

TAMACC Conference in Dallas

Five hundred Texas Hispanic business owners gathered in Dallas, July 20-22, to attend the 20th Annual Convention of the Texas Association of Mexican American Chambers of Commerce (TAMACC).

"Fostering Hispanic Entrepreneurship" was the theme of the convention which attracted Hispanic entrepreneurs from across the state and gave them an exclusive opportunity to network among themselves and with major Texas companies and organizations.

There was a significant presence of Hispanic Texas legislators at the convention.

Governor George Bush was the keynote speaker, addressing the conferees at a breakfast sponsored by Southwestern Bell Telephone, a long-time TAMACC corporate sponsor. The governor praised the legislators present



El Representante Estatal Roberto Alonzo (D-Dallas), Irasema Velasquez (Lubbock) de Southwestern Bell Telephone quien fue seleccionada como Miembra de Año, Sara Garza Góngora, Gerente de Asuntos Nacionales Hispanos de Southwestern Bell Telephone, y el Representante Estatal Hugo Berlanga (D-Corpus Christi) se reúnen durante un desayuno patrocinado por Southwestern Bell Telephone en la Convención Anual de la Asociación de Cámaras de Comercio México Americanas de Texas (TAMACC) en Dallas

for working with him this past legislative session on such critical issues as public education and economic development for the state of Texas. Governor Bush also underscored his support for Mexico's economic reform efforts.

Sara Garza Gongora, National Hispanic Affairs Manager for Southwestern Bell, was in attendance at the TAMACC convention.

TAMACC recognized Southwestern Bell's employee, Irasema Velasquez, as Member of the Year for her work with the Lubbock Hispanic Chamber. Other TAMACC awards for outstanding chambers effort included:

Small City Chamber of the Year - Mexican American Network of Odessa; Local Corporation of the Year - AT&T Lubbock Hispanic COC;

News Briefs

Texas Welfare Demonstration Approved

HHS Secretary Donna E. Shalala today approved "Promoting Child Health in Texas," a statewide welfare demonstration project in Texas. Texas is the 31st state to receive approval for a welfare waiver under the Clinton administration.

"The Texas demonstration promotes the Clinton administration's goal of encouraging parental responsibility under welfare reform," said Secretary Shalala. "It also assures the health and well-being of children."

Under the demonstration, the parent or guardian of all preschool age children receiving Aid to Families with Dependent Children (AFDC) benefits will be required to provide proof that their children have either received or begun to receive the immunizations appropriate for their age. Parents or guardians will be required to present each child's immunization records during their regular AFDC periodic six-month recertification interview, or a fiscal sanction may be imposed.

The state will continue its efforts to educate parents about the urgency of immunizations, extend opportunities to receive vaccines in Department of Human Services' offices, and work cooperatively with the Texas Department of Health to find ways to facilitate immunizations for children on AFDC caseloads. The Texas Department of Health is targeting \$10 million to improve access and does not intend to impose sanctions until barriers to access have been addressed.

"Texas is making a tremendous effort to ensure that all its children are protected from life-threatening illnesses," said Mary Jo Bane, assistant secretary for children and families. "The state is also educating parents to fulfill their fundamental responsibility to secure proper medical attention for their children's health."

The demonstration will operate for six years, beginning Sept. 1, 1995, and include a rigorous evaluation.

Edison Education Project Begins

The New York Times reports that when pupils arrived at the George Washington Elementary School in Texas Tuesday they will discover:

- An Apple computer for every child to take home.
- An E-mail system and a computer "chat room" allowing schoolchildren, parents and teachers to communicate anytime of day.
- A school day that is an hour and a half longer than the national average.
- A school year that is thirty days longer than the national average.
- Special classes from dance to personal finance to character and ethics.
- Spanish for everyone.

George Washington is the first school in the nation to open in partnership with the Edison Project, a venture whose mission is to provide a superior education at prevailing public-school costs and make money for its investors.

Edison's president, Benno C. Schmidt Jr., former president of Yale University, suggested that the partnership here and with other existing public schools could become a touchstone in a transformation of how Americans think about the estimated \$280 billion spent yearly on American public education.

A flood of applications from outside the neighborhood preceded the opening of the partnership school; 140 children transferred in and increased enrollment to about 500.

What remains unclear is whether the Edison Project can make money. Edison has spent about \$45 million on research and development of a curriculum and school model, and earlier this year obtained \$30 million more from investors. Other schools will be opened in Mount Clemens, Mich., Boston and Wichita, Kan., this year and 7 to 10 more schools next fall.

Some educators have dismissed it out of hand. "It's la-la land," Sandra Feldman, the president of the United Federation of Teachers in New York City, told a conference on privatization of the schools last year.

Michael Moe, an analyst with Lehman Brothers said, "I think clearly when you look at the amount of money that is spent on public education in this country, the possibility of bringing some rationalization to the services provided and still enhancing the quality of the services is very, very real."

Governors Mixed on Affirmative Action

The Washington Post reports that the war on affirmative action is getting mixed responses from the nation's governors.

- Ohio Gov. George V. Voinovich said, "A lot of us believe affirmative action is good for America. There may be problems with it, but you don't throw out the baby with the bath water. Making this an issue is not good for the country -- or the Republican Party."
- Pennsylvania Gov. Tom Ridge said a number of governors have ordered reviews of existing programs but such efforts put them closer to President Clinton's "mend it but don't end it" approach.
- Massachusetts Gov. William F. Weld said that while on a retreat recently he studied thick files describing his state's affirmative action programs. He concluded that in a country "where black unemployment is twice that of white unemployment," and 95 percent of the top corporate jobs in America are held by white men, affirmative action is still needed.
- New Jersey Governor Christine Todd Whitman said, "I'm hoping we're going to get it off the agenda. I just want to be sure it's something that does not split our state apart as it's ratcheted up in the presidential debate."
- Illinois Gov. Jim Edgar said, "We don't have quotas; we have goals. I am always trying to recruit Hispanics and African Americans into my administration."
- Arizona Gov. J. Fife Symington II said affirmative action has "not been a big issue," but he added that university regents are reviewing preference policies in admissions programs, "and there may be some changes."
- Mississippi Gov. Kirk Fordice called affirmative action a "very real issue." A former contractor who once sued the federal government over minority set-asides, he said he is strongly opposed to what he called reverse discrimination. "You cannot right a wrong by punishing innocents," he said.

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derecho ajeno
es la paz"
Lic. Benito Juarez



EL EDITOR

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Nuevo Presupuesto Amenaza a Latinos

Por Joseph Torres

Muchos periodistas y eruditos latinos temen que los despidos al por mayor del personal de noticias en el Los Angeles Times y la eliminación de las secciones que proporcionaban información sobre la comunidad latina de la ciudad representan un nuevo enfoque presupuestal que será perjudicial para los hispanos.

The Times Mirror Company despidió a cerca de 176 miembros del personal de la redacción, incluyendo a 10 hispanos. También descartó varias secciones, incluyendo a "City Times" y "Nuestro Tiempo", un tabloide semanal en español dirigido al estimado de cuatro millones de latinos de la contidad.

"City Times" es una sección semanal dominical que empezó en 1992 e informaba sobre la ciudad interior. Nuestro Tiempo es un tabloide semanal en español que comenzó en 1989 como mensuario bilingüe. Su última edición aparecerá el 30 de agosto próximo.

"Nunca se supuso que el dinero fuera el primer principio de la prensa para existir", dijo Mercedes Lynn de Uriarte, catedrática de periodismo en la Universidad de Texas en Austin y ex-editora del Los Angeles Times, a Hispanic Link. "Una vez que se pierde de vista al papel cívico del periodismo, también se ha perdido de vista a la democracia".

El Times tuvo ingresos netos de \$1,000 millones el año pasado, pero ha estado sometido a presión por parte de los accionistas de Times Mirror para que aumente sus utilidades.

El director del Times, Richard Schlosberg III, dijo que los costos del periódico en aumento, las tasas de ingresos lisas del primer semestre y una economía incierta del Sur de California impulsaron a la disminución de la fuerza de trabajo. El agregó que fue necesario rebajar "secciones altamente enfocadas" debido a que eran improductivas.

Félix Gutiérrez, vice presidente y director ejecutivo del Centro de "Freedom Forum" para la Costa del Pacífico, en Oakland, puso en tela de juicio cómo las secciones tales como "Nuestro Tiempo" y "City Times" no pudieran realizar utilidades.

"Si ellos no encuentran a las personas adecuadas para vender anuncios, ésa es la

razón de que no tuvieron ganancias", dijo él. "Los medios informativos étnicos están obteniendo anuncios que lle-

gan a las comunidades. ¿Por qué el Times no puede hacerlo?"

El ejecutivo en jefe de Times

Mirror, Mark Willes, ex-ejecutivo de General Mills que se unió a la compañía en

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Education Secretary Defends Bi-lingual Education

Hispanic Leaders Warn of National ID System

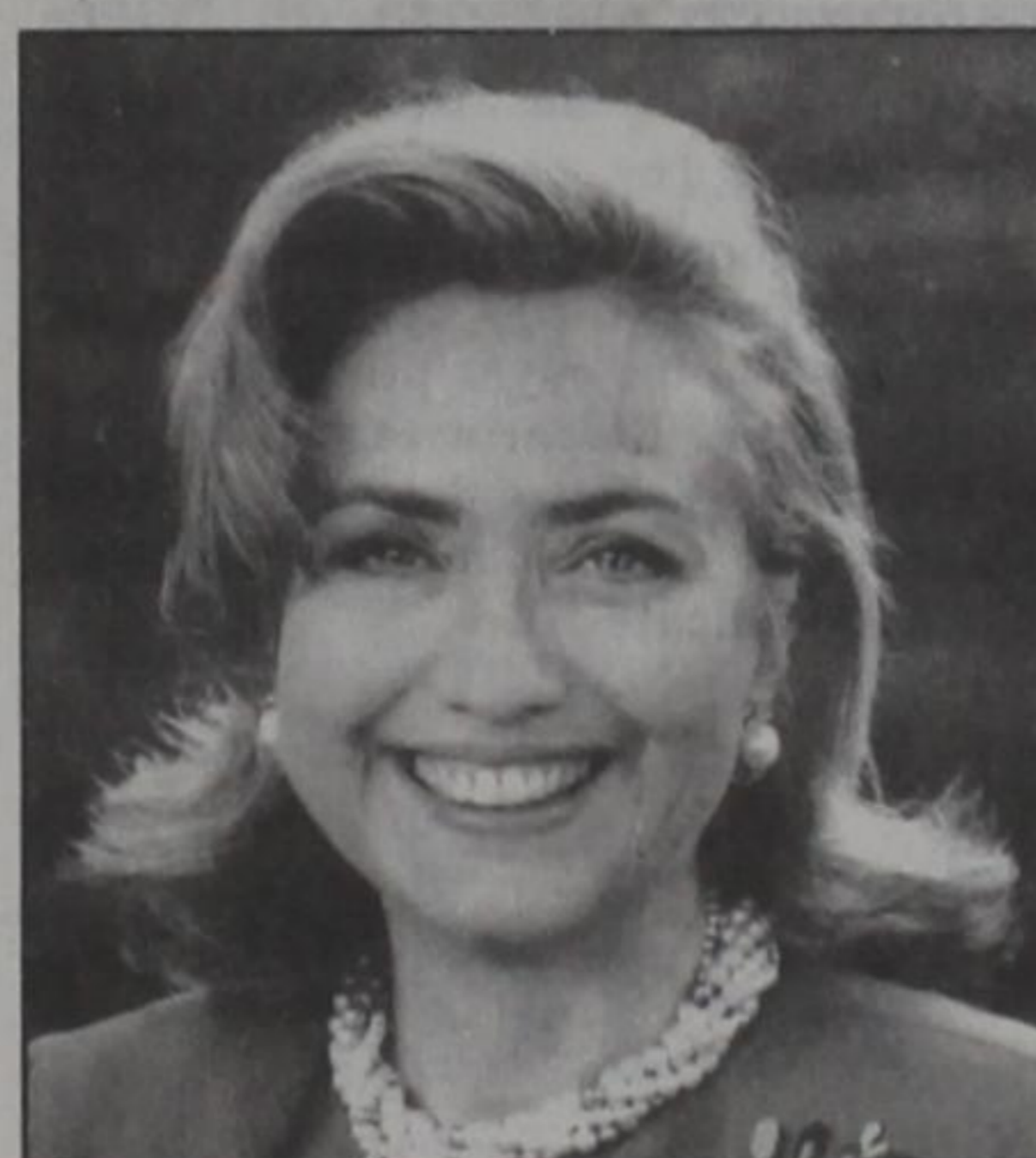
DALLAS, TX—U.S. Education Secretary Richard Riley criticized Congressional moves to slash bi-lingual education and urged participants of the National Council of La Raza conference gathered here to begin developing plans to reverse "budget-cutters who are taking the axe to bi-lingual education."

As keynote speaker of a luncheon attended by more than 2,000 conference participants, Education Secretary Riley attacked Republican Members of Congress who have proposed draconian cuts in education. "Bi-lingual education will be cut by more than half," Riley said. "This is neither the right thing to do nor is it respectful of your language, your heritage and the good and strong Hispanic American community to give all children a first-class education."

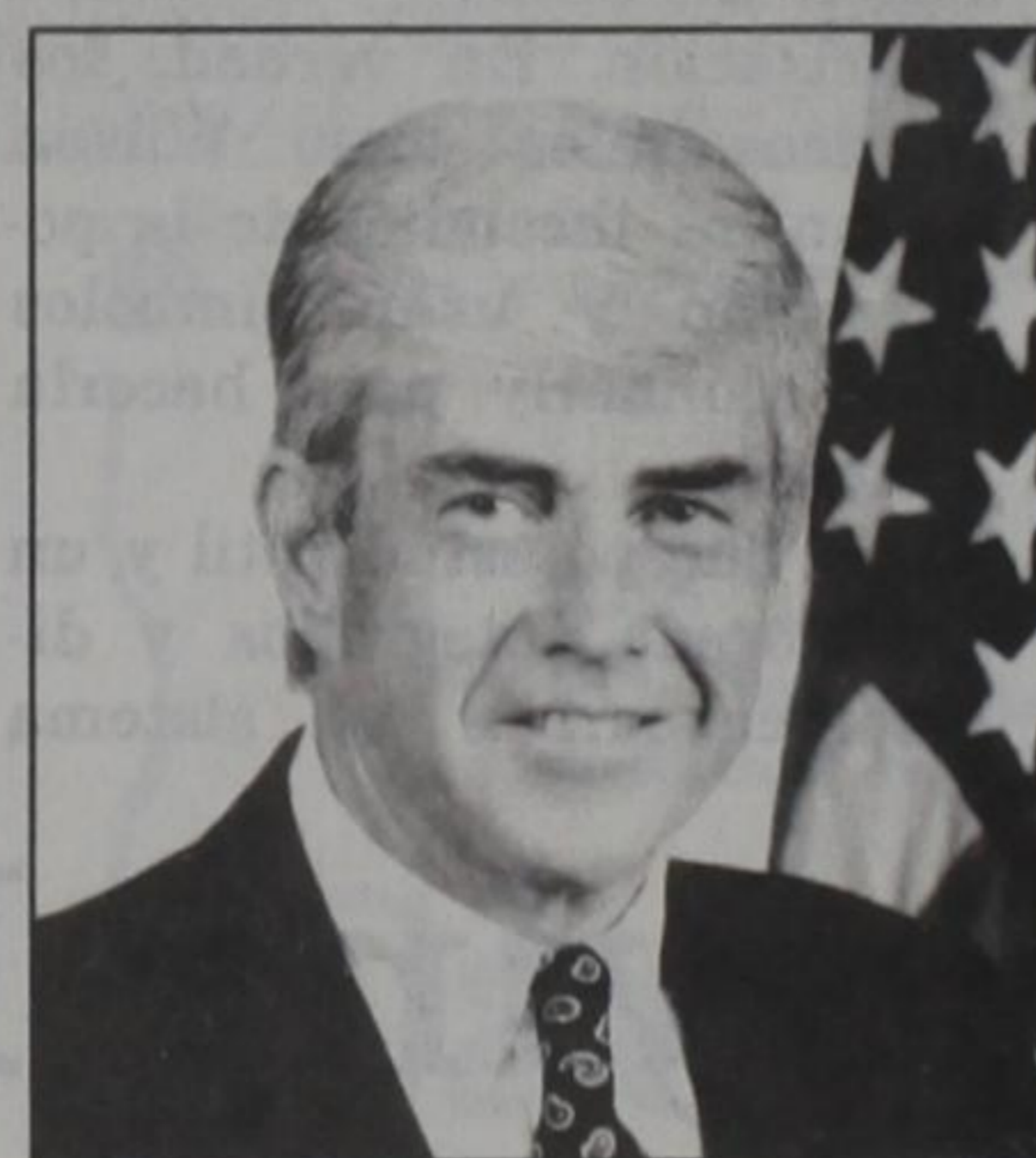
About 8,000 persons attended the La Raza meeting, which featured workshops and speeches on bi-lingual education, affirmative action and immigration. In addition to Education Secretary Riley other featured speakers included Hillary Clinton, former Housing and Urban Development Secretary Jack Kemp and White House chief of staff Leon Panetta.

A study released by La Raza on Congressional proposals to set up a telephone job verification system and/or an identification card for workers predicts that the proposed system would be error-prone. The report, titled *Racing Towards Big Brother: Computer Verification, National ID Cards, and Immigration Control*, concludes that congressional proposals to create a national ID card for workers are likely to stir racism, cost millions of dollars and burden workers and businesses with layers of federal bureaucracy.

"A venomous, racist feeling is pervading the Congress, and they're not stopping with (Hispanic) immigrants, they're going after American citizens," warned Raúl Yzaguirre, president of La Raza, the nation's largest Hispanic civil rights organization. "They want to create two or three classes of American citizens, and



HILLARY CLINTON
First Lady



JACK KEMP
Empower America founder



Philip Morris Companies Inc. and its subsidiaries—Kraft Foods and Miller Brewing Company—were sponsors of NCLR's conference in Dallas, Texas. Pictured above from left to right are: Francis D. Gómez, Philip Morris; Richard Riley, Secretary of Education; and Raúl Yzaguirre, La Raza.

we think that's wrong."

"All the evidence shows that the system is enormously flawed, and literally millions of people will be denied jobs," Mr. Yzaguirre said. "Traditionally, American citizens of Mexican and Latino descent have been the victims of unwise policies that have focused on one ethnic group as opposed to dealing with the problem in a generic way. We don't want to be the victims of that enforcement."

The national ID card was endorsed by the U.S. Commission on Immigration Reform, headed by former Congresswoman Barbara Jordan of Texas. It would merge the databases of the Immigration and Naturalization Service and the Social Security Administration to allow telephone verification of Social Security numbers.

"I don't want to see a national ID card system," said Jack Kemp,

Secretary of HUD in the Bush Administration. "I don't want to turn America into a police state. Immigrants bring better morals to America than some of the critics that are trying to stop immigration."

Representing luncheon sponsor Philip Morris Companies Inc., Francis D. Gómez, Director of Public Programs, noted that support for education is a top priority for the company. He added that through Kraft Foods, Philip Morris has been for many years a major donor to the National Hispanic Scholarship Fund. Philip Morris also funds programs aimed at increasing the number of Hispanic teachers in secondary and higher education, and through its subsidiary, Miller Brewing Company, is a charter corporate supporter of the Hispanic Association of Colleges and Universities (HACU). ■

¿Cual Campo de Juego Novelado?

Por Ray Gonzáles

Un orador en la conferencia reciente del Consejo Nacional de La Raza en Dallas quizás lo dijo mejor al referirse a la acción afirmativa: "Ingresé a la universidad debido a la acción afirmativa, pero sé también que no salí de la universidad debido a la acción afirmativa".

Como lo hicieron notar docenas de oradores en la reunión de este mes de los Regentes de la Universidad de California, donde se debatió el asunto de la admisión basada en la raza, los programas de acción afirmativa han ayudado al país a hacer frente a su diversidad cada vez mayor. Pero a pesar de los argumentos, los Regentes acordaron poner fin a la acción afirmativa para la admisión de estudiantes y en el reclutamiento de personal para la universidad.

El sistema de 9 recintos y 162,000 alumnos de la Universidad de California, es quizás el más diverso del país. Su población estudiantil es 52% blanca, 23% asiática, 12% hispana, 4% negra y 1% norteamericana nativa, y 8% no respondieron.

Esta diversidad ha ocurrido como resultado de los programas de acción afirmativa comenzados en el decenio de 1960, cuando la institución era casi totalmente blanca. Con el cuerpo estudiantil y el profesorado diversificados resultantes, la universidad continúa ofreciendo el sistema universitario público más importante de la nación.

Lo que ofendió especialmente a los nueve cancilleres de recintos, al presidente del sistema y a todo el Senado del Profesorado de la universidad, todos los cuales se oponían a las acciones de los regentes, fué el hecho de que el Gobernador republicano Pete Wilson estaba promoviendo el fin de las admisiones basadas en la raza, no por razón de preocupaciones académicas o de equidad, sino debido a su propio programa de trabajo político. Jesse Jackson, de la Coalición Arcoiris, fué quizás el más duro respecto de la búsqueda aparentemente insensible de Wilson de la postulación presidencial republi-

cana, en la reunión de los regentes.

Wilson, un político insulso y falto de imaginación, ha tenido éxito casi durante tres decenios para ganar las elecciones a cargos públicos al apretar los "botones calientes" durante una campaña, sin referencia al derecho ni a la razón. En su campaña de 1990 por el gobierno estatal en contra de Dianne Feinstein, él se proyectó en contra de la iniciativa ambiental "Verde Grande" (Big Green). Su ataque le atrajo cantidades grandes de dinero de los granjeros, los urbanizadores y los intereses petroleros y tuvo éxito para sepultar a Feinstein. En su campaña de re-elección de 1994 contra Kathleen Brown, Wilson fué el portavoz principal de la Proposición 187 contra los inmigrantes. Ahora él está postulándose para la presidencia a horcajadas sobre la propuesta de "Detener la Acción Afirmativa", a la cual no se ha dado número todavía para las elecciones de 1996. El no parece molestarse en mostrar constancia. El apoyó a los derechos del aborto cuando eran populares; ahora está retrocediendo tan rápidamente como puede hacerlo. En su primer período como gobernador, promulgó más de una docena de leyes que incluían disposiciones a favor de la acción afirmativa.

Los opositores de la acción afirmativa en la Universidad de California, dirigidos por el regente negro Ward Connerly, designado por Wilson mediante la acción afirmativa, argumentaron que dichos programas está polarizando a la nación y que el campo de juego había sido nivelado.

Estos regentes, incluyendo al Gobernador Wilson, o son ingenuos o son ignorantes. Aún cuando Wilson proclamó que "no podemos tolerar los cursos de acción que pisoteen los derechos individuales", él, como gobernador, es responsable en última instancia del fracaso de los sistemas de escuelas públicas elementales y secundarias que han hecho bajar al estado del primero al cuadragésimo-

primer lugar en la nación respecto de los logros estudiantiles.

Los puntajes académicos han descendido en espiral y los distritos escolares del estado se hallan en confusión, especialmente aquéllos que prestan servicios a niños no blancos. A medida que ha ocurrido la fuga de los blancos desde las ciudades interiores hasta los suburbios cada vez más distantes, los grandes distritos escolares de ciudades interiores, tales como Los Angeles, San Francisco y Oakland se han quedado con escuelas incapaces de hacer frente a la depresión y la desesperanza que acosan a la primera. El educador Kenneth Clark hizo notar una vez en otro punto de crisis en la enseñanza estadounidense que "las escuelas de los ghettos y los barrios tienen éxito periódicamente en disminuir los cocientes de inteligencia y la curiosidad intelectual de sus alumnos". Muchos de los niños que atraviesan sus puertas ya entran desventajados como resultado de la pobreza, la violencia y el descuido en el hogar y el ambiente de la vecindad.

Si alguien cree que el campo de juego de la enseñanza está nivelado para los niños de la ciudad interior, o para los niños migrantes, o para los niños inmigrantes, entonces será tan tonto como Pete Wilson. La tasa de deserción de los estudios es el 52% y el 46% respectivamente para los niños negros e hispanos en el Distrito Escolar Unificado de Los Angeles. Todos los demás indicadores de logros en la enseñanza son igualmente indignantes.

El complejo de "Tío Tom" alcanzó un nuevo nivel cuando el Regente Connerly ofreció su propuesta a los Regentes, proclamando que la acción afirmativa ocasionaba polarización. En verdad, los políticos tales como Wilson soplan los incendios de la polarización y usan símbolos como Connerly para hacerla aceptable.

Un cuerpo estudiantil y un profesorado integrados y diversificados en el sistema

universitario de mayor éxito de la nación han movido, en verdad, al sistema hacia el Siglo XXI. El Presidente de la Universidad de California, J. W. Peltason, observó: "Somos una institución pública en el estado más demográficamente diversificado de la nación... Nuestros programas de acción afirmativa y otros de diversidad, más que cualquier otro factor singular, nos han ayudado a preparar a California para el futuro..."

Pero lo que parece estar adelante para el estado y la nación es otro asunto de campaña impulsado por los candidatos presidenciales que procuran ganar los votos del centro y la derecha a costa de millones de estudiantes valiosos de este país, cuyos puntajes académicos de exámenes deberían tener una ventaja debido a las circunstancias bajo las cuales muchos de ellos han tenido que asistir a las escuelas públicas.

La igualdad de oportunidades de enseñanza en las escuelas urbanas, suburbanas y rurales debería ser en última instancia la prueba de los campos de juego nivelados que los políticos tales como Pete Wilson deberían estar procurando mejorar en vez de tratar de ganar puntos políticos al pretender que defienden los derechos individuales. Cuando podamos decir que nuestras escuelas públicas dan a cada estudiante una oportunidad igual para aprender, entonces podremos enfocarnos sobre los puntajes de los exámenes y otros criterios.

El abandonar a estos estudiantes debido a nuestras propias insuficiencias como nación es la tontería máxima. Deberíamos preguntarnos a nosotros mismos por qué nuestros campos de juego se han convertido en los campos de matanza de nuestros niños de las ciudades interiores.

(Ray Gonzales es funcionario del gobierno federal. Las opiniones manifestadas son las suyas propias.)

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Sittin' Here Thinkin'

The Good News

By Ira Cutler

In the nearly six months that I have been writing these columns I have criticized corporations, politicians, reformers, think tanks, reactionaries, racists, the politically correct, the health care industry, the criminal justice system, Nazis, Republicans, Democrats, Saturday Night Live, supply side economics, Ronald Reagan, Bill Clinton, Newt Gingrich, warlords, telephone solicitors, The Powers That Have Always Been (TPHAB), and Judge Ito. The truth is that I am just getting warmed up and not finding it at all hard to keep thinking of things to get steamed up about.

But last week a friend encouraged me to put the Sittin' Here Thinkin' spotlight on the things that are happening which should be cause for celebration. Otherwise, she warned, I will be dismissed as just another curmudgeon who bitches about everything. So this is my good news column, written because I am really not anti-everything and because the good things really do need recognition.

One underlying and often unappreciated piece of good news is that human beings are amazingly resilient and adaptable creatures. Whatever happens among politicians, corporations, social policy gurus and other deep thinkers, the normal parts of life continue to go on. People fall in love, get jobs, raise children, worry too much, have fun, suffer disappointments, lose their teeth, and struggle and stumble on through life no matter what. Despite being told every day that our very survival is at stake and dependent on tonight's six o'clock news lead story, we somehow always get by.

As a people we seem to suffer from short memories and an addiction to bad news. But a second reason to feel good is that there have been very positive and fundamental changes in this country in our lifetimes, most of which are deeply rooted and not seriously threatened by the current foolishness. I recently read some statistics showing a greater proportion of the American population in the middle class than ever before, enormous increases in the numbers of black and Hispanic college students, and women as a permanent part of the workforce in what used to be non-traditional jobs. These are not small things and, while budget cuts will hurt, these gains will not be fully erased.

I am old enough to remember legal segregation in America and an actual debate about whether states should be permitted to decide if black children could go to white schools. While I worry about the current under-cutting of affirmative action and school desegregation, the worst case scenario I can imagine will not bring us as far back as that pre-1954 world.

I remember when huge numbers of mentally ill and mentally retarded people were institutionalized in cruel and primitive facilities, when disabled children were denied a public education, when wife beating was a family secret, when homosexuality was nearly always in the closet, and when the elderly often faced no better long term prospect than to lose their homes and go to a nursing home. I worry about the threats to Medicare and Medicaid but I also remember when there was no such thing as federally sponsored health care at all.

The attributes of particular programs are important but real change comes in terms of beliefs about what is right and wrong and how people should be treated. A Republican Congress notwithstanding, we have so changed our attitudes towards women, minorities, the handicapped and other groups that, while we may lose important ground now and then, we will not backslide all the way.

It is important to have balance, both for one's own mental health and to avoid the Chicken Little syndrome of declaring daily that the sky is falling. Concern and anger over a single bill or speech or issue is fine and we need to stoke that anger, but we need also to temper it with a sense of the direction of change over time.

The third reason for optimism can be found in the many local communities that are attempting to reform services and build grassroots strength. My consulting business gets me around the country a good deal and it is impressive to note how widespread the concepts of comprehensive and holistic services, de-categorization, local collaboration, early intervention and prevention, and outcome accountability have become. It is impressive that so many efforts are in place to pilot, perfect, and learn the practical lessons necessary to successfully implement systems that are built on these principles.

There are really wonderful people working very hard to make some progress on service reform -- they are everywhere and they are dedicated, creative, and knit together by a set of common beliefs and a similarity of views that is well enough established to be expressed in common and sometimes identical language.

And as good as I can feel about community collaboration and service reform, the really best news is that neighborhood level community development activities in many cities are building houses, cleaning up parks, and fighting crime. I have been lucky enough to be at neighborhood meetings in several cities lately and am inspired every time.

I have been struck by how distant all the Washington stuff seems to be from that neighborhood vantage point. The perhaps perverse good news is that I do not see anyone at the neighborhood level who expects much help from the federal government and renewed community strength may come after all from an indifferent and inactive federal government. These folks give up their evenings and weekends and drink bad coffee on into the night as they plan the teen leadership program or the job fair or how to get funding from city hall, and we ought to celebrate their efforts.

And finally, like many other people, I have lots of good reasons personally to celebrate. My kids are doing okay, my love life is excellent, business is good, and it is summer. They are writing some really good rock and roll right now, the summer mystery novels are out, I am finally disciplined enough to get on the exercise machine now and then, and I get to shoot off my mouth every week in these one thousand word columns. Even my poor, pathetic, beaten up Mexico stocks are improving a little.

Newt and Bill and The Powers That Have Always Been (TPHAB) can't touch me.

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

Whose level Playing Field?

By Ray Gonzales

A speaker at the recent National Council of La Raza conference in Dallas perhaps put it best when referring to affirmative action: "I got into college because of affirmative action, but I also know I didn't get out of college because of affirmative action."

As dozens commented at this month's University of California Regents' meeting at which the issue of race-based admission was debated, affirmative action programs have helped the country deal with its increasing diversity. But despite the arguments, the regents voted to end affirmative action for student admissions and in university hiring.

The UC system of nine campuses and 162,000 students is perhaps the most diverse in the country. Its student population is 52 percent white, 23 percent Asian, 12 percent Hispanic, 4 percent black, and 1 percent Native American. Eight percent did not respond.

The diversity has occurred as a result of affirmative action programs begun in the '60s when the institution was almost all white. With the resulting diversified student body and faculty, it continues to offer the premier public university education in the nation.

What particularly offended the nine campus chancellors, the president of the system and the entire faculty senate of the universities, all of whom opposed the regents' actions, was the fact that Republican Gov. Pete Wilson was promoting the end of race-

based admissions not because of academic concerns or fairness issues, but because of his own political agenda.

The Rev. Jesse Jackson of the Rainbow Coalition was the toughest on Wilson's seemingly insensitive quest for the Republican presidential nomination at the regents' meeting.

Wilson, a bland, unimaginative politician, has succeeded for nearly three decades in gaining election to office by pushing the "hot buttons" during a campaign, without reference to right or reason. In the 1990 gubernatorial campaign against Dianne Feinstein, he ran against the "Big Green" environmental initiative. His attack brought in big dollars from farmers, land developers and oil interests, and he succeeded in burying Feinstein.

In his 1994 re-election bid against Kathleen Brown, Wilson was the leading spokesman for the anti-immigrant Proposition 187.

Now he is running for the presidency on the back of a "Stop Affirmative Action" proposition which has not yet been given a number for the 1996 election. Wilson isn't bothered by consistency. He supported abortion rights when it was popular; now he is back-pedaling as fast as he can. In his first term as governor, he signed more than a dozen laws that included pro-affirmative-action language.

Oponents of UC affirmative action, led by black regent Ward Connerly, a Wilson affirmative-action ap-

pointee, argued that it is polarizing the nation and that the playing field had been leveled.

These regents are either naive or ignorant. Even though Wilson proclaimed that "we can't tolerate policies that trample on individual rights," he, as governor, is ultimately responsible for the failure of elementary public school systems that have dropped the state from No. 1 to No. 41 in the nation in student achievement.

Test scores have plummeted and the state's school districts are in a shambles, especially those serving non-white children. As white flight has occurred from the inner cities to the ever-more-distant suburbs, large inner-city school districts such as Los Angeles, San Francisco and Oakland are left with schools unable to cope with the depression and despair that usually follows.

Educator Kenneth Clark once noted at another point of crisis in U.S. education, "Ghetto/barrio schools regularly succeed in lowering the IQs and intellectual curiosity of pupils." Many of the children who pass through their doors enter already handicapped as a result of poverty, violence, and neglect in the home and neighborhood environment.

If anyone believes that the educational playing field is level for inner-city children, or migrant children, or immigrant children, then they are as foolish as Pete Wilson. The dropout rate is 52 percent

and 46 percent respectively for African American and Hispanic children in Los Angeles Unified School District. Every other indicator of educational achievement is equally as outrageous.

Uncle Tomism reached a new level when Connerly offered his proposal to the regents, proclaiming that affirmative action caused polarization. In fact, politicians like Wilson fan the fires of polarization and use tokens like Connerly to make it acceptable.

An integrated and diversified student body and faculty in the nation's most successful public university system has, in fact, moved the system toward the 21st century. U.C. President J.W. Peltason observed, "We are a public institution in the most demographically diversified state in the nation... Our affirmative action and other diversity programs, more than any other single factor, have helped us prepare California for the future..."

But what appears to lie ahead for the state and the nation is another campaign issue pushed by those presidential candidates who seek to win the middle and right-wing votes at the expense of millions of worthy students in this country, students whose test scores ought to be given greater attention because of the conditions under which many of them had to attend public schools.

The equality of educational

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News Briefs

Governors Split on Welfare Reform

The Washington Post reports that Bob Dole condemned what Clinton told the nation's governors was vital -- a provision that each state be required to spend a certain amount on welfare in return for the federal funds it receives.

The governors remain split along partisan lines, with Democrats insisting on a "maintenance of effort" and Republicans arguing that they should be given a free hand to design welfare programs for their states, without receiving federal approval.

The Post says the split will doom the governors speaking as a group and erases hopes of forging a common policy on how Congress should achieve the \$180 billion in Medicaid savings required by the Republican Congress.

Clinton said, "the extreme right wing of the Republican majority has held this [welfare] issue hostage" and said it was "a mistake to deny . . . children benefits because their parents are underage and unmarried."

Clinton and Dole both raised the abortion issue. Dole noted that Catholic bishops "have urged us not to put the unborn at risk in our important efforts to remove any incentives for illegitimacy." Clinton warned that the Gramm amendments might cause the abortion rate to "turn around and go up again, at least among some classes of people."

Clinton also announced administrative waivers for welfare reform experiments in West Virginia, Utah, Texas and California -- bringing to thirty-two, the number of waivers, he has approved. He also said that other experiments "designed to promote work and responsibility" will be cleared within thirty days of their submission.

Governors Work Toward Block-Grant Agreements

The New York Times reports that Gov. Tommy G. Thompson of Wisconsin, the new chair of the National Governors' Association told the group's closing session Tuesday that governors "are taking the lead in the most radical shift of power since the Great Depression" as they plan how to distribute federal block grants for health care for the poor. He said they would spend August trying to agree on a formula for distributing the money, because if they cannot agree, Congress would divide it in ways they would not like.

Thompson said he wanted the governors to concentrate on a formula for passing out the money: "If you get the distribution worked out, everything else seems to fall into place somewhat."

"You're going to have to accept the reality that block grants are coming," Gov. John Engler of Michigan told reporters.

Critics of block grants conceded that federal contributions to Medicaid cannot continue to grow at 10 percent a year, as they have in recent years.

Republican governors agreed that no state should receive less money in the future, but did not achieve a consensus how to count other factors, including total population growth, high local costs and fast-growing numbers of the elderly and disabled, the largest consumers of Medicaid. Gov. George E. Pataki of New York has been a holdout, demanding more money for high-cost states.

New Newsroom Bottom Line Threatens Latino Staffing

By Joseph Torres

Many Hispanic journalists and scholars fear that last month's wholesale layoffs of news personnel at the Los Angeles Times and the elimination of sections providing coverage of the city's Latino community represent a new "bottom-line" approach that will be detrimental to Hispanics.

The Times Mirror Company laid off 176 newsroom staff members, including about 10 Hispanics. It also scrapped several sections, including the City Times and Nuestro Tiempo, a Spanish-language weekly tabloid directed at the area's estimated four million Latinos.

The City Times is a weekly Sunday section that began in 1992 and covered the inner city. Nuestro Tiempo is a weekly Spanish-language tabloid that began in 1989 as a bilingual monthly. Its last issue is Aug. 30. "Money was never supposed to be the press' first principle for existing," Mercedes Lynn de Uriarte, a journalism professor at the University of Texas, Austin, and a former Los Angeles Times editor, told Hispanic Link. "Once you have lost sight of the civic role of journalism, you've also lost sight of democracy."

The Times made \$1 billion in net revenue last year but has been under pressure from Times Mirror shareholders to increase its profits. Times publisher Richard Schlosberg III said that rising newsprint costs, flat first-half revenue rates and an uncertain Southern California economy prompted the work-force reduction. He added that cutting "highly targeted sections" was necessary because they were unprofitable.

Félix Gutiérrez, vice president and executive director of the Freedom Forum's Pacific Coast Center in Oakland, questioned how sections such as Nuestro Tiempo and City Times could not make a profit.

"If they don't find the right people to sell ads, that is the reason why they didn't reach the bottom line," he said. "The ethnic media are getting ads that reach to the communities. Why can't the Times?"

Times Mirror Chief Executive Mark Willes, a former General Mills executive who joined the company in June, said the company's decision was part of a strategy to focus on core businesses. A week earlier, Willes closed down New York Newsday, which had lost \$100 million in 10 years. At least 10 Hispanic newsmen were affected by that action.

Times spokesperson Laura Morgan said the paper's Metro section will expand to cover communities and issues

previously reported on by City Times. She added that they are working with La Opinión -- in which Times Mirror has 50 percent ownership interest -- on a marketing alliance to attract advertisers who want to reach the Hispanic market.

In a July 28 New York Times interview, Willes compared his view of newspapers with that he held about General Mills' Cheerios. He said there was evidence that poorer Spanish-speaking consumers preferred Cheerios to generic cereal brands because of their social aspirations.

Those consumers have "a

great desire...to be part of the mainstream. Yellow-box Cheerios are the mainstream" and by eating them Latinos become part of the biggest community, he was quoted as having said.

Los Angeles City Council Member Mike Hernández offered a different perspective. "Nuestro Tiempo and the City Times have played a significant role not only in the dissemination of information to Latinos, but also in the way the city at large viewed our communities," he said. He now fears that Hispanics will be ignored, as they were before

the 1992 riots.

Reporter Julio Morán, who was laid off after working more than 13 years at the paper, said he is uncertain whether he will stay in journalism.&

"Journalism used to be about a mission that happened to make money. But when people saw how much money they could make, they wanted to make more," he said.

The paper's newsroom staff will now number about 1,100, with an estimated 50 Hispanics.

Prior to the layoffs, deputy editorial page editor Frank Del Olmo, the paper's highest-ranking Hispanic -- was reassigned as an assistant to editor Shelby Coffey.

¿QUE PASA?

1995-96 Paint the Town Program

The City of Lubbock, Lubbock United Neighborhood Associations (LUNA) and The Arnett Benson Neighborhood Association are happy to invite everyone to participate in the Paint the Town Program. Owners, Renters and Businesses located within the boundaries of the Arnett Benson Neighborhood are eligible to receive paint, primer, and one brush set for a nominal application fee of: \$15 for Owner Occupied residences, \$25 for Renter Occupied residences or \$30 for businesses. Only cash or money orders will be accepted. Applications are being taken at the activity center at 3118 Erskine St. from July 24 to August 18 from 10 am to 2 pm

Citibus Annual Rodeo

Citibus is roundin' up for their annual Rodeo scheduled for Sunday, Aug. 6 from 2 to 5:30 pm in the north parking lots of the Civic Center. The Rodeo is an annual driving competition among Citibus bus and van operators. The competition consists of various driving skills tests, using obstacle courses with cones as maneuvering tools.

There will be a contest between local radio and television personalities during the Rodeo competition. The public is invited.

LVNAT Division 18 Meeting

Licensed Vocational Nurses Association of Lubbock, Division 18 will meet August 14th from 7 pm to 9 pm. The meeting will be held at St. Mary's Hospital, Arnett Room. Featured speaker will be Kevin Funk, M.D. speaking on "Temperatures, Realities and Myths". For further information contact: Melvena Coverdell at 828-4565.

Arts Alliance Children Festival

Lubbock's "youngest" event takes flight on

Saturday, Set. 30 as the Lubbock Arts Alliance stages its first "Children's Fest o' Fun" at Texas Tech's 19th St & Indiana Avenue entrance from 10 am until 5 p.m.

Early plans call for creative activities that center on a child's most important work - play. Entertainment, food, games and experiences will additionally celebrate the imaginative abilities of children. For more information contact the Lubbock Arts Alliance at 744-ARTS.

South Plains Food Bank 4th Annual School Supply Drive

The '95 School Supply Drive will kick off today during the Cricket game with people attending being asked to bring some sort of school supply and get a \$2 discount off the entry price. Families of over 1,000 children in Lubbock each year are unable to supply their school-age children with the basic school supplies because they cannot afford them. The Drive is an attempt to supply needy children with these basic supplies. Barrels will be placed in front of United Supermarkets, Creative School house, Lowe's Supermarkets and Bailey's Bookstore. Basic supplies include #2 pencils, spiral notebooks, notebook paper, crayons, scissors, rulers, school glue and boxes of tissues.

Scoggin Dickey Announces Winner

Jim Hamilton of Plainview, won the Scoggin Dickey Chevrolet, Buick and Geo/98 KOOL "San Antonio Cool Trip Giveaway" the trip include free airfare for two on Southwest Airlines to San Antonio, two nights hotel accommodations on the Riverwalk, and two Fiesta Texas tickets.

Send your information for Que Pasa to P.O. Box 11250 Lubbock, 79408 or FAX to 806-741-1110.

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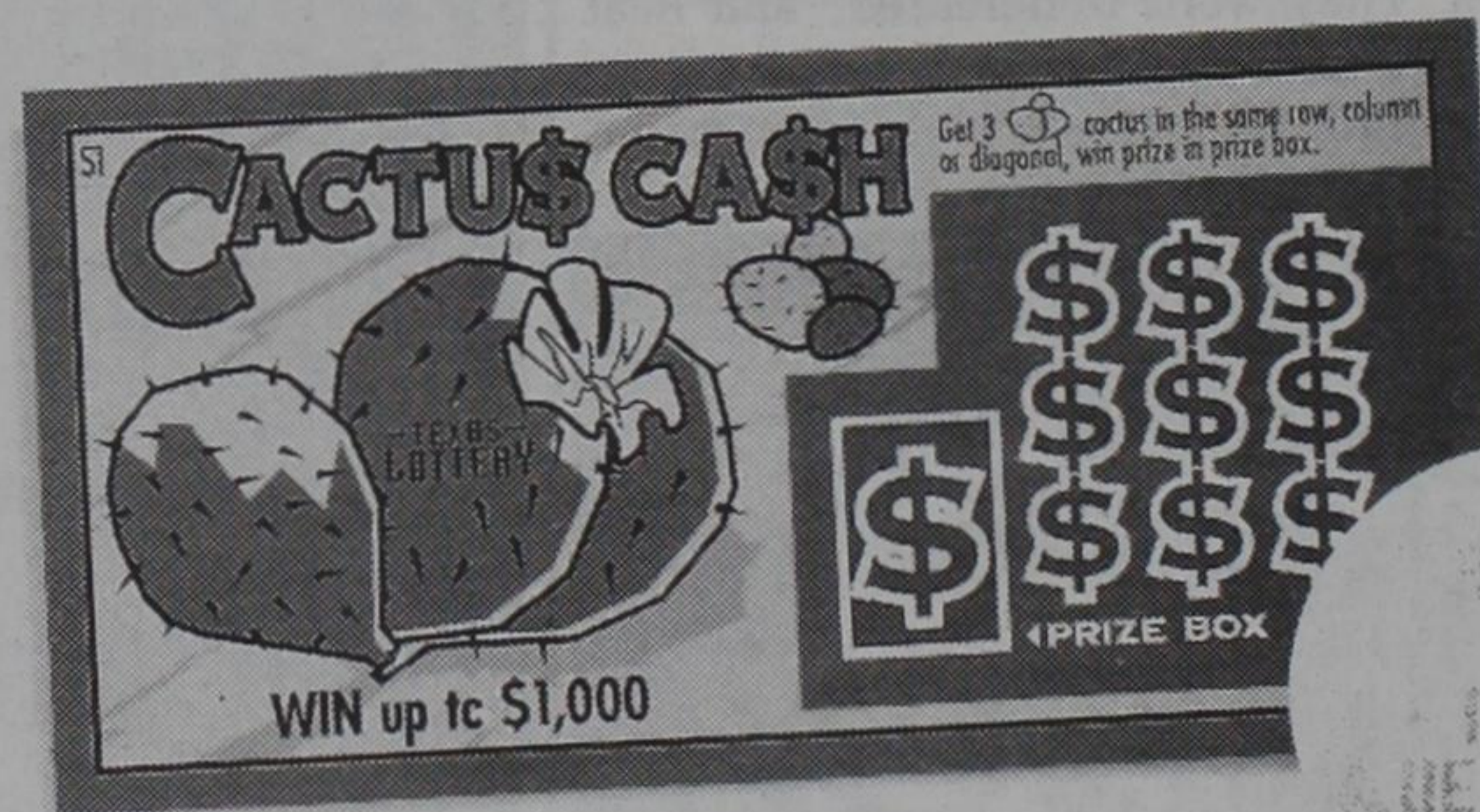
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Texas State Comptroller- John Sharp
Texas Land Commissioner Gary Mauro
Denver City Councilwomen Ramona Martinez

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- ***The Question of Redistricting
- ***The Contract with America vs. Putting People First
- ***The Impact of the Peso Devaluation on both sides of the Border
- ***Update, viewing and discussions with producers of the television film series
- ***Chicano: The History of the Mexican American Civil Rights Movement,

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Pero todavía quedan algunos cactus con premio, porque aunque Cactus Cash se cierra oficialmente el 1ro. de agosto de 1995, tú tienes hasta el 28 de enero de 1996 para comprar los boletos restantes y reclamar tus premios. En Cactus Cash podrías ganar hasta \$1,000. Sólo tienes que igualar tres nopales en fila, ya sea vertical, horizontal o diagonal. Los premios de hasta \$100 pueden ser reclamados al instante en dondequiera que veas el anuncio oficial de la Lotería de Texas. Los premios de \$1,000 deberán ser reclamados en uno de los 24 centros de reclamo de la Lotería de Texas o por correo, usando una de las formas de reclamo que están disponibles en los comercios donde compras tus boletos. Si tienes preguntas llama gratis al Teléfono de Servicio a Clientes de la Lotería de Texas al 1-800-37-LOTTO.



Sports-Deportes-Sports-Deportes

Bowe, Holyfield, No Titles But a History of Fury

NEW YORK, July 26 (Reuter) - Neither Riddick Bowe nor Evander Holyfield are recognised champions by boxing's much maligned sanctioning bodies, but their scheduled November 4 fight may be the most competitive heavyweight fight of the year.

At a news conference to officially announce the fight, which will be at Caesars Palace in Las Vegas, the fighters, who have split their last two bouts against each other, recognised the other's merits.

"I think he is the best heavyweight out there," Bowe said. "I got to deal with Evander Holyfield to prove to myself that I know I'm the best heavyweight in the world."

"We are the two best guys out there, unless somebody stands up and proves it otherwise," he said. "Legitimately this will be for the world heavyweight championship."

Holyfield, who came back from a suspected heart problem to beat Ray Mercer earlier this year, said Bowe "has proven to be legitimate and nobody wants to fight him."

"George Foreman don't want to fight him, none of the other champions want to fight him, so here I am."

Foreman, who beat Michael Moorer after Moorer had defeated Holyfield to become champion last year, has said he has no intention of taking on the hard punching Bowe.

Foreman surrendered his International Boxing Federation title rather than fight accept the group's mandatory challenger.

The champions recognised by the sanctioning bodies are Oliver McCall of the World Boxing Council and Bruce Seldon of the World Boxing Association. They also have avoided Bowe.

While Bowe-Holyfield may be the best fight out there right now, many fans are anticipating the return on August 19 in Las Vegas of Mike Tyson in his first bout since serving three years in prison for rape.

But Tyson is expected to have little more than a light workout against little-known, and little-respected Peter McNeeley of Boston.

Bowe-Holyfield is going up against a proposed Tyson fight on the same day down the block from Caesars Palace at the MGM Grand. Tyson's opponent for that fight has not been named.

Such scheduling conflicts are very unusual and this one is seen as a power struggle between rival pay-per-view channels - Showtime which has Tyson under contract and HBO, which failed to sign the former world heavyweight champion.

Bowe addressed the conflict in scheduling saying: "I don't care if we fight Christmas day as long as I fight

Evander Holyfield."

The first two Bowe-Holyfield fights were furious battles. Bowe defeated Holyfield in November, 1992 and a year later Holyfield came back to regain the title in another 12-round decision.

"There is no doubt in my mind that I have to be at my very best to beat him," Holyfield said of Bowe, 37-1.

Bowe was so anxious to fight Holyfield that he agreed to relinquish his little-respected

World Boxing Organisation title a precondition set by Holyfield's.

"Ever since the second fight I've been dying to fight Evander Holyfield again," Bowe said of Holyfield, 31-2.

"I was given the opportunity

and I had to make a choice. Do I follow my dream or just fight a challenger who really doesn't mean that much.

"Evander Holyfield brings the best out of me. I want Evander Holyfield. I owe him one," Bowe said.

Tyson Discusses Prison Ordeal

LAS VEGAS - His torso rose up off the couch like a rock out of the sea. And, indeed, his dusky features and tight-fitting black T-shirt suggested a block of granite.

In one massive hand he held a remote to control the music flooding a living room, shaded from the blistering desert sun.

Occasionally, he would reach out a muscular arm and take a slice of apple or orange from a plate.

Mike Tyson was relaxing. "I'm back," he said with a laugh during a 75-minute interview Wednesday at promoter Don King's house, where Tyson is living while his own house is being renovated. King was not present.

It was a freewheeling conversation, spanning subjects from boxing, of course, to music, Mao Tse-tung, Arthur Ashe, Aristotle and, of course, prison. It was a conversation of life in and out of the boxing ring to which he will return Aug. 19 against Peter McNeeley at the MGM Grand Garden and on pay-per-view television.

This will be Tyson's first fight in more than four years.

His body is honed by training and a strength and conditioning program. It is fueled by a nutritionist and a private chef.

"I'm basically pretty stable at this stage of my life," said the 29-year-old former undisputed heavyweight champion.

Though his torso was hidden by the T-shirt, that wasn't jello rippling beneath the fabric.

"I wish I was 20 and felt the way I do now," Tyson said. "In life we're thrown curves, and sometimes we get a hit and sometimes we strike out. Life is not about having grudges. You can't grow holding grudges and being bitter."

"Cus," he said, referring to his mentor, the late Cus D'Amato, "told me there is no such thing as a free ride, but I didn't understand it."

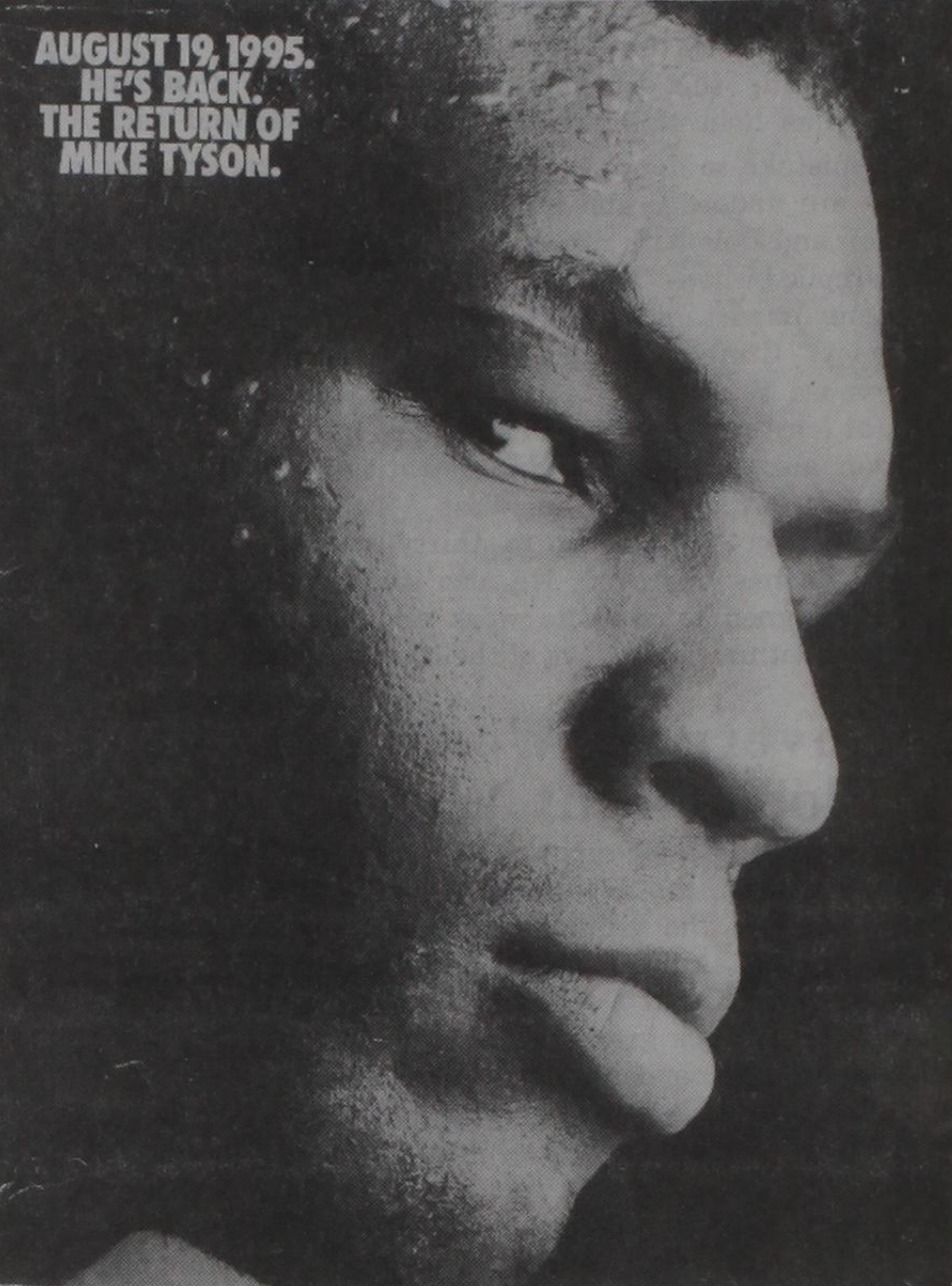
When he was 20, he already was a champion, something he is confident he will be again. He thinks Mike Tyson II will surpass Mike Tyson I.

"This time I should be better, but I'm no fool, I know I'm a hard act to follow."

His pride, obviously, is intact but tempered.

"Can you imagine me with my pride being told, 'Get back in your cell nigger and count,'" said Tyson, who was released March 25 from the Indiana Youth Correctional Facility after serving three years on a rape conviction.

"I know about humbleness."



While in prison Tyson was quoted as saying he might not fight again.

"That I would say that shows I was feeling sorry for myself," he said. "But then I thought, 'Who am I going to hurt (by retiring)? I'm going

to hurt myself.' "I was miserable back then," he added.

Converting to Islam helped. "That's the only thing that got me through. Most people

The Softball FANATIC

by Mike "M&M" Medrano

Well the Menudazo was great! This is M&M again, the softball fanatic talking at you directly from Billy's Auto Sales on 19th and Q. Sorry this column was not updated last week to tell you about who won what but Bidal took a few days to recuperate. He's not really used to working.

Winners of the Big Boy Class C tournament were Robert



Narvaiz' Budweiser team. They went undefeated and beat out Gil Construction, last year's winner is a not to close game. So Gil came in second and Peter Lara's team came in third. Fourth went to the Gophers.

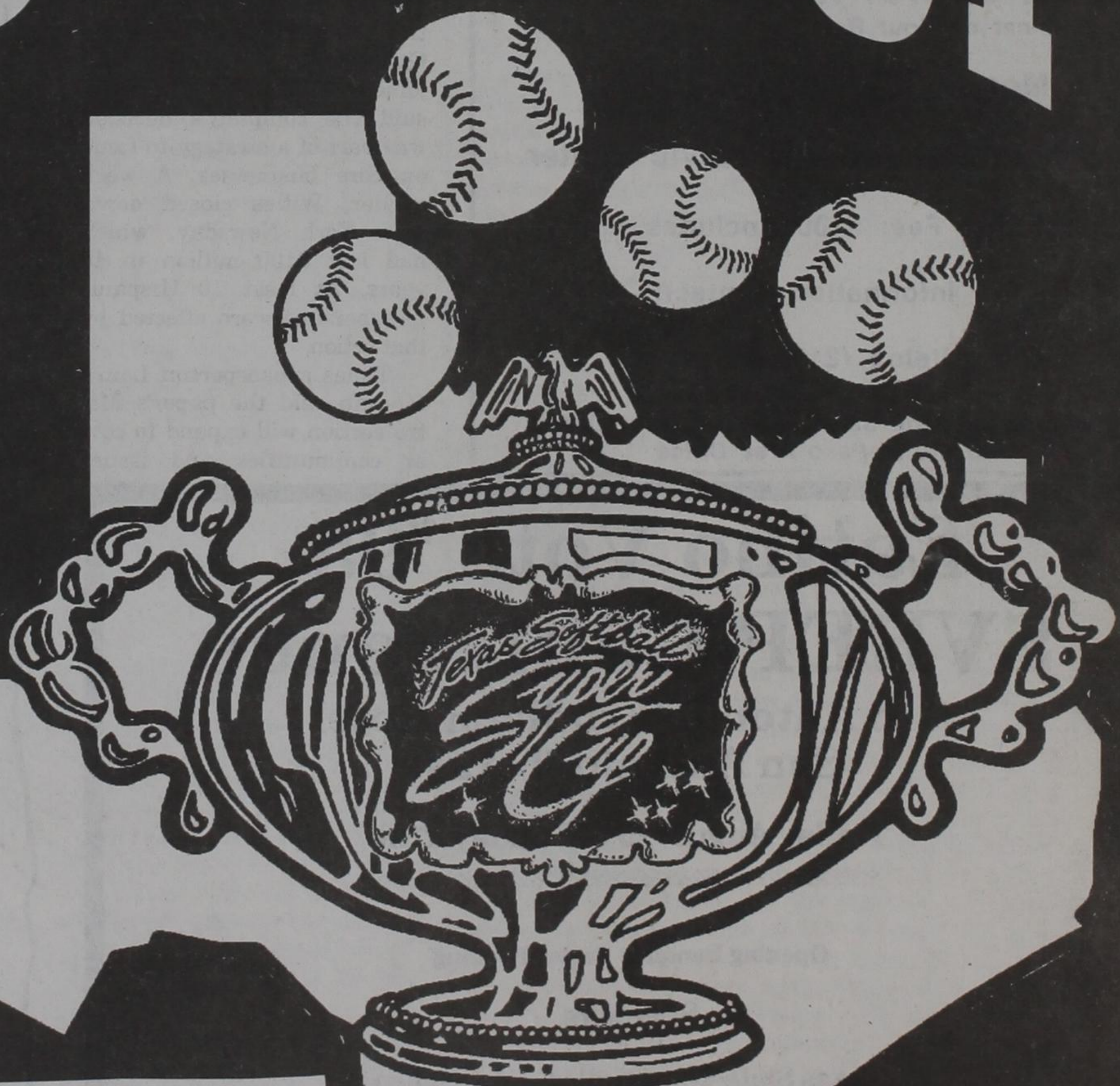


In the recreational division Texas Team took it again after coming back and having to play 5 games to get to the championship. Well that it Texas..You graduate for sure this time. No more free rides. Second went to the Bruins who also need to graduate into the C class. No tienen verguenza. El Los Yaquis played with the big boys.

Peter's tournament this past week proved interesting. All teams were groups together with two homeruns allowed per game. Surprisingly Los Yaquis came in a strong fourth after losing the first game and having to play back to back for 4 games. The three real high class teams that were in the tournament won first, second and third. First went to Bud Light, alias Little Rumors, second to Bud and third went to M-3 Tile.

Plans are now finalized for the upcoming Texas SuperCup to be held this year at the Running Water Draw parks in Plainview. The tournament will be for Class C and D teams with both classes playing together but Class C teams must spot Class D teams two runs and play Class D - no home runs - rules. The event promises to be a big one and teams better enter early. Deadline is August 23rd. Call 763-3841 or 1-800-373-9789 today for more information on the Texas SuperCup.

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Un Rayito De Luz

by Sofia Martinez

"Creemos en un solo Dios. Esta es la verdad más importante que proclamamos a 'el credo' todos los cristianos. Estamos convencidos de que existe un solo Dios. Pero parece que estamos dando la impresión de creer en 'dioses' muy diferentes... (Aunque digamos que todos creemos en el mismo Dios).

Si le preguntáramos a cada uno: Como es tu Dios? Muchos nos darían muy diferentes respuestas. Su Dios es muy diferente del Dios Verdadero, que es el que le da sentido a nuestra fe cristiana.

Debemos de ser muy sinceros, y reconocer que los cristianos estamos dando la impresión de creer en diferentes 'dioses'...

aunque profesemos la misma fe, o aunque pertenezcamos a la misma denominación... o aunque vayamos al mismo templo... Pensemos, por ejemplo, en la imagen de un 'dios Pare' y en otro 'dios vengativo y castigador'... Para poder conocer al Verdadero Dios, tal y como el quiere carenos a conocer, tenemos que conocer la Palabra de Dios. En Luc. 15, 1-32: Cristo nos muestra el verdadero rostro de Dios: Es un Padre lleno de misericordia y de amor, que siempre esta dispuesto a darnos el perdón a los pecadores. Dios no solamente esta esperando a los descarriados, sino que va a buscarlos.

Basta que sepamos que Dios esta siempre presente, junto a nosotros, para que sepamos lo que El es para nosotros: Un Dios de amor. en Su Palabra 1st. Jn. 4, 8. encontramos la descripción mas hermosa y mas exacta de lo que es Dios. Y para que de alguna manera comprendamos este misterio, que la mente humana no puede comprender, Jesus usa unas comparaciones, que muestran como es el Dios en quien nosotros creemos: Dios, es el pastor que no duda en dejar las noventa y nueve ovejas para ir a buscar una que se le extravió, y no descansa hasta que la encuentra... Nuestro Dios es el Padre que ha sufrido

la separación de Su hijo y espera ansioso el momento de su regreso.

Imaginemos la preocupación del Buen Pastor y el ansia de aquel padre, que al fin logran grande satisfacción y mucha alegría al encontrar lo que tanto ansiaban: Esas son las actitudes de Nuestro Padre Dios: No se muestra indiferente, ni desprocurado, cuando una persona se aleja de El. Jesus nos dice que como muy importantes para Dios, y cuando nos perdemos... Su única preocupación es buscarnos hasta encontrarnos. Nuestro Padre Dios quiere a Sus hijos a Su lado para que compartamos, con El, Su misma vida.

Si creemos en un 'dios vengativo', nuestras relaciones con el seran de miedo, y trataremos de estar muy lejos de el. Pero, nosotros creemos en un Dios Padre, y nuestras relaciones con el son de amor, y porque tenemos mucha confianza con el queremos vivir siempre en Su presencia y en Su amistad.

From Page 4

have the wrong perception about Muslims. Most Muslims are humble, God-fearing people."

Though he says he has no Muslim name, "all the brothers call me Abdullah."

He seems to approach his religion as he does his profession, as a personal matter.

"I read this guy Voltaire," Tyson said. "He said all organized religion is a scam."

Tyson was quick to laugh during the interview. While he didn't volunteer much about "when I was away," meaning prison, he did chuckle when he recalled the times inmates were allowed to watch films.

"Sometimes we could stay up late and watch karate and kung fu movies," he said. "Everybody loved them and would go wild. It was like freedom."

At first Tyson seemed distracted by the music video on the big screen, but as the interview progressed he seemed to enjoy the give and take, especially when the subject was not his boxing career.

"When I'm with my actor and rapper friends I don't want to talk about what they do for a living or what I do," he said.

But he likes talking music.

"I like rap and rhythm and blues," he said. "The blues are No. 1 with me, but not contemporary blues. They have no feeling. I like Fats Waller and Satchmo Armstrong, Billie Holliday and Ella Fitzgerald.

"When you listen to the blues or jazz you feel other people's pain," Tyson said.

"Ever hear of Lester Young?" Tyson asked.

He was pleased when his guest said he was familiar with the great jazz saxophonist.

Films of old-time fighters, especially Joe Gans, continue to interest him, but, Tyson

said, "I do more reading about them now." Recently, though, he visited Gans' grave and the grave of another champion, Joe Louis.

The writings of Mao and a book by the late Arthur Ashe so impressed Tyson that he has tattoos of them on his arms.

"I like Mao's persistence, his perseverance," Tyson said. "He had more guts than anybody in the world."

"I never thought much of tennis, but I was reading Ashe's books and just dug him. He gave me a lot of inspiration. He gave me a different outlook on myself."

Ashe even changed Tyson's opinion about tennis.

"I found that next to boxing, tennis is the ultimate sport," he said. "It's one on one."

After quoting something he said was from Aristotle, Tyson moved to the other end of the literary spectrum when he said, "I read Arnold Rothstein and he said, 'Out of every 2 million men born, there is only one intelligent man.'"

"He fixed the 1919 World Series," Tyson was told.

"He said he didn't do it," Tyson replied with a smile.

He also smiled when he said, "John Quincy Adams called you guys assassins."

The interview over, Tyson got ready to go to the gym. His workouts have been closed, leading to rumors that he might not be in fighting shape and that his hands are hurting.

But Marc Ratner, executive director of the Nevada State Athletic Commission, watched Tyson spar five rounds Monday and said, "It looks like he's ready to fight right now."

"The first time I sparred I was depressed," Tyson admitted. "I looked like crap."

Told word was he was knocking people down, Tyson said, "That's the name of the game, isn't it?"

And then Iron Mike grinned.

From Page 1

junio, dijo que la decisión de la empresa fue parte de una estrategia para enfocarse sobre los negocios esenciales. Una semana antes, Willes cerró "New York Newday", que había perdido \$100 millones en 10 años. Por lo menos 10 hispanos miembros del personal de redacción fueron afectados por esa acción.

La portavoz del Times, Laura Morgan, dijo que la sección Metropolitana del periódico se ampliará para informar sobre las comunidades y los asuntos que antes eran informados por "City Times". Ella agregó que están trabajando con La Opinión, en el cual Times Mirror tiene un 50% de interés propietario -- en una alianza de mercadeo para atraer a anunciantes que quieran llegar al mercado hispano.

En una entrevista del 28 de julio con el "New York Times", Willes comparó a su punto de vista sobre los periódicos con el que tenía sobre el producto "Cheerios", de General Mills. El dijo que había evidencia de que los consumidores de habla hispana más pobres preferían los "Cheerios" a las marcas de cereales genéricas debido a sus aspiraciones sociales.

Esos consumidores tienen "un gran deseo ... de ser parte de la corriente principal. Los Cheerios, con sus cajas amarillas, son la corriente principal", y al comerlos, los latinos se convierten en parte de la comunidad mayor, se le citó como que había dicho.

Mike Hernández, miembro del Consejo Municipal de Los Angeles, brindó una perspectiva diferente. "Nuestro Tiempo y City Times" han desempeñado un papel importante, no sólo en la difusión de información a los latinos, sino también en el modo de

que la ciudad en general veía a nuestras comunidades". El teme ahora que los latinos serán pasados por alto, como lo eran antes de los motines de 1992.

El reportero Julio Morán, que fue despedido tras haber trabajado más de 13 años en el periódico, dijo que no está seguro de si continuará en el periodismo.

"El periodismo acostumbraba ser una misión que acertaba a hacer dinero. Pero cuando la gente vió cuánto dinero podían hacer, quisieron hacer más".

El personal de la redacción del periódico se compondrá ahora de 1,100 personas, con un estimado de 50 hispanos.

Antes de los despidos, el editor adjunto de la página editorial, Frank Del Olmo, el hispano de mayor jerarquía en el periódico -- fue reasignado como auxiliar del editor Shelby Coffey.

(Joe Torres es reportero del semanario nacional Hispanic Link Weekly Report, en Washington, DC.)

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From Page 2

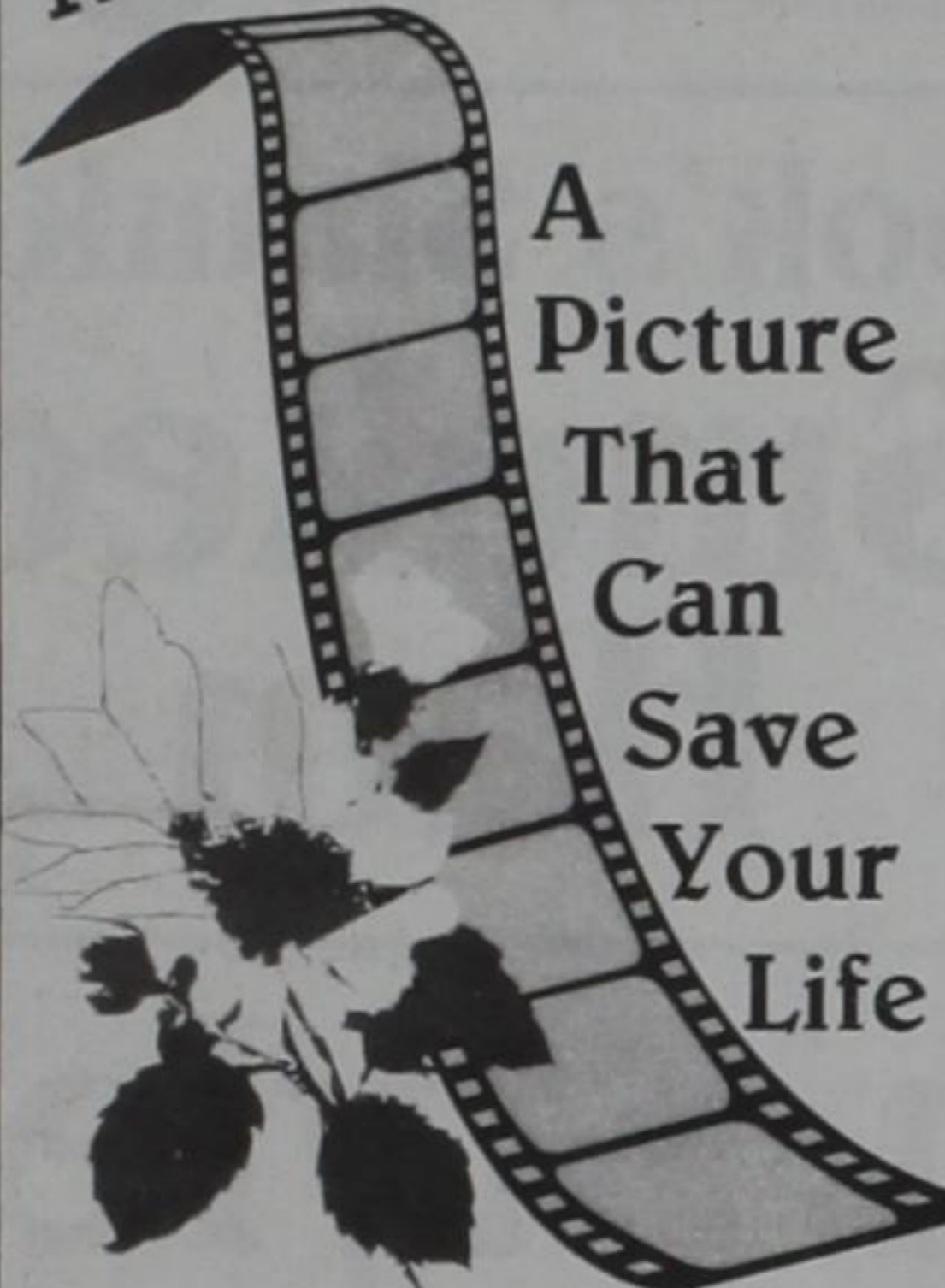
opportunity at urban, suburban and rural schools should ultimately be the test of equal playing fields that politicians like Pete Wilson should be seeking to improve, instead of trying to make political points by pretending to defend individual rights. When we can say that our public schools give each student equal opportunity to learn, then we can focus on test scores and other criteria.

To abandon these students because of our own inadequacies as a nation is the ultimate folly. We should ask ourselves why our playing fields have become the killing fields of our inner-city children.

(Ray Gonzalez is an official with the federal government. The opinions expressed are his own.)

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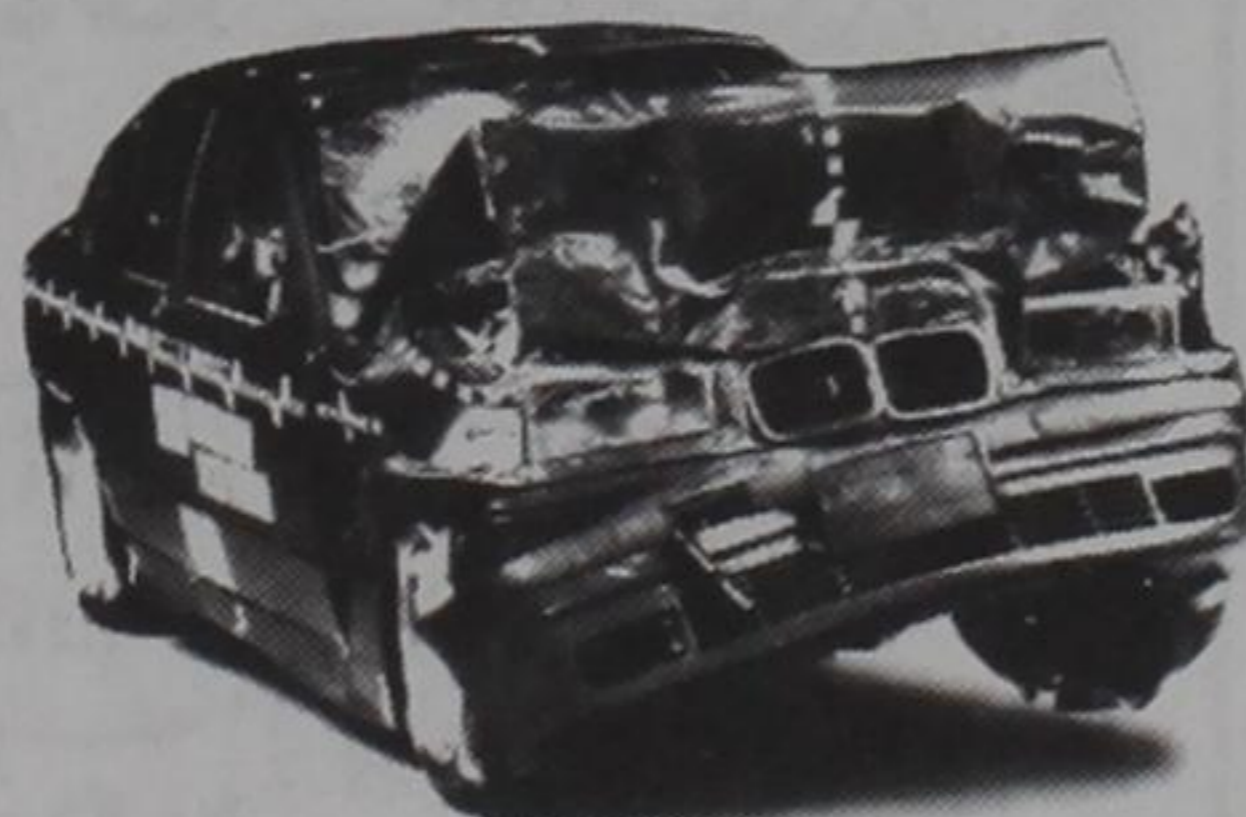


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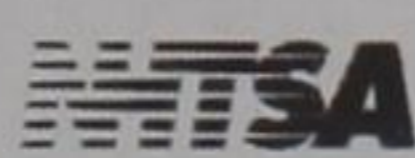
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PROGRAMA DE EVALUACION DE AUTOS

SONRISA PHOTOGRAPHY

Omar Rodriguez - Photographer
(806) 763-2848

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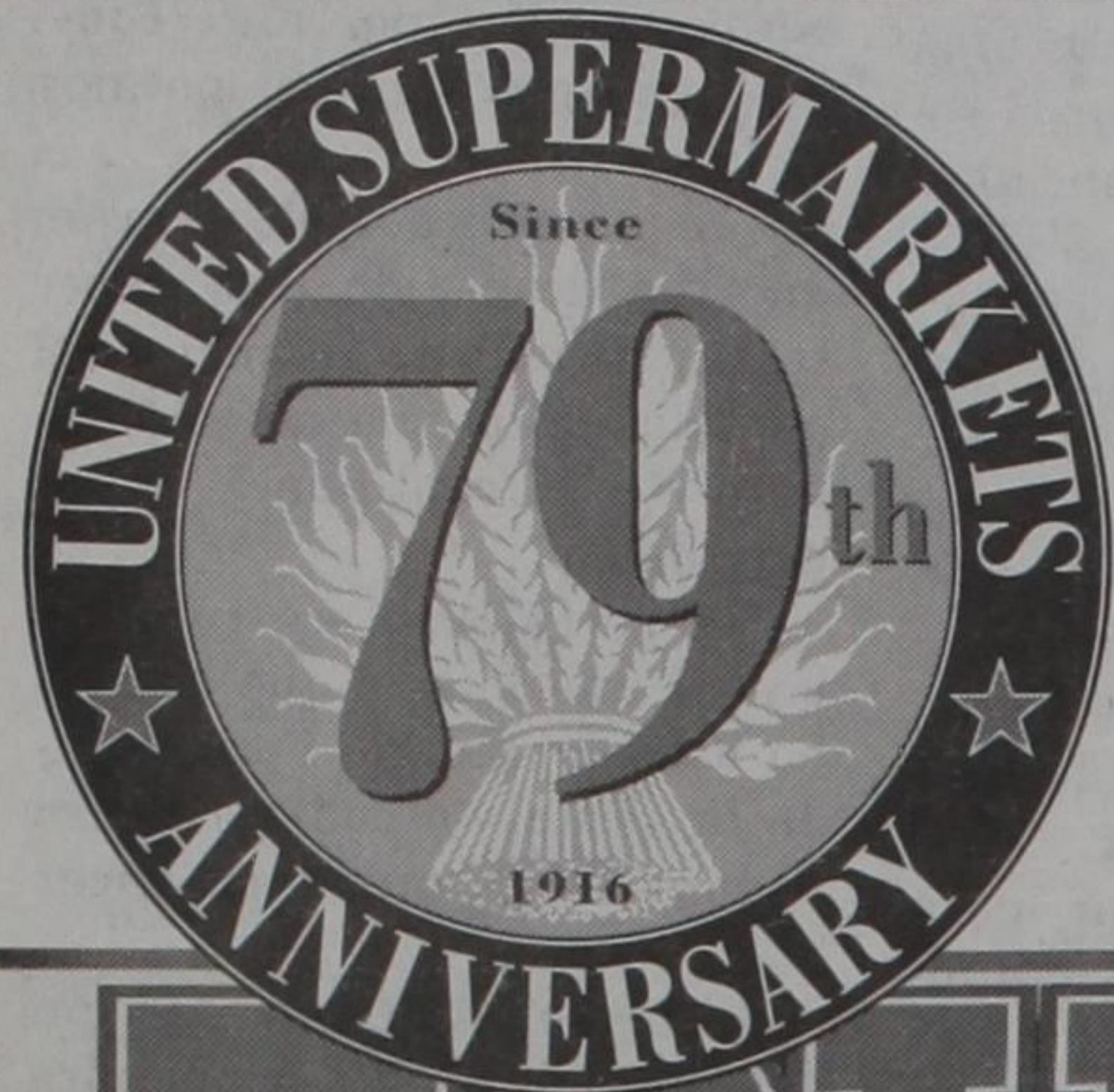
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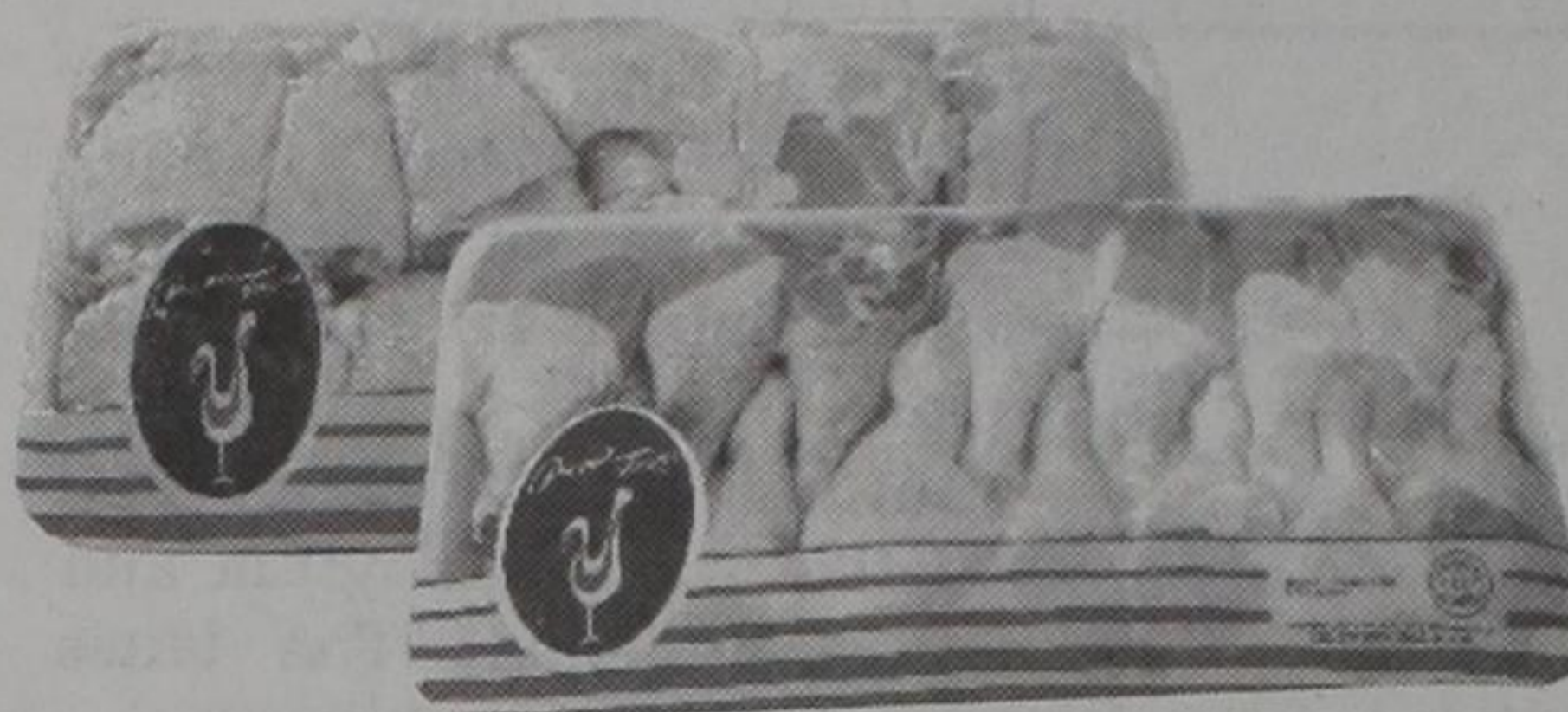


Super Valu Pak

\$1.29

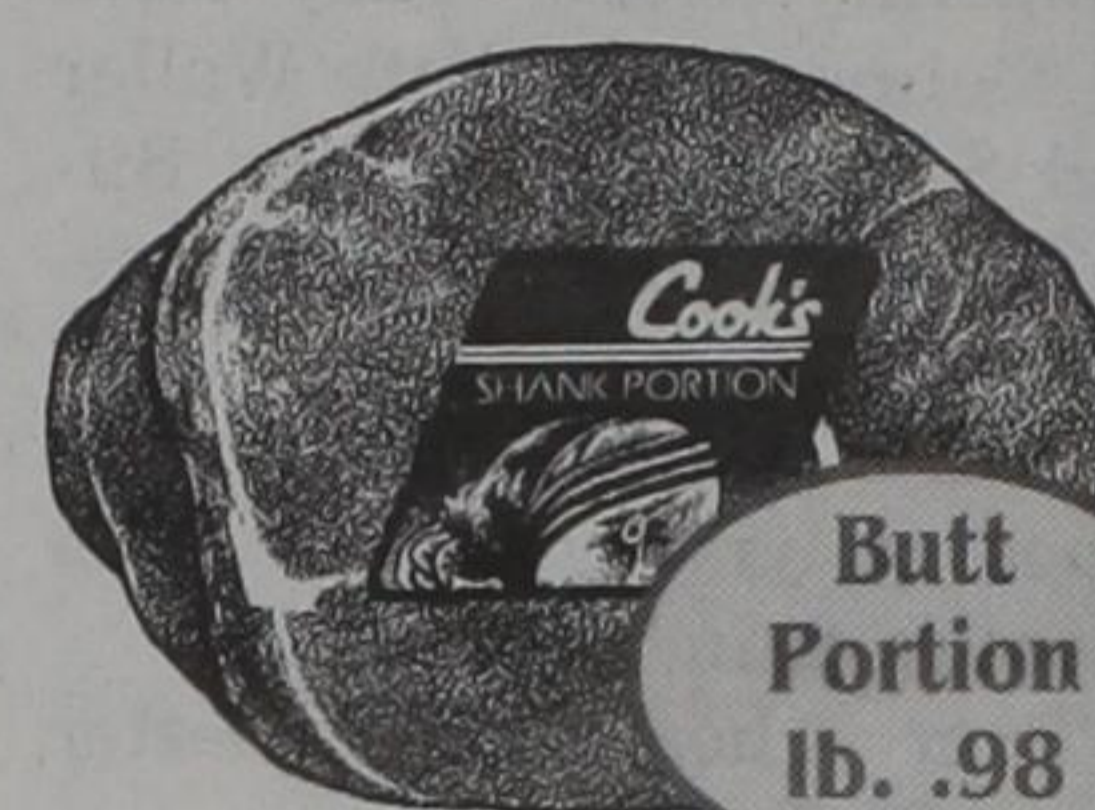
lb. Single Pak lb. \$1.39

Super Valu Pak



Fryer Thighs or Drumsticks

lb. .49



Cook's Shank Portion

Smoked Ham lb. .79

GROCERY



Hamburger or Hot Dog

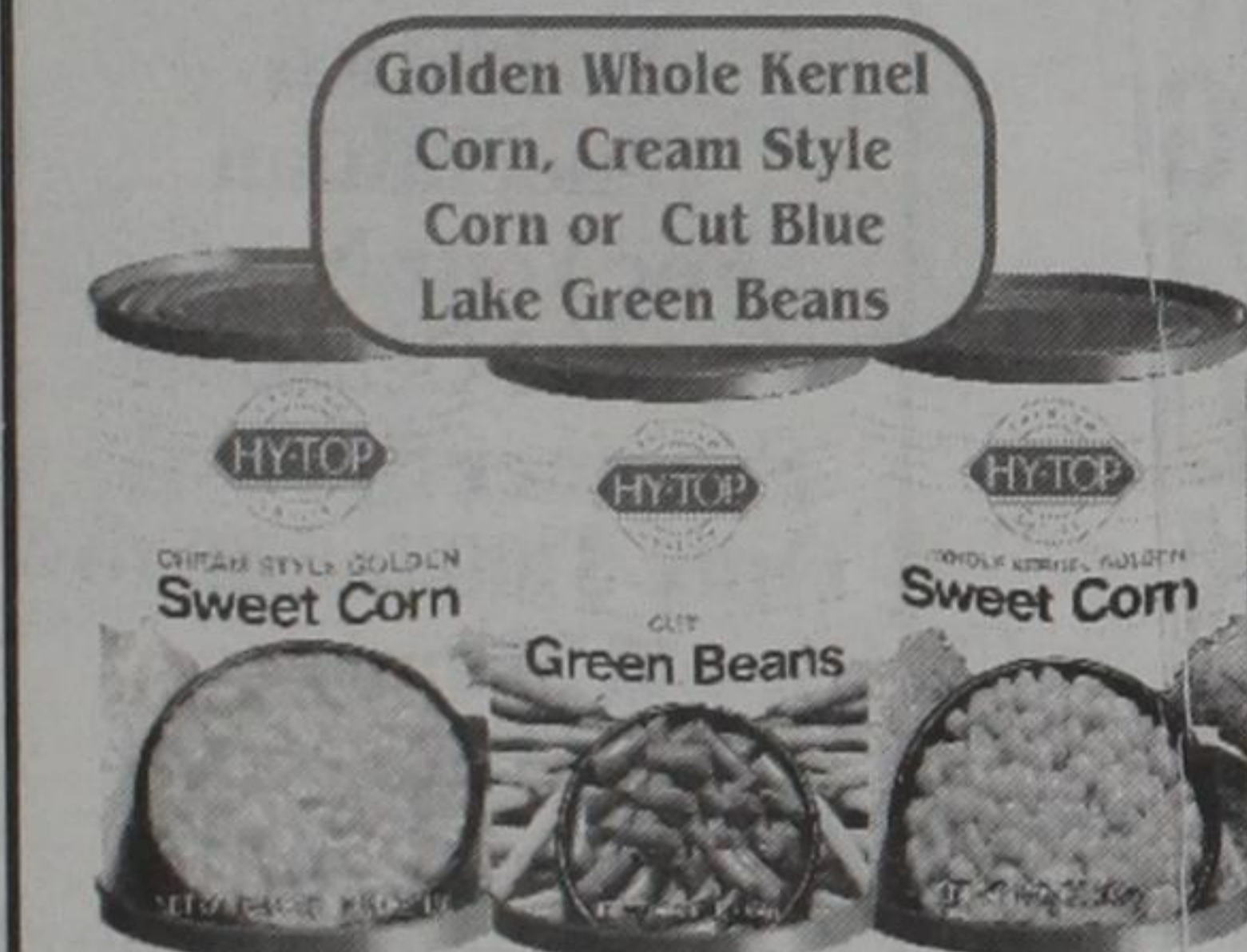
United Buns 8 ct. 2 For \$1



Ranch Style Beans

Regular or With Jalapenos

15 oz. 3 For \$1



Golden Whole Kernel Corn, Cream Style Corn or Cut Blue Lake Green Beans

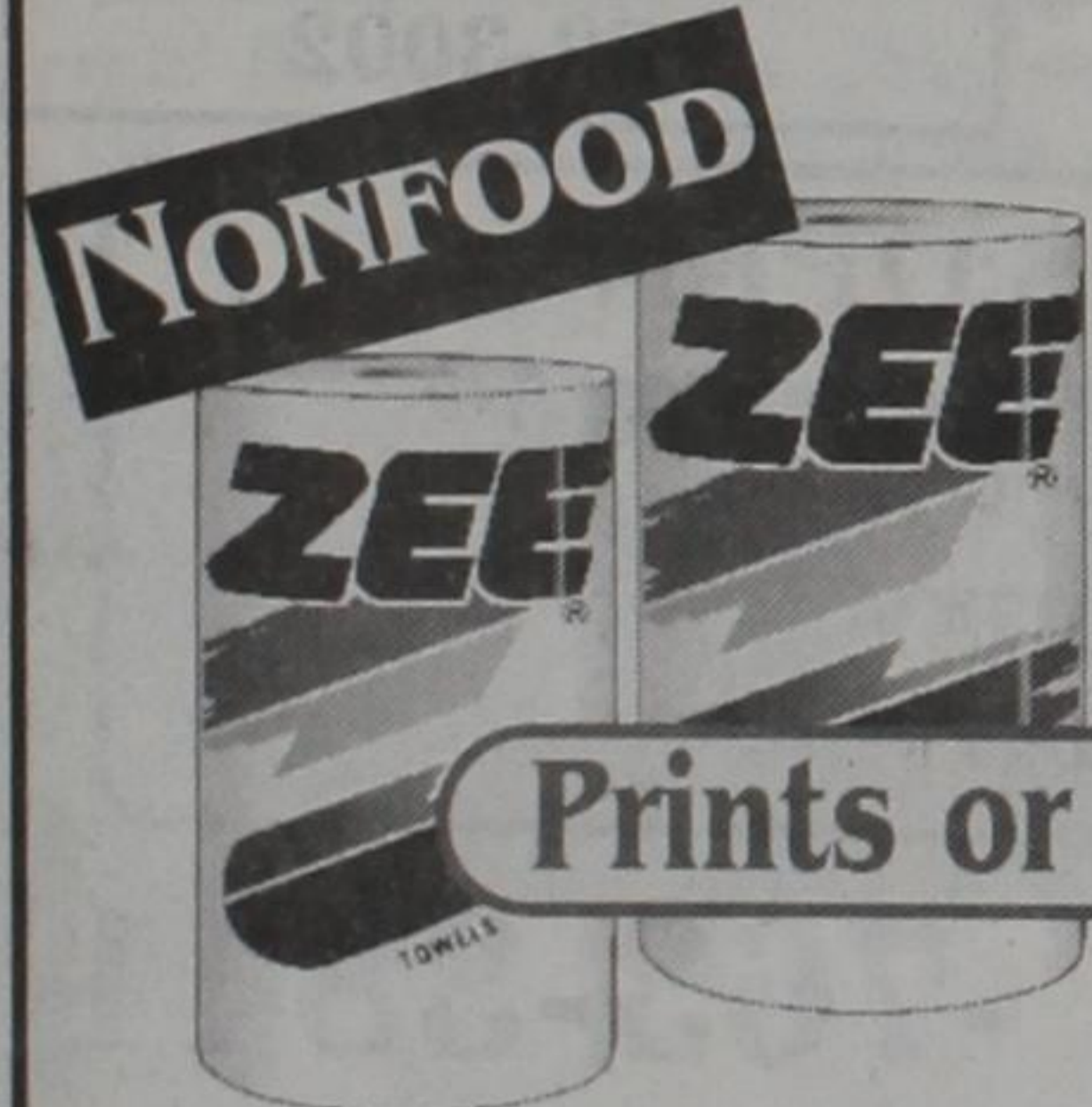
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