

Prospero Año Nuevo

A Happy Cotton Bowl New Year

One of Texas Tech's longest standing traditions came to an abrupt halt on Thanksgiving Day. That's when the Red Raiders shelved their "wait 'til next year" cotton Bowl cry that faithful fans had clung to for 34 years. "Next year" is now and it came with a suddenness that shocked the Southwest Conference.

In its final year of providing the host team to one of the tradition-laden New Year's Day bowls, the Southwest Conference was not expected to color Dallas in scarlet and black this year. The reasons were so numerous that Spike Dykes' team was not even an afterthought to challenge for the SWC title this year.

There was much to overcome. The Red Raiders returned only four percent of their total offense from a year ago. Only two linemen returned to their positions as starters. Doak



MOBIL COTTON BOWL INVITATION — John Scovell of the Mobil Cotton Bowl (center) invites Spike Dykes and the Red Raiders to the school's first Cotton Bowl appearance in 56 years. At right is Mobil Cotton Bowl president John Crawford.

Walker Award winner Bam Morris suddenly was gone, declaring a year early for the NFL draft. The defense expected nine starters back from a group that surrendered almost 400 yards per game in 1993 and its stock dropped in August when three returning regulars (two starting down linemen and the free safety) exited because of academic difficulties.

With freshmen playing key roles at quarterback, running back and receiver, many thought the Raiders would be demoralized early against such powers as Nebraska and Oklahoma. A starting quarterback could not even be determined until the fourth game of the season, a player even came out of retirement to plug the hole at free safety and play one last time with his brother.

So how in the world after a 56-year absence from the Cotton Bowl did this group achieve what so many before them had longed for? Starting in the middle of October, how did they win the games they had to win to go to the Cotton Bowl?

"This team has great chemistry," said Dykes, a home-grown West Texan who earned his third league Coach-of-the-year honor. "This group works

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News Briefs

INS To Centralize Issuance of Work Cards

AP reports that the INS plans to centralize the issuance of work cards for immigrants in 1995. The work cards, given to people awaiting hearings on their immigration status, now are available through all 35 INS offices across the country. But starting sometime next year, they will be issued by mail through the agency's regional service centers in Dallas, Laguna Niguel, CA, Lincoln, NE, and Burlington, VT.

The New York Times reported Monday that the change is to reduce the temptation for INS employees to take bribes. Work cards can be worth \$500 or more on the black market. Don Mueller, an INS spokesman, said the agency had been moving to centralize many of its applications.

Justice Dept. to Pursue "Deadbeat" Parents

San Francisco Chronicle reports that the Justice Department has filed cases against 23 parents seeking almost \$1 million in overdue child support payments. Five additional cases were filed in the previous two weeks and Attorney General Janet Reno said that between 200 and 300 more cases would be filed in 1995.

Congress and child advocacy organizations have been critical of the Justice Department's failure in enforcing a 1992 law that made it a federal offense for failing to pay more than \$5,000 in court-ordered support for children living in another state. Under the 1992 Child Support Recovery Act, first time offenders can get up to 6 months in prison and a \$5,000 fine. Repeat offenders are subject to up to two years in prison and a \$250,000 fine.

The Attorney General's decision to make prosecuting these cases a priority is looked at favorably by some child advocacy groups. Geraldine Jensen president of the Association for Children for Enforcement of Support, said that about 9 million children who are owed \$14 billion in missing child support, could be helped by the Justice Department's action.

Reno said federal prosecutors and FBI agents would be trained on how to enforce the 1992 law and would also coordinate their work with the state child support agencies that are primarily responsible for collecting past-due child support payments.

Giving Kids An Extra Year Before 1st Grade

The New York Times reports that programs that give children an extra year to prepare for first grade is believed by some to greatly benefit the child later in life. However, such programs appear to be in decline, with some critics attacking them as ineffective and emotionally damaging.

"These classes offer children who are developmentally young the opportunity to be in an appropriate group," said Jacqueline Haines, director of the Gesell Institute of Human Development in New Haven, CT which developed an often-used test to measure the overall behavioral readiness of children to adapt to age and grade expectations. "The youngster who is developmentally young doesn't gain much pleasure from the other children and is often misread as being disruptive or not as bright. If all you have is kindergarten and first grade, you're missing a lot of youngsters. These classes offer nice flexibility."

Problems do occur with extra-year programs, said Anthony Coletta, a professor of early childhood education at William Paterson College in Wayne, NJ. "What happens is, a special education department in a particular school district controls these classes and mixes children with learning disabilities in with bright but immature children," he said. "The class becomes a dumping ground. A big problem for parents who are poor is they can't afford to send their children to nursery school an additional year before kindergarten, and urban schools often don't have money to create these programs."

"But throwing out the whole idea of extra-year classes is not the solution," Coletta said. "The concept that some children need more time than others is a solid concept. For children we call developmentally young, that extra year is literally a lifesaver. The question is how to get it to children who need it."

Many educators believe that the children can be stigmatized. They also say that research shows that such programs have no academic benefits. These critics favor allowing all children to enter school at the age they are eligible and creating learning options tailored to meet their needs.

Lorrie Shepard and Mary Lee Smith, professors in the School of Education at the University of Colorado at Boulder, have conducted a study in 1987 in Colorado, 40 children from extra-year classes were compared with 40 from schools that did not offer such programs. When both groups had finished first grade, the extra-year students showed a one-month advantage in reading scores but no difference in math or in teacher ratings of things like maturity. Parents also reported that the extra-year children had poorer attitudes toward school.

Greenstein Declines OMB Position

The Los Angeles Times reports that Robert Greenstein, Executive Director of the Center on Budget and Policy Priorities, has withdrawn as a candidate for the position of Deputy Director of the Office of Management and Budget. Greenstein was offered the position by President Clinton prior to the November election.

In declining the position, which requires Senate confirmation, Greenstein said he was reluctant to give up his independent voice at a time when the GOP plans to reduce welfare and other poverty programs, and believed he could work more effectively outside the Administration. Greenstein administered the Food Stamp Program during the Carter Administration and is respected for the influential research the Center conducts on policy and budget matters.

Greenstein said that his decision to withdraw was not the result of any policy conflicts with the Administration. However, the Times reports that he has long opposed tax cuts for the affluent and middle class, arguing that they are inequitable and soak up resources that could be devoted to helping the poor.



EL EDITOR

West Texas' Oldest Weekly Bilingual Newspaper

Established
Establecido
1977

"El respeto al
derecho ajeno
es la paz"
Lic. Benito Juárez

Vol. XVIII No. 14

Week of December 29 to January 4, 1994

Lubbock, Texas

Expert: Target Hispanic Market

DALLAS - The message is simple when Victor Ornelas tells a prospective client about the need for Hispanic advertising.

Look ahead to Texas in the year 2010.

"Do you want to be in business that year? Are you willing to only market to half of your consumer base? Because if you're not marketing and building a foundation now within the Hispanic community, you won't be in business."

"It's a strategic imperative," he says. "So now is the time to start to build a foundation."

It's a message Ornelas has sold with great success in the six years since he founded Ornelas & Associates, a Hispanic advertising and mar-

keting agency based in Dallas. The agency has grown to 35 employees, 12 blue-chip clients and \$20 million in billings last year and an estimated \$25 million this year.

"Everyone in this agency is bilingual and bicultural," Ornelas said. "We feel we

can walk in both worlds very, very capably. ... We're positioned as the agency of the future."

Ornelas, 46, who was named National Hispanic Business Entrepreneur of the Year by Hispanic Business maga-

(Continued Page 6)

¿QUE PASA?

Plan Calls for Cement Plant

Across for Cavazos A Letter from the Jackson Neighborhood Association.

In 1987 four ladies - Maria Richardson, Linda DeLeon, Nettie Gloria and Olga Riojas-Aguero from our communities filed a lawsuit against LISD in reference to not having a Junior High School available for the children with our communities. The case was settled in 1989 when the bond election appropriated the funds to build the school. The school site was chosen to be within the Jackson, Arnett Benson Neighborhoods. The beautiful school was built and named "Lauro Cavazos Jr. high School."

Now, the school has been threatened and we, as the citizens of these communities must protect this institution from the danger. The West Texas Wilber Vault Co. would like to settle at 2301 Auburn Street, which is across the street from the school and next to a city park.

The company would cause:

1) Air pollution - Fugitive emissions resulting from air-borne suspension of fine particles resulting from outside storage of raw materials, transfer or dumping of raw materials, vehicular traffic, or wind erosion of bare ground surfaces.

2) Noise-Vehicular traffic (trucks, flatbed rigs, and cement trucks). Continuous noise sources from plant processing equipment, episodic noise due to events associated with unloading or loading of plant materials, products, or solid wastes.

3) Visual - What will be the impacts of views of the facility and its storage areas on the adjacent property owners?

What will be stored onsite (Plant raw materials, production products awaiting shipment, waste products or old equipment)?

In other words this facility does not need to exist so close to a school or by a city park, where 40% of the neighborhood children are under the age of 18. This park is where the children of Jackson Neighborhood come to play.

On December 13th a TNRCC employee quoted "NO person in their right mind would place such a facility so close to a school." If he is able to see and understand this, then I hope that

we will be able to win this case:

On December 19th, we requested a list of the chemicals used at the current facility, NO list was available!!!

The TNRCC in Austin stated none had been turned in with the application and this was justification in stating that the application was falsified.

NOW!!!, If for any reason you feel that you will be unable to attend the Public Hearing, and yet you desire to present your sentiments regarding this case affecting you, you may call or write the: Secretary of the Planning and Zoning commission, P.O. Box 2000, Lubbock, TX 79452 or (806) 767-2123.

TIME IS IMPORTANT

1) Attend the meeting - January 5 at 7 p.m. City Hall

2) Call the Mayor, and the Zoning Commission and Zone office.

Submitted by Marina Garcia

LULAC Council 263's

New Year's Dance

LULAC Council #263 will be hosting a New Year's Eve Dance December 31 at the Journey's End located at 3602 Slide Road. The charge will be \$10 per couple. All the public is invited, however, space is limited! For more information call Jaime Garcia at 744-1984 or Roberto Lugo at 763-2529.

North Lubbock Boxing Club Travels to Arkansas

In December the North Lubbock Boxing club awarded appreciation plaques to the American GI Forum and Police Officers Pete Lara and Tomas Esparza and the Lubbock Police Department. Mr. Sam Ortiz and Mr. Emilio Fernandez Jr. also received awards for outstanding volunteer work for the club.

North Lubbock Boxing Club consists of fifty-two members and has accomplished many awards during its two year existence. They have been awarded at least fifty combined medals and trophies, thirty silver awards, three team awards, and four coach's awards. They currently have two West Texas, new Mexico Golden Gloves Champions (David Trevino and Adrian Rivera) and two State Silver Gloves Champions (David Trevino and Hector Villareal). Trevino and Villareal will travel to Little Rock, Arkansas on January 5, 6 & 7 to compete in the National Silver Gloves Tournament.

Comentarios de Bidal

by Bidal Aguero

As we begin a new year perhaps it is appropriate that we take this week's

column to reflect on what we did in 1994. What we are proud of and perhaps a few regrets.

Here at El Editor we are extremely proud of the fact that we have now been publishing for 18 continuous years and that we have provided our readers real information about what is going on not only locally but throughout the world.

At the same time we would take this opportunity to thank all our advertisers because without them we could not have survived for so long. I guess we're doing right.

Personally and through Lubbock Centro Aztlan I am very proud that our efforts to promote our culture through the arts have been successful. Our production first of "Dos Dramas" and then our production of the "Viva Aztlan Theatre and Dance Festival" gave local actors, artists and dancers to really show their talents. We are especially proud

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The Unkindness Of Ravens

By Pat Mora

SANTA FE, N.M. -- Probably like most word-lovers, I like the Nature Company poster "Multitudes." It's a list compiled by Michael Wein of wonderful phrases for groups of animals -- like "crash of rhinoceroses... exaltation of larks... ostentation of peacocks."

One of the least appealing group terms is "unkindness of ravens," those black shadows searching for prey, the largest crows that caw-caw above the bare Santa Fe trees these winter months.

The end of 1994 signaled a predatory time in our history. As Proposition 187, that political quake, shook California and the nation, books such as "The Bell Curve," "Dictatorship of Virtue: Multiculturalism and the Battle for America's Future," and "In Defense of Elitism" received publicity hype and glowing reviews in some of our most prestigious publications.

Our convenient national amnesia forgets history, that in difficult economic times nativists rise, circling for scapegoats.

But historical perspective doesn't ease the pain of the present.

Ironies abound: the governor, descendant of immigrants, who is determined to cleanse his state of brown-skinned foreigners whose ancestors lived on that landscape long before his ancestors arrived with their foreign language, English. The country of immigrants that has decided to slam the door on immigrants.

The day after the Nov. 8 election, a boy named Luis writes in his Los Angeles School, "Yo me siento triste cuando que no vayamos a la escuela.

(I feel sad when we will not be able to go to school)." (Above his words, he draws his picture, mouth downturned.

He draws a large X on the door to his school. We hear so much about apathy toward school, yet see Luis' drawing and the national articles and interviews with sad and confused young people wanting an education.

Some of us can be shocked when we read that on other continents one ethnic group preys on the young, the innocent, by denying them an education; and yet from our comfortable, climate-controlled lives we vote to deny inoculations and literacy to vulnerable young people full of hope.

We take pride in the Latino cultural value, the importance of family; and yet myopically we don't see the need to expand the definition of family to include every Latino young person in the country. Among them are future doctors, teachers, scientists, writers, businesswomen and leaders who can be part of making the Latino contribution to these United States more visible and respected.

We live in a country that re-

sists Spanish, brown skin, difference.

This will change only when we unite, bravely and boldly, arms locked, whether our grandparents were from Mexico, Cuba, the Dominican Republic, El Salvador or the U.S. commonwealth of Puerto Rico. For the next generation, we need to set aside petty jealousies and commit to ensuring their physical health and their education, to assisting them to become active members of a civil society.

As a writer of children's books, I visited a number of schools in 1994. Over and over, I met teachers who knew little about Latino culture, and Latino youngsters hesitant to admit they spoke a second language, afraid their classmates would point at them and laugh at "dumb Spanish."

At educator conferences, I saw that sessions on reading strategies were popular because they are viewed as a solution, while sessions on multiculturalism were sparsely attended, this topic viewed as a problem.

Good-hearted teachers and principals need our involvement and help to create inclu-

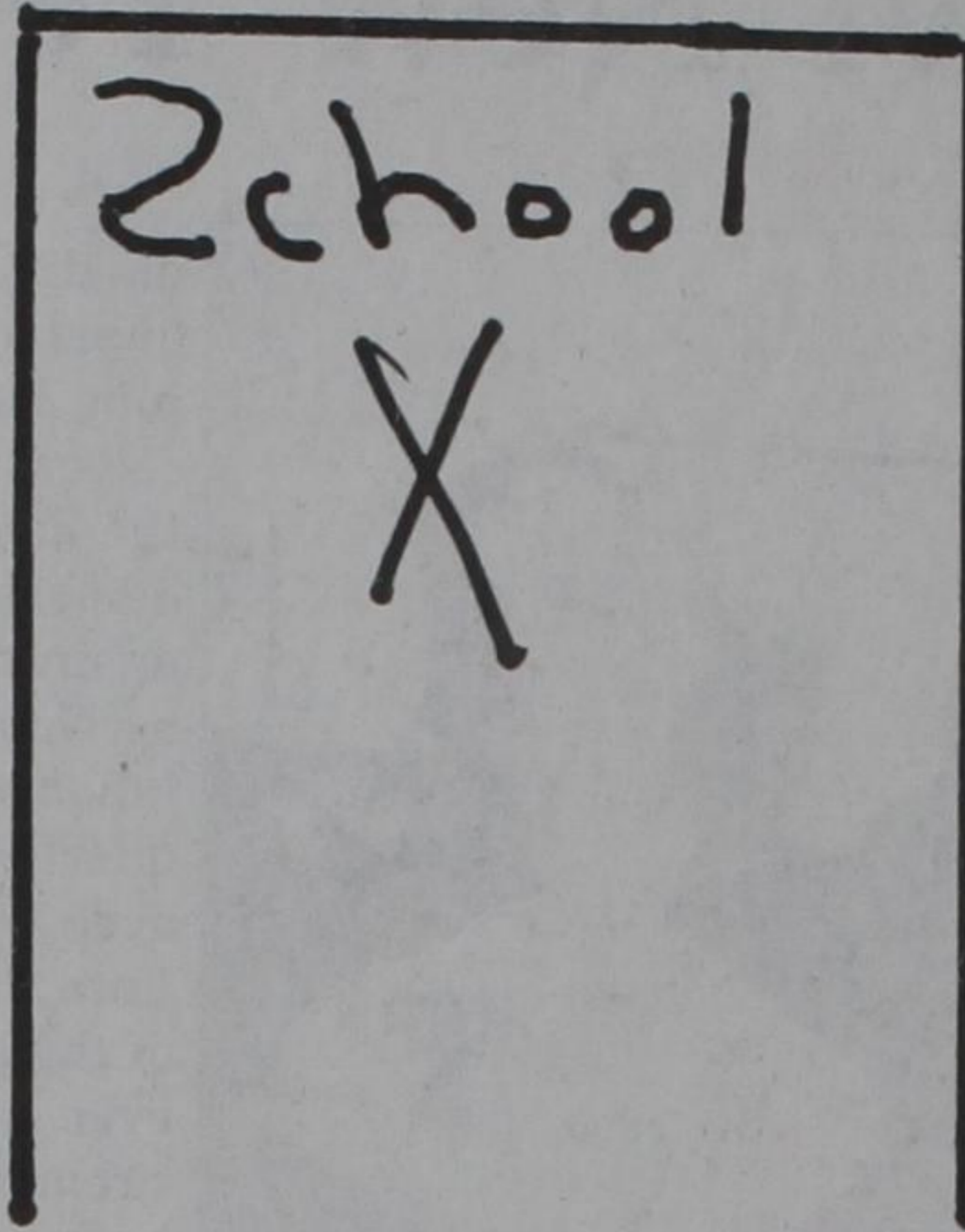
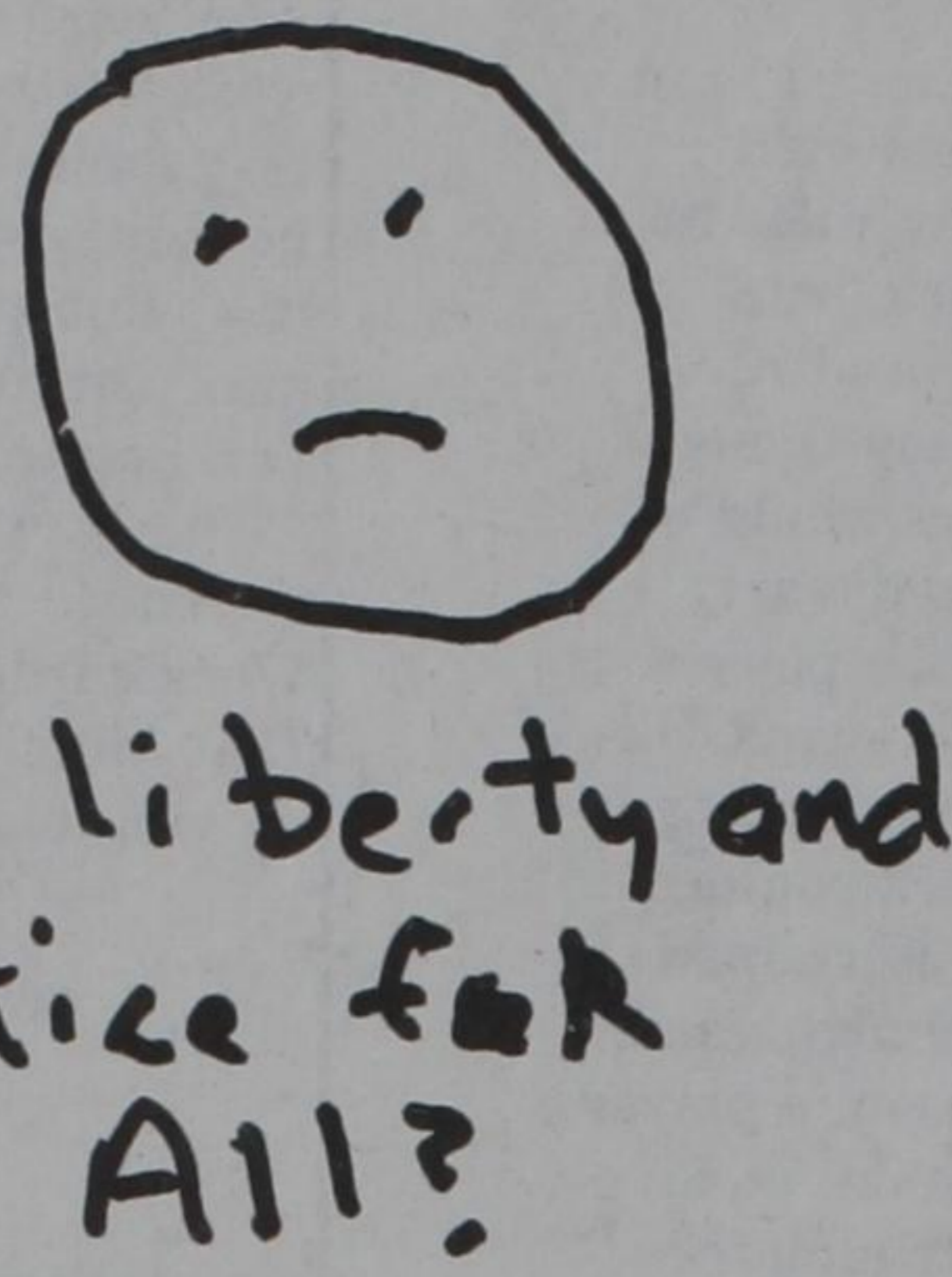
sive school communities that value and respect all cultures and languages equally. They need our ideas and creativity, but they also need us to hold them accountable for teaching an accurate history of this country and U.S. literature full of our varied voices.

As 1995 begins, many of us feel personally wounded by the country's political and intellectual climate. How can 27 million of us, as diverse as Euro-Americans, African Americans, Native Americans, or Asian Americans, remain so stereotyped and undervalued in a land in need of our contributions?

Let's not add to the ironies by retreating into our personal pain or anger, apathy or disgust, or by allowing the voting minority, too often ravens, to shape public policy and the lives of our communities.

Let's ask ourselves: what can I do best to assist young Latinos and Latinas to inherit a just country? La Lucha sigue. Hombro con hombro (The struggle begins. Shoulder to shoulder), let's begin again.

(Pat Mora, now living in Santa Fe, N.M., writes poetry, essays, and children's books.)



13.5M Have Been Homeless

A new study by researchers at Columbia University said that some 13.5 million people in this country have been homeless for at least a few days sometime in their lives, and an additional 12.5 million have stayed off the street only by moving in with friends or family.

Yale University's Dr. Robert Rosenheck wrote in an editorial accompanying the study in Wednesday's American Journal of Public Health, that the study debunks beliefs that "homelessness is an aberration affecting Americans who have distinct personal histories or who are situated on the fringes of society."

But Michael Horowitz of the Hudson Institute, a conservative think tank, called the numbers "suspect." People could easily have recalled incorrectly, misinterpreted a night or two between homes or defined homelessness as a brief teenage runaway or even a hitchhiking trip, he said.

The 1990 Census said 400,000 Americans were homeless while advocacy groups have put the number between 700,000 and 3 million. Columbia professor Bruce Link tried to better determine the prevalence of homelessness by asking his survey subjects if they recalled ever being homeless, for how long and where they slept - in the street, a shelter, abandoned buildings or someone else's home. He concluded that 26 million U.S. adults have experienced some form of homelessness, including being forced to live with someone else, and 13.5 million of those have been forced to live in shelters or on the streets.

Among those who said they had experienced homelessness, 46% said they had been homeless between a month and a year, 33% between a week and a month, 13% for more than a year and 8% for less than a week. The most likely risk factor was poverty, he said. Less than 10% of the formerly homeless earned more than \$20,000 a year. Link said his numbers may be low because he only surveyed people with telephones. His survey had a 95% "confidence interval," a measure indicating his findings were statistically accurate enough to be extrapolated to the general population.

Hard Jail Time for Youths Examined

The life of 18-year old Shahid who locked up in New Jersey's Juvenile Medium Security Facility, the state's toughest institution for teens. At the facility, schooling and therapeutic counseling are minimal, and solitary confinement for up to 30 days is the principal means of trying to change behavior.

"People turn on the television and see younger and younger kids committing heinous crimes, and think, 'They're kicking us, we must kick them back, hard,'" said Hunter Hurst, director of the National Center for Juvenile Justice, a nonprofit group in Pittsburgh. "They want to send a lot more kids to institutions, and, unfortunately, that's the direction we're going in."

But the results of incarceration are poor. Up to 75% of the youths who leave places like the Juvenile Medium Security Facility soon get into trouble again, said Barry Krisberg, president of the National Council on Crime and Delinquency, a private research center in San Francisco. And many experts say prisonlike juvenile institutions do more harm than good.

"They reinforce all the aggression that the kids went in with," said Edward J. Loughran, the director of the Robert F. Kennedy Memorial Juvenile Justice Project in Boston, which advocates small therapeutic institutions. Institutions that use solitary confinement can further compound the problems. David Lambert, a lawyer at the National Center for Youth Law, said that the practice might actually harden teenagers to authority and inflame their anger.

Still, the number of young people in juvenile institutions nationwide rose to more than 90,000 in 1991, from 70,000 in 1979. And most experts say the numbers are likely to rise more sharply in the next few years, as the public calls for more prisons. State have also begun sending teens to adult courts and prisons. Dr. Howard N. Snyder, a research director at the National Center for Juvenile Justice, said no comprehensive figures had been compiled on the number of cases that were being transferred to the adult system. But he said juvenile-court judges alone transferred 11,700 cases in 1992, up from 7,000 in 1988. Overall, he estimated, at least 23,000 juvenile cases were transferred.

"The state legislatures are all moving to try juveniles in adult court, which is really a move to lock up more kids in big institutions," said Mark Soler, of the Youth Law Center, HN1418. "But those institutions are incredibly expensive, and they're also schools for crime. The kids come out as very tough, hardened criminals. There's lots of data showing that kids in small community-based programs do better, but we're clearly moving in the opposite direction from what works."

The American Corrections Association and the American Bar Association have established voluntary standards for penal institutions that deal with teen-agers, prescribing living conditions, education and appropriate punishments. But experts say the standards are largely ignored, as administrators focus on holding costs down and maintaining security. Only a few states have shifted to small institutions with 20 to 30 inmates each, providing teens with classes, counseling and kindness. But rehabilitation efforts of this kind can cost up to \$100,000 per teen - and even in the most successful institutions, there's roughly a recidivism rate of 50%.

Krisberg of the National Council on Crime and Delinquency argues that it would be worth the cost to reduce recidivism from the high rate at large locked institutions to the 50% at some smaller institutions that concentrate on education and rehabilitation. But, he said, "in the current political climate, treatment and rehabilitation have become the equivalent of condoning crime. Political consultants believe mean and nasty rhetoric wins elections."

La Aspereza De Los Cuervos

Por Pat Mora

SANTA FE, Nuevo México -- Probablemente igual que la mayoría de los amantes de las palabras, me gusta el cartel "Las Multitudes" de Nature Company. Es una lista recopilada por Michael Wein, de frases maravillosas para los grupos de animales -- como el "choque de los rinocerontes... la exaltación de las alondras... la ostentación de los pavos reales".

Uno de los términos menos atractivos para algún grupo es la "asperanza de los cuervos", esas sombras negras que buscan sus presas, los pájaros que graznan por encima de los árboles desnudos de Santa Fe en estos meses de invierno.

El fin de 1994 señaló una época predatoria de nuestra historia. A medida que la Proposición 187, ese terremoto político, sacudió a California y a la nación, libros tales como "The Bell Curve", "Dictatorship of Virtue", "Multiculturalism and the Battle for America's Future" e "In Defense of Elitism" recibieron mucha publicidad y críticas brillantes en algunas de nuestras publicaciones más prestigiosas.

Nuestra conveniente amnesia nacional se olvida de la historia, y de que en las épocas difíciles los nacionalistas se elevan a volar en círculos buscando víctimas propiciatorias.

Pero la perspectiva histórica no alivia el dolor actual.

Abundan las ironías: El gobernador descendiente de inmigrantes que, determinado a limpiar a su estado de extranjeros de piel morena, cuyos antecesores vivieron en esa región mucho antes de que sus antepasados llegaran con su idioma extranjero, el inglés. El país de inmigrantes que ha decidido tirarle la puerta en la cara a los inmigrantes.

Al día siguiente de las elec-

ciones del 8 de noviembre, un niño llamado Luis escribe en su escuela de Los Angeles: "Yo me siento triste cuando dicen que no vayamos a la escuela". Por encima de sus palabras, él dibuja su figura, con la boca hacia abajo. El dibujo una gran "X" sobre la puerta de su escuela. Escuchamos mucha apatía sobre las escuelas, empero vemos el dibujo de Luis y los artículos y las entrevistas nacionales con jóvenes tristes y confusos que necesitan de la enseñanza.

Algunos de nosotros podemos sentirnos estremecidos cuando leemos que en otros continentes un grupo étnico se ceba sobre los jóvenes, los inocentes, al denegarles la enseñanza; y sin embargo, desde nuestras vidas cómodas de temperatura controlada, votamos para denegar la vacunación y la alfabetización a los jóvenes vulnerables llenos de esperanza.

Nos enorgullecemos de los valores culturales latinos, de la importancia de la familia; y sin embargo, al modo de los miopes no vemos la necesidad de ampliar la definición de la familia para que incluya a todo joven latino del país. Entre ellos hay futuros médicos, maestros, científicos, escritores, mujeres de negocios y dirigentes que pueden ser parte de que los aportes latinos a estos Estados Unidos sean más visibles y respetados.

Vivimos en un país que se resiste al español, a la piel parda, a la diferencia.

Esto cambiará solamente cuando nos unamos, valerosa y decididamente, hombro con hombro, ya sea que nuestros abuelos fueran de México, Cuba, la República Dominicana o el Estado Libre Asociado de Puerto Rico, poniendo a un lado nuestros celos pequeños y uniéndonos para la generación próxima, comprometiéndonos a asegurar su salud física y su enseñanza, a ayu-

darles a llegar a ser miembros activos de una sociedad civil.

Como redactora de libros para niños, visité cierto número de escuelas en 1994. Una y otra vez, me reuní con maestros que sabían poco acerca de la cultura latina, y con jóvenes latinos que vacilaban para reconocer que hablaban un segundo idioma, temerosos de que sus compañeros de clase los señalaran y se rieran del "español tonto". En las conferencias de educadores, ví que las sesiones sobre estrategias para la lectura eran populares porque se les veía como una solución, mientras que las sesiones acerca del multiculturalismo tenían una asistencia escasa, ya que a este tópico se le veía como un problema.

Los maestros y directores de buen corazón necesitan de nuestra participación y ayuda para crear comunidades escolares inclusivas que valoren y respeten a todas las culturas e idiomas por igual. Ellos necesitan de nuestras ideas y creatividad, pero también nos necesitan para que los hagamos responsables de enseñar una historia exacta de este

país y una literatura estadounidense llena de nuestras voces diversas.

A medida que empieza el año 1995, muchos de nosotros nos sentimos heridos personalmente por el clima político e intelectual del país. ¿Cómo podemos 27 millones de nosotros, tan diversos como los euroamericanos, afroamericanos, norteamericanos indígenas o asiático-americanos, permanecer tan estereotipados y subvalorados en un país que necesita de nuestros aportes?

No aportemos a las ironías al retirarnos hacia dentro de nuestro dolor o nuestro enojo o disgusto personal, y permitir que la minoría votante, demasiado a menudo formada por cuervos, dé forma a los cursos de acción públicos y a las vidas de nuestras comunidades.

Preguntémosnos a nosotros mismos: ¿Qué puedo hacer mejor para ayudar a los latinos y las latinas jóvenes a heredar un país justo? La lucha sigue. Hombro con hombro, comencemos de nuevo.

(Pat Mora, que ahora vive en Santa Fe, Nuevo México, escribe poesía, ensayos y libros para niños.)

Propiedad literaria registrada por Hispanic Link News Service

that so many young kids had the opportunity to participate. Look for more events to be produced by Lubbock Centrol Aztlan as soon as January plus many more events throughout the year.

I didn't make to many enemies this year but we can't ignore the fact that many did not agree with what I said in these columns. But then that will never change.

In the coming years we hope to continue to work toward change and toward helping people take action so that there will be change. Basically because that's what being able to publish a newspaper is all about.

The only thing left if for us to tell all of you Thanks!

Gracias a Todos Por Un Fantastico Año 1994 y Exito y Prosperidad en este proximo año 1995

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Editor/Publisher:

Bidal Agüero

27,000 Fans to Attend

Cotton Bowl Ready - Good Luck Red Raiders-Win!

extremely hard in practice and they play that way on Saturdays. It's been a fun team to coach."

The impetus for the surprising surge this year came in the aftermath of a disappointing 24-21 loss at Rice on Oct. 8. With their backs to

the wall, the Red Raiders reeled off four consecutive lopsided victories before securing the Cotton Bowl berth the day before their season finale with TCU. Even though Tech lost that one, they shared their second Southwest Conference championship since entering the league in 1960 and advanced to Dallas on the last appearance tie-breaker rule.

The foundation of the season was laid by the "Blitz Brothers" defense, which tacked up 99 tackles behind the line this season. One of its founders -- inside linebacker Zach Thomas -- was named first-team All-American by the American Football Coaches Association and UPI. He combined with free safety Bart to become the first brother combination in the 80-year history of the Southwest Conference to be named consensus All-SWC in the same season.

Zach got plenty of help from inside mate Shawn Banks and outside LBs Marcus Coleman and Robert

Johnson.

Surprises were Damon Wickware and Chris Ori in the interior line. Wickware was superb after moving from defensive end in August and Ori elevated his play from journeyman to playmaker.

The defense's accomplishments were many. Zach and Company were the first Raider defense to hold four consecutive opponents to single-digit scoring since 1941. They allowed opponents to convert 18 turnovers into only three scores all year -- and just one field goal in the last seven games. In pass

efficiency defense, Tech was third nationally while swiping 17 aerials. The defenders stopped 13 fourth-down plays this season (allowed five of 18 to be converted) and scored a school-record five times.

Offensive coordinator Dick Windler performed magic with a raw and inexperienced attack. His complicated off-set 1 offense improved light years from the first day of practice on August 13. He groomed redshirt freshman quarterback Zebbie Lethridge into the league's offensive newcomer of the year. He tutored true freshman tailback Byron Hays into a 100-yard per-game runner. Even the most optimistic followers never would have dreamed Tex-

as Tech would average 27 points and 345 yards with a schedule that would include five bowl teams. Fifteen of

the 27 offensive lettermen this season were first-time letterwinners.

The oft-overlooked kick return game was Spike's ace in the hole. In total return yardage (not counting kick-off returns), Tech held a healthy 716-257 advantage while allowing just three of Brad Cade's 72 punts to be returned for more than six yards. On the flip side, true freshman Dane Johnson came out of the metropolitan city of Southlake, TX (pop. 6,011) to finish 10th nationally in punt return average at 11.59 (313 yards). The special teams came up with four blocked kicks (two punts and two PATs)

There were many ingredients that enabled the Raiders to reach

Dallas. Some were:

- Tony Darden mentally allowed himself to flourish in the role of a

quarters of the Rice game and Hayspard sat out the final stanza against TCU.

- When all the chips were on the line, Texas Tech outscored four consecutive opponents 144-23.

The coaches relied on past experience not to panic after the team opened the season at 2-4. After October 10, Dykes' record in his eight full seasons at Texas Tech is 32-13-1.

Strength coach Meg Ritchie-Stone joined the staff in January from Arizona and infused some of her "Desert swarm" ideals into Red Raider strength and conditioning drills.

- The Raiders eased out from behind the Cotton Bowl eight-ball when TCU and Baylor beat Rice.

But mostly it happened because of old fashioned, basic football principles such as hard work, sacrifice, togetherness and a genuine love for the game.



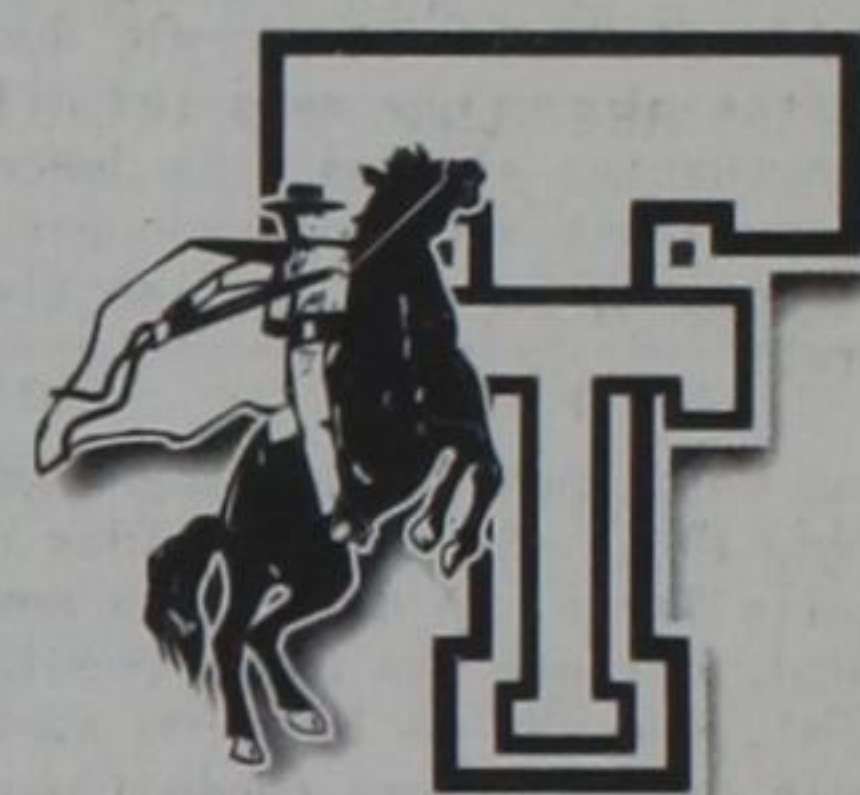
Linebacker Zach Thomas typified the Red Raider spirit in 1994.



Quarterback Zebbie Lethridge sparked the offensive attack against Texas by passing for three touchdowns in the first half.



THE BLITZ BROTHERS — The Red Raider defense set school records for tackles behind the line of scrimmage (99) and defensive scores (five) this season. Here Bart Thomas (23), Zach Thomas (35) and Marcus Coleman (12) team up against an Oklahoma runner.



*Deseando
Que Todos
Tuvieron Un
Feliz Navi-
dad y Que El*



*Año Nuevo Este Lleno de
Felicidad de Parte de nosotros*

Bidal, Olga, Zenaida, Amalia, Joe Adam y Marisol

*Que las
Bendiciones de
Navidad sigan
con toda su
familia en este
año nuevo 1995*



de parte de

VG & M Productions - La Familia Mojica

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Customers a Very Prosperous
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ORDEN Y AVISO DE ELECCIONES PARTICULARES DE LA CIUDAD

EL ESTADO DE TEXAS
CONDADO DE LUBBOCK
CIUDAD DE LUBBOCK

ORDEN DE ELECCION

Yo, David R. Langston, Alcalde de la Ciudad de Lubbock, Texas, por virtud de la autoridad concedida a mí por ley, y según la Carta de la Ciudad de Lubbock y el Código de las Elecciones de Texas, El Código de Impuestos de Texas, Artículo 5900.6 de Vernon's annotated Civil Statutes, o sea Los Reglamentos Civiles de Vernon, y las Ordenanzas de la Ciudad Num. 9744 y Num. 9745 efectuado Octubre 14, 1994, por este medio, ordeno dos Elecciones Particulares de la Ciudad con el propósito de votar "POR" o en "CONTRA" la adopción de un impuesto de ventas e impuesto de utilidades para el desarrollo económico, que incluye la compra de terreno, la construcción, el mantenimiento y los costos del funcionamiento de una facilidad que sirva para multifunciones, que será propiedad Municipal, para ser usada en los deportes, el atletismo, los festejos, para propósitos del turismo y las convenciones, al precio de tres octavos (3/8) de un porcentaje, y por el propósito de votar "POR" o en "CONTRA" la adopción de un impuesto de utilidades dentro de la Ciudad al precio de un octavo (1/8) de un porcentaje que será usado para reducir el tipo de impuestos de las propiedades, que se llevara acabo combinadas, en la Ciudad de Lubbock, Texas, el día 21 de Enero, 1995, dicho día siendo la primera fecha de Eleccion disponible para Elecciones Municipales que es mas de treinta (30) días después del pasaje de las Ordenanzas que autorizan estas Elecciones Particulares.

Un sistema electrónico será usado para estas Elecciones y para las votaciones adelantadas. Papeletas para votar serán preparadas de acuerdo con las estipulaciones de la ley para que los votantes puedan votar "POR" o en "CONTRA" los siguientes medios que aparecerán en la papeleta sustancialmente como sigue:

PROPOSICION NUM. 1

POR "LA ADOPCION DE UN IMPUESTO DE VENTAS E IMPUESTOS DE UTILIDADES PARA EL DESARROLLO ECONOMICO, QUE INCLUYE LA COMPRA DE TERRENO, LA CONSTRUCCION, EL MANTENIMIENTO Y LOS COSTOS DEL FUNCIONAMIENTO DE UNA FACILIDAD PARA MULTIFUNCIONES, QUE SERA PROPIEDAD MUNICIPAL, PARA SER USADA EN LOS DEPORTES, EL ATLETISMO, LOS FESTEJOS, PARA PROPOSITOS DEL TURISMO Y CONVENCIONES, AL PRECIO DE TRES OCTAVOS (3/8) DE UN PORCENTAJE."

PROPOSICION NUM. 2

POR "LA ADOPCION DE UN IMPUESTO ADICIONAL DE IMPUESTOS, E IMPUESTO DE UTILIDADES DENTRO DE LA CIUDAD AL PRECIO DE UN OCTAVO (1/8) DE UN PORCENTAJE, QUE SERA USADO PARA REDUCIR EL TIPO DE IMPUESTOS DE LAS PROPIEDADES."

Dichas Elecciones Particulares de la Ciudad se llevaran acabo en los sitios de la Ciudad de Lubbock de ahora en adelante designados como recintos electorales y lugares de votar en Expuesta "A" aquí atada y echa parte de esto para todas intenciones y fines. Los sitios para votar estaran abiertos desde las 7:00 a.m. hasta las 7:00 p.m. y todos los votantes han de votar en el Distrito de su residencia a no ser que tal recinto sea consolidado con otro recinto como designado aquí en Expuesta "A". Dichas Elecciones Particulares de la Ciudad serán conjujidas como una eleccion combinada con el Distrito de las Escuelas Independientes de la Ciudad de Lubbock, y votaciones adelantadas también serán conjujidas.

Las personas sentadas en Expuesta "B" atadas y hechas parte de esto y para todas intenciones y fines, son aquí nombrados Jueces Actuantes y Jueces Suplentes para tener dichas Elecciones Particulares de la Ciudad en Enero 21, 1995. Cada Juez Actuante esta autorizado para nombrar el numero de oficinistas autorizados por el Administrador Electoral, que tal numero no sea menos que dos (2) oficinistas ni mas que seis (6) oficinistas. Los Jueces Suplentes servirán como Jueces Actuantes si acaso los Jueces Actuantes así nombrados no puedan servir. El Juez suplente será nombrado por el Juez Actuante para que sirva como uno de los oficinistas en caso que las Elecciones sean conjujidas por el nombrado Juez Actuante.

Las votaciones adelantadas por presencia personal, comenzaran el tercer día de Enero, 1995. Serán conjujidas en la Oficina de la Secretaria Municipal, 1625 Calle Trce, en días de la semana, aparte de días de fiestas designadas por la Ciudad, durante las horas regulares de negocio de la Oficina de la Secretaria Municipal, que son de las 8:00 a.m. hasta las 5:00 p.m. Votacion adelantada por presencia personal será conjujida en los sitios de votar ramal de votacion adelantada en los siguientes lugares:

- El Paseo de los Llanos del Sur, (South Plains Mall) 6002 Carretera Slide;
- Las Oficinas Administrativas de las Escuelas Independientes de la Ciudad de Lubbock 1628 Calle 19;
- La Escuela Secundaria de Alderson 219 Calle Walnut;
- La Escuela Secundaria Estacado High School 1504 E (Oeste) Calle Itasca;
- El Centro de La Universidad de Texas Tech, en el terreno de la Universidad (Campus);
- En el Centro de Recreacion/Aguatico de la Universidad de Texas Tech (Campus);
- En el Coliseo Municipal de Lubbock Calle 4 y Avenida Boston;
- Supermercado de Albertson's, Num. 4102 302 Avenida University;
- Supermercado de United Num. 543 9201 Avenida Quaker
- Supermercado United Num. 505 401 Carretera Slide

Las horas y los días para votar adelantado en estos sitios ramales son:

- El Paseo de los Llanos del Sur, (South Plains Mall):
Enero 3, 1995-Enero 6, 1995, 8:00 A.M. - 6:00 P.M.
Enero 7, 1995, 10:00 A.M. - 6:00 P.M.
Enero 8, 1995, 1:00 P.M. - 6:00 P.M.
Enero 9, 1995, Enero 13, 1995, 8:00 A.M. - 6:00 P.M.
Enero 14, 1995, 10:00 A.M. - 6:00 P.M.
Enero 15, 1995, 1:00 P.M. - 6:00 P.M.
Enero 16, 1995, - Enero 17, 1995, 8:00 A.M. - 8:00 P.M.
- Las Oficinas Administrativas de las Escuelas Independientes de la Ciudad de Lubbock:
Enero 3, 1995-Enero 6, 1995, 8:00 A.M. - 5:00 P.M.
Enero 9, 1995, - Enero 13, 1995, 8:00 A.M. - 5:00 P.M.
Enero 16, 1995 - Enero 17, 1995, 8:00 A.M. - 5:00 P.M.
- La Escuela Secundaria de Alderson:
Enero 9, 1995, - Enero 13, 1995, 8:00 A.M. - 5:00 P.M.
Enero 16, 1995, - Enero 17, 1995, 8:00 A.M. - 5:00 P.M.
- La Escuela Secundaria de Monterey:
Enero 3, 1995, 5:00 P.M. - 9:00 P.M.
Enero 9, 1995 - Enero 13, 1995, 8:00 A.M. - 5:00 P.M.
Enero 16, 1995, - Enero 17, 1995, 8:00 A.M. - 5:00 P.M.
- La Escuela Secundaria de Lubbock:
Enero 17, 1995, 5:00 P.M. - 9:00 P.M.
- El Centro de la Universidad de Texas Tech:
Enero 17, 1995, 8:00 A.M. - 5:00 P.M.
- El Centro de Recreacion/Aguatico de la Universidad de Texas Tech:
Enero 7, 1995, 10:00 A.M. - 2:00 P.M.
- El Coliseo Municipal de Lubbock:
Enero 11, 1995, 6:00 P.M. - 9:30 P.M.
Enero 14, 1995, 6:00 P.M. - 9:30 P.M.
- El Supermercado de Albertson's Num. 4102 (Town & Country Shopping Center):
Enero 3, 1995 - Enero 6, 1995, 10:00 A.M. - 6:00 P.M.
Enero 9, 1995 - Enero 13, 1995, 10:00 A.M. - 6:00 P.M.
Enero 16, 1995 - Enero 17, 1995, 10:00 A.M. - 6:00 P.M.
- El Supermercado United Num. 543 (En el Centro del Mercado de Kingsgate):
Enero 3, 1995 - Enero 6, 1995, 10:00 A.M. - 6:00 P.M.
Enero 9, 1995 - Enero 13, 1995, 10:00 A.M. - 6:00 P.M.
Enero 16, 1995, - Enero 17, 1995, 10:00 A.M. - 6:00 P.M.
- El Supermercado United Num. 505 Calle Cuatro & La Carretera Slide:
Enero 3, 1995 - Enero 6, 1995, 10:00 A.M. - 6:00 P.M.
Enero 9, 1995 - Enero 13, 1995, 10:00 A.M. - 6:00 P.M.
Enero 16, 1995 - Enero 17, 1995, 10:00 A.M. - 6:00 P.M.

El procedimiento de la caja sellada de las papeletas, establecido por subcapítulo C, Capítulo 127, Código de las Elecciones de Texas, será usada para estas Elecciones Particulares.

AVISO DE ELECCION

La Secretaria Municipal esta ordenada que publique esta Orden y Aviso de estas Elecciones Particulares en un periodico diario publicado dentro de la Ciudad de Lubbock por lo menos una vez, y no mas temprano que el día treinta (30), ni mas tarde que el día diez (10) antes del día de las Elecciones.

Ademas, el Aviso de estas Elecciones Particulares serán anunciadas de acuerdo con el Código de las Elecciones de Texas.

La Secretaria Municipal entregara una copia debidamente certificada de esta Orden y el Aviso de Elecciones Particulares de la Ciudad, a cada uno de los Jueces Actuantes nombrados en Expuesta "B" no mas tarde que el septimo día después de firmar esta Orden y Aviso de las Elecciones Particulares de la Ciudad, o el día 15 antes de las Elecciones, la cual sea mas tarde.

FIRMADO Y EJECUTADO en la casa Municipal en Lubbock, Texas, este día _____ de _____ 1994.

David R. Langston, Mayor

ATTEST:

Betty M. Johnson, City Secretary

EXPUESTA A

RECINTOS ELECTORALES
CIUDAD DE LUBBOCK/DISTRITO ESCOLAR
INDEPENDIENTE DE LUBBOCK
ELECCION COMBINADA

21 de enero de 1995
Recintos de la Ciudad de Lubbock

NUMEROS DE RECINTOS

SITIOS PARA VOTAR

1/63/93	Escuela Primaria de Wolffarth 3202 Erskine
2/79/80/86/87/88/89/90	Escuela Primaria de Arnett 701 East Queens
3	Escuela Primaria de McWhorter 2711 Calle 1
4	Escuela Primaria de Jackson 201 Vernon
5	Escuela Primaria de Guadalupe 101 Norte Avenida P
6	Escuela Intermedia de Alderson 219 Walnut
7	Escuela Primaria de Bowie 2902 Chicago
8/10/97	Escuela Primaria de Ramirez 702 Avenida T
9/50	Escuela Primaria de Rush 4702 Calle 15
11	Escuela Primaria de Bayless 2115 Calle 58
12	Escuela Primaria de Haynes 3802 Calle 60
13	Escuela Intermedia de Smylie Wilson 4402 Calle 31
14	Escuela Primaria de Overton 2902 Louisville
15/49	Escuela Primaria de Roscoe Wilson 2807 Calle 25
16	Escuela Intermedia de J. T. Hutchinsón 3102 Canton
17	Escuela Primaria de Dupre 2008 Avenida T
18	Escuela Intermedia de O. L. Slaton 1602 Calle 32
19/82/83	Escuela Primaria de Bean 3001 Avenida N
20/84	Escuela Primaria de Ella lles 2401 Dale
21	Escuela Primaria de Slubbs 3516 Toledo
22	Escuela Primaria de Maedgen 4401 Nashville
23	Escuela Secundaria de Monterey 3211 Calle 47
24	Escuela Primaria de Wheelock 3008 Calle 42
25	Escuela Primaria de Brown 2315 Calle 36
26/91	Escuela Primaria de Harwell 4101 Avenida D
27	Escuela Primaria de Wester 4602 Chicago
28	Escuela Primaria de Parsons 2811 Calle 58
29	Escuela Intermedia de Atkins 5401 Avenida U
30	Escuela Primaria de Stewart 4815 Calle 46
40/85	Escuela Primaria de Posey 1301 Redbud
47	Escuela Intermedia de Mackenzie 5402 Calle 12
48	Escuela Primaria de Murfee 6901 Nashville Drive
52/67/94	Escuela Episcopal de Todos los Santos 3222 Calle 103
53/57/96	Universidad Christiana de Lubbock 5601 Calle 19
54	Escuela Primaria de Honey 3615 Calle 86
55/78	Escuela Primaria de Preston Smith 8707 Dover
58/71	Iglesia Bautista de Broadview 1402 N Frankford
59	Escuela Primaria de Hardwick 1420 Chicago
60	Escuela Intermedia de Evans 4211 Calle 58
61	Escuela Primaria de Williams 4812 Calle 58
62	Escuela Primaria de Whiteside 7508 Albany
66	Universidad Bautista de Wayland 4601 Calle 83
72	Escuela Primaria de Frenship Northridge 6302 Calle 11
73	Escuela Primaria de Frenship Crestview 6020 Calle 81
74	Biblioteca de Godeke 6601 Quaker
75	Centro Comercial Melonie Square 8004 Indiana
76/92	Escuela Primaria de Reese 9421 Calle 4 (a Avenida War)

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DROP BY AND CHECK OUT OUR NEW YEAR'S EVE SPECIALS

AND REMEMBER TO DRIVE SAFELY THIS NEW YEAR'S EVE

Que el Espiritu de Navidad Siga Con Usted to el Nuevo Año de parte de sus amigos en

South Plains Fair Association

763-2833 at the Fairgrounds

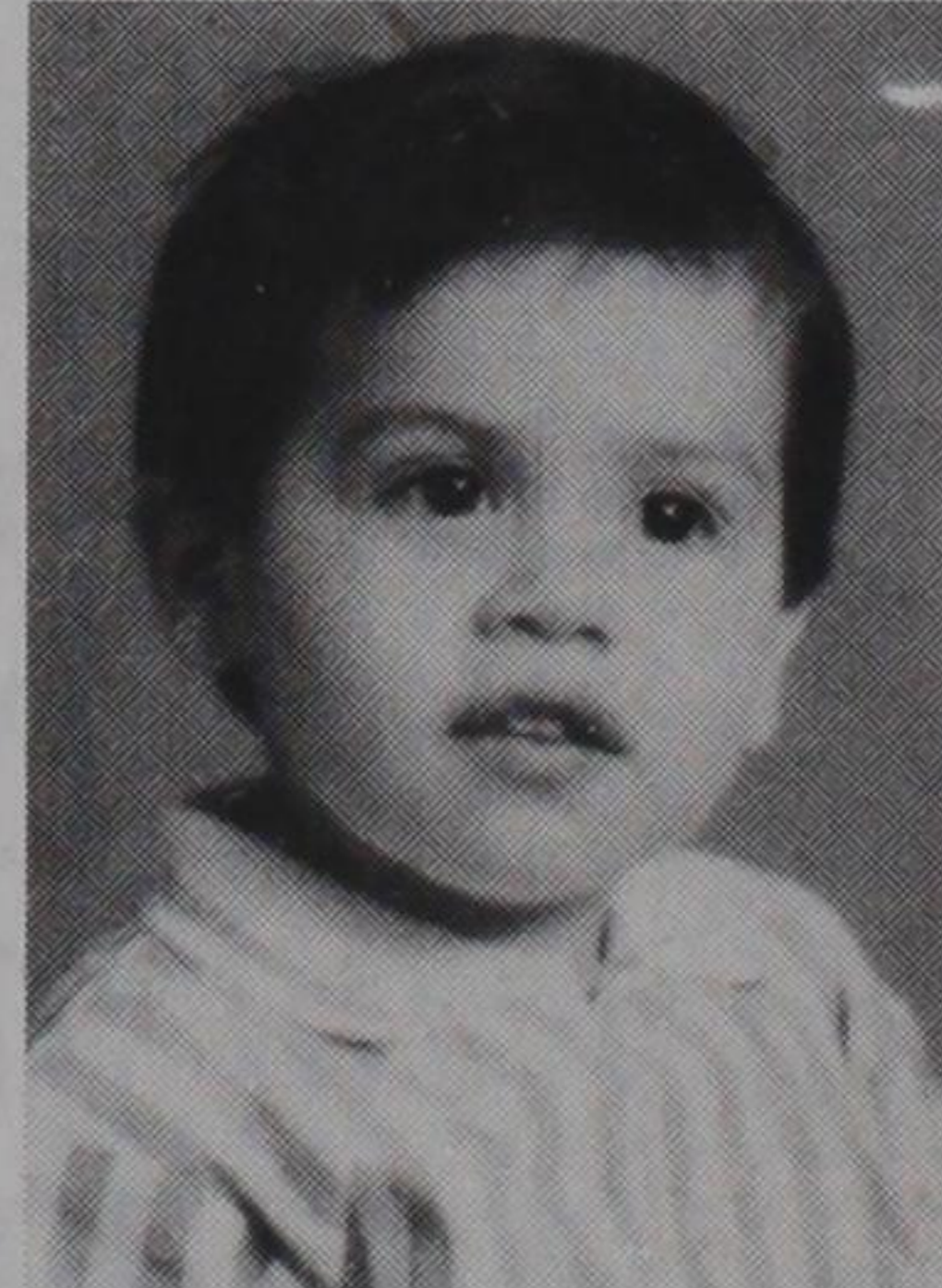
Hoping that your Christmas was a good one and Happy and Prosperous New Year from your friends at

David Martinez Law Office

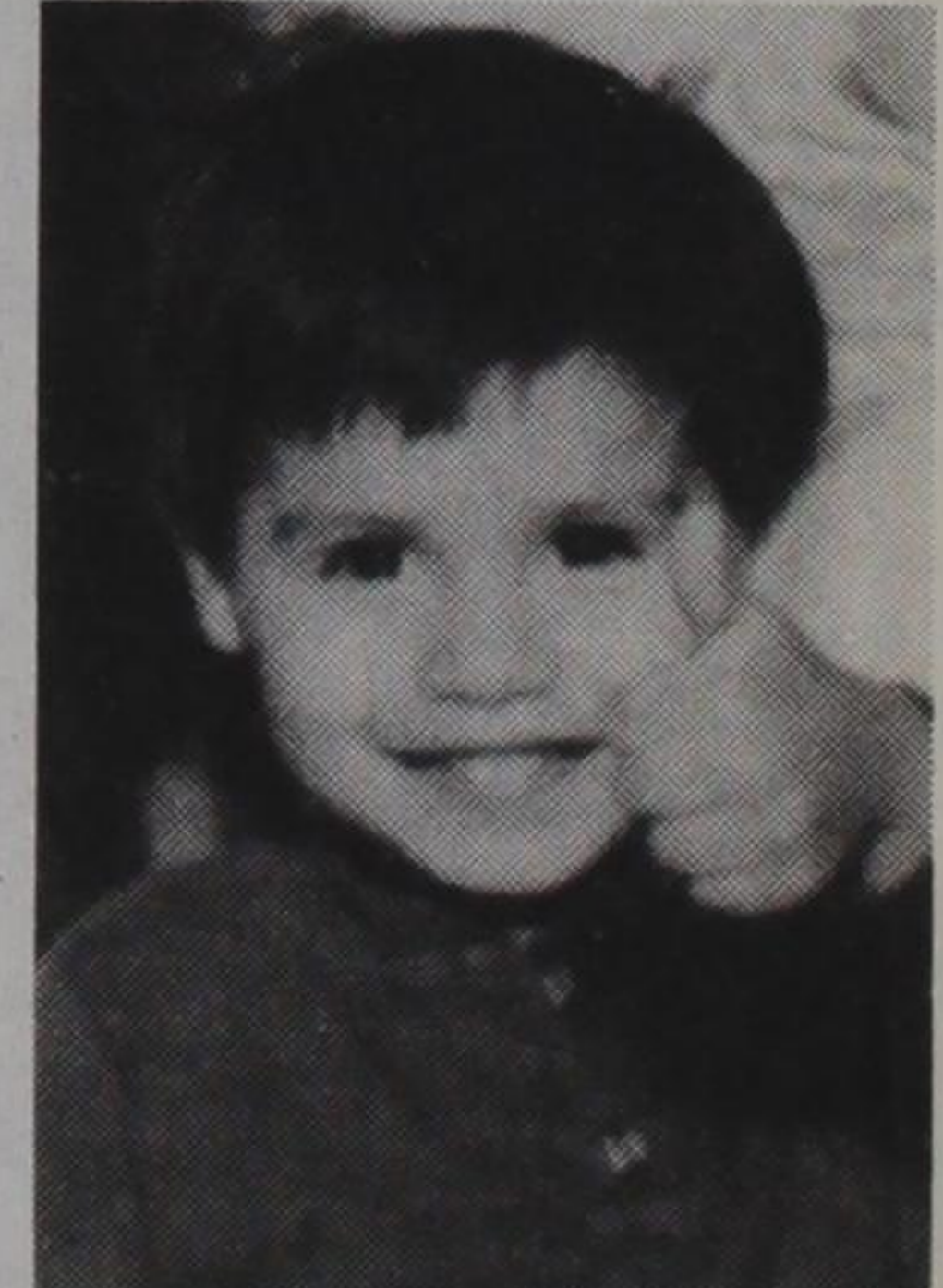
1220 Ave. K Lubbock, Tx



2 weeks old, 1989



1 year old, 1991



2 years old, 1992

Stevie Ace Flores.

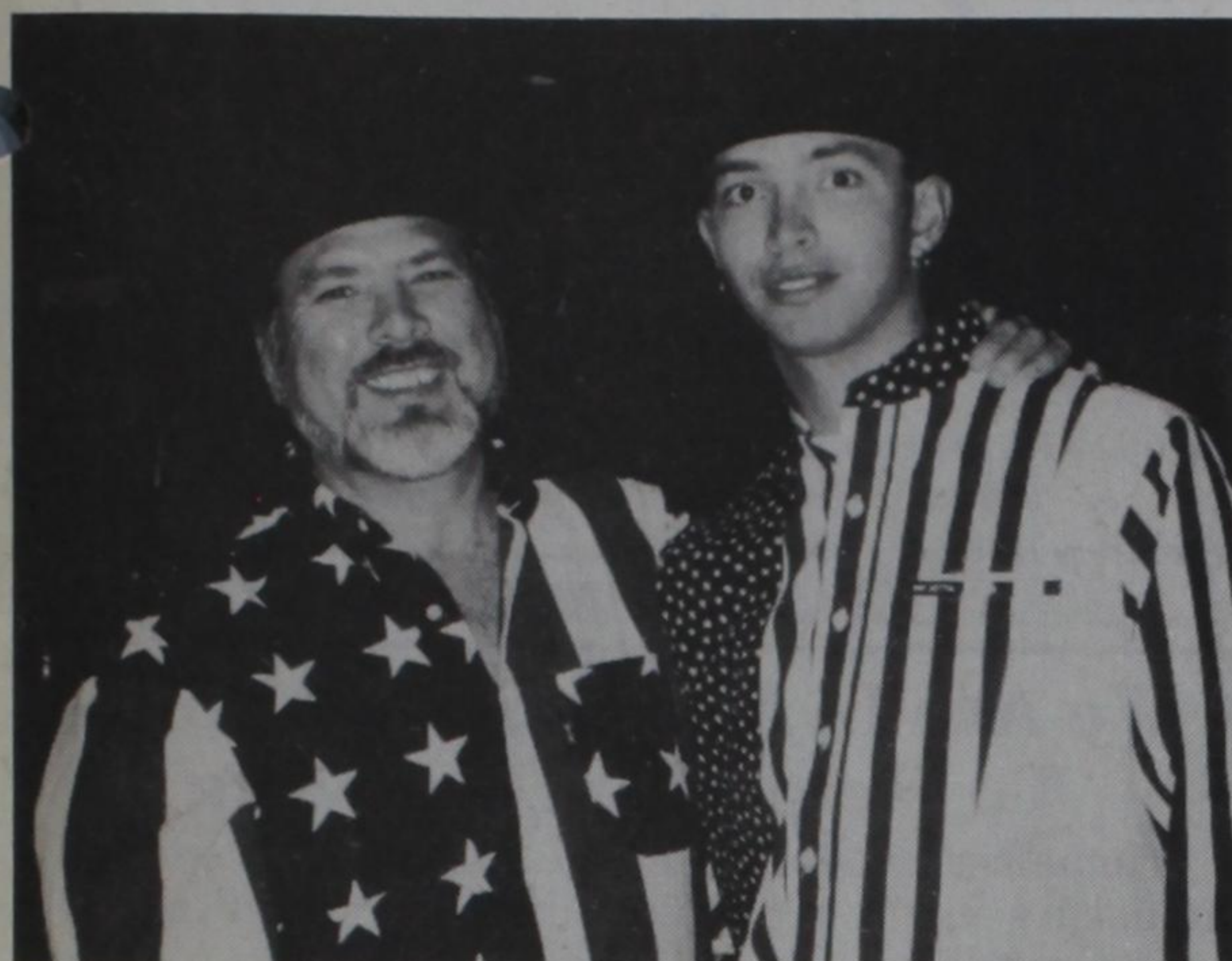
Killed by a drunk driver on March 23, 1993, on Pacific Coast Highway in Wilmington, Calif.

If you don't stop your friend from driving drunk, who will? Do whatever it takes.

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ORDER AND NOTICE
OF
SPECIAL CITY ELECTIONS

THE STATE OF TEXAS
COUNTY OF LUBBOCK
CITY OF LUBBOCK

ELECTION ORDER

I, David R. Langston, Mayor of the City of Lubbock, Texas, by virtue of the authority vested in me by law, and according to the Charter of the City of Lubbock, the Texas Election Code, the Texas Tax Code, Article 5190.6 of Vernon's Annotated Civil Statutes, and City Ordinances No. 9744 and No. 9745, enacted on October 14, 1994, hereby order two Special City Elections for the purpose of voting for or against the adoption of a sales and use tax for economic development, including the purchase of land, the construction, maintenance and operation costs of a municipally owned multipurpose facility to be used for sports, athletic, entertainment, tourist and convention purposes and activities at the rate of three-eighths (3/8) of one percent and for the purpose of voting for or against the adoption of an additional sales and use tax within the city at the rate of one-eighth (1/8) of one percent to be used to reduce the property tax rate to be held concurrently in the City of Lubbock, Texas, on the 21st day of January, 1995, such day being the first succeeding uniform election date available for municipal elections that is more than thirty (30) days after passage of the ordinances calling these Special Elections

An electronic voting system and a joint ballot shall be used in such elections, including early voting. Ballots shall be prepared in accordance with the applicable provisions of law so that voters may cast their ballots either "FOR" or "AGAINST" the following measures, which shall appear on the ballot substantially as follows

PROPOSITION NO. 1

FOR _____ "THE ADOPTION OF A SALES AND USE TAX FOR ECONOMIC DEVELOPMENT, INCLUDING THE PURCHASE OF LAND, THE CONSTRUCTION, MAINTENANCE AND OPERATION COSTS OF A MUNICIPALLY OWNED MULTIPURPOSE FACILITY TO BE USED FOR SPORTS, ATHLETIC, ENTERTAINMENT, TOURIST AND CONVENTION PURPOSES AND ACTIVITIES AT THE RATE OF THREE-EIGHTHS (3/8) OF ONE PERCENT."
AGAINST _____

PROPOSITION NO. 2

FOR _____ "THE ADOPTION OF AN ADDITIONAL SALES AND USE TAX WITHIN THE CITY AT THE RATE OF ONE-EIGHTH (1/8) OF ONE PERCENT TO BE USED TO REDUCE THE PROPERTY TAX RATE."
AGAINST _____

Said Special City Elections shall be held at the places in the City of Lubbock hereinafter designated as the voting precincts and the voting places on Exhibit "A" hereto, which Exhibit "A" shall be made a part hereof for all intents and purposes. Polling places shall be open from 7:00 A.M. to 7:00 P.M. and all electors shall vote in the precinct of their residence unless such precinct shall be consolidated with another precinct as provided herein in Exhibit "A". Said Special City Elections shall be conducted as a joint election with Lubbock Independent School District and joint early voting shall be conducted

The persons set forth in Exhibit "B" hereto, which Exhibit "B" shall be made a part hereof for all intents and purposes, are hereby appointed Judges and Alternate Judges to hold said Special City Elections on January 21, 1995. Each Presiding Judge so named is authorized to appoint the number of clerks authorized by the Election Administrator, which number shall be not less than two (2) clerks, nor more than six (6) clerks. The Alternate Judges shall serve as Presiding Judges in the event that the regularly appointed Presiding Judges are unable to serve. The Alternate Judge shall be appointed by the Presiding Judge to serve as a clerk in the event that the election is conducted by the regularly appointed Presiding Judge

Early voting by personal appearance shall commence on the 3rd day of January 1995 and be conducted at the office of the City Secretary on weekdays, other than City holidays, during the regular hours of business of the office of the City Secretary, which are from 8:00 A.M. to 5:00 P.M. and at branch offices for personal appearance at South Plains Mall, 6002 Slide Road, Lubbock Independent School District Administrative Offices, 1628 19th Street, Alderson Junior High School, 219 Walnut, Monterey High School, 3211 47th, Coronado High School, 3307 Vicksburg, Lubbock High School, 2004 19th, Estacado High School, 1504 E. Itasca, Texas Tech University Center on the Texas Tech University Campus, Texas Tech University Recreation/Aquatic Center on the Texas Tech University Campus, Lubbock Municipal Coliseum, 4th Street and Boston Avenue, Albertsons Supermarket No. 4102, 302 University Avenue, United Supermarket No. 543, 8201 Quaker Avenue, United Supermarket No. 505, 401 Slide Road. The hours and days of voting at the branch early voting locations are as follows

- South Plains Mall
 - January 3, 1995 - January 6, 1995, 8:00 A.M. - 6:00 P.M.
 - January 7, 1995, 10:00 A.M. - 6:00 P.M.
 - January 8, 1995, 1:00 P.M. - 6:00 P.M.
 - January 9, 1995 - January 13, 1995, 8:00 A.M. - 6:00 P.M.
 - January 14, 1995, 10:00 A.M. - 6:00 P.M.
 - January 15, 1995, 1:00 P.M. - 6:00 P.M.
 - January 16, 1995 - January 17, 1995, 8:00 A.M. - 8:00 P.M.
- Lubbock Independent School District Administrative Offices
 - January 3, 1995 - January 6, 1995, 8:00 A.M. - 5:00 P.M.
 - January 9, 1995 - January 13, 1995, 8:00 A.M. - 5:00 P.M.
 - January 16, 1995 - January 17, 1995, 8:00 A.M. - 5:00 P.M.
- Alderson Junior High School
 - January 9, 1995 - January 13, 1995, 8:00 A.M. - 5:00 P.M.
 - January 16, 1995 - January 17, 1995, 8:00 A.M. - 5:00 P.M.
- Monterey High School
 - January 3, 1995, 5:00 P.M. - 9:00 P.M.
 - January 9, 1995 - January 13, 1995, 8:00 A.M. - 5:00 P.M.
 - January 16, 1995 - January 17, 1995, 8:00 A.M. - 5:00 P.M.

- Coronado High School
 - January 13, 1995, 5:00 P.M. - 9:00 P.M.
- Lubbock High School
 - January 14, 1995, 12:00 Noon - 8:00 P.M.
- Estacado High School
 - January 17, 1995, 5:00 P.M. - 9:00 P.M.
- Texas Tech University Center
 - January 17, 1995, 8:00 A.M. - 5:00 P.M.
- Texas Tech University Student Recreation/Aquatic Center
 - January 7, 1995, 10:00 A.M. - 2:00 P.M.
- Lubbock Municipal Coliseum
 - January 11, 1995, 6:00 P.M. - 9:30 P.M.
 - January 14, 1995, 6:00 P.M. - 9:30 P.M.
- Albertsons Supermarket No. 4102 (Town & Country Shopping Center)
 - January 3, 1995 - January 6, 1995, 10:00 A.M. - 6:00 P.M.
 - January 9, 1995 - January 13, 1995, 10:00 A.M. - 6:00 P.M.
 - January 16, 1995 - January 17, 1995, 10:00 A.M. - 6:00 P.M.
- United Supermarket No. 543 (Kingsgate Shopping Center)
 - January 3, 1995 - January 6, 1995, 10:00 A.M. - 6:00 P.M.
 - January 9, 1995 - January 13, 1995, 10:00 A.M. - 6:00 P.M.
 - January 16, 1995 - January 17, 1995, 10:00 A.M. - 6:00 P.M.
- United Supermarket No. 505 (Fourth Street and Slide Road)
 - January 3, 1995 - January 6, 1995, 10:00 A.M. - 6:00 P.M.
 - January 9, 1995 - January 13, 1995, 10:00 A.M. - 6:00 P.M.
 - January 16, 1995 - January 17, 1995, 10:00 A.M. - 6:00 P.M.

The sealed ballot box procedure established by Subchapter C, Chapter 127, Texas Election Code, shall be used for these Special City Elections

ELECTION NOTICE

The City Secretary of the City of Lubbock is hereby ordered to cause publication of these Special City Elections by publication of this Order and Notice of Special City Elections in a newspaper of general circulation published in the City of Lubbock at least once no earlier than the 30th day or later than the 10th day before election day. In addition, notice of these Special Elections shall be posted as required by the Texas Election Code. The City Secretary shall serve a duly certified copy of this Order and Notice of Special City Elections upon each of the Presiding Judges named in Exhibit "B" hereto not later than the seventh day after the signing of this Order and Notice of Special City Elections or the 15th day before the elections, whichever is later.

SIGNED AND EXECUTED in the Municipal Building at Lubbock, Texas, this 10th day of November, 1994

ATTEST

Betty M. Johnson, City Secretary

APPROVED AS TO FORM

Donald G. Vandiver, First Assistant City Attorney

Witnesses to the November 3, 1994

EXHIBIT A

ELECTION PRECINCT POLLING PLACES
CITY OF LUBBOCK
LUBBOCK INDEPENDENT SCHOOL DISTRICT
JOINT ELECTION
January 21, 1995
CITY OF LUBBOCK PRECINCTS

PRECINCT NUMBERS	POLLING PLACE
1/63/93	Wolffarth Elementary School 3202 Erskine
2/79/80/86/87/88/89/90	Arnett Elementary School 701 East Queens
3	McWhorter Elementary School 2711 1st Street
18	O. L. Slaton Jr. High School 1602 32nd Street
19/82/83	Bean Elementary School 3001 Avenue N
4	Jackson Elementary School 201 Vernon
5	Guardalupa Elementary School 101 North Avenue P
6	Alderson Jr. High School 219 Walnut
7	Bowie Elementary School 2902 Chicago

8/10/97	Ramirez Elementary School 702 Avenue T
9/50	Rush Elementary School 4702 15th Street
11	Bayless Elementary School 2115 58th Street
12	Haynes Elementary School 3802 60th Street
13	Smylie Wilson Jr. High School 4402 31st Street
14	Overton Elementary School 2902 Louisville
15/49	Roscoe Wilson Elementary School 2807 25th Street
16	J. T. Hutchinson Jr. High School 3102 Canton
17	Dupre Elementary School 2008 Avenue T
20/84	Ella Iles Elementary School 2401 Date
21	Stibbs Elementary School 3516 Toledo
22	Maedgen Elementary School 4401 Nashville
23	Monterey High School 3211 47th Street
24	Wheelock Elementary School 3008 42nd Street
25	Brown Elementary School 2315 36th Street
26/91	Hanwell Elementary School 4101 Avenue D
27	Wester Elementary School 4502 Chicago
28	Parsons Elementary School 2811 58th Street
29	Atkins Jr. High School 5401 Avenue U
30	Stewart Elementary School 4815 46th Street
40/85	Posey Elementary School 1301 Redbud
47	Mackenzie Jr. High School 5402 12th Street
48	Murfee Elementary School 6901 Nashville Drive
52/67/94	All Saints Episcopal School 3222 103rd Street
53/57/96	Lubbock Christian University 5601 19th Street
54	Honey Elementary School 3615 86th Street
55/78	Preston Smith Elementary School 8707 Dover
58/71	Broadview Baptist Church 1402 N. Frankford
59	Hardwick Elementary School 1420 Chicago
60	Evans Jr. High School 4211 58th Street
61	Williams Elementary School 4812 58th Street
62	Whiteside Elementary School 7508 Albany
66	Wayland Baptist University 4501 83rd Street
72	Frenship Northridge Elementary School 6302 11th Street
73	Frenship Creshew Elementary School 6020 81st Street
74	Godeke Library 6601 Quaker
75	Melonie Square Shopping Center 8004 Indiana
76/92	Reese Elementary School 9421 4th Street (at War Avenue)



Un Rayito De Luz

Por Sofía Martínez

Todos tenemos penas y sufrimientos, eso es cosa que a nadie le falta. Todos llevamos nuestra cruz desde el momento en que nacimos. Pero no debemos de olvidar que el que nos hizo esta cruz, también nos hizo las espaldas para cargarla. A nadie le dio una cruz mas pesada de la que puede cargar. Pero, aunque es cierto, vemos que unos llevan su carga con mucho valor, y muy sonrientes, y otros la van arrastrando a duras penas, y van dejando pro donde van pasando un reguero de quejas y de lagrimas. Los que cargan su cruz muy sonrientes encontraron el secreto para cargarla sin pensar que les puede lastimar mucho sus espaldas. Y saben que de todas maneras la tienen que cargar, porque es la llave que les va a abrir las puertas del cielo. Y por eso cargan su cruz con muchas fuerxas y ocn mucha alegría, y no se fija tanto en lo que pesa y ponen mucha atención en el premio que van a recibir por cargar la cruz. (Luc. 9, 23-27).

Otros se sienten "muy auitados" bajo el peso de la cruz, porque no saben cargarla, porque no ven en esa cruz, que es el instrumento

para poder alcanzar la felicidad eterna. Ellos creen que esa cruz es un castigo y un estorbo, que no los deja vivir felices aqui en la tierra.

Debemos de mirar nuestra cruz con mucho valor y con mucha alegría, y dios va a darnos ese permio que nos tienen prometido desde hace mucho tiempo... "No te desvies ni a la derecha ni a la izquierda, y aparta del mal todos tus pasos". (Prov. 4, 27).

Cuando estamos aprendiendo a manejar nos recomiendan que no nos carguemos mucho hacia la derecha, porque nos podriamos salir del camino y caer nos en algun poso, y que tampoco nos hagamos par la izquierda, porque podemos chocar con otro carro.

También Dios nos hace una recomendación semejante a esta: que no nos desviemos, ni a la derecha, ni a la izquierda. Y que para eitar riesgos " apartemos del mal todos nuestros pasos". Allí donde la conciencia, o los consejos de personas santas, nos digan que esta el mal, debemos de apartarnos de el. Porque "el mal solamente, nos llevaria al infierno". Así como despues de la lluvia brotan los hongos en el campo, aishan brotado en estos tiempos muchos falso profestas, que queiraen que toda la humanidad crea en sus ideasa torcidas. Cristo nos dice que "los podemos conocer por su frutos". Si esas nueva ideas te llevan a lo bueno. Agarralas. Pero si te quieren llevar a lo malo... Rechazalas... (Mat. 24, 11).

Read It First In EL EDITOR Call: 763-3841

EXPONERSE AL HUMO DE SEGUNDA MANO DURANTE LAS HORAS DE TRABAJO AUMENTA EN UN 34% EL RIESGO DE CONTRAER CANCER DEL PULMON.



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DIGALE A SU JEFE QUE QUIERE TRABAJAR EN UN AMBIENTE SIN HUMO. LLAME AL 1-800-CDC-1311 PARA PEDIR INFORMACIÓN SOBRE LO QUE USTED PUEDE HACER PARA PROTEGERSE DEL HUMO DE SEGUNDA MAND.



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A Service of South Plains Servies, Inc.

Hispanics

zine, sees plenty of room for growth. Although Hispanics make up some 10 percent of the U.S. population, Ornelas estimates less than 1 percent of all advertising dollars are spent on the fast-growing segment.

Diane Crispell, executive editor of American Demographics magazine, says targeting Hispanics makes sense because they tend to retain much of their culture.

"There's enough difference definitely in terms of culture and ethnic identification to merit targeting them. They also happen to still be very highly geographically concentrated in this country, which means that it's a manageable process - it's actually physically able to target them geographically," Ms. Crispell said.

"They're a viable market because they identify themselves as a type of market, they see themselves as a market, and they're easy to reach," she said.

According to Hispanic Business magazine, some \$721 million was spent on advertising to the Hispanic market in 1993, a 14 percent increase from the year before.

The magazine's managing editor, Hector Cantu, said Ornelas & Associates is part of a five-year boom among Hispanic advertising agencies.

"As more and more corporations maneuver to penetrate the Hispanic market, businesses like Mr. Ornelas' are taking off and seeing fast and rapid growth," Cantu said.

"I think he represents ... the marketing efforts being directed at this growing market, and he's in the pack of Hispanic advertising agencies that have popped up to cater to this market. He's shown tremendous innovation, a lot of ideas and insight into how to reach the market. I think it's paid off in the bottom line," Cantu said.

Not everyone agrees with Ornelas. William Mitchell, marketing professor at the University of Texas at San Antonio, thinks there may be a certain amount of faddishness in the rapid growth of Hispanic advertising.

"My own experience is that the agency that has good broad experience across the U.S.

market offers clients, I think, a better option than one that specializes only in Hispanics," he said.

The soft-spoken Ornelas, a second generation Mexican-American, was raised in northern California.

"I grew up at a time, particularly in California, where when you're second generation, you're kind of unsure really which world you're in. Are you in the Hispanic world, or are you in the general market world? Because you're part of both, you have a foot in both.

"As I was growing up, though, I had a great sense of identity and pride in my culture and my language, and that was definitely inculcated by my father," he said.

Ornelas studied Latin American history at the University of the Pacific and was active in Vietnam War protests and in the Chicano student movement.

Before starting his own agency in 1988, Ornelas worked for Levi Strauss & Co., Anheuser-Busch and the Seven-Up Co.

He has two partners at Ornelas & Associates: Tony Dieste, director of client services; and his wife, Marjorie, director of human resources. Married 21 years, the couple have four children ages 10 to 19 and work well together, Ornelas said.

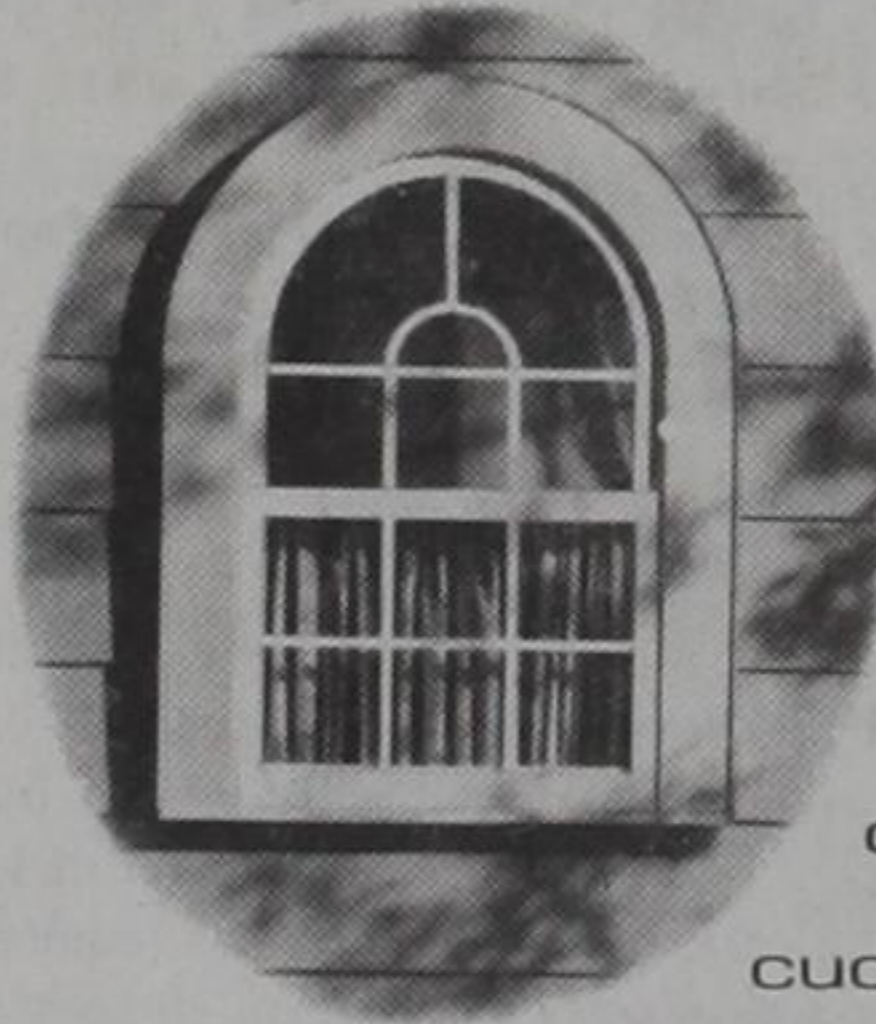
"She's kind of the ultimate utility player," he said.

The agency's clients include the Pepsi-Cola Co., Anheuser-Busch, GTE, Wrangler, Bank One, the Southland Corp., Georgia-Pacific, the McIlhenny Co., Imperial Sugar and the American Heart Association.

In formulating marketing plans, Ornelas & Associates relies on studies that have delineated four basic Hispanic attitudes, from least to most acculturated, to help identify and target the audiences advertisers want. About 80 percent of its work is Spanish-language.

Perhaps the agency's most high-profile creation was the "Pepsi Man" character, played by comedian Paul Rodriguez. Other campaigns, for Bank One and GTE, have appealed to the traditionally strong Hispanic family values to sell the message, Ornelas said.

SI USTED CREE QUE NO PUEDE COMPRAR UNA CASA, NOSOTROS LE OFRECEMOS VARIAS COSAS QUE DEBE INVESTIGAR.



Si está cansado de mirar por la pequeña ventana de su apartamento día tras día, es tiempo de pensar en comprar su propia casa con una cuota inicial muy pequeña. Una casa con toda clase de ventanas para que usted pueda empezar a ver la vida desde una nueva perspectiva.

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Para compradores que califiquen. Unicamente sobre casas con financiación asegurada por FHA. La cuota inicial y los pagos mensuales varían según el precio de la casa y los términos. Los costos de cierre y honorarios son adicionales.