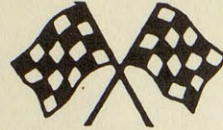


**COMERCIANTES
ORGANIZADOS
MEXICO
AMERICANOS**

1977

**BUSINESS & PROFESSIONAL
DIRECTORY**



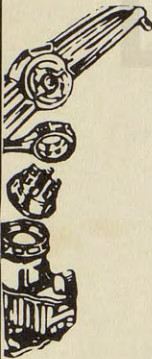
Gilbert's

AUTO SUPPLY

708 4th St.

Lubbock, Texas

QUALITY PARTS AT DISCOUNT PRICES



MONROE

DUPONT



Motorcraft

STARTERS - CARBURETORS
BEARINGS - MUFFLERS - FUEL
PUMPS - SHOCK ABSORBERS -
GENERATORS - ALTERNATORS - SEAT BELTS -
AUTO RACING & SPORTS CAR EQUIP.

OPEN MON - FRI 8 - 9
SAT 8 - 6 SUN 10 - 6

747-4676

708 4th

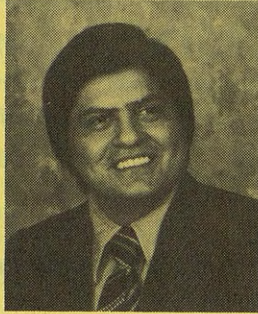
GILBERT A. FLORES, Owner

DANNY ALEMAN

COMERCIA
ORGANIZA
MEXICO-A



PRESIDENTE
Roy Montelongo
VICE PRES
Jorge Moreno
SECRETARIA
Ester Sepeda
TESORERA
Ida Alfaro
Bidal Aguerro
Andres Cruz
Luis Jimenez
Mario Perez
Gilberto Flores



**COMERCIANTES
ORGANIZADOS**

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



LETTER FROM THE PRESIDENT

Dear Friends:

This directory is probably the first of its kind ever printed in Texas or the nation. Please take good care of it. It will become history and will be a collectors item.

The purpose of this directory is to promote the Mexican American businesses. To motivate our young people or someone interested in opening a new business; that there is still opportunity. As president of Comerciantes Organizados Mexico Americanos, I would like to see more chicanos get into the economic mainstream of business. I would like to see all types of businesses, manufacturing, retail, construction, etc. Remember a journey of a thousand miles begins with the first step.

This directory is by no means complete. It is not limited to members of C.O.M.A. Everyone was given the opportunity via the news media. If someone was left out it was not our intention. However, due to the great success, it will become an annual event. So please cooperate next year, so it can be even better.

In conclusion, I urge the community to support these businesses, especially those that advertized, they made this directory possible by their cooperation.

God Bless you?

Roy Montelongo
President of C.O.M.A.

PRESIDENTE
Roy Montelongo
VICE PRES
Jorge Moreno
SECRETARIA
Ester Sepeda
TESORERA
Ida Alfaro
Bidal Agüero
Andres Cruz
Luis Jimenez
Marlo Perez
Gilberto Flores

"COMA MEANS BUSINESS"

Comerciantes Organizados Mexico Americanos

History and Purpose of COMA

COMA grew from the organizational efforts of Mr. Bidal Aguero, Editor of La Voz de Texas Newspaper. Starting in November of 1974, Mr. Aguero and other interested businessmen held their first meeting at Guadalupe Center. Mr. Aguero was appointed as temporary President, and, at a subsequent meeting, the following officers and directors were elected: Mr. Ismael Hernandez, Vice-President; Mr. Juan Antonio Reyes, Secretary; Mr. Roy Montelongo, Treasurer; Mr. Marcos Garcia-Ayala, Mr. Ramon Chapa, Mr. Jorge Moreno, Mr. Albert Perez, and Mr. Julio Ysasaga were directors. This "steering" body of successful businessmen and professionals provided the leadership which assured the initial success of COMA. There were twenty initial members and the charter was received in February, 1975.

At the outset, office space was provided through the generosity of Mr. Aguero and Mr. Agustin Medina, co-owners of La Voz Newspaper. At present COMA has a permanent office located in the Green Building, at 1215 Ave. J.

COMA functions as a chamber of commerce for the Mexican-American community and the Mexican-American businessman. Thus its full name is *Comerciantes Organizados Mexico-Americanos*. Its purpose is to develop the economic resources of the Mexican-American community within the larger context of Lubbock and the surrounding area.

COMA is more than a chamber of commerce, however, in that its interests are not exclusively confined to the businessman's problems. COMA realizes that the success of business and professional people depends ultimately on the complete and all around well-being of the people who compose the community it serves.

So, while cooperating with, and, in some respects, forming part of the larger Lubbock Chamber of Commerce, COMA serves as a meeting ground for Mexican-American business and professional men and women in their efforts to promote the progress and development of their city.

197

NAME

A & J Shad
Abeyta, Pa
Attorney
Acosta Aut
Action! Mo
Aguero, Bi
Pres.-Ed
Aguilar, Fr
Aguilar's B
Aguirre, Jo
Plumber
Aguirre Plu
Conditio
Alaniz, Ma
Lakeside
Alaniz Tile
Alcorte, Pe
Auto Me
Alcorte Au
Aldape, Eli
Clergym
Alejandro,
Woodcra
Alejandro,
Alfaro, Ida
Hairstylis
All-America
Gonzalo
Al's Clean
Alvarado, F
Printer, I
Ambassado
American E
Martin Al
American C
Local Bu
Organiza
Amigo Pes
Amistad Ca
Andres V
Andrew's A
Andres R
Andy's Plur
& Air Cor
Angel's Lou

1977 BUSINESS & PROFESSIONAL DIRECTORY

NAME	ADDRESS	PHONE
A & J Shade and Blind	1917 19th St.	762-4013
Abeyta, Patricio A. Attorney at Law	1209 Broadway	763-9377
Acosta Auto Repairs	1714 E. Broadway	762-9233
Action! Modern Commercial Art	P.O. Box 5223	763-3729
Aguero, Bidal Pres.-Editor of LA VOZ nwspr	2823 Clovis Rd.	763-5869
Aguilar, Frank	2716 3rd St.	763-7778
Aguilar's Barber Shop	1217-B Ave. F	
Aguirre, John Plumber	3218 1st Pl.	763-4081
Aguirre Plumbing, Heating & Air Conditioning	3218 1st Pl.	763-4081
Alaniz, Manuel Lakeside Camper Mfg.	4533 Brownfield Dr.	797-9123
Alaniz Tile Co.	4533 Brownfield Dr.	797-9123
Alcorte, Pete Auto Mechanic	902 Ave. A	747-7851
Alcorte Automotive Repairs	902 Ave. A	747-7851
Aldape, Eliseo Rev. Clergyman	201 N. Boston	763-6211
Alejandro, Mario Alberto Woodcrafts	2513 Bates	
Alejandro, Al	2513 Bates	763-9049
Alfaro, Ida Hairstylist, Markham Style Shop	2110 Broadway	765-8248
All-American Real Estate Gonzalo Garza	3432 Ave. H.	763-5666
Al's Cleaners	1212 Ave. G.	744-6741
Alvarado, Refugio Printer, Imprenta Mexicana	205 University	762-9178
Ambassador Club	1204 Broadway	762-9386
American Body Works Martin Alonzo & John Davila	126 Sherman at Clovis Rd.	762-5061
American G.I. Forum Local Business Development Organization/Jaime Garcia	1603 13th St., Suite 212	763-9804
Amigo Pest Control	2823 Clovis Rd.	763-3841
Amistad Cafe Andres Velazquez	2005 14th St.	747-9558
Andrew's Auto Parts Andres Rivera	112-A Sherman Ave.	762-0697
Andy's Plumbing & Heating & Air Conditioning	3202 2nd St.	762-3468
Angel's Lounge	703 13th St.	762-9781

Aparicio, Jimmy Owner, Chaparral Construction Co.	7801 Memphis Ave.	795-8735
Arias, Joe Owner, Joe's Feed & Supply	1100 S. 9th, Slaton	828-3656
Armstrong, Sam Newsman, KDAV radio	6602 Quirt Ave.	745-5000
Arismendez, Julio	1503 42nd St.	747-6268
Arzabala, Emilio Baker, El Nopal Bakery	615 Broadway	762-9863
Associated Business Services Jesus Holguin, David Garza, Oliverio Martinez	1220 Broadway, Suite 1401	765-9592

B

Barajas, Alfonzo Construction & Remodeling	2902 E. 1st St.	763-0504
Barajas, Margarita Owner, Oasis Drive-Inn	2908 Parkway Drive	763-4073
Bazadua, Gonzalo Owner, Francis Grocery & Fruit Mkt.	P.O. Box 372, Wolfforth, TX	
Beevers Radiator Shop Alfredo Cantu, Owner	2602 Ave. H	744-0803
Ben's Upholstery Ben Licon, Owner	501 E. 36th St.	747-4919
Benites, Juan Owner, Chris's Cleaners	4109 Ave. H	744-0046
Benny's Auto Repair Berra, Gloria Gogi's Coiffures (Beauty Shop)	2408 Ave. J 1638 17th St.	763-1231
Borrego, F. H. Staff Mgr., Amer. Nat. Ins. Co.	1639 Main	762-8733
Broadway Battery & Electric Jaime Hernandez, Owner	1208 Ave. A.	763-9653

C

Canales, Guillerma Jiffies Drive-Inn	1909 2nd St., Petersburg, TX	
Cantu Auto Repair Cantu, John IBM, General Systems Div.	2712 Ave. H 1602 10th St.	744-9037 765-7451
Cantu, Larry Canyon Lake Auto Supply Esequiel & Alfred Garcia, Owners	29th & Slide Rd. 2609 Clovis Rd.	
Carrillo Gulf Station Casa Mexicana Anita Berlanga, Owner	1701 4th St. 1206 Ave. F	762-9044 762-9021
Casa Taxco Castaneda, Alfonso Castresana, Luis Enrique Castro's Hair Styling Cavazos, Jesus Internal Revenue Service	113 N. University 3710 43rd St. 1810 3rd St. 1500 Broadway 1205 Texas Ave.	762-2838 762-1287 762-6513

795-8735	Cervantez, John Welding Contractor	1904 E. Auburn	762-1619
828-3656	Cervantez, Arthur Welder	506 Quirt	747-7594
745-5000	Cervantez, Arnold Welder	302-B Sherman Ave.	762-8564
747-6268	Cesario's Barber Shop Cesario & Dolores Torres, Owners	2624 34th St.	795-8627
762-9863	Chapa, Ramon Director, Minority Relations, SBA	1205 Texas Ave.	762-7462
765-9592	Chapa, Xavier Trans-Texas Engineering Co.	P.O. Box 5871	
763-0504	Chavez, Arturo Director, LEARN	1203 University, Suite 208	763-4256
763-4073	Chavez Beauty Salon Theodora Chavez	1110 Ave. J	762-4069
	Cortez, Juan Shropshire & Assoc. Ins. Agency	1615 Ave. M	763-7311
	Cortez, Wally La Cumbre Restaurant	2610 Salem Ave.	792-5006
744-0803	Costancio, Joe Consulado de Mexico	1212 Ave. G 1500 Broadway, Suite 1320	744-6741
747-4919	Contreras, Ted A - 1 Auto & Air Conditioning	1940 Texas Ave.	747-2748
744-0046	Cruz's Bicycle Shop	4204½ 19th St.	763-1375
D			
763-1231	David's Fine Upholstery Davila, Frank	2115 19th St. 119 N. University	762-1375 762-5622
762-8733	Frank's Shoe Shop, Owner Davila, Juan & Martin Alonzo		
763-9653	Auto Work, American Body Works De Leon, Nephtali	126 Sherman Ave.	762-5061
	Advertising Art Agency Action! Modern Commercial Arts	1215 Ave. J, Suite 406	763-3729
744-9037	De Leon, Neftali Contractor	800 E. Lubbock St., Slaton	792-6069
765-7451	Diaz, Marcial Duran, Armando, MD	144 Lynn, Slaton 810 13th St.	763-0952
E			
763-4511	Early Bird Cafe	3027 Clovis Rd.	762-9022
762-9044	El Encanto Restaurant	4415 Ave. H	744-9293
762-9021	El Kenita Club	4601 Southeast Dr.	762-9832
	El Nene's Cafe	1962 Texas Ave.	744-9096
	El Nopal Bakery	615 Broadway	762-9863
762-2838	El Sombrero Restaurant	2321 34th St.	795-9522
762-1287	El Sombrero Restaurant No. 2	5402 Slide Road	792-9686
762-6513	Escobedo, Leoncio Owner, Gasolinera Escobedo	1921 Clovis Rd	762-9544

Escobedo, Juan Owner, Gasolinera Escobedo	1921 Clovis Rd.	762-9544
Espinosa Barber Shop	1213 Ave. F	
Estrada, Agustin	318 Sherman Ave.	
Estrada TV Repair & Pawn Shop	703 Broadway	765-8415
F		
F & S Janitorial Service	3401 E. Colgate	
Famous Department Store	1213 Ave. G.	763-5711
Sadallah & Angelina Moses, Owners		
First National Styling Center	Lower Level, FNB-Pioneer Bldg.	762-1287
L. E. Castro, Mgr.		
Flores Barber Shop	4412 Ave. H	762-9298
Flores, Gilberto	708 4th St.	747-4676
Owner, Gilbert's Auto Supply		
Flores, Gilbert E.		
Notary Public	2823 Clovis Rd.	763-5869
Flores, Joe		
The Che Che Club	1819 E. Broadway	762-9407
Flores, Jesse	400 S. 15th St., Slaton, TX	828-5619
Owner, Nine Jay's Photo Enterprise & Production Services, College of Bus. Admin., Texas Tech Univ.		742-3186
Flores, L. G.	1706 E. 2nd St.	763-4740
Cement Contractor		
Flores' Tortilla Factory	4806 Ave. D	762-5622
Floyd's Ornamental	321 Maple, Levelland, TX	
Frank's Shoe Shop	119 N. University	762-5622
Frank's Washateria	718 4th St.	762-9632
G		
Garcia, Anselmo	325 N. Durham, Crosbyton	675-2949
Irrigation Line Repair		
Garcia, Arthur	Flint & Brownfield Hwy, Wilfrth	866-4591
Tilecraft of Wolfforth		
Garcia, Esteban	703 W. 21st St., Plainview	
Contractor		
Garcia Brothers Auto Parts	2617 Colgate	763-4511
Garcia, Guadalupe	5411 14th St.	795-2816
Garcia, Jaime	3005 Harvard	762-2042
American G.I. Forum		763-9804
Garcia, Joe	501 Idalou Rd.	762-9944
Joe's Custom Body Shop		
Garcia, Manuel	3017 E. 3rd Pl.	762-3107
Construction		
Garcia, Miguel	611 E. American Blvd, Muleshoe	272-4821
Garcia's Welding Shop		
Garcia, Silbano	P.O. Box 974, Morton, TX	266-5862
John's Welding Shop		

Garcia, Wil
Cactus I
Garcia's W
Garza, Bob
SW Bell
Garza, Dav
Associat
Garza, Gon
All-Amer
Garza, Tom
Attorney
Gasolinera
Leoncio
Gilbert's A
Gilbert's A
Gogi's Coi
Gonzalez E
Gonzalez,
Owner, E
Gonzales,
Owner, F
Graduate E
Gonzales, I
Gonzalez, I
Texas Mi
Gonzalez, V
Vicky's B
Gonzalez, V
Texas Co
Gomez, Ro
Gonzalez, F
Teacher
Gutierrez, J
Gutierrez
Gutierrez U
Blas Guti
Guzman, Ju
Guzman's
Garza, Sylv
Director,
of Tejas,
Henderson,
All-Ameri
Hernandez,
Floyd's Tr
Hernandez,
Little Gulf
Hernandez,
Owner, W

762-9544	Garcia, Willie Cactus Inn	401 N. University	765-5842
	Garcia's Welding & Machine Shop	5411 14th St.	
765-8415	Garza, Bob SW Bell		762-6372
	Garza, David D. Associated Business Services	1220 Broadway, Suite 1401	765-9592
763-5711	Garza, Gonzalo All-American Real Estate	3020 30th St. 3432 Avenue H	799-8838 763-5666
762-1287	Garza, Tomas Attorney	1006 13th St.	747-4534
762-9298	Gasolinera Escobedo Leoncio y Juan Escobedo, Owners	1921 Clovis Rd	762-9544
747-4676	Gilbert's Auto Supply	708 4th St.	747-4676
	Gilbert's Automotive Warehouse	708-B 4th St.	747-4676
763-5869	Gogi's Coiffures	1638 17th St.	763-1231
	Gonzalez Barber Shop	803 Broadway	762-4168
762-9407	Gonzalez, Celestino Owner, El Charro Restaurant	1608 19th St.	762-5854
828-5619	Gonzales, Frank Owner, Frank's Washateria	718 4th St.	762-9632
742-3186	Graduate Barber Shop	2630 34th St.	792-1853
763-4740	Gonzales, Hector Rev.	1826 64th St.	795-6552
	Gonzalez, Ruby Texas Migrant Council Center	604 Ave. D	765-5175
762-5622	Gonzalez, Vicky Vicky's Bakery	309 N. University	744-2909
762-5622	Gonzalez, Wally	P.O. Box 841	763-3471
762-9632	Texas Commerce Bank		
	Gomez, Rosalee	3211 Cornell	744-2670
	Gonzalez, Rose Mary Teacher	3506 23rd St.	797-0345
675-2949	Gutierrez, Jacinto	P.O. Box 925, Cactus	996-5210
866-4591	Gutierrez Pool Hall & Bar Gutierrez Underground System Blas Gutierrez, Owner	3103 2nd St.	762-4546
	Guzman, Juan Guzman's Texaco Station	Rt. 1, 71A, Slaton, TX	828-3035
763-4511	Garza, Sylvestre	2014 34th St.	762-0167
795-2816	Director, Llano Estacado Farmworkers of Tejas, Inc.		
762-2042			
763-9804			
762-9944			
		H	
	Henderson, Belva All-American Real Estate	3432 Ave. H	763-5666
762-3107	Hernandez, Florentino Floyd's Trucking	905 W. Halsell, Dimmitt	647-3728
272-4821	Hernandez, Frank Little Gulf Station	206 W. American Blvd, Muleshoe	
266-5862	Hernandez, Ismael Owner, Wig Trend	1012 Broadway	763-1106

Hernandez, Jaime	1208 Ave. A	763-9653
Broadway Battery & Electric		
Hernandez, Juan	609 N. Hudson	763-8654
Hernandez Plumbing Co.		
Hernandez, Manuel	113 E. 4th St., Denver City	592-2072
Manuel's Cafe-Restaurant		
Hernandez Plumbing Co.	609 N. Hudson	763-8754
Herrera's Second Hand Clothing	1217 Ave. F	
Hinojos M. Louis	205 N. University	762-9178
Louis Optical		res. 762-8159
Holguin, Jesus (Sunny)	1220 Broadway, Suite 1401	765-9592
Associated Business Services		

I

Image Styling & Barber Shop	217-B N. University	744-8271
Rufus U. Rodriguez, Owner		
Imprenta Mexicana	205 N. University	762-9178
Refugio Alvarado, Owner		

J

J & R Grocery	521 N. Boston	762-9567
Jimenez Bakery	1218 Ave. G	762-9921
Alfredo Jimenez, Owner		
Jimenez, Bruno	1509 E. 76th St.	762-5797
Contractor		
Jimenez, Luis	1218 Ave. G	762-9921
Owner, Jimenez Bakery		
Jiffies Drive-In	909 2nd St., Petersburg	
Jimmie's Upholstery	1618 Ave. H	762-1796
Joe's Custom Body Shop	501 Idalou Rd.	762-9944
Joe's Feed & Supply	1100 S. 9th St., Slaton, TX	828-3656
Joe Arias, Owner		
Joe's Mobile Home	3506 Erskine	763-3371
John's Welding Shop	P.O. Box 974, Morton, TX	266-5862
Jose's Dining Room	5029 Ave. H	744-3784
Juarez, Alfredo	3701 50th St.	792-6101
Woolco Department Store		
Julie's Used Clothing	4005 Ave. H	744-7192

K

K L F B-AM, Radio Station	2700 Marshall	765-8114
Marcelo Tafoya, Manager		
K W G O-FM, Radio Station	6125 Ave. A	745-4148
Vicente Robles, Manager		

L

L & L Machine Shop	2509 Stanford Ave.	747-4924
La Bodega	617 Broadway	762-9341
La Cumbre Restaurant	2610 Salem Ave.	792-5006

La Coperac
Orquestra
John Ortiz
Oscar Ag
La Feria Rec
La Fiesta Re
Rafael & S
Lakeside Ca
La Leche Le
La Malinche
Robert & I
La Voz New
Lara's Serv
Lee's Foreig
Lerma, Ang
U.S. Army
Lina's Cafe
Little Gulf S
Lomas, Raul
Ray's Paw
Longhorn M
Longoria, T
Metropolit
Lopez, Rich
Owner, Va
Louis Optic
Louis Hin
Lovato, Al
Owner, Al
Lovato, Carl
Charcoal
Lugo, Rober
Owner, La
Luna, Celest
State Thea
Lupita's Bear

Madrid, Fide
Western A
Marez, Moni
Marez Mac
Marina, Char
Mini Marke
Martinez, An
Owner, Un
Martinez, Art
Outdoor si
Martinez Mot

763-9653	La Coperacion Mexicana		
	Orquesta		
763-8654	John Ortiz		765-5617
	Oscar Agado		892-2074
592-2072	La Feria Record Shop	1105 Broadway	762-3437
	La Fiesta Restaurant	1519 34th St.	744-9151
763-8754	Rafael & Socorro Rosiles, Owners		
	Lakeside Camper Manufacturing	4533 Brownfield Dr.	797-9123
762-9178	La Leche League of Lubbock	4503 7th St.	795-9965
res. 762-8159	La Malinche	1105 2nd Pl.	763-2933
765-9592	Robert & Mary Lugo, Owners		
	La Voz Newspaper	P.O. Box 5913	763-5869
	Lara's Service Station	2602 Parkway Drive	762-9671
	Lee's Foreign Car Specialist	1955 Texas Ave.	763-1465
744-8271	Lerma, Angel	4206-A 50th St.	762-7617
	U.S. Army Recruiter		res. 797-9107
762-9178	Lina's Cafe	2225 Clovis Rd.	
	Little Gulf Service Station	206 W. American Blvd, Muleshoe	
	Lomas, Raul	1701 E. Broadway	744-1862
	Ray's Pawn Shop		
762-9567	Longhorn Meat Market	1706 34th St.	747-2329
762-9921	Longoria, Tomas	2302 34th St.	796-8201
	Metropolitan Life Insurance Co.		res. 799-7430
762-5797	Lopez, Richard	2110 4th St.	762-9419
	Owner, Valley Fruit Market		
762-9921	Louis Optical Co.	205 N. University	762-9178
	Louis Hinojosa, Owner		
	Lovato, Al	1212 Ave. G	744-6741
	Owner, Al's Cleaners		
762-1796	Lovato, Carlos	3609 Paris Ave. rear	744-7385
762-9944	Charcoal Oven		
828-3656	Lugo, Roberto	1105 2nd St.	763-2933
	Owner, La Malinche Restaurant		
763-3371	Luna, Celestino	P.O. Box 84, Plainview	296-9154
266-5862	State Theater		
744-3784	Lupita's Beauty Shop	3613 Ave. A	747-5878
792-6101			

M

744-7192	Madrid, Fidel	619 Main St., Friona, TX	247-3728
	Western Auto Associates		
765-8114	Marez, Monico	518 Sherry Lane, Brownfield	
	Marez Machine Shop		
745-4148	Marina, Charlie	406 N.W. 1st St., Morton, TX	
	Mini Market		
	Martinez, Anita	119 N. University Ave.	747-0083
747-4924	Owner, University Beauty Salon		
762-9341	Martinez, Arturo	2819 Dartmouth	765-9941
792-5006	Outdoor signs, art & design, murals		
	Martinez Motor Co.	1005 Idalou Rd.	763-7784

Martinez, Oliverio	1220 Broadway, Suite 1401	765-9592
Associated Business Services		
Martinez & Son Body Shop	2101 E. Broadway	
Owners, Jesse & Fernando Martinez		
Martinez, Rudy	602 E. 5th St., Plainview	262-1677
Mary's Beauty Shop	1204 Broadway	765-9682
Mary Valdivia, Owner		
Medina, Agustin	2823 Clovis Rd.	763-9682
La Voz Newspaper		
Mejia, Lupe	1712 3rd St.	762-4618
Taco Village Restaurant		
Mendez & Serna Upholstery	1928 19th St.	747-9626
Mendoza, Ramon	4412 Ave. Q	744-0212
Owner, Ramon Shell Service Station		
Mescalco, Jose	P.O. Box 85, O'Donnell	
Mescalco Welding Service Shop		
Mi Tierra Cafe	701 Broadway	762-9458
Montelongo, Roy	1301 N. Ave. T	765-7810
Montelongo Welding & Machine Shop		
Montelongo's Tortilla Factory	3021 Clovis Rd.	762-3068
Owner, Petra Montelongo		
Montelongo Welding & Machine Shop	1301 N. Ave. T	765-7810
		765-7947
Montoya, Sra. Juana	3305 Dartmouth	747-0715
Wedding Cakes, Shaklee Products		
Moreno, Alicia	2607 Ave. H	744-5895
Texas Salvage Sales		
Moreno, Inez	1214 49th St.	744-6166
Ceramics		
Moreno, Jorge	1105 Broadway	762-3437
Owner, La Feria Record Shop		
Morton Manufacturing	Morton, Texas	266-5342
Owner, Bernardo Garcia		
Moses, Sadallah & Angelina	1213 Ave. G	763-5711
Famous Department Store		
Mosqueda, Victor	6008 Orlando	797-5103
Photographer		

N

Narvaiz, Roberto R.	1607 13th St.	747-3681
Director, SER, Jobs for Progress	2505 36th St.	res. 792-5037
Nine Jay's Photo Enterprise	400 S. 15th, Slaton, TX	828-5619
Nombrana, John	2632 34th St.	795-9489
Owner, A-Acme Upholstery		
North University Garage	304 N. University	744-1562

O

O & G Water Pump	2501 Ave. H	762-9236
Oasis Drive-Inn	2908 Parkway Drive	763-4073
Margarita Barajas, Owner		

Ojeda, Flo
Floyd's
Oliva, Mar
Las Cas
Olivarez, S
Ortiz, P. C
Owner,
Ortiz Real

Pablo Sul
Pancho's
Owner,
Pancho's
Parkway S
Pauda, Ge
Owner,
Pena, Ran
Consul
Perez, Alb
Attorney
Perez Auto
Juan Pe
Perez Boo
Perez Cab
Raul Pe
Perez, Car
El Padri
Perez, Jes
Electrici
Perez, Jua
Owner,
Perez, Luc
Human
Perez, Mar
Manny's
Perez, Mar
Owner, S
Perez Mob
Perez, Moi
Perez Bo
Perez, Rau
Perez Bo
Pete's Fies
Porras, Fel
Physicia
Porras, No
Physicia
Prado's Ca

765-9592	Ojeda, Florentino Floyd's Ornamental	321 Maple St., Levelland	
	Oliva, Margarito Las Casuelas Restaurant	2321 Clovis Road	762-8357
262-1677	Olivarez, Santos	2916 Cornell St.	765-5493
765-9682	Ortiz, P. Gilberto Owner, Ortiz Real Estate & Tax Svc.	1202 46th Pl.	747-8852
763-9682	Ortiz Real Estate & Tax Service	2223-B Clovis Rd.	762-9236
762-4618	P		
747-9626	Pablo Sulaica Pool Hall	705 Broadway	762-9618
744-0212	Pancho's Auto Repair Owner, Guadalupe Trevino	97th & So. Quirt	745-3556 res. 744-6792
	Pancho's Restaurant	125 N. University	765-6184
	Parkway Shell Service Station	1902 Parkway Dr.	765-7345
762-9458	Pauda, George	1316 Texas Ave.	747-5922
765-7810	Owner, State Theater		
	Pena, Ramiro Cap.	1915 14th St., Apt. 502	765-9528
762-3068	Consul de Mexico		
	Perez, Albert	1001 Main St., Suite 634	747-4583
	Attorney at Law		
765-7810	Perez Auto Repair	Rt. 7, Box 884	744-1036
765-7947	Juan Perez, Owner		
747-0715	Perez Bookbinding & Bible Repair	3716 37th St.	796-0846
	Perez Cabinet Shop	2237 E. 48th St.	747-0751
744-5895	Raul Perez, Owner		
	Perez, Carlos	2211 4th St.	762-9798
744-6166	El Padrino Club		
	Perez, Jesus	Rt. 8, Box 375, Apt. 2	797-2701
762-3437	Electrician		
266-5342	Perez, Juan	2501 Ave. H	762-9680
	Owner, Perez Mobil Service Station		
763-5711	Perez, Luciano	916 Texas Ave.	762-6411
	Human Relations Director		Ext. 278
797-5103	Perez, Manuel	P.O. Box 368, Ralls	253-2696
	Manny's Market		
	Perez, Mario	1906-B Ave. Q	747-3389
	Owner, Superior Color		
	Perez Mobil Service Station	2501 Ave. H	762-9680
747-3681	Perez, Moises	3716 37th St.	795-0846
res. 792-5037	Perez Bookbinding & Bible Repair		
828-5619	Perez, Raul	2235 34th St.	792-8352
795-9489	Perez Bookbinding & Bible Repair		
	Pete's Fiesta Club	1902 E. 4th St.	762-9389
744-1562	Porras, Felipe MD	4005 24th St.	792-3872
	Physician		
	Porras, Norma MD	4005 24th St.	792-3872
762-9236	Physician		
763-4073	Prado's Carpet Cleaning	2513 Amherst	763-8646

Prado, Ignacia Vicky's Bakery	309 N. University	744-2909
Prado, Juan	2513 Amherst	763-8646
Princess Beauty Shop	2624 34th St.	795-8627
Printing, Agustin Medina	2823 Clovis Rd.	763-5869

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R & C Welding	Brownfield Hwy	
Ramirez, Jimmy Alonzo Sales Rep., Pollard Friendly Ford	S. Loop 289 & Indiana Ave.	797-3441
Ramirez, Ausencio Plumbing	1301 26th St.	
Ramirez Chevron Service Station	601 Amarillo Highway	762-9542
Ramirez, Gonzalo Jose's Dining Room	2831 Clovis Rd.	762-9526
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Ramirez, Mucio	701 Broadway	762-3068
Ramirez, P. Cruz Cruz's Bicycle Shop	4204½ 19th St.	795-4331
Ramiro, Antonio D. L. Odonez Cabinet & Trimming	615 Hartford	744-5176
Ramos, Felix District Right of Way Attorney	5620 Villa Drive	745-4411 Ext. 493
Rancho Grande Club	1701 E. 19th St.	762-9589
Rangel, Jessie Admissions Counselor	West Hall, Texas Tech U.	742-3661
Rangel, Margaret Designer, Ladies Apparel	819 S. Sunset, Littlefield	385-5922
Rangel, Pablo El Sombrero Restaurant No. 1 Don Pablo's Restaurant	4902 34th St.	797-8909
Rangel, Rudy El Sombrero No. 2	5402 Slide Rd.	792-9686
Rancho Grande Pool Hall	710 13th St.	
Ray's Pawn Shop	1701 E. Broadway	744-1862
Reyes, A. Roberto Taco Village	1712 3rd St.	762-4457
Reyes, Tony Dir. of Relocation, Urbn. Rnwl. Agcy.	1114 10th St.	762-6411 Ext. 593
Reyna, Cruz Reyna's Grocery Store	1702 Baylor St.	762-9121
Reyna, Francisco Pancho's Restaurant	125 N. University	765-6184
Rivera, Andres Andrew's Auto Parts	112-A Sherman Ave.	762-0697
Rivera, Rudy & Eulogio Rivera's Car Wash	302 N. University	762-8513
Robles, Vicente Radio K W G O-FM	6125 Ave. A	745-6942
Rodriguez, Bennie Manager, The Lighthouse Book Store	1308 Broadway	744-4235

Rodriguez	
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Rodriguez	
Lupe Ro	
Rodriguez	
Fiesta In	
Rodriguez	
Carpente	
Rojas, Car	
Internal	
Rosie's TV	
Rosiles, Jo	
Rosiles, Ra	
La Fiesta	
Rosita's Ca	
Rufus Mar	
Salas, Ben	
Janitoria	
Salazar Tra	
Salinas, Fr	
Metropol	
State Re	
Salinas, Tr	
Salinas, Vil	
Attorney	
Sanchez R	
Baldema	
Santos, Ra	
Physician	
Sedeno's In	
Sepeda Au	
Sepeda Bu	
Sepeda, Jo	
Sepeda A	
Shaw's Bea	
Lola Cor	
Sister Soph	
Sifuentes, L	
Lina's Ca	
Sifuentes, F	
Fresh fru	
Soler, Fran	
Physician	
Solis Bros.	
Pete, Joe	
South Plain	
Superior M	

744-2909	Rodriguez, Lupe	601 4th St.	762-9962
	Rodriguez Shamrock		
763-8646	Rodriguez Shamrock Service Station	601 4th St.	762-9962
795-8627	Lupe Rodriguez, Owner		
763-5869	Rodriguez, Pete & Freddy	1902 E. 4th St.	762-9389
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	Rodriguez, T. Valentin	3106 3rd St.	765-8966
	Carpenter		
797-3441	Rojas, Carlos	1205 Texas Ave.	762-7431
	Internal Revenue Service		
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762-9542	Rosiles, Jose	Hwy 62, Brownfield Rd.	866-4612
762-9526	Rosiles, Rafael	1519 34th St.	744-9151
	La Fiesta Restaurant		
	Rosita's Cafe	3501 Ave. A	744-9192
762-3068	Rufus Martinez Shell	4412 Ave. Q	
795-4331		S	
744-5176	Salas, Benigno	2727 E. 3rd St.	763-9989
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742-3661	State Representative, District 75-B		
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385-5922	Salinas, Vilsen	1811 Broadway	763-9551
	Attorney at Law		
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792-9686	Physician		
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744-1862	Sepeda Builders	5013 15th St.	797-9164
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	Sepeda, Jose	5406 Magnolia	744-9133
762-6411	Sepeda Auto Salvage		
Ext. 593	Shaw's Beauty Shop	1717 Ave. K	762-4606
762-9121	Lola Corrales, Owner		
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765-6184	Sifuentes, Lina & Alberto	2225 Clovis Rd.	
	Lina's Cafe		
762-0697	Sifuentes, Richard & Rebeca	2913 Fordham	747-6068
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762-8513	Soler, Francisco MD	1318 Broadway	762-0881
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745-6942	Solis Bros. Automotive	302 N. University	765-5155
	Pete, Joe, John Solis, Owners		
744-4235	South Plains Tire Co.	309 Ave. H	747-4297
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T		
Taco Village Restaurant	1713 3rd St.	762-4457
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Tony Montemayor, Owner		
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University Beauty Salon	119 N. University Ave.	747-0083
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Valdivia, Mary	1316 Main St.	765-9682
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Vara's Hairstyling & Barber Shop		
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Vargas, Anastasio	617 Broadway	762-9341
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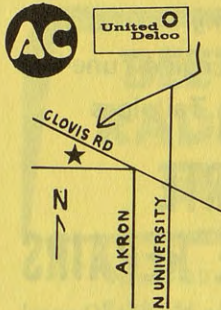
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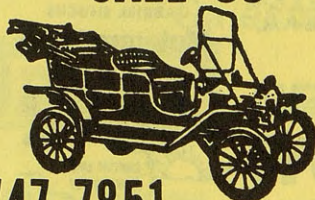
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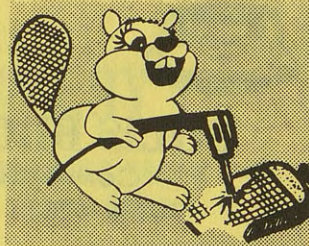
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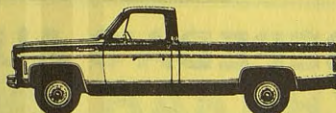
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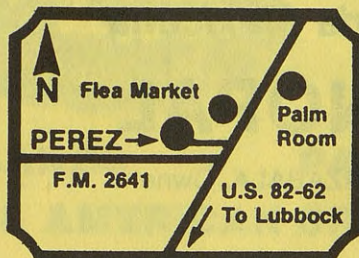
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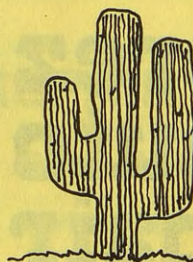
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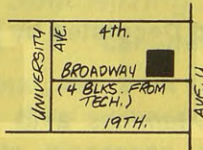


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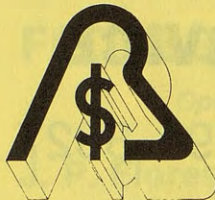
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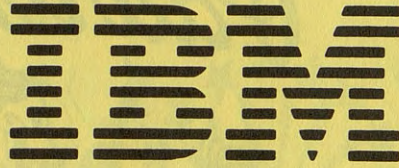
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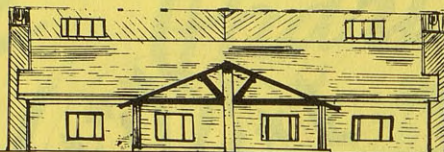
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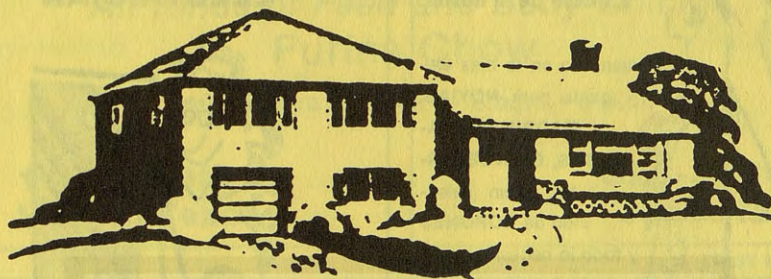
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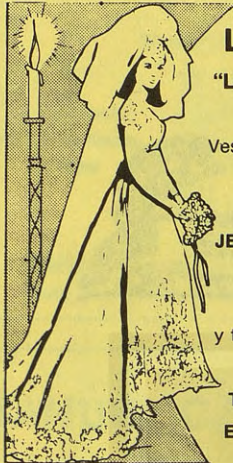
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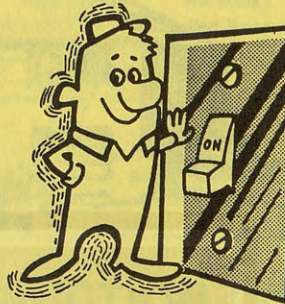
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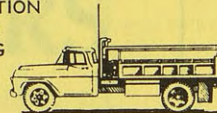
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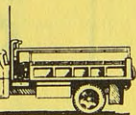


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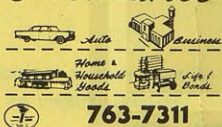
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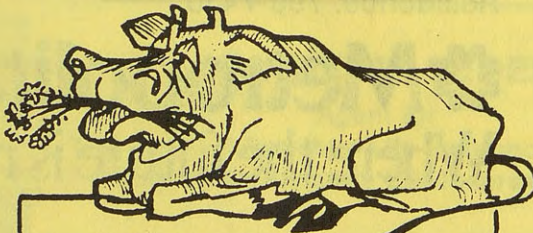
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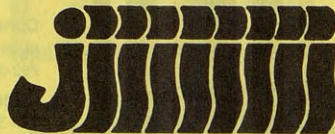
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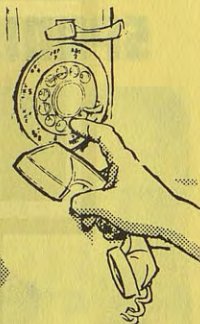


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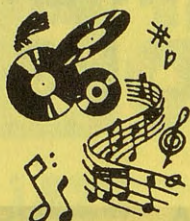
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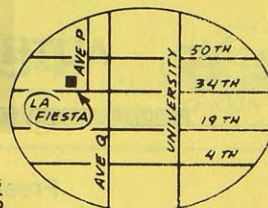
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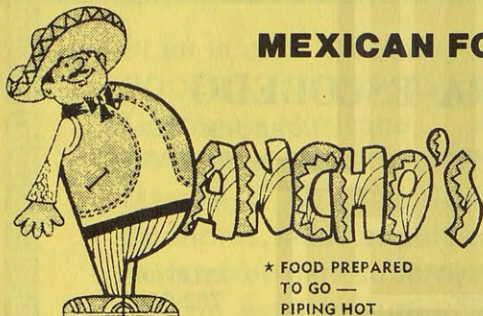
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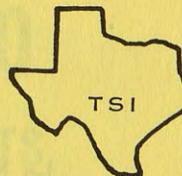
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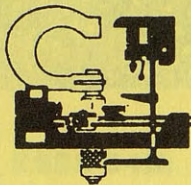
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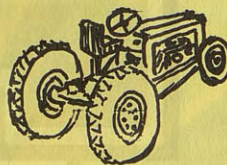
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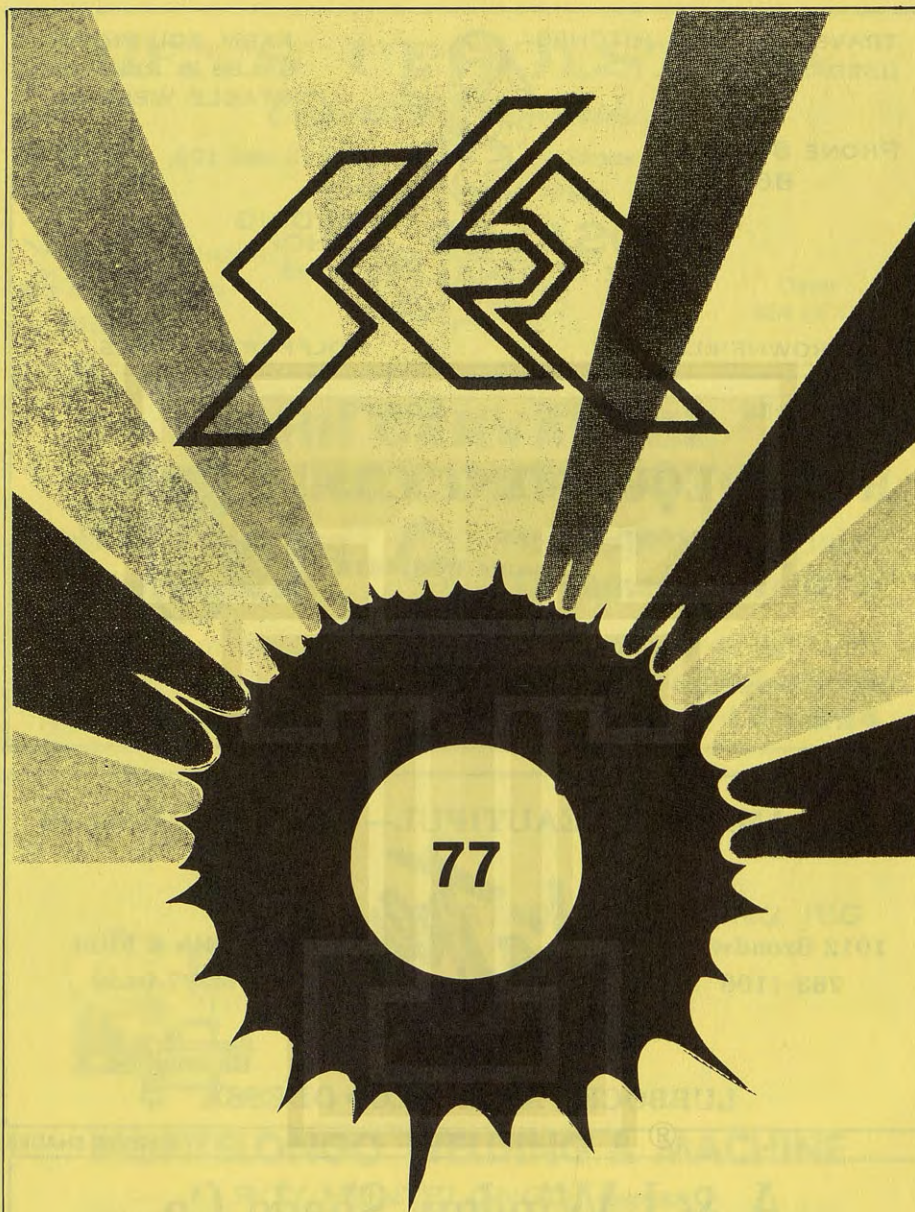
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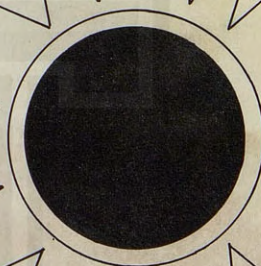
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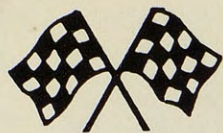
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AMERICANOS**

ANUOCCOMIA

**BUSINESS &
PROFESSIONAL
DIRECTORY**



1978



Gilbert's

AUTO SUPPLY

708 4th St.

Lubbock, Texas

QUALITY PARTS AT DISCOUNT PRICES



MONROE



Motorcraft

STARTERS - CARBURETORS
BEARINGS - MUFFLERS - FUEL
PUMPS - SHOCK ABSORBERS -
GENERATORS - ALTERNATORS - SEAT BELTS -
AUTO RACING & SPORTS CAR EQUIP.

OPEN MON - FRI 8 - 9
SAT 8 - 6 SUN 10 - 6

747-4676

708 4th

GILBERT A. FLORES, Owner

DANNY ALEMAN

COMERCIANTES
ORGANIZADOS
MEXICO-AMERICA



Presidenta
Eather Sepeda
Vice Pres.
Juan Cervantes
Secretaria
Rosemary González
Tesorero
Gonzalo Garza
Directores
Ramón Chapa
David Garza
Luis Jiménez
Robert Lugo
Raul Sepeda

**COMERCIANTES
ORGANIZADOS**

MEXICO-AMERICANOS Fields Bldg., 1921 Ave. Q, Ste. 217, P.O. Box 886, Lubbock, Tx. 79408, Tele. 806/762-5059



LETTER FROM THE PRESIDENT



Dear C.O.M.A. Members and Friends:

As President of C.O.M.A. and in behalf of this great organization which I believe is one of the best organizations in TAMACC, I wish to express our most sincere appreciation to all persons who made this directory possible, especially our Mexican-American owned businesses. We feel this directory is a very significant and tremendous contribution to our community.

C.O.M.A. proudly recognizes and congratulates all of our business persons. We realize that each of them has valiantly confronted the many challenges and obstacles against impossible odds and has emerged victoriously to join the successful stream of free enterprise.

I strongly urge everyone in our community to support the businesses which have advertised in this directory, by patronizing their business establishments. We should demonstrate our gratitude by utilizing the directory for our daily purchases. These persons made the directory possible and available to everyone free of charge. C.O.M.A. would like for every business person to know that he is not alone, that we offer our support and assistance.

It has been a pleasure to work with you as your president, and if I can help in any way, please call me. May I add that if anyone was left out of the directory, it was not our intention.

Sincerely,

Esther Sepeda
C.O.M.A. President

Presidenta
Esther Sepeda
Vice Pres.
Juan Cervantes
Secretaria
Rosemary González
Tesorero
Gonzalo Garza
Directores
Ramón Chapa
David Garza
Luis Jimenez
Robert Lugo
Raul Sepeda

"COMA MEANS BUSINESS"

HISTORY AND PURPOSE OF C.O.M.A.

COMERCIANTES ORGANIZADOS MEXICO—AMERICANOS

C.O.M.A. — Comerciantes Organizados Mexico-Americanos, an organization that has become one of the strongest in our city, became a reality through the dreams and determination of a small group of businessmen in our community. The initial organizers along with Mr. Bidal Agüero, who was C.O.M.A.'s first President, were very instrumental in its founding. Other organizers were Mr. Ismael Hernandez, Vice-President; Mr. Juan Antonio Reyes, Secretary; Mr. Roy Montelongo, Treasurer, and the following persons who served on C.O.M.A.'s first board: Marcos Garcia Ayala, Ramon Chapa, Jorge Moreno, Albert Perez, and Julio Ysasaga. C.O.M.A. has grown under the leadership of dedicated leaders such as Mr. Gilbert Flores, Second President of C.O.M.A., Mr. Roy Montelongo, President for 1977, and its 1978 President, Esther Sepeda, who is providing the hard-working leadership necessary to make the organization stronger and to insure its continued growth. Mrs. Sepeda is currently serving as Secretary of TAMACC.

In the past three years, C.O.M.A. has served the city as a Chamber of Commerce for the Mexican-American community and the Mexican-American business persons. C.O.M.A. serves as just more than a Chamber of Commerce but also as a vehicle and liaison between the city and the entire community. C.O.M.A. realizes that the success of the business and professional persons in Lubbock depends ultimately on the complete and all-around well-being of all persons who make up the community being served.

In full cooperation with and in some respects forming a part of the Lubbock Chamber of Commerce, C.O.M.A. provides the meeting ground for Mexican-American business and professional persons in their efforts to promote the progress and development of their city.

In February of 1978, C.O.M.A. received funding from the city of Lubbock providing the organization with a staff. The staff is currently housed at 1942 Avenue Q, Suite 217, Fields Building.

Presently, C.O.M.A. is hosting monthly workshops to help resolve many of the problems our business persons are confronted with. A directory identifying all Mexican-American professionals and Mexican-American owned businesses in the Lubbock area has been published and is free of charge to everyone.

C.O.M.A. holds its general meeting every second Tuesday of the month. Their discussions are varied but always with the same objectives in mind—to unify all of our efforts for the betterment of the Mexican-American business person a greater share of the business dollar.

1978

NAME

AAA Auto Club
John Cervantes
Abarca, Ramon
Lubbock High School
A & J Shade and Son
Abeyta, Patricia
Attorney at Law
Acosta Auto Parts
Acosta, Willie
Acme Upholstery
John Nombela
Adame, Efrén
Agüero, Bidal
El Editor
Aguilar, Frank
Aguirre, John
Plumber
Aguirre Plumbing
Conditioning
Alaniz, Manuel
Tile & Construction
Albert's Fashion
Alcorte, Pete
Alcorte Auto
Aleman, Danny
Gilbert's Auto
Alfaro, Ida
Markham's
Alfonso's Custom
All-American
Gonzalo Garcia
Al's Cleaners
Alvardo, Refugio
Imprenta M
American Book
Martin Alonzo
American Home
Insurance Co.
Amigo Pest Control
Bidal Agüero
Amistad Cafe
Andres Velasco
Andy's Plumbing
Conditioning

1978 BUSINESS & PROFESSIONAL DIRECTORY

NAME	ADDRESS	PHONE
AAA Auto Club		
John Cervantez	2304 34th Street	792-2701
Abarca, Ramon - Asst. Principal		
Lubbock High	2004 19th Street	765-8821
A & J Shade and Blind	1917 19th Street	762-4013
Abeyta, Patricio A.		
Attorney at Law	1209 Broadway	763-9377
Acosta Auto Repairs	1714 E. Broadway	762-9233
Acosta, Willie - KWGO	6125 Ave. A	745-4148
Acme Upholstery		
John Nombrana	2654 34th Street	795-9489
Adame, Efren - KLFB	2700 Marshall	765-8114
Aguero, Bidal		
El Editor	1638 Main	763-3841
Aguilar, Frank	2716 3rd St.	763-7778
Aguirre, John		
Plumber	3218 1st. Pl.	763-4081
Aguirre Plumbing, Heating & Air		
Conditioning	3218 1st. Pl.	763-4081
Alaniz, Manuel		
Tile & Construction Co.	4533 Brownfield Dr.	792-9583
Albert's Fashions	50th & Indiana	792-6212
Alcorte, Pete		
Alcorte Automotive Repairs	409 4th	747-7851
Aleman, Danny		
Gilbert's Auto Supply	708 4th Street	747-4676
Alfaro, Ida		
Markham Style Shop	2110 Broadway	765-8248
Alfonso's Custom Tailoring	3130 34th.	793-0520
All-American Real Estate		
Gonzalo Garza	3432 Ave. H	763-5666
Al's Cleaners	1212 Ave. G	744-6741
Alvardo, Refugio		
Imprenta Mexicana	1638 Main	762-9178
American Body Works		
Martin Alonzo & John Davila	126 Sherman	762-5061
American Home Security Life		
Insurance Company	1603 13th Suite 210	763-7344
Amigo Pest Control		
Bidal Aguero	1638 Main	763-3841
Amistad Cafe		
Andres Velasquez	2005 14th Street	747-9558
Andy's Plumbing, Heating, & Air		
Conditioning	3202 2nd Street	762-3468

Aparicio, Jimmy Chaparral Construction	3414 68th Drive	795-8735
Arias, Joe Owner-Joe's Feed & Supply	1100 S. 9th., Slaton	828-3656
Arismendez, Julio	1503 42nd St.	747-7955
Arzabala, Emilio Baker, El Nopal Bakery	615 Broadway	762-9863
Associated Business Services Jaime Garcia	1946 Ave. Q Suite 219	744-1984

B

Barajas, Margarita Owner, Oasis Drive-In	2908 Parkway Drive	763-4073
Bazaldu'a, Gonzalo-Owner Francis Grocery & Fruit Market	P.O. Box 372, Wolfforth	
Bea's Hairstyling Beatrice Narvaiz	4917 34th Street	799-1780
Beever's Radiator Shop Alfredo Cantu, Owner	2602 Ave. H	744-0803
Ben's Upholstery Ben Licon, Owner	501 E. 36th.	747-4919
Berra, Gloria Gogi's Coiffures	1638 17th Street	763-1231
Borrego, F. H. Staff Mgr., American National Ins. Co.	1639 Main	762-8733
Broadway Battery & Electric Jaime Hernandez, Owner	1208 Ave. A	
Brown Tire & MM Service Rufus Martinez	1414 Ave. L	762-8307
Brooks Super Market	1807 Parkway Dr.	762-1636

C

Calvillo Insurance Agency Joe Calvillo	2020 4th.	747-4646
Canyon Lake Auto Supply Owners: Esequiel & Alfred Garcia	2609 Clovis Rd.	763-4511
Carrillo's Gulf Station Rufus Carrillo, Owner	1701 4th	762-9044
CASA Fidel Delgado & Juan Jimenez	3436 Ave. H	765-6449
Casa Mexicana Anita Berlanga, Owner	1206 Ave. F	762-9021
Casa Rosalinda Gift Shop Arthur Vasquez, Owner	3029 34th Street	793-0305
Cavazos, Jesus Internal Revenue Service	1205 Texas Ave.	747-4361
Cervantez, John Welding Contractor	1904 E. Auburn	747-4823

Cesaric
Cesa
Chapa,
Dir.-M
Chapa,
Trans
Chavez,
Direct
Chavez
Theod
Chevron
Roy D
Cortez, J
Calvillo
Cortez, V
La Cur
Contrera
A-1 Au
Crown H
Cruz's Bi

David's F
Davila, Fr
Frank's
Davila, Ju
America
DeLeon, N
Contrac
Dr. Pepper
Duran, Arr

Eagle Radi
Roberto
El Charro P
Henry &
El Fronteris
Pete Gua
El Nene's O
El Nopal Pa
Emilio Arz
El Sombrero
Pablo & R
El Sombrero
Pablo & R
Estrada, Ag
Estrada TV

95-8735

28-3656

47-7955

62-9863

44-1984

63-4073

99-1780

44-0803

747-4919

763-1231

762-8733

762-8307

762-1636

747-4646

763-4511

762-9044

765-6449

762-9021

793-0305

747-4361

747-4823

Cesario's Barber Shop

Cesario & Dolores Torres

2624 34th.

795-8627

Chapa, Ramon

Dir.-Minority Relations, SBA

1205 Texas Ave.

762-7462

Chapa, Xavier

Trans-Texas Engineering Co.

P.O. Box 5871

Chavez, Arturo

Director-LEARN

1203 Univ. Suite 208

763-4256

Chavez Beauty Salon

Theodora Chavez

1110 Ave. J

762-4069

Chevron

Roy DeLeon

4201 Ave. A

763-1459

Cortez, Juan

Calvillo Insurance Agency

2020 4th St.

747-4646

Cortez, Wally

La Cumbre Restaurant

2610 Salem Ave.

792-5006

Contreras, Ted

A-1 Auto & Air Conditioning

1419 Ave. G

747-2748

Crown House Flowers

Cruz's Bicycle Shop

4403 50th

795-4108

4204½ 19th St.

763-1375

D

David's Fine Upholstery

2115 19th Street

762-1375

Davila, Frank

Frank's Shoe Shop

119 N. University

762-5622

Davila, Juan & Martin Alonzo

American Body Works

126 Sherman Ave.

762-5061

DeLeon, Neftali

Contractor

800 E. Lubbock Ave.

792-6069

Dr. Pepper & 7-Up Bottling Co.

505 E. 50th

763-4311

Duran, Armando, M.D.

810 13th St.

763-0952

E

Eagle Radiator Works

Roberto Hernandez

2910 Texas

765-6431

El Charro Restaurant

Henry & Johnny Gonzales

1608 19th Street

762-5854

El Fronteriso

Pete Guajardo

Tahoka Highway

744-0732

El Nene's Cafe

El Nopal Panaderia Mexicana

1925 Ave. H

744-0732

Emilio Arzabala

615 Broadway

762-9863

El Sombrero Restaurant No. 1

Pablo & Rudy Rangel

2321 34th Street

795-0522

El Sombrero Restaurant No. 2

Pablo & Rudy Rangel

5402 Slide Rd.

792-9686

Estrada, Agustin

Estrada TV Repair & Pawn Shop

318 Sherman Ave.

762-5840

F

Famous Department Store		
Sadallah & Angelina Moses	1213 Ave. G	763-5711
Flores Barber Shop	4412 Ave. H	762-9298
Flores, Jesse		
Nine Jay's Photo Enterprise	400 S. 15th Street	828-5619
Flores, Joe		
The Che Che Club	1819 E. Broadway	744-9293
Flores, Nelda		
LEARN: Counselor	1703 University Suite 200	763-4256
Floyd's Ornamental	321 Maple, Levelland, TX	
Frank Brown Pontiac		
Mike Torres	4637 50th Street	799-3619
Franklin, Larry		
IBM	1602 10th Street	765-7451
Frank's Shoe Shop	119 N. University	762-5622
Freddie's Burger-Inn	1111 34th	747-1085
Furniture Dicount Store	1801 Broadway	765-7709

G

Garcia, Anselmo		
Irrigation Line Repair	325 N. Durham, Crosbyton	675-2949
Garcia, Arthur		
Tilecraft of Wolfforth	Flint & Brownfield Hwy.	866-4591
Garcia, Esteban		
Contractor	703 W. 21st St., Plainview	
Garcia, Mary Anne		
SI SE PUEDE	501 Ave. F	298-2319
Garcia, Miguel		
Garcia's Welding Shop	611 E. American Blvd.	272-4821
Garcia, Silbano		
John's Welding Shop	P.O. Box 974, Morton	266-5862
Garcia, Willie		
Cactus Inn	401 N. University	765-5842
Graza, David D.		
Attorney at Law	1006 13th Street	747-4534
Garza, Gonzalo		
All-American Real Estate	3020 30th Street (Res.)	799-8838
	3432 Ave. H	763-5666
		763-5666
Garza, Tomas		
Attorney at Law	1006 13th St.	747-4534
Gazebo, The		
David Baucum	2106 Ave. Q	744-2682
Gene Messer Ford		
Thomas Gonzales	19th & Texas	765-8801
Gilbert's Auto Supply		
Gilbert Flores, Owner	708 4th.	747-4676

	Gogi's Coiffures	1638 17th Street	763-1231
	Gonzales, Adam F. -Spanish Prof.		
763-5711	South Plains College	4939 9th Street	792-1215
762-9298	Gonzales, Bob		
	Asst. Superintendent	Sanitation Dept.	
828-5619		City Of Lubbock	762-6411
	Gonzales, Henry & Johnny		
744-9293	El Charro Restuarant	1608 19th Street	762-5854
	Gonzales, Rosemary		
763-4256	School Teacher	3102 4th Apt. 38	747-8555
	Gonzales, Vicky		
	Vicky's Bakery	309 B N. University	762-9034
799-3619	Graduate Barber Shop	2630 34th Street	792-1853
	Guerrero, G.M.		
765-7451	American United Life		
762-5622	Ins. Agency	3501 Ave. A	744-4613
747-1085	Gutierrez, Jacinto		
765-7709	Gutierrez Pool Hall & Bar	P.O. Box 925	745-2960
	Guajardo Grocery		
	Robert & Steve Guajardo,		
	Owners	Rt. 6 Box 751	745-2960
	Gutierrez Underground System		
675-2949	Blas Gutierrez, Owner	3103 2nd St.	762-4548
	Guzman, Ray		
866-4591	Notary Public	318 E. 37th	762-8522
	H		
	Henderson, Belva		
298-2319	All—American Real Estate	3432 Ave. H	763-5666
	Hernandez, Florentina		
272-4821	Floyd's Trucking	905 W. Halsell, Dimmitt TX	647-3728
	Hernandez, Frank		
266-5862	Little Gulf Station	206 W. American Blvd.	
765-5842		Muleshoe, Texas	
	Hernandez, Ismael		
747-4534	Owner, Wig Trend	1018 Broadway	763-1106
	Hernandez, Jaime		
799-8838	Broadway Battery & Electric	1208 Ave. A	763-9653
763-5666	Hernandez Plumbing Co.		
763-5666	Hernandez, Juan -Owner	609 N. Hudson	763-8754
	Hernandez, Manuel		
747-4534	Manuel's Cafe -Restaurant	113 E. 4th St. Denver City	592-2072
	Herrera's Second Hand Clothing	1217 Ave. F	
744-2682	Hinojos M. Louis		
	Louis Optical	1638 Main	762-8159
765-8801	Horizon Vans	2316 4th Street	765-8795
747-4676	I		

IBM	1602 10th Street	765-7451
Image Styling & Barber		
Rufus Rodriquez, Owner	217 B N. University	744-8271
Imprenta Mexicana		
Imprenta Mexicana		
Refugio Alvarado	205 N. University	762-9178
J		
J. C. Refrigeration Co.		
John Lara	314 53rd	744-9855
Jeannie's Shoes	5406 Slide Rd.	792-5976
John & Sylvia Ortiz, Owners		
Jimenez Bakery		
Luis Jimenez, Owner	1218 Ave. G	744-2685
Jimenez Restaurant		
Felimon Jimenez	1605 1st St.	763-9077
Jiffies Drive-Inn	909 2nd Street	
	Petersburg, TX	
Jimmie's Upholstery	1618 Ave. H	762-1796
Joe's Custom Paint & Body Works	501 Idalou Rd.	762-3492
Joe's Feed & Supply	1100 S. 9th St.	828-3656
Jose's Dining Room		
Jose Ramirez	5029 Ave. H	744-3784
Julie's Used Clothing	4005 Ave. H	744-7192
K		
KLFB		
Marcello H. Tafoya	2700 Marshall	765-8114
L		
L & L Machine Shop	2509 Stanford Ave.	747-4924
La Bodega	611 Broadway	762-9341
La Cumbre Restaurant	2610 Salem Ave.	792-5006
La Famosa	1213 Ave. G	763-5711
La Feria Record Shop		
Jorge Moreno	1105 Broadway	762-3437
La Fiesta Restuarant		
Rafael Rosiles	1519 34th Street	744-9151
La Hacienda	310 East 40th	747-3687
La Malinche		
Robert & Mary Lugo, Owners	1105 2nd Place	763-2933
Las Cazuelas Mexican Foods		
Margarita Oliva	2321 Clovis Rd.	762-8357
LEARN Educational Talent		
Search, Art Chavez	1203 University Suite 200	763-4256
Ledezma, Walter — KLFB	2700 Marshall	765-8114
Lopez Longhorn Meat Market	1706 34th	747-2329

Lopez, Mar
University
Lubbock Po
Luna, Cele
State The
Lupita's Be

Madrid, Fic
Western
Madrid, Ra
Personne
Madrid, Gl
Fashion
Marez, Mo
Marez M

Marina, Ch
Mini-Ma
Martinez, A
Owner, I
Martinez E
Martinez, I
Mgr. Ha
Martinez M
Martinez, C
Busines
Martinez P
Mary's Be
Mary Va
McWhorte
Mejia, Lup
Taco Vi
Mendoza
Mescalco
Mescalco
Shop

Metropoli
Tom Lo
Mi Tierra
Modern C
Robert
Montelon
Montelo
Montelon
Montelo
Mach

65-7451

44-8271

62-9178

44-9855

92-5976

44-2685

63-9077

62-1796

62-3492

328-3656

744-3784

744-7192

65-8114

747-4924

762-9341

792-5006

763-5711

762-3437

744-9151

747-3687

763-2933

762-8357

763-4256

765-8114

747-2329

Lopez, Manuel —Salesman

University Dodge Sales

Lubbock Power & Light

Luna, Celestino

State Theatre - Owner

Lupita's Beauty Shop

7007 University

10th & Texas

P.O. Box 84 Plainview TX

3613 Ave. A

745-4481

763-9381

296-9154

747-5878

M

Madrid, Fidel

Western Auto Associates

Madrid, Rafael

Personnel Public Schools

Madrid, Gloria

Fashion Coordinator Model

Marez, Monico

Marez Machine Shop

619 Main St. Frion, TX

1628 19th

2321 33rd

518 Sherry Lane

Brownfield Texas

247-3728

747-2641

792-6077

Marina, Charlie

Mini-Market

Martinez, Anita

Owner, Univ. Beauty Salon

Martinez Bridal Shop

Martinez, Freddie

Mgr. Hanover Shoe Store

Martinez Motor Co.

Martinez, Oliverio

Business Development Center

Martinez Restaurant

Mary's Beauty Shop

Mary Valdivia, Owner

McWhorter's Inc

Mejia, Lupe

Taco Village Restuarant

Mendoza Upholstery

Mescalco, Jose

Mescalco Welding Service

Shop

406 N.W. 1st St., Morton

119 N. University Ave.

2310 4th

South Plains Mall

1005 Idalou Rd.

1603 13th Street

5125 34th

1204 Broadway

1008 Texas Ave.

1712 3rd St.

5005 34th

P.O. Box 85

O'Donnell, Texas

747-0083

744-9972

797-2069

763-7784

763-9103

793-1663

765-9682

762-0231

762-4457

795-5721

795-8201

762-9458

747-3211

762-3068

765-7810

Metropolitan

Tom Longoria

Mi Tierra Cafe

Modern Chevrolet

Robert Rose

Montelongo, Petra

Montelongo's Tortilla Factory

Montelongo, Roy

Montelongo Welding &

Machine Shop

2302 34th

701 Broadway

41st & Ave. Q

3021 Clovis Rd.

1301 N. Ave. T

Montoya, Sra. Juana Wedding Cakes, Shaklee Products	3305 Dartmouth	747-0715
Morales, Daminan - KLFB	2700 Marshall	765-8114
Moreno, Alicia Texas Salvage Sales	3524 Ave. Q	744-9722
Moreno, Jorge Owner: La Feria Record Shop	1105 Broadway	762-3437
Morton Manufacturing Owners: Bernardo & Silbano Garcia	Rt. 2 Box 40-A Morton, Texas	266-5342
Mosqueda, Victor Photographer	6008 Orlando	797-5103
Mr. Trophy	4423 34th Street	792-2533

N

Navarrete, Zeke Texas Commerce Bank	Broadway & Ave. L	765-7029
Newburn's Meat Market	215 Quirt	765-7029
Nombrana, John Owner: Acme Upholstery	2654 34th.	795-9489
Notary Public Ray Guzman	318 E. 37th	762-8522
Nunez E.G. -Principal Matthews Junior High	417 N. Akron	763-6497

O

Oasis Drive-Inn Margarita Barajas	2908 Parkway Drive	763-4073
Oliva, Magarito Las Casuelas Restaurant	2321 Clovis Rd.	762-3857
Orozco, Ramon -Principal McWhorter Elementary	2711 1st.	763-4529
Ortiz, John & Sylvia Jeannie's Shoes	5406 Slide Rd.	792-5976
Ortiz Real Estate & Tax Service Gilbert Ortiz, Owner	4508 Ave. H	762-8459
Pablo Sulaica Pool Hall	705 Broadway	762-9201
Pancho's Restaurant	125 N. University	765-6184
Peaceful Gardens Memorial Park Juventino Garcia	P.O. Box 3282	863-2241
Pedro's Tamales -Pete Hale	418 Ave. K	763-9531
Perez, Albert Attorney at Law	Court Place Bldg.	747-4583

Perez Auto Re	Juan Perez,
Perez Bookbin	Moises & Ra
Perez, Carlos	Carlos Disc
Perez, Jesus	Electrician
Perez, Juan - h	
Perez, Luciano	Human Rela
Perez, Manuel	Manny's Ma
Perez, Mario	Owner: Sup
Pauda, George	Owner, Stat
Pena, Ramiro	Consul de M
Perez, Albert	Attorney at
Perez Auto Re	Juan Perez,
Perez Bookbin	
Perez Cabinet	Raul Perez,
Perez, Carlos	El Padrino C
Perez, Jesus	Electrician
Perez, Juan	Owner, Pere
Perez, Luciano	Human Rela
Perez, Manuel	Manny's Ma
Perez, Mario	Owner, Sup
Perez Mobil S	
Perez, Moises	Perez Book
Perez, Raul	Perez Book
Pete's Fiesta C	Pete & Fred
Porres, Felipe	Physician
Porres, Norma	Physician

	Perez Auto Repair		
747-0715	Juan Perez, Owner	Rt. 7 Box 884	744-1036
	Perez Bookbinding & Bible Repair		
765-8114	Moises & Raul Perez	2235 34th	765-6761
	Perez, Carlos		
744-9722	Carlos Disco & El Otro Lado	322 N. University	744-3401
	Perez, Jesus		
	Electrician	Rt. 8 Box 375 Apt. 2	797-2701
762-3437	Perez, Juan - KLFB	2700 Marshall	765-8114
	Perez, Luciano T.		
	Human Relations Director	P.O. Box 2000	762-6411
266-5342			Ext. 278
	Perez, Manuel		
	Manny's Market	P.O. Box 368 Ralls, TX	253-2696
797-5103	Perez, Mario		
792-2533	Owner: Superior Color	1906 Ave. Q	747-3389
	Pauda, George	1316 Texas Ave.	747-5922
	Owner, State Theater		
	Pena, Ramiro Cap.	1915 14th St., Apt. 502	765-9528
765-7029	Consul de Mexico		
765-7029	Perez, Albert	1001 Main St., Suite 634	747-4583
	Attorney at Law		
	Perez Auto Repair	Rt. 7, Box 884	744-1036
795-9489	Juan Perez, Owner		
	Perez Bookbinding & Bible Repair	3716 37th St.	796-0846
762-8522	Perez Cabinet Shop	2237 E. 48th St.	747-0751
	Raul Perez, Owner		
763-6497	Perez, Carlos	2211 4th St.	762-9798
	El Padrino Club		
	Perez, Jesus	Rt. 8, Box 375, Apt. 2	797-2701
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	Perez, Juan	2501 Ave. H	762-9680
	Owner, Perez Mobil Service Station		
763-4073	Perez, Luciano	916 Texas Ave.	762-6411
	Human Relations Director		Ext. 278
762-3857	Perez, Manuel	P.O. Box 368, Ralls	253-2696
	Manny's Market		
	Perez, Mario	1906-B Ave. Q	747-3389
763-4529	Owner, Superior Color		
792-5976	Perez Mobil Service Station	2501 Ave. H	762-9680
	Perez, Moises	3716 37th St.	795-0846
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762-8459	Perez, Raul	2235 34th St.	792-8352
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762-9201	Pete's Fiesta Club		
765-6184	Pete & Freddy Rodriguez	1902 E. 4th Street	762-9389
	Porres, Felipe M.D.		
863-2241	Physician	4005 24th St.	792-3872
763-9531	Porres, Norma M.D.		
	Physician	4005 24th St.	792-3872
747-4583			

Prado, Ignacia		
Vicky's Bakery	309 B N. University	762-9034
Prado's Carpet Cleaning	2513 Amherst St.	763-8646
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Printing, Agustin Medina	2823 Clovis Rd.	763-5869
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R & C Welding	Brownfield Hwy	
Ramirez, Jimmy Alonzo	S. Loop 289 & Indiana Ave.	797-3441
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Ramirez, Ausencio	1301 26th St.	
Plumbing		
Ramirez Chevron Service Station	601 Amarillo Highway	762-9542
Ramirez, Gonzalo	2831 Clovis Rd.	762-9526
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Ramirez, Jose	5029 Avenue H	744-3784
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Ramos, Felix	5620 Villa Drive	745-4411
District Right of Way Attorney		Ext. 493
Rancho Grande Club	1701 E. 19th St.	762-9589
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Rangel, Margaret	819 S. Sunset, Littlefield	385-5922
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Rangel, Pablo	4902 34th St.	797-8909
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Don Pablo's Restaurant		
Rangel, Rudy	5402 Slide Rd.	792-9686
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Rancho Grande Pool Hall	710 13th St.	
Ray's Pawn Shop	1701 E. Broadway	744-1862
Reyes, A. Roberto	1712 3rd St.	762-4457
Taco Village		
Reyes, Tony	1114 10th St.	762-6411
Dir. of Relocation, Urbn. Rnwl. Agcy.		Ext. 593
Reyna, Cruz	1702 Baylor St.	762-9121
Reyna's Grocery Store		
Reyna, Francisco	125 N. University	765-6184
Pancho's Restaurant		
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Andrew's Auto Parts		
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Rufus M

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Salazar T
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Salinas,
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Sedeno's
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763-8646	Rodriguez Shamrock		
795-8627	Rodriguez Shamrock Service Station	601 4th St.	762-9962
763-5869	Lupe Rodriguez, Owner		
	Rodriguez, Pete & Freddy	1902 E. 4th St.	762-9389
	Fiesta International Entertainment Club		
797-3441	Rodriguez, T. Valentin	3106 3rd St.	765-8966
	Carpenter		
	Rojas, Carlos	1205 Texas Ave.	762-7431
	Internal Revenue Service		
762-9542	Rosie's TV Repairs	207 N. University	763-6206
762-9526	Rosiles, Jose	Hwy 62, Brownfield Rd.	866-4612
	Rosiles, Rafael	1519 34th St.	744-9151
744-3784	La Fiesta Restaurant		
	Rosita's Cafe	3501 Ave. A	744-9192
	Rufus Martinez Shell	4412 Ave. Q	
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795-4331			
	Salas, Benigno	2727 E. 3rd St.	763-9989
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	Salazar Trading Post	520 Broadway	762-9719
745-4411	Salinas, Froy	2302 34th St.	765-8201
Ext. 493	Metropolitan Life Insurance		
762-9589	State Representative, District 75-B		
742-3661	Salinas, Trucking	4811 45th St.	
	Salinas, Vilsen	1811 Broadway	763-9551
385-5922	Attorney at Law		
	Sanchez Refrigeration & Heating	3105 2nd Pl.	763-0655
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	Physician		
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744-1862	Sepeda Builders	5013 15th Street	797-9164
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			763-0430
	Sepeda, Jose	5406 Magnolia	744-9133
762-6411	Sepeda Auto Salvage		
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Own

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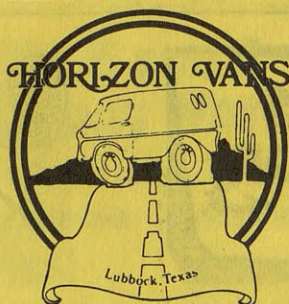
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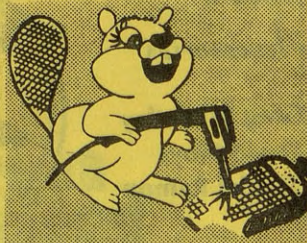
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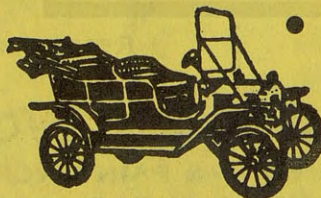
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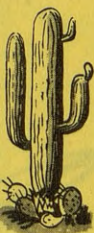


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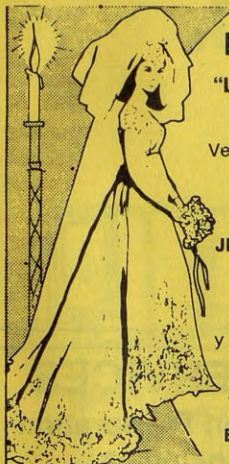
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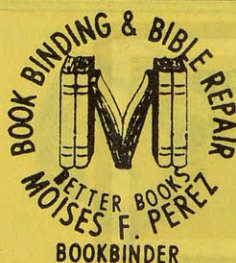
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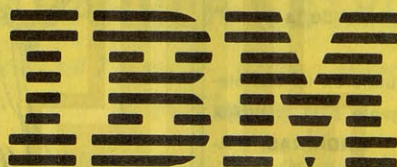
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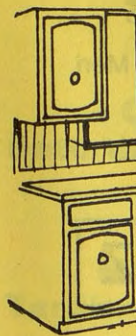
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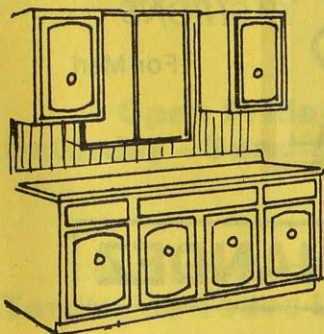
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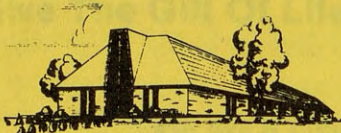
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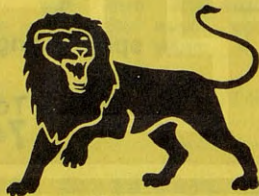
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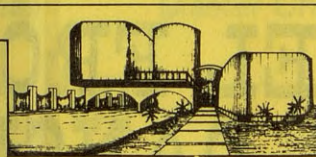
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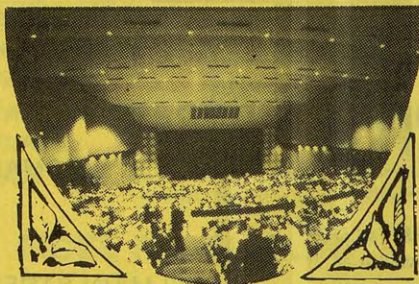
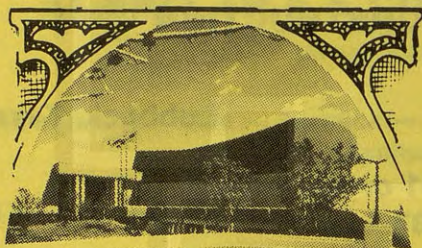
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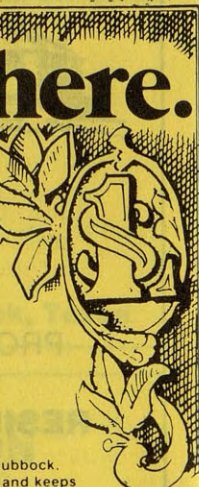


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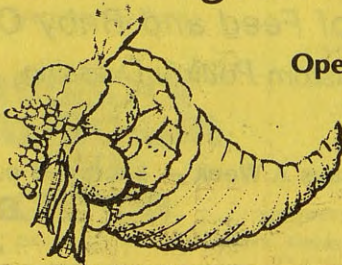
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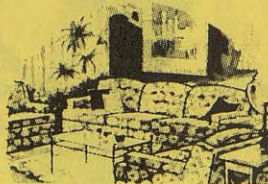
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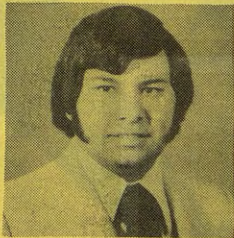


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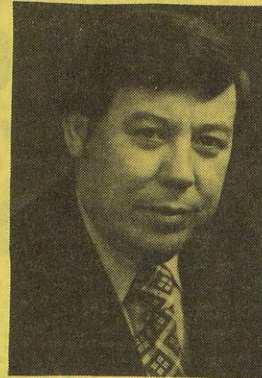


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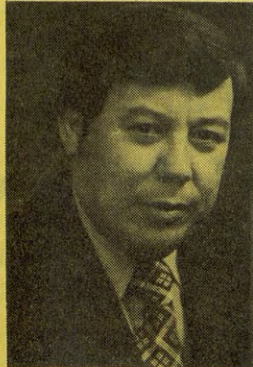
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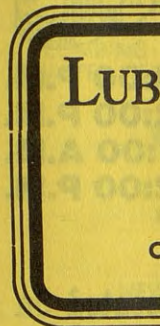
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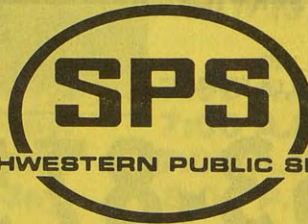
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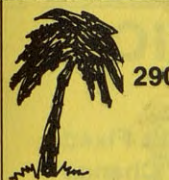
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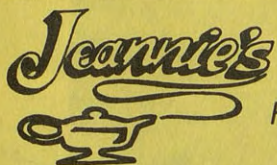
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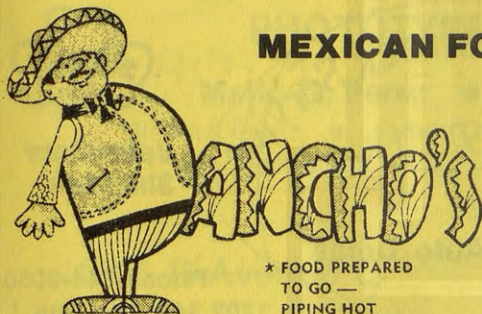
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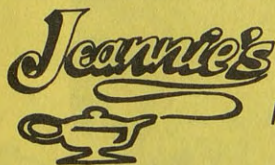
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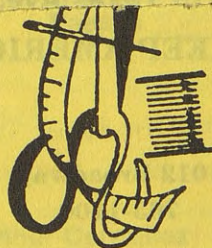
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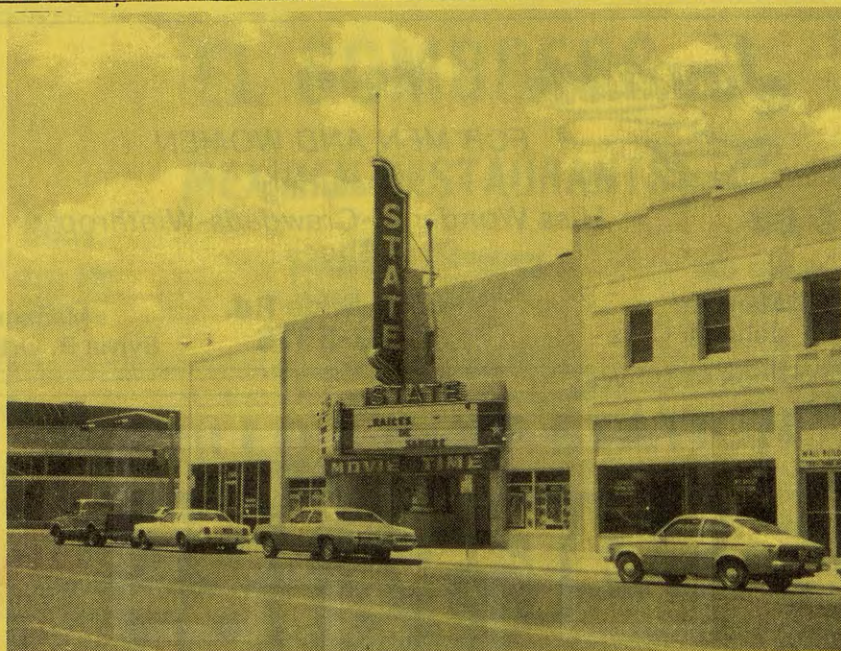
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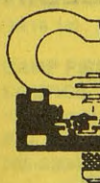
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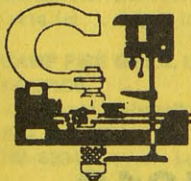
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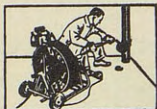
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