

# B & M MEATS

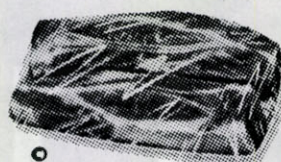
1713 E. Broadway

763-4664

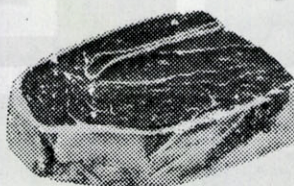
Steaks cut fresh to your specifications.

## BEEF SALE!

GET MORE  
for Your  
Food Stamps  
Here!



BEEF CHUCK  
BLADE STEAK

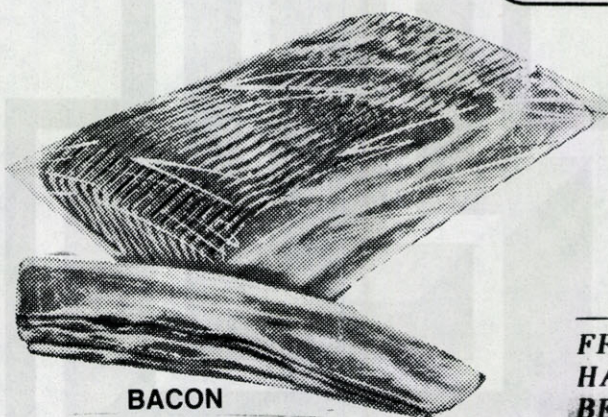
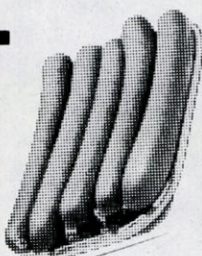


USDA  
FEDERAL  
INSPECTED  
MENUDO  
60 lbs. 25¢/lb  
AS IS

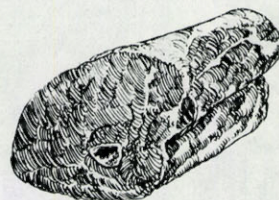
Easter  
**HAM**

## PORK SALE

coupon



BACON



PORK LOIN ROAST

FRESH FRYERS 65¢/lb.  
HAMBURGER 5 lbs./\$5.95  
BEEF HEADS \$8.95  
HOG HEADS 65¢/lb.  
TRIPAS 65¢/lb.  
CHORIZO \$1.49/lb

# HERE'S YOUR CHANCE

TO SAVE BIG ON YOUR FOOD BUDGET



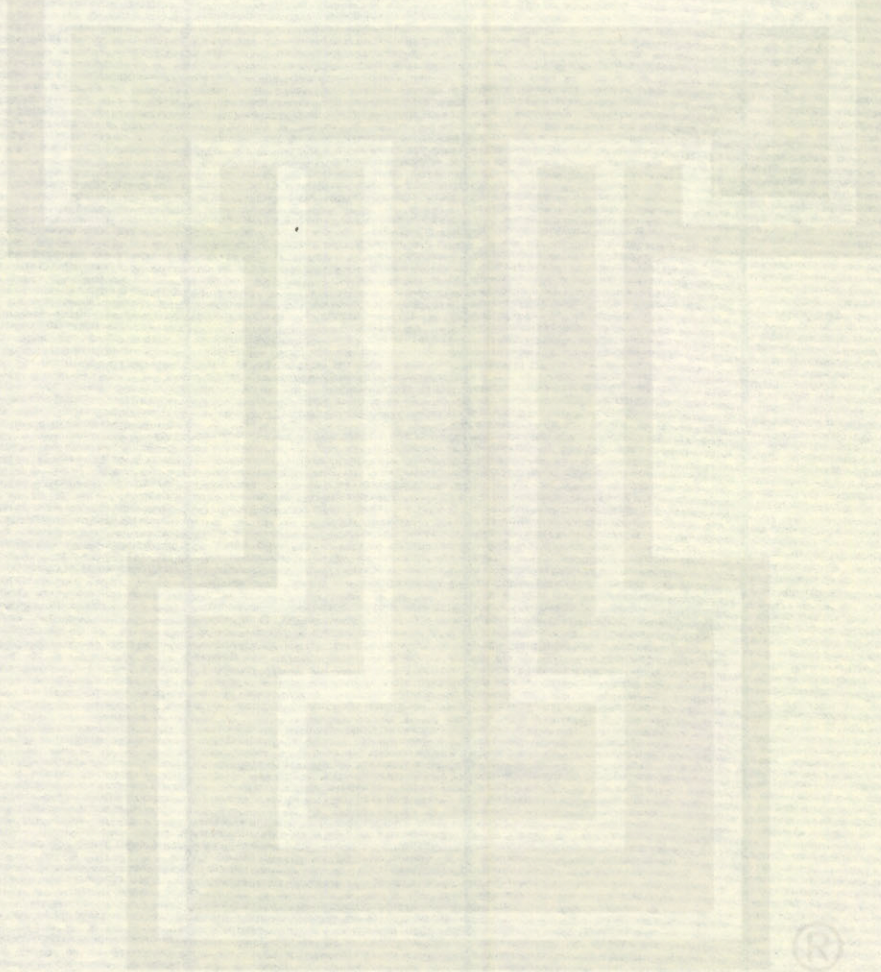


# DEFENSA, INC.

Cajón E,

Muleshoe, Tejas 79347

(806) 272-4233



"Es Mejor Morir de Pie, Que Vivir de Rodillas"



# RATE CARD

# El Editor

## WHY SHOULD YOUR FIRM ADVERTISE IN "EL EDITOR"

El Editor is designed to help your business reach the 125,000 Chicanos living in Lubbock, Odessa and the entire West Texas area. Advertising bilingually gives your company the added advantage of identifying with an untapped market. The Lubbock and Odessa combined editions of El Editor is distributed in a 50 mile radius of each city. El Editor has proven to be an effective and viable means of advertising and has been used by politicians, government, and private industry.



**EL EDITOR**  
**AMIGO PUBLICATIONS**  
2305 19th St.  
Lubbock, Texas 79401  
Telephone 806-763-3841

### MECHANICAL REQUIREMENTS

El Editor is printed on a standard format page, 6 columns (13 picas each col.) to a page, 21 inches deep, with total column inches per page equaling 126. Slicks, or photographic repros are requested. We do not have facilities to handle mats, although we can compose any advertising with our plant. We subscribe to Metro Advertising Services from New York and have many major logos and sigs available as well as artwork.

## RATES AND SPECIFICATIONS

### DISPLAY ADVERTISING

#### Open Rates

\$3.00 per col. inch

#### Monthly Earned Discount Rates

Figured on total monthly purchases. Discounts allowed only if account is paid by the 10th of the month following date of insertion provided there is no unpaid balance. Otherwise open rate applies.

1" to 300	\$3.00
301" to 451"	2.90
451" to 600"	2.80
601" to 750" Over	2.70

#### Pre-print Rates

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

Tabloid	Flat Charge
4 pages	\$50 per M
6 pages	\$65 per M
8 pages or more	\$75 per M

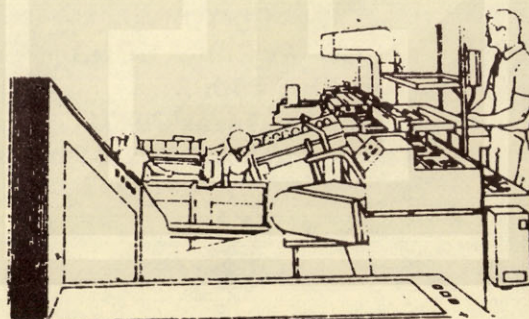
Sections to be delivered to Amigo Publications, 2305 19th St., Lubbock, Texas 79401, 5 days before insertion date. There is no additional column inch charge.

### Agency Commission

Agency Commission of 15 per cent given for camera ready ads. 10 per cent given to agencies if composition or translations required on copy.

### POLITICAL DISPLAY RATES

(No Discounts—Cash in advance)  
\$3.50 per col. inch



### Extra Charges

Reverses (per col. inch)	\$ .50
Halftones(per col. inch)	.50
Screens	\$2.00
1 Color (plus b&w)	60.00
2 colors	90.00
3 colors	130.00

Four color available priced on an individual basis. Color charges are in addition to regular advertising rate. Color advertising is requested one week prior to regular deadlines.



### Classified Advertising

Rates are based on 15 word minimum at 15 cents per word. Classified advertising is payable in advance.

**Refunds or corrections on Classified Advertising**  
Publisher will not be responsible for more than the first insertion of incorrect copy. El Editor will run the classified ad one additional issue on any typographical error that changes the meaning of the ad. Refunds on cancellations are not given.

Up to 3 tearsheets will be sent upon request with monthly statement without charge.

### DEADLINES

Display & Classified 5 p.m. Wednesday before insertion date.

Published Fridays in Lubbock, Texas.



# WHY "EL EDITOR" OVER OTHER MEDIA TO REACH THE WEST TEXAS CHICANO POPULUS

## Avalanche-Journal:

El Editor serves a population completely separate for the A-J. Good news are rarely published about Chicanos in the A-J. Nothing beyond a few words are published bilingually. Few Chicanos work with the A-J to provide community input.

## Spanish Radio — KLFB & KWGO

Advertisements must be repeated at least 10 times per day in order to be effective. Ads are often sandwiched between many other ads therefore losing much of their effect.

## Television — KMCC, KLBK, KCBD:

Special Chicano TV programs, although well liked, do not provide enough exposure to advertisers because of short programs. If more than one advertisement is bought in a one hour time slot, effectiveness is lost. Budgets allowed for Chicano programs do not provide for professionally made commercials which prove to be most effective.

## CIRCULATION AND DISTRIBUTION

10,000 printed every week on Friday! It is a well known fact that weekly newspapers are very often read by more than one person. It is estimated that on the average 5 people read 1 newspaper making a total circulation of 50,000.

El Editor is distributed through the Chicano churches in the South Plains and also through Chicano and Chicano frequented businesses.



# El Editor

## Now Serving All West Texas

With 20,000 Readers In Lubbock  
10,000 Readers in Odessa  
And Distribution In

Slaton	Wilson	Tahoka	Woodrow
Brownfield	Lamesa	Wolfforth	
Levelland	Littlefield	Dimmitt	Hereford
Amarillo	Dumas	Tulia	
Plainview	Shallowater	Floydada	Ralls
Crosbyton	Idalou	Lorenzo	
	Odessa—Midland		
Pecos	Andrews	Big Spring	

Reaching more than  
**100,000**  
Spanish Speaking Persons

West Texas' ONLY  
Bilingual Weekly Newspaper

EL EDITOR  
AMIGO PUBLICATIONS  
2305 19th St.  
Lubbock, Texas 79401  
Telephone 806-763-3841



EL  
EDITOR

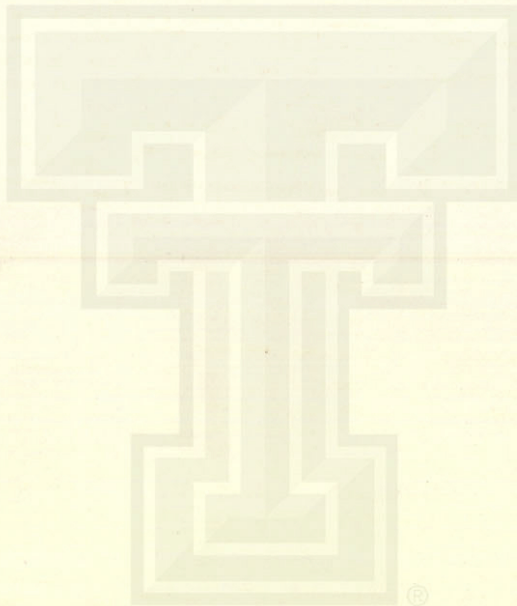


**CHICANOS UNIDOS — CAMPESINOS, INC.**

P.O. Box Drawer 588  
MULESHOE, TEJAS 79347  
806 272-4233



**DIGNIDAD — LIBERTAD — JUSTICIA**





**Instructor of Dance**  
**Sra. Sofia S. de Bennet**

**Performers**

**1st.**

*Maria Elena Vega  
M.G. Montalvo  
Juana Montalvo  
Zenaida Agüero  
Denise Solis  
Francesca Garcia*

**2nd.**

*Rose Mary Cardenas  
Erica Saldaña  
Annita Rangel  
Beatriz Garcia  
Rosa Segura  
Maria Segura*

**3er.**

*Ermelinda de Leon  
Elsa Fernandez  
Rose Mary Flores  
Julie Ann Cuevas  
Annalisa Cardenas  
Cristina Aneda Chapa  
Liz Longoria  
JoAnn Hamblin  
Tammy Gallegos  
Jaime Valdez  
Amalia Agüero*

*Cortesía de Luis E. Ordoñez (El Editor News Paper)*



**Director**  
**Sofia S. Bennett**  
**Ph. (806) 792-5919**  
**Sec. y Tesorera**  
**Juana Montalvo**  
**Ph. (806) 793-4624**



**Mexican Folklore**  
**Dancers**  
**—of—**  
**Lubbock**  
**1986**





## From Veracruz State

1. EL ZAPATEADO VERACRUZANO
2. EL COLAS

The dances of Veracruz are believed to originate from the Spaniards who first visited their coast. Because the climate is very hot and humid in that area, white is worn in most of the costumes. The instruments characteristic of that region are the harp, the guitar, and the "jarana" which accompany the dances.

## From Oaxaca State

1. LA CHUNGA

The word CHUNGA signifies woman from Tehuantepec, a region in Oaxaca. The women of Oaxaca are known for their arrogance as can be observed in the slow movements and formations of this dance. The headpiece is an upside down girls dress which the Tehuana women wear on their heads at ceremonies and weddings.



## From The North of Mexico

1. CIUDAD VICTORIA
2. LA CAPSULA

In the northern states of Mexico, such as Coahuila, Nuevo Leon, Chihuahua and Tamaulipas, this dance POLKA is performed with a very particular style, it is performed by people of all social classes, but the villagers do it with more enthusiasm and graceful movements.

## From Michuacan State

1. EL 3er. JARABE

The word Jarabe, as we all know, signifies a mixture of water and sugar. The Jarabe has its origins between 1840 and 1854. This Jarabe is composed of various parts, and each one is danced with different steps in accordance with the rhythm and tempo and those that dance it have to show a true extravagance.



## From Jalisco State

1. EL SON DE LA NEGRA
2. EL JARABE TAPATIO (Mexican Hat Dance)

No true Mexican Dance performance is complete without the "Son de la Negra" and "Jarabe Tapatio", known to us as the Mexican Hat Dance. The Jarabe Tapatio became so popular that it was named the National Folk Dance of Mexico.





# 3-2 Pitch Tournament

---

**Entry Fee:** \$55.00

**Place:** S&L Awards  
Field

**Meeting:** S&L Awards  
Trophy Shop

**March 6 at 7:30 p.m.**

**4004-A Ave. Q**

(Across Street From Modern Chevrolet)



**"A FRESH  
APPROACH"**

County Commissioner  
**2nd Annual Tournament**

Lubbock, Texas — 1986

**For More Information: 744-0024**



**Awards:** 1-3 Team Trophies

1st Place — Caps & T-Shirts

2nd & 3rd Place — T-Shirts  
(Transfers)

## ***Class Open Tourney***

Homerun rule in effect!  
Only one home run per inning.

Rules: ASA

15 Man Roster

35 Minute time limite

15 after 3, 10 after 5

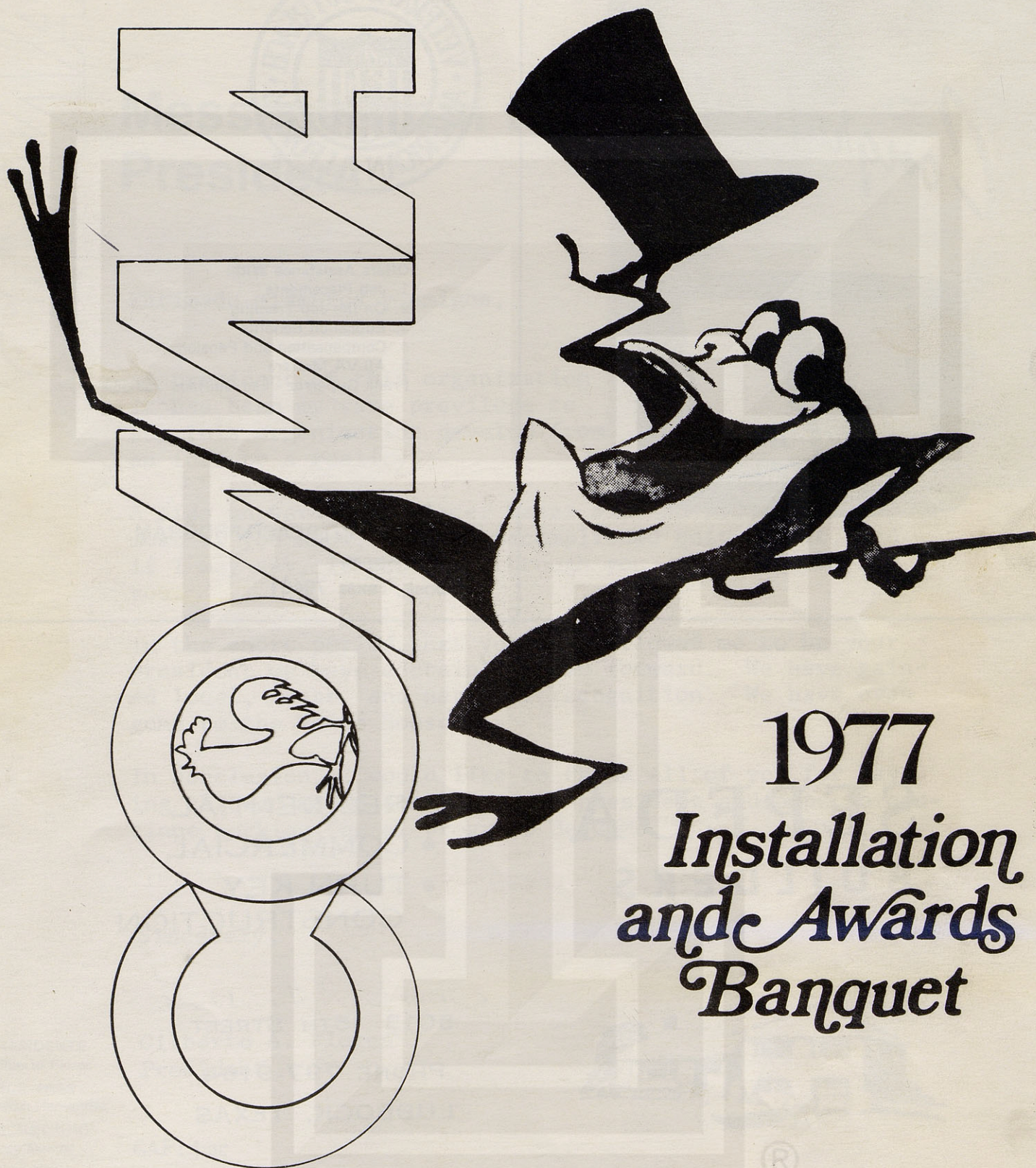
Game time is forfeit time

No extra hitter

**Season  
Opens**



COMERCIANTES ORGANIZADOS  
MEXICO AMERICANOS

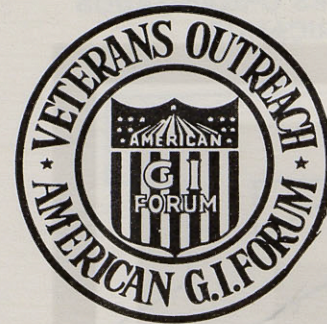
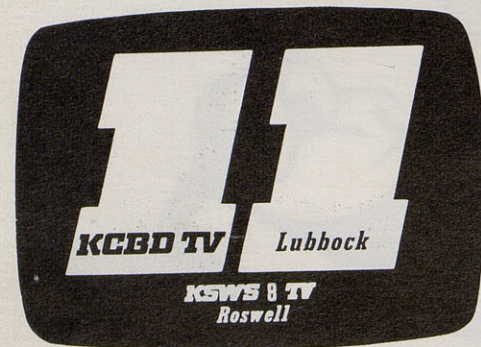


1977  
*Installation  
and Awards  
Banquet*

COMA - MEANS BUSINESS



*Congratulations*



**Offers Assistance With:**

1. Job Placements
  2. On the Job Training
  3. Education Benefits
  4. Compensation and Pension
  5. All VA Matters
- Frank Gutierrez - Leo Quirino - 763-5691

**VETERANS OUTREACH PROGRAM**  
1414 1st Street  
Lubbock, Texas 79401

**SEPEDA  
BUILDERS**

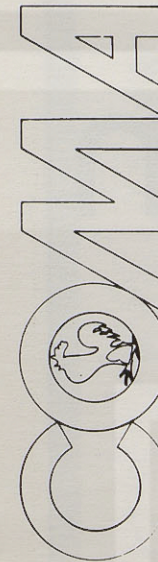


- RESIDENTIAL
- COMMERCIAL
- TURN KEY  
CONSTRUCTION

5013 15TH STREET  
PHONE 797-9164  
LUBBOCK, TEXAS

COMERCIANTES  
ORGANIZADOS

MEXICO-AMERICANOS myrick bldg., suite 406 1215 avenue j p.o. box 886 lubbock, texas



## Message from the President

Estimado miembros y amigos,

As president of this organization it has been my rare privilege to see this organization develop from an idea to a reality.

A sido un verdadero placer haber sido su presidente. As most of you know, we have accomplished quite a bit, and if I may say, it was done through you...and because of you.

In the short period that you have allowed me to be your president we have certainly moved forward. We have gained local, state, and national recognition. We have even gone to the White House!

In conclusion, I would like to thank all of you for having allowed me to serve as your president and hope to continue working "en el progreso de COMA."

Sincerely,

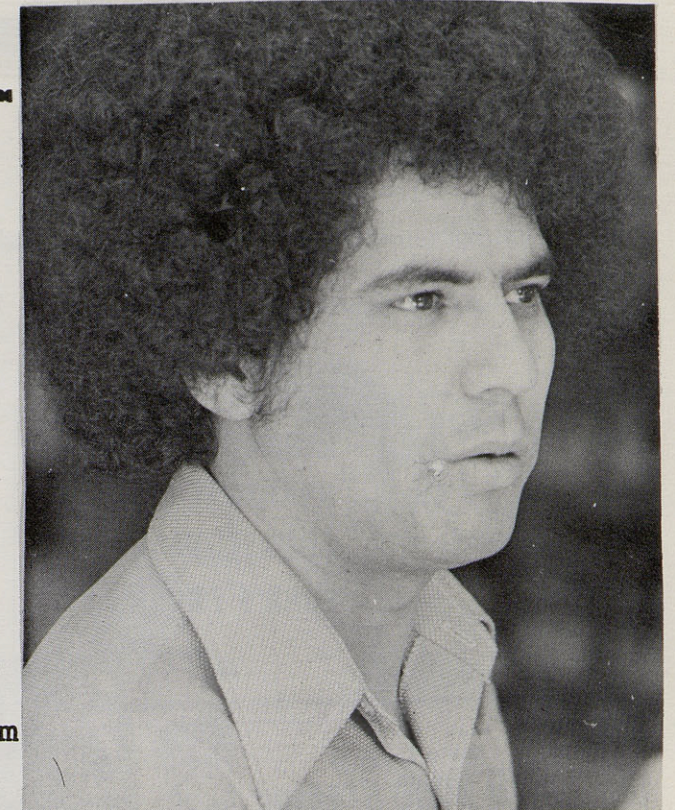
*Gilberto A. Flores*

**Gilberto A. Flores**  
President

PRESIDENTE  
Gilberto Flores  
VICE PRES  
Ismael Hernandez  
SECRETARIO  
Froy Salinas  
TESORERA  
Ida Alfaro

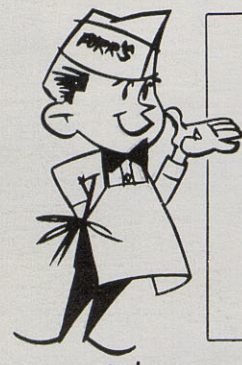
GAF:jmr

Bidal Aguero  
Andres Cruz  
Tomas Garza  
Jorge Moreno  
Roy Montelongo





*Compliments of*



MIRACLE PRICES  
NATIONAL BRANDS  
COURTEOUS SERVICE  
FURR'S PROTEN BEEF

at

and a bonus of  
GOLD BOND STAMPS



**Furr's**  
SUPER  
MARKETS

*Congratulations*

# Television

# 28

# KMCC

Lubbock, Texas

## Markham Style Innovator Shop



**Ida  
Alfaro**



**765-8248**

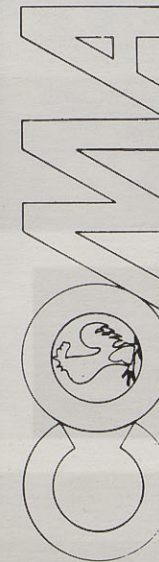
Featuring Markham Style  
Innovator Products and  
Hair Designs For the  
Male and  
Female.



UNIVERSITY ☐ KEND RADIO  
AVE Q ☒ MARKHAM  
2110 BROADWAY

COMERCIANTES  
ORGANIZADOS

MEXICO-AMERICANOS 1215 avenue j p.o. box 886 lubbock, texas 79408 telephone 806/762-5059 director ejecutivo HECTOR DE LEON



Estimado Miembros,

Es un verdadero placer para  
mi que me hayan elejido como  
su nuevo presidente.



As you probably know, I am a firm believer of this  
organization; for I have been with it since its  
inception, and I most certainly plan to continue  
supporting it and its objectives.

As your new president, however, I hope, and I ask  
you for your support. Our organization can only  
be as good as we make it...and I can assure you  
that I will do my best!

De Nuevo, les doy las gracias. I look forward to  
working with you as well as with all of our friends.

Sinceramente,



*Roy Montelongo*

Roy Montelongo  
President-elect

PRESIDENTE  
Gilberto Flores  
VICE PRES  
Ismael Hernandez  
SECRETARIO  
Froy Salinas  
TESORERA  
Ida Alfaro

Ridal Aguero  
Andres Cruz  
Tomas Garza  
Jorge Moreno  
Roy Montelongo



COMERCIANTES  
ORGANIZADOS

MEXICO-AMERICANOS myrick bldg., suite 406 1215 avenue j p.o. box 886 lubbock, texas 79408 telephone 806/762-5059



## Program

- Arturo Villarreal*  
Introduction: ~~Tomas Garza~~, Master of Ceremonies F.  
Invocation by ~~Father Curtis Halfmann~~, Pastor, Our Lady of Grace Church  
7:00-8:00 Dinner served by Don Pablo's Catering  
Music by Pete Morales  
8:00-8:15 Poetry reading by The Black Spirit Poets  
Eric Strong and James McCormick  
8:15-8:45 Presentation of Awards - Ida Alfaro and Tony Reyes  
President's Remarks  
Gilberto Flores - Outgoing President  
Roy Montelongo - President Elect  
Media of the Year  
KWGO Bilingual Radio  
Honorable Mention - La Voz de Texas  
Financial Institution of the Year  
American Bank of Commerce of Wolfforth  
Outstanding Member of COMA  
Mr. and Mrs. Raul and Ester Sepeda  
Outstanding Businessman of the Year  
Mr. Jorge Moreno  
Special Recognition to Hector DeLeon, Executive Director  
8:45-9:15 Introduction of Guest Speaker, Rep. Froy Salinas  
Guest Speaker: Julian Padilla  
President, Albuquerque  
Hispanics Chamber of Commerce  
9:15-9:30 Conclusion - Tomas Garza  
9:30-1:00 Dance and Entertainment by Pete Morales

## BOARD OF DIRECTORS 1977

President  
Roy Montelongo  
Montelongo Welding and  
Machine Shop

Treasurer  
Ida Alfaro  
Markham Style  
Innovator Shop

Director  
Gilberto Flores  
Gilbert's Auto Supply

Vice President  
Jorge Moreno  
La Feria Record Shop

Director  
Bidal Aguero  
La Voz Publishers  
Amigo Pest Control

Director  
Ramiro Luis Jimenez  
Jimenez Bakery

Secretary  
Ester Sepeda  
Sepeda Builders

Director  
Andres Cruz  
Andy's Plumbing and  
Heating

Director  
Mario Perez  
Superior Color

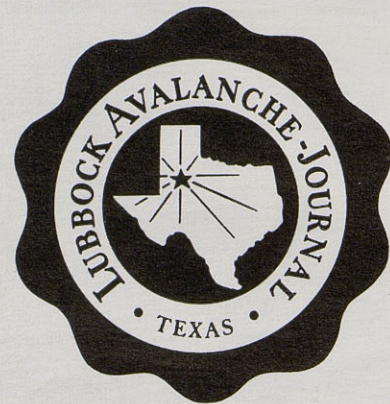
# The Best of COMA 1976





Congratulations  
**COMA**

Compliments of



**Dependable  
Service  
by  
Dependable  
People  
...Since 1916**

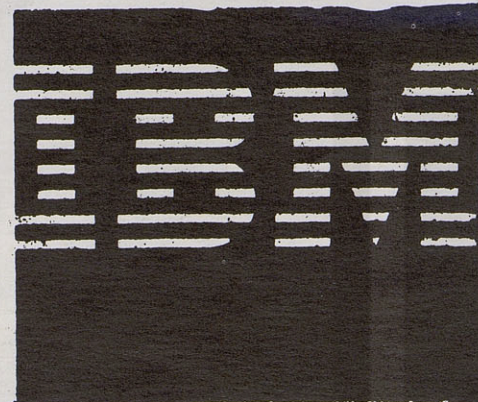


**LUBBOCK POWER  
& LIGHT**  
10TH & TEXAS 763-9381

*Congratulations*



*from*



We Are An Equal Opportunity Employer

## History and Purpose of COMA Comerciantes Organizados Mexico Americanos

COMA grew from the organizational efforts of Mr. Bidal Aguero, Editor of La Voz Newspaper, and other interested businessmen, whose goal was the founding of a Chicano Chamber of Commerce. The first meeting of COMA was held at Guadalupe Center, with only a handful of persons attending that meeting.

Throughout the first year, Mr. Aguero, who had been appointed as temporary President, presided. A subsequent meeting was held where the following officers and directors were elected: Mr. Ismael Hernandez, Vice-President, Mr. Juan Antonio Reyes, Secretary, Mr. Roy Montelongo, as Treasurer, along with Mr. Marcos Garcia - Ayala, Mr. Ramon Chapa, Mr. Jorge Moreno, Mr. Albert Perez, and Mr. Julio Ysasaga as directors. This "steering" body of successful businessmen and professional provided the leadership which assured the initial success of the "Chmber" and provided twenty initial members.

At the time of inception, office space was acquired through the generosity of Mr. Aguero and Mr. Agustin Medina, owners of La Voz, where COMA began functioning. Now COMA Has a permanent office located at the Myrick Building, at 1215 Avenue J. Mr. Hector de Leon was hired to work as the Executive Director in September 1975. His position was made possible through the CETA Program on the city's SPAG (South Plains Association of Governments). Office equipment was provided by Mr. Moreno and Mr. Chapa as well as other members of the organization. The COMA as well as other art material was designed by Mr. De Leon, who is also a Commercial Artist.

The major event taking place the 27th of February was the banquet of the Comerciantes Organizados Mexico-Americanos. This event that culminates the efforts of the members of this organization is a toast to itself as well as to the community; thanks to the members, the formation of this organization has been brought about.



But, what is COMA? What makes it stand out above other organizations? What is its significance? What are its purposes?

COMA, who centuries represent, Comerciantes Organizados Mexico-Americanos is an organization recently formed by a group of merchants, professionals, and other persons in the city of Lubbock and the surrounding area, whose interests have been based on the economic development and the progress of the Mexican-American community. In other words it is somewhat similar to a Chamber of Commerce, since its activities, purposes and interesdts run parallel to those of a Chamber of Commerce. Nevertheless, the reason for which the title distinguishes it as an organization of merchants, and not a Chamber of Commerce is that aside from having the functions of a Chamber, it also has some alternative purposes, such as the progress of the Mexican-American community.

Lake a Chamber, the majority of COMA is made up of men and women, owners and managers of businesses; COMA is at the service of those persons who are interested in establishing a business or simply in improving their present one. This can be done by using the variety of services COMA offers. Now they can also count on the resorts of the Chamber of Commerce of Lubbock just as other similar Mexican Chambers of Commerce of the state of Texas.

As an organization, similar to others, whose purpose is the advancement and progress of Mexican-Americans, it is a center of activities thanks to the members and their diversified interests.

What separates COMA from other organizations is the deed it offers to all persons interested; merchants or professionals that are interested in the economic development of the community, city, and naturally their own business. In order to take advantage, people need to join together in order to become a group, a union and not individuals. But, most of all, the principal purpose of COMA, like that of other Mexican-American organizations, is the public service to the community, and its contribution to the progress and development of the city.



Mr. Ismael Hernandez, owner of the chain of wig stores, Wig Trend, being congratulated by Mr. Fernando De Baca, special assistant to President Ford. Mr. Hernandez was the recipient of the coveted award, "Outstanding Businessman Of The Year."



FOR THEIR CONTINUED SUPPORT AND IN APPRECIATION COMA RECOGNIZES:

#### GOLD CONTRIBUTORS

Southwestern Public Service  
Texas Commerce Bank  
Texas Association of Mexican American Chambers of Commerce

Mr. and Mrs. Albert Perez  
Mr. and Mrs. David Harmon  
Mr. and Mrs. Ernesto Barton  
Pioneer Natural Gas Co., Lubbock, Texas  
Dr. and Mrs. James B. Storey  
Mr. and Mrs. Robert Narvaiz

Associated Business Services, Lubbock, Texas  
De Canasta Vendina, El Paso, Texas  
Mr. and Mrs. Juan Antonio Reyes  
Ms. Dianna Henderson, Lubbock OIC  
LULAC, Lubbock, Texas  
Mr. & Mrs. Patricio Abeyta  
Ambassador Club

#### Keynote Speaker: Dr. Julian Padilla

Julian Padilla is currently President of the Albuquerque Hispano Chamber of Commerce. Dr. Padilla is Chairman of the Board and Chief Administrator of Julian Padilla Company, Inc. His corporation consists of seven companies which work in real estate, land development, sales and property management, appraising, building, economic development and marketing. Dr. Padilla now owns four real estate offices in New Mexico.

In his civic and community involvement, Dr. Padilla is an elected official of the Middle Rio Grande Conservancy District which an

agency which governs millions of acres of land which is vacant in New Mexico. He serves as a Director in this District in Bernalillo, New Mexico. He is an active member of the Alumni Association of the University of Albuquerque and is Chairman of the Evening College. Dr. Padilla is an active member of the Downtown Business and Property Owners Association, Chairman of the Housing Board of Albuquerque, and a member of the Community Development Board. He is also Chairman of the Albuquerque Career Institute.

Dr. Padilla who is a Realtor-Investor by profession is a graduate of the University of Albuquerque and also received his Doctor of Laws from the University of Denver.



# LUBBOCK

## Chamber of Commerce

*Congratulations*

# Vara's Hairstyling

#### PERMANENTS FOR MEN & WOMEN

Bleaching • Tinting • Manicures

#### PERSONALIZED MEN & WOMEN'S HAIR STYLING

Specialize In Blow Cuts  
Hours: Tues - Fri 9 Til 5:30  
Sat. Til 3:00 PM

COMPLETE BEAUTY CARE  
WE ACCEPT WALK INS OR  
CALL FOR APPOINTMENT



Barbara Vara  
Cruz Vara - Owner

**799-4708**

2604 BOSTON

## Awards

### Outstanding Businessman of the Year

#### Mr. Jorge Moreno



Jorge Moreno was chosen this year by COMA members as Businessman of the Year for his success in business and also his outstanding contributions to Lubbock. Jorge Moreno was born in La Feria, Texas on October 3, 1915. He attended his first 2 years of pre-school in La Palma, Tamaulipas, Mexico and finished primary in Saltillo, Coahuila, Mexico. Colegio Roberts. He then graduated from High School in La Feria, Texas in 1935. Mr. Moreno attended 2½ years of pre-med school at Union College in Lincoln, Nebraska. During the Second World War, he served in the

U.S. Air Force as a pilot instructor and overseas in the Pacific as an Airplane Commander in the B-29 Bomber.

After the War, Mr. Moreno and his family established a dry goods business in Harlingen, Texas and from that the business grew into another dry goods store in Elsa, Texas and a grocery and meat market in La Feria, Texas. In 1951, Mr. Moreno was elected to the City Council in Elsa, Texas. In 1951, Mr. Moreno and his family moved to Lubbock and established La Feria, a dry goods store, for 5 years. In 1957, La Feria was converted to a Record Shop.

Included in his civic and community involvement are: member LULAC #263, Past member American G.I. Forum, Past District Director LULAC District #1 1961-62, LULAC of the Year 1961-62, President, Lubbock City Youth Council 1964, President Lubbock Workrecreation Program 1965, Member Small Business Advisory Council 1968, Past President of Community Action Board of Lubbock County, President LEARN Inc., LULAC Man of the Year 1975, Past President Movimiento Popular, Treasurer, Froy Salinas Campaign for State Representative, President, Civil Service Commission of Lubbock, Executive Board Member of Mexican American Services Inc., Vice President of COMA.

On behalf of the members and officers, COMA recognizes Jorge Moreno as Outstanding Businessman of the Year 1977.



### Outstanding Member of COMA

#### Mr. & Mrs. Raul & Ester Sepeda

Mr. and Mrs. Raul and Ester Sepeda were selected this year by the membership of COMA to receive the second Member of the Year Award. Mr. and Mrs. Sepeda were given this honor because of their continued support and outstanding work for the organization which involved giving of their time voluntarily to make activities sponsored by COMA a success.

Owner's of the successful and well known Sepeda Builders, Mr. and Mrs. Sepeda have been in business since January of 1971. Since that time they have built some 75 buildings and houses.

Besides having a successful business and being active in COMA, Raul and Ester also have a full time job caring for their six children. Rolando, 21 and Eddie, 20 are both also active in the business. The rest of the children are Susan, 19; Raul Jr., 16; Ronnie, 14; and Robby, 6.

By giving this small tribute as Outstanding Member of the Year to Raul and Ester Sepeda, COMA wishes to thank them for their continuous support and work for the organization. Muchas Gracias!

### Financial Institution of the Year American Bank of Commerce of Wolfforth

As part of its 1977 Annual Banquet, COMA will recognize a financial institution for service both to the community, and to minority business enterprise. Recipient of the award for 1977 is the American Bank of Commerce in Wolfforth. Since the end of its first full year of operation, 1963, assets at the bank increased from slightly over \$1 million to over \$12 million at the end of 1976. The Bank, under the leadership of Jim S. Moore and Jim Beavers, has established itself as a friend of minority business enterprises and of minority businessmen. In mid-March, 1977, the Bank will move to a new building at the Brownfield Highway and the Wolfforth cut-off. COMA officers and members commend the American Bank of Commerce for its past record of service to individuals and businesses in Lubbock county, and wish the bank great success in its new building and throughout the future.

### Media of the Year KWGO Bilingual Radio

KWGO Bilingual Radio was chosen this year by the members and directors of COMA as Media of the Year for their outstanding coverage of this year's numerous activities. COMA also wishes to recognize KWGO's efforts in helping the entire Lubbock community since its inception in July of 1975.

To its owners, MAS Inc., and its staff; Ernesto Barton, Mary Ann Garcia, Damian Morales, Rey Rivera, Victor Alvarez, Santos Perez, Armando Gonzalez, and very especially Vicente Robles, our most sincere thanks on behalf of COMA. Muchas Gracias!



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