

Casualties of War in Iraq  
4,298  
as of May 21, 2009

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TEXAS' OLDEST HISPANIC OWNED NEWSPAPER



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"El Respeto al Derecho Ajeno es la Paz"  
Lic Benito Juarez

By JONATHAN MARTIN  
To get an idea of just how much effort the Obama administration is putting into refuting the support of the Hispanic community, click on the homepage of Eduardo Sotelo.

Don't know who that is?  
The Obama administration, and they've already had the president speak twice to the nationally syndicated radio talk show *Powerhouse* better known as "Protein."

Last week, they brought the Southern California-based talker into the Oval Office for a sit-down that went largely unnoticed - except that it is, to the millions of listeners in the 52 markets where Protein is heard.

"He will be able to communicate through radio and obviously you've got the biggest listenership so we've got to make sure you're involved," Obama said in the interview.

It was just one example of a relentless courtship of the nation's largest minority group and a pivotal voting bloc that numerous aides say has become a near-obsession of White House chief of staff Rahm Emanuel.

After initially facing questions about whether he could win the Hispanic vote, Obama won it by 36 percentage points against a pro-Republican opponent, and his staff is determined to do it again in 2011.

Obama officials are focused on the fast-growing internet Web and especially this chat, which they believe the president lost only because that at John McCain's home. With states such as Arizona adding congressional districts after the 2010 census, and his electoral vote tally - turning the West into a Democratic battleground - would lose a lot on the presidency, Obama's strategists believe.

And they're backing it up with personal attention from Obama, who made his second

trip to Arizona in barely four months in office. The president addressed State University graduates in a hourly fall football telecast. Wednesday, winning cheers from a crowd of about 60,000 when he went off-script at one point to pay homage to Latino icon Cesar Chavez in his commencement speech.

Yet even as the Obama campaign offensives continue, the administration is faced with two political challenges that ultimately may threaten any good will they've won from Hispanics - how he handles immigration reform and his first Supreme Court nomination. Hispanic leaders say their voters are watching.

"He will ultimately be judged by the Hispanic community on what he does for the weakest and most vulnerable," said Rep. Luis Guterrez, the veteran Chicago Democrat, referring to the issue on which he's become a national leader, comprehensive immigration reform.

Guterrez said he and fellow Hispanic officials appreciate the wooing and White House invites, but want action on the issue of providing illegal immigrants a path to citizenship. And he doesn't mince words about what he sees as White House foot-dragging on the issue, which proved difficult to tackle even in better economic times.

"I don't think he can get away with not doing anything on immigration and still have the support of Latino voters, it won't get done," said Guterrez, who has had a long and at times contentious relationship with his fellow Chicago cop.

But Emanuel side, Guterrez said he believes Obama is "electable" on the issue and that little progress has been made since the president had the Congressional Hispanic Caucus to the White House in March.

Obama pledged at the 100 Days press confer-

ence to work with Guterrez and another member on immigration reform, but Guterrez quipped: "That's why you should have ten limits."

"Because if you don't have ten limits, and you've been here for nine terms, you don't get it all up because the president mentioned your name at a press conference," he said. "You look for what substitutes has changed from his campaign."

Just Mexico President Felipe Calderon said he has been invited to the White House for a series of conferences and meetings this year but was still waiting for a clearer sign on Obama's intention on immigration.

"There's going to be growing frustration if we don't see some tangible and real signals that this is going to be carried out or earnest this fall," Murguía said, suggesting that Obama needed to give a speech or somehow make clear this summer that he would Congress to act.

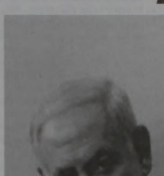
Brent Wilens, executive director of the League of United Latin American Citizens, also lauded progress on the White House effort to be inclusive but was equally candid: "I think they genuinely want to do [immigration reform] but they genuinely want to do other things a lot more."

Obama himself conceded to Prolein on the radio last week that "we've been delayed a little because of the economic crisis" in addressing immigration. He said it was his "hope is that we can get something moving this year."

That is, of course, different than getting an actual bill signed into law this year.

A senior administration official recognized that Guterrez is "pulling very hard" on the issue, 10% of responsibility that Obama "won't hard to correct."

"The immigration issue tends to suck up all the oxygen," said the official. "But our other major priorities, especially the economy but



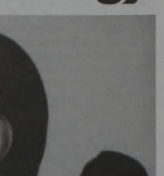
also health care, are also Latino issues."

And while getting an immigration bill done isn't the only thing weighing heavily on the minds of Hispanics, it's not just the economy and health care. The community is making its secret of their strong desire to see the first Hispanic justice appointed to the Supreme Court, and the Hispanic Caucus has sent Obama a letter urging him to do just that.



Rep. Xavier Becerra, a California Democrat and member of the House leadership, said picking a Hispanic to replace David Souter would spark an "off-the-chart" reaction among Hispanics.

And at the president passed over the question: "Then people would say the game is still played by the same people," said Becerra, who himself recently joined Obama's Cabinet. "The game has not been changed. People would have



every night to say that the doors of opportunity haven't been completely open."

Rep. Raúl Grijalva (D-Ariz.) who made a point to note his support for Appeals Court Judge Sonia Sotomayor, said "I would just build up [anticipation] for the next appointment."

"The urgency would be greater than it is now," Grijalva said.

(Continued on page 2)

# Insiste Barack Obama's hispanic strategy

## CHIP expansion insurance for Texas children passes House 87-55, with bi-partisan support

Washington, DC - Un nuevo sondeo de votantes hispanos en 13 estados de la Unión documenta la importancia de la tema migratorio para este sector electoral, así como sus preocupaciones de que la reforma migratoria amplia debe ser prioritaria esta año, y expone los retos y las oportunidades que ambos partidos tienen en torno a este importante asunto.

El sondeo de America's Voice, conducido por la firma Bendixen y Asociados, fue discutido hoy en una teleconferencia en la que participaron el encuestador Sergio Bendixen, descrito por Real Clear Politics como "una de las personas más influyentes en la política estadounidense", Elisio Medina, vicepresidente ejecutivo del Sindicato Internacional de Empleados de Servicio (SEIU), y Frank Sharry, fundador y director ejecutivo de America's Voice, ambos expertos en el rubro migratorio.

"Aunque el apoyo de los votantes hispanos a la reforma migratoria siempre ha sido alto, este sondeo indica que existe un nivel de apoyo de mayor intensidad entre ele electorados", dijo Bendixen.

"La retórica hemerológica del movimiento antimmigrante en Estados Unidos sigue politizando a los hispanos y unificándolos en favor de una nueva política migratoria", agregó Bendixen.

"Los votantes hispanos anticipan que la reforma migratoria está en camino", dijo Sharry. "Los resultados

subrayan las responsabilidades que tienen así ambos partidos: los demócratas tienen que cumplir con sus promesas electorales, mientras que los republicanos tienen que rectificar y abordar este tema de la manera correcta para poder cambiar su imagen", añadió Sharry.

Medina, por su parte, declaró que "este sondeo demuestra claramente que los hispanos están políticamente involucrados y planifican estarlo todavía más en el futuro".

Tras una histórica elección y su participación en cifras récord en los comicios de 2008, los votantes hispanos esperan que el presidente Obama y los líderes del Congreso cumplan con sus promesas y responsabilizarán a quienes no cumplan con su palabra.

Los votantes hispanos están cansados de los candidatos de derecha usando a los hispanos como chivos expiatorios para conseguir ganancias políticas a corto plazo. Además, los electores hispanos están listos para votar en 2010 por candidatos que los apoyen y que apoyen la reforma migratoria amplia", dijo Medina.

El sondeo concluyó que: "El mandato de los votantes hispanos confían en el presidente Barack Obama y esperan que la reforma migratoria sea prioritaria durante este primer año de su gestión."

72% de los encuestados dicen que Obama cumplirá con su promesa de avanzar legislación sobre la reforma migratoria en el primer año de su presidencia, mientras 17% opino que Obama romperá su promesa, y 11% respondió que no sabe.

Claro está, para que la reforma avance se requiere del liderazgo no sólo de la Casa Blanca sino del Congreso que le dará vida a la separa-

reforma migratoria amplia antes de que concluya este año. De hecho, un 83% de los encuestados creen que Obama "hará lo correcto" en el frente migratorio comparado con sólo 10% de los respondidos que Obama "no hará lo correcto".

• Aunque los votantes latinos confían en Obama en el tema migratorio, confían menos en los demócratas, sobre todo en los republicanos en lo que a este asunto respecta: 83% de los encuestados creen que Obama hará lo correcto en el frente migratorio, comparado con 69% que señaló que los demócratas harán lo correcto, y sólo 23% que indicó que los republicanos harán lo correcto.

• Los votantes creen que Obama puede abordar los temas de la economía y la inmigración al mismo tiempo: el 69% de los encuestados creen que Obama puede abordar este año los temas económico y migratorio, mientras sólo 29% dijo que Obama debe centrarse en la economía en 2009 y dejar el tema de la reforma migratoria para después.

• La inmigración es un asunto importante para los votantes hispanos: un 82% dijo que la inmigración es un asunto importante a nivel personal; un 59% dijo que es asunto muy importante; y 69% respondió que concen a un indocumentado que puede ser familiar, amigo o conocido.

Las posturas migratorias de un

candidato son esenciales a la hora de votar: 87% de los encuestados respondió que no votarían por candidatos al Congreso que favorezcan la salida del país de la mayoría de la población indocumentada. Aunque 56% indicó que la debilitada economía es el principal problema que enfrenta el país, queda claro que para ganarse el voto hispano los candidatos deben tener posturas migratorias sensibles y sensatas.

• La retórica divisiva del debate migratorio ha corrotto la imagen del Partido Republicano: 64% de los encuestados coincidió en que por los pasados dos años se ha intensificado la discriminación contra los hispanos por el tono negativo de la retórica en el debate migratorio. Claramente, se inclinan a culpar a los republicanos, por ejemplo, 91% de los encuestados creen que los republicanos representan sus puntos de vista en el tema migratorio comparado con 71% que eligió a los demócratas, sólo 23% de los encuestados dijo que los republicanos harán lo correcto en el rubro migratorio mientras un 60% dijo que los republicanos no harán lo correcto.

## El Editor on the internet at eleditor.com

# Claro Mensaje Hispano Para Ambos Partidos

CLARO MENSAJE HISPANO PARA AMBOS PARTIDOS

Por Maribel Hastings  
America's Voice  
WASHINGTON, D.C. - Un nuevo sondeo de America's Voice preparado por Bendixen y Asociados sobre los votantes hispanos y el tema migratorio envía claros mensajes a ambos partidos del Congreso y a la Casa Blanca.

Los republicanos tienen mucho trabajo por delante para atender sus relaciones con los hispanos lastimada por permitir que un sector antimmigrante defina el tema, mientras los demócratas no deben dormirse en los laureles al abordar asuntos de interés para los latinos, particularmente en el frente migratorio.

La nueva encuesta conducida entre 800 hispanos en 13 estados de la Unión Americana, concluye que tanto el presidente Barack Obama como los demócratas que controlan el Congreso gozan, hasta ahora, de

la simpatía y de la buena voluntad de los hispanos que esperan, no obstante, que ambos concreten las promesas formuladas en el tema migratorio.

De hecho, según la encuesta, los hispanos confían más en Obama que en los demócratas del Congreso para "hacer lo correcto" en torno a la reforma: 83% creen que Obama hará lo correcto en el frente migratorio, 69% considera que los demócratas harán lo correcto; y sólo 23% creen que los republicanos harán lo correcto.

Asimismo, un 72% cree que Obama cumplirá con su promesa de avanzar legislación sobre la reforma migratoria en el primer año de su presidencia, mientras 17% opino que Obama romperá su promesa, y 11% respondió que no sabe.

Claro está, para que la reforma avance se requiere del liderazgo no sólo de la Casa Blanca sino del Congreso que le dará vida a la separa-

ción de un lado.

Pero mucho dependerá del liderazgo que demuestren en los asuntos de interés para los hispanos, uno de los cuales es la inmigración. Aunque el 87% de los encuestados cree en nuestra que 69% de los hispanos creen que Obama puede abordar tanto la economía como la inmigración este año, mientras sólo 29% dijo que Obama debe centrarse en la economía en 2009 y dejar para 2011 el tema migratorio.

Por llegar el momento en que las palabras aborran a compañías de acciones si la Casa Blanca y el Congreso argumentan que solidificar el apoyo hispano del que gozan. No sólo de promesas vive el hombre.

Los demócratas del Congreso también deben evidenciar su compromiso con la reforma migratoria con acciones legislativas concretas y específicas. Tras la derrota de la reforma migratoria amplia en 2007, los demócratas, ya en la mayoría del Congreso, argumentaron que el ocupante republicano de la Casa Blanca, George W. Bush, no evidenció suficiente liderazgo para poder avanzar el tema que quedó sobre el tapete.

Ayer cerró el ciclo en esta alianza que el Congreso y la Casa Blanca

están bajo control demócrata. Para los republicanos, la encuesta demostró que tienen una larga tarea por delante para ganarse el voto hispano: sólo 23% de los latinos creen que los republicanos harán lo correcto en el frente migratorio, y apenas 11% creen que el Partido Republicano representa la opinión de los latinos en inmigración, comparado con 71% que eligió a los demócratas.

Asimismo, 64% de los latinos encuestados estuvo de acuerdo con la premisa de que por los pasados dos años el tono negativo y la retórica del debate migratorio ha generado un alza en la discriminación contra los hispanos. Más aún, 87% de los hispanos dijo que no votarían por candidatos que apoyen la salida por tierra las ganancias obtenidas en el país, y el 75% aseguró que votará en las elecciones de medio periodo de 2010.

Finalmente, algunos argumentan que aunque los demócratas no

atendrán los asuntos de interés para los hispanos, como la inmigración, para fines prácticos no hay muchas alternativas. Pero las hay, y son la apatía y la falta de participación electoral y sería lamentable echar por tierra las ganancias obtenidas en 2008 en la participación electoral de los latinos, ganancias que, por cierto, contribuyeron al triunfo de Obama incluso en estados no tradicionales, y a que los demócratas ampliaran su mayoría en el Congreso.

Maribel Hastings es Senior Advisor de America's Voice - Harnessing

El Editor Informing-Educating Creating Action. The Job of a Real Newspaper of RECORD



# Immigrants - Hispanics

## The emerging minority majority

### HISPANIC YOUTH — A SWEET TARGET FOR U.S. MARKETERS

By Lela Isla  
Hispanic Link News Service  
HOUSTON, Texas — Bears evidently get tooth decay from eating sugar. Humans also get cavities from eating too much sugar. Bears and humans are the only ones in the animal kingdom with this similarity.

A comparison comes to mind after the Center for Science in the Public Interest, the Senate Finance Committee on May 13 adopted a tax on non-diet soda drinks. The group also included alcoholic beverages as a source for funding expanded health coverage.

Former president Bill Clinton, a champion of controlling childhood obesity, was quick to respond. "I think the better thing to do is to give incentives right across the board for prevention and wellness," he told ABC News two days later. Clinton's Alliance for a Healthier Generation has worked with beverage makers to reduce the caloric content of drinks sold in school vending machines.

Dr. Michael Jacobson, executive director of the Center for Science in the Public Interest, calls soft drinks major contributors to obesity in recent decades. In turn, obesity is a major cause of diabetes, hypertension, strokes, heart attacks and cancer. That is the underlying rationale for asking Congress to impose a new excise tax on non-diet soft drinks, both carbonated and non-carbonated.

The science is on the side of the tax.  
On the day prior to the testimony announced Senate aides told the Wall Street Journal that key lawmakers were weighing the idea behind closed doors. The Congressional Budget Office has estimated such a tax could yield as much as \$24 billion in the next four years to help pay for broad, expanded health insurance.

It's hard to argue that the beverage industry and groups that routinely demonize the word "tax" will oppose the idea. Yet, it seems, on the face of it, feelings run disproportionately high over simple products like flavored water. How can something that tastes so good be so bad? Last September, Dorcas Maldonado-Schultz reported in All Día of Philadelphia on a Journal of the American Medical Association (JAMA) report that one soda a day can add up to 15 pounds of weight gain in a year. Of the foods we commonly consume, soda is responsible for the largest percentage of calories. Sodas contain large amounts of high-fructose corn syrup (HFCS) used as a sweetener, increasing the risk of obesity and diabetes.

Children are particularly vulnerable because HFCS has high levels of reactive compounds that cause tissue damage, which in turn can lead to diabetes.  
Soft drinks with HFCS have high levels of reactive carbonyls, a compound associated with "unbound" fructose and glucose molecules believed to damage tissue. In contrast, common table sugar is "bound" and chemically "stable."

That is not to say that sugar consumption is particularly benign. After a hundred years ago, the average person consumed roughly five pounds a year. About 20 years ago, consumption rose to 20 pounds. Now it's 135 pounds.

Literally, nutritious eating and drinking has become a health concern. High sugar content in diets leads to metabolic syndrome — the co-occurrence of high blood pressure, obesity and diabetes.  
According to the National Institutes of Health, 65 percent of diabetics will die of heart attacks or stroke. They report 10.4 percent of Hispanics have already been diagnosed with diabetes. Alarmingly, for those 50 or older the rate reaches 25 to 30 percent.

Meanwhile, as U.S. population percentages continue to decline among all children, evidence suggests 1.8 million producers and marketers are looking for market growth by expanding and intensifying marketing efforts directed toward Hispanic youth.

This "low hanging fruit," as one trade journal referred to the Hispanic market, is not just catching their something nutritious. They could have called them "low-sugar tooth bears."  
José de la Isla's latest book, Day Night Life Death Hope, is distributed by The Ford Foundation. He writes a weekly commentary for Hispanic Link News Service and is author of The Rise of Hispanic Political Power (2003). E-mail him at joseisla3@aio.com.

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### NCLR Praises Recent Nominations

Dr. Arturo Valenzuela as Assistant Secretary for Western Hemisphere Affairs, Department of State and Rose Rios as United States Deputy Washington, DC — Janet Murray, President and CEO of NCLR (National Council of La Raza), the largest national Hispanic civil rights and social organization, today praised the recent Presidential Nominations of Dr. Arturo Valenzuela as Assistant Secretary for Western Hemisphere Affairs, Department of State and Rose Rios as United States Deputy Assistant Secretary for Western Hemisphere Affairs, Department of State.  
"In my book, Dr. Valenzuela is the nation's leading expert on U.S.-Latin American Affairs,"

As part of our American social norms, participation in the development of politics, religion, sex and taxes but in the words of Mordred, the evil usurper, from Camelot, these four glastly little traps are not meant for Catholics. Abstinence from those things for either who love a life of failure and ennui. Take avoidance of the topic of politics now there is a sport, an invitation to the state of rigor mortis. I'd rather move to Massachusetts: a fate worse than death. I'm sure a nubby would agree. And Religion — you would keep from thumping on the Bible while saying, "Do as I do not as I say." How very testful every word and then.

I find that when parents abstain from talking about sex teen pregnancies, sexually transmitted diseases, and school dropouts rates and many more social ills increase. My friend Oba and others who know me know well. I've often called for more sex talk instead of platitudes. Teen and parents really need to hear the honest truth — Lubbock leads the nation in STD's and teen pregnancies, and grandparents raising children of the unwed children who give birth to children. Do these statistics not tell you for honest dialogue? Mordred said it well. "It's not the earth the meek inherit, it's the fire."  
In these an era, they should be about increased rates are a fate well worth it. If you are a Democrat, I give it to you.

For those who think it virtuous and practice honest dialogue, you give birth to children. Do these statistics not tell you for honest dialogue? Mordred said it well. "It's not the earth the meek inherit, it's the fire."  
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In these an era, they should be about increased rates are a fate well worth it. If you are a Democrat, I give it to you.

This fictional account occurred in medieval Europe some hundreds of years ago. Let's fast forward to Sunday May 17, 2009 to The University of Notre Dame where, breaking the norms, we hear talk of politics, religion, sex, and taxes — an exercise in honest dialogue between President Barack Obama and the American Catholic community.  
That is as a grave sin for Catholics, probably one of the greatest plays in history and that Barack Obama is the greatest reader of prepared text in Democrat party history. The text would have been well suited to play Mordred.

According to news accounts, Obama served as Special Assistant to the President, Director of Inter-American Affairs at the National Security Council, and Deputy Assistant Secretary for Inter-American Affairs in the United States Department of State. Valenzuela is also a member of the Bush 43 Cabinet.

Mrs. Rios's impressive background makes her an invaluable addition to our government," stated Murray. "In addition to her substantive financial expertise, she will bring a community-oriented background to the Treasurer position, which is a critical role for the office. We will include overview of financial education and community development programs, in addition to the office's traditional functions," Murray noted.  
Mrs. Rios served as Director of International and Economic Development of the City of Oakland (Calif.), where she led the successful effort to revitalize the city's downtown and neighborhood corridors. In addition, she served as Director of Economic Development for the City of Fremont (Calif.), a Development Corporation for the City of San Leandro (Calif.), and a Manager of the Union City (Calif.) Redevelopment Agency.  
Dr. Valenzuela and Mrs. Rios are widely respected in their fields for their outstanding accomplishments and professional appointments," concluded Murray.

By Terry Munoz  
As new demographic estimates become available, I make it a practice to review the similarities and differences between the new numbers and last year's estimates. This time around, the significance that the role ethnic households will play in future growth should be, specifically the Hispanic segment.

As we all know, immigration has driven and will continue to drive the nation's population growth. The single group has boosted growth more than the Hispanics segment. In 1990, the Hispanic population in the United States was 7.9 percent. Today, Nielsen Claritas estimates, Hispanics account for 15.5 percent. And if the segment continues to grow at a rate three times faster than the U.S. population in general, as a recent Goldman Sachs study suggests, investors must pay attention to this emerging group. To reinforce the importance of Hispanics, demographers at the Pew Research Center recently predicted that the United States will be a "minority majority" nation by 2050. Hispanics making up as much as 29 percent of the total population.

Ethnic shifts have already occurred in traditional gateway cities like Los Angeles, San Antonio and El Paso. Texas border towns and booming coastal metros. While New York and Chicago served as magnets for newcomers at the turn of the 20th century, today's immigrants from Latin America and Mexico typically head to Los Angeles, San Francisco, Miami and Atlanta. They settle in these places for the same reasons that earlier waves of Europeans landed where they did: Friends and family members had already formed self-sustaining ethnic communities. This is particularly true of less skilled immigrants who rely on kinship and informal networks to find work. They're also attracted to areas whose climates are conducive to outdoor recreational activities and low costs of living. Not surprisingly, those markets with the highest proportion of Hispanics tend to sit along or near the Mexican border.

So I encourage serious investors to pay attention to the Hispanic market and its impact on the American landscape. If current trends hold true, no single segment may play a more important role in driving future growth and shifts in consumer trends.

### Barack Obama's Hispanic Strategy

(From Page 1)  
Munoz said plainly that it would be "a real opportunity for him to solidify his support with Latin communities."  
White House officials are reluctant to discuss the high court pick, but they do say that this isn't likely to be the president's only appointment. Press secretary Robert Gibbs said this week that lobbying would be helpful.  
While anxious on immigration and the court pick, Obama's Hispanic allies in Congress and advocacy groups generally offer praise on what they see as an unprecedented effort to include them — and not just on traditional Latino or minority issues.  
It's a point of pride for the White House.

"We're not just doing this on the obvious conversations, but in every major policy conversation," said a senior administration official. Hispanics, the official noted, were at the top of the list for meetings on the budget, the stimulus, health care and for a fiscal summit. And a major education speech was delivered before the Hispanic audience of Commerce.  
Another to White House aides pointed out that when the president travels, he doesn't just include Hispanic leaders in the intimate meeting set up before and after events in the usual places like California and in must-bell states like Ohio and Indiana, so.

Obama aides have put special emphasis on catering to the Spanish-language media.

### Analysis of the May 9, Propositions Expanding Alcohol Sales

Neale J. Pearson, Professor Emerita of Political Science, Texas Tech University

Nearly two-thirds of 91,177 voters approved two ballot propositions expanding alcohol sales in Lubbock County May 2009. 64.5% of those voters approved the package sales in the county while a slightly higher 69.5% approved the sale of mixed drink beverages in restaurants without patrons having to join a "private club" operated by the restaurant.

In 1972, voters approved the sale of alcoholic beverage inside the city limits but sales outside of the then city limits of 82.3% were limited to restaurants operating as "private clubs" offering membership to patrons, or part of the Peace Precinct 6 on U.S. 87 known as "The Strip."

Supporters and opponents of the two Propositions spent thousands of dollars in mail-colored mailings, yard signs, automated telephone phone calls, and radio-television ads principally aimed at high voting Anglo precincts with low or none of these mailings and telephone calls made. Traditionally, low voting Black and Hispanic neighborhoods, both groups advertised in the Lubbock Avalanche Journal but did not advertise in the Southwest Digest, a Black-owned newspaper, or the two Mexican American weeklies: El Editor and West Texas Hispanic News. The Southwest Digest published two articles about the expansion of six Black ministers to the county's mobile sales bars, but no pro or con editorials. The two Hispanic newspapers published no articles nor op-ed pieces about the referendum.

Higher Turnout Did Not Benefit Either Supporters or Opponents  
Sixteen primary Anglo voting neighborhoods—where more than 35% of the registered voters were the polls—supported the two measures more than 64.4%—some even as high as 89%—but twenty-eight, primarily Anglo precincts with low turnout, sided in support of the two measures. With the exception of the two Texas Tech precincts, most precincts regardless of their class or ethnic makeup gave 2-5% more support to Proposition Two, probably meaning that many voters did not want their children buying beer or wine at a store near their school but wanted to have the ability to purchase beer or mixed drinks at a restaurant.

Best support for the two measures came from two precincts located on the Texas Tech campus. They also had the lowest voter turnout of any precincts in the county despite early voting. Seven precincts had the lowest voter turnout. Ninety nine (81.4%) of 1,221 voters voted in Precinct 49 on the south side of the campus east balllots; 99 (81.4%) supported Proposition One and three were opposed. On Proposition two, six campus voters were opposed in the precincts. In the two restaurants in Precinct 50 on the North and East side of the campus, 89.2% of 169 voters (13.5% turnout) supported Proposition One. Some students apparently misread the nature of Proposition Two when more opposed Proposition Two than Proposition One.

Traditionally high voting Anglo precincts supported the two propositions in varying degrees. 45.1% turnout, supported Proposition One by 88.8%, in Precinct 23 (Montney), 44.8%

turnout, 64.0% supported Proposition One. In Precinct 66 (Lake Ridge) 52.2% went to the polls with 67.0% supporting Proposition One.

Precinct 5 (Gardnahl) traditionally the highest voting precinct in Mexican American neighborhoods had a 21.4% turnout of 1,262 registered voters. 76.6% supported Proposition One, while 77.9% supported Proposition Two. Precinct 26 (Arden) had a 19.3% turnout with 70.3% supporting Proposition One.

In the primarily Black neighborhoods, Precinct 6 (Haveland) had a 16.7% turnout with 63.6% of its 550 voters (63.6%) favoring Proposition One. Precinct 20 (Ella Isla) had a 1.9% turnout with 63.5% voting in favor of Proposition One.

Twenty-seven precincts with turnouts below 35% were strong supporters—above 65%—of the measures. Twenty-four precincts with below 35% turnout supported Proposition One at 64.6% support.  
Strongest Opposition to the Two Measures Came in Rural and Small Towns with Low Turnout.  
Only one city precinct with above average turnout, Precinct 104 (Christian Celebration Center on Upland with 42.1% turnout), voted against Proposition One (52%). However, 56.5% of voters—voting also in Friendship School elections—supported Proposition Two, probably agreeing meaning that parents did not want their school children buying beer or wine at nearby stores, but they themselves wanted the opportunity to purchase alcoholic beverages when they went out to eat.

Only five other precincts—located in Abertally, Idaho, and New Deal—voted against the two measures. Strongest opposition was found in Precinct 6 (Abertally), where 196 voters (48.6% of 396 registered) cast ballots for Mayor, city council trustees, a school bond election, and the two alcohol measures. In that Abertally polling, 107 (63.7%) cast ballots against Proposition One while 101 (60.1%) opposed the sale of mixed beverages in restaurants which were not "private clubs." In another Abertally Precinct 45 polling area without Mayoral and council elections, twenty seven (27) voters voted but only ten cast ballots on the alcohol measure. Eight of those ten voters opposed Proposition One (80%) while five (50%) of those ten voters supported Proposition Two and five opposed it. On the other hand, in two geographic areas of Precinct 43 (nearby New Deal), three of four voters (75%) supported the two propositions and ten (63.9%) of twelve voters supported the two alcohol issues. Again for reasons involving different city and school board boundaries, 30 voters were cast for New Deal school trustees but only three for Mayor and city council members—largely.

In Idaho Precinct 41 involving voting for Mayor and two City Council members, 423 voters (39.5% of 2,166 registered voters) cast ballots. 216 (51.6%) voted against Proposition One while 188 (64.6%) voted against Proposition Two.  
In summary, Lubbock County voters have joined other medium and large-sized counties in support of a cultural change favoring the sale of beer, wine and liquor in not only grocery and liquor stores but also the purchase of mixed drinks in restaurants without the prohibition of joining

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# Fuel Efficiency 101



On the other hand, expect cars to cost up to \$1,300 more with \$600 of that attributed to the higher efficiency standards, a government official told the Post.

New automobile efficiency standards expected from Washington Tuesday target every car on the road, a senior government official said.

As the Obama administration raises the bar on fuel efficiency and automobile emission standards, "every single category of car will be more efficient," the official told The Washington Post. The changes will include raising the mileage expectation of new cars from 25 miles per gallon to 35.5 miles per gallon by 2016, the Post said.

But the implications run deep and wide, affecting the economy, the environment, finance, and, in part, the nation's legal system, various reports said.

Starting with the environment, "This is a very big deal," Daniel Becker, director of the Safe Climate Campaign told The New York Times.

"This the single biggest step the American government has ever taken to cut greenhouse gas emissions," which are thought to contribute to global warming, Becker said.

and automakers will be forced to squeeze more profits from smaller vehicles. In the past, the larger SUVs and trucks provided the greater profit margin for car companies.

Under the category of lifestyle, consumers could see cars shrink to gain better efficiency and features increase in importance, as automakers aim to merge the efficiency standards with the need to maintain profits.

Why, then, are industry leaders expected to stand behind the new rules?

In part, this is because the federal standards will wipe out the break-away standards California tried to impose in 2002.

As thirteen other states intended to raise fuel efficiency standards to match California's, the automobile industry sensed a threat of double-standards across the country would have been worse than higher standards across the board.

"For seven years, there has been a debate over whether states or

the federal government should regulate auto," said Dave McCurdy, president of the Alliance of Auto Manufacturers. "President Obama's announcement ends that old debate by starting a federal rulemaking to set a national program," he said.

That said, the court system would buy a break, as the federal standards are closer to California's and would cancel the lawsuits the industry has filed, The Times said.

The new standards also imply a reduction of the U.S. trade deficit, which is weighted heavily by oil imports. It could also influence world hunger. Less fuel in cars could free up acreage devoted to ethanol production for food production.

California state senator Fran Pavley, who sponsored the bill in California, was headed to Washington to stand behind the president for the announcement.

"This cleans up our air, reduces our dependence on foreign oil and continues to allow California to lead the way," a spokeswoman from Pavley's office said.

In market news, The Nikkei average in Japan rose 2.78 percent Tuesday, following strong gains in U.S. markets Monday. The Hang Seng index in Hong Kong rose 3.06 percent. The Singapore Straits Times rose 3.83 percent.

In midday trading in Europe, the FTSE index in Britain rose 0.65 percent. The DAX 30 in Germany rose 1.85 percent. The CAC in France rose 0.86 percent, while the broader DJStoxx 600 rose 1.31 percent.

# EEUU promete mano dura con los inmigrantes

El Departamento de Seguridad Interior de Estados Unidos se abstuvo de comentar con certeza si la reforma de inmigración estaba próxima, pero recordó que seguirá haciendo cumplir las leyes de inmigración de una "forma dura, pero justa".

Obama prometió durante la campaña electoral que en el primer año de su gobierno actualizaría la reforma, que fracasó ya en dos oportunidades en el Congreso desde 2006.

Más recientemente ha refrescado esa promesa, pero no ha ordenado el cese de las redadas en los centros de trabajo, como lo han pedido grupos de activistas.

Jane Holl Lute, subsecretaria de esa agencia, dijo el martes que la agencia policial de inmigración conocida como ICE, que es su principal arma contra los indocumentados, estaba implementando nuevas estrategias relacionadas con regulaciones que deben seguir los empleadores para dar trabajo a

inmigrantes.

"Se está enfatizando no solamente en la identificación de los indocumentados sino en los empleadores que promueven una especie de magnetismo para los indocumentados y que también explotan a esos trabajadores", dijo.

Lute formuló el comentario durante una conferencia sobre temas de la región en el Departamento de Estado, ante una pregunta del ex embajador de Guatemala ante la OEA, Francisco Villagrán, acerca de las posibilidades de que el gobierno del presidente Barack Obama inicie pronto una reforma de las leyes de inmigración que prometió en su campaña electoral. Ante un auditorio de unos 200



asistentes de diversos países, Lute dijo que el Departamento de Seguridad deseaba "concentrarse en las buenas prácticas de cumplimiento de las leyes de inmigración".

Recordó que Obama y la secretaria Janet Napolitano habían ya expresado su posición acerca de "los valores y la necesidad de una reforma de amplios alcances, cuyos elementos que son conocidos por todos esperarían a ser analizados en los próximos meses".

"La decisión final estará en manos del presidente", dijo.

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# Robert Redford to Aid Hispanic, Native American Filmmakers



Actor Robert Redford is partnering the state of New Mexico to produce "Sundance in New Mexico," a hands-on filmmaking program that will work with and train aspiring Hispanic and Native American filmmakers.

Officially beginning on Saturday May 16 in Santa Fe, the program aims to bring Redford's knowledge of film to communities that do not frequently see an abundance of funding.

The actor said he fell in love with the southwestern state after filming "The Milagro Beanfield War" in 1988 and gained his

appreciation for Hispanic culture after growing up living in one of the few Caucasian houses in a predominantly Latino, blue-collar neighborhood in Los Angeles. Redford went on to produce the Spanish-language film "The Motorcycle Diaries," the story of revolutionary Che Guevara.

The program will stem from Redford's Sundance Institute, which produces such events as the Sundance Film Festival, and work in collaboration with New Mexico's film office. The program will cost the state an estimated \$80,000 annually, yet Redford hopes that Sundance in New Mexico will be able to stimulate outside interests and boost the state's economy. Redford provided the Sundance Film Festival as an example, saying that the event began as an idea with little funding but is now responsible for bringing in millions of dollars to its location's economy.

# ¿Se casan Bardem y Pé?



Javier Bardem pidió la mano de su novia Penélope Cruz, de acuerdo a diversas fuentes.

Incluso, algunas revistas publicaron que la fecha aproximada del enlace será a finales de verano o a principios de otoño.

Sin embargo, los actores españoles no han confirmado ni desmentido la noticia.

Aunque la relación entre ambos surgió hace casi 2 años, los actores se conocen desde mucho antes, unos 16

años atrás, cuando compartieron rodaje en la película Jamón, Jamón, de Bigas Luna. Catorce años después, Woody Allen volvió a unirlos en la cinta Vicky Cristina Barcelona, escenario, al parecer, de sus inicios como pareja.

La escasa afinidad de los presuntos futuros contrayectos por las cámaras y la prensa rosa hace pensar que la pareja podría inclinarse por una ceremonia muy íntima.

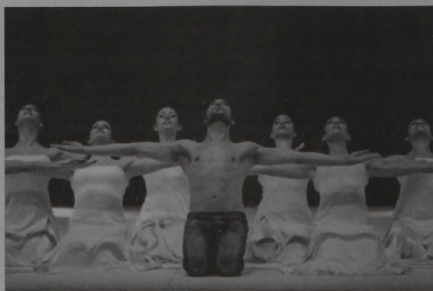
# Joaquín Cortés: The 40-year-old gypsy

Joaquín Cortés, often dubbed the "King of Flamenco," recently turned 40, but he's not yet ready to stop stomping his heels with his signature intense, sensual style.

"I don't have time to reflect. I have turned 40, I have less years to live," said Cortés, who returns to the city tonight after a five-year absence.

"On the contrary, I turned 40, I couldn't be better." His new show, "Calé," looks back on his 20-year career, in which he's become famous worldwide for his fusion of flamenco with contemporary dance and classic ballet — as well as for his spectacularly toned, often bare torso and mane of black hair.

"I wanted to do a retrospective work of my career, of everything that these 20 years and six shows that have traveled around the world mean," Cortés said last week from Madrid, where



he lives.

"Calé," which means "Gypsies" in Romany language, combines musical and choreographic fragments from such hit works as "Gypsy Passion," "Cibaiy" and "Of Love and Hate."

"It's a bit like stealing the essence of each show," he explains in Spanish, "but I have put together a new show."

"Calé," which has been shown in previews in Madrid and

Barcelona, is also debuting two new pieces, "Tangos" and "Requiem." It's also the first dance program performed in the newly renovated Beacon Theatre.

Forty people, including 16 musicians and 10 female dancers, are making the trip for the single-night performance.

"I'm so pleased to return to New York after so long ... and to be making a world debut," he said.

The flamenco superstar last

performed in New York in 2004. A December 2006 show at the Palace Theatre was canceled when his beloved mother, Basilia, became gravely ill. His mom died last year and "Calé" comes after a long period of mourning for the dancer.

"In a way she has always been my light, the light of my eyes," Cortés said, his vibrant voice turning gloomy.

"She has given me strength and I know that she is now with me — and she's going to continue giving me strength."

The man once described as "pure sex" and who courts Naomi Campbell and Mira Sorvino among his exes, was mum on any current romance.

"I'm enamored with life, with love, with family, and friends," he said. "A bit enamored with love because I don't conceive a world without love."

# Detienen a Jenni 'forrada' de dólares

La cantante Jenni Rivera fue detenida ayer en el Aeropuerto Internacional de la Ciudad de México por no declarar a las autoridades \$2 mil 167 dólares que pretendía sacar del País.

Al parecer, era el pago que recibió de parte de TV Azteca por tres participaciones en El Gran Desafío de Estrellas. La primera tuvo lugar el domingo, cuando

acudió al reality para hacer un dueto con su hermano Juan Rivera.

REFORMA solicitó la versión de la televisora del Ajusco, pero ésta informó a través de su departamento de prensa que se mantiene al margen del asunto que enfrenta la llamada "Diva de la Banda".

Rivera tuvo que pagar una fianza y mostrar sus contratos de tres conciertos para ser puesta en libertad.

En entrevista en la Delegación de la Procuraduría General de la República (PGR) en el Aeropuerto Internacional de la Ciudad de México, la cantante rechazó que el dinero que portaba fuera producto de algún trato con el narcotráfico. "Cualquier persona inteligente sabe que la cocaína, como las drogas, ya no se pasan por los aeropuertos, que por favor sean inteligentes. Este dinero es el fruto de mi trabajo y por eso estoy dando la cara y estoy aquí de frente", sostuvo.

Asimismo aclaró que todo fue una confusión debido a que ella nunca viajó con el dinero de sus conciertos y, sin embargo, por causas de fuerza mayor, en esta ocasión tuvo que hacerlo.

Agentes federales informaron que la Secretaría de Hacienda y Crédito Público determinó no iniciar ninguna querrela contra la cantante, no obstante se le cobró una multa de alrededor de 150 mil

pesos. La artista permaneció 15 horas en el Ministerio Público de la Federación.

Esto no significa que Rivera haya sido exonerada, ya que la PGR continuará integrando la averiguación previa respectiva y, en caso de hallar elementos suficientes, consignará el expediente sin detenido a un juez federal.

La Procuraduría General de la República (PGR) informó que poco antes de las 7:30 horas, la artista, cuyo nombre real es Dolores Rivera Saavedra, pretendía abordar un vuelo 900 de Mexicana de Aviación con destino a Los Angeles, California, pero fue detenida por policías federales que hacían revisiones aleatorias en los equipajes de mano de los viajeros.

La hermana de Lupillo Rivera les dijo que traía 20 mil dólares, pero tras una primera revisión a su bolsa de mano y luego, una segunda de manera corporal, se demostró que eran más de 52 mil (unos 734 mil pesos).

Según los policías federales, la cantante ocultó entre la blusa y el pantalón un paquete de más de 30 mil dólares.

La PGR indicó que se abrió la averiguación previa PGR/DDF/SZC/AICM/2073/2009-05 contra la artista por falsedad de declaraciones y llevar más de 30 mil dólares adicionales a los permitidos para salir de País.

La artista ha estado involucrada en varios incidentes en los últimos años, incluyendo varias demandas por golpear personas en algunos de los lugares en los que se ha presentado.

Rivera, de 39 años, tramita también en los tribunales una querrela contra una persona

que no ha sido identificada y que, según ella, hizo público un video en el que la intérprete sostiene relaciones sexuales con su anterior pareja.

El video se difundió por internet en octubre y Jenni tuvo que recurrir a las autoridades para que se retirara su exhibición.



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# Romo begins life after T.O.

Tony Romo took the field under unusual circumstances Tuesday. For the first time since he's become the starting quarterback of the Dallas Cowboys, Terrell Owens wasn't part of the organization. T.O. was released months ago, so his absence wasn't a surprise. Still, the start of organized team activities marked the start of life without Owens and Romo's first chance to comment on it. He didn't say much, offering up clichéd lines such as, "The organization and management decides those things," and, "We have to go with the guys we have here now, go forward and keep improving." Coincidence or not, Romo never mentioned Owens by name, initials, jersey number or anything more personal than "he." (He did avoid using "The player," as Bill Parcells referred to Owens from most of their story season together.) "He's a great player and it's always difficult to replace someone who's had the success and been the dominant player he's been over the years," Romo said. On the field, Owens and Romo clicked from the start. T.O. caught the first touchdown pass Romo threw and was a big part of his rise from undrafted, undervalued backup to start during Pro Bowl. Romo-to-Owens produced more touchdowns over the last three seasons than any other quarterback-receiver tandem in the NFL.

But things weren't the same between them last season as Owens complained about how he was being used and the team collapsed in the final months, ultimately getting routed in their finale to knock them out of the playoffs. Team owner Jerry Jones made it clear when he released Owens in March that the move was made for harmony in the locker room more than anything else. Asked if he's spoken to Owens since then, Romo said, "I'm just going to keep that still personal between me and him." He also dismissed a question about whether personality problems ruined last season. "When you win, do you have great chemistry?" Romo said. "I don't know that the chemistry was that different last year than the year before, but we went 13-3. So, I think injuries were a part of it. I think people not performing up to all of our own levels that we might be able to perform up to. I think we all looked at ourselves and wished we would have played better last year in certain games and in certain situations. You go back and you look at it and you try to improve and you try to fix it for the next time. And that's all you can do as a competitor."

When Romo lined up with the first team Tuesday, Roy Williams and Patrick Crayton were the receivers. Miles Austin and Sam Hurd

were the second-teamers. The production of those four will go a long way toward determining whether dumping T.O. was the right move. "Guys have to step up and pick up the slack," Romo said. "Guys are working hard, I know that. Whether they're going to do it, we're going to find out this year. But I definitely have confidence in the young guys to step up and perform."

Whether Williams can handle being the lead receiver already is a major storyline for this season. Those posing the question include former Cowboys greats Troy Aikman, Michael Irvin and Deion Sanders. Williams thinks people are basing their opinions too much on how he played late last season, after he arrived in a midseason trade from Detroit. Romo was hurt at the time, then Williams was playing through an injury by the time the quarterback returned. Of course, there also was the issue of Owens wanting the ball thrown his way. When the ball did go to Williams, he didn't always catch it, either. He caught only 16 passes in seven games with Romo. Williams said he and Romo have been throwing together since March 2, which is just a few days before Owens was cut. "It's paying off so far," he said. "But we still have a long way to go." "It feels good to have it on," he said.

# Marquez expects 'best Mayweather ever' for their July bout

When Floyd Mayweather Jr. walked away from boxing, he was widely considered the pound-for-pound king, the mythical mantle bestowed upon the best in the game.

Now that he's back, at least one person believes Mayweather still is: lightweight champ Juan Manuel Marquez, whom he'll face in his highly anticipated return.

"I'm expecting the best Floyd Mayweather ever," Marquez said Tuesday, at a news conference on the 8th floor of the Empire State Building to help launch the fight.

"I'm putting in my mind that he's never retired, so I'm expecting the best."

The two will meet July 18 at the MGM Grand in Las Vegas, where tickets are scheduled to go on sale Friday. They'll fight at a catch-weight of about 143 pounds, eight more than Marquez has ever fought and the lightest that Mayweather has been since 2005.

Neither believes the weight will make much difference.

That's whether already has been in the gym a couple of months, ever since giving his adviser Leonard Ellerbe the green light to screen potential opponents. Mayweather claims he's close to 147 pounds and pronounced himself fit after a run through Central Park on Tuesday morning.

Marquez has been packing on muscle while training in the mountains of central Mexico.

Marquez has been packing on muscle while training in the mountains of central Mexico, which has included several weeks of lifting boulders, has given him confidence that he'll be the one to finally dethrone the king.

"I always prepare myself to win," Marquez said quietly, sitting a few feet from where the outgoing Mayweather held court with dozens of reporters. "He's not a machine, he's a human



being, and human beings can be beat."

Mayweather, the former five-division champ, hasn't stepped in the ring since knocking out Ricky Hatton in December 2007, when he was still backing in the aura of his transcending victory over Oscar De La Hoya. He'd cashed in his "Pretty Boy" nickname for one more befuddling his agenda - "Money" - and was showing up everywhere from Dancing with the Stars to WrestleMania.

That's whether already has been in the gym a couple of months, ever since giving his adviser Leonard Ellerbe the green light to screen potential opponents. Mayweather claims he's close to 147 pounds and pronounced himself fit after a run through Central Park on Tuesday morning.

"Nobody has the antidote for Floyd Mayweather."

While most presume the two will eventually settle the pound-for-pound dispute in the ring, Mayweather (39-0, 25 KO's) must first deal with Marquez, his hand-picked opponent.

Marquez (50-4-1, 37 KO's) lost a slugfest by close split-decision to Pacquiao in 2008, a bout that Mayweather and many others believe the Mexican fighter won. Five years ago, Marquez rallied from three first-round knock-downs to earn a bloody draw with Pacquiao in their first bout.

Marquez's stunning knockout of Joel Casamayor last year and his brutal knockout of Juan Diaz in February entrenched him as one of the most electrifying fighters available. More importantly, they produced an opponent that intrigued Mayweather enough to return to the ring.

"Marquez is a warrior," he said, conferring rare praise upon one of his foes. "He's a hell of a fighter. I don't have to come here and bad-mouth anybody."

Mayweather paused for a moment, then added: "They say to be the best, you got to beat the best. I think they got Marquez in the dark and somebody has to give him a shot. Why not me?"

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