

Hispanic Role in Electing a President

By
An axiom of politics is don't waste time, money and effort on voter blocs that are considered too small or intransigent to make a difference. The Republicans seem to have made that early assumption about the Hispanic vote in this year's presidential race, and took it to heart during the campaign.

No meaningful strategy was created to gain favor among Hispanic voters for Bob Dole, no experienced political operatives were recruited, and few funds were committed. In short, there was no serious GOP quest for Hispanic support.

The Republicans didn't give much credence to the fact that the Hispanic vote grew by 30 percent over the 1992 total, with 6.6 million Latinos registered in 1996. At least 5 million voted, according to the Southwest Voter Registration Education Project.

True, Hispanics -- mostly Mexican Americans in the Southwest and Puerto Ricans in the East -- are predominantly Democrats and vote likewise.

Nevertheless, it's a big hunk of votes, particularly when they are concentrated in cluster areas in key states. Handled well, they can elect you a member of Congress and help out with a senator and, of course, a presidential candidate.

The campaigns of Richard Nixon and Ronald Reagan -- and to a certain extent, George Bush -- successfully courted this vote in some key vote-rich states.

Nevertheless, pleading limited funds and political infrastructure, Republicans this year made only token efforts for Hispanic support, even in Texas, California and Florida. In Texas, they believed they could concede this vote and still win because of their overall strength there.



It was different in California. The GOP viewed Hispanics as a lost cause because of the anathema toward Gov. Pete Wilson and unpopular

issues like affirmative action and immigration policy, which Latinos equated with the Dole platform. Nevertheless, the Republicans made a big assault in the last weeks, hoping to rekindle California's conservative bent, with perhaps some help from the legacies of native sons Nixon and Reagan.

The GOP figured Florida's Cubans were a lock considering their fervent party support in the past. But they underestimated President Clinton's recent overtures to the exile community with his anti-Castro policy initiatives.

As for other states with large clusters of Hispanic voters, they simply left it to Dole's overall appeal of decency, experience and family values. These would play well, they felt.

Well, the Republicans were right about Texas. They didn't need the Hispanic vote.

They won the state even though three out of four Latinos there voted for Clinton.

They were wrong about Florida, where Hispanics, mostly Cubans, comprise 8 percent of the voters. In 1996, the state's Latinos gave Clinton 44 percent of their vote, double the 22 percent he received in 1992. Dole got 46 percent.

The GOP got clobbered as predicted in California, with a big assist from Hispanics who checked Clinton's name on 86 percent of their ballots, according to exit polls.

New York wasn't any better for the GOP. There, exit polls show 91 percent of the Hispanic vote, largely Puerto Rican, went for Clinton.

In Chicago, another large Hispanic enclave, incumbent Democratic Congressman Luis Gutierrez received 94 percent of the vote in his ethnic district, offering Clinton a reverse coattail ride.

That was the tale in other states where Hispanic Democrats won by large margins.

Nationally, Clinton received 72 percent of the Hispanic vote, Dole 21 percent. Overall, Hispanics voted for Democrats over Republicans, 74 percent vs. 24 percent.

Democratic Congresswoman Lucille Roybal-Allard of East Los Angeles won reelection with 82 percent of the vote, and in New York, Jose Serrano won with 96 percent.

All of the Democrat Hispanic House members won by large margins, including San Antonio's

legendary legislator Henry B. Gonzalez with 64 percent, even through the Express-News twitted him by endorsing his Republican challenger.

Even Democrat Victor Morales, the Texas schoolteacher running for political office for the first time against incumbent Sen. Phil Gramm, did better than expected. Morales got 44 percent of the vote, even though he was short on money, experience and adequate support from the Democratic election machine.

While the Hispanic vote was far from the decisive factor in Dole's loss, the Dole camp erred in ignoring it. In the year 2000 and forever after, the Hispanic vote can be the decisive factor in close presidential races.

No one should be lulled into believing that Hispanic Democrats today are Democrats forever. Three of the 18 Hispanic members of Congress -- two from Florida, one from Texas -- are Republican. All won reelection easily in heavily Hispanic districts. And, for the first time in memory, a Latino Republican was elected to the California Assembly.

The lesson learned is that the Hispanic constituency will respond, right or wrong, to the issues and the appeal. Let the politician beware if he thinks otherwise.

(Carlos Conde of Washington, D.C. has worked in government and journalism in Texas, Washington, D.C. and Latin America. He was a White House press officer under President Richard Nixon.)
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News Briefs

1/3 of all Homeless are Vets

One in every three homeless men seeking refuge at a network of shelters is a veteran, a survey released Saturday showed. The figure far exceeds the percentage of veterans in the overall population or of male veterans among all American males, according to AP reports.

The International Union of Gospel Missions survey, conducted at 133 shelters across the country, found that 34 percent of the 10,400 men seeking refuge were veterans of war or military service. The union has conducted the survey for the past eight years.

In 1991 the survey showed 29 percent veterans, a figure that remained stable until 1993. Then it began a steady increase to the current level.

By comparison, the Veterans Administration estimates there are almost 27 million veterans in all, about one in 10 of the total population. Male veterans represent about 19 percent of the male population.

National statistics on the homeless vary widely. In 1994, a Clinton administration task force estimated that 7 million Americans were homeless sometime during the second half of the 1980s, far more than 1990 Census calculation of 600,000 people. Of the 7 million total, the government estimated that half a million, or about 7 percent, were veterans.

More recently, the VA put the number of homeless veterans at about 250,000.

Clinton: Incremental Health-Care Reform

Administration officials said President Clinton and his aides are developing incremental proposals to fill gaps in health insurance coverage, reports The New York Times.

The proposals, to help provide coverage for some of the nation's 10 million uninsured children and to help pay premiums for workers who are between jobs, look more feasible now because medical costs are coming under control.

Donna Shalala said last week that the administration would try to expand coverage step by step, rather than by proposing a grand scheme to redesign the health care system. But Chris Jennings, a White House aide who coordinates health policy for the president, said the efforts would be carried out "in the context of a balanced budget."

The administration is considering two approaches. One is to make sure that all eligible children enroll in Medicaid, the federal-state health program for low-income people. Nearly three million uninsured youngsters are entitled to Medicaid, but not enrolled.

The other approach is to help families buy private insurance for children who do not qualify for Medicaid. A sharp reduction in health care inflation and in the rate of growth of Medicaid makes these and other proposals look financially feasible.

The effort to help children is buttressed by a recent report from the General Accounting Office. "The number of children without health insurance coverage was greater in 1994 than at any time in the last eight years," the accounting office said. "In 1994, the percentage of children under 18 years old without any health insurance coverage reached its highest level since 1987 -- 14.2 percent, or 10 million children who were uninsured." In addition, the report said, the proportion of children with private coverage decreased every year from 1989 to 1994.

The situation appeared to improve slightly last year. Preliminary data from the Census Bureau show that the number of uninsured children dipped in 1995 to 9.8 million, or 13.8 percent of all youngsters. But the increase was less than might have been expected in a strong economy, with more than a million new jobs, because many companies cut back coverage for children and spouses of employees.

The General Accounting Office said there were several possible explanations for the fact that eligible uninsured children were not enrolled in Medicaid:

- Some parents do not realize that their children may qualify, even if the parents work full time.
- "Getting enrolled in Medicaid is difficult for low-income families," many of whom are turned down because they fail to comply with procedural requirements.
- Some families see Medicaid as a welfare program and do not want to be stigmatized as relying on welfare.

Federal officials say they want to be sure that states do not cut back Medicaid eligibility if the federal government offers new forms of assistance to uninsured children. Through such cutbacks, states could substitute federal dollars for state money.

Just three days before Congress adjourned in October, Sen. John Kerry, D-Mass., and Kennedy introduced a bill to provide federal money to the states to subsidize insurance premiums for children with family incomes too high to qualify for Medicaid. The amount of the subsidy would be reduced as a family's income increased.

Comentarios de Bidal

by Bidal Agüero

Most politicians only tell you what they want you to know via commercials and every now and then new conferences which leave very little room for specific questions from people that want to know how the candidates really stand on the issues.



One of the only ways that is left to find out what a candidate's record is, is to do research. This take time and time is something that not a lot of us have to spare.

There has been lots of talk during the campaign about welfare reform and the direction the State will take concerning this issue.

One of the candidates for State Senator, Robert Duncan already has a record as to how he will vote.

One vote that really came to my attention that was cast during the last session was Duncan's vote to require welfare recipients to learn English. This obviously aimed at spanish speaking persons and trying...to me...to give the impression that there is a greater amount of Spanish speakers on welfare than there are English speaking persons.

One question comes to mind...What will having to learn English contribute to getting people off welfare? People that are on welfare will probably never have to compose an essay or write a novel. So why the need to learn English?

Duncan's reply would probably be that they will have to learn how to fill out an application for employment.

I would think that those people on welfare compete for the lowest paying jobs that require one sentence in English. Do you have any work? If persons on welfare have qualified, most assuredly, they understand English...from talking to caseworkers...they can apply for jobs...since that is one of the requirements of getting welfare...as a matter of fact, they probably have more communications skills in the real world, than Duncan himself.

Duncan's record relating to welfare is very dismal. More to come next week.

El Papel de los Hispanos Que Surge en la Elección de un Presidente

Por Carlos Conde

Un axioma en la política no malgastar tiempo, dinero y esfuerzo en bloques de electores a los que se les considera demasiado pequeños o intransigentes como para hacer una diferencia. Los republicanos parecen haber hecho temprano esa presunción sobre los votos hispanos en la contienda presidencial de este año, y la tomaron en serio durante la campaña.

No se creó ninguna estrategia importante para obtener favor entre los electores hispanos para Bob Dole; no se reclutó a operadores políticos experimentados, y pocos fondos fueron asignados. En resumen, no hubo una búsqueda seria por parte del Partido Republicano en cuanto al apoyo hispano.

Los republicanos no le dieron mucho crédito al hecho de que la votación hispana creció en un 30 por ciento sobre el total de 1992, con 6.6 millones de latinos inscritos para votar en 1996. Por lo menos 5 millones votaron, según el Proyecto del Suroeste para la Inscripción y Enseñanza de Electores (SWVREP en inglés).

Es cierto que los hispanos -- primordialmente los méxicoamericanos del suroeste y los puertorriqueños del este -- son predominantemente demócratas y votan como tales.

No obstante, es una gran cantidad de votos, especialmente cuando tienen concentraciones en estados claves. Si se les maneja bien, ellos pueden elegir a un miembro del Congreso y ayudar a elegir a un senador y, por supuesto, a un candidato presidencial.

Las campañas de Richard Nixon y Ronald Reagan -- y hasta cierto punto la de George Bush -- cortejaron con éxito estos electores en algunos estados ricos en votos decisivos.

Sin embargo, alegando la limitación de fondos y la infraestructura política, los republicanos sólo hicieron en este año gestiones simbólicas por el apoyo hispano, aún en Texas, California y la Florida.

En Texas, ellos creyeron que podían regalar estos votos y todavía ganar debido a su fuerza abrumadora allí.

En California fué distinto. El Partido Republicano veía a los hispanos como causa perdida, debido al gobernador anatema Pete Wilson y las poco populares controversias en torno a la acción afirmativa y la política de inmigración, a los que los latinos hacían equivalentes con la plataforma de Dole. No obstante, los republicanos efectuaron un gran asalto en las últimas semanas, esperando volver a encender la inclinación conservadora de California, quizás con alguna ayuda de los espíritus de los hijos de allí, Nixon y Reagan.

El Partido Republicano tomó por centado el que los cubanos de la Florida estaban seguros, considerando su ferviente apoyo al partido en el pasado. Pero subestimaron los acercamientos recientes del presidente Clinton a la comunidad exiliada con sus iniciativas de cursos de acción contrarios a Castro.

En cuanto a otros estados con grandes núcleos de electores hispanos, ellos se lo dejaron simplemente al atractivo conjunto de decencia, experiencia y valores familiares de Dole. Ellos creyeron que esos factores trabajarían bien.

Bueno, los republicanos tuvieron razón acerca de Texas. No necesitaron del voto hispano. Ganaron el estado aún cuando tres de cada cuatro latinos de allí votaron por Clinton.

Pero se equivocaron sobre la Florida, donde los hispanos, principalmente los cubanos, forman el 8 por ciento de los electores. En 1996, los latinos del estado dieron a Clinton el 44 por ciento de sus votos, el doble del 22 por ciento que él recibió en 1992. Dole recibió solamente el 46 por ciento. Considerando que él perdió el estado por 300,000 votos, el voto hispano de la Florida llegó a ser definitivamente un voto decisivo.

El Partido Republicano recibió una paliza en California como se había pronosticado, con una gran ayuda de los hispanos que marcaron a Clinton en el 86% de sus boletas, según las encuestas a la salida de los colegios electorales.

Nueva York no fué mucho mejor. Allí, las encuestas de salida muestran que el 91 por ciento de la votación hispana, predominantemente puertorriqueña, fué para Clinton.

(Continúa en la Pagina 5)



La Gran Calidad de Maniana Para los Grandes Negocios: El Ser Latino

Por Louis Aguilar

Durante su carrera de 30 años en Kraft General Foods Inc., Enrique Guardia creyó siempre que él tenía una ventaja sobre la competencia. Su ventaja era el ser latino.

Los altibajos profesionales de Guardia, nacido en Panamá, sirven como testimonio de una creencia compartida entre los ejecutivos empresariales latinos. A medida que el mercado se vuelve global y Estados Unidos se convierte en una sociedad multicultural, en la que los latinos surgen como la minoría predominante, muchos ejecutivos empresariales latinos están convencidos de que su oportunidad ha llegado.

Guardia era multicultural antes de que el término se pusiera de moda. Allí por la mediana de la década de 1970, él se hizo cargo de una plaza en Francia y prosperó por la misma razón que sus predecesores anglo-americanos habían tropezado -- los negocios y el clima social de allá diferían de los de la corriente principal de los Estados Unidos.

"Un administrador estadounidense típico en París... gruñía porque no era como Chicago", explica Guardia, quien se jubiló el año pasado como vicepresidente de grupo de Kraft General Foods USA. Guardia simpatizaba con un pueblo que protegía a su idioma y cultura propios. El llegó a dominar el francés y "se convirtió básicamente en parisense".

El resultado fue que obtuvo tantas ventas como ningún administrador de Kraft había logrado antes.

Años después, Guardia aprendió la lección de mercadeo de los frijoles negros, el arroz al estilo hispano y la "salsa". El trató infructuosamente de inclinar a Kraft para que ampliara su línea de productos a fin de incluir a dichos alimentos.

"No tuve éxito", reconoce él, "porque no me di cuenta de toda la sagacidad de mi idea".

El trató de convencer a sus jefes de que

éstos eran productos excelentes porque son los que comían los latinos, "Debería haber dicho que, por la influencia étnica de los latinos, esto es lo que todos van a estar comiendo".

Muchos latinos que crecen en los Estados Unidos dentro de una cultura dual, desarrollan una sensibilidad cultural aguda y la capacidad de adaptarse. Ello se traduce en una ventaja en los negocios, porque pueden absorber las diferencias culturales de un nuevo mercado y una fuerza de laboral cambiante. Nadie tiene una oportunidad mejor de notar tendencias nuevas en un mercado estadounidense con una influencia latina cada vez mayor.

Este sentimiento fue mencionado una y otra vez al ejecutivo de los medios informativos de Nueva York, Augusto A. Failde, que entrevistó dirigentes y empresarios comerciales latinos para un libro publicado recientemente titulado "El Exito Latino: Perspectivas de 100 de los Profesionales Latinos de Mayor Exito en los Negocios en los Estados Unidos" (Simon & Schuster, \$22). Redactado con el escritor independiente William S. Doyle, el libro fue publicado en inglés y en español.

Muchos de los ejecutivos entrevistados contaron relataron cómo ellos habían sobresalido en situaciones donde los no latinos podían haber tropezado. No siempre tuvo que ver con el comprender el mercado latino. En las negociaciones en el Japón y Europa, ellos pudieron distinguir los matices culturales de la situación más rápidamente.

El efecto económico y cultural de los latinos florece mundialmente. El ritmo loco de la macarena es una de las modas de canción y baile más populares en el planeta. El programa principal de televisión en las Filipinas es una novela mexicana. Todo el mundo, desde los suecos hasta los japoneses, compran más salsa cada año.

El argumento de que las oportunidades para que los latinos estadounidenses suban

la escalera empresarial sólo pueden mejorar es nutrido, en parte, por la realidad de que están arrancando desde un punto muy bajo. No obstante, escasamente el uno por ciento de los ejecutivos y directores principales de las empresas incluidas en el "Fortune 1000" son latinos, según la Asociación Hispana para la Responsabilidad Empresarial.

Los ejecutivos entrevistados para este artículo y mencionados en el libro de Failde citan una gama amplia de razones que explican las cifras bajas, incluyendo la limitación en las oportunidades de enseñanza, el racismo corporativo -- incluyendo la falta de mentores -- y una cultura que se enorgullece en ser pionero antes que en trabajar para una compañía grande.

En diez cortos años, el número de negocios de latinos en los Estados Unidos se ha cuadruplicado. La revista "Hispanic Business" informa que sobrepasaron la marca del millón el año pasado. En 1987, apenas había 250,000 de ellos.

Failde cree es el avance de los empresarios Latinos por más razones que ellos cuentan con la conciencia multicultural y la ética de trabajo. Hay otras cifras:

En 1980, la población latina de los Estados Unidos, excluyendo a Puerto Rico, era de 14.6 millones. Hoy es de 28 millones, con un poder adquisitivo de \$220,000 millones. La Oficina del Censo calcula que la población latina está aumentando ocho veces más rápidamente que la población no latina. A ese ritmo, los latinos llegarán a ser la minoría predominante de la nación hacia el año 2010. Los hispanos son también el grupo étnico más joven del país, con una edad promedio de 26 años.

"Yo les digo", dice Failde, "muchos latinos con negocios creen que nuestro momento es éste, ahora".

(Louis Aguilar de Washington, D.C. es un escritor por cuenta propia. Propiedad literaria registrada por Hispanic Link News Service en 1996.



Sittin' Here Thinkin'

No Column This Week

By Ira Cutler

Usually, unless a holiday falls on a Monday or I am on my honeymoon or something, I write a column every week. I am not writing one this week and I thought that I ought to say so instead of just being sneaky about it. Once before I decided to skip a week and a rabid fan (there really are such folks!!) told me that she looked for the column each and every day and never gave up until the next Monday's column came out. So this week, instead of just skipping it, I thought I should stand up like a man and announce the absence of a column.

There are a bunch of reasons.

For one thing, I am really tired. I am a partner in a rapidly growing consulting firm and, since my partner has a daughter in college and I have a house full of no furniture, we never seem to feel so booked that we turn any new business down. Our staff is just as bad -- they do not seem to feel busy until the moment right before they keel over from the weight of too much work. And this month it seems that all of our clients had a meeting without us and agreed to all demand everything by the end of September. This is especially remarkable since none of our clients even know each other -- or so we had thought.

Also it is getting cold in the Northeast and I have to do all of this squirrel like work to prepare for winter. I cleaned the garage this morning so that we can put the cars in there and later on I have to try to figure out what the deal is about the storm windows. This will be our first winter in this new house -- new for us but built in 1922 -- and we find that we have about 1.5 storm windows for every window and some windows that no existing storm windows fits. Since no previous owner in the last 75 years ever threw anything out, we also have radiator covers that fit no known radiator and cabinet drawers with no cabinets to house them. I am keeping it all, too, to honor the tradition and just in case a right sized radiator shows up or I can figure out a way to use a storm window that is bigger than the windows. Then, too, we have big plans for a Spring garage sale, to which you are all invited.

Part of the story, too, is that I really did not have an idea for a column this week. I have tackled welfare reform, school choice, terrorism and the presidential election in recent weeks and part of being tired -- I hope that is what it is -- is that I cannot think of what else to say. Once when I was doing a Standin' Here Talkin' speech someone in the audience asked me how I could come up with a new column every week and I told him, like a smart ass, that some weeks I had as many as two or three separate thoughts. Well, not this week.

I thought about a baseball column but got stuck trying to figure out what to say. I was tempted to be a grouch and rant and rave about the use of "wild cards" in determining play-off spots. My tendency is to be against pretty much anything new, particularly as regards a traditional institution like baseball, but wild card slots are keeping fans in some cities interested who would normally have given up on the season and tuned out by this time. That is exactly the purpose of having a wild card process and it is nice to see a policy innovation that actually produces the results it was intended to achieve. How come we are never able to do that in the social services?

Then, in desperation, I considered a compilation of neat things that people have written to me in response to columns -- an (ugh) "Ira's mailbox" kind of feature. I could tell you about the guy who wrote a few weeks ago in response to my column in which I said I was going to write-in Hubert Humphrey. He said he voted for Clinton last time with a clothespin on his nose, believing that then candidate Clinton had the "morals of a wart hog". And this time, he said, he was going to vote for Clinton again even if he had to wear a gas mask and so should I. The case made in this note and others was that Clinton, awful as he is, is more likely to see his self interest in doing things for low income people than Dole -- not an issue of character or belief but about who stands to gain by what. I liked this letter and I love the ones (two this month) where people ask for permission to reprint a column. I always say "aww, shucks" and "yes."

But the strongest reason I am not writing a column this week is that I do not have to. My deal with HandsNet is that I will write a column "most weeks", i.e. more weeks than not, and I have already written more than 26 columns this year so I cannot fail. My goal, and it is only my goal and I do not owe it to anybody, is to end up in the high 30's by year's end. There is nothing driving me, nothing forcing me to go to the computer on a weekend when I am tired, have to clean the garage and have nothing much to say. Writing a weekly column is not, no matter what people say, addictive.

Ira Cutler says he's seeking a semi-legitimate outlet for thoughts and ideas too irrelevant, too iconoclastic, or just too nasty for polite, serious, self-important company. He promises us a Monday column most weeks. More recently Ira has become involved in communicating in another way, through speeches which he calls Standin' Here Talkin'.

Court Overruled on IL Districting

The Supreme Court Tuesday ordered a lower court to reconsider striking down as unconstitutional a majority-Hispanic congressional district in the Chicago area, reports Associated Press.

The justices told the lower court to re-evaluate the district's validity in light of their recent decisions making it harder to draw election districts that maximize racial minorities' political clout.

The district, with a 59 percent Hispanic voting-age population, is shaped like a "C" running from one Hispanic-dominated area of Chicago, through the western suburbs, and back to another part of the city with a large Hispanic population.

The three-judge court said such a district was needed to protect against dilution of Hispanic votes and protect nearby black-dominated districts.

In 1993, the Supreme Court ruled for the first time that congressional districts designed to help racial minorities might violate white voters' rights.

Last March, a lower court rejected a challenge to the 4th district by voter James R. King, who had sued in 1995. He said the court improperly took race into account in drawing the district's boundaries.

A new three-judge panel upheld the district, calling it an "uncouth configuration" that nonetheless was needed to remedy previous violations of the federal Voting Rights Act.

Last June, the Supreme Court threw out voting districts in Texas and North Carolina and made it more difficult to draw districts aimed at boosting minority voters' clout. The federal court in Illinois was told to restudy the 4th District case in light of those two rulings.

In the appeal acted on Tuesday, King's lawyers said the lower court used the wrong legal standard and wrongly failed to consider other ways to draw the 4th district.

The case is King vs. State Board of Elections, 96-146.

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Deciphering The Election's Message On Puerto Rican Independence

By Lance Oliver

SAN JUAN, Puerto Rico -- One of the central themes of the campaign of David Noriega, the Puerto Rican Independence Party (PIP) candidate for governor, was that the Nov. 5 general election was not a referendum on Puerto Rico's political status.

Noriega only won 3.8 percent of the vote, a disappointing result for the PIP, but his message has the ring of truth as the voting results are sifted for meaning.

The final figures showed Gov. Pedro Rossello winning 51.2 percent of the vote, becoming the first candidate ever to top 1 million votes in a Puerto Rican election. His pro-statehood New Progressive Party (NPP) also retained control of the resident commissioner post in Washington, D.C., both houses of the legislature and about two-thirds of the island's 78 mayoral seats.

Yet the sweep doesn't necessarily translate into support for statehood, several analysts are quick to point out. As an editorial in the island's biggest daily newspaper, El Nuevo Dia, stated, the voters looked at the Rossello administration, saw a work in progress, and "gave the necessary backing so that his work would continue. This is what Puerto Rico voted for. And that is the message of this election." ("...se dio el respaldo necesario para que esta obra continúe. Por esto fue Puerto Rico voto. Y ese es le mensaje de esta elección.")

Polls and pundits agree that while the issue of political status -- state, commonwealth or independent nation -- has dominated politics for years, it ranks far down the voters' lists of priorities. That explains why Rossello has handily won two straight elections while statehood lost in the 1993 status plebiscite.

Rossello recognized those priorities in his press conference the day after the election, when he said he sought a second term to continue his reforms and programs, not to press for statehood.

If the NPP took from his election the message that governing competence goes further than status politics, the Popular Democratic Party (PDP) and its president and gubernatorial candidates Hector Luis Acevedo must turn to reorganization in the face of a second consecutive sweeping loss. Attention naturally turns to the one big winner in the party camp -- Sila María Calderon, who was elected mayor of San Juan.

Four years ago, Acevedo was celebrating his re-election as mayor of San Juan while the rest of his party was routed by

Rossello and the NPP. He gained control of the party and was elected to its presidency with more than 80 percent of the vote in a five-way race. Now, Calderon finds herself in a nearly identical spot.

"In 1997, the official with the most power, the biggest budget and the highest position in the Popular party will be Mayor Sila Calderon," pointed out Rony Jarabo, a former legislator, commenting on the election results for WLI television.

Columnist and political analyst Luis Davila Colon agrees. "Now the pressure on Sila María Calderon is going to be tremendous to assume the leadership of the Popular party and direct the reconstruction," Davila said.

Calderon has said she does not aspire to the party presi-

dency, however, and her campaign was run independently of the PDP machinery.

The election was a close call for the PIP, which needed to win 3.5 percent of the vote to retain its automatic position on the ballot. Many party members had hoped that Noriega, a popular legislator for 12 years, would win close to 8 percent of the vote, but she managed only half as much.

Arguably, independence for Puerto Rico is more within reach than ever, if only because the end of the Cold War has diminished opposition to independence in the Pentagon and among many members of the U.S. Congress, who were concerned about military bases on the island. Yet at the moment when U.S. officials in Washington are talking about independence as a

viable option, the PIP has seen its electoral support dwindle rather than grow.

That irony may be the message the PIP takes home from this election, but not one it would like to hear.

(Lance Oliver of Guaynabo, Puerto Rico is a freelance writer. He is former editorial page editor of the San Juan Star.)

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Tomorrow's Big Business Asset: Being Latino

By Louis Aguilar

Throughout his 30-year career at Kraft General Foods Inc., Enrique Guardia always felt he had an advantage over the competition. His edge: being Latino.

The professional highs and lows of the Panama-born Guardia serve as testimony to a belief shared among Latino corporate executives. As the marketplace turns global and the United States becomes a multicultural society, with Latinos emerging as the dominant minority, many Latino corporate executives are convinced their time has come.

Guardia was multicultural before the term came into vogue. Back in the mid-1970s, he took on a post in France and thrived for the very reason his Anglo predecessors stumbled -- the business and social climate there differed from that of mainstream United States.

"A typical American manager in Paris...moaned because it was not like Chicago," explains Guardia, who retired last year as group vice president of Kraft General Foods USA. Guardia empathized with a people protective of their own language and culture. He mastered the French language and "basically became Parisian."

The result: he racked up sales as no Kraft manager in France had done before.

Years later, Guardia learned the marketing lesson of black beans, Spanish rice and salsa. He unsuccessfully attempted to sway Kraft into expanding its product line to include such foods.

"I failed," he admits, "because I didn't realize the

full wisdom of my idea." He tried to convince his bosses that these were terrific products because that's what Latinos ate. "I should have said that because of the ethnic influence of Latinos, this is what everyone is going to be eating."

Many Latinos who grow up in the United States within a dual culture develop a keen cultural sensitivity and an ability to adapt. That translates into a business edge because they can absorb the cultural differences of a new market and changing work force. No one has a better chance of spotting new trends in a U.S. market with a growing Latino influence.

Such a sentiment was espoused time and again to New York media executive Augusto A. Failde, who interviewed Latino business leaders and entrepreneurs for a recently published book, "Latino Success: Insights from 100 of America's Most Successful Latino Business Professionals" (Simon & Schuster, \$22). Written with free-lance writer William S. Doyle, the book was published in English and Spanish.

Many of the interviewed executives related stories about how they had excelled in situations where non-Latinos may have stumbled. It didn't always have to do with understanding the Latino market. In negotiations in Japan and Europe, for example, they were able to pick up the cultural nuances of the situation more quickly.

Latino economic and cultural impact flourishes worldwide. The loopy "Macarena" is one of the most popular pop songs

ESPECTACULOS DE AQUI Y ALLA

OLGA TANON ROMPIO RECORDS DE ASISTENCIA EN EL ROBERTO CLEMENTE

Nunca antes habia sucedido. Olga Tanon no solo establecio marcas llenando dos noches consecutivas el afamado coliseo, sino que logro que se vendieran tres funciones.

Mas de 30,000 personas colmaron los dias 20, 21 y 22 de octubre el Coliseo Roberto Clemente de Puerto Rico para aplaudir a Olga Tanon en tres memorables conciertos.

La artista puertorriquena demostro con agudeza su alta capacidad interpretativa y el poder impresionante que tiene para 'echarse al publico en un bolsillo'.

Despues de siete meses fuera de los escenarios, La Reina del Merengue preparo un espectáculo que sera recordado siempre por el publico puertorriqueno. Un derroche de luces bano a Olga y a un excelente grupo de bailarines que por mas de dos horas apoyaron

A partir del 4 de octubre, y hasta el 8 de diciembre, Mana continuara presentandose a traves de toda la republica mexicana. Definitivamente, no existe la menor duda de la energia y el profesionalismo de Fher, Alex,



Sergio y Juan, los cuatro integrantes del grupo, que con responsabilidad y teson trabajan incansablemente. Y lo mas curioso, mientras mas conciertos realizan, mejor lo hacen: uno de los tantisimos elogios positivos en el que coincide toda la prensa estadounidense que reseno sus conciertos.

UN BELLISIMO ALBUM

Laura Pausini tiene nuevo album: Las cosas que vives, producido por Dado Parisini y Alfredo Cerruti, con letras de la misma Laura, Cheope y Dati y musicos de la talla de Nathan East, Steve Ferrone y la Orquesta Sinfonica de Londres.

El primer sencillo, Inolvidable, ya se encuentra en los primeros lugares de popularidad en todas las emisoras radiales de Estados Unidos y Puerto Rico. No es de extranar cuando en el se pone el encanto y la musicalidad de Laura Pausini, una voz que jamas puede pasar desapercibida al oyente.

A Laura le cabe el orgullo de convertirse, en solo tres anos, en una superestrella. Se establecio con fuerza en el mercado mundial y no hay pais de Iberoamerica que no haya cantado temas como La Soledad, Gente, Amores Extranos y Se Fue, entre otros. Prueba de ello son los 8 millones de discos que tiene vendido en todo el mundo y las decenas de discos de oro y platino recibidos los ultimos dos anos.

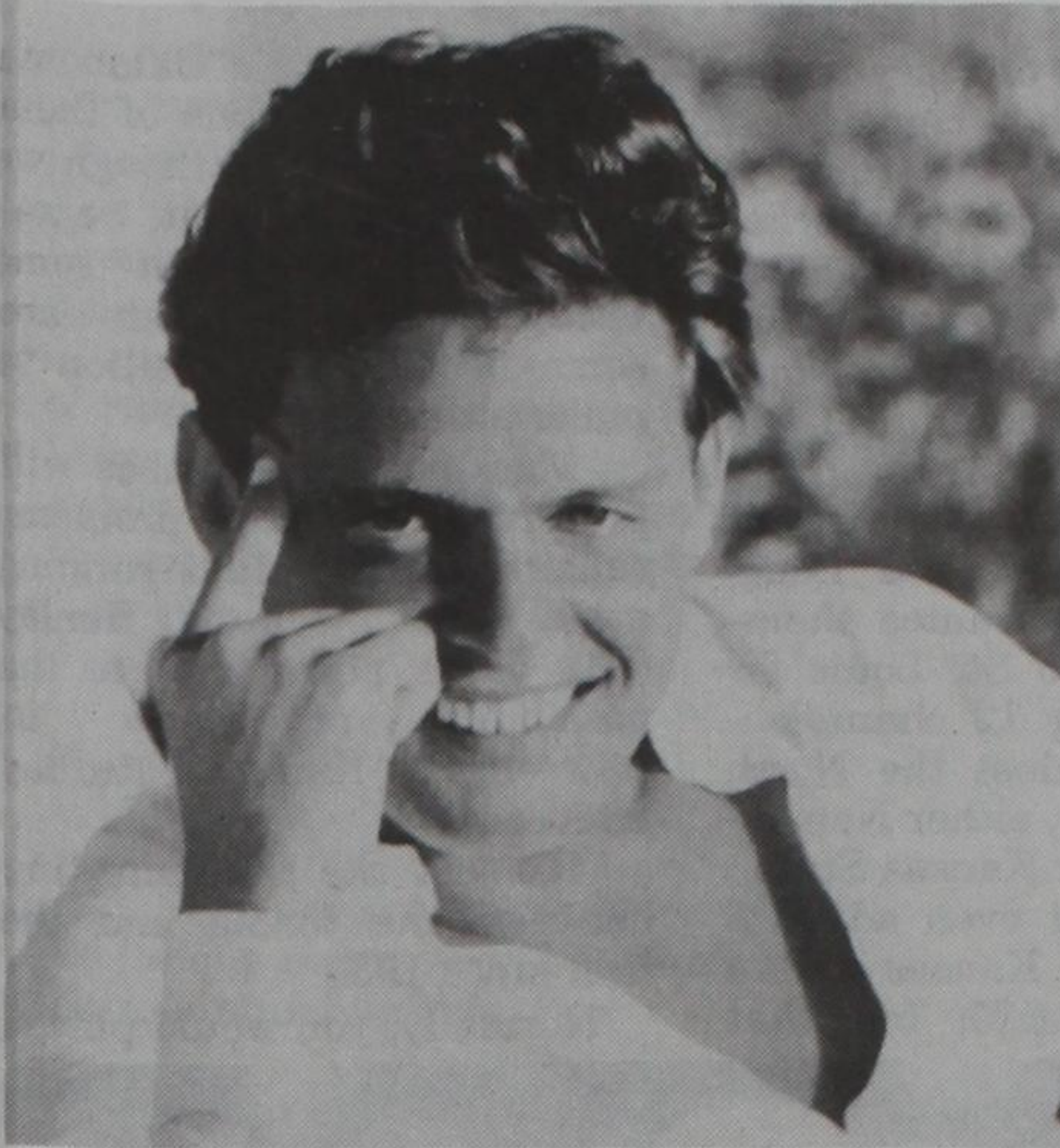
Las cosas que vives, que contiene 12 bellisimos temas, que compas por compas demuestra el talento y el carisma de esta cantante italiana que ha venido a robarle el corazon a mas de un latinoamericano.

MAS DE DOS ESTRELLAS

Como sabran, Luis Miguel develo su estrella el pasado 26 de septiembre en el Paseo de la Fama de Hollywood. Para ser mas exactos, justo en el numero 7060 del popular boulevard californiano, a unos metros del cruce con la calle Sycamore.

Horas antes de celebrarse la ceremonia, mas de tres mil admiradores se dieron cita alrededor de la estrella para tomar los mejores lugares en la conocida calle.

Johnny Grant, alcalde honorario de



Hollywood y presidente del comite del Paseo de la Fama fue el encargado de presentar a Luis Miguel, en medio de una algarabia que gritaba mensajes al artista y expresaba la admiración por su presencia.

"Para mi, tener una estrella es una de las experiencias mas hermosas que puedo lograr...Un momento importantisimo para todos los latinos", dijo Luis Miguel.

Mas tarde, en la conferencia de prensa que ofrecio ante mas de 300 periodistas internacionales, el idolo mexicano explico: "Este es un principio de un momento en mi vida y en mi carrera y me obliga a mantener un nivel. Ahora tengo una mayor responsabilidad. A mis 26 anos, lo unico que provoca todo este tipo de logros es una mayor cantidad de compromisos".

WICHY CAMACHO: NUEVO ALBUM

El interprete de Daria el Alma, el puertorriqueno Wichy Camacho, ya tiene un nuevo album. Se titula Amante del Amor y contiene ocho excelentes temas que, bajo la conduccion de Julio Alvarado - reconocido productor de diferentes estrellas de la salsa - es un exito asegurado de antemano. La calidad interpretativa de Wichy es evidente en toda la grabacion, asi como la acertada seleccion de los temas que aparecen.

Y a proposito de canciones, en Amante del Amor podran disfrutar de muchas sorpresas, como el estreno mundial de Necesitaba de ti, del compositor panameno Omar Alfanno; el contagioso numero El Toca Toca de Raul Marrero y de Melancolia del argentino Gustavo Marquez, creador de Daria el Alma, entre otros.

LA DIFERENZIA TO PERFORM IN LUBBOCK

AUSTIN - Latin music's cutting-edge band LA DIFERENZIA brings their unique sound and show to Lubbock on Friday, November 22.

La Diferenzia sent shock waves through Latin music in 1995 with a debut that made Latin music history.

Featuring a roots-driven blend of styles, the band's debut album **LA DIFERENZIA** rewrote the Latin industry record books with five radio hits - two #1s, a Top 5 and Top 10 - and held for a record-breaking 49 weeks on Billboard's Latin Top 50 chart. Grammy-nominated, award-winning and platinum-selling, La Diferenzia smashed through traditional sound barriers and set the stage for a Latin musical evolution.

Fronted by powerful lead vocalist Ricardo Castillon, La Diferenzia's creative energy and influences span diverse musical directions. Mexico City-native Miguel Spindola brings Latin pop, rock, ballads and the



Mexican/columbian cumbia to the mix. Chicago-board Arold (keyboards), Raul (saxophone) and Omar (bass) Cardenas add jaz, salsa and their classical music training. And Texas members Simon Arausa (accordion/percussion from Lubbock), Jose Luis Benavides (drums) and Marty Guerrero (guitar) deliver country, ranchera and the up-tempo Tejano cumbia.

Together, members of La Diferenzia collaborate to create a sound that is different - and, based upon the monumental success of their first album, the difference Latin audiences want.

Their new album, **FUE MUCHO MAS QUE AMOR**, continues their journey across many musical borders, as featured styles range from cumbia to flamenco, merengue, ranchera, and R&B.

La Diferenzia's quest for musical soundscapes to create a truly international genre is what makes them the difference in Latin music.

Their concert begins at 10:30 pm at Club Rio in Lubbock.



el contagioso repertorio de la cantante.

"Magnetica, empatica, tierna, humilde, estremecedora, carismatica, sensible, graciosa, emotiva y enloquecedora. En una palabra...maravillosa!", dijo el El Nuevo Dia en su resena del domingo 22 de septiembre.

Y para continuar con una interminable lista de compromisos artisticos, la artista puertorriquena viajo a Mexico para realizar un gira promocional que la llevo, entre otros escenarios y foros de television, a Televisa, donde realizo el programa que conduce Raul Velazco, Siempre en

Domingo, y La Tocado, el mas reciente proyecto televisivo de la actriz y cantante mexicana Veronica Castro.

MANA: PROFESIONALES INCANSABLES

Despues de un tour que los llevo a mas de 30 ciudades de Estados Unidos, Mana regreso a Mexico para continuar su gira internacional Cuando los angeles lloran 96, que se inicio en el mes de mayo de 1995.

"Fui a la tienda a comprar crema agria y a averiguar cuáles habían sido los números ganadores de LOTTO la noche anterior. Estaba tan emocionada, baile y baile, que se me olvidó comprar la crema".

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Números Ganadores:

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Su Sistema:

"Escogí el primer número y el último en la hojita de LOTTO. Los otros números tienen un significado especial, la edad de mis hijos, los años que llevamos casados y el número de nietos que tenemos".

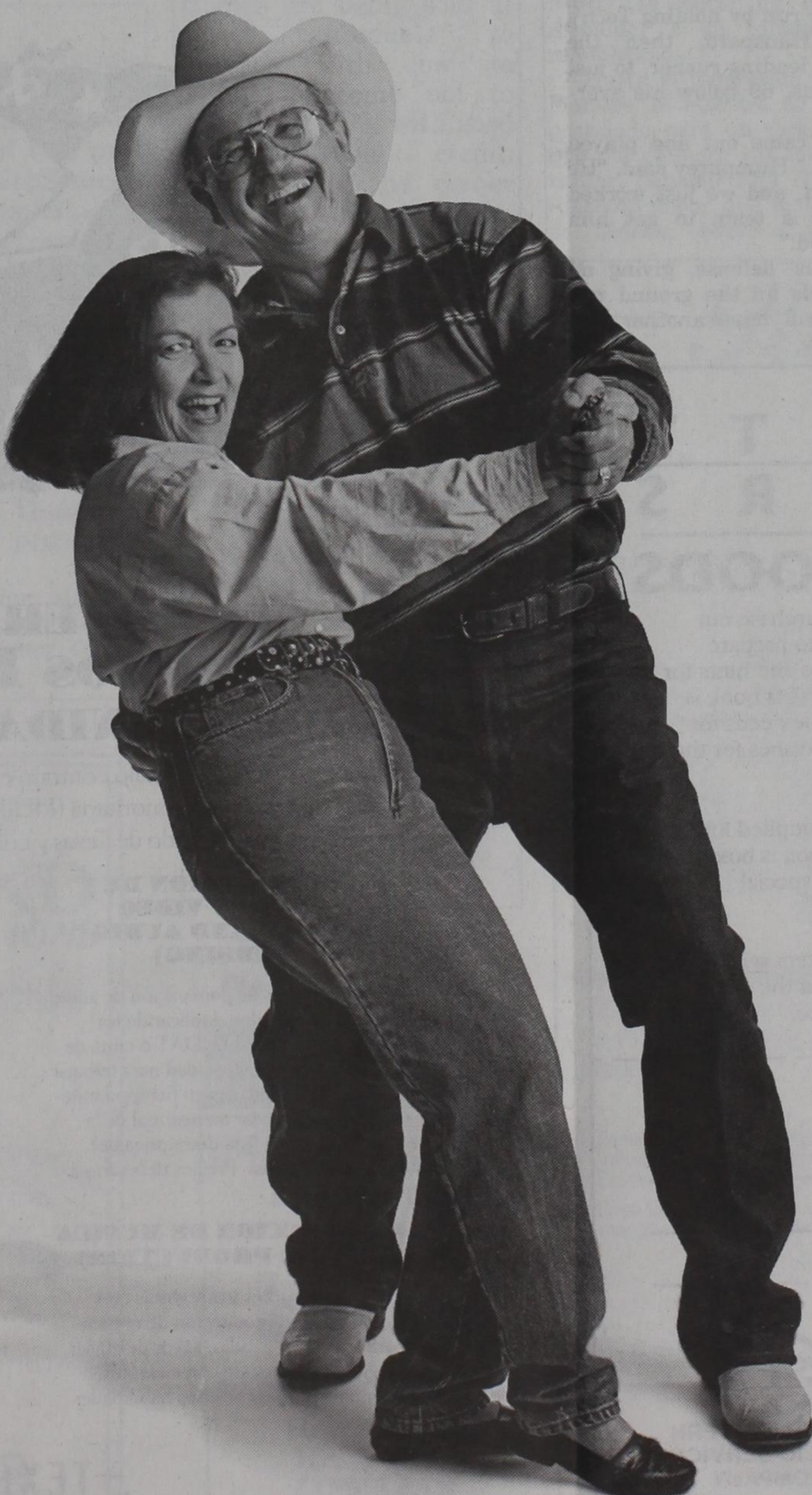
Su Primera Compra:

"Siempre quise una máquina cultivadora y eso fué lo que compré".

El Boleto Ganador:

"Luego luego lo firmé y llegando a la casa lo guardé en una bolsita de plástico sellada".

*Se pagarán durante 20 años.



"Cuando vi que tenía los seis números ganadores, me puse a bailar de felicidad".

SUE CLEMENTS



YA HAY MÁS DE 200 MILLONARIOS.
TÚ PODRÍAS SER EL PRÓXIMO.

Texas In Big 12 Driver's Seat

By CHIP BROWN

AUSTIN - At one point this season, Texas had lost four of five and was making a habit of losing games after leading in the fourth quarter.

But consecutive victories over Baylor and Texas Tech have put the Longhorns (5-4, 4-2 Big 12) in the driver's seat of the Big 12 South division with games remaining this week at Kansas (4-5, 2-4) and at home against Texas A&M on Nov. 29.

"We are in the position that we wanted to be in at the beginning of the season. We just took the long path to get here," Texas quarterback James Brown said Monday.

"It was kind of scary in the end the way they came back, but we held on this time. It felt great," said linebacker Aaron Humphrey, referring to fourth-quarter leads that slipped away against Notre Dame (7), Oklahoma (11) and Colorado (3).

With victories over Kansas and Texas A&M, the Longhorns would guarantee themselves a trip to St. Louis for the Dec. 7 Big 12 championship game against the North division winner, either Nebraska, Colorado or Kansas State.

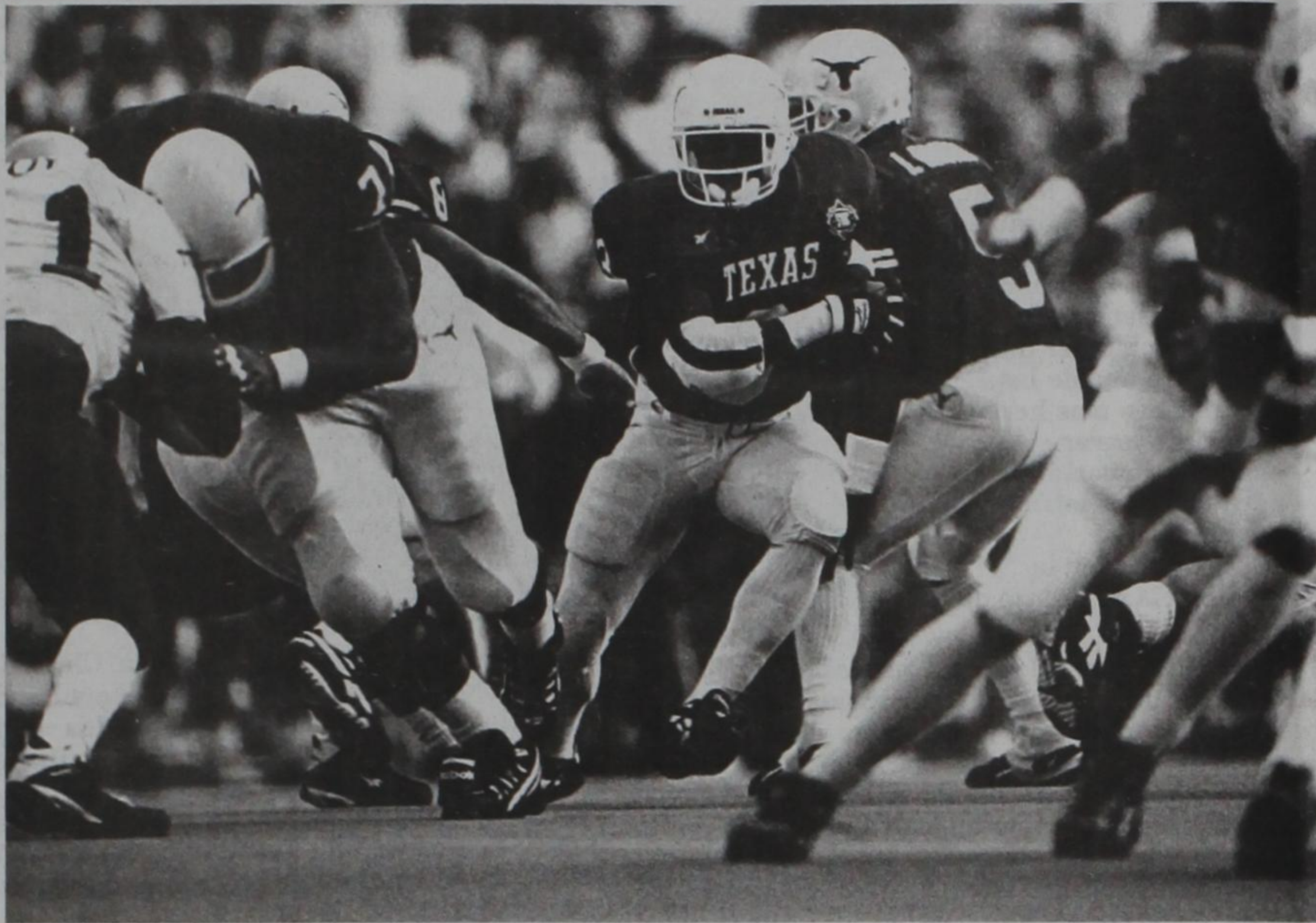
Texas could even advance with a loss to Kansas and a win against A&M, but that

John Mackovic. "Oklahoma and A&M, either one of them could get hot. Even though we are in the driver's seat, we are definitely not without some backseat drivers. There are some people in a position to make a move."

Mackovic said Kansas will present numerous problems ranging from a stout running attack led by June Henley (132 yards per game) to the possibility of snow in Lawrence, Kan., Saturday afternoon.

It's just the third meeting between the teams and the first since 1938.

"Normally, you would play a



"We took the difficult road. But we're here now and trying to make the most of it."

Texas wrestled control of the Big 12 South away from Texas Tech with a 38-32 victory in Lubbock Saturday after leading 28-3 in the first half.

would put the Longhorns' fate in a progression of six tie-breakers.

"For us, we're at the head of the southern division right now, but we have to win out. We don't have any choice, in my opinion," said Texas coach

team for the first time as a non-conference game early in the season, but they haven't played us either," Mackovic said. "It's tough to win on the road this late in the season, so we'll have to play well."

Players said it won't be difficult to get up for a Kansas team they haven't seen or heard much about this season following their emotional victory at Tech.

"They haven't seen us or played against us, so both teams will be going into it blind," Brown said. "It will boil down to whoever adapts the best to the weather and the other team's game plan."

Texas defensive players said they gained confidence in stopping the run by holding Tech's Byron Hanspard, then the nation's leading rusher, to just 132 yards, 69 below his average.

"We came out and played our best," Humphrey said. "He ran hard, and we just worked hard as a team to get him contained."

Texas' defense, giving up 204 yards on the ground per game, will have another test in Henley.

Cowboys Still Die Hard

By DENNE H. FREEMAN

IRVING, Texas The Dallas Cowboys die hard.

Just when it appears they have fallen too far behind in defense of their Super Bowl crown and NFC East title, the Cowboys made the big plays to ensure survival.

Dallas improved its record to 6-4 Sunday after a 1-3 start with a 20-17 overtime win in San Francisco thanks to Chris Boniol's 29-yard field goal. The Cowboys trail Philadelphia and Washington, both weekend losers, by only a game.

"I would have been skewered if we lost that one," said quarterback Troy Aikman.

Philadelphia beat Dallas last week on an Aikman interception that backfired into a 104-yard interception and lateral touchdown.

Aikman made another late interception against the 49ers but he got a second-chance. Linebacker Fred Strickland's interception of Elvis Grbac on the next play set Aikman up for his game-tying touchdown pass to tight end Eric Bjornson.

Then the Cowboys won in overtime with Barry Switzer hugging Aikman until his quarterback produced a big smile. Switzer got some of Aikman's eyeball on his face and shirt.

"The win meant a lot to both of us," Switzer said. "We had lost to them the last three times. A coach and a quarterback have a lot in common."

"We had to win this game," said guard Nate Newton. "Lose this one and drop back to .500 and it might have been all over."

Particularly with the vastly improved Green Bay Packers coming to town next Monday night.

"We've got the playoffs in our sights now," Newton said. "And I don't care where we have to play it, frozen tundra of Lambeau Field or 3-Com Park again, I don't care. We just have to keep winning."

The win proved costly for the Cowboys. Switzer said Monday that free safety Brock Marion broke a shoulder blade and could miss several weeks.

"I had one of those things once and it was two weeks before I could even raise my arm," Switzer said.

Safety Bill Bates and



backup center Clay Shiver sustained concussions but both were expected to play against the Packers. Switzer said he also expected wide receiver Kevin Williams, who has missed three weeks with an ankle injury, to be ready for Green Bay.

Williams is needed because of the experiment using Deion Sanders at wide receiver. Switzer said Sanders broke off

his route on Aikman's late interception.

"Deion should have moved inside on the route," Switzer said. "It takes time to learn to play that position."

Switzer gave the team off until Wednesday.

"Green Bay will come at us hard," Switzer said. "I know we had to drive 93 yards late in the game to win the last time we faced them."

Holyfield Upsets Tyson

LAS VEGAS-Five years and one day after they were supposed to meet the first time, Mike Tyson and Evander Holyfield finally met in the ring to answer who is the best heavyweight in the game today.

Holyfield (33-3, 24 KOs) proved he was ready for the challenge and stunned the former WBA Champion Tyson (45-2, 39 KOs) as referee Mitch Halpern stopped the bout at 37 seconds of the 11th round. Holyfield was in control from the outset and sent Tyson to the canvas in the sixth round. He rocked Tyson with a barrage of punches to end the 10th round and picked up where he left off in the 11th round. All three judges had Holyfield ahead on points when the fight was stopped. Dalby Shirley had it 96-92. Frederico Vollmer saw it 100-93 and Jerry Roth scored it 96-92.

In the other bouts, IBF Heavyweight Champion Michael Moorer (38-1, 31 KOs) of Detroit, MI became the first southpaw heavyweight cham-

pion to successfully defend his title with a 12th round TKO victory over South Africa's Francois Botha (36-1, 21 KOs). Referee Mills Lane stepped in at 18 seconds of the 12th round after Moorer connected with several shots to Botha's head. Botha, who fought a courageous fight, lost for the first time in his 37-fight career. Moorer was ahead on two of the three judges scorecards. Judges Chuck Giampa and Glen Hamada had it 106-100 in favor of Moorer and Stewart Winston scored it 104-103 in favor of Botha.

WBO Heavyweight Champion Henry Akinwande (31-0-1, 18 KOs) of Dulwich, England, dominated No. 1 contender Alexander Zolkin (24-3, 15 KOs) of Moscow, Russia and retained his title after referee Richard Steele stopped the fight at 2:32 of the 10th round on the advice of ring physician Dr. Flip Homansky. Zolkin suffered a deep cut over his right eye early in the fight and it continued to get bigger and gave the Russian problems seeing.

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PENSAMIENTOS DEL PREDICADOR

POR PASTOR FRANK GARCÍA
LUBBOCK, TEXAS

CRISTO Y EL AYUNO
Y les dijo Jesús:

¿Pueden los que están de boda tener luto entre tanto que el esposo está con ellos?
Mateo 9:15

Notemos en este pasaje el dictado que nuestro Señor se aplicó así mismo. Dióse el título de esposo.

Lo que el esposo es hacia la esposa, nuestro Señor es hacia las almas de los que creen en él. El amor que para con ellas siente, es eterno: únelas así mismo, y hace expiación por sus culpas, y provee a sus necesidades diarias; las compadece en todas sus angustias; sobre lleva sus debilidades, y no las rechaza por unas pocas flaquezas. Y considera como a perseguidores suyos a los que las persiguen; y algún día las permitirá participar de la gloria que él ha recibido de su Padre, de manera que donde él esté, ellas también estarán. Porque tales son los privilegios de los cristianos, y tal la herencia que por su fe recibirán. Así, que, bienaventurados son los que creen.

DISCIPULOS DE JUAN Y DE JESUS

Algunos individuos murmuraban contra los discípulos de nuestro Señor porque no ayunaban como los discípulos de Juan. Pero nuestro Señor los defendió con un argumento profundamente sabio. Diciendo que no era propio que ayunaran en tanto que el esposo estaba con ellos. Y no se detuvo ahí en sus observaciones, mas prosiguió a manifestar que es preciso tratar con suavidad a los neófito, enseñándoles solo aquellas doctrinas que se hallan en aptitud de comprender evitando así el esfuercarlos a que acepten todo desde el principio. Y dijo que el proceder de otra manera sería cometer una insensatez semejante a la de el que pusiera vino fresco en cueros viejos, o echara un remiendo de paño nuevo en un vestido viejo.

CRISTO ESTIMA AUN LA FE MAS DEBIL

En materia religiosas debe de cuidarse, de no dar demaciado importancia a lo que es de una orden secundaria, y ni exigir con afán y con escrúpulo la conformidad a una regla que versa sobre cuestiones indiferente, hasta tanto que no se hayan inculcado los dos principios cardinales de la fe y el arrepentimiento.

Para proceder con tino en esta materia es preciso que hagamos uso del sentido comun y que imploremos al auxilio divino. Notemos además que nuestro Señor estima la fe, aun la más debil, pues cuéntasenos que una mujer que sufría mucho de una grave enfermedad. Y que pasando por enmedio de la multitud y siguiendo detrás de nuestro Señor le tocó el borde de su vestido, con la esperanza que de ese modo sería curada. Ni dijo una sola palabra para pedir socorro, y ni hizo profesión de fe; mas tenía confianza de que con tocar apénas el manto de Jesús obtendría la salud. Y así sucedió; inmediatamente fue sanada y regresó a su casa bien gozosa gracias a Dios por su poder sanador.



Un Rayito De Luz

by Sofia Martinez

Los principales mandamientos de la Iglesia Católica son cinco: El primero es Oír misa entera los domingos y fiestas de guardar. El segundo es Confesarnos por lo menos una vez al año. El tercero es Comulgar por Pascua Florida. El Cuarto es Ayunar y guardar abstinencia cuando lo manda la santa Madre Iglesia. Y el Quinto es Pagar diezmos y primicias a la Iglesia.

Estos mandamientos pueden variar según los lugares, y los tiempos, y las personas; así como la condición de las leyes civiles y eclesiásticas. Lo que sucede en una nación, que sus leyes varían muchas veces de una región o otra, también en la Iglesia, esparcida por todo el mundo, tiene que adaptar las obligaciones religiosas a las diferentes circunstancias que se presentan.

Veamos la sabiduría de la Iglesia Católica y seamos hijos obedientes, obediendo fielmente los mandamientos que tiene en el país donde estamos viviendo.

Los mandamientos de la Iglesia nos obligan como los mandamientos de la ley de Dios, bajo pena de pecado grave o leve, según las circunstancias.

Cristo Nuestro Señor le dió a la Iglesia la misma potestad que El había recibido de su Eterno Padre, según estas palabras, dirigidas a sus Apostoles: "Como mi Padre me envió, así los envío yo a ustedes". Así cuando la Iglesia manda algo, es como si Jesucristo lo mandara, y por lo tanto le debemos obedecer para gloria de Dios. (San Juan 20, 21). (San Mateo 18, 18). (San Luc. 10, 16).

Rincon Poetico

MUJER SUFRIDA

Los pasos en su vida real
Con lineas en su cara
Dolores en sus manos
Y el dolor que siente
Una mujer cuando llora
Es una mujer sufrida.

Cada minuto, hora, días, meses, y años de sufrir.
Una mujer sufrida en veces no siente dolores
O lumbres en sus pies.
Porque es protegida por la mano de dios.

Se ve en su modo de ser de su trabajo,
Su sonrisa, y su humilde corazón donde la gente siente su amor.

Cada mujer tiene su estilo
Cada mujer lleva un destino
Pero una mujer sufrida es
Feliz y contenta por tener la
Fuerza de luchar en un mundo
Que es muy difícil para triunfar.

Este poema representa la vida de estas mujeres hispanas americanas sus nombres son Frances Rosas, Bibi Licon, Emma Quintana, Kuka Hernandez, Kaye Trevino, Esperanza Galarza, Y Raquel Placencia.

This poem explains the struggles that a hispanic woman goes through in order to overcome the sufferings that she went through in her life to fulfill her destiny in her life, and the respect that she has earned from her people, even if she has to be as tough as a man.

Written by Rachel Placencia

EL PAPEL DE LOS HISPANOS QUE SURGE EN LA ELECCION DE UN PRESIDENTE

En Chicago, otro gran enclave hispano, el titular Representante demócrata Luis Gutiérrez recibió el 94 por ciento de la votación en su distrito étnico, ofreciendo a Clinton un viaje a la inversa en los faldones de su chaqueta.

Esa fue la historia en otros estados donde los demócratas hispanos ganaron por grandes márgenes. Nacionalmente, Clinton recibió el 72 por ciento del voto hispano y Dole el 21 por ciento. En conjunto, los hispanos votaron por los demócratas por sobre los republicanos, 74 por ciento contra 24 por ciento.

La Representante demócrata Lucille Roybal-Allard, del Este de Los Angeles, ganó la re-elección con el 82 por ciento de la votación y, en Nueva York, José Serrano ganó con el 96 por ciento.

Todos los miembros hispanos demócratas de la Cámara ganaron por grandes márgenes, incluyendo al legendario legislador de San Antonio, Henry B. González, con el 64 por ciento, aunque el "Express-News" se burló de él por respaldar a su contrincante republicano.

Hasta el demócrata Víctor Morales, el maestro de Texas postulado para un cargo electivo por primera vez contra el titular, Senador Phil Gramm, funcionó mejor que lo esperado. Mnales obtuvo el 44 por

ciento de la votación, aún cuando estaba escaso de dinero, experiencia y apoyo adecuado de la maquinaria electoral demócrata.

Aunque el voto hispano estuvo lejos de ser el factor decisivo en la pérdida de Dole, su campaña se equivocó al pasarlo por alto. En el año 2,000 y de ahí en adelante, la votación hispana puede ser el factor decisivo en las contiendas presidenciales apretadas.

Nadie debería darse el lujo de pensar que los demócratas hispanos de hoy son demócratas para siempre. Tres de los 18 miembros hispanos del Congreso -- dos de la Florida y uno de Texas -- son republicanos. Y, por primera vez en lo que se recuerda, un latino republicano fué electo como miembro de la Asamblea de California.

La lección aprendida es que el electorado hispano responderá, correcta o incorrectamente, a los asuntos y al atractivo. Que los políticos se atengan a las consecuencias si piensan de otro modo.

(Carlos Conde de Washington, D.C. ha trabajado en el gobierno y el periodismo en Texas, Washington, DC, y la América Latina. El era funcionario de prensa de la Casa Blanca en época de Richard Nixon.)

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Proposal packets will be available beginning Monday, November 18, 1996, weekdays from 8:00-5:00 p.m. from the JobSource+ office, 1218 14th Street, Lubbock, Texas 79401, (806) 765-5038 (or Relay Texas 1-800-735-2988 for the hearing impaired). Deadline for proposals is Friday, January 3, 1997 at 5:00 p.m. A pre-proposal conference will be held at the JobSource+ office 10:30 a.m. Thursday, November 21, 1996, to answer potential proposers' questions.

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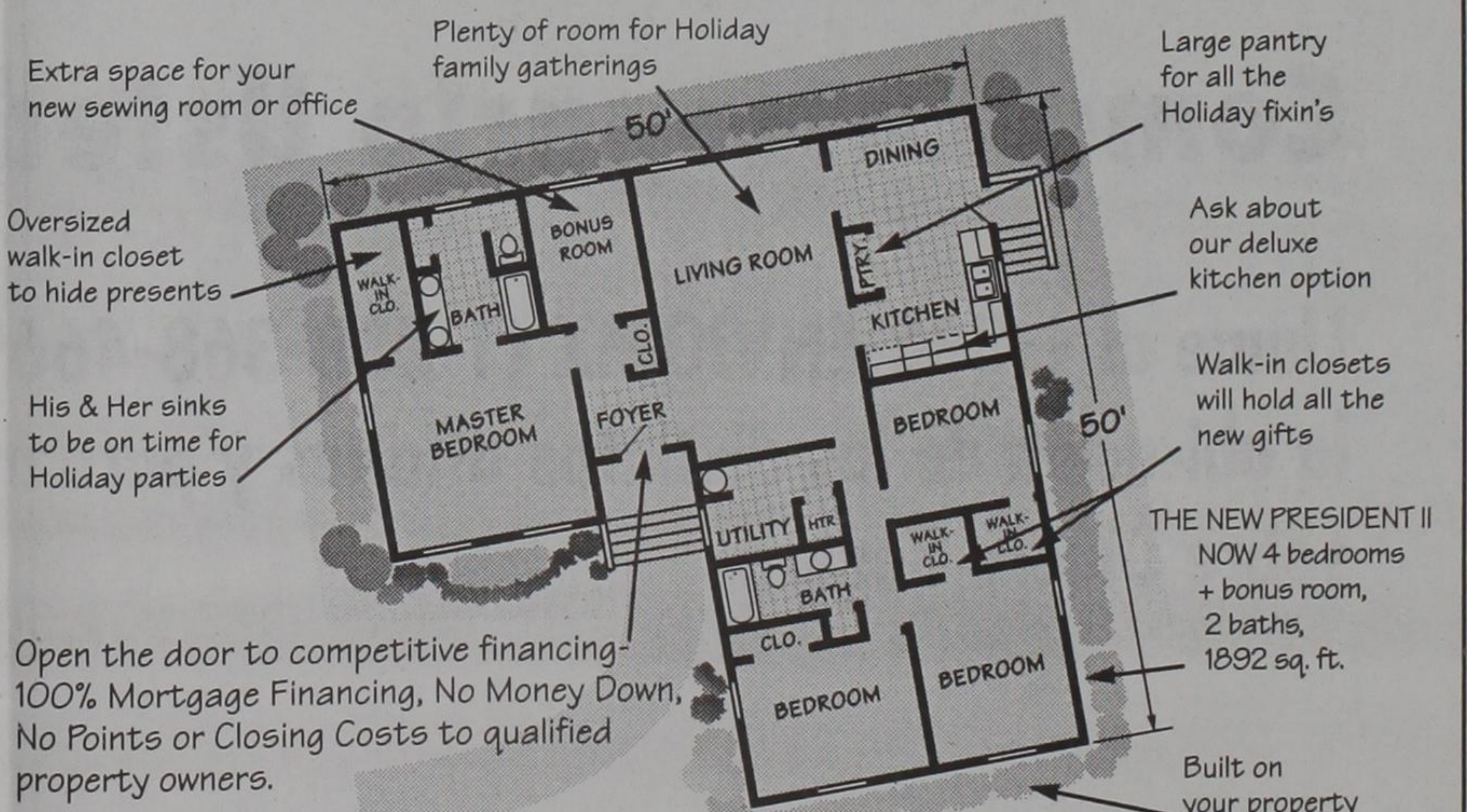


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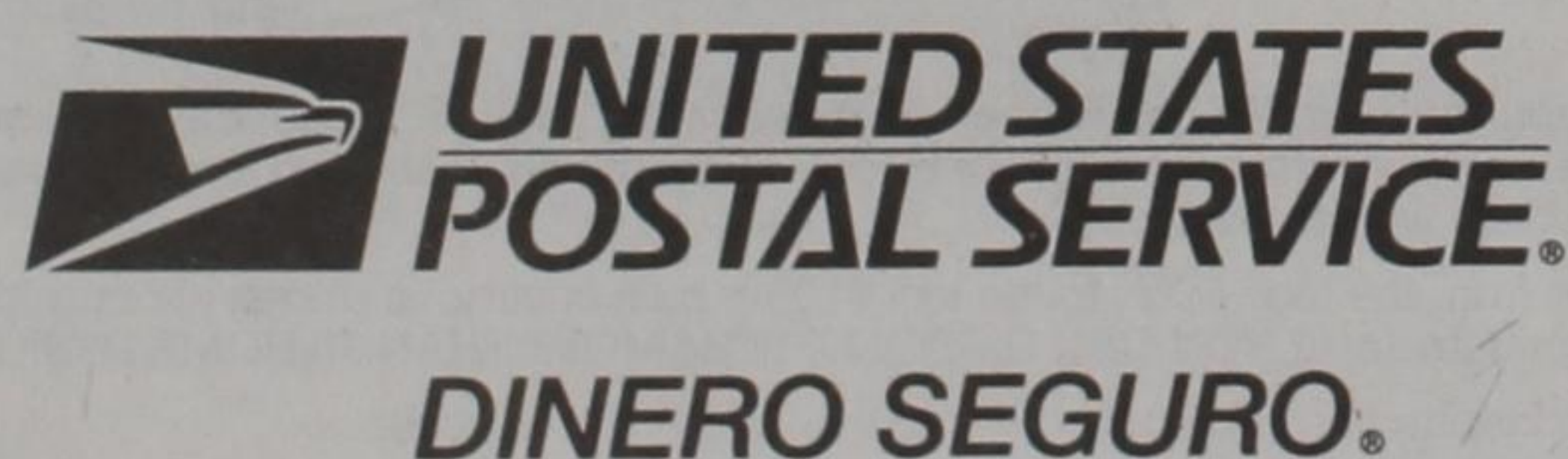


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