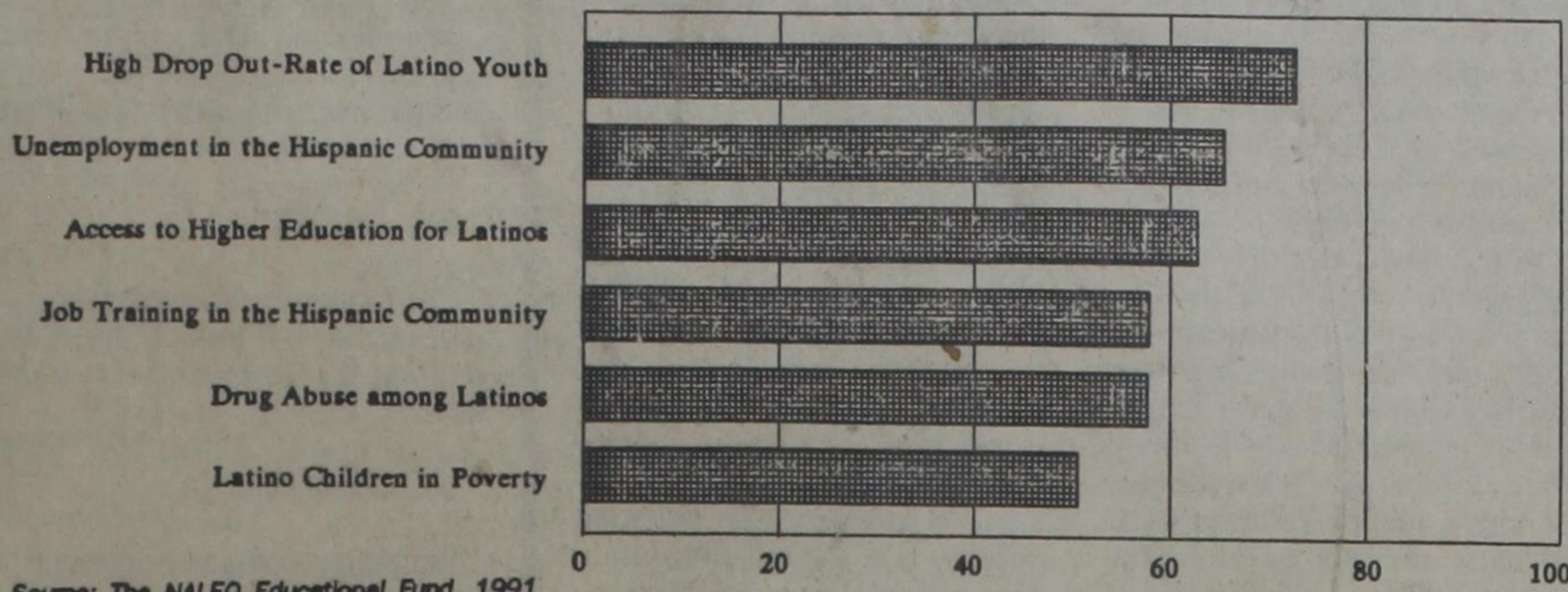


Hispanic Officials Identify Issues Affecting Their Community

Washington, D.C. -- High drop-out rates, unemployment, and access to higher education are the top three issues that Hispanic Elected Officials (HEOs) identify as the most important ones facing the Hispanic community in 1991. In recent national survey conducted by the National Association of Latino Elected and Appointed Officials (NALEO), HEOs were asked to rank the importance of issues facing the Hispanic community. Figure 1 shows the various issues that all HEOs nationwide ranked as relevant to their local communities. Interestingly, in comparison to past years that NALEO has conducted this research, unemployment in 1991 surfaced as a top concern facing the Latino community's civic leadership. NALEO's national survey of more than 4,000 HEOs

Figure 1 ISSUES IDENTIFIED BY HEOs: ALL STATES 1991



Source: The NALEO Educational Fund, 1991

at the local, state and federal level, resulted in a 20 percent response rate.

"NALEO's survey reveals two key factors. First, there

are issues of common concern facing Latino leaders throughout the country. Second, unemployment, for the first time, has surfaced among the top

three issues that the Hispanic community face in 1991," says NALEO Director Harry Pachon, Ph.D.

By consensus, education is

the issue of highest concern for HEOs, regardless of state or region of the country.

High Drop - Out Rate of Latino Youth

According to the 1991 NALEO's survey on issues facing the Hispanic community, the high drop-out rate among Latino youth is the issue that receives the most concern by Latino office holders. These figures highlight the critical situation that Latino high school students face. While the total population reports a completion rate of 81.0% for 1989, Hispanics only register a 55.9% completion rate for the same year. High school completion rates for Latino students have remained at approximately the same level for the past 15 years.

Unemployment in the Hispanic Community

Unemployment in the Hispanic community is the second issue in order of importance as ranked by HEOs. For the first time since NALEO began its

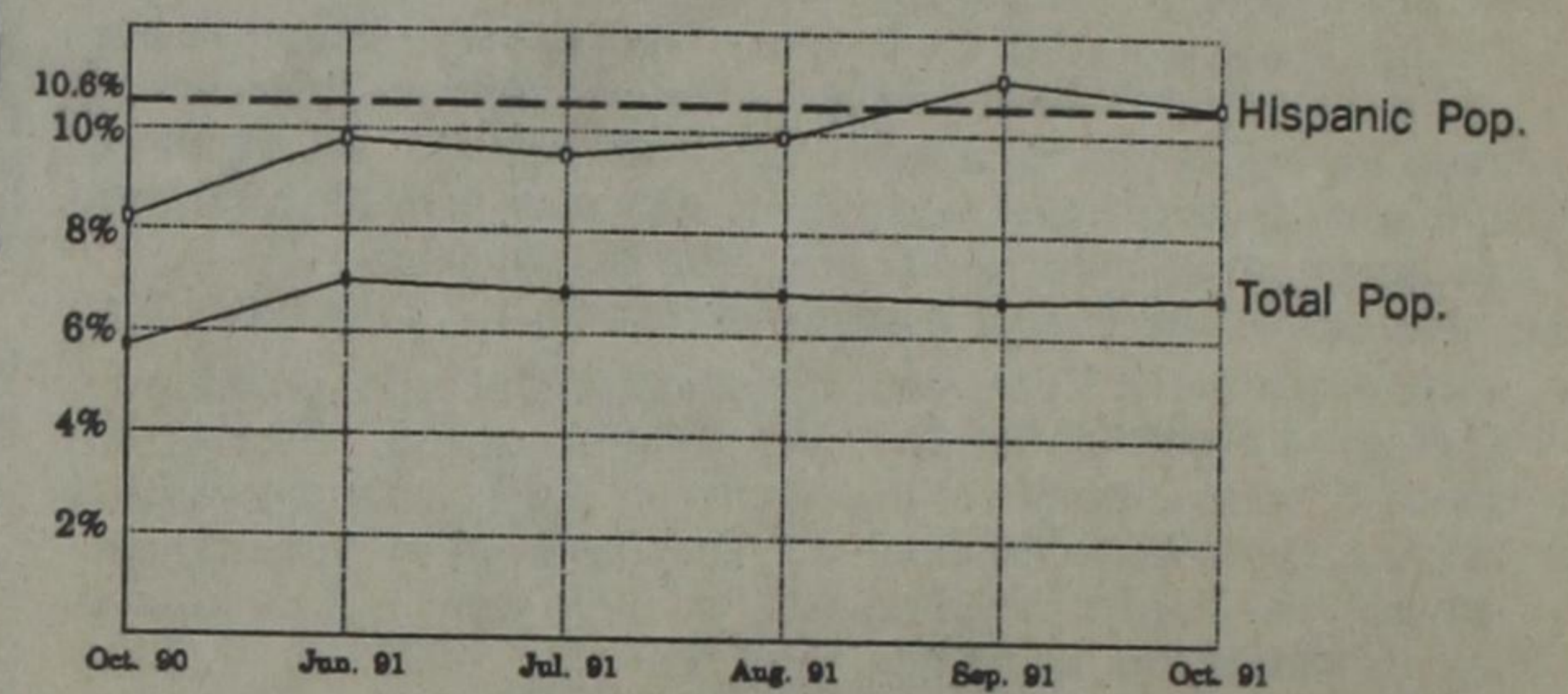
tal and Hispanic populations.

While total population levels register an average 6.82 unemployment rate during the last 5 months, Hispanic unemployment rates show an increase for the same period, reaching a record level of 11.1 percent in September 1990 -- unemployment rates for Hispanics registered at 8.5 percent.

Access to Higher Education for Latinos

Access to higher education for Latinos is the third highest issue of importance found in NALEO's national survey. Table 1 summarizes Hispanic and other enrollments for graduate and undergraduate levels. Another indicator of access to higher education for Latinos is the percentages of academic degrees conferred to them. Table 2 shows the percentages of bachelor's, master's and doctorate degrees conferred in 1989. Again, the smallest numbers of such degrees are concentrated among the Hispanic population. In 1989, only 2.9 percent of bachelor's

Figure 4 UNEMPLOYMENT RATES^a Hispanic and Total Civilian Populations



^a Seasonally adjusted

national survey (1987) unemployment surfaces as one of the top three issues identified by HEOs. Figure 4 shows the levels of unemployment for the to-

degrees were conferred to Hispanics, while 12.8 percent were given to the total minority population, and 85% to white non-Hispanic population.

Table 1 ENROLLMENT IN HIGHER EDUCATION 1988

	HISpanics	TOTAL MINORITIES	WHITE NON-HISPANICS
UNDERGRADUATE	5.6%	19.4%	78.8%
GRADUATE	2.6%	11.3%	78.3%

Continued Page 3

Established 1977

"El respeto al derecho ajeno es la paz"
Lic Benito Juarez



EL EDITOR

West Texas' Oldest Weekly Bilingual Newspaper

Vol. XV No. 14

Week of January 2 to 8, 1992

Lubbock, Texas

Hispanic, Blacks Reasses Relationships

By Teresa Puente

Intensifying competition for a shrinking pool of resources

Comentarios de Bidal

by Bidal Agüero

Texas lawmakers returned to Austin on January 2 to "Play it again Sam".

For the third time legislators will return to Austin to take up the redistricting question.

This after plans have been submitted, accepted, rejected, submitted again, to Courts, the Justice Department, Civil Rights groups, the Attorney General, the Governor and who know who else.

The main item of controversy is minority representation and subsequently the fact that lawmakers are angry at the fact that many existing representatives will be forced to run against each other.

Although lawmakers will eventually accept the plan, submitted and agreed to by minorities and the State and already agreed to by the Courts, we can expect that many republican lawmakers, including those from Lubbock, will continue to fight against the plan.

On Dec. 5, a dozen of them, brought together by the U.S. Commission on Civil Rights, met in a closed-door session to discuss how the commission can aid in keeping the two groups from a public rupture.

USCCR staff director Wilf-

and rights is causing U.S. blacks and Hispanics to join in reassessing many of their relationships.

Leaders in both communities readily acknowledge that longstanding tensions exist. But they fear a wider fracture because of changing demographics and survival pressures brought on by the recession and increasing racism against both groups.

Nationally, as well as at local levels, black and Latino leaders are initiating dialogues to hash out issues of mutual concern.

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USCCR staff director Wilf-

do González told Hispanic Link that the latest tensions were "instigated by the economy. When people in need find that resources are not available, they tend to point fingers."

The meeting was triggered in part by a July 29 Time magazine article, "Browns vs. Blacks," and other recent, sometimes inflammatory press coverage. In cities such as Miami, Los Angeles and Washington, D.C., black/brown relations have received an onslaught of media attention.

Participant Louis Núñez, president of the National Puerto Rican Coalition, commented that Hispanic population growth was pushing the two groups into the same neighborhoods and changing their economic and social dynamics.

Almost all major Puerto Rican barrios are now either next to or intermixed with black communities, he observed.

He said he would like to see the Commission, where he once served as staff director, do a report on Hispanic contributions to the civil rights movement -- a frequent point of contention between the two groups.

Common issues identified by sources included political denial, poor educational opportunities, crime, substance abuse, poverty, and lack of housing, employment and community services.

"There are serious grounds that blacks and Latinos share," said meeting participant Amy Wilkins, field director at the Children's Defense Fund.

Hispanos y Negros Vuelven a Evaluar sus Relaciones

Por Teresa Puente

La competencia cada vez mas intensa por un conjunto cada vez menor de recursos y derechos está ocasionando el que los negros e hispanos de los Estados Unidos se unan para volver evaluar muchas de sus relaciones.

Los dirigentes de ambas comunidades reconocen en seguida que hay tensiones de larga duración. Pero advierten sobre un peligro posible de una frac-

tura más amplia debido a las estadísticas demográficas que cambian y a las presiones por la supervivencia producidas por la recesión y el racismo en aumento contra ambos grupos.

En escala nacional, así como a los niveles locales, los dirigentes negros y latinos están iniciando diálogos para desmenuar los asuntos de interés mutuo.

El 5 de Diciembre una docena de ellos, reunidos por la Co-

misión de los Derechos Civiles de los Estados Unidos, se reunieron en una sesión a puertas cerradas para tratar de cómo la comisión pueda ayudar a evitar que los dos grupos escenifiquen una ruptura pública.

Wilfredo González, director de personal de dicha comisión, dijo a Hispanic Link que las tensiones más recientes fueron "instigadas por la economía. Cuando las personas que los necesitan hallan que no hay re-

curso disponibles, tienden a señalar a otras con el dedo."

La reunión fue provocada en parte por un artículo que apareció en la edición de la revista "Time" para el 29 de Julio último, titulado "Pardos contra Negros," y por otros informes recientes de prensa, algunos de ellos inflamatorios. En ciudades tales como Miami, Los Angeles y Washington, D.C., Las relaciones entre negros y hispanos han recibido una avalancha de atención por parte de los medios informativos.

El participante Louis Núñez, presidente de la Coalición Puertorriqueña Nacional, comentó que el crecimiento de la población hispana estaba empujando a los dos grupos hacia las mismas vecindades y cambiando la dinámica económica y social de éstas. Casi todos los principales barrios puertorriqueños se hallan ahora, o bien próximos o entremezclados con las comunidades negras, observó Núñez.

Este agregó que le gustaría ver a la Comisión, en la que él prestó servicios una vez como director de personal, efectuar un informe sobre los aportes hispanos al movimiento de los derechos civiles -- que es un punto frecuente de argumentación entre los dos grupos.

Los asuntos comunes identificados en la reunión comprendieron a la denegación política, las oportunidades de enseñanza insuficientes, la delincuencia, el abuso de las substancias tóxicas, la pobreza y la falta de servicios de vivienda, empleos y comunitarios.

"Hay terrenos serios que comparten los negros y los latinos," dijo la participante Amy Wilkins, directora territorial del Fondo para la Defensa de los Niños.

En la reunión se desarrolló un comité de cuatro miembros que

planificara un foro mayor, que se espera ocurra en el verano próximo.

La Directora Wilkins instó a que "esta discusión tenga lugar en las vecindades de todo el país."

La participante Maria Elena Torano, presidenta de la organización META, de Miami, agregó: "Tradicionalmente, los negros e hispanos no se han comunicado entre ellos y han competido por las migajas del pastel."

La cantidad de señales de alerta sobre dificultades -- los incidentes entre negros y latinos -- registrados por el Servicio de Relaciones con la Comunidad del Departamento de Justicia de los Estados Unidos disminuyó en el año fiscal mas reciente, a saber:

Año Fiscal 1989: 76 Año Fiscal 1990: 94 Año Fiscal 1991: 71.

Pero, según advirtió el portavoz de dicho servicio, Ron Tomalis, no se puede llegar a la conclusión de que ha habido una disminución en los incidentes, porque las cifras representan solamente a los informados a dicho servicio, o registrados por el mismo. El agregó que las ocurrencias eran primordialmente en el nordeste y el suroeste del país.

La reunión de la capital no fue la primera efectuada para reunir a negros y latinos. Los dirigentes políticos y de organizaciones dentro de los dos grupos han trabajado juntos en la re-demarcación de los distritos electorales en California y lo están haciendo en Chicago y en Houston.

"Aclaramos que estábamos tratando de hacer lo mejor posible para los latinos, pero no con detrimento para los negros," dijo Arturo Vargas, director de comunicación al ex-

Continuado Pagina 3

¿Que Pasa?

January Food Distribution-Guadalupe Eco. Serv.

Recertification for the 1992 Commodities Program in Lubbock County will begin on the dates and at the places listed below. For verification of this information, please call 766-7363.

Lubbock -- January 7 -- Last names beginning A-L

January 8 -- Last names beginning N-Z

Warehouse 3rd & Ave., G 10 am to 6 pm

New Deal -- January 9 -- Our Lady Queen of the Apostles Church -- 10 am to 2 pm

Idalou -- January 10 -- County Barn -- 10 am to 2 pm

Shallowater -- January 13 -- Phillips Catholic Church -- 10 am to 2 pm

Wolfforth -- January 14 -- County Barn, 10 am-2 pm

Slaton -- January 15 -- Guadalupe Catholic Church -- 12 pm to 4 pm

Remember -- EVERYONE must recertify. The following information must be presented before the individual or family may register to get a new card and their commodities. NO EXCEPTIONS WILL BE MADE.

1. Social security for both male and female heads of households.

2. Picture I.D.

3. Proof of residency such as a utility bill, rent receipt or voter registration card. (A post office box does not constitute proof of residency.) If a person lives in a "front" or "rear" apartment, a "A" or "B" duplex, etc., this information must be clearly identifiable on the proof of residence.

4. If receiving AFDC, Food Stamps, MAO or SSI, applicants must verify by showing the appropriate form (1009, 3087, 3088 or 1027)

To Full-Time Hands of Area Cotton Farmers:

It's The Time Of The Year For Your Bonus!

It's the time of the year when the harvest is nearly complete, and Christmas is around the corner. It's

also the time of the year to collect your end-of-year bonus.

If the contract you have with your boss includes an end-of-year bonus, it's your right to demand that bonus. You have worked hard for the bonus, and you have a right to claim the bonus because it is part of your job contract. That's the law. Don't let yourself be pushed aside with stories of a bad harvest or of no money to pay. If a bonus is part of your contract, it's your right. Demand it!

For more information about how to protect your right to your bonus, and for other information, call Texas Rural Legal Aid in Plainview, for FREE, at 1-800-356-5846.

Para Todo Trabajador Permanente De Los Ranchos Algodoneros Del Area:

"Ya Es El Tiempo De Sus Bonos Del Año"

Ya es el tiempo que casi rindio la cosecha y se acerca la Navidad. Tambien es el tiempo de coleccionar sus bonos de fin de año.

Si el contrato que tiene con su patron incluye bonos al fin de año, es su derecho de exigir sus bonos. Usted a trabajado mucho y muy duro para sus bonos, y tiene derecho a reclamarlos porque son parte de su contrato de trabajo. Esa es la ley, no se deje que lo empujen a un lado con cuentos de que fue un mal año, no se dio la cosecha, y no hay dinero. Si el bono es parte de su contrato, es su derecho. Demandelo!

Para mas informacion de como proteger su derecho a sus bonos o para cualquier otra informacion llame a Texas Rural Legal Aid in Plainview al numero Gratis 1-800-356-5846.

SEND INFORMATION ABOUT YOUR ORGANIZATION TO TO QUE PASA, P.O.

BOX 11250, LUBBOCK, TX

Pico de Gallo
Mi Tio me pregunto el lunes que porque es que el Presidente Bush se anda pasando halla por Japon y Asia cuando miles y miles de personas estan perdiendo su trabajo aqui en los Estados Unidos.
Pues dice que fue para halla para hablar con los diferentes lideres de las naciones para tratar de que ellos compren mas mercancia americana, haci se necesitan mas trabajadores aqui para alcanzar la aumentada demanda de productos, le conteste.
Pues yo no se que me dijiste, pero lo que si se es que yo no creo que los Japoneses van a comprar un Chevy envez de un Toyota.

El Editor-Lubbock, January 2, 1992

A Punch In The Mouth

By Raoul Lowery Contreras

Manuel Quezada de la Torre is charged with the felony of slugging a federal officer, a border patrolman. He faces three years in custody.

His trial starts Jan. 14 before United States District Judge Gordon Thompson, and the case will be prosecuted by Assistant United States Attorney Jay Alvarez.

The government has filed charges in San Diego's federal court, the busiest court in the United States. Salaries and overhead costs of the prosecution are in excess of \$2,000 per day, while the court costs will be at least \$10,000 per day.

There are no witnesses to the alleged assault.

The United States attorney has filed papers declaring that Officer Ferrel F. Fisher "identified himself as a border patrol agent, at which time (Quezada) struck the agent in the mouth with a closed fist."

Two stitches were required to close the officer's grievous injury.

The papers also note that Quezada was seriously injured when the agent responded to being punched in the mouth by shoving Quezada against a wall. Bouncing off the wall, the documents state, Quezada fell to the ground, splitting, his head open. The serious wound was treated at a nearby hospital. In a lengthy interview with Los Angeles Times reporter Alan Abrahamson, Quezada disputed the charges and the patrolman's version of what happened the night of Oct. 21 as he tried to cross the border into the United States.

He had left the mountain state of Zacatecas, Mexico, to "visit" relatives in Los Angeles. Hooking up with a Tijuana "coyote," an alien smuggler, he followed him across the border, over the fence and to the wall where he was caught.

He and the coyote were climbing the wall when they saw border patrolmen. Scrambling back over the wall toward Mexico, Quezada says, they were surprised by patrolman Fisher. The coyote kicked at Fisher, hitting him in the face, and then ran back into Mexico. Fisher recovered quickly and, according to Quezada, smashed his head with a heavy flashlight.

There were no witnesses.

After being treated in the hospital, Quezada was taken to a border patrol office and interrogated. The government claims he was read his rights and then asked for "biographical" information. Quezada doesn't know whether he was read his rights, because he doesn't know what rights he's supposed to have.

No one in the border patrol will discuss the case other than spokesman Steve Kean, who responds to Quezada's version by saying, "I highly doubt any such thing occurred." Further, he states, "I want to point out that agents are subjected to attacks and assaults down here (the border). They do need to protect themselves." The border patrol reports that there were 132 assaults on agents during the last fiscal year. This is a miniscule number when one considers the patrol made 540,000 arrests in the 66-mile San Diego border sector. Nevertheless, 132 assaults were made on patrolmen. Or were they?

When someone hits a patrolman, that's an assault. When patrolmen are shot at, that's an assault. When rocks are thrown at patrolmen, that's an assault. When, however, an illegal has his head caved in by a patrolman's flashlight, that's not an assault.

When two unarmed Mexicans were shot, according to the medical examiner, many times in the back by a patrolman, the incident was recorded as one of the 1321 assaults on agents. There were no witnesses.

Quezada's case is remarkable because the incident took place Oct. 21 and will come to trial Jan. 14, less than three months from start to finish. Justice certainly moves swiftly in the San Diego district. This is especially noteworthy when one considers that this court has, according to Quezada's public defender, Mary Maguire, the highest perjury criminal caseload in the country.

"I think," she says, "it is appalling that the U.S. attorney's office has chosen to prosecute this case, seeing as all the dockets in this court are full."

The trial will go on, on Jan. 14, and it will be most interesting to see Patrolman Ferrel F. Fisher in court. We wonder, for example, how tall he is. And we wonder how much he weighs. How old and how agile he is? We wonder because the patrol won't tell us.

Size, weight and age, you see, are important in this case. Why? Because Manuel Quezada de la Torre is 15 years old, 5 feet 1 inch tall and weighs 98 pounds. Remember, Manuel Quezada de la Torre is charged with punching pistolpacking officer Ferrel F. Fisher in the mouth with a closed fist -- all 5-foot-1-inch 98 pounds of him.

Child-Merchants at Work in the Juarez Mercado

By José Armas

Across the border from El Paso, Texas, the Juárez mercado on 16 de Septiembre Street is a tourist shopping mall, and we were tourists that day. Anna, my 20-year-old daughter, and I were tired so we decided to leave our holiday shopping party and sit in the small but crowded plaza to watch the people. I ordered one of the great Mexican beers.

The peso was trading for 3,000 for one U.S. dollar that day. The value of the peso is still so unstable that many businesses display chalkboards where they change the rate on an hour's notice. Still, I like the lights, the color and the human energy of this Mexican border town.

A child offered us some pumpkin seeds, which I declined. Anna bought a package.

Then another boy who made name bracelets came by and Anna wanted one. She selected from an assortment of brightly colored nylon threads. Then we watched as the boy, about 9, deftly began to braid the bracelet. By then, others spotted Anna as a buyer and we were inundated by all kinds of vendors. There were as many kids as adults. Some just asked for money, but most were hawking such things as gum, candy, toys, shoeshines, flowers, cassette tapes, photos, Christmas wreaths, songs.

I agreed to a song from a boy with a guitar pitifully out of tune, and a voice that matched

perfectly. But he sang with such confidence and abandon that I agreed to another, then another. He was reinforced by an older boy with a little better guitar and just slightly better voice.

Finally, the young artisan completed the bracelet and put it on Anna's wrist. She paid the boy and looked wistfully, almost sadly, at the attractive piece.

"What's the matter, mija? Don't you like it?"

"It's beautiful," she said. "But it's so sad about these kids. They should be in school." This from my youngest who barely made it through grade school herself.

"They're working, mija." Our table was surrounded by elementary-school-age salesmen and saleswomen. "Look at them, Dad. What kind of life are they going to have without an education?"

There was a lot of truth to what she said. The plaza was filled with kids, scurrying around like so many waifs, trying to entice turistas to buy something, anything. Anna was on the verge of tears.

I understood her compassion, but questioned her conclusion.

She saw their material poverty. I saw something else. But in the face of their obvious depravity, it was hard to explain.

These kids rise each morning to confront hunger, poverty and social injustice. They are armed only with hope and de-

Continued Page 5

Re-Definicion De Los Hispanos Reglas Del Juego Para 1992

Por Eduardo Mercado

En 1991, los hispanos calificaron como el grupo étnico más incomprendido y más incorrectamente definido. El problema se debió en gran parte a quién estaba haciendo la definición.

De costumbre, han sido los no hispanos. Pero las recientes divagaciones tontas de Linda Chávez, autora de la diatriba titulada "Fuera del Barrio," trae el asunto a un nuevo enfoque. Chávez, lancera de derecha que ha pasado toda su vida imitando a los estilos de vida ajenos, ataca a los dirigentes hispanos calificándolos de poco importantes y parece tener la intención de fomentar la tesis de que el único hispano bueno es el hispano que está muerto culturalmente.

De modo que empecemos 1992 con algunas reglas de juego nuevas sobre el definir a los hispanos. Y comencemos por sepultar a cuatro conceptos falsos respaldados por Chávez y otros:

Concepto Falso No. 1: Los hispanos se despojan con el tiempo de las creencias culturales de sus antecesores para adoptar los valores de la sociedad anglo-americana predominante.

Concepto Falso No. 2: Las puertas de la oportunidad siempre se abren de par en par a los hispanos que estén dispuestos a amoldarse y a trabajar energicamente.

Concepto Falso No. 3: Los hispanos no son víctimas de la injusticia por parte de las instituciones.

Concepto Falso No. 4: Para perpetuarse a sí misma, la dirigencia de las organizaciones hispanas está aislando a la comunidad hispana y evitando que adelante.

Mis reacciones según los números:

No. 1: ¿Puede uno realmente deshacerse de su cultura como un reptil se deshace de su piel? Las culturas edificadas sobre rocas sólidas son tan resistentes como las paredes de bloques de una pirámide. Los valores hispanos, en sus diversas formas, continúan propagándose a través de los Estados Unidos, cambiando a menudo las costumbres de los no hispanos para que mejoren.

No hay contradicción alguna en abrazar los valores de los hispanos, así como aquéllos de las comunidades anglo-americanas, africanas, asiáticas o nativas norte-americanas. Todas se superponen unas a otras. Las culturas, como las tradiciones familiares, aceptan añadiduras a medida que se ajustan a los cambios de la sociedad.

Las culturas no son conquistadas, sino que evolucionan.

Nos. 2 y 3: ¿La oportunidad? ¿La igualdad? Como grupo, los hispanos estadounidenses continúan siendo víctimas. Sufren

desproporcionadamente de la discriminación en el empleo y en la vivienda, de la explotación económica y de un trato diferente en casi todos los aspectos de la vida.

No hay duda de que muchos hispanos han tenido éxito a pesar de estas dificultades -- y de que continuarán teniéndolo. Mi padre vino a este país en 1925 con muchos otros inmigrantes. Era cuestión de hundirse o nadar. El trabajó por \$20 a la semana durante años sin ninguna clase de protección y mientras que él pudo sobreponerse a algunos obstáculos, mucho que lo rodeaban se hundieron.

Los inmigrantes se hallaban sujetos a la explotación total. No habían leyes sobre el trabajo infantil. No había protección para las mujeres en el centro de trabajo y, en verdad, por cada relato de éxito hubieron millares de relatos de horros sobre las personas sometidas a la explotación vil y maligna, que a menudo daba por resultado una vida abreviada y amarga.

Los "días buenos de antaño" pertenecen a aquéllos que se beneficiaron de las triquiñelas reacias, de las mesas desniveladas y de las manos de cartas con trampa.

Los que "tienen", en cualquier democracia, deben preocuparse por los que "no tienen". Deben comprometerse a ayudar a nivelar la mesa. De otro modo, la democracia pierde en la práctica así como en la teoría. Su substancia se evapora.

Los que tienen mayores posibilidades de ayudar a las víctimas de la sociedad son aquéllos que de algún modo se identifican con ellas -- sea por vínculos étnicos, color, sexo o cualquier otro identificador de grupo.

No. 4: Los dirigentes hispanos reflejan a las familias y comunidades que los crearon. Se convierten en dirigentes porque están dispuestos a impulsar agresivamente a favor de nuestra inclusión plena en la sociedad estadounidense. Si no nos representan bien, los rechazamos y se van.

Cuán triste resulta que, a medida que el mundo se empequeñece, muchas personas en los Estados Unidos -- incluyendo a la progenie de los pueblos inmigrantes -- se presentan a ellos mismos como super-estadounidenses y exigen a la pureza cultural e idiomática como prueba del patriotismo.

Los forjadores de nuestra Constitución tuvieron una visión mucho más amplia que esa.

(Eduardo Mercado, de Washington, D.C., es director de la Oficina de los Derechos Civiles en el Departamento de Salud y Servicios Humanos del Gobierno Federal.

el editor newspapers

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Redefining Hispanics -- Ground Rules for 1992

By Eduardo Mercado

In 1991, Hispanics qualified as the nation's most misread and misdefined ethnic group. The problem, in large part, was in who was doing the defining.

Usually it's been non-Hispanics. But the recent silly ramblings of Linda Chavez, author of the diatriba "Out of the Barrio," brings the issue into fresh focus. Chávez, a right-wing spear-carrier who has spent a lifetime aping others' lifestyles, attacks Hispanic leaders as irrelevant and seems intent on promoting the thesis that the only good Hispanic is the culturally dead Hispanic.

So let's begin 1992 with some new ground rules on defining Hispanics. And let's start by burying four popular canards endorsed by Chávez and others:

Canard No. 1: Hispanics eventually shed their ancestors' cultural beliefs for values of the dominant Anglo society.

Canard No. 2: The doors of opportunity always flap open for those Hispanics who are willing to adjust and work hard.

Canard No. 3: Hispanics aren't victims of institutional injustice.

Canard No. 4: to perpetuate itself, Hispanic organizational leadership is isolating the Hispanic community and keeping it from advancing.

My responses, by the numbers:

No. 1: Can you really shed your culture like a reptile sheds its skin? Cultures built on real rock are as resilient as a pyramid's block walls. Hispanic values, in their various forms, continue their spread across the United States, often changing the mores of non-Hispanics for the better.

There's no contradiction whatsoever in espousing the values of Hispanics and those of Anglo, African, Asian or Native American communities.

CRAZY HORSE

BY STEPHEN C. MCINTYRE

Bill Moyers was interviewed in the Washington Post not to long ago and said of President Bush:

"I think George Bush is the most deeply unprincipled man in American politics today. He strikes me as possessing no essential core. There is no fundamental line from which he will not retreat I have watched him for almost 30 years and have never known him to take a stand except for political expediency."

Go see "JFK"!

The Congress is investigating the allegation that Bush took part in the deal to steal the 1980 election for Reagan by arranging for the hostages in Iran to be released after the election.

Go see "JFK"!

Recently economist Seymour Melman wrote in The Nation that our American economic system is really "military state capitalism." He went on to say:

"In military state capitalism, the military activity -- building and operating armed forces and their industrial base -- is the primary activity of government.... The drive to expand managerial power leads to sustained international violence The Vietnam war is a case in point.

In every year from 1951 to 1960, the Defense Department budget has exceeded the combined net profits of all American corporations. The Pentagon uses 75 percent of the Federal government's research and development funds, has more employees than the rest of the government put together and has machinery assets that dwarf those of many corporations."

Go See "JFK"!

The Texas Civil Rights Project has received money from the Equal Access to Justice Foundation to set up a backup center to help out lawyers in the rural areas of Texas who want to handle civil rights cases. The service includes: help with legal research; assistance with draft pleadings and briefs; appellate support; publication and distribution of model pleadings; and direct participation as co-counsel in cases. Attorneys who ain't too proud to ask for help can call the toll-free number 1-800-745-8277.

"To say that the future will be different from the present and past can be denounced as radicalism or branded as subversion.... It hardly seems necessary to point out in the United States, of all places, that change, although it involves risks, is the law of life."

- Robert F. Kennedy, 1964

Go See "JFK"!

Affirmative action and preferential treatment. These terms represent different ideas, but in the mind of David Duke and some others it all means the same--quotas.

What does a David Duke mean to America? We will hear new racial buzzwords in the air as part of the racial political strategy during this presidential election year. These buzzwords will be referring to fairly successful programs and policies that were adopted to cure long term and deep problems in this country that obviously still exist. These problems affect the quality of life for millions of the citizens of this country and deserve special legislation. These problems are no less important than the programs and policies adopted to give special attention to: students, farmers, veterans, senior citizens, home owners

Certainly, if George Bush can lead the fight for tax breaks for the rich he should be in the lead to support legislation to fight racism. But he hasn't. He vetoed the law last year calling it a quota bill. He did it again this year. It wasn't until the race issue started to blow up in his face a couple months ago that he finally backed down to sign the new civil rights bill that was proposed by Republicans and Democrats.

Ever since I can remember race has been an issue in the presidential election. This year it appears that it may become a very important political issue because it will be discussed in the context of jobs and layoffs as our economy continues to falter. In other words, who gets hired and fired as we continue to suffer under the voodoo economic theory of Reagan?

Go See "JFK"!

Stephen C. McIntyre is a partner in the Lubbock law firm of Mercado & McIntyre.

They overlap. Cultures, like family traditions, accept additives as they adjust to society's shifts.

Cultures aren't conquered. They evolve.

Nos. 2 and 3: Opportunity? Equal footing? As a group, U.S. Hispanics remain victims. They suffer disproportionately from employment and housing discrimination, economic exploitation, and double standards in just about every aspect of life.

There is no question but that many Hispanic have succeeded in spite of these difficulties -- and will continue to do so. My father came to this country in 1925 with many other immigrants. It was sink or swim. He worked for \$20 a week for years without any kind of protection and, while he was able to overcome some obstacles, many around him sank.

Immigrants were subject to total exploitation. There were no child labor laws. There was no protection for women in the work place and, in fact, for every success story, there were thousands of horror stories of people subjected to vile, evil exploitation, often resulting in an abridged and bitter life.

The "good old days" belong to those who benefited from racist chicanery, tilted tables and

stacked decks.

The haves in any democracy must care about the have-nots. They must commit to help level the table. Otherwise, democracy loses in fact as well as in theory. Its substance evaporates.

Those who are most likely to help society's victims are those who identify in some way with them -- be it by ethnicity, color, sex and any other group identifier.

No. 4: Hispanic leaders reflect the families and communities that created them. They become leaders because they're willing to push aggressively for our full inclusion in U.S. society. If they don't represent us well, we reject them and they go away.

How sad it is that as the world gets smaller, so many in the United States -- including progeny of immigrant peoples -- fancy themselves as super-Americans and demand cultural and linguistic purity as proof of patriotism.

The framers of our Constitution had a much broader vision than that.

(Eduardo Mercado, of Washington, D.C., is director of the Office of Civil Rights, U.S. Department of Health and Human Services.)

ENTRETENIMIENTO

"Hablando de Hollywood" Por Estrellita

.....Que tal, amigos y amigas, ¿cómo están ustedes? Esperó que bien. Otra vez les doy la bienvenida a esta columna semanal en la que ustedes encontrarán las noticias más recientes sobre lo que está pasando en Hollywood.....*.....Para empezar quiero decirles que hace algunos días el actor Billy Crystal, estrella de la excelente película "City Slickers" dio muestra de su gran corazón. Resulta que Billy recibió un cheque de 50,000 dólares como adelanto de pago de los derechos de explotación en video de la mencionada cinta. Ese dinero no fue, como todos hubieran imaginado., a parar a su cuenta bancaria sino que sirvió para una causa más noble. Billy donó tal cantidad para ayudar a las personas que no tienen donde vivir. Por supuesto que el no quiso darle mucha publicidad al asunto, lo cual habla muy bien de su sencillez y gran corazón

.....*.....Bastante preocupado se encuentra el productor Joel Silver, resulta que su asociación con el actor Bruce Willis con terminar. Luego de los problemas que Willis ha tenido con sus últimas tres películas, Silver piensa que eso puede afectar el lanzamiento de la cinta "The Last Boy Scout"



en la que este lleva el rol protagonista. Algunos de los amigos más cercanos a Silver opinaron hace poco que un fra-

caso más lo pondría en una situación bastante difícil y es que no producir dinero en Hollywood es el peor pecado que se puede cometer en el mundo.....*..... A quien se le vio la semana muy feliz por Los Angeles fue el actor Dustin Hoffman. Y como no va a estarlo si su participación en "Hook", película dirigida por Steven Spielberg, es una de las más celebradas. Reconocido entre los mejores actores series que tiene el cine norteamericano, Hoffman también es un excelente cómico. Su brillante interpretación que hace el Capitán Garfio es un buen ejemplo de sus capacidades histriónicas. Un ejemplo que deberían de seguir todos los aspirantes a hacer carrera dentro del cine.....*..... Kim Cattrall habla de su participación en la cinta "Star Trek VI: The Undis-



covered Country" al lado de los legendarios actores William Shatner y Leonard Nimoy. Dijo que ella estaba familiarizada con la serie televisiva y que nunca se imaginó que algún día podría trabajar junto con ellos. Fue la realización de un sueño largamente esperado, añadió, Kim al final de esa charla. Una de las más agradables sorpresas que hay en esta película es la destacada participación que tiene en ella la actriz hispana Rosana De Soto, a quienes todos recordamos por su participación en "La Bamba". Sorprendentemente como pocas mujeres latinas, Rosana hace el papel de Azatbur, la hija de uno

de los enemigos más poderosos que tiene el Capitean Kirk (Shatner) y el Señor Spock (Nimoy). La presencia de Rosana en una historia tan futurista demuestra, una vez más, que nuestros actores pueden intervenir en cualquier tipo de película. Lo único que hace falta es que se les brinde la oportunidad.....*.....Por estos días se habla mucho del destacado papel que están jugando los niños actores en las mejores películas estrenadas durante los últimos meses. Se dice, por ejemplo, que eso demuestra el gran nivel de competitividad que hay en Hollywood y el gran talento que se necesita para poder destacar. En ese sentido puede decirse que dos de las más agradables sorpresas las han dado Adam Ham-Byrd, estrella de "Little Man Tate", Edward Furlong quien trabajó al lado de Arnold Schwarzenegger en



Sylvester Stallone

"Terminator 2" y Anna Chlumsky la niña que se ha robado el corazón de todos los que han visto "My Girl". Por supuesto que ellos tres y el futuro que les espera son el motivo de muchas de las conversaciones que estos días se escuchan por el Sunset Boulevard y otras áreas de Hollywood.....*.....Bueno amigos y amigas creo que eso es todo por el momento. Me despido de ustedes deseándoles lo mejor del mundo. Nos ponemos en contacto la próxima semana en esta su columna favorita. No se la pierdan. ¡Chao!...

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Viene de la 1

terio y cursos de acción en el Fondo Mexicano-americano para la Defensa Legal y la Enseñanza, de Los Angeles. "Dice mucho (el que el plan de re-demarcación de los distritos electorales de California) fuera respaldado por un miembro negro del Congreso," refiriéndose a la Representante Maxine Waters (demócrata por California).

En el Norte de Virginia, miembros de la Liga de Ciudadanos Latino-Americanos Unidos (LULAC) y de la NAACP (Asociación Nacional para el Adelante de las Personas de Color) se reunieron en Octubre pasado para discutir las tensiones entre los jóvenes de ambos grupos y los intereses mutuos en la vivienda y la enseñanza.

"Es crítico el que las comunidades lleguen a conocerse unas a otras," dijo Jack Gravely, ex-presidente del capítulo de la NAACP para Virginia.

El Grupo Congresional Hispano y el Grupo Negro del

Congreso han apoyado también a las posturas mutuas contra la prohibición de las becas minoritarias y contra un programa piloto para tarjetas nacionales de identificación, dijo Rick López, director legislativo del Grupo Congresional Hispano.

López agregó que "han habido muchos casos en que los dos grupos han trabajado juntos."

Las organizaciones nacionales de los medios informativos que representan a los dos grupos han anunciado ya que celebrarán una conferencia nacional conjunta, y que incluirán a los asiáticos y nativos norteamericanos, en 1994.

(Teresa Puente es reportera del semanario nacional Hispanic Link Weekly, Report, en Washington, D.C.)

Table 2
ACADEMIC DEGREES CONFERRED
1989

	HISPANICS	TOTAL MINORITIES	WHITE NON-HISPANICS
BACHELOR'S DEGREES	2.9%	12.8%	84.5%
MASTER'S DEGREES	2.4%	10.7%	78.2%
DOCTORATE DEGREES	1.7%	6.1%	60.3%

Source: American Council on Education, 9th Annual Status Report: Minorities in Higher Education

Compiled by: The NALEO Educational Fund, 1991

The Television Year In Review

LOS ANGELES - In the television year of 1991, truth was stranger than prime-time fiction and it got better ratings.

From the Persian Gulf War to the U.S. Supreme Court confirmation hearings of Clarence Thomas, real life made for more compelling television than sitcoms.

Ratings soared when networks pre-empted prime-time entertainment for extended war coverage. In October, ABC ran a late-night Thomas hearing from Capitol Hill and drew viewers in 20 million American homes. It was the night's most-watched broadcast.

Such were isolated success stories. For networks overall, the number of viewers continued to drop. Though history in the making made for great ratings, the historical positions held by NBC, CBS and ABC as gods of night-time television continued to erode.

At midyear, the networks' share of viewers had dropped to 62 percent, a far cry from the 90 percent audience share held by the Big Three broadcasters when they were the only game in town.

Ratings experts predicted that share would soon dip below 50 percent as viewers increasingly click their way through a dial that, on the average, has 60 broadcast and cable stations to choose from - plus a VCR.

So, as we enter 1992 and an even larger television universe (or, as Bruce Springsteen laments in a new song titled "57 Channels and Nothin' On"), let us remember the best and worst of 1991.

And give thanks for books.

You've Tried The Rest Now Read The Best! El Editor From Page 1

Out of the meeting developed a four-member committee that will plan a larger forum expected to take place by summer.

Wilkins urged, "This discussion has to happen in neighborhoods all around the country."

Participant María Elena Torano, president of META in Miami, added, "Traditionally, blacks and Hispanics have not communicated with each other and have competed for the crumbs of the pie."

The number of alerts -- incidents between blacks and Latinos -- recorded by the Community Relations Service at the U.S. Justice Department decreased in the last fiscal year (FY1989, 76; FY1990, 94; FY1991, 71).

But, cautioned CRS spokesman Ron Tomalis, one cannot conclude there has been a decrease in incidents because the numbers represent only data reported to or recorded by CRS. He added that the occurrences were primarily in the Northeast and the Southeast.

The meeting in the capital was not the first to bring together blacks and Latinos. Political and organizational leaders within the two groups have worked together on redistricting in California and are doing so in Chicago and Houston.



"Cristina Gana Emmy 1991 Por Su Trabajo Como Conductora"

MIAMI BEACH, FL. 7 de Diciembre, 1991- Durante la Decimoquinta entrega de los premios emmy auspiciados por el comité nacional de la academia de television de artes y ciencias, fue otorgado el premio emmy a Cristina Saralegui, en la categoría de conductora por su excelente moderación de los programas sobre el escándalo del grupo musical menudo.

La competencia estuvo reñida porque en la misma categoría se encontraba nominado nada menos que el famoso conductor de sabado gigante - Mario

Kreutzberger (Don Francisco).

Al recibir el premio, Cristina Comento: "Estoy Muy Contenta Por Este Reconocimiento pues bien recuerdo que al comenzar este programa hace tres años, no sabia ni como sostener un microfono. Y tomo tambien la oportunidad para agradecer a Joaquin Blaya (Presidente De La Cadena Univision), por Haberme dado la oportunidad mas grande de mi carrera y tambien quiero agradecer a mi equipo, que trabajan arduamente todos los dias para hacerme lucir bien. Para ellos tambien es este premio."

"We made it clear that we were out to do the best for Latinos, but not to the detriment of blacks," said Arturo Vargas, director of outreach and policy at the Mexican American Legal Defense and Educational Fund in Los Angeles. "It says a lot that (the Latino California redistricting plan) was endorsed by a black member of Congress" (referring to Rep. Maxine Waters, D-Calif.)

In Northern Virginia, members of the League of United Latin American Citizens and the NAACP met in October to discuss tension among youth and mutual concerns in housing and education.

"It's critical that the communities get to know each other," said Jack Gravely, past president of the Virginia NAACP.

The Congressional Hispanic Caucus and Black Caucus have also supported mutual positions against a ban on minority scholarships and a pilot program for national identification cards said Rick López, legislative director at the Hispanic Caucus.

"There have been many instances where the two have worked together," said López.

National media organizations representing the two groups have already announced that they will hold a joint national conference, and include Asians and Native Americans, in 1994.

(Teresa Puente is a reporter with the national newsweekly Hispanic Link Weekly Report in Washington, D.C.)

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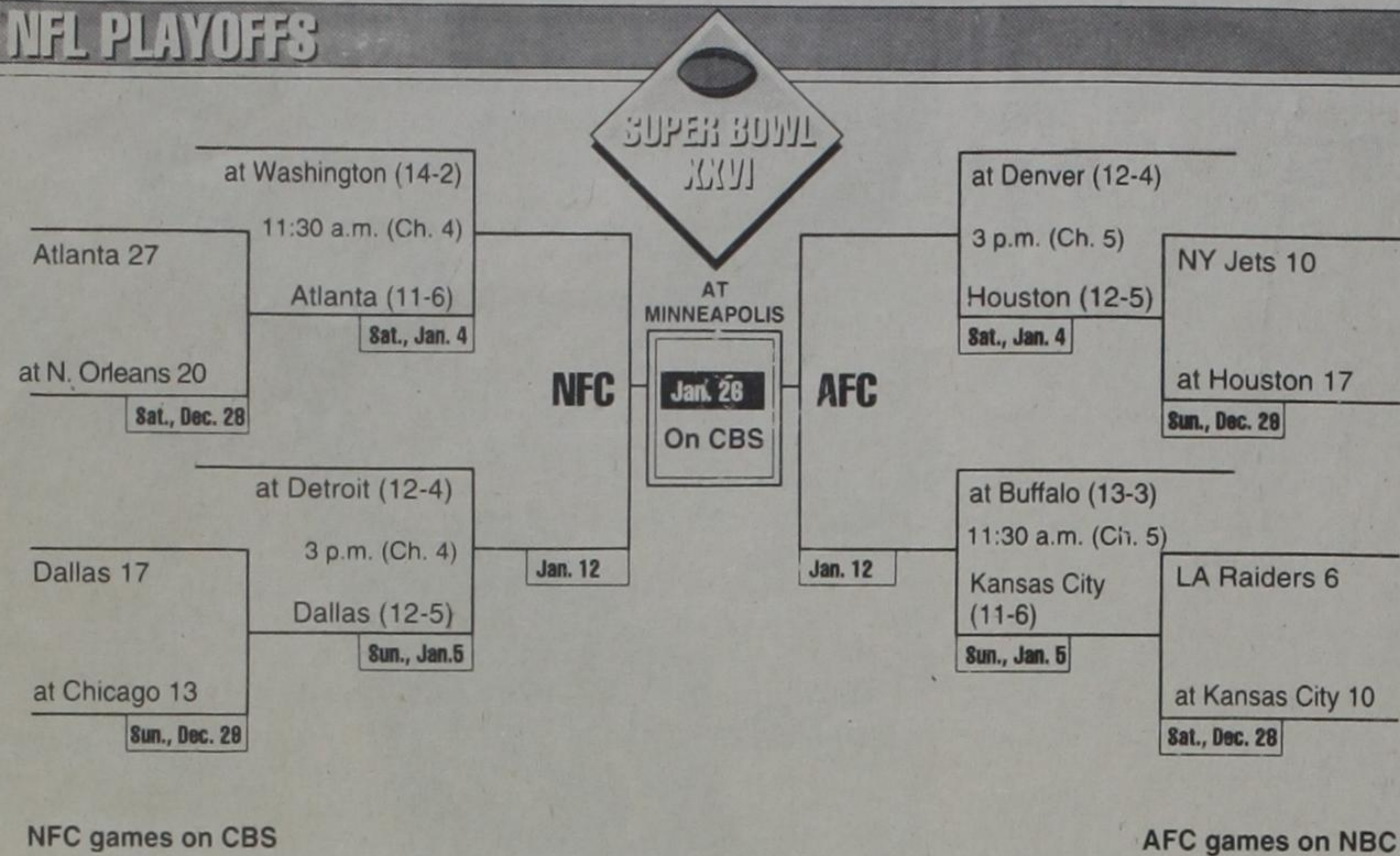
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DEPORTES

NFL PLAYOFFS



NFL Playoff Predictions

By DAVE GOLDBERG
AP Football Writer

The first rule for this weekend is to forget the first-time blowouts involving the eight teams that are two games away from the Super Bowl.

All four games are reruns of regular-season games, decided by an aggregate of 165-47, or 41-12 per game. Two of the losers, Denver and Buffalo are favorites this weekend and Detroit, a 24-point winner at home against Dallas, has floated down to a 1-point favorite for Sunday's contest at the Silverdome. Atlanta (minus 1 1/2) at Washington=

The first time it was 56-17 Redskins in a game that wasn't as close as the score indicated. But Deion Sanders, Chris Miller and Mike Kenn - three Falcons of overriding importance - missed that game with injuries, so start from there.

Start from here also: The Redskins are 7-1 at home in playoff games; they're rested, uninjured and not prone to lateral interceptions in the final minute with a 7-point lead.

REDSKINS, 31-17.
Houston (plus 3 1/2) at Denver=

Speaking of Glanville, he was Houston's coach the last time the Oilers had a playoff game in Denver. On the team's first offensive play, he had Warren Moon pitch back to Mike Rozier in the end zone. Rozier fumbled and the Broncos went on to win 34-10.

Maybe that's an omen, one the Broncos would prefer to forget. They went on to beat Cleveland in the AFC title game when Earnest Byner (the same guy who's in Washington now) fumbled going into the end zone with the tying touch-

down. Then they continued on to the Super Bowl, where they lost to Washington 42-10.

The long-range forecast is for decent weather. That could be a problem - the Broncos' corners don't cover well against a run-and-shoot.

Besides, even people in Denver don't want them back in the Super Bowl.

OILERS, 21-17.
Kansas City (plus 10 1/2) at Buffalo=

How can Kansas City be a 10 1/2-point underdog?

In the first game, they controlled the ball for 44 minutes, ran for 247 yards and won 33-6. Both Christian Okoye and Harvey Williams went over 100 yards and Barry Word, now the heavy-duty guy, barely played.

But the first game wasn't at Rich Stadium, Bruce Smith and Jeff Wright weren't there for the Bills and the Chiefs were considerably healthier - linebacker Chris Martin is out after undergoing arthroscopic knee surgery and who knows about Derrick Thomas, who left last week's game with an accelerated heartbeat.

BILLS, 20-13.
Dallas (plus 1) at Detroit=

The first one was 34-10 Lions, the game in which Rodney Peete was injured and the Cowboys outgained the Detroit 415 to 208. It's also the game that Detroit scored touchdowns on a blocked field goal and an interception - remember Ray Crockett holding the ball aloft on the 1-yard line before prancing into the end zone?

Both teams come in on six-game winning streaks, Dallas behind Steve Beuerlein, who's 6-0 since taking over for the in-

jured Troy Aikman. Jimmy Johnson stays with the hot hand, electing Beuerlein, this year's Jeff Hostetler, over a now-healy Aikman.

COWBOYS, 17-13.
Playoffs 2-2 (spread); 3-1 (straight up).

Regular Season: 106-114-4 (spread); 137-87 (straight up).

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CBS HISPANIC RADIO NETWORK ANNOUNCES POST-SEASON NFL COVERAGE

The CBS Hispanic Radio Network will offer its affiliates five post-season NFL games -- including Super Bowl XXVI -- as well as special programming, it was announced by Nick Kiernan, the Network's Vice President/General Manager.

The 1991 season marks the Network's second year of broadcasting post-season NFL games. "We're very pleased that, due to the popularity of last year's schedule, we are again able to bring NFL games to the Spanish-speaking audiences," commented Mr. Kiernan. "The broadcasts also have tremendous appeal among advertisers," he added, "as evidenced by our full lineup of sponsors in categories such as automotive, telecommunications, soft drinks and recruitment."

This year's schedule will feature the following games:

*Dec. 29 -- One First-Round Wild Card Game

*Jan. 5 -- One Second-Round Divisional Playoff Game

Jan. 12 -- The AFC and NFC Championship Games

*Jan. 26 -- Super Bowl XXVI

Announcers for the Network's games include Armando Quintero, voice of the Dallas Cowboys; Rene Giraldo, voice of the Miami Dolphins and Faud Reveiz, Minnesota Vikings' place kicker.

In addition to the games, on Jan. 19, the CBS Hispanic Radio Network will present El Camino Al Super Bowl (The Road To The Super Bowl), a two-hour show hosted by Quintero, as well as a month-long series of daily vignettes, hosted by Quintero and Giraldo, which will be broadcast from Dec. 23-Jan. 27.

The CBS Hispanic Radio Network, established in 1990, also provides coverage of Major League Baseball's All-Star Game, League Championship Series and World Series; Latin Legends of Baseball; and a host of long- and short-form feature programs. Broadcasts reach 80 percent of the U.S. Hispanic population and audiences in six Latin American countries.

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Corvette LTL Convincente Deportivo Americano

Por Benito Vicitez

No necesita comentarios el renovado Corvette, excepto para destacar las características que reafirman su popularidad, y al mismo tiempo, señalar aquellas modificaciones que motivarán aún más a sus múltiples seguidores. Una de las virtudes del nuevo Corvette esta en su corazón, el motor. Regresó el LTL de 5.7 litros capaz de desarrollar 300 hp @ 5000 rpm y un torque de 330 lb-pie @ 4000 rpm; quizás altas las revoluciones, pero muy convenientes si consideramos que ese elevado régimen le permite a los entusiastas sentir a plenitud todo su poder. Para controlar esta joy mecánica, la transmisión de seis velocidades es un imperativo de quienes toman la decisión de seis velocidades es un imperativo de quienes toman la decisión de adquirir uno de estos vehículos. Qué indescriptible sensación el liberarlo de su encierro y devocar las carreteras. Ello no quiere decir que sólo a los amantes de la velocidad est dirigidos, nada de eso, también está disponible con transmisión automática de 4 velocidades, con convertidor de torsión, que permite un manejo

más suave pero sin perder las características de velocidad y potencia.

Muchas otras virtudes acompañan esta popular figura, ahora más redondeada en sus bordes. Es más silencioso su interior debido a que se mejoró el aislamiento de ruidos del exterior, y se eliminó toda vibración de la máquina instalada sobre soportes hidráulicos. Un sofisticado control selectivo de amortiguación permite seleccionar la posición de manejo más conveniente. También tiene instalado otro mecanismo, el regulador que mantiene la estabilidad direccional del vehículo al acelerar sobre cualquier variedad del pavimento, evitando que las ruedas motrices giren sin control.

Como equipo estándar dispone entre otros con inyección múltiple de combustible, suspensión independiente en las cuatro ruedas, con amortiguadores Bilstein cargados de gas, frenos de discos en las cuatro ruedas, sistema antibloqueo ABS, bolsa de aire para el conductor, ventanas, espejos laterales y seguros de las puertas eléctricos y llave con sistema antirobo.

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EL EDITOR

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Pizza Hut's Newest Franchisee in Amarillo



El señor Gene Camarena (izquierda) recibe felicitaciones del señor Clay Small, vicepresidente de asuntos legales de la compañía Pizza Hut, Inc. Sr. Camarena con su esposa Yolanda son los más nuevos franquiciados en el sistema de restaurantes Pizza Hut. La mayoría de los restaurantes están ubicadas en Amarillo, Texas.

Amarillo, Tx., November 1, 1991 -- Gene and Yolanda Camarena, of Wichita, KS became the newest Pizza Hut minority franchisees today when their newly formed company, La Raza, Inc. took control of 12 Pizza Hut restaurants primarily in the Amarillo area. With more than 250 employees in crew and management positions within the new organization, La Raza stands among the top 300 largest Hispanic companies in the United States.

In making the announcement, Vince Berkeley, Vice President of Minority and Community Affairs for Pizza Hut stated, "Mr. and Mrs. Camarena have a keen understanding of the Pizza Hut system. Gene's rich background in food service and his uncompromising commitment to providing outstanding

customer service will stand him in good stead as he and the rest of the La Raza group undertake this new partnership with us. Yolanda also brings unique skills and understanding to the system by virtue of her work with variety of community organizations, among them the League of United Latin American Citizens (LULAC) one of the nation's largest Hispanic organizations.

We are extremely pleased and proud to have people of the Camarens' character and integrity join our system as franchise partners, and we look forward to a very long and mutually rewarding relationship," Berkeley said.

The Pizza Hut restaurants owned by LaRaza are located in Borger, Dimmitt, Dumas, Canyon, Childress, Tulia,

Hereford, and Pampa, TX, and Clayton, N.M. According to Berkeley, La Raza will have the right to expand its business in the future provided the company meets all of its franchise commitments.

"We feel very fortunate to have the opportunity to become a part of the Pizza Hut franchise community. I can't think of a better investment from a personal standpoint, and I can't think of a more professionally run system from an operations and marketing standpoint," said Mr. Camarena. I'm familiar with the Pizza Hut organizations and I know that Pizza Hut, Inc. stands for service, customer value and growth. We hope to make Pizza Hut an even stronger system and Yolanda and I applaud Pizza Hut, Inc. for continuing commitment to aggressive minority franchising program that has provided us with this opportunity."

Since 1987 Mr. Camarena has served as manager of capital planning and as manager of acquisitions in the finance department of Pizza Hut, Inc. Prior to his association with Pizza Hut he served in the internal audit department of Kock Industries, Inc. and as a senior auditor with Main Hurdman KMG, a Wichita-based accounting firm. Mr. Camarena holds an MBA from Harvard and he received his undergraduate degree from the University of Kansas.

Yolanda Camarena has served most recently as the Office Director for the LULAC National Education Service Center in Wichita. Prior to that she served as the Assistant Director of the Public Policy Program at the John F. Kennedy School of Government at Harvard University. Prior to that Mrs. Camarena served as Director of Admissions for Kansas Newman College. Mrs. Camarena holds a Master's Degree in Public Administration from Harvard University and she received her undergraduate degree from Wichita State University.

The Camarens are partnered with Ruth Burrito Mackey and her husband Charles both of Wichita, Kansas. Mrs. Burrito Mackey who is also of Hispanic heritage, serves as the Superior of Human Resources at Piaggio Aviation, Inc. in Wichita.

"We are excited that Gene and Yolanda are helping us expand our minority franchising efforts. We hope to continue our progress with his program during 1992," noted Berkeley. "As we continue to grow and reach a larger and more diverse customer base, we want to make sure that we're reflective of that diverse customer base on a variety of levels, including within our franchise community," he said.

Pizza Hut is the largest pizza restaurant and delivery system in the world with nearly 7,000 units in all 50 states and more than 1,500 units in 63 foreign countries. Pizza Hut, based in Wichita, Kansas, is a division of PepsiCo, Inc. based in Purchase, New York.

EL EDITOR
P.O. Box 11250
Lubbock, Texas

Hispanics and the Press

By Joe Rodriguez
Every now and then a newspaper runs a story that becomes bigger than the news. When the story is about a sensitive problem in a non-white community, how the story is told becomes as important or more important than what the story said.

This is what happened when the San Jose Mercury News ran a powerful two-part series in late October on the rise of youth gangs in the city. If the stories and photographs stung Mexican-American community leaders, their criticism stung the newsroom just as hard.

"People have been disgusted with the Mercury News for years, but I really can't remember a story that's caused this much anger," said Esther Medina, who leads the Mexican-American Community Services Agency.

A few days after the series appeared, a few activists joined police officer in saying that publicizing gang violence only encourages more gang activity. That was not the prevalent ob-

Coors Distributor Elected Chairman Of Midland Hispanic Chamber of Commerce

Midland, Texas -- Tony Valadez, general manager of Permian Distributing in Midland, has been elected chairman of the board of the city's Hispanic Chamber of Commerce.

Involved in the chamber of several years, Valadez says his primary goal is to develop partnerships with the all chambers in Midland to further economic development in the area.

Valadez moved to Midland six years ago to begin work at Permian Distributing, a distributor of Coors products. Last year, Permian won Coors Brewing Company's Founder's Award, the company's most prestigious distributor honor.

"Tony has shown tremendous dedication and leadership in moving our business ahead," said Mike Chaffin, Coors division manager for Texas. "Those qualities will be of great benefit to the Hispanic Chamber of Commerce."

Valadez attended St. Edwards University in Austin, Texas, where he studied marketing. He will serve as chairman of the chamber for two years.

Hispanic Annual High School Dropout Rate At 7.7 Percent, Census Bureau Reports

The annual dropout rate of Hispanic-origin high school students in 1989 stood at 7.7 percent. The figure was 10.5 percent in 1988, a rate that is considered not statistically different from the 1989 rate.

The rate for Blacks in 1989 was exactly the same as that for Hispanic-origin persons. (Note that persons of Hispanic origin can be of any race.)

The Bureau defines the annual dropout rate as the proportion of 10th-to-12th grade students who drop out in one year.

The percentage of Hispanics aged 18 to 24 who had completed high school was 56 percent. During this same period, the White high school completion rate was 82 percent, while the Black rate reached 76 percent. Other highlights from the report.

*About 754,000 Hispanics attended college, with 359,000 in 2-year colleges, 318,000 in 4-year colleges and 76,000 of them in graduate school.

*About 55 percent of all children 3 to 5 years of age were enrolled in preprimary school, but the level for Hispanic children was considerably lower, 42 percent.

*Twenty-three percent of 3 and 4-year old Hispanic children whose mothers were in the labor force were enrolled in nursery school compared with 38 percent for White and 36 percent for Black children. The difference between the rates of White and Black children is not statistically significant.

As in all surveys, the data are subject to sampling variability and other sources of error.

Copies of the report, School Enrollment -- Social and Economic Characteristics of Students: October 1989, Series P-20, No. 452, are available pre-

jection to the stories in the Latino community. Rather, it was that the newspaper profiled a single Latino gang and barely mentioned gangs in other communities.

The dispute is over perception, image and fairness.

The first story was an unusual, highly descriptive and illuminating inside look at the formation of one youth gang, Varrio Tierra Nuestra. The photographs were big, powerful and unsettling. One showed a teenage girl swigging from a bottle of brandy. Another captured one gang member's beating of a defenseless Asian youth.

Another showed the face of a slain youth -- in his casket with friends looking on for the last time -- on page one, in color.

Editors knew they had an explosive, sensitive story. They had planned the thing right. A second story, to run the next day, was to explore failing anti-gang strategies and possible solutions.

But it was a doomed story. News coverage of the Oakland Hills fire swept it off page one. Much of the story was cut to make room for the fire coverage. At any rate, in the eyes of many Mexican-American community leaders, educators, students and police officers, the first story's "insensitive" and "negative" damage was done.

They argued that the stories promoted stereotypes, downplayed the social and economic causes of gang activity and worsened racial tensions between Hispanic and Asian youths.

Growing up in East Los Angeles, I saw more than a few sensational, ill-informed news stories about my neighborhood. Now I work for a newspaper accused of publishing the same. In fact, every one of the four papers I've worked for has been accused of slighting Hispanic and non-white communities.

The Mercury News' gang stories and photos told a story that had to be told. Every Mexican-American community leader and ordinary citizen I've spoken with agrees.

The fundamental problem, I

think, is that newspapers tend to have short, narrow memories. Communities have long, broader ones.

Example: Three months before the gang series ran, the Mercury News ran a page-one story about a bloody family feud carried from Mexico to Northern California. Then the paper's magazine profiled Huron, a.k.a. Knife Fight City, a town made notorious for the extreme violence among farm workers, most of whom are Mexican.

Latino gangs, Latino feuds, Latino knife fights, all in big headlines and color photos within a few weeks. To make a terrible pun, this was Latino overskill.

Newspapers tend to consider stories individually on journalistic merit. Whether we are doing a double- or triple-violence number on one group is a question that hardly comes up. Even so, three months between stories is an eternity to newspapers. To readers, three months is a blink.

Also, newspapers generally don't understand that they are powerful defining forces to non-white communities. Newspapers like to talk about how the news informs and therefore liberates no matter how harshly it comes across. It does, but news also identifies and defines group characteristics.

This wasn't the first time a newspaper and Hispanic leaders clashed over a story, and it won't be the last. Newspapers need to develop longer memories of their own coverage of communities populated by people of color. Where they may think they are only observers of messengers, they need to understand that they are actually a force.

Hispanic leaders have to develop better methods of monitoring and influencing the news media. Organized committees that regularly write letters and call editors about intended or unintended biases day in and day out have more impact than readers who go into orbit over the occasional big story.

(Joe Rodriguez is a San Jose Mercury News editorial writer.)

From Page 2

termination. But these are formidable weapons for these wretched children, from the kid with the lousy voice to the one who already displayed a craftsman's talent. Each day they work for something -- an expectation of better life.

I don't think it's any accident that the suicide rate is poverty-ridden, underdeveloped Juárez is lower than it is in El Paso. These people demonstrate their determination day in and day out. These are attributes missing among so many young people at home.

These children are the kind of people who come to the United States to improve their life and in the process enrich ours. They come among us and say, "Your life here is a piece of cake." They work willingly,

doing anything. And they move up the ranks while our kids are shackled with a growing helplessness.

While the Mexican kid is materially poor, so many of our own kids are running on empty spiritually. They can only imagine a future of despair.

They are the truly poor. The hope and spirit of these Mexican kids are enemies of poverty and injustice and the status quo. We should have such drive among our youth.

Anna looked at me, still waiting for an answer. All I could say was, "They are working, mija."

(José Armas writes a weekly column for the Albuquerque Journal in Albuquerque, N.M.)

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paid from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. (202-783-3238). For the report's GPO stock number, call the Census Bureau's Customer Services at 301-763-4100.



Un Rayito De Luz

por Sofia Martinez

Jesús nos pide que estemos dispuestos a compartir. "El que tenga dos camisas, dele una al que no tiene y quien tenga que comer, haga lo mismo".

Es cierto que pocas ocasiones compartimos tantas cosas como en Navidad. Los regalos de Navidad son una prueba de ello. Pero, con quien compartimos esos regalos?

Tenemos que reconocer que, generalmente, damos regalos a las personas que nos van a corresponder con otro regalo. Y esta bien que lo hagamos, pero no debería ser este momento para compartir el regalo de lo que somos y tenemos con alguien que no tiene nada? Puede que digamos; que no conocemos a alguien que no tenga nada...no sabemos a donde ir para encontrarlos..." Esas disculpas se convierten en acusaciones para nuestra conciencia, por el poco esfuerzo que hacemos para ayudar a los necesitados.

Tenemos que convencernos de que hay muchos hermanos y hermanas que nos necesitan; y

nos buscan; pero nunca nos encuentran porque no queremos involucrarnos en su vida y en sus problemas. Hoy se nos pide que seamos justos con los demás: no exigiéndoles más de lo debido y dándole lo que es justo. No serviría de nada mostrarnos caritativos si no somos justos con los demás. Y de este nadie se cae a escapar a la hora del chequeo.

Los patrones debe de ser muy justos con los trabajadores, y los trabajadores deben de ser muy justos con los patrones. Así, también, deben de ser justos los padres con los hijos y los hijos con los padres, y el esposo con su esposa y la esposa con su esposo. Como cristianos, todos tenemos un compromiso con los demás.

Aquel camino de justicia y de amor que ponía Juan Bautista, a los que lo oían, debe de seguir abierto para que pueda llegar el Salvador. En la práctica y en la justicia y en el amor podemos presentarle al mundo una imagen visible de lo que significa ser cristiano: "Dios presente entre nosotros".

San Pablo nos invita a vivir sobrios, que no abusemos del alcohol. Una invitación de nuestro tiempo porque no es la sobriedad una de las características de nuestras fiestas. En necesario fiestas. Solamente en nuestros cinco sentidos podremos acercarnos a Jesús.

Jesucristo nos aconseja que hagamos oración, mucha, y bien echa. De calidad de nuestra oración depende no tanto de lo que hablemos con Dios, sino de lo que escuchemos a Dios. (Sofonías 2,14-18. Filip 4,4-7. Luc. 3, 10-18).

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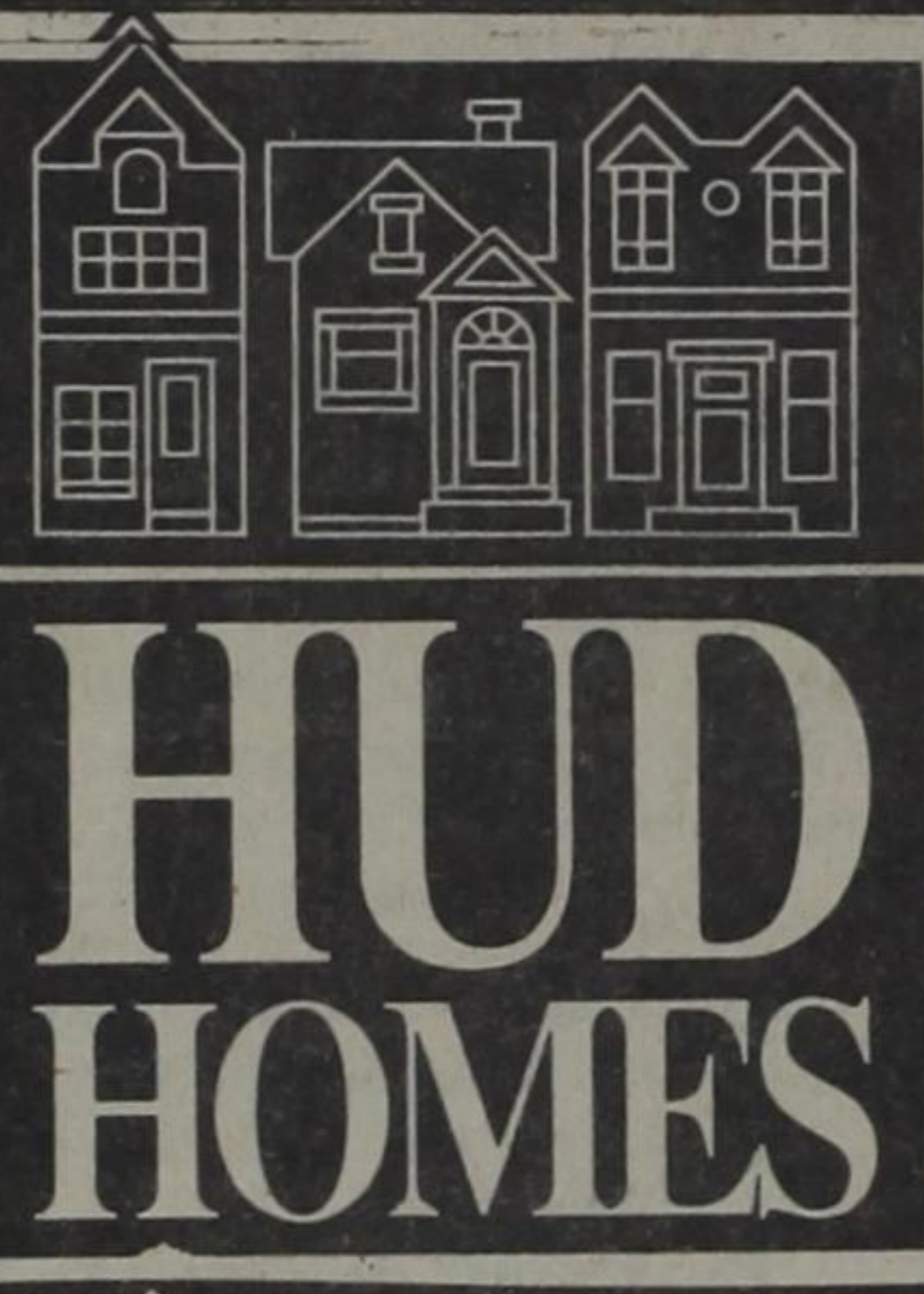
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ADDRESS	FHA CASE NO.	BDRM/BATH	GAR	PRICE	*LBP **FLOOD ***DEF PAINT
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6334 29TH ST	494-137426-748	3/2/1		\$35,500	
3008 37TH ST	494-130720-703	2/2/2		\$37,000 */***	
2313 46TH ST	494-178996-748	3/1/1		\$29,000 */***	
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2007 AVE K	494-171996-748	2/2/1		\$27,500 */***	
7314 AVE X	494-155133-703	2/1.5/0		\$26,500	
1906 E AMHERST ST	494-171782-703	3/2/1CP		\$26,000 */***	
2810 AMHERST	494-117458-203	4/2/0		\$33,000 */***	
8215 ELKRIIDGE AVE	494-145002-703	3/2/2		\$47,000 */***	
4621 HARVARD	494-110097-265	3/2/2		\$33,000	
NOT ELIGIBLE FOR FHA INSURANCE					
2908 BEECH AVE	494-149317-703	3/1/0		\$8,100 */***	
LITTLEFIELD ELIGIBLE FOR FHA INSURANCE					
1206 W 9TH ST	494-175477-703	3/2/1		\$34,000 */***	

EXTENDED LISTINGS
 BID EXPIRATION DATE: DAILY 2:30 PM
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1822 E 1ST	494-114485-503	3/1/0		\$13,500 *	
2712 2ND ST	494-170933-703	3/1/0		\$16,150 */***	
5809 13TH ST	494-109895-244	3/2/2		\$46,550	
1410 24TH PLACE	494-182177-748	2/1/1		\$12,500 *	
2203 28TH ST	494-150849-703	2/1/1		\$20,000 */***	
1513 29TH ST	494-157786-721	2/1/0		\$12,350 */***	
1506 30TH ST	494-121598-203	2/1.5/1		\$19,000 */***	
4716 37TH ST	494-166905-703	3/2/0		\$38,950 *	
2109 38TH ST	494-157412-703	2/1/1		\$18,050 */***	
2321 38TH ST	494-164842-721	2/1/0		\$22,200 *	
4203 39TH ST	494-150731-703	3/2/0		\$37,050 */***	
2017 40TH ST	494-124992-703	2/1/0		\$17,450 *	
5110 41ST ST	494-109886-221	2/1/1		\$22,800 */***	
4502 42ND ST	494-175257-748	3/1.5/1		\$31,500 */***	
205 51ST ST	494-121370-221	3/1.5/0		\$20,200 */***	
533 54TH ST	494-097744-203	2/1/0		\$19,000 */***	
510 55TH ST	494-163232-703	2/1/0		\$23,650 */***	
1305-62ND ST	494-159156-721	3/1.5/0		\$28,000 */***	
1502 E 74TH ST	494-134823-748	3/2/2		\$29,450 */***	
4427 76TH ST	494-121463-203	3/2/2		\$65,500 */***	
2317 84TH ST	494-122205-203	3/1/1		\$40,500	
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2415 AVE L	494-128584-203	4/4/OQUAD		\$30,700 *	
2505 AVE L	494-104776-203	2/1/1		\$11,500 *	
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6111 AVENUE Q	494-118474-503	3/1/1		\$21,700 */***	
8204 AVE W	494-157540-703	3/1.5/1		\$41,500	
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9619 DURHAM AVE	494-175967-703	2/2/1		\$40,200	
520 N FULTON AVE	494-150015-703	2/2/2		\$36,500	
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2714 94TH ST	494-172811-703	3/2/2		\$28,000 */***
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614 YUCCA LANE	494-132989-703	4/2/0		\$21,000 */***
702 YUCCA LAND	494-168667-721	3/1/1CP		\$18,050 */***
COLORADO CITY				
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