. in. 5 col.

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CURRENT CIRCULATION: 25,000 LANGUAGE: ENGLISH ____ SPANISH ____ BILINGUAL ✓

AUDITED: ____ BY WHOM: ____

UNAUDITED: ✓

AREAS OF CIRCULATION: New City, Uptown, West Town, Near West Side, Humboldt Park, So. Chicago, Bridgeport, Chicago Heights

TOPICS COVERED: Local News, Beauty, International News, Editorial, Entertainment, Classified, Sports

AGENCY COMMISSION: 15%

CASH DISCOUNT: 2% TERMS: if paid by 15th of month

CONTACT: Zeke Montes TITLE: Advtg. Mgr.

ADDRESS: 3610 W. 26th St. 2nd Fl. Chicago, IL 60623 PHONE #: (312) 521-8300

PHILIP MORRIS RATES: YES ____ NO ____ IF YES, RATE APPLIED: ____

SAMPLE

MENDOZA, DILLON & ASOCIADOS, INC.
4685 MacArthur Court, Suite 420, Newport Beach, California 92660 (714) 851-1811

February 4, 1985

Ms. Olga Riojas
EL EDITOR
P.O. Box 11250
Lubbock, Texas 79401

Re: EL EDITOR, Lubbock and Odessa

Dear Ms. Riojas:

Thank you for your January 22 letter and attachments. If you want us to consider use of the two editions of EL EDITOR, please fill out the two attached PUBLICATION STATISTICS forms.

You may find that other agencies will appreciate receiving copies of this very same form once it is filled out.

Cordially,

Mario Lazo, Jr.
Vice President
Media Director

ML/sf

Estacado High School

1504 EAST ITASCA
LUBBOCK, TEXAS 79403

April 16, 1985

CARROL THOMAS
PRINCIPAL

JIM BROOME
VICE PRINCIPAL

ROSE MEDIANO
ASSISTANT PRINCIPAL

BETH FISCHENICH
ACTIVITIES DIRECTOR

Ms. Olga Riojas
820 Avenue H, Suite 10
Lubbock, Texas 79408

Dear Ms. Riojas:

We would like to express our appreciation to you for accepting our invitation to attend the Estacado PTA Cinco de Mayo Day Celebration on Friday, May 3, 1985. We are very honored to have you with us, and we would like to recognize your accomplishments and contributions to the Lubbock community. We, also, would like for our students to realize that we do have excellent Mexican American role models residing in our community.

There will be a Mexican Dinner served on this occasion from 5:00 to 7:00 p.m. in our cafeteria, and we would like for you to join us. The cost is $3.00 for adults and $2.00 for students under 12. During this same time span, classrooms will be having displays of famous Mexican Americans, their achievements and contributions, and displays of the Mexican American heritage. We think that this will be a very joyous and worthwhile event and your attendance is certainly appreciated.

The celebration will continue with a program in our auditorium beginning at 7:15 p.m. This program will include the recognition of outstanding Mexican American citizens in the community, recognition of achievements of Mexican American students at Estacado, a speech by Dr. Lauro Cavazos, President of Texas Tech University, and the crowning of the Cinco de Mayo Queen. At 8:30 p.m. a dance will begin on the school patio with music provided by a Mexican Band, playing Mexican music.

We look forward to meeting you, and we extend a sincere feeling of admiration for your lifelong accomplishments.

Sincerely yours,

Carrol Thomas, Principal

Eileen Martin, PTA
Cinco de Mayo Dignitary Chairperson

Hispanic Association Of Women

April 18, 1985

Dear Olga,

The Hispanic Association of Women will be having their fourth annual conference on April 27, 1985. The highlight of the conference will be the 'Hispana of the Year' award.

Congratulations!! I am happy to inform you that you have been one of five Hispanas nominated to be 'Hispana of the Year' for 1985. The Hispana selected to be 'Hispana of the Year' will be announced and honored at the banquet on the night of the conference. Please plan to attend the banquet on April 27, 1985 at 7:00 p.m. Your presence will be appreciated.

Sincerely,

Penny Morin
Chairperson - Award Committee

P.S. I know you will be at the banquet! BUENO BYE!

P.O. Box 1217, Lubbock, Texas 79408

April 19, 1985

Olga Riojas
El Editor
820 Texas Avenue
Lubbock, Texas 79401

Dear Olga:

The Hispanic Association of Women wish to invite you to attend a reception on Friday, April 26, 1985 at Lala's Restaurant, 1110 Broadway, at 6:00 p.m. as our guest. This event will kick-off our conference to be held on Saturday, April 27, 1985 at the Lubbock Memorial Civic Center. This conference is being co-sponsored by Civic Lubbock, Inc. and Hispanic Association of Women.

Conference keynote speakers and workshop leaders and other dignitaries will be present at the reception for you to visit with.

Please R.S.V.P. by Wednesday, April 24, 1985 to 747-2334, so we may reserve a plate of fajitas for you. Hope you can join us on April 26, 1985.

Sincerely,

Maria Luisa Mercado
President
HISPANIC ASSOCIATION OF WOMEN

P.O. Box 1217, Lubbock, Texas 79408

Hispanic Association Of Women

April 19, 1985

Ms. Olga Riojas
President
LULAC Council #263
Lubbock, Texas

Dear Olga:

We will have a reception on Friday, April 26, 1985 to kick-off the conference at Lala's Restaurant, 1110 Broadway at 6:00 p.m. We are inviting keynote speakers, workshop leaders, and community dignitaries to join us as our guests.

A fajita dinner will be served at $6.00 per plate. Please R.S.V.P. by April 24, 1985 (Wednesday) to 747-2334, so we may reserve a plate for you and any guests you wish to bring (spouse, friend, or date).

Also, plan to attend our press conference on the day before, Thursday, April 25, 1985 at 7:00 p.m. at Lala's. This is a good time for you to register for the conference if you haven't already done so.

Hope to see you next week during our pre-conference and conference events!

Sincerely,

Maria Luisa Mercado
President
HISPANIC ASSOCIATION OF WOMEN

P.O. Box 1217, Lubbock, Texas 79408

Texas Tech University Health Sciences Center

PERSONNEL DEPARTMENT
Lubbock, Texas 79430

April 23, 1985

W/O
May 2
only

1
how many
times

El Editor
1911 16th
Lubbock, TX 79401

To: Classified Advertising Department

Please process the attached advertisement to run in your next issue. The ad needs to be a small display ad (2 X 2). The following phone number needs to be billed for the ad: (806) 743-2878.

FOR PROMPT PAYMENT THE FOLLOWING INSTRUCTIONS MUST BE FOLLOWED:

1) Complete the Vendor Name, Vendor Address, City, State, Zip, Vendor Invoice #, Date Received, Description, and Amount.

2) Sign the Certification and return with voucher.

3) Return the purchase voucher, tear sheet, invoice, and certification IN TACT to:

Texas Tech University
Health Sciences Center
Personnel Department
Lubbock, TX 79430

Do not separate information, please return as instructed.

Thank you for your assistance in this matter.

Sincerely,

Orvilia "Orvi" Hall
Personnel Assistant/Recruitment

Enclosures

742-3851

143
Drane
Hall

AN EQUAL OPPORTUNITY EMPLOYER

OFFICE OF THE GOVERNOR
STATE CAPITOL
AUSTIN, TEXAS 78711

MARK WHITE
GOVERNOR

April 30, 1985

Re: Manuel Figueroa
State Highway & Public Transportation Commission

Dear Ms. Riojas:

Your letter of recommendation has been received and is very much appreciated. On behalf of Governor White I want to take this opportunity to thank you for your input in the appointments process.

Your candidate may have already sent the Appointments Division a current resume. If not, please ask that they do. Resumes should include a current mailing address and zip code as well as both business and home telephone numbers. In addition, the appointment being sought should be indicated on all correspondence.

Thank you for your interest in state government and this appointment in particular. Please let me know if I can be of assistance in the future.

Sincerely,

Dwayne Holman
Special Assistant for
Appointments

Ms. Olga Riojas
P. O. Box 11250
Lubbock, TX 79401

Estacado High School

1504 EAST ITASCA
LUBBOCK, TEXAS 79403

May 10, 1985

CARROL THOMAS
PRINCIPAL

JIM BROOME
VICE PRINCIPAL

ROSE MEDIANO
ASSISTANT PRINCIPAL

BETH FISCHENICH
ACTIVITIES DIRECTOR

Ms. Olga Riojas
820 Avenue H, Suite 10
Lubbock, Texas 79408

Dear Ms. Riojas:

I want to congratulate you for your outstanding accomplishments and your contributions to the Lubbock Community. You were selected by a committee of students, parents, and teachers to receive this "Certificate of Special Recognition." Even though you could not be with us on May 3, 1985, to receive your award and be recognized at our program, we still would like for you to have this award.

If we at Estacado High School can ever be of any help to you, please let us know. I do wish you the very best in your continuing success.

Sincerely yours,

Carrol Thomas

CAT/lb

President
Paula Kay Montoya
Vice-President
LaLa Cavazos
Treasurer
Jaime Garcia
Secretary
Jim Foster

Directors
David Martinez
Barbara Moore
Genaro Chavez
Eliseo Solis
Martin Ramirez
Conrado Cavazos
Executive Director
Letticia Quezada

May 13, 1985

Olga Riojas
Managing Editor
El Editor Publications
P.O. Box 11250
Lubbock, TX 79401

Dear Olga,

We wanted to thank you for the terrific job you did in the role of Mistress of ceremonies in our La Senorita-Cinco de Mayo Scholarship Pageant.

Your help with the brochure, advertising and the pageant as a whole was extremely vital and we appreciate your support in your newspaper.

Thank you once again and please feel free to call on us, if we can be of assistance to you.

Sincerely,

Paula Montoya
C.O.M.A. President

Letticia Quezada
C.O.M.A. Executive Director

Fields Building, 1946 Ave Q, Suite 217, P.O. Box 886, Lubbock, Texas 79408, Telephone 806-762-5059

Webster,
Harris
& Smith, Inc.

Marketing • Advertising • Research • Public Relations P. O. Box 30818, Amarillo, Texas 79120 (806) 379-6433

May 21, 1985

ALL SALES PERSONNEL
El Editor
P.O. Box 11250
Lubbock, TX 79408

Dear SALES FORCE:

As of June 1, 1985, the Accounts Payable office of Webster Harris & Smith will no longer honor any placement that is not (1) on a Webster Harris & Smith broadcast/insertion order and (2) signed by myself as Media Director.

An Account Executive may make a verbal placement for his/her client. But in order to insure payment for the time/space bought, please contact me at (806) 379-6433. I will follow up our conversation immediately with a written broadcast/insertion order.

If you have any questions about this, please give me a call.

Thank you,

Sheila Lamb
Media Director

Member: American Association of Advertising Agencies,
International Federation of Advertising Agencies

RON D. GIVENS

COMMITTEES:
STATE, FEDERAL AND
INTERNATIONAL RELATIONS
CULTURAL & HISTORICAL RESOURCES

State of Texas
House of Representatives
DISTRICT 83

May 31, 1985

Ms Olga Rojas
P.O. Box 11250
Lubbock, Texas 79408

Dear Olga

The City of Lubbock and our State are continually appointing people to sit on boards and commissions. As a State Representative, I can not appoint persons to these boards and commissions, however, I can recommend individuals I feel are capable and qualified. Also, I feel the time has come for appointees to be somewhat modern of thought, more in tune with the everyday life of the general public, and more minorities who will speak up rather than just followers of the majority.

I would like to submit your name as a possible appointee to a State and City board or commission. However, your approval of this action is needed since you may not feel this is something you desire. I will not think negative if you so decline.

Should you approve of the submission of your name as a possible appointee, please complete the enclosed questionnaire form and return it to the District Office, 1108 10th Street, Lubbock, Texas 79408. I would like to have your reply by June 7, 1985. Should you have any questions, please contact Mr. Dwight Pierce, District Administrative Assistant, at 763-4468.

Sincerely,

RON D. GIVENS

RDG/brp
ENCLOSURE

P.O. Box 2910 • Austin, Texas 78769 • (512) 475-5867
1108 10th Street • Lubbock, Texas 79408 • (806) 763-4468

WOMEN'S PROTECTIVE SERVICES OF LUBBOCK, INC.

P.O. BOX 64785
Lubbock, Texas 79464
(806) ~~799-7033~~
747-6491

July 3, 1985

El Alacran
P.O. Box 11250
Lubbock, Texas 79408

Querida Alacran,

En su reporte sobre las Fiestas: Este año las Fiestas serán conocidas como Las Fiestas del Llano. También las encabezadas incluyen: Maria Luisa Mercado, Sylvia Martínez, Irma Perez, Delores Martínez, Penny Morín, y Maggie Trejo. Muchos otros hispanos están trabajando con Las Fiestas del Llano también.

Su Servidora,

Joe Love Nelson

/pk

A UNITED WAY MEMBER AGENCY

Wells, Rich, Greene/Detroit, Inc., Suite 1200-East, One Parklane Boulevard, Dearborn, Michigan 48126 (313) 271-8400

July 8, 1985

Mr. Bidal Agnew
Amigo Publications
El Editor
1911 16th Street
Lubbock, TX 79401

Dear Mr. Agnew:

I am in receipt of your invoice and tear sheet for the advertisement we placed for the Ford Motor Company in your June 20, 1985 issue of El Editor.

However, per Sheldon C. Jones' April 3, 1985 letter to you, I cannot process this invoice for payment unless all three payment procedures are met. Please forward to me either an invoice or affidavit stating the number of copies issued that contained our advertisement for Ford Motor Company.

Sincerely,

Susan E. Markowicz
Budget Manager

SEM/dh

DAY CARE ASSOCIATION OF LUBBOCK

A UNITED WAY AGENCY
1706 23rd ST, SUITE 101
LUBBOCK, TEXAS 79411
(806) 765-9981

United Way
of Lubbock

Debora Phillips
Executive Director

August 21, 1985

Olga Riojas
P.O. Box 11250
Lubbock, Texas 79408

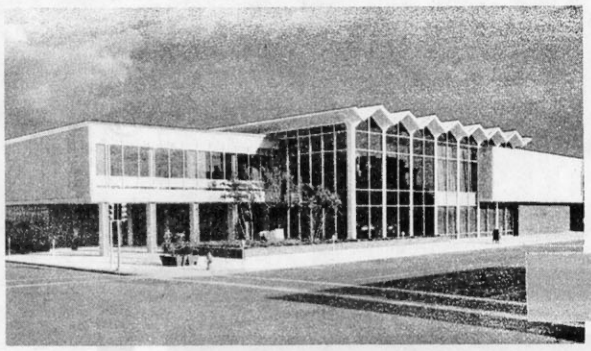
Dear Ms. Riojas

Enclosed is a public service announcement for immediate release from our agency. Please announce it for the next three weeks. We appreciate your assistance and support.

Sincerely,

Debora Phillips
Executive Director

Day Care Association of Lubbock is a United Way agency and participates in the Child Care Food Program. Funds from the U.S. Department of Agriculture provide a nutritious breakfast, lunch and afternoon snack. All meals are prepared at the four day care centers. Child care services are provided at low-cost, based on the families size and income level. All children in attendance will be offered the same free meals with no physical segregation of, or other discrimination against, any child because of race, color, handicap, sex, age, or national origin. For further information about day care services, call 763-0535.



CITY OF LUBBOCK

762-6411
P. O. Box 2000
LUBBOCK, TEXAS 79457

August 23, 1985

Olga Riojas
P. O. Box 11250
Lubbock, Texas 79408

Dear Ms. Riojas:

On Monday, September 9 the Committee for Women will honor Lubbock Women Pathfinders - those women who were among the first in their field, organization or profession.

You and your family are invited to attend the reception so that we can recognize you for your work as the first Hispanic woman newspaper editor.

The reception will be from 5 to 7 p.m. in the Forum of the Law School at Texas Tech University. The Law School is located at 19th and Indiana with parking in the lot north of the building.

We ask that you come by the registration table at the reception to pick up a special name tag. We are not planning a formal program at the reception, but rather want to give everyone an opportunity to visit with people from the community.

We thank you for your contribution to our community and look forward to meeting you on the 9th. If you need additional information please call Louise Cumins at 762-6411 ext. 2282.

Sincerely,

Mary Nell Strong, Chair
Pathfinders Reception

TEXAS TECH

Telephone:
(806) 742-3355—FOOTBALL
742-3367—BASKETBALL
742-3341—TICKET OFFICE

ATHLETIC DEPARTMENT
P.O. BOX 4199
LUBBOCK, TEXAS 79409-4199

August 27, 1985

Olga Riojas
Managing Editor
El Editor
P.O. Box 11250
Lubbock, TX 79401

Dear Olga,

I received your request for media credentials for the Texas Tech football season. We appreciate your interest in covering the Red Raiders but I need to find out what type of coverage you anticipate giving Texas Tech this season. Should you be filing a game story I can issue you a press box pass. However, if your coverage is not of the game story variety, I can give you two tickets in the stands.

Thank you for your interest in Texas Tech and please let me know your needs.

Sincerely,

Joe Hornaday
Sports Information Director

Fri. 15th.
pick up
passes
ask for
Carol.

Security
Ice machine
need ce today
in p.m.

Texas Tech University

School of Law
Lubbock, Texas 79409-0004 / (806) 742-3791 Faculty 742-3785

file

September 19, 1985

Ms. Olga Riojas, Editor
El Editor
1911 16th
Lubbock, TX 79401

Dear Olga:

The hardest letter to write is one which pleads indulgence for great personal inconvenience. This is such a letter.

I invited you to join me for lunch on Wednesday, September 25 at 12:45 p.m. here at the Law School. I must now cancel that luncheon and re-schedule it for Wednesday, October 2, at 12:45 p.m.

I had known for some time that the Faculty Salaries Formula Study Committee of the Coordinating Board was beginning a study of law school salaries on September 25th. Texas Tech and other law schools had prepared written submissions. This morning the deans were invited to appear and offer oral presentations at 10:00 a.m. in Austin on the 25th. This is an invitation I cannot refuse.

I apologize for any inconvenience that this re-scheduling may require. The luncheon re-scheduled for October 2nd is still designed to express our gratitude to you for your assistance. I will answer any questions you have and offer you any kind of insight on the Law School that you feel appropriate.

We will meet in the Faculty Conference Room on the second floor of the Law Building. Parking will be available in the Law School parking lot, located on the north side of the building. If we can provide you any other information or assistance, please call my secretary, Nina Klinkenberg, at 742-3793.

We hope to see you on October 2nd.

Very truly yours,

W. Frank Newton
Dean

xc: Preston Lewis

"An Equal Opportunity/Affirmative Action Institution"

Women's Special Services

October 7, 1985

Ms. Olga Riojas
P.O. Box 11250
Lubbock, TX 79408

Dear Ms. Riojas:

The Women's Special Services staff of our bank wishes to congratulate you on your recent selection to the prestigious Pathfinders for 1985-86.

Because we, too, recognize women of achievement in our community, we are especially proud you were chosen. It is obvious to us after reading about you that you are dedicated to working for women and for the Lubbock community.

We want to be a partner in leading the way for professional women. If we may join you in an endeavor to make Lubbock a better city and to promote recognition of other women leaders, please call on us.

Warmest regards,

Officers, Women's Special Services
American State Bank

AMERICAN STATE BANK
LUBBOCK, TEXAS 79408

WEST TEXAS WOMEN'S E.N.C.O.R.E
(Entertainers Committed to Results)

October 13, 1985

El Editor
ATTN: Olga Riojas, Managing Editor
P.O. Box 11250
Lubbock, TX 79408

Ms. Riojas and El Editor Staff,

On behalf of the West Texas Women's E.N.C.O.R.E., we would like to express our heartfelt thanks for your assistance in our effort in supporting the Women's Protective Services, Lubbock Chapter.

In these trying days of stress and turmoil in the world, it's a blessing we have people as yourselves who take the time to listen and assist for such a worthy cause.

Respectfully,

Chris Molina, Secretary
West Texas Women's E.N.C.O.R.E.

cem

Texas Department of Health

Robert Bernstein, M.D., F.A.C.P.
Commissioner

Robert A. MacLean, M.D.
Deputy Commissioner
Professional Services

Hermas L. Miller
Deputy Commissioner
Management and Administration

Public Health Region 2
4709 66th Street
Lubbock, Texas 79414
(806) 797-4331

Bettie McClintock, M.D.
Regional Director

November 4, 1985

Olga Rojas
2408 7th Street
Lubbock, Texas 79408

Dear Ms. Rojas:

Thank you for your interest in working at the local level with the Texas Department of Health to implement the indigent health care legislation. (Maternal and Infant Health Improvement Act and the Primary Health Care Services Act.)

The Board of Health at it's October 19, 1985, meeting appointed the Regional Health Planning Advisory Committees of the Council of Governments as the Areawide Indigent Health Care Advisory Committees. Along with this action the Board has referred your name to the Council of Governments as a resource person who is knowledgeable and interested in the indigent health care program development.

We look forward to a cooperative working relationship with all the parties promoting the indigent care legislative package and thank you for your continued support.

Sincerely,

Bettie L. McClintock, M.D., F.A.A.P.
Regional Director
Public Health Region 2

BLM/pj

League of United Latin American Citizens

Council 263

December 24,1985

Ms. Olga Riojas
2408-7th St.
Lubbock 79401

Dear Sister in LULAC:

At this time of the year we must pause to reflect on the events of the past year and to give thanks to those who have made the past years a success.

I feel a deep gratitude for all that you have done for LULAC Chapter # 263. If you were not available during this period that I have been in office our council would not have been as successful as we have been.

During your period as President you gave me a goal for me to shoot at and although I have not achieved that goal I will continue to try to make our chapter an excellent one, with, I hope the help of other mambers who desire to work.

With sincere best wishes for you and yours for the New Year I remain

Sincerely

William H. Orr
President

• P.O. BOX 5452 • Lubbock, Texas 79417 •

Guajardo Funeral Chapel
"An Affiliate Of The Guajardo Family Mortuaries"
34th STREET AT GARY
LUBBOCK, TEXAS 79410

December 31, 1985

To: Amigo Publications
P.O. Box 11250
Lubbock, Texas 79408

Dear Sirs:

Enclosed is a check for $40.00 covering December's month of Advertisement. We would like to extend our greatest appreciation toward our needs in your newspaper. We are sorry to annouce that we will no longer be advertising in the Editor Newspaper. This IS NOT of any personal conflict, disagreement, or any of discontent on behalf of us here. We are merely limiting ourselves in our Advertisement budget.
We are very happy with your newspaper and wish to follow up our Guajardo Funeral Chapel ad at a later Date.

Again, Thank You for
your support and business,

Hervey Fernandez, Jr
Funeral Director
Lic. # 8474

EL EDITOR'S
Money
For Subscriptions

Bidel will
Pick-up Before
Today 6:00 P.M.

Southwestern Bell

Sam Ogletree
District Manager - Community Relations

2010 Avenue R, Room 411
Lubbock, Texas 79411
Phone (806) 741-6361

January 20, 1986

Olga Riojas
820 Ave. H, Suite 10
Lubbock, Texas 79401

Dear Olga:

As a leader in Lubbock's Hispanic community, I thought you might be particularly interested in two articles in the attached Update Magazine, which is distributed to 75,000 businesses and organizations in Southwestern Bell Telephohone's service area.

One story is on our recently established Spanish Service Bureau. Also of interest is a profile on Texas' growing Hispanic market and its increasing impact on the social, political and economic diversity of the state.

Sincerely,

Attachment

Feather Printing Company

Herbert Feather

PRESIDENT

PH.: (915) 687-1557

201 WEST WASHINGTON
MIDLAND, TEXAS 79701

FEATHER PRINTING COMPANY
of Texas, Inc.

915/687-1557
201 W. Washington
Midland, Texas 79701

Febrary 5, 1986

Amigo Publications
P.O. Box 11250
820 Ave. H
Lubbock, Tx. 79408

ATT: OLGA RIOJAS, MANANGING EDITOR

Olga, it was nice visiting with you again after such a long time. Your offices are the nicest that I have know to you have, and I am proud for you. Your paper looks good, too.

As you know, at the time you discontinued printing with us, El Editor owed this company 5,162.24. I knew that in time your company would pay.

Many thanks for starting paying on this now.

Sincerely,

Herbert Feather

The Texas Senate

JOHN T. MONTFORD
STATE SENATOR
DISTRICT 28

P. O. BOX 12068
AUSTIN, TEXAS 78711
512/475-0176

COMMITTEES:
ECONOMIC DEVELOPMENT
JURISPRUDENCE
NATURAL RESOURCES
CHAIRMAN:
SENATE SUBCOMMITTEE ON WATER

March 5, 1986

Ms. Olga Riojas
820 Ave H.
Lubbock, Texas 79401

Dear Olga:

I am pleased to extend my congratulations to you on your receiving of the "President's Achievement Award" by LULAC Council #263.

By the enclosed certificate, the Texas Senate honors you for this outstanding achievement.

If I can be of service to you in the Texas Senate, please let me know.

Yours very truly,

JOHN T. MONTFORD

JTM/ls

Enclosure

2022 Broadway
Lubbock, Texas 79401
806/747-0467

213 E. 8th
Odessa, Texas 79761
915/332-7787

Permian Building, Suite 210-C
Big Spring, Texas 79720
915/267-4358

WADDINGTON & ASSOCIATES

ADVERTISING • MARKETING • PUBLIC RELATIONS

April 11, 1986

TO: Hollon's Advertising Media
FROM: Renee Underwood

RE: Hollon's Home Furnishings Sale to Lack's, Inc.

The Hollon's Home Furnishings division of Hollon's, Inc. has sold to Lack's, Inc., a chain of 32 furniture stores based in Victoria, Texas. Lack's will assume operations on May 5, 1986.

We must reconcile all advertising accounts for Hollon's Home Furnishings. All advertising placed by us for Hollon's will end on May 3. We will need invoices for all current schedules by May 9.

In addition, if you show outstanding balances owed for Hollon's, please bring them to our attention. We must have all documentation in our hands by May 9.

All invoices rendered after May 9 will not be paid.

Please call me if you have any questions regarding this matter.

Accepted by _____
Media

(please sign and return one copy, keep one copy for your files)

PAUL E. FURRH, JR.
Attorney at Law
Executive Director

CENTRAL OFFICE
414 E. PILLAR ST.
MAILING ADDRESS:
P. O. Box 1069
Nacogdoches, Texas 75963-1069
(409) 560-1850/560-1455

EAST TEXAS LEGAL SERVICES, Inc.

May 2, 1986

Classified Advertising Director
Attention: Olga
El Editor
P. O. Box 11250
Lubbock, TX 79408

Dear Olga:

I would like the enclosed legal notice published* in your classified advertisements as soon as possible, but in no event later than May 15, 1986. Please publish this notice in the Odessa edition of El Editor also, in the same way you do it in the Lubbock edition.

I am also including an Affidavit of Publication. Please have this signed and notarized, attach a copy of the published notice to it, and return it to me with your bill. By this letter I guarantee payment of your charges for publication.

If you have any questions about this matter, or if you think the cost of publishing this notice will surpass $200, please call me, collect, at (409)560-1850, at your earliest possible convenience.

Thank you for your assistance.

Sincerely,

Richard S. Fischer
Attorney at Law

RSF:pr
Enclosures
* once

21
219
230
232
261
160
1102 wds

1102
.40
$440.80

send complete issue(s) of both papers
+ tearsheet w/ invoice plus affadavit for both issues

Whisperwood National Bank

Greg C. Jones
President

July 30, 1986

El Editor
Ms. Olga Riojas
1211 Avenue O
Lubbock, Tx. 79401

Dear Ms. Riojas:

Thank you for the account you have opened with us. We are pleased to have you as a member of our banking family and appreciate the confidence you have placed in us.

We are enclosing additional information regarding our banking services. You will find our staff has a genuine interest in you.

Banking by appointment will save you valuable time. Just give us a call when you need us.

Sincerely,

Greg C. Jones
President/CEO

GCJ/gc
enclosures

Fourth Street and Slide Road • P.O. Box 99070 • Lubbock, Texas 79499-9070 • (806) 795-1111

September 20, 1986

Bidal Aguero
Olga Riojas
El Editor
Lubbock, TX

Dear Bidal and Olga:

On behalf of Our Lady of Guadalupe Church and the Slaton Sesquicentennial Committee, we wish to thank you and your staff for your assistance in making our Fiesta a success. We could not have been more successful without your help.

We appreciate you more than words can ever say. Our community appreciates all the exposure you gave the fiestas, especially the exposure to the one in our community.

We stand ready to assist you in any way that we can. Let us hear from you any time we can be helpful.

Sincerely,

Arturo Zertuche
Parish Council President

Steve Ruiz
Sesquicentennial Committee
Member

SOUTH PLAINS COLLEGE
AT LUBBOCK

December 9, 1986

Ms. Olga Riojas
P.O. Box 11250
Lubbock, Texas 79401

Dear Ms. Riojas:

I just wanted to drop you a brief note outlining recent activities related to the South Plains Task Force on Literacy. I have decided to call an Executive Committee meeting sometime during mid or late January, 1987, (after the Christmas holidays) with a meeting of the entire Task Force to be scheduled at a later date. I hope this will provide some relief to our busy holiday schedules.

A number of exciting things are in progress relating to our literacy effort. First, KTXT-TV has produced a local documentary on literacy and will air the program in January and March. The program is narrated by Bob Nash and covers the illiteracy problem as well as resources available in our community. KTXT-TV was also able to interview an adult who has been experiencing all of the difficulties associated with illiteracy. I feel certain that this production will have a positive impact in our community. The broadcast dates and times are:

Saturday, January 3, 1987	3:00 p.m.
Sunday, January 11, 1987	10:00 p.m.
Saturday, March 28, 1987	4:00 p.m.

Other activities include the development of two television spots (with the assistance of members of the Ad Club) as well as the broadcast of Spanish speaking spots on the radio. In addition, the Projects Committee is investigating the possibility of delivering literacy training through television. I am hopeful that the Projects Committee will have a recommendation for the Executive Committee by the January meeting.

I appreciate all of the support and participation of the members of the Task Force and look forward to working with you in 1987.

Have a Merry Christmas and a Happy New Year.

Sincerely,

Dr. Ronnie Glasscock
President
South Plains Task Force on Literacy

1302 MAIN, LUBBOCK, TEXAS 79401-3298
806/747-0576 – 747-8111

LAW OFFICE
OF
GARZA, HERNANDEZ & BRENNAN
ATTORNEYS AT LAW
820 AVENUE H, SUITE 2 LUBBOCK, TEXAS 79401
806/747-4534
806/741-0170

TOMAS GARZA
JORGE HERNANDEZ
JAMES M. BRENNAN

February 24, 1987

Dear Olga

As you know, the COMA Elections have been scheduled for March 10. We have taken the time through a nominating committee to nominate some persons to the offices which will be vacant and those persons we have determined them to be persons who have donated much time and energy to COMA in the past. The persons that we have nominated are David Martinez for President, Jim Foster for Vice-President, Barbara Moore for Secretary, John Cervantez for Treasurer, and Ernesto Barton and Claire Steinbock as Directors on the Board of Directors. These people have all been working hard for COMA in the past.

I have heard some rumors to the effect that some persons, members of COMA, are dissatisfied that certain "gringos" are taking too many offices of COMA. It surprises me that such racism has reared its head among people who pride themselves in being non-racist. We have always prided ourselves in being against racism, but some of the remarks that I have heard, amount to nothing but racism toward our anglo members of COMA. Officers of COMA have always been elected on their merit and not on their color. Hopefully, that tradition will continue.

Should you have any other persons whom you feel are equally or greater qualified than the persons we have nominated, please make sure and nominate them at the time of elections from the floor. However, I sincerely hope that they have not been made due to the reason that certain people do not wish "gringos" on our Board of Directors. Many white members of COMA have contributed tremendously to the organization and we should praise them, not degrade them, by making such comments as I have heard.

Please make sure and come to the elections, if at all possible. Should you be unable to do so, please give a member your proxy so that they can vote for you.

Thank you for your attention on this matter and I hope to see you on election night.

Sincerely yours,

TOMAS GARZA
Attorney at Law

TG/js

Phil Price
Chairman

April 15, 1987

Bidal Aguero and Olga Riojas
El Editor
P.O. Box 11250
Lubbock, Texas 79408

Bidal and Olga,

Congratulations on your 10th Anniversary!

Thanks, also, for including Phil Price Advertising as a part of your celebration. The plaque is proudly displayed in our reception area.

Here's a copy of your competitor's coverage for your scrapbook.

Sincerely,

Phil Price

Number 14 Briercroft Office Park Post Office Box 3414
Lubbock, Texas 79452 806 763-5033

10TH ANNIVERSARY RECEPTION — Bidal Aguero and Olga Riojas, the publisher and the managing editor of El Editor newspaper, were on hand to celebrate ten years of publication for the bilingual newspaper. The reception was held March 20 in the Elks Lodge.

EL EDITOR FETED — Mr. and Mrs. Sunney Lopez attended a reception March 20 in celebration of the bilingual newspaper's 10th anniversary. A banquet, featuring San Antonio-based poet Nepthali DeLeon, followed the reception.

United Artists
Communications, Inc.
Rowley United Division
1900 S. Central Expressway
Dallas, Texas 75215
214/421-1900

May 28, 1987

Editor
EL EDITOR
PO Box 11250
Lubbock, TX 79401

Dear Sir:

Please send a copy of your rate cards (with circulation figures) and current issues for the Lubbock and Odessa EL EDITOR to:

Santiago Pozo
Special Markets Department
Universal Pictures
100 Universal City Plaza
Universal City, CA 91608

I would like them to consider using your publications to advertise Universal films which will be playing in our UA theatres which will appeal to your readers.

Your cooperation is appreciated.

Sincerely,

Jo Nelle Bain
Coop Advertising

LUBBOCK PUBLIC SCHOOLS
LUBBOCK, TEXAS

OFFICE OF

Office Education
Estacado High School
1504 East Itasca
Lubbock, TX 79403

June 5, 1987

Mrs. Olga Riojas
El Editor
Box 11250
Lubbock, TX 79401

Dear Olga:

Thank you so much for your support of the office education program at Estacado High School. I do appreciate your using an office education student this year.

Melissa has learned so much in her year's work at El Editor. I know that she has matured. I can really see the difference each year as my students have the experience of working in a Lubbock business. I hope that you will be able to use another student next year. Let me hear from you!

Thank you again for your support of our program.

Sincerely,

Dot Park, Office Education
Teacher-Coordinator

Galavisión

MEMORANDUM

TO: FERNANDO GOMEZ

FROM: EDDIE DOMINGUEZ Ed

DATE: JULY 23, 1987

SUBJECT: BASEBALL CAPS

Per our telephone conversation today here are 4 dozen baseball caps for the Lubbock promotion.

9200 SUNSET BLVD., SUITE 1105, LOS ANGELES, CA 90069 (213) 859-0066

Galavisión 5501 LBJ FREEWAY, SUITE 1021, DALLAS, TEXAS 75240 (214) 980-7773

July 24, 1987.

Ms. Olga Riojas
Managing Editor
El Editor
1211 Avenue O
Lubbock, Texas 79408

Dear Olga:

Per our telephone conversations, under separate cover I have mailed to your office,

* 15 red Galavision T-shirts
* 15 Blue Galavision T-shirts
* 15 Black Galavision T-shirts
* 1 Galavision banner

Above premiums are to be used for the women's softball tournament. 45 caps will follow shortly.

Enclosed are Galavision logos in case you need them for advertising. Please call should you have any questions or suggestions.

Sincerely,

Fernando Gomez
Account Executive

cc: D. Huertas

FG/ph

ED GRISHAM, Chairman
Representing Public

RONALD E. LUNA, Commissioner
Representing Workers

MARY SCOTT NABERS, Commissioner
Representing Employers

WILLIAM GROSSENBACHER
Administrator

TEXAS EMPLOYMENT COMMISSION

JOB SERVICE OF TEXAS

P. O. Box 2858
Lubbock, Texas 79408

763-6416
JTPA-
Dee Cockroll

Olga Riojas
Amigo Publications
1211 Avenue O
Lubbock, Texas 79401

Dear Ms. Riojas:

Thank you for the recent job order you placed with our Placement Department. I trust that the service we provided you and your business was of the highest quality. And I further hope that the applicant you are considering or have hired will prove to be a long-time, productive employee.

We at Texas Employment Commission are dedicated to the principle of providing to employers the most qualified applicants available in a truly professional manner. If you have questions, comments or suggestions concerning our services at any time, please contact me at 763-6416. Thank you.

Sincerely,

James W. Latimer
Area Manager

/oh

call & schedule for mm.
JR

Equal Employment Opportunity Employer

MEDIA BROKERS

Olga Rojas
EL EDITOR
P.O. BOX 11250
Lubbock, TX 79401

SALES AGREEMENT

In that Artesa Media Brokers will heretofore represent your publication to national and regional advertisers, we will extrapolate the following term:

1. We agree to make all calls on your behalf.
2. All sales literature and media kits, rate cards and samples publications are the responsibility of your publication.
3. Any expenses incurred by Artesa on behalf of the publication are Artesa's responsibility unless authorized otherwise.
4. Commissions are standard 15% of gross when placed direct with client/manufacturer or 15% of net after agency commission.
5. All compensation earned by Artesa is due and payable to us within (7) seven working days.
6. The above agreement will be renewable every (3) three year term.
7. If after this 3 year term, said publication receives advertising from our efforts within 120 days, Artesa is entitled to commission compensation.

OLGA ROJAS

ARTURO DE LA PARRA

HOLMES STONER

6725 SUNSET BOULEVARD • ROOM 406 • HOLLYWOOD, CA. 90028 • TEL. (213) 469-0280