



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



February 13, 1985

Dear Advertiser:


The Mexican-American Business person has prospered in Lubbock for the past 5 years. Despite economic difficulties throughout the U.S. our businesses have grown and new businesses are continually established.

As a tribute to the Mexican-American business person, El Editor Newspaper will published a special edition featuring stories and articles telling the entire West Texas area our progress. The special will be published on March 7, 1985. The 10,000 copies of the special will undoubtedly prove to be a collector's edition and a useful guide for both consumers and businesses since in addition to advertisements and promotional stories, it will contain a complete and accurate listing of all Mexican-American business in Lubbock.

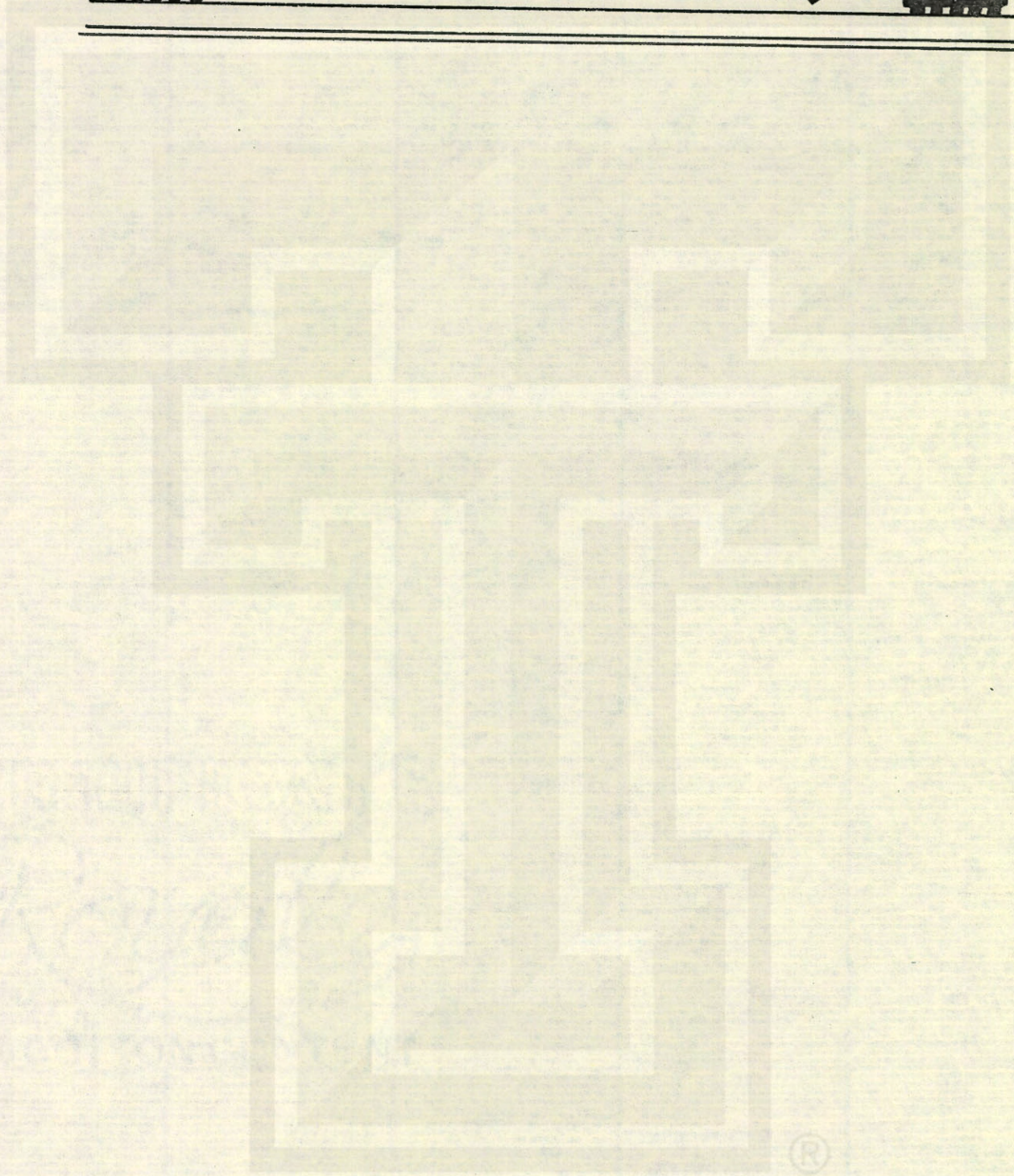
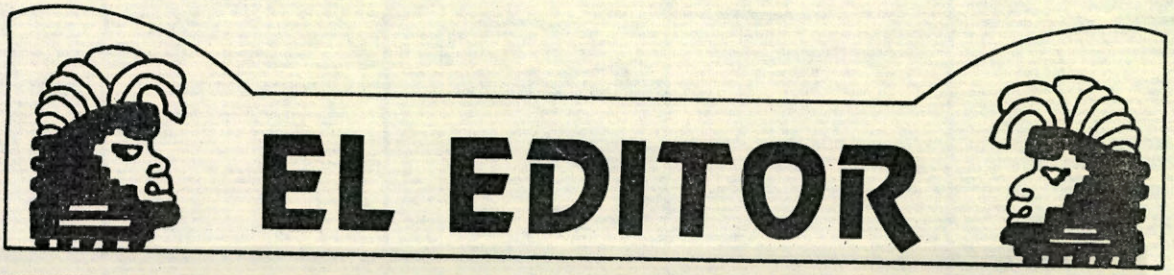
Our rates for this special will remain at our normal rate at \$4.50 per column inch. Our representative will soon be calling on you to arrange your participation.

Thank you in advance for your participation. If you have any questions, please do not hesitate to call me.

Sincerely,


Olga/Riojas
Managing Editor

OR/or



EL EDITOR®



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Thank you in advance for your participation. If you have any questions, please do not hesitate to call me.

Sincerely,

Olga Riojas
Managing Editor

OR/or

DATE _____

CASH RECEIPT

GROSS

FICA

W/H

NET

FOR THE WEEK OF

_____ TO _____

Employer Signature

Employee Signature

AMIGO PUBLICATIONS EL EDITOR 1211 Ave. O Lubbock, Texas 79401

DATE _____

CASH RECEIPT

GROSS

FICA

W/H

NET

FOR THE WEEK OF

_____ TO _____

Employer Signature

Employee Signature

AMIGO PUBLICATIONS EL EDITOR, 1211 Ave. O, Lubbock, Texas 79401

EL EDITOR

A Publication of 4 megapublications Bidal Aguerre, President

November 15, 1984

Dear

This letter will serve a two-fold purpose; first to thank you, as we enter our eighth continuous year of publishing EL EDITOR, for your continued support; and second to introduce you to El Editor's new management.

Although I will continue as owner and publisher of EL EDITOR, the day-to-day functioning of the newspaper will now be handled by Olga Riojas newly appointed Managing Editor. Helping her in administration of the paper will be Tomas Garza, attorney and George Garcia, accountant. A representative of the newspaper will be contacting you in the near future.

We hope that this change will be the first step toward developing EL EDITOR into a more effective advertising tool for your business and that this step will help to make EL EDITOR into a major newspaper in the Lubbock area.

Again thank you for your continued support over the past seven years and we hope to continue our prosperous business relationship for many years to come. Enclosed is the most recent edition of EL EDITOR and I would call your attention to the story about the change in administration.

Thank You.

Bidal Aguerre
Publisher

BA/or
Enclosure: Newspaper Edition
EL EDITOR





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Dear

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Lubbock and Odessa are published weekly. The Lubbock edition is published on Thursday and Odessa is published on Tuesday. Our plans are to publish the Lubbock edition twice per week on Wednesday and Sunday.

We are presently printing 15,000 copies per week of the Lubbock edition, 10,000 for Odessa. We expect to increase each figure by at least 50% by mid-year.

Also, enclosed is a clipping from Advertising Age which lists Lubbock as 22nd in the nation in hispanic influence and Odessa as 24th in the nation.

I hope the enclosed information will be satisfactory. Thank you for your consideration and we hope that our relationship can be beneficial to both of our businesses. If you have any questions please do not hesitate to call me.

Sincerely,

Manuel Garcia
Sales Manager

Enclosure: Recent Edition-El Editor
Rate Card
Advertising Age
Distribution Break down

MG7cg



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Sincerely,

Manuel Garcia
Executive/Accounts

Enclosure: Recent Edition-El Editor
Rate Card
Advertising Age
Distribution Break Down

MG/cg

LUBBOCK
General Office
1211 Ave. O
P.O. Box 11250
Lubbock, Tx 79408
Tele. (806) 763-3841

77 EL EDITOR 87

1977-1987
Celebrating a Decade of Service to Texas
Celebrando Una Decada de Servicio a Tejas

ODESSA
P.O. Box 7797
Odessa, Tx 79766
Tele: (915) 337-7369

June 11, 1987

Dear

Last week marked the final week for publication of the Harwell Elementary School page. We want to thank you for your participation during this year.

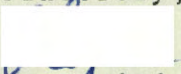
The page proved to be a great success and helped to raise the self esteem and promote a positive attitude for the students.

Because of its great success we hope to again publish the page next school year with the help of our sponsors. I will be calling on you in the first week of August to hopefully arrange your participation to start up on September 3, 1987.

Again, thank you for showing your support for education. We thank you and the kids thank you as well.

Please feel free to call me if I can be of further assistance to you. Gracias.

Sincerely,


Olga Riojas
Managing Editor

OR/mel
Enclosure: EL EDITOR
newspapers



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January 22, 1985

Dear

Please find enclosed our most recent rate card of our publication(s) EL EDITOR. As you know we do publish two newspapers; one in Lubbock and one in Odessa. Please make note of our new address:

EL EDITOR
Amigo Publications
P.O. Box 11250
820 Ave. H, Suite 10
Lubbock, Texas 79408

We are planning to have an Open House within a month, hope you can come by and visit us. Notices will be sent out for this Open House---until then thank you for your consideration.

Gracias.

Olga Riojas
Managing Editor

OR/cg

Enclosure: Rate card



ACTIVE/PAST NATIONAL ACCOUNTS

Marlboro Cigarettes

Miller Beer

Budweiser Beer

Goodyear Tires

Coor Beer

Bentsen & Hedges Cigarettes

Ford Motor Company

Fiesta Cigarettes

Rally Cigarettes

U.S. Army

President Ronald Reagan

~~ACTIVE/PAST NATIONAL ACCOUNTS~~
~~President Gerald Ford~~

Gov. Mark White

Congressman Kent Hance

Congressman Larry Combest

Senator John Tower

Bentsen & Hedges Cigarettes

Ford Motor Company

Fiesta Cigarettes

Rally Cigarettes

U.S. Army

~~ACTIVE/PAST NATIONAL ACCOUNTS~~
~~President Gerald Ford~~

Gov. Mark White

Congressman Larry Combest

Senator John Tower

Bentsen & Hedges Cigarettes





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August 11, 1986

Dear Advertiser:

It's Fiesta time again and El Editor will once again publish its annual Fiesta edition to commemorate the 16th of September, Mexican Independence Days. This year the Fiestas will be celebrated at Lubbock's Memorial Civic Center and in other communities surrounding Lubbock. They promise to be a festive occasion with thousands of people attending the four day event.

We hope that you can participate in this year's edition by purchasing advertising. This edition will be published on Sept. 11.

Deadline for advertisements will be September 9, 1986 for our Lubbock, Odessa and Austin editions. Rates will remain the same at \$6.35 per column inch. One of our representatives will be contacting you soon.

If we can be of any assistance or you have any questions please do not hesitate to call me.

Gracias.

Olga/Riojas
Managing Editor

OR/me
Enclosure:



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Celebrando Una Decada de Servicio a Tejas

ODESSA
P.O. Box 7797
Odessa, Tx 79766
Tele: (915) 337-7366

October 26, 1987

Wells, Rich, Greene, Inc.
765 Fifth Avenue
New York, N.Y. 10153


Attn: Linda Reilly
Accounting Dept.

Dear Linda,

As per our telephone conversations during this past week, it is understood that as of September 1987 our publication will bill your agency direct for the Benson & Hedges account instead of billing through the National Association of Hispanic Publications. This is due to the fact that our newspapers had established this account with your agency prior to your contract with N.A.H.P. Any new account acquired by N.A.H.P. for our newspapers will be billed through N.A.H.P.

Thank you for your cooperation in this matter. If you have any questions please do not hesitate to call me. Gracias.

Sincerely,


Olga Riojas
Managing Editor

OR/or

cc: Zeke Montes
N.A.H.P.
P.O. Box 23133
Chicago, IL 60623-133

Bill Villegas
N.A.H.P.-Acct.
1436 South
Main Street
Los Angeles, CA 90015

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May 12, 1987


Attention Advertisers:

It's time again for our annual graduation special. As you probably remember our special contains individual and group pictures of Mexican-American graduates from Lubbock and the surrounding area.

Our rates will be the same for this special edition \$6.35 per column inch. Deadline for advertising is May 27 and publication date will be May 29, 1986

Our representative will be calling on you in the near future to arrange your participation in this collector's edition. If you have any questions please do not hesitate to call or write. Thank you in advance for your consideration.

Sincerely,


Olga Riojas
Managing Editor

OR/jg



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AGREEMENT

This agreement between El Editor newspaper and LULAC 263 for the 7th Annual Menudazo Festival to be held Friday, Saturday & Sun., July 18, 19, & 20, 1986.

El Editor agrees to share with LULAC 25% of profit from beer sales at Buffalo Lakes on July 19 & 20. El Editor also agrees to permit LULAC 263 to have a fund raising booth at the festival at no cost.

In return LULAC 263 agrees to furnish gate watchers on the July 19 & 20 to prevent coolers from entering the festival area on both days and if needed to check tickets and collect money on July 20. Atleast two gate watchers will be assigned to each gate (2) starting at 1 pm and continuing until 8 pm on July 19. Starting at 10 am and continuing until 9 pm on July 20.

It is agreed that if LULAC 263 doesn't furnish gate watchers at requested time their percentage of beer sales will be docked accordingly in order to pay for gate watchers.

President of Lulac 263
Pete Garza

Bidal Aguero
El Editor-Menudazo

DATE

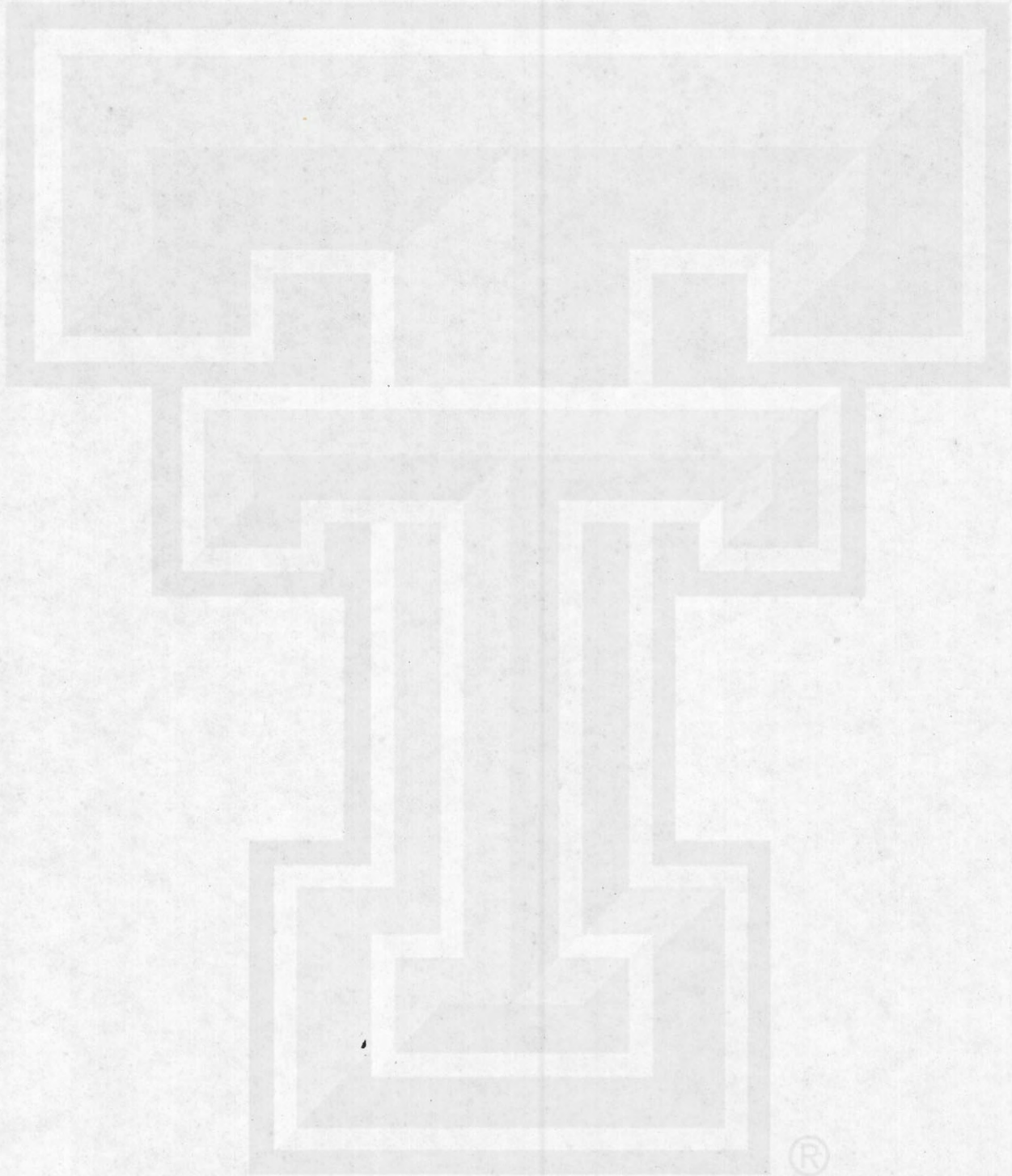
6-26-86

DATE



Texas Tech University

Chicano Ex-Student Association





PSA---Por favor de anunciar todo lo que se pueda
Para mas informacion llame: 892-2017 o 8922960

El Comite Patriotico de las "Fiestas del Diez y Sies" en Idalou anuncio la celebracion este ano 1985 para los dias 14, 15 y 16, Sabado, Domingo y Lunes. Todo mundo esta cordialmente invitado a este gran evento que se dedica a los heroes de la guerra para la Independencia de Mexico.

Durante los tres dias, habra puestos, musica y varias otras actividades de interes a personas de todas edades.

Grupos musicales, conjuntos y orquestas mexicanas se estaran presentando para compartir musica buena. El desfile se llevara acabo el domingo por la tarde por las calles de Idalou empesando a las 4:30 de la tarde. Habra programas de ninos y talento local el sabado y domingo y se invita a toda persona quien quiera participar que llamen al numero 763-3841 para que se pongan en el programa.

Mas informacion sobre el resto de la celebracion se puede conseguir con llamar al 892-2017 o 892-2960. Gracias por su atenta cooperacion. El Comite Patriotico de Idalou, Andres Garcia, presidente.



The Fiesta Committee for the Idalou " Diez y Sies de Septiembre " celebracion announced this year's event to be held, September 14, 15, 16, Saturday, Sunday, Monday, 1985. They wish to invite the general public for the celebration of the date comemorating Mexico's indendence from Spain.

Booths, Music, and Talents will be presented throughout the three days in addition to the annual parade to take place on Sunday.

All persons interested in obtaining further information relative to the Fiesta are able to call 892-2017 or 763-3841.

President for this year's celebration is Andres Garcia.



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February 23, 1895

The Mexican-American Business person has prospered in the Permian Basin. The Hispanic business community has grown.

As a tribute to the Hispanic community, EL EDITOR Newspaper will publish a special edition featuring stories and articles telling of our progress. The edition will be published on March 12, 1985. The special edition will undoubtedly prove to be a collector's edition. A useful guide for both consumers and businesses. It will contain a complete and accurate listing of all Hispanic businesses in the area.

Our rates for this special will remain at our normal rate of \$4.50 per column inch. Our representative will soon be calling on you for information.

Thank you for your participation. If you have any questions, please do not hesitate to call me.

Sincerely,

Manuel J. Orona
Managing Editor

MG/cg





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Manuel J. Orona
Managing Editor

MO/gm



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EL EDITOR

Odessa Office
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Dear Advertiser:

It's Christmas time again and El Editor will once again publish its annual Christmas edition to celebrate the upcoming holidays.


The edition will be published on Tuesday, December 24, 1985. We hope that you or your business will be able to be in this year's edition by purchasing advertising.

Deadline for advertisements will be Friday, December 20, 1985 for both the Lubbock and Odessa editions. Rates will remain the same at \$4.50 per column inch.

If we can be of any assistance or you have any questions please do not hesitate in calling our offices.

Thank you for your cooperation and Merry Christmas and Happy New Year on behalf of all the staff of El Editor.

Gracias.


Olga Riojas
Managing Editor
EL EDITOR

OR/jg





March 16, 1979

Dear

These days when everyone; from organizations, baseball teams, softball teams, soccer teams, individuals and part-time publishers, who operate everything from radio stations to newsletters, we at El Editor want you to know that we appreciate your business.

We also want to take this opportunity to let you know how your advertisement in El Editor is being distributed in order to bring you more business.

Our circulation has now reached 5000 copies per week. We estimate that at least 5 persons read every newspaper we print, making a total readership of over 25,000.

Our subscriptions now number over 300 and are sent by mail all over the United States. More than 1500 newspapers are delivered door to door to your customers inside the city. More than 2000 are passed out in city churches to everyone attending. Over 1000 are distributed every week through your business and other Chicano and Chicano frequented businesses. Another 1000 newspapers are distributed in surrounding towns.

As you can see, with this circulation we are now a viable and effective means of advertising for your business. Our business is no longer a newspaper which asks for donations to keep publishing but a newspaper designed to bring you more customers and money.

And we are growing and publishing every week. We are proud to announce that we have signed to our staff persons experienced in commercial art that can design effective and beautiful ads for your business at no extra cost. We will be talking to you about possibilities for promoting your business in the near future.

Again thank you very much for your business and we hope that we can be of more benefit to you in the future.

Sinceramente,

Bidal Aguero
President and Publisher

LA VOZ

P.O. Box 5913



Lubbock Texas

DE TEXAS

"EL RESPETO AL DERECHO AJENO
ES LA PAZ"

Lic. Benito Juarez

806-763-5869

April 13, 1976

Mr. Robert McKinsey
KCBD TV Channel 11
P.O. Box 2190
Lubbock, Texas 79408

Dear Mr. McKinsey,

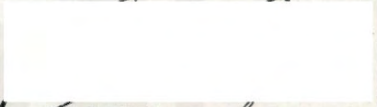
Let me take this opportunity to congratulate you and your staff for acquiring the outstanding series of programs "La Raza" for your viewing audience.

In our experience in mass communication we know that it is of prime importance that we develop and encourage pride in the people that we serve. For many years the contributions of la Raza have been ignored by mass media. Stereotypes of the lazy, dirty Mexicans were always shown on TV.

It is through programs such as "La Raza" that the confidence and pride of our young people will be enhanced to a maximum degree. These programs will also most surely work toward developing better communication between Chicanos and all other ethnic groups here in Lubbock.

Again, congratulations and thanks for airing these fine programs and I hope that your station will continue its efforts in the future. I would invite you to submit this letter as evidence of your serving the Chicano community to the Federal Communications Commission. If we can be of further help please do not hesitate to call or write at the address and phone on the above letterhead.

Sinceramente,


Bidal Agueró
Editor

cc. Tom Garza-President BBCM

LA VOZ DE TEXAS

P. O. Box
P. O. Box 5913

Lubbock, Texas 79417

"EL RESPECTO AL DERECHO AJENO
ES LA PAZ"
Lic. Benito Juarez

806-763-5869

June 24, 1977

Roy Furr, Regent
Texas Tech University
1708 Ave. G
Lubbock, Texas 79401

Dear Mr. Furr,

Please accept our belated congratulations on your recent appointment by Governor Dolph Briscoe to the Board of Regents of Texas Tech University. As an alumni of Tech and a native of Lubbock, I was happy to see someone concerned and aware of the needs of Lubbock and West Texas.

I am sure that you are aware that our newspaper published several editorials asking for a Chicano to be appointed to the Board of Regents. The reasons were obvious in looking at minority enrollment, minority employment and the success factor of minorities at Tech.

The problem is one which is very complex and will take much effort in order to correct. I hope that you as a new regent will investigate and attack the problems met by minorities at Tech.

We at La Voz would be glad to meet with you, if you so desire, and discuss some solutions. Again congratulation on your appointment and we hope that during your term we will have many opportunities to meet and talk with you.

Sinceramente,

Bidal Aguero
Editor/Publisher

Mrs. Ann Brownlow
1611 Ave. M
Lubbock, Texas 79401

Dear Ann,

It is with regret that I submit this letter of resignation as counselor-job developer effective as of April 29, 1976.

The reasons for my resignation are as follows:

1. I do not feel that I will ever be fairly considered for promotion. This was proven to me when I was not promoted to job developer even though my knowledge of the OJT program was considerably more than any other applicant.
2. I feel that I am at a status quo as far as my personal development as a professional.
3. I feel that Chicanos in general have not been considered fairly for administrative posts within the SPAG framework. This is proven by the lack of Chicanos in administrative posts within SPAG. I cannot believe that there are no qualified Chicanos available.
4. The threat of dismissal because one participates in the American political process cannot be condoned. The fact that the President of SPAG was campaigning for re-election should not hinder employees from working for another candidate if it is after working hours.

Let me state here that I have enjoyed tremendously working with the staff at the CETA Intake Office and I hope that the fine job being done now will be continued for the benefit of poor people in Lubbock.

Sinceramente

Bidal Agüero

cc Truett Mayes
cc Vivian Williams
cc Panta Manriquez-Chairman Affermative Action Task Force



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Sincerely,

Olga Riojas
Managing Editor

Enclosure: Recent Edition-El Editor
Rate Card
Advertising Age
Distribution break down





ANHEUSER-BUSCH COMPANIES

News

SER-JOBS FOR PROGRESS RECEIVED A \$26,000 GRANT from Anheuser-Busch Companies to help fund such programs as the English class pictured here. The grant will be appropriated to SER's affiliate offices in Houston, the East Los Angeles and South Bay area in California, and to the national headquarters in Dallas.

Susan Correa, vice-chair of the SER national board, (left) and Jesse Aguirre, vice president, corporate relations, Anheuser-Busch Companies (right), visited SER to learn first-hand about grant applications.

SER-Jobs for Progress, Inc. helps secure employment opportunities and upgrades the employability of workers in minority communities. SER's affiliate network includes 80 programs located in 67 cities throughout the United States. The affiliate services include outreach, recruitment, job counseling, basic remedial education, English instruction and on-the-job training, among others.

FH-1102

-30-

12/6/84

FOR MORE INFORMATION CONTACT:
Suzanne Monroe 214/698-0300



Los siguientes son los servicios proveido por la agencia de Consultas Amigo para el programa de Verano de Chicano Unidos Campesinos.

1. Negociacion con el Departamento de Bienestar para contrato (Bill Johnson)
2. Preparacion del Centro para certificacion de Summer Daycare.
3. Negociacion de contrato con South Plains Community Action Agency para trabajadores para el Centro. Total de 6 posiciones sin costo directo al programa de verano
4. Negociacion de contrato con Llano Estacado Farmworkers de Tejas para trabajadores para el Centro. Total de 4 - 6 posiciones sin costo directo al programa de verano.
5. Recrutamiento, Entrenamiento, y seleccion de Directora, Asistente Directora, y Cosinera para el Centro.
6. Preparacion de Contrato para costo de comida con el Departamento de Agricultura (USDA).
7. Consulta diaria con Directora en establecer el programa.
i.e. preparacion de menu, compra de juegos y equipo, etc.

Costo total a \$50 por dia por dos semanas costo minimo. \$500

Descuento por ser organizacion sin ganancias. \$150

Costo Total \$350

Costo de Renta de sillas y mesas para programa de Verano de Chicanos Unidos Campesinos.

10	Mesas	-	\$10 cada una por 2 meses	\$100
125	Sillas	-	Precio de grupo por 2 meses	<u>150</u>
			Costo total	\$250

Submitido por mesa Directiva - Chicanos Unidos Campesinos

Presidente





Hello my name is _____. I work for El Editor newspaper.
We are a weekly bilingual newspaper distributed in Lubbock and in about a
50 mile radius of Lubbock.

I am calling you today to let you know about our special Spring Fashion
Special Edition to be published on Easter weekend April 4th.

The special edition will contain up to the minute fashion ideas for
both women and men.

We plan to print 15,000 copies of this special edition and our advertising
rate will be only \$4 per column inch. For every inch bought you get an equal
amount of free editorial space when you buy a minimum of $\frac{1}{2}$ page.

We would like to talk to you in person about our newspaper, when
^{us}
would be a convenient time for you to see ~~us~~ soon?

Prices - Quarter Page - (measures ^{3x8} ~~5~~ $5\frac{1}{2}$ X 8 inches) \$96

Half Page - (measures ⁵ ~~10~~ X 8 inches) - \$160

Full Page - (measures ⁵ ~~10~~ X 16 inches) - \$320





October 2, 1979

Dear

These days when everyone - from organizations, baseball teams, softball teams, soccer teams, individuals and part-time publishers; who operate everything from radio stations to newsletters and brochures - are asking for your advertising dollars, we at El Editor want you to know that we appreciate your business.

We also want to take this opportunity to let you know how your advertisement in El Editor is being distributed in order to bring you more business.

Our circulation has now reached 7,500 copies per week. We estimate that at least 5 persons read every newspaper we print, making a total readership of over 40,000.

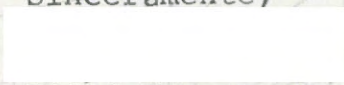
Our subscriptions now number over 500 and are sent by mail all over the United States. More than 2,000 newspapers are delivered door to door to your customers inside the city. More than 2000 are passed out in city churches to everyone attending. Over 2,000 are distributed every week through your business and other Chicano and Chicano frequented businesses. Another 1000 newspapers are distributed in surrounding towns.

As you can see, with this circulation we are now a viable and effective means of advertising for your business. Our business is no longer a newspaper which asks for donations to keep publishing but a newspaper designed to bring you more customers and money.

And we are growing and publishing every week. We are proud to announce that we have signed to our staff persons experienced in commercial art that can design effective and beautiful ads for your business at no extra cost. We will be talking to you about possibilities for promoting your business in the near future.

Again thank you very much for your business and we hope that we can be of more benefit to you in the future.

Sinceramente,


Bidal Aguero
President and Publisher






Dear Candidate for Senate or State Legislature:

Please answer the following questions. Your answers will be published in our voter's guide edition of El Editor to be printed April 27, 1978. Please limit your answers to a total of 500 words or less.

1. Do you think funding for bi-lingual education programs should be increased? Do you feel that state funding of bi-lingual education should be extended to higher grades? What grades?
2. Would you favor formation of a state civil rights agency to investigate bring charges against police who are accused in violating the civil rights of citizens?
3. Would you favor substituting a state corporate income tax for the sales tax?
4. What is your opinion on funding of special agencies such as GOMA?

Enclosed is also a letter explaining our voter's guide and its rates. Please feel free to call on us if you have any questions.

Sinceramente,


Bidal Aguero
Publisher

P.S. Please return by noon April 24, 1978.





ATTENTION ADVERTISERS

Christmas is just around the corner and El Editor is going to help your customers get in the spirit!

We are going to run a feature entitled "Pancho Claus takes an early shopping tour of Lubbock."

We know that you'll want to participate. We'll bring a reporter and photographer to your place of business along with "Pancho Claus". We'll pose "Pancho Claus" along with yourself, a member of your staff, or a good customer and take a photo of both along with an item of merchandise that will make a good Christmas gift.

We'll print all the photos along with explanatory cut-lines all together in our big Thanksgiving edition to get the Christmas shopping season started off with a bang.

We'll have to hurry! Get your merchandise together and call a member of El Editor's advertising staff now.

The cost is low. Only \$25.00. This feature runs only one time. Don't miss it.

Pancho Claus Promotion to run December 15. Pictures will be taken on Dec. 9, 11, 12.

Merry Christmas to clients ads available Dec. 15, 22 & 29.

One week - \$15

Two weeks - \$25

Three weeks - \$35





March 16, 1979

Dear

These days when everyone - from organizations, baseball teams, softball teams, soccer teams, individuals and part-time publishers; who operate everything from radio stations to newsletters and brochures - are asking for your advertising dollars, we at El Editor want you to know that we appreciate your business.

We also want to take this opportunity to let you know how your advertisement in El Editor is being distributed in order to bring you more business.

Our circulation has now reached 5000 copies per week. We estimate that at least 5 persons read every newspaper we print, making a total readership of over 25,000.

Our subscriptions now number over 300 and are sent by mail all over the United States. More than 1500 newspapers are delivered door to door to your customers inside the city. More than 2000 are passed out in city churches to everyone attending. Over 1000 are distributed every week through your business and other Chicano and Chicano frequented businesses. Another 1000 newspapers are distributed in surrounding towns.

As you can see, with this circulation we are now a viable and effective means of advertising for your business. Our business is no longer a newspaper which asks for donations to keep publishing but a newspaper designed to bring you more customers and money.

And we are growing and publishing every week. We are proud to announce that we have signed to our staff persons experienced in commercial art that can design effective and beautiful ads for your business at no extra cost. We will be talking to you about possibilities for promoting your business in the near future.

Again thank you very much for your business and we hope that we can be of more benefit to you in the future.

Sinceramente,

Bidal Aguero
President and Publisher

LA VOZ



DE TEXAS

"EL RESPECTO AL DERECHO AJENO
ES LA PAZ"

Lic. Benito Juarez

P. O. Box 5913

Lubbock, Texas 79417

806-763-5869

July 12, 1977

Attention Advertisers and Advertising Agencies:

La Voz Publishers is proud to announce the forthcoming publication of "El Portavoz", a Chicano Bi-monthly magazine to be published for the first time to commemorate Mexican Independence Days the 14, 15, and 16 of September. The first edition will be on an 8 1/2" X 11" format printed on an enamel paper with a glossy finish and will contain stories of regional interest to Lubbock and West Texas.

As you might guess, the first edition of El Portavoz will reflect the rich cultural heritage of the Chicano in the United States with special emphasis on the celebrations of the 16th throughout West Texas. The front cover will feature a full color picture of La Adelita and La Reina, who last year were elected by the citizens of Lubbock, and an indepth analasis of the two different and distinct ideals behind the two symbols.

El Portavoz has also contracted with Dr. Andres Tijerina to publish in the first four or five issues his complete and accurate history of the Chicano in West Texas which he wrote to obtain his Master's degree from Texas Tech University. His book is in the process of being published by Texas Tech in a hard back book.

Pictures and stories which portray the lives of the Chicano in West Texas will be featured every month to enhance the circulation of El Portavoz. It is hoped that this circulation of El Portavoz will grow with plans to expand to a monthly after the first few editions. El Portavoz will be sold for a nominal \$1 through the already established distribution methods of La Voz.

Of vital importance for the initial success of El Portavoz will be your cooperation in the placing of advertisements. Rates for ads are as follows:

Front Inside Cover - \$200

Back Cover - \$250

Back Inside Cover - \$150

Inside Display ads - \$3.75 col. in. Column width 2.5 inches

Minimum display ad 1/6 page. (1X5)

Color available on covers to be
priced on an individual basis.

We are very excited and we hope that you also will be to recieve what we know is a first for Lubbock and West Texas. We hope that you can share in the expected success of El Portavoz. We will be calling on you to arrange your much appreciated participation. Deadline for ads is August 22. Hope to see you soon.

Sinceramente

Bidal Aguero
Publisher



Dear Candidate:

Please answer these questions in 500 words or less. Your answers will be published in the March 23 voter's guide edition of El Editor. Return by March 22, noon to El Editor 1638 Main, Lubbock, Texas.

1. What do you think Bilingual Education is meant to accomplish? Do you think that all bi-lingual education teachers should be native speakers?
2. How do you feel about applying for federal funds for special programs in schools?
3. What is the purpose of intregation in your opinion?
4. Do you support school board members being elected by districts? What system do you support?
5. How do you feel about vocational programs at the junior high and elementary level?

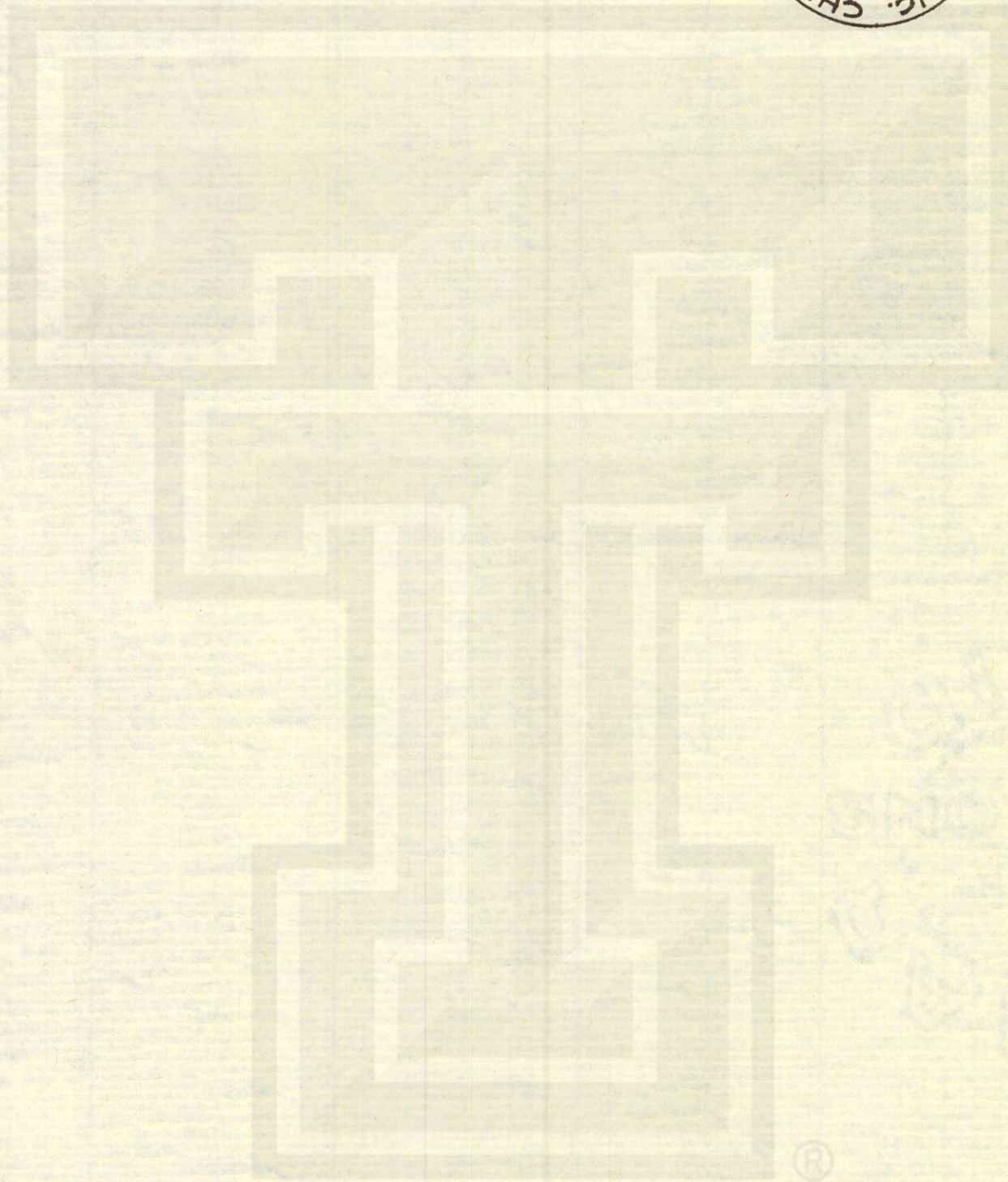
Endoresements will be made based on your answers.

CHICANOS UNIDOS – CAMPESINOS, INC.

P.O. Drawer 588

MULESHOE, TEJAS 79347

806 272-4233



DIGNIDAD – LIBERTAD – JUSTICIA



DISPLAY ADVERTISING

Open Rates

\$2.00 per column inch column width 11 picas

Monthly Earned Discount Rates

Discounts allowed only if account is paid by the 12th of the month following date of insertion provided there is no unpaid balance.

Otherwise open rate applies.

50 inches	\$1.90
100 inches	1.80
250 inches	1.70
500 inches	1.60
1000 inches	1.50

Pre-print Rates

Accepted in standard tabloid size pages. Standard size pages counted as two tabloid size pages. Press run figures given on request.

Tabloid	Flat charge
4 pages	\$17 per M
6 pages	20 per M
8 pages or more	25 per M

Sections to be delivered to A migo Publications, 1638 Main, Lubbock, Texas 79401, 5 days before publication. If commission desired, add 15% to the designated rate per thousand.

Agency Commission

Agency Commission of 15% given for camera ready ads. 10% given to agencies which require translations of copy.

Extra Charges

Reverses (per col. inch)	\$.25
Halftones (per col. inch)	.25
Screens	1.50
1 Color	50.00
2 Colors	80.00
3 Colors	120.00

Color charges are in addition to regular advertising rate.

Composition charge will be made for changes on regular copy after deadline.



ADVERTISING RATES

	one week	2 or 3 weeks	1 month	6 months
Full page	\$160.00	\$125.00	\$100.00	\$85.00
$\frac{1}{2}$ page	80.00	65.00	58.00	50.00
$\frac{1}{3}$ page	48.00	40.00	35.00	30.00
$\frac{1}{5}$ page	32.00	28.00	25.00	22.00

By column inch--\$2.00 per column inch
25% discount on 6 months and above



October 3, 1977

Dear

By now you have probably seen a copy of El Portavoz which was published for the first time this past September 14. We are very proud of this edition and have found that the public has eagerly accepted its publication.

It is with the spirit of quality and excellence as reflected by El Portavoz that Amigo Publications is happy to announce the publication of El Editor, a regional weekly bilingual newspaper.

El Editor will be published here in Lubbock and will have correspondents to report news from area towns to expand its appeal to readers but more importantly to give you the advertiser a viable advertising medium.

Enclosed is a brochure and rate card explaining the advantages in advertising in El Editor. Our salesperson will be calling on you in the near future to talk with you personally about our new newspaper.

Sinceramente,

Bidal Agüero, President
Amigo Publications