



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



January 17, 1985

Wells, Rich-Greene Advertising Agency  
767 Fifth Avenue  
New York, N.Y. 10022

Attn: Bob Neterich *Cushey*

Re: Benson Hedges Ultra Lights &  
Benson Hedges Lights 100s

Dear Mr. Neterich,

As per our telephone conversation on Monday, January 14, 1985, we came to an agreement on the cost rate for Benson Hedges Ultra Lights and Benson Hedges Lights 100s account. There will be a ~~10%~~ increase on a full page advertisement for Benson Hedges Ultra Lights. This total will be \$493.43, after all deductions have been made. This figure is effective when advertisement is ordered in both editions, Lubbock and Odessa. When advertisement is ordered to be placed only in one edition the rate will be \$~~6.00~~ per column inch. Example: Benson Hedges Lights 100s to inserted in Lubbock edition. <sup>12</sup>~~12~~ col. in x ~~4.25~~ <sup>6.00</sup> equals \$~~714.00~~, after deductions, the total amount will be \$~~594.77~~. *642.60.*

Enclosed please find most recent edition of our Lubbock and Odessa publications. Also, please find our updated rate card.

Mr. Neterich, please feel free to call me if you have any questions. It's a pleasure to work with people like you. Gracias.

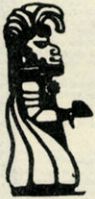
Thanks,

Olga Riojas  
Managing Editor

OR/cg

Enclosure: Rate Card  
El Editor-editions

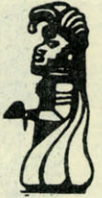




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January 17, 1985

Leo Burnett Agency  
Prudential Plaza  
Chicago, Ill 60601

Attn: Penny Moran

Re: Philip Morris, Inc.  
Mallboro account

Dear Ms. Moran,

As per our telephone conversation on ~~Monday~~ <sup>10,</sup> January 1985, we came to an agreement on the cost rate for Philip Morris, Inc.-Mallboro account. There will be a ~~10%~~ increase on a full page advertisement for this account. Example:

1 page 2/c  
less 15%  
1 color  
less 15%

~~1187.84~~  
~~-166.31~~  
~~275.00~~  
~~419.25~~ W  
~~\$1176.18~~  
~~1258.48~~

1186.30  
-177.94  
294.25  
-44.13  
1258.48

This total will be ~~\$1,176.18~~ after all deductions have been made. This figure is effective when advertisement is ordered in both editions, Lubbock and Odessa.

Enclosed please find most recent edition of our Lubbock and Odessa publications. Also, please find our updated rate card. <sup>please</sup> within the information in the rate card, <sup>make note that we have are a 6 column format.</sup>

Ms. Moran, please feel free to call me if you have any questions. It's a pleasure to work with people like you. Gracias.

~~Thanks.~~ Sincerely

Olga Riojas  
Managing Editor

Or/cg

Enclosure: Rate Card  
El Editor-editions



Wells, Rich, Greene / Inc,  
767 Fifth Avenue  
N. Y., N. Y. 10153  
Attn: Debbie Eithel  
Accounting Dept.

Advertising	w/o Feb. 17, 1986	633.81
Ad # 00715-00594C	Full page = <del>675.29</del>	<del>633.81</del>
Benson & Hedges	Less 15% = <del>101.29</del>	<del>-95.07</del>
Phillip Morris	Less 2% =	<del>-95.07</del>
Lubbock edition		<u>-10.77</u>
Total due =		<u>527.97</u>

\*another one  
but w/ Odessa edition

---

Leo Burnett Adv. Agency  
Prudential Plaza  
Chicago, Ill. 60601

Advertising	w/o Feb. 3, '86	
Marlboro	1 page 2/c =	1186.30
Ad # 5657-A1	Less 15% =	-177.94
'Blue Reach'	1 color =	294.25
Combined Rate	Less 15% =	-44.13
Lubbock + Odessa	Total due =	<u>1258.48</u>



will be until 1-13-86 \* to be effective Feb. 86  
not in monday

Wells, Rich, Greene - B+H Bob Cushey

212: 303-5663 ✓

303-5000

rate effect  
on ea. issue  
Lubbock + Odessa  
(separate bills)

Full pg. 592.35 (7% increase) 41.46  
less 15% -88.85  
less 2% -10.07  
total = 493.43

stress  
date  
10 days  
after  
billing

called  
1-20-86

Full pg = 633.81  
less 15% = -95.07  
less 2% = -10.77  
total 527.97

from  
billing  
ea. invoice

standard format pg,  
6 columns (12 picas ea. col.)  
21" depth w/total column  
inches per pg = 126.

mention new rate 6.35

full pg = 800.10  
less 15% = -120.01  
less 2% = -13.60

total = 666.40 ea. edition

~~822.87~~ both  
~~126.76~~ guy  
rate





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Dear

Please find enclosed copies of newspapers published by Amigo Publications in the West Texas and Permian Basin area. We are publishing two (2) newspapers; one in Lubbock and one in Odessa.

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.

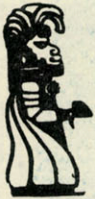
Sincerely,

Olga Riojas  
Managing Editor

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

OR/cg





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January 21, 1985

Parish of Saint John Neumann  
5802 22nd Street  
Lubbock, Texas 79407

Dear Deacon Leroy Behnke,

Excuse the delay of this response to you.

Enclosed find requested information and El Editor's rate card. This was requested from you since September 1984 -- please excuse the delay.

Listed are the staff members of our publication(s):

Olga Riojas -- Managing Editor  
Luis Ordonez -- Copy editor  
Nelas Rios -- Distribution Manager  
Corinne Guerrero -- Receptionist/Secretary  
Mario Serna -- Reporter

If this information is not sufficient please do not hesitate to call me. Thank you.

Sincerely,

Olga/Riojas  
Managing Editor

OR/cg

Enclosure: Rate Card  
El Editor-Edition







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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





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January 22, 1985

Mendoza, Dillon & Associates  
1601 Dove St., Suite 155

Attn: Nicolas Mendoza  
Mario Roza

FEB - 1 1985

Dear Mr. Mendoza,

Please find enclosed copies of newspapers published by Amigo Publications in the West Texas and Permian Basin area. We are publishing two (2) newspapers; one in Lubbock and one in Odessa.

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,

Olga Riojas  
Managing Editor

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

OR/cg



PUBLICATION STATISTICS

PUBLICATION: EL EDITOR, LUBBOCK

DATE: February 13, 1985

MARKET: LUBBOCK

DIMENSIONS OF PUBLICATION: 14" X 21"

FULL-PAGE

SAU SIZE #: \_\_\_\_\_

WIDTH X DEPTH

8 COL. IN. X 21"

( W X D )

REGULAR: \_\_\_\_\_ TABLOID: \_\_\_\_\_

DAILY: \_\_\_\_\_ WEEKLY: ☒ IF WEEKLY, DAY OF PUBLICATION: THURS.

CLOSING DATE: Wednesday, noon

RATE PER LINE: N/A NO. OF LINES (FULL PAGE) N/A

RATE FOR COLUMN IN.: \$4.50 NO. OF LINES (3/4 PAGE) N/A

COST PER INSERTION: FULL PAGE \$756.00 DIMENSIONS: 14" X 21" SAU# N/A  
W X D

, 3/4 PAGE \$567.00 DIMENSIONS: 14" X 17" SAU# N/A  
W X D

CURRENT CIRCULATION: 15,000 LANGUAGE: ENGLISH \_\_\_\_\_

AUDITED: \_\_\_\_\_ BY WHOM: \_\_\_\_\_ SPANISH \_\_\_\_\_

UNAUDITED: \_\_\_\_\_ BILINGUAL ☒

AREAS OF CIRCULATION: Brownfield, Levelland, Slaton, Littlefield,  
Posey, Wilson, Woodrow, Idalou, Plainview

TOPICS COVERED: Local News, State News, National News, International  
News, Sports, Classified,

AGENCY COMMISSION: 15%

CASH DISCOUNT: \_\_\_\_\_ TERMS: \_\_\_\_\_

CONTACT: Olga Riojas TITLE: Managing Editor

ADDRESS: P.O. Box 11250 PHONE #: (806) 763-3841

820 Avenue H

Lubbock, Texas 79401

PHILLIP MORRIS RATES: YES \_\_\_\_\_ NO \_\_\_\_\_ IF YES, RATE APPLIED: \_\_\_\_\_



PUBLICATION STATISTICS

PUBLICATION: EL EDITOR, ODESSA

DATE: 2/13/85

MARKET: ODESSA/ MIDLAND

FULL-PAGE

DIMENSIONS OF PUBLICATION: 14" X 21"

~~14" X 21"~~ #: 8 col.(14") X 21"

Standard Size ☒ WIDTH X DEPTH

COL. IN. X  
( W X D )

REGULAR: ☒ TABLOID: ☐

1 col. in. = 1 1/2"

DAILY: ☐ WEEKLY: ☒

IF WEEKLY, DAY OF PUBLICATION: TUES.

CLOSING DATE: Monday, noon

RATE PER LINE: N/A

NO. OF LINES (FULL PAGE) N/A

RATE FOR COLUMN IN.: \$4.50

NO. OF LINES (3/4 PAGE) N/A

COST PER INSERTION: FULL PAGE \$ 756.00

DIMENSIONS: 14" X 21" SAU# N/A  
W X D

3/4 PAGE \$ 567.00

DIMENSIONS: 14" X 7" SAU# N/A  
W X D

CURRENT CIRCULATION: 10,000

LANGUAGE: ENGLISH

AUDITED: ☐ BY WHOM: ☐

SPANISH

UNAUDITED: ☐

BILINGUAL ☒

AREAS OF CIRCULATION: Midland, Odessa, Pecos, Fort Stockton

TOPICS COVERED: Local News, State News, National News, International News, Entertainment, Sports, Classified,

AGENCY COMMISSION: 15%

CASH DISCOUNT: ☐

TERMS: ☐

CONTACT: Manuel Orona

TITLE: Editor

ADDRESS: P.O. Box 7797

PHONE #: (915) 337-7869

Rt. 12 Box 3220

Odessa, Texas 79766

PHILLIP MORRIS RATES: YES ☐ NO ☐ IF YES, RATE APPLIED: ☐





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January 22, 1985

Trammel's Lubbock Bail Bond

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





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OR/cg

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February 4, 1985

Waddington & Associates  
7619 South University  
Red Oak Square  
Lubbock, Texas 79423

Re: United Supermarket

Dear Ms. Williams,

As per your request of making plans for United Supermarkets, there will be a \$100.00 increase on this 1985 year inserts:

4 page insert - \$400.00

6 page insert - \$500.00

8 page insert - \$600.00

Also please make note that there will be a \$3.50 per column inch rate when ads are being placed in the newspaper.

Negatives would be preferable when ROP color ads are requested.

Please excuse the delay on your reponse. Make note of our new address:

EL EDITOR  
820 Ave. H  
Suite 10  
P.O. Box 11250  
Lubbock, Tx 79408

Thank you for attention. Please do not hesitate to call me if you need any further information.

Sincerely,

Olga Riojas  
Managing Editor

OR/cg





# WADDINGTON & ASSOCIATES

ADVERTISING • MARKETING • PUBLIC RELATIONS

January 30, 1985.

Olga Riojas  
El Editor  
1911, 16th St.  
Lubbock, Tx. 79401

Dear Olga Riojas :

We are in the process of making plans for United Supermarkets advertising for 1985. We would like for you to send us your contract rates for inserts. Please quote us a twelve month rate based on 30-4 page standard (8 page tab) inserts between now and December 31, 1985.

Also, when we run ROP color ads, would you prefer to get negatives or camera prints?

If we could hear from you within the next week, it would enable us to complete our plans. Sorry for the rush, but your cooperation would be appreciated.

Sincerely,

CAROL WILLIAMS  
Account Executive.

up \$100  
increase on  
inserts  
ads: \$3.50 / column inch







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**Odessa Office**  
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TO: Employees  
From: Olga Riojas Manager  
Date: March 18, 1985  
Re: Staff Meeting

Please make note that there will be a staff meeting on Friday, March 22, 1985 at 8:30 a.m.. I urge everyone to attend this meeting, and do not expect another reminder since this memo is not difficult to keep in mind. Gracias

Olga Riojas  
Manager





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March 21, 1985

Governor Mark White  
The State Capital  
Room 200  
Austin, Texas 78701

Dear Governor White:


I would like to recommend for your consideration Mr. Manuel Figueroa, to the Texas Highway & Public Transportation Commission. Governor White, Mr. Figueroa is the owner of Frenship Truck Express of Wolfforth, Texas, the United States and Canada.

His multi-million dollar business deals with trucking, highways & the people involved with both. His company has been profitable from his first year in business. We certainly need a West Texan on this Commission but also a Hispanic who is qualified. Mr. Figueroa is qualified.

I urge you to appoint a well qualified candidate. However, at the same time if the commission does not have a Hispanic, I urge you to seriously consider Mr. Figueroa to the Texas Highway & Public Transportation Commission.

My thanks for your support. For further information call me at the above telephone number.

Sincerely,

  
Olga Rojas  
Managing Editor  
El Editor  
Lubbock, & Odessa  
Bilingual Newspaper





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March 13, 1985

Leo Burnett Advertising Agency  
Prudential Plaza  
Chicago, Ill. 60601

Attn: Diane Jaimes  
Accounting-8th Floor

Dear Ms. Jaimes:

As per our telephone conversation last week, please find enclosed 1-7-85 invoice for advertising in Lubbock and Odessa editions. The rate increase in the advertising was effective after 1-7-85 therefore the advertising for 1-7 stayed the same.

Ms. Penny Moran-buyer is informed of this rate increase and was to notify whoever needed this information. I would assume that if any further information is needed, Ms. Moran should be contacted. Also enclosed please find invoices for the week of 3-4-85 and 3-18-85.

If I can be of any assistance please do not hesitate to call me. Your prompt attention to this matter will be greatly appreciated.

Gracias

Olga Riojas  
Managing Editor

Enclosed

OR/cg

*file*





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March 26, 1985

Southwestern Bell Telephone Company  
410 W. Missouri Room 109  
Midland, Texas 79701

Attn: Darlene Gifford

Dear Ms. Gifford:

Please find enclosed a rate card and the most recent edition of EL EDITOR-Odessa.

As per our telephone conversation, we were talking of the Southwestern Bell "Let's Talk" column that's inserted in a Monthly basis in the Lubbock edition. We would encourage you to do the same in the Odessa edition.

Please do not hesitate to call me if I can be of further assistance. Gracias

Sincerely,

Olga Riojas  
Managing Editor

OR/cg

Enclosure: Rate Card  
El Editor Newspaper





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April 4, 1985

Brazos Offset  
P.O. Box 297  
Slaton, Texas 79364

Attn: Art Ratzlaff

Dear Art Ratzlaff,

Enclosed please find a cashier check for the amount of \$222.50 that will take care of printing cost for Odessa Newspaper.

Please feel free to call me if there's any questions.  
Thank you for saving me a trip to Slaton today.

Thank you for your cooperation. Gracias.

Gracias.

Olga Riojas  
Managing Editor

Enclosure: Cashie Check \$222.50



on Lubbock  
County  
Letterhead

\*

Robert  
Snell-  
Owner

April 8, 1985

United Supermarkets  
General Office  
501 E. 66th Street  
Lubbock, Texas 79423

Attn: Jackie Pierce  
~~Produce Supervisor~~

Dear Sir,

By way of introduction, my name is Eliseo Solis. I wanted to simply touch base and offer my service in whatever manner I might be available in your operation. More specifically, I wanted to commend you on your relationship with El Editor newspaper. I have had the opportunity to witness the line of communication that media has in transmitting information to the public. Moreover, El Editor reaches a segment of the population (spanish-speaking) that generally does not receive media contact other than through the mediums familiar to their language. I was distressed to see no advertisement from United in recent issues as in the past. Your support of an institutions relating to the Mexican American community is greatly appreciated and of significance to all parties involved.

Please call on me at 741-8005 should you desire to discuss this matter further or simply just chat. I would welcome the opportunity.

Thank you in advance for your attention and kind consideration.

Sinceramente

Eliseo Solis  
Commissioner Lubbock  
County, Pct. 3

ES/or





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April 22, 1985

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.

Enclosed is a copy of last year's edition for your consideration of participation this year.

Our rates will be the same for this special edition \$4.50 per column inch. Deadline for advertising is May 23 and publication date will be May 30, 1985.

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

Enclosed: Newspaper edition

OR/or





MAILGRAM SERVICE CENTER  
MIDDLETOWN, VA. 22645  
24PM

Western  
Union Mailgram



4-044492S144002 05/24/85 ICS IPMBNGZ CSP AMAA  
1 8067633841 MGM TDBN LUBBOCK TX 05-24 0455P EST

EL EDITOR NEWSPAPERS  
PO BOX 11250  
LUBBOCK TX 79408

THIS IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

8067633841 TDBN LUBBOCK TX 22 05-24 0455P EST  
PMS LOUISE ADAME  
CONVENTION CHAIRPERSON, DLR  
LULAC STATE CONVENTION  
SHAMROCK HILTON  
HOUSTON TX

THIS WILL CERTIFY BIDAL AGUERO, EDITOR, PUBLISHER AND CARLOS LOPEZ  
REPORTER FOR LULAC STATE CONVENTION. APPRECIATE ALL NORMAL COURTESIES  
AFFORDED TO PRESS.

OLGA RIOJAS, MANAGING EDITOR  
EL EDITOR NEWSPAPERS, LUBBOCK, ODESSA, AUSTIN

IN THE EVENT OF ANY SERVICE INQUIRIES, PLEASE DIRECT CORRESPON-  
DENCE TO:

NATIONAL CONSUMER SERVICE CENTER  
C/O WESTERN UNION TELEGRAPH COMPANY  
308 WEST ROUTE 38  
MOORESTOWN, NJ 08057

1946 EST

MGMCOMP MGM



PROPOSAL FOR 1985 SENORITA BROCHURES

Printing 500 (18x2) inside, = 36 pages + 4 page cover w/color separation (4 colors) on Front Cover including photo layout (not Photographer)

\$1850.00

Typesetting \$16 per page (including layout)

DEADLINE FOR PROCESSING: NO LATER THAN APRIL 19, 1985.

NEEDS COVER DESIGN BY APRIL 12, 1985.

Color will be provided: for these ads:

- 1st inside front page
- inside back page
- cover (front & back)

Includes glossy outside cover.

\* This proposal is based on 40 pages. Price will vary on number of pages.

Submitted by:

[Redacted signature]

Olga Rojas

®





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# EL EDITOR

Odessa Office  
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June 3, 1985

Carol Williams  
Waddington Advertising  
7619 South University  
Lubbock, Texas 79423

Re: United Account

Dear Carol,

As per our telephone conversation I understand that the following reasons are the principal reasons for choosing to insert the United ad in the Hispanic News instead of EL EDITOR.

1. Old papers being left on racks.
2. Ads not being inserted
3. Better rate

In response, I offer the following for your consideration.

1. Old papers: This is the first time I have heard of this being a problem. My new circulation manager has advised me that since he took over in 2-1-85, distribution sites have been added and a calculated number of newspapers is left in each rack to assure that all papers are distributed as fast as possible to the customer. Distribution sites now number 78 in Lubbock and an additional 100 around Lubbock including all towns in which United stores are located.
2. Ads not being inserted: According to my general manager Olga Riojas, there was only one instance that a United ad was not inserted and it was because of an early deadline and early distribution because of Thanksgiving holidays. She was instructed by someone at your agency not to insert the ad because we were publishing on Wednesday instead of Thursday.
3. Betwer rate: The question we should ask is if scacrificing quality is worth a better rate. I bring your attention to this week EL EDITOR's graduation edition which proves our support by the local business community and show our efforts to





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

# EL EDITOR

Odessa Office  
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Odessa, Texas 79766  
Tel. (915) 337-7369



June 3, 1985  
Cont.-2

serve the Hispanic community. We continually provide the Hispanic community with original (not duplicated) stories-local, state and national. We also provide a much read and talked about editorial page to enlighten our readers as to political questions that need to be answered.

Our rate reflects the professional services which you are receiving in order to provide a professional newspaper.

Cost increase is more specifically justified in letter to John dated 3-8-85.

Enclosed is further information about our newspaper which I hope you can compare with the services being provided to you by the Hispanic News. Thank you in advance for your continued consideration, if you have any questions, please do not hesitate to call me.

Sincerely,

[Redacted Signature]  
Bidal Aguero  
Editor/Publisher







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To: El Editor staff members  
From: Olga Riojas, Managing Editor *OR*  
Date: June 21, 1985  
Re: Cleanliness of office

As you know that sometimes we have our offices clean and sometimes we don't. It would be appreciated if we could do our share and keep the front office clean--this also includes the front desk.

It would also be appreciated when anyone uses someone else's space it would only be proper to clean up the area that was used and be left the way it was found.

\*Note: do not leave anything on at the end of the day: darkroom light, typesetter off if on over 15 mins. if no one is using it, waxer, light tables, radio and etc. The typesetter should be clean, no papers on it like it has had for the past 2 weeks.

Again it would be very much appreciated if all of us could do our little share of the cleanliness of EL EDITOR's offices. If you have any questions please feel free to contact me. Gracias. Thank you. ®

cc: Lubbock Entertainer-staff





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July 3, 1985

El Editor bilingual newspaper will be hosting it's 6th Annual Menudazo at Buffalo Springs Lake. Music, booths-food/games, outdoor tournaments will be on for two big days Saturday and Sunday July 13 and 14.

There will be a Women's Pool Tournament on Thursday, July 11 at the Sportsman's Club. Entry fee will be \$6.00.

Friday, July 14 a Men's Pool Tournament will be held at the Sportsman's Club. Entry fee will be \$7.00.

All outdoor tournaments and games such as slowpitch softball, volleyball, horseshoes, washers etc... The tournaments will kick off Saturday morning July 13 and finish up on/by Sunday July 14.

Free Menudo will be served until it lasts for everyone on Sunday, July 14. The menudo contest is schedule to be at 4 pm.

Booth space rental is limited, so call, 763-3841, for more information

**Deadline** for entry fees in any tournaments or outdoor games should submitted by Thursday, July 11.

If more information is needed please call 763-3841, if not we are looking forward to seeing you during our 6th Annual Menudazo Activities July 11, 12, 13, and 14. See you there!!







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## PRESS RELEASE

July 10, 1985

The EL EDITOR's 6th Annual Menudazo will be held at Buffalo Springs Lake.

The Menudazo activities will be kicked off Thursday, July 11 with a Ladies Pool Tournament that will be held at the Sportman's Club which is located at 803 N. Ave. Q Drive starting at 7:30 p.m.

On Friday, July 12 there will be a Men's Pool Tournament that will be held also at the Sportman's Club starting at 7:30 p.m. Pre-registration for these two events will be a hour before the tournaments.

Saturday, July 13, 1985 at Buffalo Springs Lake all of the outdoor activities will take place, such as Slowpitch Tournament both men and womens, Volleyball tournament, Horseshoes, Washer, and etc. These activities are schedule to begin at 9:00 a.m. until sunset.

Sunday, July 14th main attraction of the whole event. The Gran Menudazo, all tournaments will come to an end on this day. Trophies and prizes will be award at this event. There will be music provided by local and out of town bands: Mi Tequila, Krystal Band, Siempre, Hermanos Valdez, Veke y los Ravens, Ricky Martinez y Grupo Internacional, Arriba Tejas, Riche y los Latinos, Johnny G y El Momento, Gallitos Nortenos and Los Braveros del Norte. FREE Menudo for everyone until it lasts will be given away after the Menudo Contest. The contest is schedule to be at 4:00 p.m. that day. This event is to start at noon.

There will be all kinds of booths, food, games and a gran dunken booth during the outdoor activities. Bring the whole family, make it a family day.

No coolers will be allowed, there will be beer available Budweiser and Bud Light.

For furthe rinformation contact Olga Riojas or Bidal Agüero at 763-3841. Thank You for consideration. Gracias.





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August 5, 1985

Wells, Rich, Greene, Inc.  
660 Madison Ave.  
New York, N.Y. 10153


Attn: Jayshree Patel

Dear Ms. Patel

As per our telephone conversation last week, we do not have any purchase order from Wells, Rich, Greene, Inc. - Philip Morris, Inc. ordering advertising for Benson and Hedges 100's Lights for 8/27/84 and 9/3/84. Therefore we do not have an invoice or tearsheets for this.

If there is further information needed please do not hesitate in calling me. Thank You for your cooperation  
Gracias.

Sincerely,

  
Olga Rojas  
Managing Editor

OR/jg





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August 6, 1985

Waddington Advertising Agency  
7619 South University  
Lubbock, Texas 79423

Attn: Randy Christian  
Boot City

Dear Randy,

Please find enclosed our most recent edition of EL EDITOR and our rate card. As you can see our rate per column inch is \$4.50 per column inch --- NOW until September 3, 1985, EL EDITOR is having a BACK TO SCHOOL Splash on its rate cost. The rate will be \$3.00 per column inch now until back to school season comes to an end.

Please allow this column rate to be presented to Boot City and other clients of yours as well.

If I may be of further assistance please do not hesitate in calling me at the above telephone number. Thank you for your cooperation. Hope to hear from you soon.

Gracias.

Olga Riojas  
Managing Editor

OR/jg  
Enclosure: Rate card/Edition







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August 15, 1985

Sports News  
Texas Tech University  
P.O. Box 4199  
Lubbock, Texas 79409


Attn: Joe Hornaday  
Sports Information  
Director

Dear Joe,

It's that time of the year again-football season! For the past few years El Editor has always covered the Texas Tech Red Raiders football game and would like to continue to do so. Please send me this year's football season passes for media coverage purposes.

If you have any questions please do not hesitate in calling me at the above telephone number. Thank you for your consideration in this matter.

Sincerely,

  
Olga Riojas  
Managing Editor

OR/jg





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September 4, 1985

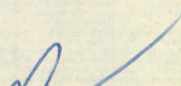
Karen L. Vardy  
4003 68th Street  
Lubbock, Texas 79413


Re: Subscription

Ms. Vardy,

Please find enclosed your check for the amount of \$12.50 for a subscription of 6 months of El Editor. We are in the planning stage of reestablishing our surscription list and your name will be place on it.

Thank You for subscribing El Editor. If I may be of furte her assistance, please do not hesitate in calling me at the above telephone number.

Gracias. 

  
Olga Riojas  
Managing Editor

OR/jg

Enclosure: Check





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September 10, 1985

Joe Marmolejo  
Idalou, Texas

Dear Mr. Marmolejo,

Please excuse the overlooking on our part for this  
outstanding bill of the 6th Annual Menudazo.

Once again thank you for participating in the Grito  
Contest during the menudazo.

If there is anything that we may serve you in please  
do not hesitate in calling on us. Gracias.

Sincerely,

Olga Riojas  
Managing Editor  
EL EDITOR

OR/or

Enclosure: check #1380--\$15.00







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October 1, 1985

Super Auto Repair  
906 Ave J.  
Lubbock, Texas 79401

Dear Jackie and Eloy,

Please find enclosed the photos of the Ribbon Cutting Ceremony for the opening of your business. Congratulations on behalf of El Editor.

Sincerely,

  
Olga Riojas  
Managing Editor

We are here at your convience.

OR/jg







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October 1, 1985

Ron D. Givens  
State Representative  
P.O. Box 11309  
Lubbock, Texas 79408

Dear Ron,

Please find enclose a photo taken during the summer  
pertaining to Education presented by LULAC Council 263.

Sincerely,



Olga Riojas  
Managing Editor

OR/jg







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October 9, 1985

Texas Press Service  
718 West Fifth Street  
Austin, Texas 78701-2799

Attn: Accounting Dept.

Enclosed please find the tearsheet of El Editor Newspaper of Odessa, Texas that are needed with the invoice for the week of September 12, 1985 and for the week of September 19, 1985.

Gracias,

Olga Riojas  
Managing Editor

Enclosure: Tearsheets

OR/jg





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October 29, 1985

COMA 1986 Directory

3000 Directory -- 32 pages \$3500.

To Include:

16 pages -- listings

16 pages -- ads

Cover - 80 lb glossy enamel  
2 color -- Black and ?? (whatever)

Art for cover provided by EL EDITOR

\*\*\*\*Each additional page after the 16 requested will be  
an additional of \$20.00 per page.

COPY OF LISTINGS TO BE DELIVERED BY NOV. 1, 1985

COPY FOR AD TO BE DELIVERED NO LATER THAN NOV. 4, 1985

Any material brought by after the deadline will be given back.

Finished directory delivered to COMA by Dec. 2, 1985

Any questions please forward them to 763-3841 and ask for Olga Riojas  
or Bidal Aguero. Gracias.

*Sinceramente.*

[Redacted Signature]  
Bidal Aguero  
Publisher/Owner

[Redacted Signature]  
Olga Riojas  
Managing Editor

BA/or





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November 4, 1985

El Editor's Gobbler Give-Away is designed to bring customers into your business by creating traffic through registering for turkeys to be given away on November 27, 1985.

El Editor will print registration coupons for three weeks November 7, 14 and 21. Contest will also be promoted through KTLK radio station. Each sponsoring business will be mentioned on radio spots. Patrons must cut coupon with name of sponsoring business and take it to the sponsoring business to register.

Cost for sponsoring business is \$100.00. El Editor will provide the sponsoring business with registration boxes, signs and will pay for the turkeys. One turkey will be given away for each sponsoring businesses. El Editor is responsible for delivering turkeys to winners. Sponsoring business must provide registration table.

For further information needed please do not hesitate in calling our office at 763-3841. Thank you.





November 20, 1985

Rafael Castillo  
2410 N. Irene  
Amarillo, Texas 79107

Dear Rafael,

Enclose please find information on our upcoming Christmas edition as well as other interested mail outs.

Please do not hesitate in calling our office if we could assist you in any matter. Gracias.

Sincerely,

Olga Riojas  
Managing Editor

OR/jg

®





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January 9, 1986

Dear Advertiser,


1986 promises to be a good year and we at El Editor wish you success and more business. We hope that this year will bring more business between us so that we can more adequately service your customers.

Enclosed please find a new rate card effective January 1, 1986. As you will notice we are now a six column SAU newspaper. Although our rates seem to have jumped tremendously from \$4.50 per column inch to 6.35. our reduction from 8' column to 6 columns will prove only a 9% increase in our rates. This increase necessary in order to offset essential expenses.

Frequency discounts are still available given on individual basis to each client.

Again, we hope that 1986 will be a prosperous and mutually beneficial year.

Sincerely,

  
Olga Riojas  
Managing Editor

OR/jg



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

President Gerald Ford

Gov. Mark White

Congressman Kent Hance

Congressman Larry Combest

Senator John Tower







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January 10, 1986

Leo Burnett Agency  
Prudential Plaza  
Chicago, Ill 60601

Attn: Penny Moran

Re: Philip Morris, Inc.  
Marlboro account

Dear Ms. Moran,

As per our telephone conversation on Friday, January 10, 1986, we came to an agreement on the cost rate for Philip Morris, Inc, Marlboro Account. There will be a 7% increase on a full page advertisement for this account. Example:

1 page 2/c	1186.30
Less 15%	-177.94
1 color	294.25
<del>Less</del> Less 15%	- 44.13
	<hr/> 1258.48

This total will be 1258.48 after all deductions have been made. This figure is effective when advertisement is ordered in both editions, Lubbock and Odessa.

Enclosed please find most recent edition of our Lubbock and Odessa publications. Also, please find our updated rate card. Within the information in the rate card please make note that we are a 6 column standard format.

Ms. Moran, please feel free to call me if you have any questions. It is a pleasure to work with people like you. Gracias.

Sincerely,

Olga Riojas  
Managing Editor

Enclosure: Rate Card  
El Editor Edition



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January 23, 1986

Wells, Rich, Greene Adv. Agency  
767 Fifth Avenue  
New York, New York 10022

Attn: Bob Cushey

Re: Benson & Hedges Ultra Lights &  
Benson & Hedges Lights 100s

Dear Mr. Cushey,

As per our telephone conversation on Monday, January 20, 1986, we came to an agreement on the cost rate for Benson & Hedges Ultra Lights and Benson & Hedges Lights 100's account. There will be a 7% increase on a full page advertisement for Benson & Hedges Ultra Lights. This total will be \$527.97, after all deductions have been made. This figure is effective when advertisement is ordered in both editions, Lubbock and Odessa. When advertisement is ordered to be placed only in one edition the rate will be \$6.00 per column inch.

Example : Benson & Hedges Lights 100's

To insert in Lubbock edition, 126 Column inch X \$6.00 = 756.00, after commission, the total amount will be \$ 642.60.

Enclosed please find an example invoice as for this account. Also, please find our most recent edition of our Lubbock and Odessa publications. Also, please find our updated rate card, and should make note that we are a 6 column standard format newspaper.

Mr. Cushey, please feel free to call me if you have any questions. Gracias.

Sincerely,

Olga Riojas  
Managing Editor

OR/jg

Enclosure : Rate Card  
El Editor Lubbock/Odessa