

Saragosa Relief & Recovery Efforts Better

After initial confusion and delay, private and public assistance is slowly bringing back Saragosa, the tiny southwest Texas hamlet wiped out by a tornado May 26.

EL EDITOR learned this week from interviews with persons recently returned from the devastated little town of Mexican-American farm workers and shopkeepers that hope, like a sprig on one of the towns blasted trees, is growing.

According to George Forston, a Lubbock plumber who founded the Lubbock Committee for Saragosa Aid, the Reeves County



Sheriff's Office has taken names and set priorities to take care of emergency assistance.

And according to Israel Quintana, who recently returned from Saragosa, help is much easier to administer now that people are returning.

"At first," Quintana said, "there were some problems because the people had left the town and were scattered. They were staying with relatives and friends in other towns. Nobody could find them."

"But now that the people are returning, progress should be twice as fast."

A couple of weeks ago,



townspeople apparently decided to try and rebuild their town instead of moving.

The Federal Emergency Management Agency will administer long term relief, Quintana said, but right now, voluntary agencies are carrying the load, led by Sheriff Raul Florez and his deputies.

"They're taking care of securities and setting priorities for the returning people," Quintana said.

Although most of the towns 600-odd survivors still are staying with friends relatives and friends

in other towns, "some of the people have come back," Quintana said.

At the moment, voluntary agencies such as the Salvation Army, Catholic Relief and the Red Cross are still accepting cash and commodity donations for the survivors who have come back.

Sheriff Florez said last week that eight vehicles personally solicited and delivered by Forston were distributed to surviving and returned families.

"The Salvation Army has paid for gasoline, parts, tax and title costs and will provide liability insurance," Florez said.

FUNDADO
1977
FOUNDED
1977

"El derecho al respecto
ajeno, es la paz"
Benito Juarez



EL EDITOR



Celebrating A Decade of Service to Texas 1977-1987
Celebrando Una Decada de Servicio a Tejas 1977-1987

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Hispanic Media

Study Says Influence Sure To Grow

The slow and belated realization among media and advertising money people that the Spanish language is a growing force in contemporary American culture has spurred a major growth in Latino media across the country.

That is one of the major conclusions reached by Ana Veciana-Suarez, whose Hispanic Media, USA is probably the most authoritative and surely the most up-to-date analysis of Spanish-language electronic and print media now published.

The book, published by the Media Institute in Washington, D.C., is a 225-page examination of the nature and influence of Spanish-language newspapers, televisions and radio in the USA today.

According to Veciana-Suarez, the mid-1980s have been boom years in the commercial development of the Hispanic media in the United States.

In radio, at least 15 new Spanish-language radio stations opened in 1986, capping a growth from 67 full-time Spanish-language radio stations in 1975 to 170 in 1986.

In print, Spanish and English newspapers targeted toward the Hispanic reader continued to expand and led to the organization of Hispanic publications (NAHP), which represented 42 periodicals with an estimated circulation of 1.34 million in 1986.

A US Latino population growing and projected to continue growing at a higher rate than the US population overall;

The increased importance of target marketing and of advertising strategies geared to reaching segments within the mass audience by corporations;

And "a growing competition for audience segments as increased print and broadcasting media outlets, additional media alternatives resulting from new technologies, and refined audience measurement techniques make it nearly impossible for any one medium to claim to reach all groups in the potential mass audience," Veciana-Suarez said.

Those trends, Veciana-Suarez continued, have triggered an infusion of corporate advertising dollars into Latina media and, as these outlets became more profitable, a growth in the number of media in advertisers could support.

Advertisers spent nearly \$400 million to reach the U.S. Hispanic market's estimated 16.9 million consumers with an aggregate household income of \$113 billion in 1986, consumers with an aggregate household Hispanic Business reported.

That figure represented a 19 percent increase from 1985's estimated \$333.5 million and more than doubled the estimated

\$166 million spent by advertisers in 1982.

Advertising increases averaged \$58 million per year between 1982 and 1986, and helped make Latino media a lucrative sector.

A few years ago, the advertisers trying to reach Latino consumers were the traditional sellers of ethnic foods and products. Today though, the top 15 Hispanic market advertisers on hispanic business roster includes only one company whose product line is basically Hispanic oriented, Goya Foods.

Leading the list are Procter and Gamble, Phillip Morris, Anheuser-Busch, McDonalds, and

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In Dallas on Tuesday, San Antonio Mayor Henry Cisneros (left) and former Gov. John Connally make a bipartisan push for raising taxes to pay for education.

Look For The 8th MENUDAZO!

¿Que Pasa?

New Deal Summer Festival

Our Lady Queen of the Apostles is hosting a summer festival Sunday, July 12 on the Church grounds north part of town. Music will be by Rudy Torres Carino El Bulet Folklorico St. Patrick, & Mariachi de Abernathy. There will be volleyball tournaments, washer tourn., horsehoes, and food-fajitas. To enter the tournaments call Joe Gonzales 763-1048 or Gilbert Villegas - 746-5502.

St. Isadore Catholic Church of Abernathy

St. Isadore Catholic Church will be hosting a volleyball tournament Sunday, July 19 on church grounds. 1st, 2nd, and 3rd place trophies will be given. The tournament is limited to 14 teams, 8 members per team, Co-ed 3-3. The ages are 15 - 19 yrs old. For more information call Gabriel Guillan 298-2322. Pre-register is \$30 per team. Tournery starts at 11:30.

Lubbock Permian Basin LULAC Amnesty Center

LULAC Council No. 263 opened an Amnesty office in Lubbock, Texas, Monday July 6, 1987. All persons needing to apply for temporary residence with I.N.S. come by 1812 Texas Ave. or call for information (806) 765-7904. LULAC Council No. 263 is an affiliate office of LULAC Council No. 4434 in Midland, Texas. Our Q.D.E. Number is 00-325-00. For more information contact (806) 744-1984.

Bring Your News To El Editor
1211 Ave O or Call 763-3841

Defensive Driving Class Offered At SPC

Levelland -- A defensive driving class will be offered July 11 at South Plains College.

The class will meet 8 a.m. - 5 p.m. in SPC's Petroleum Technology Building, Room 115. Cost is \$20 a person. Formal registration is scheduled at 7:45 a.m.

The class is open to any licensed driver who needs knowledge of basic defensive driving techniques, according to Don Yarbrough, dean of continuing education at SPC.

Enrollment is limited, and pre-registration is suggested he said.

Instructors in SPC's defensive driving program are George Lawless and Larry Nichols, SPC assistant professors of law enforcement, and Randy Neill, chief of campus security.

Additional defensive driving class will be offered July 25, Aug. 8 and Aug. 22 at SPC.

For more information, contact the SPC Continuing Education Office at 894-9611, ext. 391.

Revised Boating Policy

Fishing in city lakes is a leisure activity that has been enjoyed by many citizens for a number of years. Until recently, policy has not allowed fishing from canoes, inner tubes, rafts, or any type of non-motorized boat. Due to provision of boat ramps and requests from a number of individuals, fishing from boating type devices that are not motor powered will be permitted in Canyon Lakes 1,2, and 6. This revised boating policy will apply to those three lakes only. All safety precautions must be observed which includes always wearing a life jacket.

This revision in policy is a part of the Urban Fishing program which is a cooperative effort between Parks and Recreation, Texas Parks and Wildlife, Texas Tech Range and Wildlife Management, and a number of volunteers and civic groups. The objective of the Urban Fishing Program is to manage the city's lakes for productive fishery.

18 Workers Die

The bodies of 18 undocumented workers were found Thursday in an airtight, red-colored box car near Sierra Blanca, Texas.

Suffocation and dehydration apparently caused the deaths.

The victims - all young men - boarded the Union Pacific freight train sometime Wednesday near El Paso. They intended to go to Dallas to find construction work.

The tragedy developed after the box car was moved to a railroad siding.

Apparently the "guide" who had locked the doors of the airtight boxcar had not planned on that possibility.

When a Border Patrolman on a spot check opened the door of the car, a voice gasped, "We need help. Can you please help us?"

It was the voice of the disaster's sole survivor, 21-year old Miguel Tostado Rodriguez of Mexico.

Tostado, who is being held by immigration officials as a material



witness, told them he and two friends came to El Paso illegally Wednesday and hooked up with two "coyotes" -- Mexican nationals who charge a fee to get undocumented workers into the USA's interior.

City Accused of Discrimination

According to a late-breaking story published Wednesday in the Southwest Digest, the president of the Lubbock Chapter Urban League stated Monday at a press conference at New Hope Baptist Church that the city of Lubbock is systematically practicing discrimination.

Charles Saunders claimed that Equal Employment Opportunity Commission (EEOC) complaints had been filed against the city on behalf of police officer Floyd Price and Robert Coppage, Jr., a

Lubbock civil service applicant. According to the Southwest Digest, Saunders said he would file a constraining order with EEOC "until the Price-Coppage complaints are resolved."

Saunders was unable to be reached Wednesday night, but city personnel director Ed Priest did confirm that Saunders had filed a complaint with the EEOC.

"All I can say at this time is that EEOC has notified us that Mr. Saunders has filed a complaint," Priest said, "but no action is required by us at this time."

Television Y El Nino Latino

Por Frank Zúñiga

La generación que está saliendo de nuestras escuelas secundarias actualmente es la primera que haya conocido la vida con la televisión como una presencia constante. Desde el día de su nacimiento, la televisión estuvo allí.

¿Se han preguntado ustedes de qué modo sus puntos de vista sobre el mundo difieren de los de aquéllos de nosotros que no estuvimos sujetos al chupete electrónico? ¿Sienten aquéllos de ustedes que son padres de familia que no tienen control, o siquiera la influencia más importante, en el modo de desarrollar las mentes de sus hijos?

Deseo compartir una hipótesis que puede estremecerles. También puede enojarles. Si lo hace, el efecto es intencional. Mediante el estremecimiento y el enojo, espero motivarles para que adopten alguna acción.

Si su hijo es un televidente promedio, absorbe un promedio de seis horas de televisión diarias. Multipliquen seis por 365 días que tiene el año y el resultado son 2,190 horas de televisión anuales.

¿Para usted 2,190 horas al año con su hijo?

Si su hijo acierta a ser de ancestro latino, se le está sometiendo al equivalente de la tortura china del agua por televisión - un goteo constante de agua sobre la frente.

Al principio, el agua puede ser hasta refrescante. Pero con el

tiempo, la gota constante puede destruir a personas muy fuertes.

En las raras ocasiones en que la televisión presenta a niños o adultos latinos, somete a los televidentes a imágenes negativas acerca de quienes son. La televisión dice, una y otra vez, a los jóvenes latinos, que las personas de su origen han agregado poco o nada de valor a nuestra sociedad.

Además de venderles a los niños latinos Big Macs y "fajitas pitas", las cadenas estadounidenses de televisión les venden una identidad especial: Miembros de pandillas, criadas, prostitutas, traficantes de narcóticos y, en raras ocasiones, agentes de policía.

Cuántas las imágenes latinas positivas que hayan visto en las cadenas de televisión recientemente. ¿Pueden pensar en diez? ¿En cinco? ¿En dos?

Para la edad de 15 años, los jóvenes de ambos sexos empiezan a adoptar las decisiones críticas para sus carreras. ¿Deberían de ir a la escuela superior? ¿A qué carreras deberían de aspirar? Los jóvenes latinos de ambos sexos llegan a esta encrucijada después de haber sido sometidos a un promedio de 25,000 horas de imágenes televisadas negativas o no existentes de ellos mismos.

De modo que, ¿debería de sorprendernos el que nuestra tasa de abandono de los estudios se

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Television And The Latino Child

By Frank Zuniga

The generation coming out of our high schools today is the first to know life with television as a constant presence. From the day they were born, television was there.

Have you ever wondered how their view of the world differs from the views of those of us who were not weaned on the electronic teat? Do those of you who are parents sense that you don't have control, or even the major influence, in how your child's mind is developed?

I want to share a hypothesis that may shock you. It also may anger you. If it does, the effect is intentional. Through shock and anger, I hope to motivate you into taking some action.

If your child is an average television viewer, he or she watches an average of six hours of television each day. Multiply six by 365 days in the year and you get 2,190 hours of television viewing a year.

Do you spend 2,190 hours a year with your child?

If your child happens to be of Latino heritage, he or she is being subjected to the television equivalent of the Chinese water torture - a constant drip of water on the forehead.

At first, the water may even be refreshing. But with time the drip-drip-drip can break very strong people.

On those rare occasions when television depicts Latino children or adults, it subjects those who watch it to negative images about who they are. Young Latinos are told by television over and over again that people of their heritage have added little or nothing of value to our society.

Along with selling the Latino child Big Macs and fajita pitas U.S. network television sells them a special identity: gang members, maids, whores, drug dealers and, on rare occasions, cops.

Count the positive Latino images you've seen on network television recently. Can you think of 10? Five? Two?

By age 15, boys and girls begin making their crucial career decisions. Should they go to college? What careers should they aspire to? Latino boys and girls reach this milestone having been subjected to an average of 25,000 hours of negative or non-existent television images of themselves.

So should it surprise us that our drop-out rate hovers around 50 percent? Remember, the teachers and counselors who advise these students also have been subjected to the same images.

The more I learn of the importance of self-image as it correlates with self-actualization,

the more I am convinced that Latino teenagers are not being given a fair shot. In those crucial years when they're searching for an identity, many, many Latino children are buying what the tube is selling them about themselves - just as you buy the products it advertises.

For years, Hispanics have tried to do something about this. Small groups of individuals inside and outside of the television business have worked to convince the networks that a more balanced image of Latinos should be presented. They enjoyed a few small victories, always hard-won but seldom of lasting consequence. One example was "Chico and the Man," which grew out of advocacy pressure.

In the last five years, I have devoted much of my free time to helping meld a group of media professionals into an organization called the Hispanic Academy of Media Arts and Sciences. Through it I met many committed professionals from the Latino community who routinely rejected work on distorted, destructive film and television projects at no small cost and risk to their careers.

I have also met with many studio executives who professed to be open-minded about images and upward mobility for Latinos in the film and television industries. Those meetings resulted in much more talk than substance.

Now I'm involved in yet another organization, the National Hispanic Media Coalition. It was formed less than a year ago by a number of concerned community groups. While the national Hispanic media conference was being staged in Los Angeles in April, the coalition challenged, with some success, news coverage and employment patterns at KCBS-TV there. It also renewed a dormant dialogue with Universal Studios, a major manufacturer of the cultural images you see on TV today.

The group started in Southern California, but has now networked into other states across the country. This month representatives from Latino groups in many of those states will meet in Washington, D.C., to map a national strategy.

We see our goal as reasonable and beneficial to everyone. All we want is for network television and the film industry to be fair and to give our children a chance.

(Frank Zuniga is a producer/director with 25 years of experience in the film and television industry. He is the founding president of the Hispanic Academy of Media Arts and Sciences.)

El Editor

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Check This Out!

by Gregory Tijerina

I have to say something about human progress. From rock to rocketship, that's progress. Progress for the advancement of humanity in the technology field is going strong. What about the progress for humanity to rule itself? Have the past 6,000 years of history shown that humans have been successful in governing themselves without God's guidance? Have humans provided good government for the happiness of all? History shows many governments have tried but none have brought security and real happiness to all those living under their rule. Great scholars may point to the signs of progress, but can a person speak of true progress when the bow and arrow have been replaced by the diabolical atomic bomb and the world is in great fear of another

world war? What kind of progress is it when man can walk on the moon, but can't live together in peace on this planet. Discrimination still exists in this time. The skin might have a different color but the blood is still the same human. What good is it for men to build sky scrapers as high as the highest mountain or big homes, when the families who live in them are torn apart by troubles. There are riots. The destruction of property and rumors of wars and wide spread lawlessness. People fear the destruction of humanity the result is great human suffering, man has dominated man to injury, humanity needs to start fearing God and keep his commandments then we will have peace and harmony. **Thought for the Week: Give your troubled heart a break, remember the happiest time in your life.**

Mande Sus Noticias A El Editor
P.O. Box 11250, Lubbock, 79408

La Television

De La Primera Pagina

cierna alrededor del 50%? Recuerden que los maestros y consejeros que aconsejan a estos alumnos han estado igualmente sujetos a las mismas imágenes.

Mientras más aprendo sobre la importancia de la imagen propia según se relaciona con la propia realización, más convencido estoy de que a los adolescentes latinos no se les está dando una oportunidad equitativa. En los años críticos en que están buscando una identidad, muchos, pero muchos jóvenes latinos están comprando lo que el tubo-pantalla les está vendiendo sobre ellos mismos - de igual modo que se compran los productos que se anuncian.

Durante años, los hispanos han tratado de hacer algo sobre el particular. Pequeños grupos de personas, dentro y fuera del negocio de la televisión, han trabajado para convencer a las cadenas televisoras de que deberían de presentar una imagen más equilibrada de los latinos. Disfrutaron de unas cuantas victorias pequeñas, siempre ganadas con esfuerzo pero rara vez de consecuencias duraderas. Un ejemplo fue la serie "Chico and the Man," que fue resultado de la presión ejercida por los militantes.

Durante los cinco últimos años, he dedicado gran parte de mi tiempo libre a ayudar en la formación de un grupo de profesionales de los medios informativos, para organizar una entidad llamada la Academia Hispana de las Artes y Ciencias de los Medios Informativos. A través de ella, he conocido a muchos profesionales dedicados de entre la comunidad latina, que rechazaron de costumbre el trabajar en proyectos cinematográficos y de televisión tergiversados y destructivos, con no pequeños costos riesgos para sus carreras.

También me he reunido con muchos ejecutivos de estudios que proclamaban ser de mentes abiertas sobre las imágenes y la movilidad orientada al ascenso de los latinos en las industrias cinematográfica y de televisión. Estas reuniones dieron como resultados mucha más plática que substancia.

Ahora estoy involucrado en otra organización más, la

Coalición Nacional Hispana de los Medios Informativos. Se formó hace menos de un año, por parte de cierto número de grupos comunitarios preocupados. Mientras se escenificaba la conferencia nacional de los medios informativos hispanos en Los Angeles, en Abril último, la coalición recusó, con algún éxito, las pautas de información y empleo en la televisora KCBS de allí. También renovó un diálogo en compás de espera con los Estudios Universal, uno de los principales fabricantes de las imágenes culturales que se ven actualmente en la televisión.

El grupo empezó en el sur de California, pero ahora se ha extendido a otros estados de toda la nación. El 18 de Julio, se reunirán en Washington los representantes de grupos latinos de muchos de esos estados, para elaborar una estrategia nacional. Vemos que nuestra meta es razonable y beneficiosa para todos. Todo lo que queremos es que las cadenas de televisión y la industria cinematográfica sean justas y den una oportunidad a nuestros hijos.

(Frank Zuniga es un productor y director con 25 años de experiencia en la industria cinematográfica y de la televisión. Es el presidente fundador de la Academia Hispana de Artes y Ciencias de los Medios Informativos.)

EL "El Que Pica Con La Cola"

ALACRAN

No tiene casi nada que reportarles este Alacran esta semana, solo que ya me trae la calor. Quesque la temperature llevo a 105 grados el sabado pasado mientras este Alacran se encontraban en la celebracion del American G.I. Forum y la KLFB escuchando la musica de tantos grupos musicales. Pues hubo bastante gente. Y tambien llevo la temperatura bastante alta el domingo pasado cuando se encontraba este Alacran celebrando el 5 de Julio con la KTLK donde se encontraban acres y acres de carros. Todo estuvo bastante bonito y entretenido. Pero esperen EL MENUDAZO No. 8.

Y mientras este Alacran escribia esta columna estoy escuchando varias personas discutir sobre el testimonio de el Coronel Oliver North. Pues todos dicen que va hacer como siempre que solo estan haciendo ruido pero no van hacer nada. Dicen que ellos no entienden como dice Reagan que no sabia. Pues este Alacran tampoco sabe pero estoy de acuerdo que no le van hacer nada a nadie.

Ha, y hablando de nuestros oficiales publicos. Pues ya decidio el Concilio de la Ciudad que nomas van a subir la taxaciones en las casas por .01c. Pero que nos van a subir el costo de servicios de agua y los sures. En otras palabras los que van a sufrir son los pobres porque sean ricos o sean pobres, ambos pagan los mismo por los servicios.

Ah, y hablando de servicios pues los de LULAC ya abieron un centro para legalizar inmigrantes. Quesque van a proveer a servicio a un costo minimo en las oficinas de LULAC 263 en el 1812 Calle Texas. Para mas informes llamen a 744-1984.

Ya viene la politica y nos dice Eliseo que ya va lanzar su campaña este proximo mes de Agosto. Quesque lo va hacer con bastante estilo, musica y tripitas. No dejen de leer este periodico para todos los detalles.

Bueno como les dije la semana pasada, ya no les iba a contar sobre las aventuras de Bidal para tener mas lugar para platicarles del Menudazo pero este aventura se las tengo que contar.

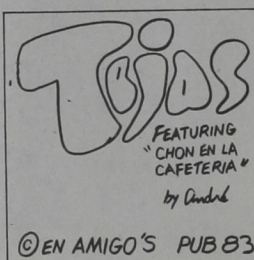
Pues Bidal fue a la celebracion de 5 de Julio de la KTLK y como esta el sol bastante caliente, se sento bajo un arbol. Pues no se le antojo a un pichon pararse en la rama arribita de Bidal. Pos pa que le cuento lo demas! Boscate! Le callo la desperdicion de pajaro en el mero bote de cerveza.

Bueno, ahora sobre El Menudazo. Me dice Bidal que esta en busca de jugadores de Tennis para el torneo. Quesque muchos le dicen que los Chicanos no juegan Tennis. El no lo cree, ni este Alacran. Sabemos que hay bastante raza que juega y necesitamos que nos llamen. ¿Orale Raza!

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Buckle Up
A reminder from this newspaper and the Troopers of the Texas Department of Public Safety



Salgan, Salgan, Dondequiera Que Esten

Por Douglas R. Martinez

Este es el mes en que "Justice Group", el consorcio de medios informativos al que se otorgó un contrato de publicidad por \$10.7 millones por parte del Servicio de Inmigración y Naturalización de los Estados Unidos, da comienzo a su gran campaña para hacer que los extranjeros ilegales calificados salgan de sus escondites y soliciten la legalización.

Hasta ahora, la propia gestión del Servicio de Inmigración ha sido tan deprimente que, como dicen en la Avenida Madison: "Si la hubieran puesto en el tren de New Haven, se habría bajado en la calle 125." Cuando empezó el periodo de la legalización en Mayo, la dependencia federal esperaba que los trabajadores indocumentados formarían filas en las entidades autorizadas como lo hacen en la frontera entre Tijuana y San Ysidro al ponerse el sol todos los días. Pero, en el primer mes del llamado "programa de amnistía", sólo 62,000 de un estimado de 3.9 millones de solicitantes habían firmado sus nombres en las líneas de puntos.

Tengo una teoría personal acerca de lo ocurrido. El Servicio de Inmigración permitió que su comisionado regional occidental, Harold Ezell (quien sólo dos meses antes había estado diciendo al mundo que se proponía "limpiar y freír" a cualesquiera trabajadores indocumentados que capturara), transmitiera varios anuncios en persona.

Este es el mismo Servicio de Inmigración que en sus instrucciones a la agencia de publicidad dijo que todo los anuncios deberían de ser "no amenazadores."

El emplear a Ezell es semejante a usar al comandante de los cobayotes por la libertad, Ernesto Bermúdez, para que haga anuncios de turismo instando a los nicaragüenses jóvenes a pasar sus vacaciones de verano descansando en las tierras altas de Honduras.

O bien, hace un par de siglos, cuando tuvimos nuestros propios problemas de identidad en materia de ciudadanía con Inglaterra, el haber permitido al malo del Rey Jorge firmar las invitaciones para la "fiesta del te" en Boston.

Me siento atraído personal-

mente por los anuncios que sean divertidos o campechanos, que me brinden una ganancia irresistible, o que me digan que no pertenezco al grupo selecto a menos que compre el producto que se anuncia.

Y tengo unos cuantos que me gustaría recomendar al "Justice Group" para su estudio.

Uno podría usar a Nancy Reagan sincronizando el movimiento de sus labios con el mensaje sencillo "Mas casa es su casa." Su esposo ha venido usando ése para su ventaja política durante años. Si Nancy está demasiado ocupada con alguna de sus otras causas, puede que consiguiéramos a Charo para hacerlo. Considerando el alto porcentaje de varones jóvenes en el mercado al que se dirige el anuncio, ella podría resultar aún mejor.

Es posible que la resistencia de los cosmidores sea el resultado de la etiqueta de \$185 que el Servicio de Inmigración ha fijado a la legalización. ¿Qué tal si se anunciara un trato en el que uno pudiera llevar a un amigo - como se puede hacer en los salones de ejercicios - y "comprar una

membresía y obtener otra gratis"?

O bien, si el Servicio de Inmigración teme que ésto pudiera disminuir sus utilidades sin hacer adelantar sus objetivos empresariales, ¿qué tal una oferta para reforzar a su gestión de cumplimiento de la ley? Podría alentar a los trabajadores indocumentados elegibles para que delataran a los no elegibles (los posteriores a 1982) mediante una campaña encaminada a "denunciar a uno y obtener la residencia gratis."

El comediante chicano Paul Rodriguez podría resultar bueno. El podría hacer un anuncio al estilo de la American Express. "Harold Ezell, ¿me conoce Ud.?" Y, ¿qué tal de un verdadero indocumentado, tal como Rafael Prieto, el renombrado periodista latino que recientemente solicitó la amnistía? El no es, sin embargo, la historia perfecta del éxito en materia de legalización. Después de que Prieto reconoció públicamente el ser un indocumentado el mes pasado, su patrón, "Noticias del Mundo", lo degradó de editor auxiliar a reportero.

Los anuncios comerciales cantados siempre me han atraído también. Ahora estoy trabajando en uno que espero presentar al "Justice Group". Comienza diciendo: "Al sur de la frontera, por el rumbo de México, allá fue donde me endeudé y decidí venir a los Estados Unidos..."

Pero mis verdaderos favoritos son los anuncios de "enjambres" - multitudes de personas precipitándose dentro de los salones de exhibición de automóviles o las tiendas de K-Mart para aprovecharse de las ventas especiales de los feriados.

Estoy escribiendo el guión para uno que empieza con el reflector de un helicóptero enfocándose sobre un enjambre de trabajadores indocumentados que se escurren a través de una canada cerca de la frontera entre los Estados Unidos y México. Ezell a caballo y su brigada de la Patrulla Fronteriza, tripulando Land Rovers, van en persecución de ellos.

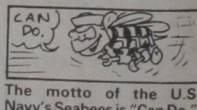
Pero esperen. La grabación de voz sobre las hordas y los héroes invita en un español impecable: "Amigos, únense a sus amigos y vecinos que están apresurándose

para llegar a su oficina de legalización mas cercana, a fin de solicitar la amnistía al amparo de la nueva ley norteamericana de inmigración. Esta es una oferta por tiempo limitado. Sean los primeros de su cuadrante en obtener este valioso documento."

A medida que el anuncio se desdibuja, los altavoces del helicóptero gritan: "Continúen en línea recta. Sólo hay una distancia de cuatro canadas y tres espacios desolados de desierto más para llegar a nuestra oficina de legalización, completamente nueva..."

Por supuesto, una vez que lleguen, tendrán que mostrar numerosos documentos propios a fin de probar su elegibilidad. Me pregunto lo que habrá mostrado Charo para entrar a este país.

(Douglas Martinez, de Arlington, Virginia, es un columnista que aporta al Servicio de Noticias "Hispanic Link.")



Poets and intellectuals: against the mainstream

By RAFAEL C. CASTILLO

San Antonio has been paralyzed by a cultural apoplexy, perhaps induced through an unholy syncretism between Philistinism and aesthetics.

Should we ask what is the purpose of art? What segment of San Antonio does the symphony serve? Are starving artists really out there starving and is the city really culturally anemic? Or are we entering a period of anti-intellectualism?

A friend, who happens to be a poet, asked me why San Antonio isn't as committed to artists as Chicago, Boston or New York.

"What do you mean?" I asked. "The city doesn't care about art. We get no respect," he said, echoing the comic line of entertainer Rodney Dangerfield.

"San Antonio doesn't even have a poetry center!" he added.

He told me a story about New Mexico poet Cecilio Camarillo from Albuquerque, who had been invited to conduct a poetry workshop in San Antonio and then asked to read from his works at a local restaurant.

The owner of the eatery had a romanticized notion that the young man's poetry would be equally scrumptious and appetizing to the palate as the filet mignon. Did the proprietor imagine the poet in Wordsworthian terms as a frolic representation of nature and innocence?

The patrons, on the other hand, had no idea that the young poet was going to read that night or that he would give a long tirade against Reagan's foreign policy in Latin America — a poetic lesson long overdue from artists and poets across the nation. Through no fault of his own, Camarillo was booed and some patrons got up and left. Most people are not accustomed to thinking and eating at the same time.

"It's not the first time poets have been treated badly," the poet lamented. He related an incident that

had occurred to him at a local honky-tonk where he read his verse and was told rudely to shut up, because some customers wanted to drink their Schlitz and listen to Flaco Jimenez. Perhaps the poet should have considered another method of introducing political poetics into a working-class establishment.

"Don't let it get you down. Even Plato banished the poets from his Republic," I told him.

"Yes, but Plato was a fascist," he replied.

I commended him for his bravery and reminded him that honky-tonks were not English pubs, and that the time for bohemian coffeehouses had long passed. In fact, I also had experienced an embarrassing moment at a public reading years ago. During a Diez y Seis activity, a drunkard hurled obscenities at me. Luckily, I was armed with a loud speaker and managed to drown him out.

Even famous poets have been infamously wicked hecklers. Take the case of Robert Frost, for instance. According to William Pritchard in "Frost: A Literary Life Reconsidered," the New England poet was immensely jealous of Archibald MacLeish, who had been invited to give a reading at the Bread Loaf Writer's Workshop. Guarding his literary turf, Frost interrupted the poetry reading by setting fire to a trash can and shouting, "Fire!"

The flamboyant late poet Delmore Schwartz, who became a cult figure (Grolier's Bookshop in Harvard

Square sells bumper stickers warning, "I Brake For Delmore Schwartz") was equally mischievous and iconoclastic. The poet Richard Wilbur remembers an evening literary critic I.A. Richards was giving a lecture in Leverett House at Harvard when Schwartz walked in late looking drunk and disheveled. Schwartz flung himself onto the couch behind the speaker, where he promptly fell asleep. He was, in Wilbur's words, obviously drunk "with a fearful visibility and audibility." Although these are fine examples of the dominant literary class, they are by no means exclusive.

Few poets in San Antonio can be placed in the self-serving, sheer egotism category; some, perhaps, through an unshattered belief in the system, see their aesthetic craft in terms of social criticism. And San Antonio has its share of iconoclast poets.

Charming, witty and urbane, Nephtali de Leon has become the bete noire of the cultural arts scene. In the past, de Leon has been an outspoken critic of police brutality, Rambo Reaganism and the Contras. Lately, de Leon has been vehemently opposed to pseudo-cultural institutions, whose thinly veiled projects constitute nothing less than dilettantism and "Wagnerian grandiosity."

He was cited recently by writer Barbara Foley in a national symposium titled "The Writer in Our World," sponsored by the literary journal TriQuarterly, as "a San Antonio writer (who) was visited by Secret Service agents and told not to write poetry that was critical of the president of the United States." He had sent President Richard Nixon a poem comparing him to Judas.

At last year's 7th annual Tribute to Hispanic Arts, sponsored by the Centro Cultural Aztlan, the quixotic author of seven books read a scathing poem directed against the Gua-



San Antonio poet Nephtali de Leon is the bete noire of the local arts scene.

dalupo Cultural Arts Center. One woman from a local university went up to de Leon and chastized him for his indiscretion.

Sometimes even publishing a poem may spell controversy with disastrous consequences, as in the case of award-winning poet Jose Montalvo, who published "What the Sasquash-Centennial Means to Me," a biting, satirical poem on the Texas Sesquicentennial. The literary journal ViAzlan, which published his verse, received stacks of fan mail and contributions.

Montalvo's poetry also raised the ire of Councilwoman Helen Dutmer. For 15 minutes — as the late Andy Warhol said — Jose Montalvo was famous. But even uncensored free-

dom has a price, because shortly thereafter the Centro Cultural Aztlan lost some of its city funding.

Meanwhile, the feisty poet has not given up. He just published his third collection of poetry, "Black Hat Poems," which includes his famous poem and Dutmer's letter of protest.

Other poets have penned less controversial, more traditional poems. Moises Espino del Castillo, a retired Spanish professor, makes a living by publishing the All-Souls literary spoof "Las Calaveras," a satirical collection of poetic vignettes aimed at San Antonio's social and political luminaries. His poetic barbs are stylistic inventions of lyrical Spanish tonality, sculpted with the exquisite delicacy

of a Michelangelo torso. Unlike Montalvo's poetry, inclusion in Castillo's annual poetry book almost guarantees overnight celebrity status.

Artists make the contribution to society as the unacknowledged critics of the system, not merely reflectors of it. This is why totalitarian governments repress them. In poetry circles, the greatest fear comes not from the dramatic increase of censorship, but from the rise of the Big Mac cultural icon that threatens to transform art into another mass-produced consumer commodity.

Rafael C. Castillo, who teaches at Palo Alto College, is Southwest Literary Correspondent for FRANK, an international journal based in Paris.



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Abandono Escolar Por Hispanos

"Abandono Escolar Hispano: Una Bomba de Tiempo En America", un documental en video de 30 minutos producido por Southwestern Bell Telephone, ya está disponible en español.

El documental narrado por el actor de "Miami Vice", Edward James Olmos, fué producido en inglés en 1986 y ha inspirado a muchos estudiantes hispanos para continuar con su educación.

El programa está enfocado hacia el alarmante porcentaje del abandono escolar entre los estudiantes hispanos, a través de entrevistas con líderes de la comunidad hispana, maestros y estudiantes quienes exploran el problema y las soluciones posibles.

El documental, el cual alenta a los estudiantes a permanecer en la escuela y graduarse, ha tenido mucho éxito particularmente en las escuelas secundarias y

preparatorias. Al patrocinar este programa, Southwestern Bell Telephone ha creaso más conocimiento acerca del problema real del abandono escolar hispano.

La cinta está disponible - en inglés y español - en un paquete principal de \$12.00 Este precio cubre los gastos de envío por correo y paquetería e incluye la cinta de video, una guía para los padres y una guía para el instructor. Cada cinta adicional tendrá un costo de \$6.00 y la guía para los padres adicional, \$1.35. El cheque o la orden de pago deberá ser hecho a la orden de Southwestern Bell Telephone Company y enviado a:

"Hispanic Dropouts: America's Time Bomb". Southwestern Bell Telephone, 2850 South Jefferson, St. Louis, MO 63118. (Por favor, cuando ordene, especifique si desea la versión en inglés o español.)

Dealing With Grief

The grief a parent feels after the loss of a baby is painful, but the pain can be lessened by understanding what is happening and realizing how other parents have coped.

Methodist Hospital's SHARE program for parents who have lost a child notes that grief seems to follow a pattern of stages or phases. These stages may overlap, and parents may find themselves at different phases at different times.

The four stages are: Stage I -- Shock and Numbness. This occurs initially and may last 48 hours to two weeks. It may be hard to control emotions, and feelings may range from fear and anxiety to guilt and depression. Decision-making may be difficult. Parents may feel completely exhausted yet unable to sleep, or sleep much of the time. Appetite may disappear.

Stage II -- Searching and Yearning. These feelings may last for months. Feelings of anger against the nurse and the hospital may occur. Parents may feel angry with God. They may feel

restless and impatient.

Stage III -- Disorientation and Disorganization. These become most severe in the fourth to sixth month. Depression is the strongest emotion. Parents may experience a lack of motivation. Signs of overeating and inability to eat and loss of interest in appearance may be seen. Parents may withdraw from outside functions and family gatherings.

Stage IV -- Reorganization. This stage begins in the 18th to 24th month and does not occur quickly. Parents will feel a sense of release and renewed energy. Judgement will be improved. Parents will be able to enjoy themselves and have a good time without feeling guilty.

SHARE advises bereaved parents to give themselves time to grieve and realize that the grief will lessen in intensity. Parents should be gentle with themselves and postpone making major decisions during this time.

Parents will later realize the grief period as a part of their lives with which they can live and cope.

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MAJOR LEAGUE BASEBALL



A Mid-Summer Night's Dream

AMERICAN Revived Rangers Start Long July Home Stand

Read it first in SPORTSWEEK '87. Sometimes. Like reports of Tom Sawyer's funeral, reports of the Rangers' death on these pages June 4 proved greatly exaggerated. Two weeks ago Thursday, Texas trailed league-leading Minnesota by 10 1/2 games. But in their first "crucial" series of the season, they swept the league-leading Twins four games. After 81 games--the precise half-way mark of the 162-game season, Texas trailed Minnesota by only five and one-half games in what was developing into the tightest of the four big league divisional races, the American League West. The time after the All-Star game break traditionally is the time the Rangers wilt. Long-suffering Texas fans remember well the Rangers' frequent foldings in hostile northeast territory under the broiling suns of July and August. But this year could be different. In the previous years of this decade, the Rangers' annual collapse is most accurately traceable to their losing to the then-superior teams of the American League East. But so, far, this year has been different. Sort of.

Teams of the West are doing a lot better against their former East tormentors, even though the Rangers still have a losing record against East opponents.

At the half-way mark Monday, the seven West division teams had won 151 games and lost 141 against the seven East division teams, but the Rangers had won 17 and lost 25.

Their two lessons in Toronto Monday and Tuesday dropped the East Division record to 15-27.

If ever the Rangers can make a move toward the top, that time is now.

Thursday, they begin a stretch of playing 20 home games against East Division rivals interrupted only by a single four game series--in Cleveland.

Like every other team in the big leagues this year, the Rangers' chances of galloping toward the top of their division rests with their chances of developing at least a fair pitching staff.

After a terrible start in which only two pitchers on the staff--starter Charles Hough and reliever Dale Mohorcic were getting out hitters, the Rangers' ambushed staff may have circled enough wagons to survive.

Since coming off the disabled list, Bobby Witt has become the power pitcher the Rangers have been hoping for since they made him their No. 1 draft pick in 1985.

Throwing hard, Witt is overpowering big league hitters instead of trying to be cute by nibbling at the corners.

In firing eight shut-out innings against the Twins in the series opener, Witt threw 87 fastballs and among 108 pitches. In firing five and two-thirds shut-out innings against New York, he threw 73 fastballs among 94 pitches.

"He threw a lot of fastballs, a lot of first-pitch strikes, and when he got behind, he challenged with his fastball and got them out most of the time," said Manager Bobby Valentine.

"We've been preaching to him, but its only been two years. It doesn't have time to sink in yet."

SPORTSWEEK '87

by Alan Boese

SPECIAL REPORT

Brett Saberhagen, Royal's star may not pitch Tuesday



AL East Players Sweep Fans Vote

The American League East, perhaps revealing population distribution more than "vox Dei," made a clean sweep of fan balloting for this year's annual All Star baseball game.

Four members of the division-leading New York Yankees were selected to the team: first baseman Don Mattingly, second baseman Willie Randolph, and outfielders Ricky Henderson and Dave Winfield.

Winfield rode a late voting surge to beat out Kirby Puckett of the Minnesota Twins.

Other members of the AL team are catcher Terry Kennedy and shortstop Cal Ripkins of the Orioles, third baseman Wade Boggs of the Red Sox, and

outfielder George Bell of the Blue Jays.

The New York Mets, St. Louis Cardinals, and Chicago Cubs each placed two players on the starting line-up of the visiting National League.

Catcher Gary Carter and outfielder Darryl Strawberry were the chosen Mets. First baseman Jackie Clark and shortstop Orzle Smith will represent the Cardinals and second baseman Ryne Sandberg and outfielder Andre Dawson are the selected Cubs.

Manager John McNamara of the AL and Dave Johnson of the Mets will name their pitching staffs and reserves Thursday.

Con't on Page 8

NATIONAL

Second Place 'Stros Still Have Big Red Machine In Sight

Despite a six-game deficit in direct combat with the Cincinnati Reds, the Houston Astros reached the half-way mark in the 1987 National League West pennant chase only two and one-half games behind the Reds.

The Astros thus remain in solid contention, in second-place behind the team a lot of observers are beginning to realize may be one of the premier powerhouses in baseball.

However, like most pre-season predictions, the Astros challenge has not made spring-time experts look like prophets. Neither have the other teams in the division.

When the season began, most "experts" figured the Astros would win as they had won last year, with a withering pitching staff compensating for mediocre hitting and mediocre fielding.

Oh, Mike (Great) Scott has been great, Nolan Ryan has done everything but win, and closer Dave Smith has been incredible. Smith has pitched 34 and two-third innings this year, has converted every save opportunity except one, and has yielded exactly two--count them, two--earned runs all year.

His earned run average therefore appears in sports sections like a typo--0.52. So does his won-lost record: 0 and 0.

Scott, with his well-nigh unhittable split-fingered fast ball, a bullet that drops just after a hitter decides to swing and just before he does, has All-Star numbers: a 10-4 won-lost record and a 2.47 ERA, but he has yet to approach Sandy-Koufax-Bob Gibson invincibility of last year.

Nolan Ryan, meanwhile, keeps on course with the regularity of old Newtonian physics. He does everything but win.

Ryan, the all-time strike-out leader who can still rocket a baseball more than 90 miles an hour at 39 years of age, boasts a 3.30 earned-run-average and has zinged 134 would-be hitters in 103 and two-thirds innings.

But, as throughout a career played with lighthitting teams, Ryan has won only four games to date, and lost nine.

Other Houston starters, however, have ranged from good through fair to poor, and the Astros need excellent pitching to soar above their more talented enemies, including the Reds.

The Astros got some sad news this week when gusty, Dickie Thon, the courageous shortstop who had been sharing that position this year with Craig Reynolds, abruptly left the team in Philadelphia Friday.

Thon, who never fully recovered from a severe beaming from a pitch by Mike Torrez of the New York Mets early in 1984, was batting .212 with one homer and three RBIs.

Before his beaming, Thon was the National League All-Star shortstop.

Thon stopped short of saying he would retire.

"I am through this year," Thon said, (but) "I don't want to say I'm retiring. I don't know what will happen later."

Tuesday, Thon told why he has quit, at least temporarily. "It's scary. A lot of times, I never picked up the ball. I got used to seeing it come in fuzzy and I felt if I kept playing, I could get hurt very easily."

Thon will forfeit the remainder of his \$675,000 contract, which expires at the end of this season.

"I still feel I have the ability to play," Thon said. "If I can improve my vision, I feel that I can still help in the big leagues."

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Hispanic Media

Adolph Coors. That advertising commitment to Hispanics and the media they use, coupled with the increased entry into the Latino media field by non-Hispanic companies, recognizes the growing importance of the Hispanic media and the consumers they reach.

Along with the growth has come a need to understand a new array of Latino print and broadcast media and the consumers they reach.

Along with the growth has come a need to understand a new array of Latino print and broadcast media: who owns them, what their histories are, how they run their news and business operations and how they relate to their communities and clients.

Once characterized as extensions of Latin America media into the United States or merely Spanish-language translations of their English language counterparts, Latino media in the United States are forging new identities based on their own news philosophies, business principles, and the highly-competitive marketplace in which they find themselves.

Veciana-Suarez notices issues raised the trends in the Hispanic media she has studied.

She sees the need for more coverage of issues relating to the lives of Latinos in the United States. She notices the difference in concepts of advocacy and objectivity between Latino and general-audience news media.

She realizes, too, the social responsibility of Latino media to their largely-low income audiences as the media operate and grow.

The author's conclusions, while upbeat, are not all happy. She sees mistakes and limitations as well as growth.

"Whatever form they take, Hispanic news media in the United States perform an indispensable job -- they preserve the language," Veciana-Suarez

says. For many Latinos, especially the elderly and the newer immigrants who do not speak or understand English well, the Hispanic media are the primary sources of information, "providing a window into their new country."

Whether in English or in Spanish, the Hispanic media have become a cultural vehicle, "the keeper of customs and values."

The Latino press boasts that readers benefit from a unique perspective--news through the eyes and ears and words of somebody like themselves, a Hispanic.

Hispanic television, too, can boast of few American programs dubbed into Spanish. Instead, Hispanic TV prefers to import programs from Latino America, where values more closely reflect those of U.S. Hispanics.

Hispanic media fill a void left by their Anglo counterparts, which do cover the barrios, the local softball league, the cocktail parties.

U.S. Hispanic media are viewed as more personable and personal. In the eyes of their audiences, they are "our" newspapers and "our" stations. Hispanics do not hesitate to call a paper or a station for help.

The reality that they are needed and wanted has kept some outlets afloat during tough economic times. Most Spanish publications fail before their first year because of undercapitalization, or a lack of cash.

Some of the smaller publications survive by writing stories on business if they buy ads, or exchanging the service of a writer or photographer for ad space.

As in the English-language media, the growth of the Hispanic media is in the broadcast sector. Newspapers are popular, but they do not come close to matching the popularity of radio and television.

To date, Univision has dominated the Hispanic market, but the debut of Telemundo in 1987, with stations in the top three Hispanic markets, promises some competition.

What does this mean for the Hispanic market?

Veciana-Suarez sees three distinct possibilities.

1. More programs will be produced domestically by and for U.S. Hispanics and less programs will be imported from Latin America. Univision expanded its news division to produce weekend and late night news shows. Before long, Univision will begin to produce entertainment segments. And the owners of Telemundo and Reliance Capital Group LP also have publicly stated that the Hispanic audience can expect more locally produced programming from them.

2. A growing interest among Anglo investors and large corporations, like Hallmark and First Chicago Venture, who recognize the potential of the U.S. Hispanic market.

Ganadora de Gran Premio



In photo is Benita Ramirez, winner of Van given at the Jamaica at St. Joseph's Church two weeks ago. Benita is standing with Father Rodriguez.



In 1967, Carl Yazstremski won the batting title in the American League with a .301 batting average.

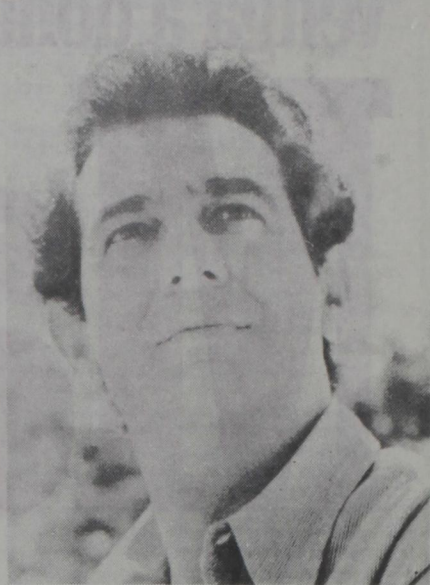
Plácido Domingo Como Actor

LONDRES El tenor español Plácido Domingo firmó en Londres un contrato para realizar una película sobre la vida del compositor de ópera italiano Giacomo Puccini.

Esta película, cuyo director aún no ha sido seleccionado, será la primera que Plácido Domingo realice como actor, ya que, hasta ahora, sus intervenciones en la pantalla habían sido siempre representando óperas.

La producción comenzará a filmarse a finales de este año, especialmente en lo que a las escenas meramente operísticas se refiere, una de las cuales --la de Turandot-- va a filmarse íntegramente en China.

El resto de la producción, especialmente los planos en los cuales interviene Domingo, empezarán a filmarse a mediados del próximo año. El presupuesto para la película es de 15 millones de dólares.



EL tenor español Plácido Domingo le entrará de lleno a la actuación próximamente interpretando la vida del gran Giacomo Puccini.

El guión de la cinta es de John Wiles.

En rueda de prensa, Domingo señaló que, en principio, le habían ofrecido representar el papel de Caruso, pero que pidió ser Puccini porque quería un papel predominantemente cinematográfico y no musical. Domingo señaló, no obstante, que va a buscar la manera de que interprete algunas piezas musicales en su papel de Puccini.

El tenor español está ofreciendo en Londres tres presentaciones de "La Bohème", del mismo Puccini, en la Real Opera del Covent Garden. Dos de estas presentaciones se han retransmitido en directo en una pantalla gigante de video instalada en el exterior del teatro, de manera que la representación pudo ser seguida por 5,000 personas más de las habituales.

Es la primera vez que se celebra en Europa una experiencia de este tipo.

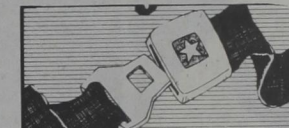
3. Consolidation within the market. There will be fewer independent stations buying programming from a network.

Without network affiliation and the corresponding access to domestically produced programming, the independents will find themselves at a disadvantage.

In radio, minority-owned radio stations are few and far between. Two large chains--Tichenor and Lotus--are slowly and quietly building a Spanish-language radio empire. They are controlled Anglos.

Continued Next Week

This is the first in a series of two articles on the Spanish-language media in the United States.



A reminder from this newspaper and the Troopers of the Texas Department of Public Safety

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The jig, a popular English folkdance, gets its name from the old French word 'giguer,' 'to dance.'

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• Un centro audiovisual para el hogar (T.V., video y equipo de sonido),
• Una guitarra eléctrica y su amplificador,
• Relojes Seiko
• Radios AM/FM
• Conjuntos de vestir Coca-Cola
• Discos con la música de la película La Bamba.
• Camisetas de Coca-Cola y La Bamba y muchos premios más.
Partípe hoy mismo porque para ganar con Coca-Cola se necesita un poquito de suerte y una formita...
FORMULARIO DE PARTICIPACION
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ZONA POSTAL _____ CODIGO DE AREA _____ TELEFONO _____
LA BAMBAM - REGLAS OFICIALES
1. NO SE REQUIERE COMPRAR.
2. Para participar en este sorteo usted debe completar el siguiente formulario de participación o escribir en una hoja de papel de 3" x 5" su nombre, dirección, ciudad, estado, zona postal y número de teléfono. Usted puede participar las veces que desee, pero cada formulario debe ser llenado a mano y enviado en un sobre separado con su correspondiente estampilla a La Bamba Sweepstakes, P.O. Box 88713, Atlanta, GA 30356. Todos los formularios deben ser recibidos no más tarde del 24 de julio de 1987.
3. Los premios son como sigue: Un Gran Premio: un Corvette año 1958 o \$15,000.00. Un Primer Premio: un centro audiovisual para el hogar (T.V. video y equipo de sonido). Un segundo premio: una guitarra eléctrica y su amplificador. Tres tercetos premios: relojes Seiko para damas o caballeros, una camiseta Coca-Cola de Rugby, y discos con la música de la película "La Bamba", cuatro cuartos premios: Un radio AM/FM, poster de "La Bamba", discos de la película "La Bamba", un frisbee, y una camiseta Coca-Cola de Rugby.
4. Los ganadores serán seleccionados al azar entre todos los formularios que hayan sido correctamente llenados. El sorteo será conducido por Homework Fulfillment, Inc., quien actuará como juez independiente de la organización y cuyas decisiones serán finales en todo lo relacionado al sorteo. Las posibilidades de ganar premios dependerán del número de participaciones recibidas. Todos los premios serán entregados y los ganadores serán notificados por correo dentro de un plazo de 30 días después de efectuado el sorteo. Sólo se otorgará un premio por familia. Premios devueltos al auspiciador o que no se pueden entregar, serán otorgados a un ganador alterno. The Coca-Cola Company no será responsable por pérdidas, error en el envío o tardanza en el correo. Todos los formularios que han sido impresos a máquina o computadora no serán aceptados. Sustitución o transferencia de premios no será permitida. Ganadores pueden ser requeridos a firmar un Affidavit de Elegibilidad y de aceptación del uso de su nombre y semblante en publicidad.
5. Este sorteo está abierto para los residentes de Estados Unidos de 16 años de edad o mayores, exceptuando los empleados y familiares de The Coca-Cola Company y sus afiliados, sus embotelladores, agencias de publicidad y el jurado de la organización del sorteo. Los ganadores están sujetos a probar su elegibilidad. Esta oferta es nula donde fuese prohibido por ley. Cualquier impuesto de gobierno estado o local serán de responsabilidad del ganador. Cada ganador, mediante aceptación del premio, acepta el uso sin compensación de su nombre o semblante para propósitos de promoción y relaciones públicas en conexión con el sorteo. Mediante participación en este sorteo, los participantes acuerdan acatar estas reglas y las decisiones de los jueces del este sorteo. Para obtener una lista de los ganadores, envíe un sobre franqueado dirigido a: La Bamba Winners List, P.O. Box 88824, Atlanta, GA 30356.
Escuche su estación de radio en español favorita para ganar más premios al instante.
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Un Rayito De Luz

Por Sofia Martinez

Puede ser que mas de una vez hayamos quedado confundidos, al querer comprender con nuestro pobre entendimiento, el misterio de la Santisima Trinidad: Un solo Dios en tres personas distintas. Nuestra mente humana, por muy brillante que sea, va a sufrir mucho cuando quiera atravesar las paredes del misterio, que solamente puede atravesar la fe. Porque creemos en un Dios que se nos ha manifestado como Padre, y como Hijo, y como Espiritu Santo. Tres personas que nos hablan de lo que realmente es Dios: Tres personas que tienen mucho que ver en nuestra vida. San Pablo nos habla en su segunda Carta a los Corintios, de "la gracia de Nuestro Senor Jesucristo, y del amor del Padre, de la comunion del Espiritu Santo". En esa frase se ven, muy claro, las caracteristicas mas importantes de las tres personas de la Santisima Trinidad. Hablamos del amor del Padre porque "Dios es amor"; un amor que nos ha revelado de muchas maneras a lo largo de la historia; pero que se demuestra, mas perfectamente, en la persona de Su Hijo. Cristo le dijo a Nicodemus: "Tanto amo Dios al mundo, que le dio a Su Unico Hijo, para que todo el que crea en El no muera, sino que tenga vida eterna". Porque Dios es amor, no mando a Su Hijo al mundo para condenarnos, sino para salvarnos. Y por eso nos invita a seguir a Su Hijo: para que en El encontremos la salvacion. Dios no nos condena; somos nosotros mismos los que nos condenamos cuando no queremos aceptar la salvacion que Cristo nos ofrece. No podemos hacer a Dios responsable de nuestro propio destino. El nos ha dado el

precioso tesoro de la libertad para aceptar o rechazar la salvacion que ofrece generosamente a los que creemos en Jesucristo, Su Hijo.

Jesus dijo que Dios es Padre, en quien podemos confiar, en quien podemos encontrar siempre el perdon porque nos ama. Su amor es sin condicion y sin reservas; no espera a que nosotros lo amemos primero. Es el Padre quien nos ama siempre y por encima de todo.

San Pablo nos habla de la gracia de Nuestro Senor Jesucristo. En la segunda Persona de la Santisima Trinidad encontramos la gracia porque en El esta nuestra salvacion. El Padre nos demuestra Su amor regalandonos a Su Hijo. El El esta Padre no pudo darnos otras prueba mas grande de Su amor. Y Cristo nos invita a seguirle para que podamos

compartir con los demas la salvacion que de El hemos recibido. Por ser Sus seguidores, tenemos que hacer presente a Cristo en el mundo como la persona que debemos imitar en nuestra vida. (2. Cor. 13, 11-14).

En El vemos personificada la comunion, o la union comun, que senala a los verdaderos cristianos. Esa es la mision que el Espiritu Santo tiene que cumplir en el mundo: Unirnos a todos, (si nos dejamos unir), para que sintamos lo que

significa "sentirnos hermanos". Y esa es la mision que sigue realizando en cada uno de nosotros. El Espiritu Santo es "el dulce huesped del alma" que nos ilumina y no ayuda, constantemente, a centrar nuestra vida en el amor, que es lo unico que puede darle sentido y santo sabor. (Juan 3,16-18).

Golden Anniversary



Jesus Maltos Salazar and Inocencia Sanchez Salazar will celebrate their Golden Wedding Anniversary with a reception from 2-4 pm at the Abernathy Community Center on Saturday, July 11th.

The couple were married July 10, 1937 in Austin, Texas. Salazar is a retired Church of Christ preacher. They have thirteen children, thirty-four grandchildren and eleven great-grand children.

They reside in Abernathy, Texas.

Twenieth Anniversary

Sister Jane Briseño will celebrate her 20th Anniversary in Religious order as a Sister of Mercy.

Celebration will begin with a Mass of Thanksgiving and invites all her relatives and friends to join her in this special celebration. On Saturday July 18, 1987 at 2 p.m. at Our Lady of Guadalupe Church in Slaton. Followed by a reception in Our Lady of Guadalupe Hall.



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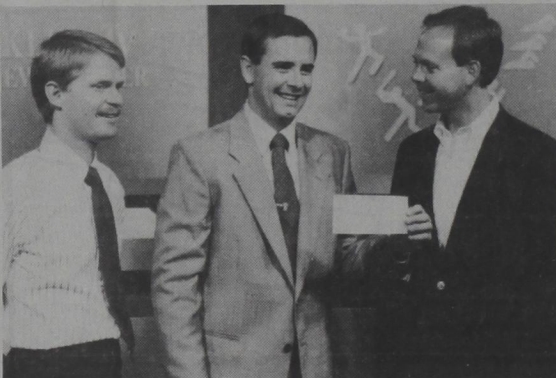
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office in Springfield, Missouri, and was proposed to KLBK in early January. Because Channel 13 prides itself as "the Spirit of West Texas", the station felt the project was an ideal means of allowing Lubbock and area community, civic and special interest groups an opportunity to raise funds.

Various groups entered and took part in the project, which involved selling advertising time to merchants and businesses, in which they received 50 percent of the revenue made as well as a cash bonus from KLBK and Woods Communications.

The official 1987 KLBK Fundraiser winner is YoungLife. One organizational sponsor, John Sharp, inquired about participating in the event and in the project's period, roughly two weeks, was able to secure enough advertisers interested in purchasing time. The organization was officially awarded \$5,750.00 last Wednesday by KLBK General Manager, David Underwood.



In photo left to right: Steve Sexton, rep. of KLBK, David Underwood-General Manager of KLBK and John Sharp of YoungLife.

The winner of the KLBK Community Fundraiser, a community awareness project sponsored in part by Woods Communications Group was formally announced during a special press conference held last Wednesday at the KLBK offices. The special community project originated at KLBK's corporate

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SPORTSWEEK '87

by Alan Boese



Beat the Heat at Rec Pools

The Frankenstein-movie storm that lit up the night with theatrical streaks of electricity Tuesday only temporarily cooled the oven-like heat that has griped Lubbock in recent baking days.

As a result, more and more gasping Lubbockites are streaming for the city's parks like French foreign legionnaires spotting an oasis.

Especially the pools. Four municipal pools—Clapp, Maxey, Rogers, and Woods—are open daily from 1:00 pm to 8:00 pm. Simmons is open from daily from 1:00 to 5:00 pm.

For those who can't swim or can't swim well, swimming lessons are available at all pools.

Starting Monday, lessons for those six years of age or older will be given from 10:00 am to 11:00 am and from 11:00 am and to noon. Participants can sign up for beginner, advanced beginner, intermediate, swimmer or adult levels.

Registration for the lessons is handed at the city's Parks and Recreation office located at 10th and Texas, Monday through Friday, 8:00 am to 5:00 pm.

Deadlines for each class is the Wednesday before the class begins.

Most of the summer programs

at the city's parks and pools continue through Labor Day. Information about athletic, aquatic, outdoor and other programs available is available through Parks and Recreation brochures, available at the Parks and Recreational office and the city's community centers.

Qualifying TASA Tourney This Weekend

One of the major softball tournaments of the summer starts Saturday at the Berl Huffman sports complex in Lubbock when competing teams launch the District Five Texas American Softball Association Slowpitch

softball tournament. "Texas hoping to qualify for the state tournament have to play in the tournament," said parks and recreation official Sam Gentry. Tournament games will continue through Sunday.

Spud McKenzie Anton Winner

Spud McKenzie won the really big tournament of fourteen teams played last weekend in Anton.

According to sources, the tournament was well played and well received by a large crowd.

McCroby's was second and the Brewers third.

The tournament was hosted by Lupe Castillo, the manager of the host Brown Express.

McNamara Faces Tough AL Choices

McNamara's American League selections could cause a stir, as such managerial selections sometimes will.

Each team in the league must be represented, and the mandatory selections of Chicago White Sox and Cleveland Indians could force possibly better players on other teams to miss the honor squad.

Additionally, right handed pitcher Brett Saberhagen of Kansas City, whose 14-2 record would make him the logical choice to throw the first pitch in earnest

Tuesday night, is scheduled to pitch for the Royals Sunday.

The annual mid-summer classic will be played in Oakland Tuesday night and will be televised by NBC-TV.

But, according to several spokespersons for local radio stations, the game may not be broadcast by any local AM or FM radio station because of local station formats and policies, as well as legal red tape ensnaring broadcast "rights." ABC radio will air the game on national radio.



Jesse Backs Off Pros, Aims At Colleges and Newspapers

The Rev. Jesse Jackson backed off his threat to boycott major league baseball games July 4 but threatened college athletics and the sports sections of newspapers with further "affirmative action" schemes if those enterprises don't increase the hiring of blacks and other minorities.

The civil rights activist, together with a committee from the organization he founded—PUSH—and the NAACP will "explore the lack of minority representation in college athletics," PUSH officials said Friday.

And city wire service stories that surfaced last week, Jackson said "a separate group will begin investigating the lack of minority hiring in sports media, particularly newspapers."

In another interview Monday, Jackson said "We're going to keep the heat on because you can't cook with cold grease."

Jackson's threats to college sports and newspaper sports pages started in reaction to comments made nearly three months ago by former Los

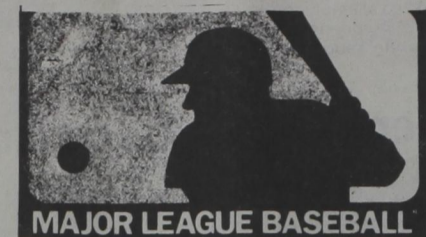
Angeles Vice-President Al Campanis on Ted Koppel's ABC-TV "Nightline" program. Jackson previously had met with baseball commissioner Peter Ueberroth and football commissioner Pete Rozelle.

His threat to boycott baseball was called off, Jackson said, because owners have shown signs they want to hire more minorities in the front office.

But the civil rights leaders also claimed that some losing teams have failed to change managers this season to avoid minority hiring.

Repeating his threat, though, Jackson said Monday there will be "litigation in the courts" and "demonstrations in the streets" if baseball doesn't follow through on its promises to him to hire more minorities.

On June 10, Jackson met with both National and American League owners, and praised them for "making up for lost time. The movement that has begun to take place is impressive."



MAJOR LEAGUE BASEBALL

TEXAS RANGERS												
Batting	BA	OB	G	AB	R	H	2B	3B	HR	RBI	BB	SO
Fletcher	319	375	78	307	44	98	15	4	4	39	26	37
Stanley	313	389	25	80	13	25	0	0	4	16	10	16
Petrilli	299	408	44	87	13	26	7	0	2	15	16	12
Wilkinson	286	310	39	56	10	16	3	1	1	3	1	9
Ferrish	284	337	74	278	41	79	14	0	20	59	22	75
O'Brien	284	342	78	289	52	82	10	0	18	54	28	29
McDowell	271	376	61	199	37	54	16	1	9	31	34	53
Incauville	264	324	76	292	49	77	14	3	16	46	26	101
Sierra	261	317	79	314	47	82	17	2	10	44	26	61
Browne	250	351	71	236	32	59	8	5	0	21	37	26
Brower	246	368	59	114	29	28	5	1	5	16	22	29
Buechele	213	265	73	211	26	45	14	0	7	23	15	41
Porter	209	361	45	67	9	14	1	0	3	9	16	23
Slaght	207	277	52	145	14	30	7	0	6	10	14	36
Paponek	200	222	10	25	1	5	0	0	0	2	0	9
Pitching	W-L	ERA	G	CG	GF	Sho	SV	IP	H	R	ER	HR
Kligus	0-1	3.35	8	0	2	0	0	13 1/3	16	2	2	1
Mohoric	6-2	2.31	43	0	31	0	11	66 1/3	48	17	17	5
Russell	2-1	2.70	19	0	5	0	2	43 1/3	48	19	13	2
Hough	9-3	3.71	19	5	0	0	0	131	110	67	54	10
Williams	5-3	3.88	41	0	14	0	1	49 1/3	26	26	21	3
Witt	4-3	4.01	10	0	0	0	0	51 1/3	32	24	23	3
Loynd	1-4	4.41	17	0	3	0	1	51	51	31	25	10
Guzman	6-7	4.97	17	3	0	0	0	88 1/3	88	52	49	14
Harris	2-8	5.60	28	0	14	0	0	64 1/3	83	48	40	6
Correa	3-8	7.59	15	0	0	0	0	70	83	63	59	17

HOUSTON ASTROS												
Batting	BA	OB	G	AB	R	H	2B	3B	HR	RBI	BB	SO
Hatcher	316	374	80	320	54	101	16	2	7	36	27	46
Mailing	308	365	54	172	28	53	12	1	3	18	17	21
Ashby	303	391	63	188	28	57	11	0	8	32	27	21
Bass	290	349	80	310	44	90	18	5	8	48	26	42
Davis	288	339	76	302	38	87	22	1	15	49	24	42
C. Reynolds	277	314	62	177	18	49	10	1	2	19	12	19
Doran	276	350	81	323	46	89	11	1	10	38	39	40
Cruz	253	317	71	245	35	62	14	2	7	27	24	40
Lopes	222	264	9	9	2	2	0	0	1	3	2	3
Thon	212	266	32	66	6	14	1	0	2	7	13	13
Jackson	212	278	27	66	3	14	3	0	1	6	6	17
Puhl	205	262	52	78	4	16	0	0	1	12	19	8
R. Reynolds	176	173	17	51	2	9	1	0	0	5	0	15
Pena	167	231	16	36	5	6	0	0	0	0	2	5
Pankovits	133	212	29	30	3	4	0	0	0	1	3	9
Pitching	W-L	ERA	G	CG	GF	Sho	SV	IP	H	R	ER	HR
Smith	0-0	0.52	27	0	24	0	15	34 1/3	11	2	2	0
Childress	0-0	2.45	5	0	3	0	0	7 1/3	5	2	2	1
Scott	10-4	2.47	19	4	0	0	0	131 1/3	85	39	36	9
Andersen	6-4	3.02	36	15	0	0	0	103 1/3	36	19	17	2
Ryan	4-9	3.30	17	0	0	0	0	103 1/3	82	43	38	8
Darwin	5-5	3.51	19	1	0	0	0	110 1/3	104	45	43	8
DeShazo	8-3	3.74	15	1	0	0	0	91 1/3	76	38	38	10
Mathis	0-1	5.25	8	0	3	0	0	12	10	8	7	11
Meads	5-1	5.93	26	0	13	0	0	30 1/3	38	21	20	4
Knepper	3-8	6.75	17	0	1	0	0	80	113	68	60	17

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C. ROBYN SMITH

ANSWER: CHRIS

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