

Gore - Bush: The Race for the Presidency

Courtesy of Al Dia

Vice President Al Gore, who was in the midst of a whirlwind tour around the country, was late.

Gore was flying in from another time zone

just to speak in Philadelphia. After finally making his way to the Wyndham Franklin Plaza

Hotel about 4 p.m. to speak to an overwhelmingly Democrat crowd at this year's National Association of Latino Elected Officials, New Jersey State Representative Robert Menendez gave a rousing introduction, calling him "the next President of the United States."

Then Gore came to the podium. After thanking Congressman Menendez and the crowd for their patience, he turned to new NALEO President-elect Raymond Sanchez, who is speaker of the New Mexico State Assembly.

"Now, before you were president (of NALEO)," he asked Sanchez, "you were vice president weren't you?" Sanchez nodded. The crowd applauded. "Just checking," he said.

Four days later in Philadelphia, as if to counter-punch Gore's Philadelphia appearance, George W. Bush came with Pennsylvania Governor Tom Ridge to attend a \$1,000-a-ticket campaign fundraiser that night. Bush's camp also arranged a photo opportunity at La Visitation Catholic School to talk to middle school children. He sat there with Governor Ridge — a potential vice presidential candidate — and answered questions from children. True to form, he even answered one child's question

in Spanish. When one of the kids asked why he wanted to be president, he gave an answer summarizing his rhetoric thus far: optimistic but vague.

"I want to make sure this country is a prosperous country," answered Bush, who received about 40 percent of the Latino vote in his gubernatorial election in 1998. "I want America's youth to work hard and realize their dreams."

The Democratic and Republican national conventions are several months away, but certainly as of the summer of 1999 — at least in the categories of fundraising money collected and media coverage received — Texas Governor George W. Bush and Vice President Al Gore lead. Of course, there being early presidential favorites is nothing new. But what may be unprecedented in United States history is the attention being paid to the Latino vote. Both Bush and Gore are making a push to appeal to Latinos. Both speak some Spanish in their speeches. Bush's camp made a point by holding his Philadelphia appearance in a Latino community. Gore has made speeches to Latino special interest groups. Lots of this new-found attention has to do with the growing Latino population, which in 11 years is projected to be the largest non-white racial group. But in addition, the strong push may also have to do with a potential party trump move. Although Latinos register Democratic by a three-to-one margin, Bush's popularity with Texas' Latino community — which has been unlike any non-Latino Republican in the state's history — could be a golden opportunity for the party of Lincoln to buck a trend.

"I think this is the last opportunity to gain the support of Latinos in the Republican Party," warned Luigi Crespo, the Executive Director of the Republican National Hispanic Assembly. "If we can put resources — not only money but our contact and our support — to Latinos, I think we

can do great things for Latinos. I always say we're Republicans but we don't know it."

However, in a key state like California, the eventual Republican candidate, be it Bush or not, could have an uphill battle. Especially

since Propositions 187, 209 and 227

swept through the state in the last four

"Voters are intelligent enough to ask 'what are you offering to our community?' Clinton was very good on diversity issues, having women and minorities in cabinet positions. Some of that will bleed through [for Gore], but he too will have to answer some questions."

James G. Taylor, a Democratic State Representative for Bernalillo County, NM, agreed with Sanchez. He said the candidates must understand the diversity of the Latino community, which translate into a diversity of political agendas. In the Southwest, for instance, he said Latinos care about this country's economic and political relations with Mexico. Those living along the border want to move freely across it, want to see a stronger economic relationship with Mexico and want no military presence along the border. These issues are not concerns to, say, the Puerto Rican community in the United States, who may be more concerned with urban crime and development, and want to see more attention paid to the political status of Puerto Rico.

"You can appoint all the Latinos you want, but you better be substantive with the issues," warned Taylor.

But at this point, judging the candidates more on style than substance will have to do. Bush has made a point not to reveal too much of his agenda, which temporary conceals his views on affirmative action or welfare reform. Although we do know that during the push for an "English only" law in few years ago, he assured Texans that there would never be an official language of Texas. In the June press conference in Philadelphia, he said that he favors bilingual education, provided that "its goal is for every child to read in English."

Gore has the luxury of associating himself with President Bill Clinton, who has been popular with people of color. Still, on border issues, argued Taylor, the Chairman of the New Mexico State Legislative Border Authority Oversight

Committee, both Gore's association with Clinton and Bush association with his father does not give either of them a favorable edge.

Gore supports bilingual education and emphasizes education in almost all of his speeches. He also supports statistical sampling during the Census count, which NALEO's Executive Director Arturo Vargas considers "the number one civil rights issue of this year." Gore also sites his support of a \$260 million education plan to address the high Hispanic drop out rate as work he has done for the Latino community.

Then there are the other presidential candidates who could pull Latino votes, from former New Jersey Sen. Bill Bradley to Republicans Elizabeth Dole and Sen. John McCain. Despite not having support from even his state Democratic colleagues like Rep. Robert Menendez, Bradley has strong financial backing and is similar to Gore's liberal politics. McCain's popularity with Latinos is solid, at least with fellow war veterans. Latinos might be swayed to consider Dole, the first major female presidential candidate in history. Sen. Orrin Hatch, Pat Buchanan and the rest of the Republican candidates may find it very difficult to find any Latino support. Robert Aguinaga, Research Coordinator for the Southwest Voter Registration Institute, a voter registration with offices in San Antonio, said that with Bush in Texas, there weren't any pressing Latino issues that surfaced to see how Bush would react. Still, he hopes that once this early feeling out period ends, Latinos can broker for the candidate that offers the agenda they like most. [Bush and Gore] are two quality candidates. When the primaries come up, the present Latino leaders will eventually present the issues," said Aguinaga. "And then you're going to see them take stances, whether we like or dislike their answers. But it's good to see for the first time presidential candidates candidly coming after us for our votes."



Hotel about 4 p.m. to speak to an overwhelming Democrat crowd at this year's National Association of Latino Elected Officials, New Jersey State Representative Robert Menendez gave a rousing introduction, calling him "the next President of the United States."

Then Gore came to the podium. After thanking Congressman Menendez and the crowd for their patience, he turned to new NALEO President-elect Raymond Sanchez, who is speaker of the New Mexico State Assembly.

"Now, before you were president (of NALEO)," he asked Sanchez, "you were vice president weren't you?" Sanchez nodded. The crowd applauded. "Just checking," he said.

Four days later in Philadelphia, as if to counter-punch Gore's Philadelphia appearance, George W. Bush came with Pennsylvania Governor Tom Ridge to attend a \$1,000-a-ticket campaign fundraiser that night. Bush's camp also arranged a photo opportunity at La Visitation Catholic School to talk to middle school children. He sat there with Governor Ridge — a potential vice presidential candidate — and answered questions from children. True to form, he even answered one child's question

in Spanish. When one of the kids asked why he wanted to be president, he gave an answer summarizing his rhetoric thus far: optimistic but vague.

"I want to make sure this country is a prosperous country," answered Bush, who received about 40 percent of the Latino vote in his gubernatorial election in 1998. "I want America's youth to work hard and realize their dreams."

The Democratic and Republican national conventions are several months away, but certainly as of the summer of 1999 — at least in the categories of fundraising money collected and media coverage received — Texas Governor George W. Bush and Vice President Al Gore lead. Of course, there being early presidential favorites is nothing new. But what may be unprecedented in United States history is the attention being paid to the Latino vote. Both Bush and Gore are making a push to appeal to Latinos. Both speak some Spanish in their speeches. Bush's camp made a point by holding his Philadelphia appearance in a Latino community. Gore has made speeches to Latino special interest groups. Lots of this new-found attention has to do with the growing Latino population, which in 11 years is projected to be the largest non-white racial group. But in addition, the strong push may also have to do with a potential party trump move. Although Latinos register Democratic by a three-to-one margin, Bush's popularity with Texas' Latino community — which has been unlike any non-Latino Republican in the state's history — could be a golden opportunity for the party of Lincoln to buck a trend.

"I think this is the last opportunity to gain the support of Latinos in the Republican Party," warned Luigi Crespo, the Executive Director of the Republican National Hispanic Assembly. "If we can put resources — not only money but our contact and our support — to Latinos, I think we

do".

Los 30 millones de hispanos que viven en Estados Unidos se han convertido en los últimos años en una fuerza electoral y los aspirantes republicanos y demócratas a la presidencia basan en gran medida sus posibilidades de éxito en el respaldo de este sector.

"Si cree que nos tiene seguros, su percepción de nuestra comunidad es equivocada", dijo Yzaguirre.

El vicepresidente Al Gore, del partido demócrata y quien ha tratado de hablar español para dirigirse a esta comunidad, pronunciará un discurso en la convención este miércoles.

Su único rival, el ex senador Bill Bradley, también declinó una invitación para hablar ante la convención debido a compromisos previos, según dijo.

El senador John McCain fue el único pre-candidato republicano que aceptó la invitación

para hablar ante la convención que se realiza en el estado de Texas, del cual Bush es el gobernador.

En un discurso pronunciado este lunes, McCain, senador por el estado de Arizona, manifestó que fue elegido con el 55 por ciento de los votos hispanos.

"Estoy orgulloso, pero no satisfecho con ese número. Ahora quiero todos sus votos. Su respaldo me honra", expresó.

A comienzos de este mes, como resultado de una airada reacción, Bush tuvo que presentarse ante una convención de periodistas latinos, asiáticos e indígenas americanos en la ciudad de Seattle, después de haber declinado una invitación para intervenir como orador.

Ya antes había rechazado asistir a una reunión de la Liga de Ciudadanos Latinoamericanos Unidos (LULAC, por sus siglas en inglés) en su propio estado de Texas, y otra de funcionarios latinos en la ciudad de Filadelfia.

EL EDITOR

Established 1977 - Texas' Oldest Hispanic Owned Newspapers

Vol XXII No. 44

Week of July 28 thru August 4, 1999

502 Ave. M, Lubbock, TX 79401

Bush Se Disculpa por Ausencia en Reunión de Hispanos

Houston - El gobernador del estado de Texas, George W. Bush, se disculpó hoy por no haber aceptado una invitación para participar en la convención anual de La Raza, el mayor grupo de defensa de los derechos civiles de los hispanos en Estados Unidos.

Una portavoz del principal aspirante a la candidatura presidencial republicana en las elecciones del próximo año dijo que Bush no pudo llegar a la Convención del Consejo Nacional de la Raza porque se hallaba de vacaciones con su familia en el estado de Maine, en el norte del país.

La portavoz recordó que Bush ha participado activamente en otros actos hispanos en su campaña por conseguir la candidatura presidencial de su partido republicano.

Sin embargo, Raúl Yzaguirre, presidente de La Raza, manifestó que está decepcionado por su ausencia. "Un sector de nuestra gente está molesta por el hecho de que no haya apareci-

do", dijo.

Los 30 millones de hispanos que viven en Estados Unidos se han convertido en los últimos años en una fuerza electoral y los aspirantes republicanos y demócratas a la presidencia basan en gran medida sus posibilidades de éxito en el respaldo de este sector.

"Si cree que nos tiene seguros, su percepción de nuestra comunidad es equivocada", dijo Yzaguirre.

El vicepresidente Al Gore, del partido demócrata y quien ha tratado de hablar español para dirigirse a esta comunidad, pronunciará un discurso en la convención este miércoles.

Su único rival, el ex senador Bill Bradley, también declinó una invitación para hablar ante la convención debido a compromisos previos, según dijo.

El senador John McCain fue el único pre-candidato republicano que aceptó la invitación

para hablar ante la convención que se realiza en el estado de Texas, del cual Bush es el gobernador.

En un discurso pronunciado este lunes, McCain, senador por el estado de Arizona, manifestó que fue elegido con el 55 por ciento de los votos hispanos.

"Estoy orgulloso, pero no satisfecho con ese número. Ahora quiero todos sus votos. Su respaldo me honra", expresó.

A comienzos de este mes, como resultado de una airada reacción, Bush tuvo que presentarse ante una convención de periodistas latinos, asiáticos e indígenas americanos en la ciudad de Seattle, después de haber declinado una invitación para intervenir como orador.

Ya antes había rechazado asistir a una reunión de la Liga de Ciudadanos Latinoamericanos Unidos (LULAC, por sus siglas en inglés) en su propio estado de Texas, y otra de funcionarios latinos en la ciudad de Filadelfia.

Hate Crimes Against Hispanics on Rise in U.S.A.

By Eduardo Santana

Houston, Texas. - So-called hate crimes against Hispanics in the United States have increased since the beginning of the 1990s, the National Council of La Raza reported Monday.

But the study by the group, known by its initials NCLR, also showed that more hate crimes - especially against homosexuals - are being committed by Hispanics.

According to the study "Commonplace hate crimes: Harassment, violence, and abuse in application of the law in the 1990s," in 1993, the first year federal statistics on hate crimes were compiled, 472 of the incidents were against Hispanics.

In 1995, the number of Hispanic victims increased to 516, and in 1996, the number increased again to 564.

In the United States, the term "hate crime"

is applied to attacks carried out because of the victim's political affiliation or ethnicity, or his or her sexual orientation.

The NCLR said that Hispanics have increasingly become the target of "vigilante" action. These are frequently racist gangs that commit acts of violence, harassment and discrimination.

According to the NCLR, one of the major problems is immigration agents' use of excessive and life-threatening force.

The Immigration and Naturalization Service violates civil rights laws in enforcing immigration laws along the Mexican border and in the interior of the United States, the report says.

Violations have occurred due to increasing raids on workplaces and because of the use of increasing numbers of armed agents, it says.

The document, written by the NCLR's human rights analyst Carmen T. Joge and its vice president for research, Sonia M. Perez, was presented at the group's national convention in Houston.

It points out that, paradoxically, Hispanics are more and more often the perpetrators of hate crimes, especially in California.

In 1995, Hispanics were responsible for 22 percent of the race crimes and for 30 percent of those based on sexual orientation, according to California's Human Relations Office.

In 1997, these percentages increased to 34 percent and 31 percent, respectively.

Despite difficulty in determining the causes of violence against Hispanics, the report cites the persistence of racism and stereotyping, the negative portrayal of Hispanics by the media and demographic changes.

El Editor Introduces New Comic Strip

This week El Editor introduces a new comic strip created and drawn by Chris Fuentes a senior at Texas Tech.

Fuentes uses characters to show many Hispanic legends and customs through a superhero named "Steel." The comic strip will appear in both El Editor Lubbock and the Permian Basin. See page six for another panel of the strip which will appear every week.

3,000 Persons Attend Menudazo

More than 3,000 persons attended this year's Menudazo that was held this past weekend at MacKenzie Park.

Among those attending were some 1,500 softball who composed 76 teams that competed for the Texas SuperCup. The number of teams competing proved to be a record of participants for any Softball Tourna-

ment in Lubbock.

In the end, Lubbock's Budweiser Boyz who were sponsored by Standard Sales and co-sponsored by Rhodes Safety Service, managed to out score Hereford's "Ben's 2 and Out" to win the SuperCup.

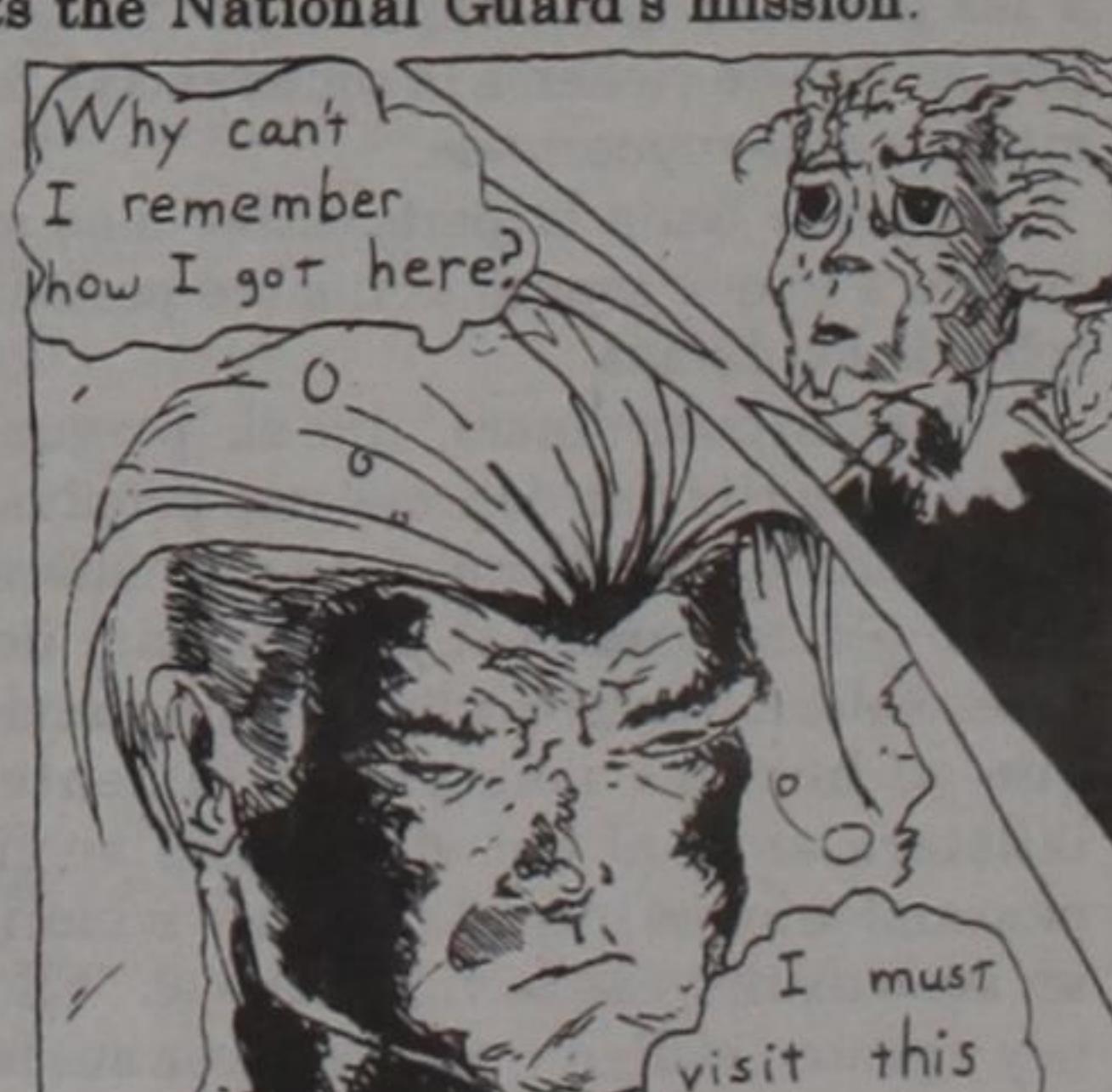
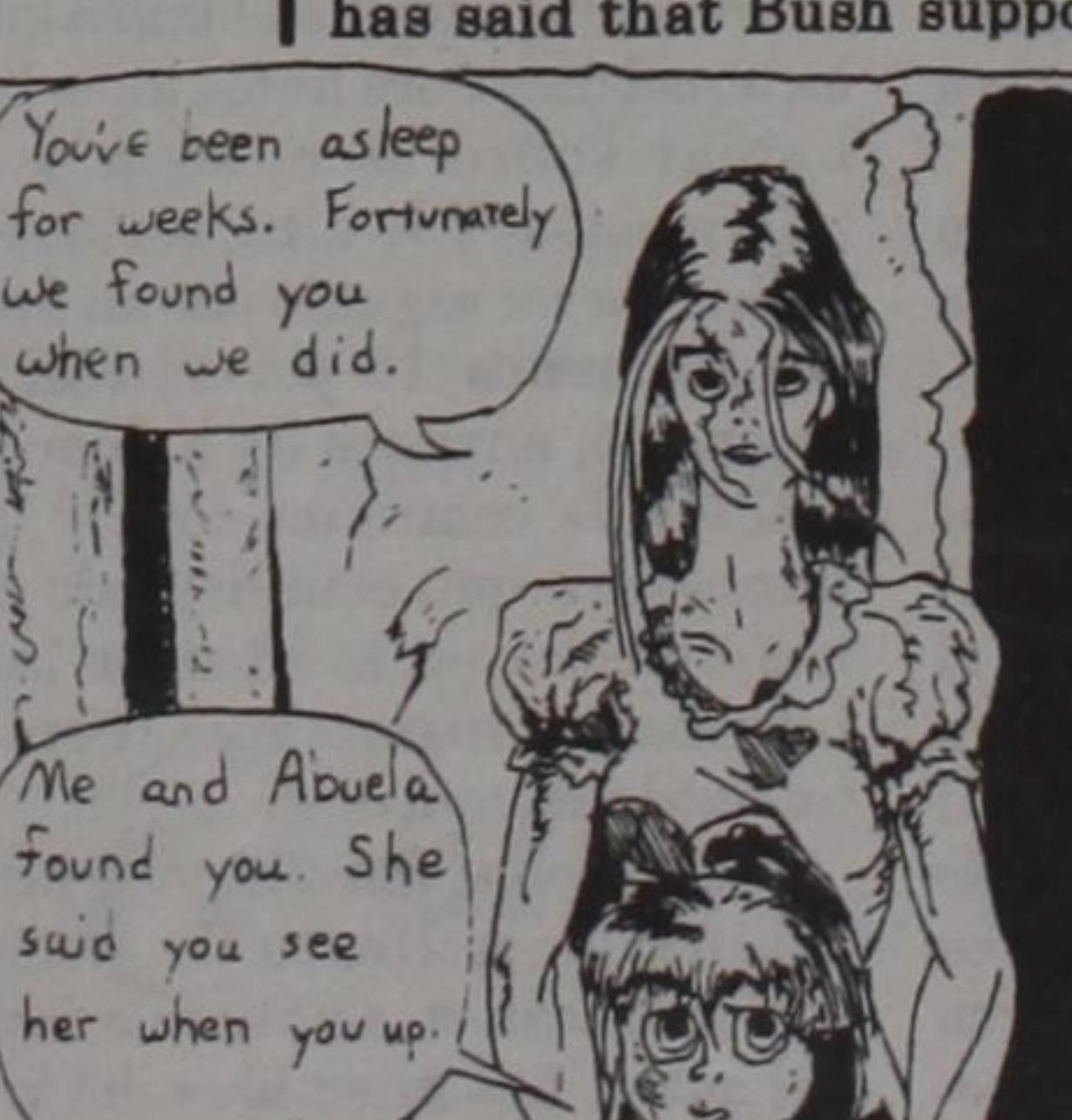
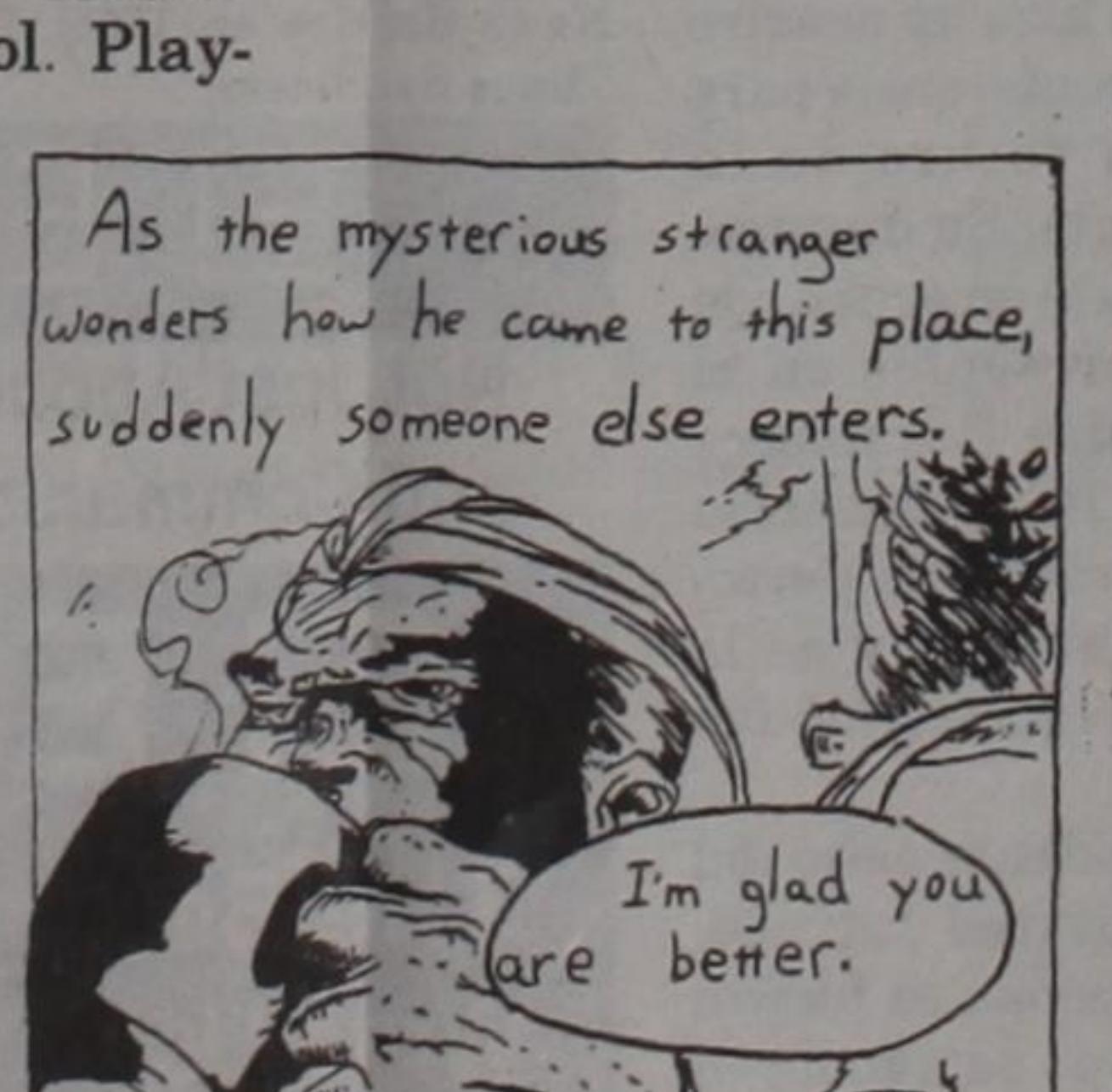
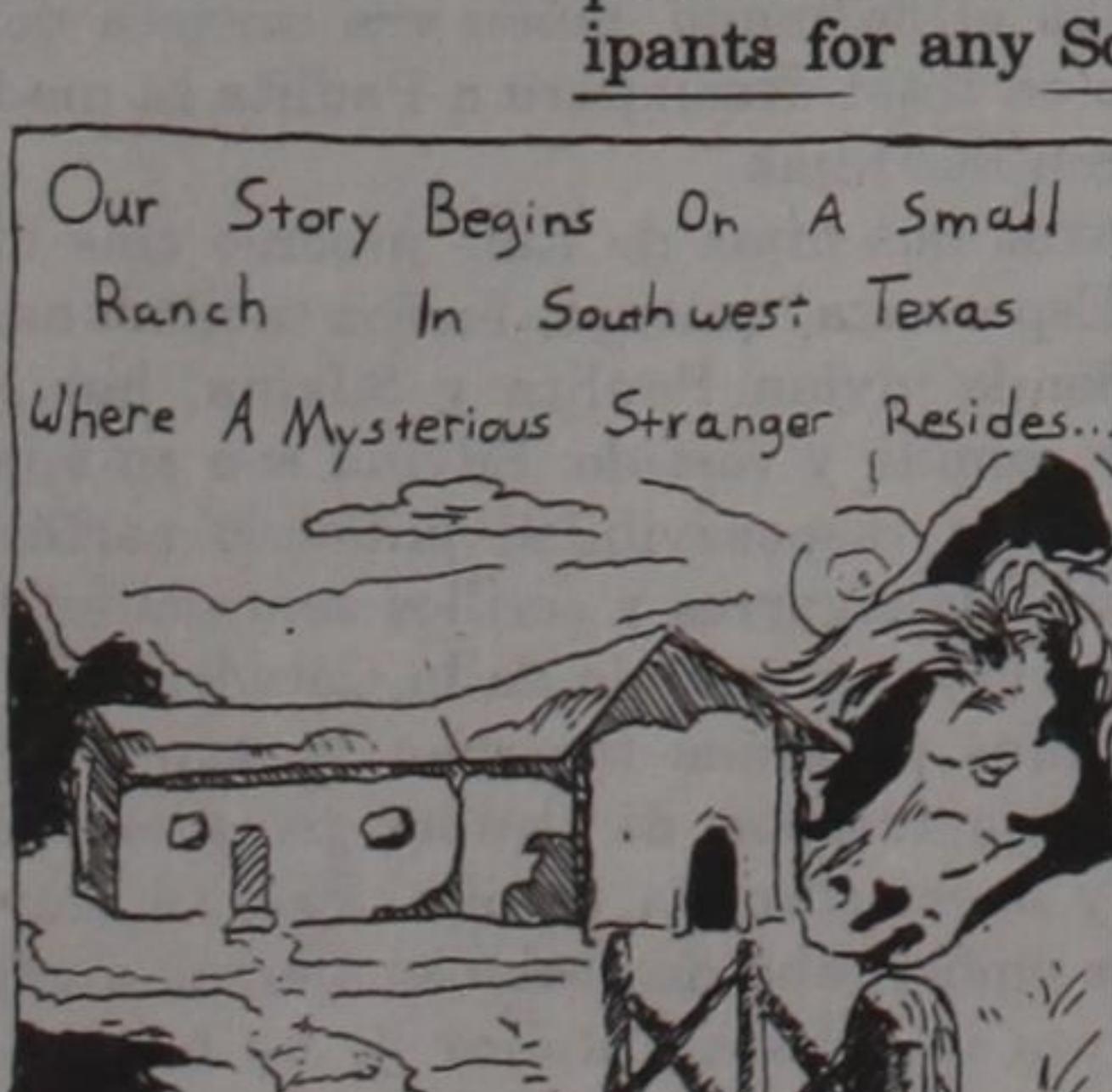
Teams also participated in Vollyball, Baseball, Horse-shoes, washers and pool. Play-

ing music for the event was Johnny G y El Momento.

The event is sponsored by El Editor Newspaper, Lubbock Power and Light, and Lubbock Visitor's and Convention Bureau, and Lubbock Parkes and Leisure Department.

See other results on Page 6

Photo by: J. C. Fuentes



There's a Place for John John on a Mexican Alter

By Claudia Meléndez

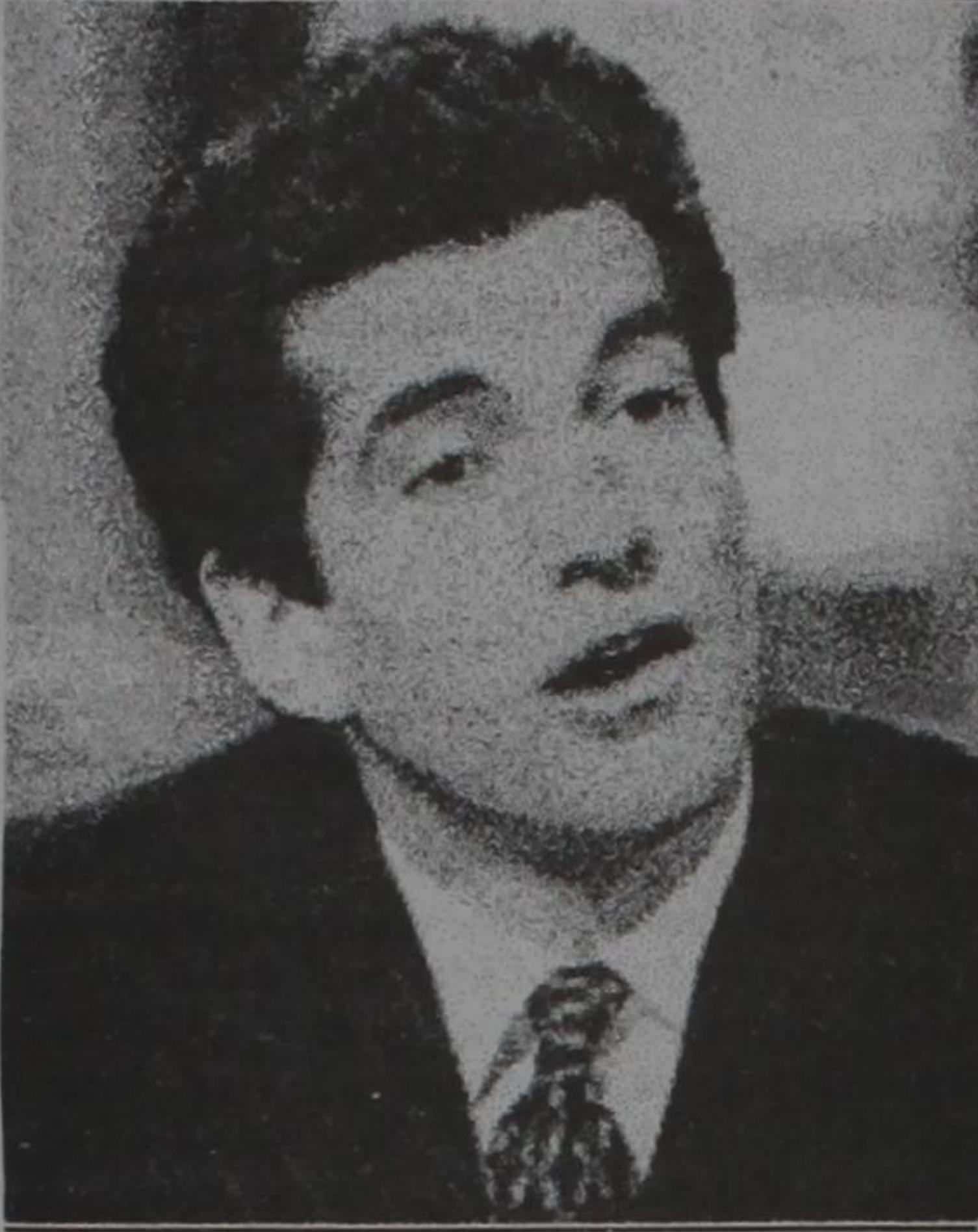
My grandma has a picture of Pedro Infante in the altar she keeps year-round for our deceased relatives.

I asked her once why she kept a photograph of a movie star, a man who died back in 1957.

She said, "Mija, there are so many people crying for him that his soul is probably having a hard time finding peace. We need to have a light for him so he can find the path to heaven."

Only 39, Pedro Infante was at the peak of his career when the small plane he was piloting went down in Merida, Yucatan. He was immensely popular with my grandma's generation, even with my mom's and my own. But it was more what he represented than who he was that endeared him to people. His movie roles always put him close to many people who saw themselves reflected in Pedro.

Now we mourn the tragic passing of John F. Kennedy Jr., not so much for who he was, but for what he symbolized. A third-generation son of Irish immigrants, he represented in many ways the dream come true, the promise of riches that this land holds for those who dare to reach its shores. John Jr. was a promise that died young, an unfulfilled dream.



Would he have followed in his father's footsteps and run for office? He never ruled out the idea, but now we'll never know. We would like to

believe that if he had run, he would have supported civil-rights causes, as his father did. We would like to believe that he would have stood side by side with Latino leaders, as his uncle Bobby did when he supported Cesar Chavez during his fast. The name of Robert Kennedy has been closely linked with Cesar's and his struggle for better living conditions for farm workers.

Bobby's death was our loss, and now we mourn another. We laugh easily and cry easily. How can we not be saddened by the death of John Jr., the son of a beloved president, the nephew of one of the farm workers' and Hispanic community's strong defenders?

John F. Kennedy Jr. embodied for many of us a promise of inclusion, the hope that he would carry on with his father's legacy. We hoped he would pursue his uncle's desire to see everyone — immigrants, longtime settlers and natives — succeed in this country.

The name of John F. Kennedy Jr. is now added to the list of our dear departed, those who have fought for us, represented our plight or simply held the promise that considering the Latino presence in this country is important for all leaders.

Sleep tight, John-John. Well light plenty of candles for you.

Hay Un Lugar Para John-John en el Altar Mexicano

Por Claudia Meléndez

Mi abuela tiene un retrato de Pedro Infante en el altar que ella mantiene todo el año para nuestros familiares difuntos. Una vez le pregunté por qué ella mantenía una fotografía de una estrella cinematográfica, un hombre que murió allá por 1957.

Ella dijo: "Mija, hay tantas personas llorando por él, que su alma está probablemente pasando un mal rato para encontrar paz. Necesitamos tener una luz para él, a fin de que pueda encontrar el sendero hacia el cielo."

Con sólo 39 años de edad, Pedro Infante estaba en la cima de su carrera inmensamente popular en la generación de mi abuela, y aún en la de mi madre y la mía.

Pero fué ma's lo que él representaba que lo que él era lo que hizo que la gente lo quisiera. Sus papeles cinematográficos siempre lo pusieron cerca de muchas personas que se veían a ellas mismas reflejadas en Pedro.

Ahora lamentamos la muerte trágica de John F.

DISCRIMINATION IS STILL ALIVE AND WELL IN CORPORATE AMERICA

BY EARL OFARI

In 1996, officials of the Texaco Corporation were recorded on tape making derogatory remarks about blacks — remarks that cost the company \$175 million.

This was the largest employment discrimination settlement ever, and many believed it would send a powerful and lasting message — if corporations discriminate they will have to pay, and pay dearly.

But three years later it is clear that many still have not got the message.

The 1996 incident triggered an avalanche of charges from present and former black employees claiming that Texaco gave them the worst assignments, lower pay, and fewer chances for promotions than whites.

They slapped the company with a colossal lawsuit, and shamed Texaco officials quickly caved in.

But recently black employees and former employees — again charging discrimination in assignments, pay and promotion — filed a lawsuit against Coca Cola in Atlanta, got a trial date for a suit against the Seven Up/RC bottler in Los Angeles, and won millions in a judgment against Hyundai Semiconductor in Oregon.

Company executives at Coke, Seven-Up, and Hyundai angrily

deny practicing any discrimination. Like most major corporations, they issue flowery press releases, brochures, and annual stockholder reports boasting of their commitment to employee diversity. On paper they appear to be complying with Federal Equal Opportunity guidelines with well-established programs for hiring, training, and promotion of minorities, black faces in visible management positions, and even a few on their boards of directors.

Indeed many blacks have made gains in corporate America. They are not barred or discouraged from participating in company social functions.

Some are included in discussions of important business decisions — some even join the country clubs where much of America's corporate business and deal-making is done.

These days, few corporate officials

fan the flames of racial hostility by telling whites they can't be hired because the firm must make a place for a (less qualified) woman or a minority.

Many corporations have stopped repeating the tired line that they can't find "qualified" black applicants and have active minority recruiting programs.

But the very small numbers of blacks that have cracked the corporate glass ceiling tell a story less of

corporate progress than of corporate apartheid. There are still only a handful of black CEOs at the Fortune 1000 corporations. Nearly ten out of ten senior managers are white males.

Black managers make up less than ten percent of the total managerial positions for all races and earn, on average, less than their white counterparts.

And as the recent discrimination lawsuits against the three companies show, many corporate managers and employees continue to regard blacks as pariah — lazy, undisciplined, poorly organized, incompetent affirmative action hires, with bad attitudes, outspoken and rebellious, and quick to blame management (or white employees) for any problems or failures.

These stereotypes are reinforced by an insular corporate culture in which mostly white, male managers are responsible for implementing company policy and directives — they make the performance evaluations, organize training and mentoring, and make crucial job assignments.

These men demand strict conformity to middle-class norms — and feel threatened by anyone who doesn't share those interests. This leads to a them-vs.-us siege mentality which, in turn, bolsters the be-

lief of many blacks that they are held to a different standard than whites and must continually prove they can be team players.

Often, particular departments or divisions within one company are top-heavy with black employees and managers while others are virtually lily-white. This reflects a tracking system in which corporate managers instantly identify certain individuals as "go getters" and a "good company person" and put them on the fast track. Blacks are seldom typed that way, and years later many still find themselves in dead-end jobs, or stacked into the corporate ghetto with positions such as director (or vice president) of community relations, equal employment or human resources — or oversee "special" (black or minority) markets. These positions keep them away from access to vital internal company information and decision-making.

It took lawsuits, boycott threats, and calls for stock divestment to force Texaco and other corporations to take some public steps to clean up their discriminatory act. Three years after the Texaco victory, many black employees must still take such actions to break down the barrier of corporate apartheid.

At one time he was considered the world's most eligible bachelor and People magazine named him the world's most sexiest man. There is nothing ordinary about these labels. But what did he do to earn them? Not much unless you consider his natural good looks and the "Kennedy" name.

The tragedy is in the case of JFK Jr. death is as ordinary as any which involves the death of so young a human being who was loved by so many and who had so much to live for.

One final observation about JFK, Jr. — He was his own man determined to live his life his way. JFK Jr. was born to greatness on November 25, 1960 and died an ordinary guy July 16, 1999. He wouldn't have any other way. The world will miss you John-John!

JFK, Jr. An Ordinary

Guy or Not

By: Ysidro V. Gutierrez

A burial service for John F. Kennedy, Jr. is underway as this commentary is penned. It is Thursday morning, 9:00 a.m. Eastern Time, the cremated body of JFK, Jr. is being scattered at sea from the deck of the USS Briscoe. His body and the bodies of his wife Carolyn, and his sister in law, Lauren Bassette were recovered from the ocean depths seven miles off the coast of Martha's Vineyard on Wednesday. The three died last Friday sometime around 10 p.m. when their single engine Piper Saratoga crashed. The plane wreckage will be recovered in the next few days. Investigators hope it will explain the cause of the crash. Most experts expect pilot error will be the primary cause of the accident.

The initial search and rescue operation and the recovery of the bodies and the plane wreckage, which followed were criticized by some as being unprecedented in size and scope. Some news agencies speculated that the effort was as massive as it was because JFK, Jr.'s last name is "Kennedy". Well of course it was! Duh! After all the Kennedy clan is the most famous political family in the country and they still exercise considerable power and influence.

But the death and burial of JFK, Jr. are not the subject of this commentary. It is his life that this commentary wishes to honor.

What was it about JFK, Jr. that the public so admired? What is it that we can point at and say definitively, "These were the hallmarks of the man."

For certain we can say he was totally devoted to his mother, Jackie Kennedy. His mother had a say in his choice of female companions. If she disapproved, he would look elsewhere. We know also that, in conformance to her wishes, he waited until after her death to get his private pilot's license. Flying was too dangerous in her mind and she prohibited him from getting his pilot's license. He honored her by waiting until after her death to acquire his license. As we now know, she was right. It was her love for him and his devotion to her that comes across in this matter.

We also know with certainty that he did his utmost to live an ordinary life. Despite his enormous personal wealth, he walked to work, ate at the corner diner, played ball in Central Park, treated all people with dignity and respect, and dressed casual. All these are certainly normal and ordinary, but because his last name was "Kennedy," he was followed by the media and photographed everywhere he went. Yet he was totally at ease in front of the camera. He was graceful, charming, and appeared to welcome the attention.

It is commonly known that JFK, Jr. had a future as a politician. Yet he never fully revealed his true political leanings nor hinted at any political ambitions. Like his nickname, "John-John", which was erroneously given to him and stuck, his political future was more a result of outside speculation than from anything JFK, Jr. said or did.

But were the assumptions about his political future purely the result of media speculation? Perhaps not; after all he did publish *George* magazine, which has a political theme. Many in the media point to this in support of their contention that he did indeed harbor political ambitions. Such speculation was also fueled by his speech in 1988 at the Democratic National Convention.

There are certain facets of JFK, Jr. which are definitely unique. First and foremost, he is the only person in history to be born to a sitting President. He was born only 17 days after JFK was elected. His dad was assassinated on November 22, 1963 and three days later JFK, Jr. was photographed saluting as his father passed in route to his final resting place in Arlington Virginia. The picture is perhaps the most famous and lasting memorial the world will have of JFK, Jr. It's hard to live an ordinary life when you are the son of JFK. The public and the media can't be blamed for expecting greatness from the son of JFK and bestowing on him the status of celebrity.

What can be said with certainty about his accomplishments? He graduated from law school and shortly thereafter showed the world just how average a guy he really was when he failed to pass his Bar Exam. Later he worked as assistant district attorney in New York and then as editor-in-chief and cofounder of *George* magazine. All things considered these accomplishments are quite average. No celebrity building virtues to be found here.

At one time he was considered the world's most eligible bachelor and People magazine named him the world's most sexiest man. There is nothing ordinary about these labels. But what did he do to earn them? Not much unless you consider his natural good looks and the "Kennedy" name.

The tragedy is in the case of JFK Jr. death is as ordinary as any which involves the death of so young a human being who was loved by so many and who had so much to live for.

One final observation about JFK, Jr. — He was his own man determined to live his life his way. JFK Jr. was born to greatness on November 25, 1960 and died an ordinary guy July 16, 1999. He wouldn't have any other way. The world will miss you John-John!

Nuestra Gente

"Silvina Y Paulita"

Por: Mario Sanchez

La ciudad es bella, tranquila y segura al mismo tiempo; sin embargo lo más importante de una ciudad es sin lugar a duda su gente. Porque? porque ellos son los que le dan vida. Una casa que no este habitada por muy bonita que esta sea desmejorara, asi es la ciudad sus calles y avenidas, edificios, centros comerciales de diversión y recreación pierden su valor e importancia cuando su gente desaparece, se convierten en pueblos fantasma.

Es muy importante conocer a nuestra gente, su origen es historia como han contribuido a otras vidas en su desarrollo. Talvez la historia de alguno de ellos pudiera pareceros sin importancia ya que no han sido celebridades en el mundo social, político, económico mucho menos científico, pero en cambio poseyeron un espíritu altruista y de sacrificio lo que contribuyo enormemente a otras personas y quien esto escribe encuentra de gran valor escribir de ellos como un pequeño homenaje a todas esas personas en el nombre de "Silvina y Paulita", quienes seran los personajes de nuestra historia.

"Silvina y Paulita", como se les conocia comunmente en una de las ciudades del sur en la republica mexicana, Tuxtla Gutierrez, Chiapas. Silvina decendia de familia pobre, era hermosa; hija de Paulita y hermana de un soldado de la revolución. Silvina caso con un hombre de familia pudiente de quien tuvo una hija muy linda quien lamentablemente perdiera la vida cuando era muy pequeña, esta muerte sorprendió dolio y enluto por siempre el corazón de la madre que perdió la razón de vivir y la noción del tiempo cayendo en un desinterés personal que algunos calificaron de demencia, sin bañarse, cambiarse de ropa, cortarse las uñas y llevando en su rostro costras de tierra que ponian de manifiesto su profundo dolor. Obviamente fué abandonada por el padre de la niña, quedando con el único apollo de Paulita su madre.

El tiempo paso, el jovén soldado habia sido asesinado en el lugar donde se velaba a otro compañero caido en la batalla, Luis como se llamaba el hermano, quien era corneta del batallón, con su muerte dejo en total desamparo a Paulita la madre, a Silvina y a una esposa con dos hijos.

Una de estas dos hijas de Luis procreo tres hijos: Fernando, Margarita y Esperanza quienes fueron abandonados en la humilde casita donde vivian Paulita y Silvina, habia que pagar la renta, comprar comida y vestido. Silvina con su aparente "locura" asumio parte de la responsabilidad pidiendo caridad de la gente "limosna", vendiendo cigarros y cerillos sentada en la banqueta de la Avenida Central a un costado de la Catedral de Sán Marcos de su ciudad, algunas personas tomaban ventaja robando la mercancía que Silvina trataba de vender para el sostenimiento de aquella pobre y desafortunada familia. Paulita muy a pesar de la pobreza que los embargaba dedicaba su tiempo a cuidar a aquellos tres bisnietos y a la Iglesia Católica de su barrio manteniendola abierta y limpia todos los días de la semana. La iglesia de Sán Roque administrada por el padre Montoya, quien lamentablemente

Continued Page 3

La Sabiduría de Salomon Sobre los Periodistas de Color

Por Victor Landa

Salomon, de Somalia, me dijo que nunca había visto nada como eso — 6,800 periodistas en un mismo lugar es suficiente para hacer que cualquiera se detenga. Especialmente cuando se agregan las palabras "de color."

Y, ¿de qué hablan 6,800 periodistas de color cuando se congregan en la misma ciudad? Los unos de los otros, desde luego. Por casi una semana, ellos lo hicieron. Periodistas afroamericanos, hispanos, asiáticos e indígenas se reunieron en Seattle a principios de este mes para tratar de su futuro y beber un río de café caro.

Salomon Issa de Somalia no escribe para un periódico ni trabaja en una estación de televisión. Es taxista en Seattle — un conductor muy feliz por lo menos durante una semana. "Nunca he ganado tanto dinero manejando un taxi," dijo él.

El tiene un acento maravilloso, ondulado, que hace que su inglés resalte en silabas entrecortadas, agregando una "ee" doble a las palabras que terminan en "t." ¿Cuántos periodistas-eé vienen a la conferencia? Yo llevo a muchos al aeropuerto-eé."

Salomon tenía la perspectiva más sabia en cuanto a lo que separa a muchos periodistas de color de los demás.

"Yo gano buen dinero," dijo él, "porque las personas minoritarias dan mejores propinas. Ellos no consideran al dinero como una enfermedad." Cruzó por mi mente el pensamiento de que el sabio Salomon estaba adulando mi vanidad para que yo buscara más profundamente en mi billetera al final del viaje, pero su inglés resalte en silabas entrecortadas, agregando una "ee" doble a las palabras que terminan en "t." ¿Cuántos periodistas-eé vienen a la conferencia? Yo llevo a muchos al aeropuerto-eé."

Doblado sobre el asiento junto a mí había una

edición del Seattle Times de aquel día, donde yo había estado leyendo sobre la comparecencia del vice-presidente Al Gore en la conferencia el día anterior. Yo estuve sentado durante el mismo discurso que se describía en el artículo y me había perdido en una comparación de impresiones. El redactor del artículo y yo tomamos las mismas notas. Gore apretó los botones correctos y no pareció tan rígido como luce por televisión. El parece ser mi auténtico cuando se desvía de su guion. El resto fué una perorata de campaa.

El artículo hacía la inevitable comparación con el gobernador George W. Bush, cuya decisión de no aceptar una invitación para hablar en la conferencia UNITY fue tomado por los participantes como un desaire. El asunto empeoró cuando Bush hizo una comparecencia breve de último hora para "conocer y saludar" en el salón de exhibiciones de la conferencia. Si Salomon, el conductor de taxi, hubiera sido un periodista, él habría escrito: "El gobernador considera su tiempo como una enfermedad."

Pero Bush no fué el único que hizo un desaire en aquel día. Gore había ido a la conferencia para hablar sobre tecnología y el futuro de la información. Y lo hizo, brevemente. Su discurso habría de ser seguido por un debate en grupo con por lo menos 15 periodistas presentes en el escenario, ansiosos de hablar sobre "los nuevos medios de comunicación" y la línea divisoria tecnológica que está dejando atrás a las personas de color en la edad de la Internet y de la información instantánea. Pero lo que siguió fué un exodo en masa.

Tan pronto como el vice presidente salió del escenario, millares de periodistas latinos, afroamericanos, asiáticos e indígenas se fueron del salón. Los miembros del grupo se quedaron para escribirse notas mutuamente, mirando hacia un salón cavernoso donde los aproximadamente

El Editor
Not Just About Music, Chismes
and Community Announcements

El Editor
The Best In REAL News
Write Us! P.O. Box 11250
Lubbock, TX 79408

Assimilation Is a U.S. Reality - But It's Not Cultural Surrender

By Miguel Perez

In my own mind, the word "assimilation" has had a negative connotation for a long time. It painted an image of immigrants losing their cultural identity as they dissolve in the so-called "American melting pot." I had allowed society to corrupt my definition of "assimilation" -- until I met Gregory Rodriguez.

"Assimilation is not about immigrants rejecting their past," he says, "but about people of different racial, religious and cultural backgrounds coming to believe that they are part of an overarching American family."

Rodriguez is the author of a new study measuring immigrants' embrace of this country, and a man on a mission "to take back the word 'assimilation' and 'make it a good word.'

His study shows that today's immigrants assimilate into U.S. society in much the same way that earlier waves of newcomers did.

"Contemporary immigrants overwhelmingly do what newcomers have always done: Slowly -- often painfully, but quite assuredly -- they embrace the language, cultural norms and loyalties of America," he says.

But he takes pains to clarify that assimilation does not require the eradication of ethnic identity: "Immigrants have always settled in enclaves, have always gathered together for comfort to mitigate the cultural shock of migration, to find networks of jobs, networks of infor-

mation -- and they do so now."

The problem is that both the left and the right have knocked the concept of assimilation. "The right wing doesn't think immigrants have the capacity to assimilate, and the left wing ... has insisted that immigrants should not be expected to assimilate to the culture of the host country."

Rodriguez says the numbers show that neither side is reading the behavior of immigrants accurately. His research, using U.S. Census data, measures the rate of assimilation of contemporary immigrants based on four indicators -- citizenship, home ownership, English-language acquisition and intermarriage.

"The proof of assimilation exists not in the rhetoric of the heated battles over immigration, but in the data revealing the often overlooked, everyday lives of contemporary immigrants and their families."

His study, "From Newcomers to New Americans: The Successful Integration of Immigrants into American Society," was presented recently by the pro-immigrant National Immigration Forum at the UNITY '99 journalists' convention in Seattle. There, Rodriguez noted that "now that the economic argument isn't working anymore," one of the bigger anti-immigrant arguments is cultural -- "that numerous immigrants are unwilling to assimilate, unwilling to integrate."

Today's anti-immigrant argu-

ments are also based on race, including "those who believe this is a white country into which non-white immigrants cannot assimilate," he says.

Part of the fun of doing his research, he adds, was finding that "in the 18th century, Benjamin Franklin complained about the clannishness of German immigrants and how they were unwilling to mix with outsiders." He recalls other periods of U.S. history when similar feelings were expressed about Irish Catholics, Jews and other racial, ethnic or religious groups that assimilated without cutting off their own roots.

Using facts and figures to dispel myths and misconceptions, Rodriguez attempts to answer an important question: Do contemporary immigrants embrace or resist mainstream American life?

Using 1990 Census data, he measures the key indicators:

- Citizenship: "The most symbolic sign that requires renunciation of loyalty to your previous country, and pledging allegiance to the U.S."

Although only about half of all the immigrants who ever came here have become naturalized citizens, Rodriguez reports that more than three-quarters of those who had lived in this country for 40 years were naturalized.

- Home ownership: "The most durable sign of immigrant families attaching their well-being to the fate of the country."

- Intermarriage: "Which determines to what extent ... ethnicity no longer serves as a barrier between Americans of different groups."

Rodriguez finds that foreign-born Asians and Hispanics have higher rates of intermarriage than do U.S.-born whites and blacks, and that by the third generation, intermarriage rates for Asian-Americans and Latinos are extremely high.

If these indicators are valid,

Rodriguez has not only shown

that new immigrants are steadily

integrating into U.S. life, but

that "assimilation" is not a four-letter word.

(Miguel Perez is a columnist with

The Record in Bergen, N.J.) (c) 1999,

Hispanic Link News Service. Distributed by Los Angeles Times Syndicate

tura del país que los recibe."

Rodríguez dice que las cifras muestran que ninguna de esas partes está leyendo la conducta de los inmigrantes con exactitud.

Su investigación, empleando la información de la Oficina del Censo de los Estados Unidos, mide la tasa de asimilación de los inmigrantes contemporáneos ba-

El Editor Newspapers

is a weekly bilingual published every Thursday by Amigo Publications in Lubbock, Texas, 1502 Ave. M, 79401. Tel. 806-763-3841. Subscribing \$40 per year payable in advance. Opinions and commentaries expressed by guest columnists do not necessarily reflect the opinions of the publisher or of advertisers.

Editor/Publisher: BidalAguero -- Manager: Olga Riojas Aguero

Subscription: Bob Craig -- Distribution: Joe Shelby

Subscribe Today To: -- EL EDITOR

Cuomo Announces HUD Best Practices Award To Guadalupe Economic Services In Lubbock

Housing and Urban Development Secretary Andrew Cuomo today announced Best Practices Awards to Seven organizations and projects in Texas for their outstanding and innovative use of HUD assistance to better serve families and communities.

Guadalupe Economic Services Corporation (GESC) is a housing agency with a mission to serve communities and people traditionally not served by the private housing market. Created in 1970 to revitalize the Guadalupe neighborhood of Lubbock, Texas. GESC has gradually branched out to serve isolated rural areas and the Colonias (underdeveloped communities along the Texas-Mexico border usually without adequate housing, plumbing, sanitation, or community services). It has also expanded to serve groups of people who are often ignored by the private housing market, such as those with extremely low-incomes, the homeless, and veterans.

Over the years, the agency has originated more than 20,000 single-family mortgages and built over 300 single family homes. GESC purchases HUD owned single family properties, renovates them, and then sells the properties to qualified homebuyers. In addition, HUD has designated GESC as a statewide community housing development organization (CHDO) eligible to receive funds under the HOME program. Using HOME funds, GESC is developing affordable housing in Sierra Blanca, an area that has not seen any new home construction in 50 years. GESC will pre-qualify potential homebuyers, provide homebuyer education, and place the approved homebuyers with a permanent lender.

The Texas Department of Housing and Community Development gave the agency \$300,000 to provide low-interest loans for affordable housing for low-income families living in rural

Teen Chosen To Compete In State Pageant

Miss Crystal Garcia, age 16, daughter of Connie Arguello and granddaughter of Mr. and Mrs. Juan Arguello has been chosen as a State Finalist in the Miss Texas American Teen Pageant to be held August 8 and 9 at the beautiful Western Park Central hotel in Dallas. The pageant is held for girls ages 16-17. The winner of the pageant will receive a \$1,000 cash award, the official crown and banner, bouquet of roses, transportation and sponor fee to compete in the national pageant at Walt Disney World in Florida. Other pageants are held for the state to include girls of other ages.



Miss Garcia's activities include National Honor Society, Band, UIL Academic Events, One-act Plays, Church Youth Group. She also enjoys reading, being with family and friends, shopping, helping others, working with computers.

DRD Satelite Sales

HOT SUMMER SPECIALS

Dish Network Home Entertainment Satelite System

Only \$49.00

Se Puede Conseguir Estas Estaciones en Español
Univision, Galavision, Telemundo Fox, Sports, HBO,
Showtime, CinimaX -- Call for Program Prices and Details
Home - 797-4582 or Cel Phone 891-0970

La Asimilacion Es Una Realidad En Los Estados Unidos - Pero No Es Una Rendicion Cultural

Por Miguel Pérez

A mi juicio, la palabra "asimilación" ha tenido una significación negativa durante mucho tiempo. La misma pintaba una imagen de inmigrantes que perdían su identidad cultural a medida que se disolvían en el llamado "crisol estadounidense de razas." Yo había permitido que la sociedad corrompiera mi definición de "asimilación" -- hasta que conocí a Gregory Rodriguez.

"La asimilación no significa que los inmigrantes rechacen a su pasado," dice él, "sino que personas de distintos antecedentes raciales, religiosos y culturales lleguen a creer que son parte de una familia estadounidense que los abarca a todos."

Rodriguez es el autor de un nuevo estudio que mide el abrazo de los inmigrantes a este país, y un hombre con una misión de

"recobrar la palabra 'asimilación' y hacerla una buena palabra."

El estudio muestra que los inmigrantes de hoy se asimilan a la sociedad de los Estados Unidos en gran medida de la misma manera que lo hicieron los contingentes anteriores de recién llegados. "Los inmigrantes contemporáneos hacen abrumadoramente lo que los recién llegados han hecho siempre: Lentamente - a menudo dolorosa, pero seguramente -- abrazar al idioma, las normas culturales y las lealtades de los Estados Unidos," dice él.

Pero él tiene buen cuidado de aclarar que la asimilación no exige erradicar la identidad étnica: "Los inmigrantes se han asentado siempre en enclaves; se han reunido siempre para acomodar y mitigar el choque cultural de la migración, hallar redes de em-

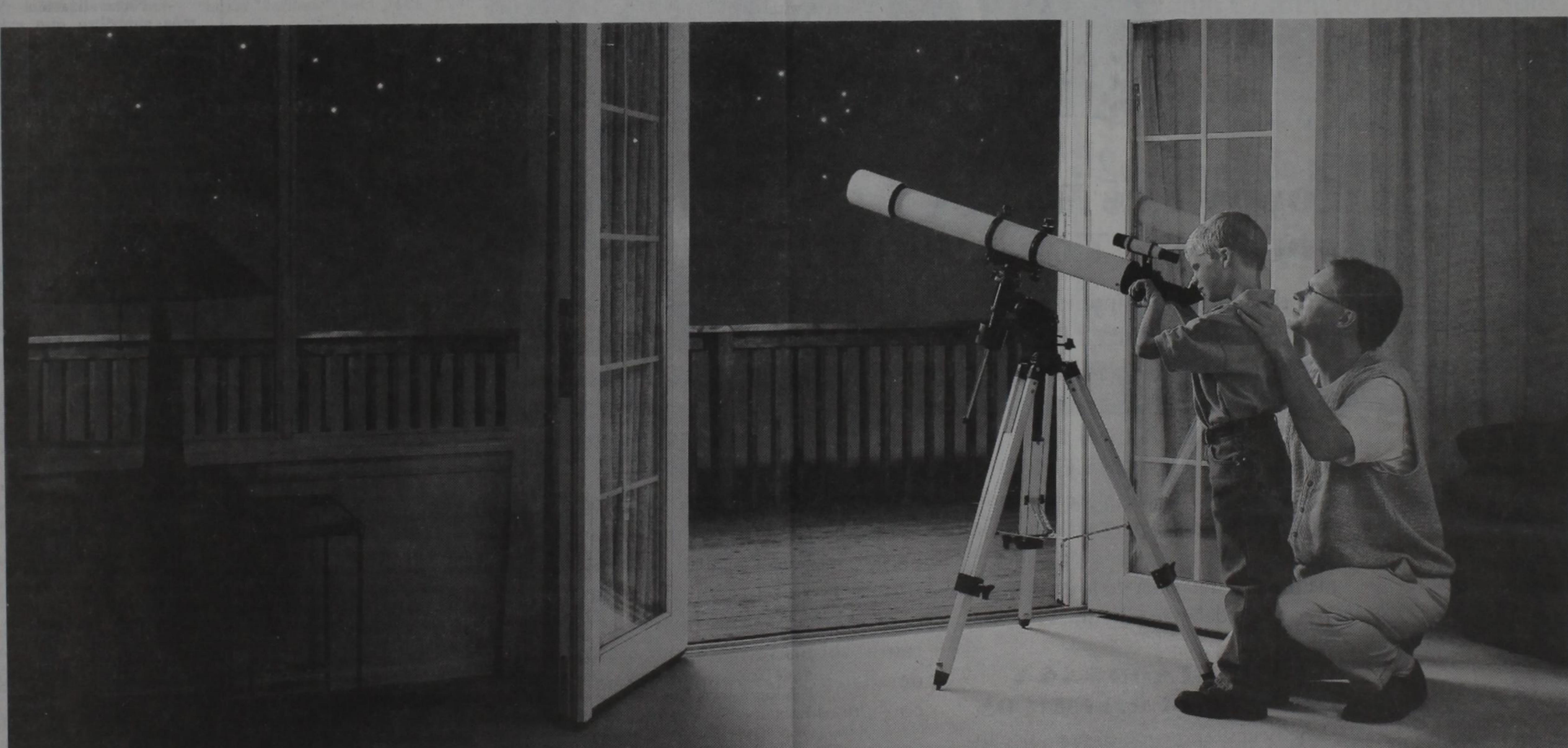
pleos, redes de información -- y continúan haciéndolo ahora."

El problema es que tanto la izquierda como la derecha han desestimado al concepto de la asimilación. "El ala derecha no cree que los inmigrantes tengan la capacidad de asimilarse, y el ala izquierda ... ha insistido en que no debería esperarse que los inmigrantes se asimilen a la cul-

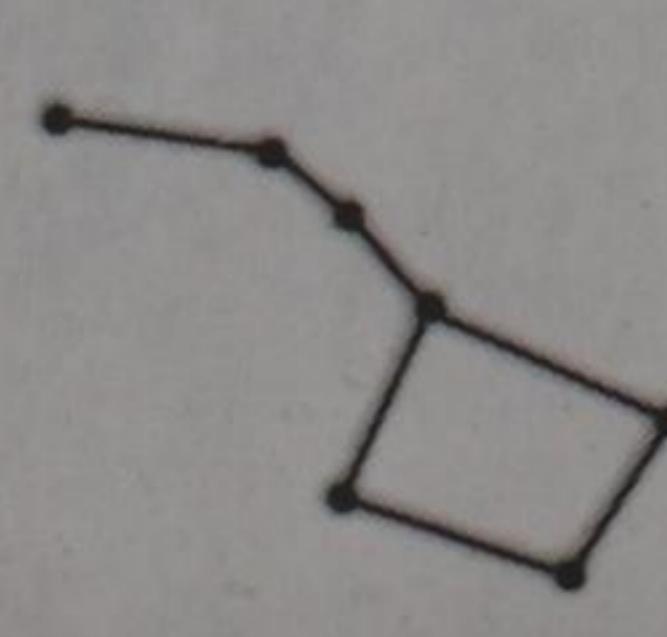
tura del país que los recibe."

Rodríguez dice que las cifras muestran que ninguna de esas partes está leyendo la conducta de los inmigrantes con exactitud.

Su investigación, empleando la información de la Oficina del Censo de los Estados Unidos, mide la tasa de asimilación de los inmigrantes contemporáneos ba-



Cuando las personas de esta área apagan sus luces,
generalmente no es para reducir su cuenta eléctrica.



Con precios de electricidad que son 30% más bajos que el promedio nacional, nuestros consumidores raramente apagan sus luces simplemente para ahorrar dinero. Esto es porque estamos trabajando duro para asegurar que usted

pague los precios más bajos posibles cuando sus luces estén encendidas. De hecho, nuestros precios han bajado durante los últimos diez y siete años. Southwestern Public Service.

Asegurando que usted obtenga el valor de su dinero.



**SOUTHWESTERN
PUBLIC SERVICE COMPANY™**

Noticias Breves

Ante Aumento Violencia en America latina, Bid Urge a la Acción

Por Elena Moreno

Washington, - El Banco Interamericano de Desarrollo (BID), preocupa porque la violencia en América Latina es dos veces superior a la del resto del mundo, urge a los gobiernos a que combatan el problema con programas que empiecen en los municipios y a que busquen el apoyo de los medios de comunicación.

En Bogotá, el 57 por ciento de los homicidios ocurren el fin de semana; en Río de Janeiro, los lunes, seguidos de los sábados y los domingos, son los días en que ocurren más actos de violencia doméstica y en esa ciudad uno de cada 3 niños ha sido atacado y la mitad ha visto un asalto; en Santiago de Chile, más del 40 por ciento de mujeres adultas con pareja sufren abusos de algún tipo.

Estas son algunas de las estadísticas distribuidas hoy por el BID que forman parte de un estudio que señala que "la tasa de homicidios en América Latina es alta comparada con la del resto del mundo".

La tendencia creciente de la violencia en la región es preocupante porque los delitos violentos, especialmente el homicidio y el robo violento de vehículos, aumentaron de manera alarmante en la mayoría de las ciudades, en donde, además, hay muchas armas.

El documento, elaborado por Mayra Buvinic, responsable de Desarrollo Social del BID, y el economista Andrew Morrison, será presentado en Río de Janeiro los días 29 y 30 de julio, durante la conferencia de alcaldes sobre "Programas municipales para la prevención y atención de la violencia".

A ese foro asistirán 20 alcaldes de las más importantes ciudades latinoamericanas y otros 15 de Brasil, incluido el de Río, Luiz Paolo Conde, y el presidente del BID, Enrique Iglesias.

Para el Banco Interamericano combatir la violencia no debe ser una acción exclusiva de los Gobiernos centrales, sino también de los municipios, los medios de comunicación, las iglesias y el sector privado.

Buvinic opinó que "los medios de comunicación, la prensa, tienen que desempeñar un papel en el combate contra la violencia" y sugerir utilizar las populares novelas o "culebrones" para hacerlo.

Entre las ciudades analizadas por el BID, las que más homicidios registraron fueron Cali, ciudad de Guatemala, San Salvador, Caracas, Río de Janeiro, Bogotá, Sao Paulo, Lima y ciudad de México, mientras que Santiago de Chile es la que menos.

"Mientras que la tasa de homicidios en el mundo era de un 20 por 100.000 en 1996, en América Latina era de más del 40 por cada 100.000", dijo Buvinic, que subrayó que "en las Américas, las tasas de homicidios oscilan entre los 248 que se producen en Medellín por cada 100.000 habitantes, a los 2,2 de Santiago de Chile".

Buvinic señaló que en la violencia se incluyen factores de riesgo como los demográficos, la exposición temprana a las agresiones, el nivel socioeconómico, la situación laboral, el abuso de drogas y alcohol, el tamaño del hogar y la historia de violencia familiar.

En el aspecto social la influencia viene por el acceso a los mercados de armas y drogas, el alcohol, la desigualdad, la pobreza o los medios de comunicación, entre otros.

El documento dice que en los casos de violencia doméstica, las mujeres son las mayores víctimas, especialmente cuando dependen económicamente del marido, y éste es dominante.

Al BID también le preocupa los malos tratos que sufren los niños, y Buvinic y Morrison dieron a conocer una estadística elaborada en Chile en la que el 63 por ciento de los niños dijeron haber sido vici-

timas de agresiones, y de ellos, un 36 por ciento, sufrió algún tipo de "violencia grave".

Respecto al impacto económico de la violencia, los expertos del BID dijeron que con las tasas actuales, el impacto sobre el producto interior bruto (PIB) de Latinoamérica va del 1,5 al 2 por ciento.

En 1998, la ONU informó de que Brasil pierde anualmente a causa de la violencia cerca del 10 por ciento de su PIB, unos 80.000 millones de dólares, de los que 3.000 millones son pérdidas ocasionadas por la violencia familiar.

"Los efectos multiplicadores económicos de la violencia son significativos e implican una menor acumulación de capital humano, una menor tasa de participación laboral, menor productividad en el trabajo, mayor absentismo, menores ingresos e impactos en la productividad intergeneracional", dice el documento.

A nivel macroeconómico, el impacto afecta al ahorro y a la inversión.

Sufren Mayor Depresión Latinos Que Cuidan Conyuges con Trastornos

Long Beach, - Los latinos, especialmente los de ascendencia mexicana, que cuidan a cónyuges con trastornos mentales tienden a depender más que las personas de otros grupos étnicos que realizan esa misma tarea, según un estudio.

Una investigación del Centro Médico Los Amigos, al sur de California, reveló la tendencia de los hispanos a depimirse cuando están al cuidado de cónyuges con algún tipo de trastorno, pese a la existencia de aspectos culturales y creencias que les ayudarían a mitigar la tristeza.

Las conclusiones fueron presentadas en la Octava Conferencia Nacional de Educación sobre el Alzheimer, que se efectúa en Long Beach y concluirá este fin de semana.

El estudio se realizó en todo el estado de California, donde aproximadamente ocho de cada diez hispanos son de ascendencia mexicana, según el censo.

En comparación con otros grupos étnicos, la investigación determinó que cerca del 90 por ciento de personas de ascendencia mexicana con parejas que padecen trastornos respondieron en la encuesta que sufrían síntomas de depresión.

A este grupo le siguen con el 78 por ciento los asiáticos, particularmente los de ascendencia japonesa.

Entre los anglosajones, el 66 por ciento confesó que sufría síntomas de depresión, mientras que entre los afroamericanos llegó al 57 por ciento.

Para el especialista que dirigió la investigación, el doctor Brad Adams, del Centro Médico Los Amigos, dijo que las conclusiones del estudio son "sorprendentes", debido a que los mexicanoamericanos mantienen más tradiciones religiosas que el resto de los grupos étnicos o raciales.

Los niveles de depresión de personas que cuidan a parejas con trastornos parecen responder de manera diferente dependiendo del grupo étnico y los síntomas de padecimiento del cónyuge.

Mientras que un comportamiento que presenta rasgos demenciales eleva los niveles de tensión de los mexicanoamericanos en general, a los anglosajones les afecta más descubrir dificultades de lenguaje o lagunas mentales en sus cónyuges, según el reporte.

La investigación se llevó a cabo entre pacientes del área de Los Angeles, en el norte de California con la colaboración de la Escuela de Medicina de la Universidad de Stanford, en Palo Alto, y al sur el estado con especialistas de la Universidad del Sur de California (USC).

El estudio incluyó a 202 personas que están al cuidado de su cónyuge que presenta síntomas de trastornos mentales de todo tipo, incluida la demencia.

Nuestra Gente

From Page Two

mente muriera de una congestión alcohólica. Sán Roquito ahora Catedral de Sán Roque siempre lúcio limpia y mantuvo sus puertas abiertas gracias al trabajo voluntario de Paulita. Silvina quien a pesar de su condición amaba a su madre y a los niños que estaban en casa, un día la enfermedad atacó gravemente a Margarita muriendo pocos días más tarde de una terrible pulmonía, la tragedia continúo y Paulita el eje central de la familia muere de un ataque al corazón, en ambas muertes la gente que amaba a Paulita por su labor en la iglesia y que conocía la vida de aquella humilde familia, unió sus fuerzas para reunir los recursos necesarios y enterrar a la anciana Paulita que contaba con más de 90 años. Silvina continuó haciendo cargo de la pequeña Esperanza manteniéndola con sus limosnas y muy pequeñas ventas. Fernando se fué a la calle dedicando a toda clase de trabajos y a algunos viajes, durmiendo algunas veces en las calles, sin comer, sufriendo el maltrato, pero jamás sin dejar de estudiar hasta terminar los años requeridos para ingresar a la Universidad, caso, le nacieron cinco hijos quienes han graduado de Colegios y Universidades aquí en los Estados Unidos, Esperanza contrajo matrimonio, tiene un hogar donde ha luchado por sacar adelante a los hijos que le han nacido. Silvina después de tanto sufrimiento fue recogida por Juana la hija menor de Luis (el soldado asesinado), Silvina murió sin recobrarse jamás del dolor causado por la muerte de su hija, en el completo desinterés de su persona y del decejo de vivir. Silvina y Paulita en medio de su desgracia, ignorancia y pobreza vivieron para otras vidas y contribuyeron a la sociedad que les extendió la mano. Hoy rindo este pequeño homenaje a todas las Silvinas y Paulitas que supieron contribuir enormemente con sus vidas.

From Page 3

sándose en cuatro indicadores -- ciudadanía, propiedad de sus casas, adquisición del dominio del inglés y matrimonios entre personas de distintas razas.

"La prueba de la asimilación existe, no en la retórica de las luchas acaloradas sobre la inmigración, sino en la información que revela las vidas, a menudo pasadas por alto, de los inmigrantes contemporáneos y de sus familias.

Un estudio, titulado "De Reichen Llegados a Nuevos Estadounidenses: La Integración Exitsa de los Inmigrantes a la Sociedad de los Estados Unidos," fué publicado recientemente por el Foro Nacional de la Inmigración (NIF en inglés), entidad favorable a los inmigrantes, en la convención de periodistas UNITY '99 en Seattle. Allí, Rodríguez precisó que "ahora que el argumento económico ya no está funcionando," uno de los mayores argumentos contra los inmigrantes es de índole cultural -- "que numerosos inmigrantes no están dispuestos a asimilarse ni a integrarse".

Los argumentos actuales contra los inmigrantes se basan también sobre la raza, incluyendo a "aquellos que creen que éste es un país de blancos, en el cual los inmigrantes que no sean blancos no pueden asimilarse," dice él.

Una parte de la diversión al efectuar su investigación, agrega él, fué hallar que "en el siglo XVIII, Benjamin Franklin se quejaba sobre el exclusivismo de los inmigrantes alemanes y de qué modo ellos no estaban dispuestos a mezclarse con los de fuera." El recuerda otros períodos de la historia de los Estados Unidos en que se manifestaron sentimientos semejantes acerca de los católicos irlandeses, los judíos y otros grupos raciales, étnicos o religiosos que se asimilaron sin eliminar sus propias raíces.

Empleando hechos y cifras para disipar los mitos y las ideas equivocadas, Rodríguez trata de responder a una pregunta importante: ¿Abrazan o se resisten los inmigrantes contemporáneos a la vida de la corriente estadounidense principal?

Usando la información del Censo de 1990, él mide los indicadores principales:

- Naturalización: "La señal más simbólica que exige la renuncia de la fidelidad al país anterior de uno y la promesa de fidelidad a los Estados Unidos."

Aunque sólo la mitad de todos los inmigrantes que hayan venido aquí alguna vez han llegado a ser ciudadanos por naturalización, Rodríguez informa que más de las tres cuartas partes de los que han residido en este país durante 40 años se naturalizaron.

- Propiedad de sus hogares: "La señal más duradera de que las familias inmigrantes unen su bienestar a la suerte del país."

Dentro de los 20 años de su llegada, más de seis de cada 10 eran propietarios de sus propios hogares. En 13 de los 15 grupos de inmigrantes más numerosos, las dos terceras partes de las familias inmigrantes ocupaban sus propias casas después de 26 años de residir en los Estados Unidos.

- La adquisición del idioma inglés: "Una forma de capital social ... que da al inmigrante una mayor capacidad para llevar a cabo el estilo de vida estadounidense."

Dentro de los 10 años de su llegada, poco más de las tres cuartas partes de los inmigrantes hablaban inglés con alta soltura. En las generaciones segunda y tercera, virtualmente todos los niños hablaban inglés con soltura. En la mayoría de los casos, el idioma natal de los inmigrantes se pierde después de pocas generaciones.

- Matrimonios entre miembros de razas distintas: "Lo cual determina hasta qué punto ... la etnicidad ya no sirve como obstáculo entre los estadounidenses de distintos grupos."

Rodríguez halla que los asiáticos e hispanos nacidos en el extranjero tienen tasas mayores de matrimonios mixtos que los blancos y negros nacidos en los Estados Unidos, y que para la tercera generación, las tasas de estos matrimonios para los asiático-americanos y los latinos son extremadamente altas."

Si estos indicadores son válidos, Rodríguez no sólo ha mostrado que los nuevos inmigrantes están integrándose continuamente a la vida estadounidense, sino que la "asimilación" no es una palabra de cuatro letras.

(Miguel Pérez es columnista del Record, en Bergen, Nueva Jersey.)

Propiedad literaria registrada por Hispanic Link News Service en 1999. Distribuido por Los Angeles Times Syndicate



A TODOS LES DAMOS LA OPORTUNIDAD. DESPUÉS DE TODO, SOMOS LA LOTERÍA.

La Lotería de Texas actualmente está buscando negocios de propiedad minoritaria (Historically Underutilized Businesses — HUBs) que estén certificados por el

Estado de Texas y que tengan experiencia en las siguientes áreas:

MATERIALES DE CARTÓN CORRUGADO

Un proveedor de materiales de cartón corrugado para suministrar cajas en Austin. Favor de presentar una historia detallada de la compañía. Los precios deberán ser competitivos.

COMPUTADORAS Y EQUIPOS PERIFÉRICOS

Se necesitan negocios que puedan proveer computadoras personales (PCs), periféricos y programas de computación. Si su compañía está en capacidad de proveer este servicio en Abilene, Austin, El Paso, Houston, Irving, Lubbock, McAllen, San Antonio, Tyler, o Victoria, por favor comuníquese con nosotros. Se requiere presentar una historia detallada de la compañía y una descripción de sus capacidades.

AGENCIAS DE EMPLEOS TEMPORALES

Se necesitan agencias de empleos temporales. Si su compañía puede prestar servicio en Austin, Houston, Irving, o San Antonio, por favor comuníquese con nosotros. Se requiere presentar una historia detallada de la compañía para ser considerada.

Por favor responda por escrito a:
Minority Business Development Team

Texas Lottery – GT
P.O. Box 16630

Austin, TX 78761-6630

**TEXAS
LOTTERY**

Tyson's Image, Appeal Are Wearing Thin

By Norm Frauenheim

A gawking, mocking crowd has no fear of him anymore. He has been stripped of the fabric that once made him appear to be so thoroughly intimidating. The appearance is still there, but it's for his eyes only. To everybody else, his vulnerabilities are there to see and exploit.

After successive losses to Evander Holyfield, the pop psychologists at ringside diagnosed Mike Tyson as a bully exposed. Then the real shrinks went to work. A report from neurologists and psychiatrists became tabloid fodder in a re-licensing hearing before the Nevada State Athletic Commission. It was a circus - sad and silly all at once.

Now, there are only the remains, and if the aforementioned crowd is any indication, there's not much.

Young fighters, unproven fighters, beaten fighters and fighters-with-no-fight-in-them-at-all are lining up and asking for a shot as if the chances at Tyson have dwindled to just a few.

"I give very little credit to people who have good performances against Tyson, and that includes Evander Holyfield, because Tyson wasn't all that much," said former Holyfield trainer Emanuel Steward, who currently works with Lennox Lewis.

The respected Steward is simply saying the true measure of any fighter is in the quality of his opposition. Consider this: Since his release from prison for sexual assault in 1995, Tyson is 5-2. The victories have come against Peter McNeeley, Buster Mathis, Jr., Frank Bruno, Bruce Seldon and Francois Botha.

Mathis, Bruno and Seldon haven't stepped inside the ropes for at least a year. Meanwhile, the plodding Botha prepares to fight a young Shannon Briggs on Aug. 7 about eight months after he foolishly walked in front of a Tyson right hand. Botha was winning on the scorecards when he tempted fate.

And McNeeley? He officially became a sideshow after being stopped in the first round by Butterbean, who is otherwise known as Eric Esch. McNeeley fell to Tyson in the same round as he did to Butterbean, who looks a little like Porky Pig on steroids. In another words, McNeeley was done within three minutes on both occasions.

Now, Butterbean wants to fight Tyson. Given recent results, it's hard to blame him. Still, it's stunning to think a former heavyweight champ is suddenly in a league just a step removed from a lousy lounge act.

Boom In Hispanic Advertising Predicted For New Millennium

By Sonia Osorio

Miami, - Advertising aimed at U.S. Hispanics is expected to experience a boom beginning next year due to the rise in the Hispanic population, its purchasing power and importance as a link to Latin America, analysts said.

"The industry is evidently growing very rapidly and I think there will be an explosion in the year 2000." Adolfo Aguilar, president of the Virginia-based Association of Hispanic Advertising Agencies (AHA), told EFE.

The main cause of the expected boom is the growing Hispanic population, which the U.S. Census Bureau predicts will reach 41 million by the year 2010, he explained.

In addition, Hispanic purchasing power is predicted to be 458 billion dollars by next year, Aguilar added.

The major companies have conducted studies that show how the market is changing and how Latin consumers are the force behind that growth," he said.

The AHAA reports that Hispanic market advertising rose 21 percent in 1998, totalling 1.71 billion dollars, with Procter & Gamble, AT&T, Sears, Roebuck & Co., General Motors and MCI Worldcom at the top of the list.

Aguilar also explained how U.S. Hispanics act as virtual links to Latin America's population of 400 million and have an influence on the region's buying patterns.

"There is an information network running north and south, to and from Latin America and the United States," he said.

"And this positively helps large companies reach both the U.S. Hispanic market and the more than 450 million consumers throughout Latin America."

Indeed, Hispanic advertising investments are on the rise in real terms and it will continue to show that trend, according to the president of the IAC Group, Inc., Ana Maria Fernandez Haar.

The advertising industry is going to explode in the next millennium because Hispanics in the United States no longer see themselves as 30 million souls,

Naturally, Tyson handlers wouldn't think about Butterbean as a possible opponent anymore than they would consider Minnesota Governor Jesse Ventura. Credit them for some smarts.

At this stage, Butterbean

sell, Douglas' trainer and manager. "Buster wants this fight bad. After all these years, people still say (the first fight) was a fluke. It wasn't. He kicked the heck out of Tyson, and if they fight again, he'll kick the heck out of him.

rematch would be trip into the past, a diversion from Tyson's sad state in the here-and-now.

King brought in McNeely, Mathis, Bruno and Seldon, because he knew what the public and growing number of fighters

DALLAS - Troubled Dallas Cowboys defensive tackle Leon Lett may have to repay a portion of his \$1.5 million signing bonus for every game he misses because of suspension, the Dallas Morning News reported Tuesday.

Lett, who almost is certain to receive at least a four-game suspension after violating the NFL's substance abuse policy a third time, would lose \$88,235 for every game missed.

Lett, 30, was suspended four games in 1995 for violating the league's substance abuse policy. After failing a drug test for the second time, he received a one-

year suspension that extended from the final three games of the 1996 season to the first 18 games of the 1997 campaign.

According to the report, Cowboys owner Jerry Jones said the team has had other players return portions of their signing bonuses after being suspended by the league.

The owner, who failed to identify the players, also said the policy is "pretty standard language in all contracts."

Lett, who earned a berth in the Pro Bowl last season, is slat-

ed to make \$400,000 this year. He had four sacks and 51 tackles in 1998.

One of the league's premier defensive linemen, Lett was a member of all three of Dallas' Super Bowl-winning teams this decade. Unfortunately, he is known for his drug problems and some well-publicized blunders on the field.

In Super Bowl XXVII in 1993, Lett returned a fumble 64 yards and extended his arm with the football to celebrate an apparent touchdown, but Buffalo wide receiver Don Beebe knocked the ball out of Lett's hands before he reached the end zone.

Although the play was inconsequential in Dallas' 52-17 rout of the Bills, it is a fixture on highlight reels for Super Bowl bloopers.

Lett's second blunder came against the Miami Dolphins in a Thanksgiving Day game in 1993.

The Cowboys blocked a field goal in the final seconds to seal an apparent victory, but Lett carelessly attempted to recover the ball and then lost possession. The Dolphins cashed in on their second field goal opportunity and beat the Cowboys, 16-14.

KICKOFF WEEKEND

Sunday, September 12 FOX-TV Weekend (Open Date: San Diego)	1 PM
Arizona at Philadelphia	Noon
Baltimore at St. Louis	Noon
Buffalo at Indianapolis	Noon
Carolina at New Orleans	Noon
Cincinnati at Tennessee	1 PM
Dallas at Washington	1:15 PM
Detroit at Seattle	Noon
Kansas City at Chicago	Noon
Minnesota at Atlanta	4:15 PM
New England at New York Jets	1 PM
New York Giants at Tampa Bay	4:15 PM
Oakland at Green Bay	Noon
San Francisco at Jacksonville	4:15 PM
Pittsburgh at Cleveland	(ESPN) 8:20 PM
Monday, September 13	
Miami at Denver	(ABC) 7 PM

El Editor Newspaper

LINEMEN - CATV Company looking for experienced line foremen and top hooks for work in Waco. Good benefits: health, dental, life insurance, 401(k). Company 100% employee owned. Contact Jobline @ 1-800-338-9299, ext. 199. E.O.E.

Now Only DirecTV En Espanol

Reciba Por Television Galavision, Univision

98+ Canales Basicos Por Solo

\$29.99

Por Mes + impuestos

Ademas Con la Compra de Un Sistema Completo DBS Por Solo

\$86.25*

1 Mes gratis de selectos Canales Premium

*Sujeto a Cambio al Instante Restricciones

Servicio a todo pueblo circunvecino

Llame Hoy Mismo A

Peña

(806) 778-3583, 872-3417 o 1-877-456-5925

*Cuando la injusticia llama,
la justicia tiene nombre...*

REYES D'REY



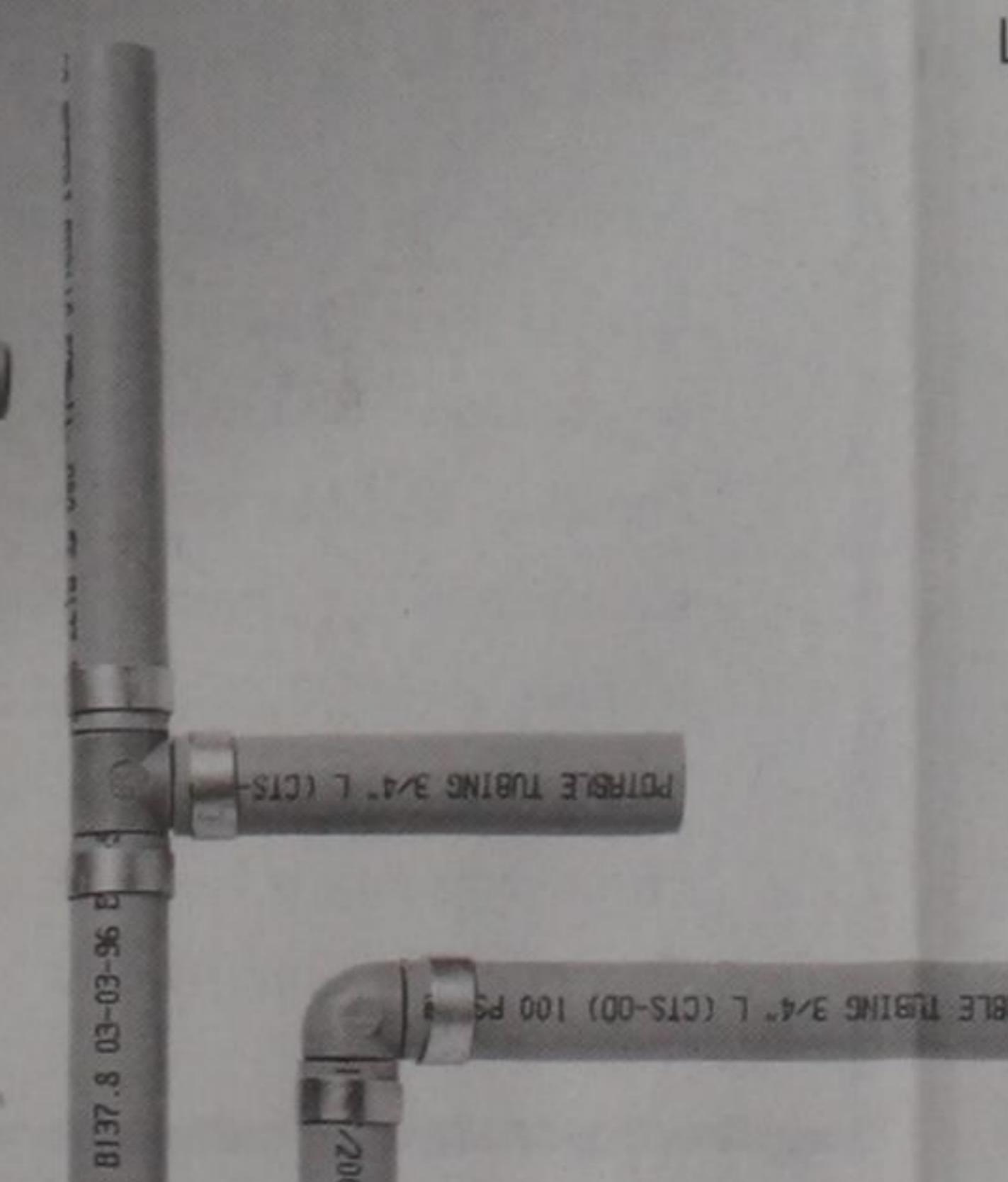
Todos los Lunes 9pm/8c

Lo Mejor De Los Dos Mundos



AVISO LEGAL • AVISO LEGAL

Este es el
momento de revisar
su tubería.



Los sistemas de tubería de polibuteno (PB) cubiertos por el Acuerdo de Indemnización de la Demanda Spencer se pueden identificar por la presencia de tubería de plástico de color gris y conectadores de plástico "acetal" de color gris utilizados para conectar la tubería. Estos sistemas de plomería se han vendido bajo varios nombres, incluyendo Qest, Thermoguard y Flex-temp. La tubería PB no se utiliza para cañería de drenaje, tubos ventiladores y cañería de desperdicios.

¿Quién?

Los dueños de casas móviles, hogares o estructuras con sistemas de tubería de plomería de polibuteno (PB) con conectadores de plástico "acetal" color gris pueden ser elegibles para recibir ayuda financiera si han reemplazado su sistema de tubería de plomería.

¿Por qué?

El Acuerdo de Indemnización de la Demanda Spencer ha sido aprobado y proporciona una compensación financiera para propietarios que tengan ciertos sistemas de polibuteno.

¿Cuándo?

Los propietarios deben haber reemplazado el sistema dentro de los primeros 15 años desde la fecha en que la tubería fue instalada en su hogar.

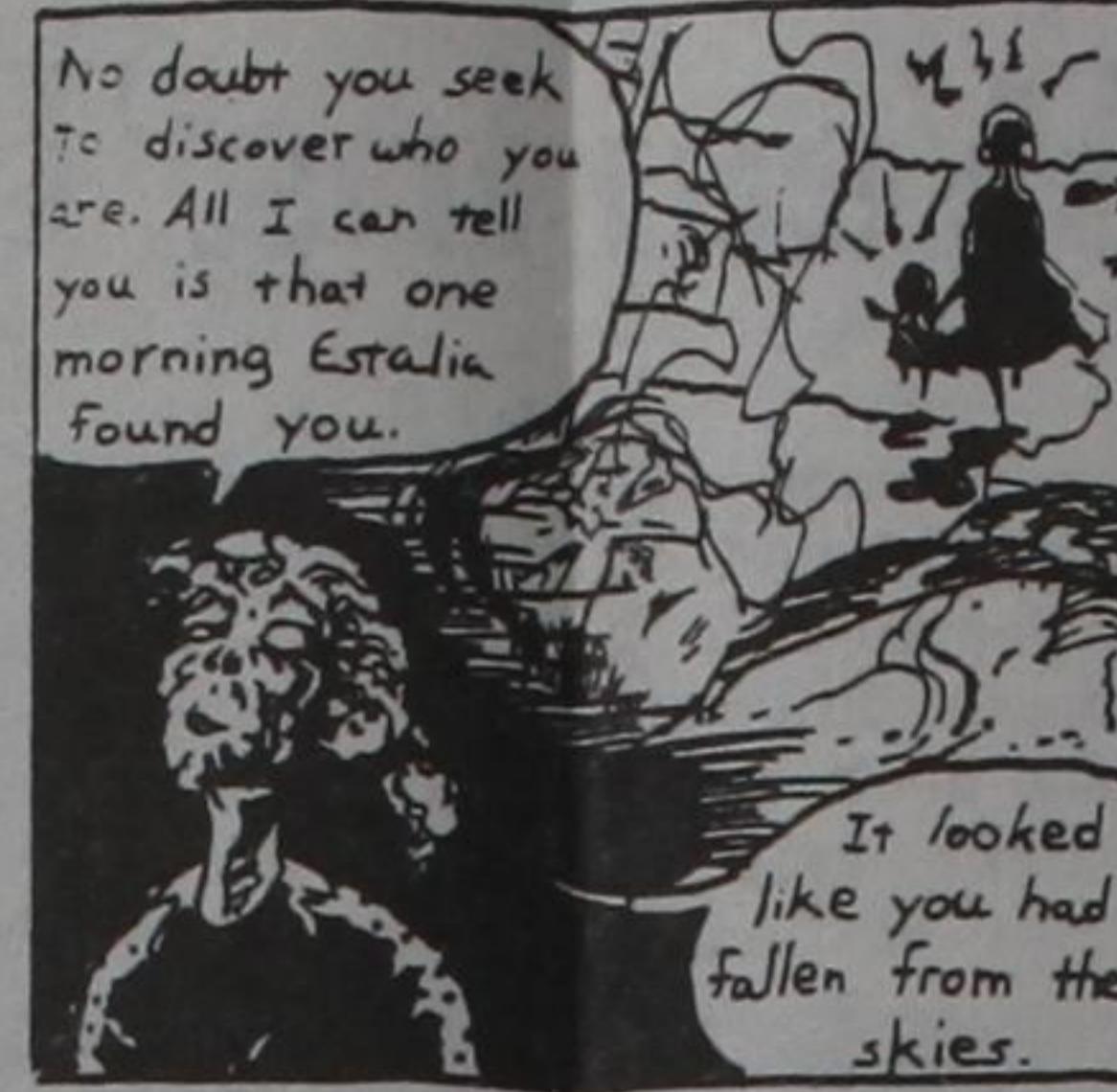
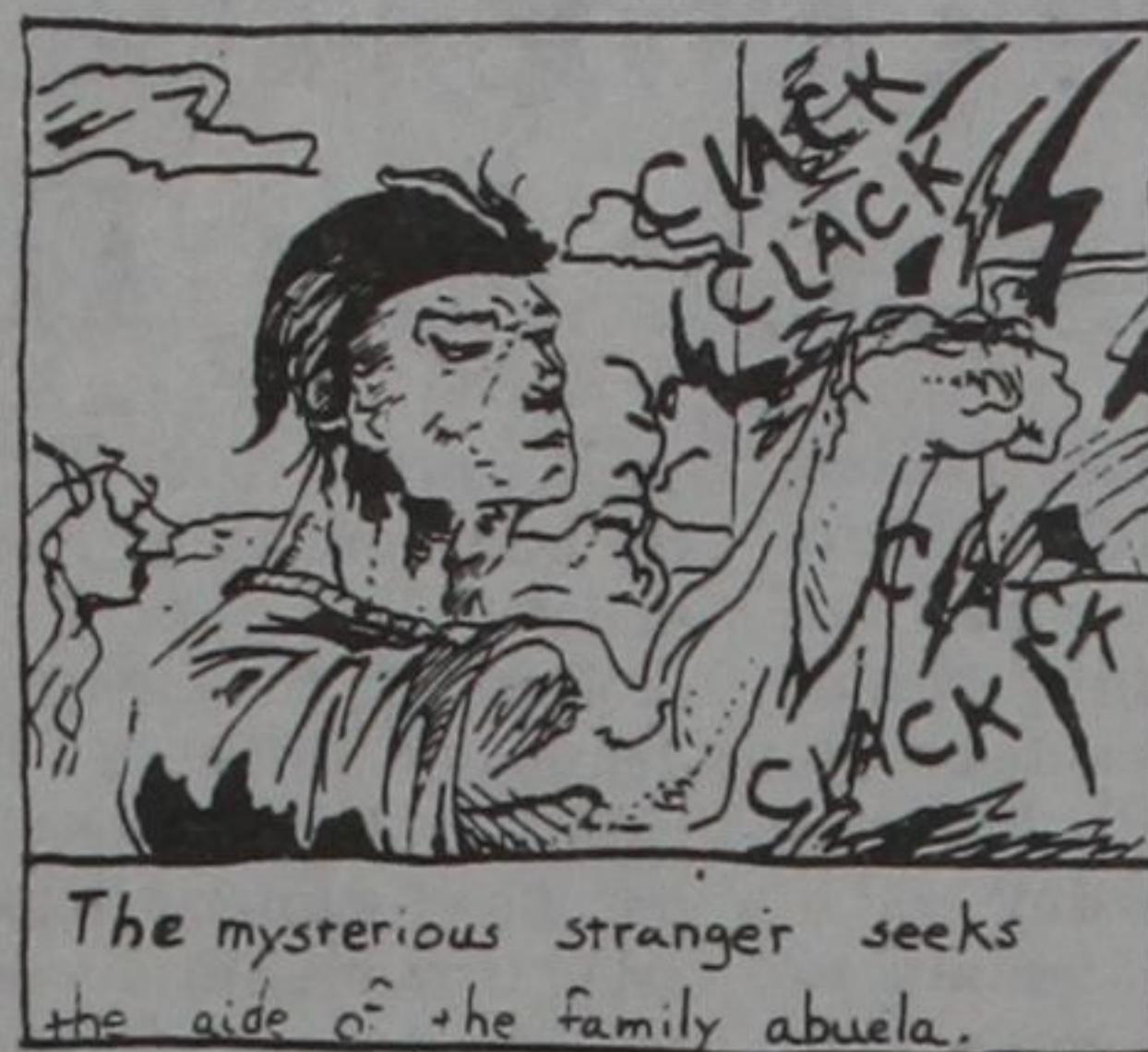
Los propietarios que hayan comprado su hogar después del 12 de mayo de 1995 tienen el derecho de no entrar en este acuerdo de indemnización, si lo notifican para el 1 de octubre de 1999 y tienen oportunidades adicionales para recibir una compensación financiera.

Usted puede determinar si tiene tubería de polibuteno (PB) si revisa su térmico, sótano o las áreas cerca de los calentadores de agua donde el sistema de plomería esté expuesto.

1-800-269-4330

Si usted piensa que tiene tubería de polibuteno, llame a este número para hablar con un representante de la facilidad Spencer Class Facility. Ellos le enviarán el aviso legal completo sobre el Acuerdo de Indemnización de la Demanda Spencer. Si lo desea, también puede encontrar el aviso legal completo en nuestra página virtual en el Internet:

www.spencerclass.com



From Page 3

areas or the Colonias. GESC has also developed a working relationship with the Texas Veteran land Board Low-Income Program to provide maximum home purchase loans of \$45,000 at 0 percent interest to low-income veterans.

Since GESC became a HUD-certified counseling agency in 1986, the agency has counseled over 4,000 clients in the Lubbock and El Paso areas. It is currently using a \$29,000 grant from the National Council of LaRaza and a \$38,000 HUD grant to provide housing counseling. The agency recently began serving the homeless and other low-income people. It obtained HUD approval to operate a lease-purchase program that targets both homeless people and families earning under 80 percent of their area's median income.

Richard Lopez is the Executive Director of Guadalupe Economic Services Corp. located at 1416 1st Street, Lubbock, Texas.

"Best Practices Awards are HUD's equivalent of the Academy Awards, given for an outstanding performance in service of the American people," Cuomo said. "The award winners can serve as models to groups in other communities working to build affordable housing, spark economic development, create jobs, fight housing discrimination, expand homeownership, and help homeless people become self-sufficient."

One hundred award winners were selected from around the nation from more than 3,000 nominees. HUD Deputy Secretary Saul Ramirez presented the awards today at HUD's 1999 Best Practices and Technical Assistance Symposium in Kansas City, MO. More than 3,000 people participated in the symposium, called "Building a Better Tomorrow," which began Wednesday and concluded Saturday.

The Best Practices Awards were given in these categories: Fighting for Fair Housing, Increasing Affordable Housing and Homeownership, Reducing Homelessness, Promoting Jobs and Economic Opportunity, Empowering People and Communities, and Restoring Public Trust.

A HUD best practice is defined as a program or project, management tool, or technique that fulfills at least two of the following characteristics: 1) Generates a significant positive impact on those it is intended to serve or manage, 2) Can be replicated in other areas of the country, region, or local jurisdiction, 3) Demonstrates the effective use of partnerships among government agencies, non-profit organizations, or private businesses, 4) Displays creativity in addressing a problem, and demonstrates effective leveraging of resources.

The four-day Best Practices Symposium attracted participants representing federal, state and local governments, universities, community based organizations, and faith-based groups.

Symposium workshops provided technical assistance on a range of housing and community development programs.

From Page 1

Continued Page 6

Following are the winners of the Texas SuperCup Softball Tournament. Texas SuperCup Winner was determined by a game between the

Champions of the "C" Division and the Champions of the "D" Division. Winner: Bud Boyz - Lubbock

Winners "C" Division: Total Teams 18 1st Rhodes Bud Boyz - Lubbock 2nd: Kings - Hereford

3rd: Los Peloteros - Midland

4th: Wolfpack - Lamesa 5th: M-III Tile Mojos - Lubbock 6th: StreamLine - Amarillo 7th: Outlaws - Odessa 8th: Smashing Pumpkins - Lubbock 9th: Hitmen - Hereford 10th: Candy Lickers - Plainview

Winners "D" Division - Total Teams: 48 1st: Ben's 2 and Out - Hereford 2nd: Maifiosos - Lubbock 3rd: Texas Lawn Dogs - Slaton 4th: Players - Lubbock

5th: Martinez - Snyder 6th: Titans - Lubbock 7th: Old School - Lubbock 8th: Matadors - Levelland 9th: Mad Dogs - Lamesa

10th: Monti Gang - Plainview

Women's Division: Total Teams 10 1st - Smiley's 2nd - Illusions

3rd - Brew Crew 4th - Sizzlers

The Tournaments were sponsored by El Editor Newspapers,

Lubbock Power and Light, Coca Cola and the Lubbock Visitor's

and Convention Bureau Sports

Authority

MUCHAS CUENTAS POR PAGAR?

Gratis, Consolidacion de cuentas facil. Un pago mensual-reducido mas del 50% Genus Credit Management - Nonprofit

1-800-779-7395 (1280)

We've Moved!!

BUCK'S CAR CARE

1937 Texas Avenue
806-747-4411

Anything you need done!
Your #1 Stop for Car Care
Cars, Trucks, Vans, RV's
Brakes, tune-ups, overhauls, transmissions

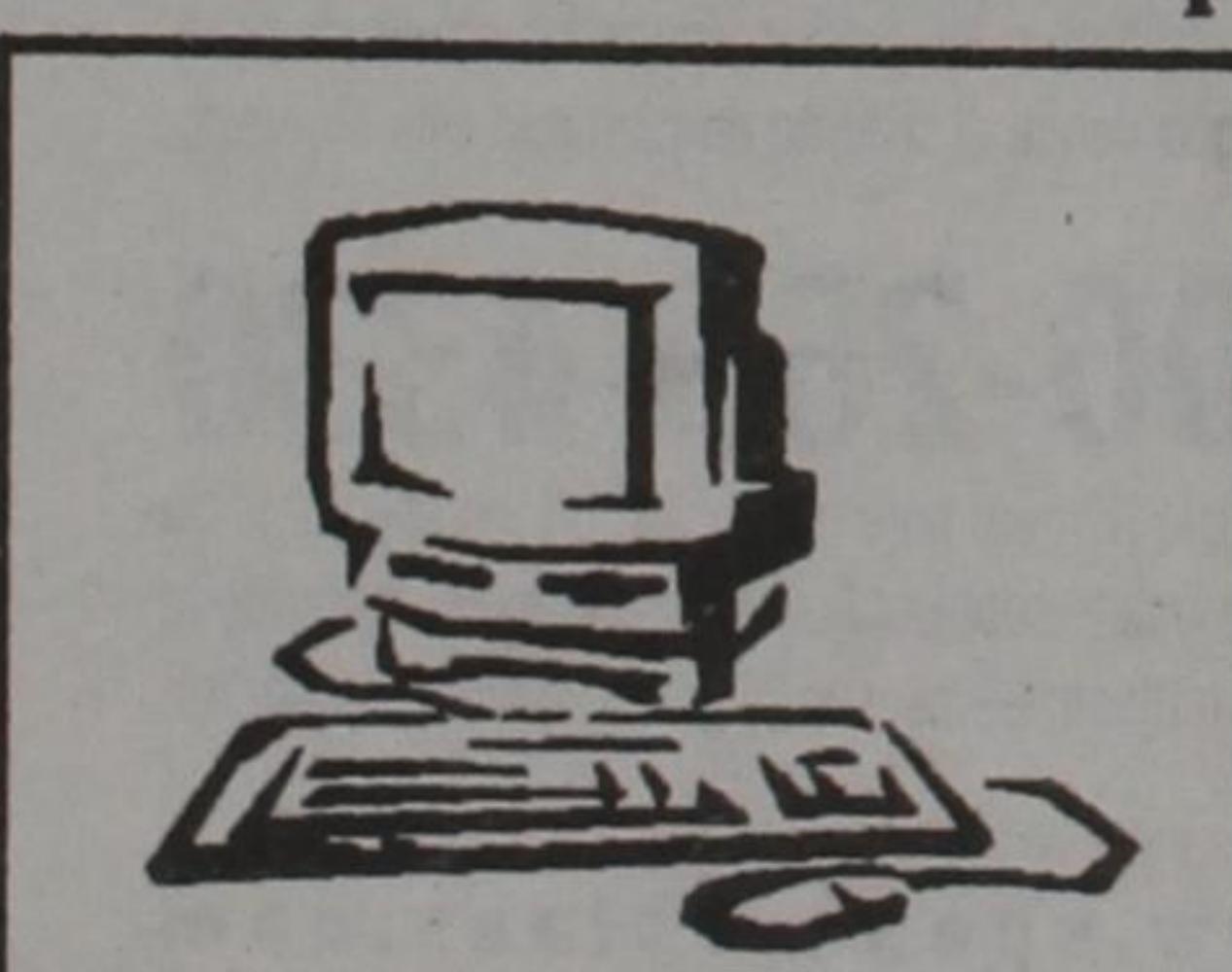


MONTELONGO'S RESTAURANT
3021 Clovis Rd - 762-3068

Ysidro Gutierrez and Jerry Perez
PH: 787-6506 Pager: 723-4569

BACK TO LIFE COMPUTERS

Hispanic Owned and Operated



POWER - SPEED - MEMORY: IT'S WHAT'S INSIDE THAT COUNTS

- PERSONAL COMPUTERS
- *Designed *Built
- *Upgraded *Installed
- We do Local Area Networks
- Web-pages for home or business

El Editor Newspaper

AVISO DE FINAL DE JUEGO



Tres de los juegos instantáneos de la Lotería de Texas terminarán el 30 de agosto de 1999: Little Green Men, Frontier Frenzy y The Money Game. Podrás seguir reclamando tus premios hasta el 26 de febrero de 2000. Gana hasta \$1,000 con Little Green Men, hasta \$2,000 con Frontier Frenzy y hasta \$2,000 con The Money Game. Podrás reclamar

los premios de hasta \$599 con cualquier comerciante donde se venden los boletos de la Lotería de Texas. Los premios de \$600 o más se podrán reclamar en cualquiera de los 24 Centros de Reclamo de la Lotería de Texas o por correo. ¿Tienes preguntas? Sólo llama al Teléfono de Servicio a Clientes al 1-800-37-LOTTO (1-800-375-6886).

