

Las Voces Etnicas Son Apenas Audibles en Mexico

Por Carlos B. Gil y Bárbara R. Deane

"¡Eres tú! - Tú eres el México nuevo", resuena un anuncio en un cine, usando la tonada de una canción popular. Las vistas cambian rápidamente de las personas trabajando en sus empleos a los hombres que hablan con banqueros, desde los padres que sujetan a sus niños hasta un granjero que maneja un tractor en el campo.

Si usted conoce a México con alguna profundidad, entonces sabe cómo lucen las personas que aparecen en el anuncio -- todos son gueros, mexicanos de piel blanca que dan la impresión de ser de la clase alta. Son las personas bellas, "los ricos", dirían algunos. Empero, cuando usted camina por la calle, va al mercado, come en un restaurante, o viaja en el subterráneo, ve a una clase de gente distinta. Son de piel más oscura que las caras que se destacan en la televisión o en los anuncios de los cines. Son morenos.

¿Hay un problema étnico o racial en México?

¿Hay elementos de diversidad además del color de la piel y de la clase social entre los mexicanos?

La respuesta a estas preguntas es que sí.

¿Es el concepto de diversidad, tan definido en los Estados Unidos, de importancia para el mexicano promedio?

La respuesta es que no.

Cuando mostramos un ejemplar de una revista que publicamos, titulada "La Diversidad en el Trabajo", a un administrador de recursos humanos de México que trabaja para un fabricante de acero próspero en el norte de México, él reconoció que al principio no comprendió el mensaje de nuestra publicación. (El mensaje es que las personas de orígenes culturales diferentes pueden trabajar juntas). Una vez que lo entendió, agregó con sinceridad: "Estamos en esta clase de situación".

Si miramos más de cerca, sin embargo, podemos descubrir muchos elementos de diversidad en la sociedad mexicana.

Uno de esos elementos que los mexicanos aceptan con bastante facilidad es el regionalismo. Los mexicanos se enorgullecen de la diversidad regional que está presente en su país. En verdad, las regiones son bastante distintas unas de otras.

Muchos residentes de los Estados Unidos han experimentado la diversidad y el gozo musicales que se desprende de las funciones ofrecidas por los muchos Ballets Folclóricos que viajan por los Estados Unidos. Los tambores persistentes de los indígenas yaquis de Chihuahua tienen su contrapunto en el zapateo brillante de los bailarines jarocho de Veracruz, ataviados de blanco, mientras que la música feliz del mariachi de Jalisco acostumbra servir para resumir las formas musicales regionales mexicanas.

De igual modo que se encuentran formas musicales que contrastan, también se hallan contrastes en los residentes nativos que dan apoyo a esas formas.

Una de las más impresionantes se halla entre el norte y el sur. El norte, a lo largo de la frontera entre los Estados Unidos y México, es primordialmente un desierto seco. El sur está cubierto de vegetación en las selvas montañosas -- en Tabasco, Quintana Roo, Yucatán y partes de Veracruz, Guerrero y Oaxaca.

Una región contiene vaqueros y granjeros, la otra campesinos indígenas y propietarios de sembradíos. El español mexicano puro domina en el norte, mientras que todavía se puede escuchar las lenguas indígenas antiguas en el sur.

Uno tiene a Tijuana y el otro tiene a Chiapas.

El progreso moderno está vivo y bien a lo largo de la frontera con los Estados Unidos, pero en el sur está debatiéndose todavía.

El regionalismo significa también diversidad racial y étnica. Antes de la época moderna, el norte era "blanco" o criollo, mientras que el sur era oscuro o indígena. Esta circunstancia, todavía visi-

ble, ha llevado a un nuevo significado de la palabra "Chiapas". Ahora esa palabra es sinónima de la desventaja o del descuido que dan la mayoría de los mexicanos a sus hermanos de piel más oscura. En una nación que lucha para modernizarse, estos antiguos prejuicios crean contradicciones estridentes.

Las poblaciones específicamente mestizas mexicanas, derivadas primordialmente de la mezcla de indígenas y españoles, se hallan en todas partes, pero predominan en el centro geográfico del país, especialmente en las grandes ciudades, tales como Ciudad México.

Los mexicanos de origen africano son apenas visibles. Traídos originalmente a México antes de 1680, se han mezclado en gran medida en la población. Hoy se les halla con más frecuencia en la

región del Golfo y del Caribe. Allí, las culturas locales chispean con legados africanos distantes. Menos de un puñado de comunidades -- Cuijla, Guerrero, es una de ellas -- puede decirse que tienen poblaciones "negras" en gran medida.

Las personas de origen asiático están presentes en México, pero son pocas.

Aparte de los contrastes regionales evidentes, hay muchos sutiles. Por una parte, a los cerca de 20 millones de capitalinos, o sea los habitantes de Ciudad México y sus alrededores, se les ve por lo general como emprendedores altamente urbanos y móviles que han desarrollado una necesidad de bienes de consumo de calidad y sistemas que funcionen con eficacia. Las cosas pintorescas y raras que ven los turistas estadouni-

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Ethnic Voices Are Barely Audible in Mexico

By Carlos B. Gil and Barbara R. Deane

MEXICO CITY -- "Eres tú! - You are the new Mexico," blasts a commercial in a movie theater, relying on the tune of a recent popular song. The frames switch quickly from people working on the job to men talking with bankers, from parents holding their children to a farmer driving a tractor in the field.

If you know Mexico with some depth, then you know what the people in the commercial look like -- they are all (ital) gueros, (unital) white-skinned Mexicans who give the impression of being upper class. They are the beautiful people, los ricos, some would say.

Yet, when you walk on the street, go to the market, eat in a restaurant, or ride the subway, you see a different kind of people. They are darker skinned than the faces featured on television or in movie-house commercials.

They are (ital) morenos (unital). Is there an ethnic or racial problem in Mexico? Are there elements of diversity other than skin color and social class among Mexicans?

The answer is yes. Is the concept of diversity as defined in the United States meaningful to the average Mexican? The answer is no.

When we showed a copy of a magazine we publish, Cultural Diversity at Work, to a human resources manager for a successful steel manufacturer in northern Mexico, he admitted that at first he did not understand the message in our publication. (The message is that people of different cultural origins can work together.) Once he understood it, he added with sincerity, "We are in this kind of situation."

If we look more closely, however, we can uncover many elements of diversity in Mexican society.

One of these elements which Mexicans accept easily enough is regionalism. Mexicans are proud of the regional diversity present in their country. Indeed, the regions are clearly distinct from one another.

Many U.S. residents have experienced the musical variety and joy that explodes out



of the performances offered by the many Ballet Folklóricos that tour the United States. The haunting drums of the Yaqui Indians of Chihuahua are counterpointed by the brilliant footwork of the white-clad (ital) jarocho (unital) dancers of Veracruz, while the happy Jalisco music of the mariachi usually serves to summarize Mexican regional musical forms.

Just as one finds contrastive musical forms, one also finds contrasts in the native inhabitants that gave rise to these forms.

One of the most striking is found between the north and the south. The north, along the U.S.-Mexico border, is mostly desert. The south is covered by lush, mountainous jungles -- in Tabasco, Quintana Roo, Yucatán and parts of Veracruz, Guerrero, and Oaxaca.

One region contains cowboys and farmers, the other Indian peasants and plantation owners. Straight Mexican Spanish dominates in the north, while ancient Indian tongues can still be heard in the south.

Regionalism also means racial and ethnic diversity. Before the modern era, the north was "white" or criollo, while the south was dark or Indian. This condition, still visible, has led to a new meaning of the word "Chiapas." The word is now synonymous with the disadvantage and disregard accorded by most Mexicans to their darker-skinned brethren. In a nation struggling to modernize, these old prejudic-

es create strident contradictions.

The specifically Mexican mestizo populations, derived mainly from Indian and Spanish blending, are found everywhere, but they predominate in the geographical center of the country, especially in the big cities like Mexico City.

Mexicans of African origin are barely visible. Originally brought to Mexico before 1680, they have largely blended into the population. Today they are found with more frequency in the Caribbean Gulf region. There the local cultures sparkle with distant African legacies. Less than a handful of communities -- Cuijla, Guerrero, is one -- may be said to have largely "black" populations. Persons of Asian origin are present in Mexico, but they are few.

Aside from the obvious regional contrasts, there are many subtle ones. On the one hand, the 20 million or so (ital) capitalinos (unital), or inhabitants of the Mexico City and its environs, are viewed generally as highly urban and mobile go-getters who have developed a need for quality consumer goods and systems that work efficiently. The picturesque and quaint things that U.S. tourists seek are not easily found there.

The natives of the Caribbean Gulf -- Veracruz and Tabasco especially -- are regarded as only slightly religious, quick of wit and tongue, and prone to unpredictable behavior; those of the west-central upper valleys (northern Michoacán, Jalisco, Nayarit, Guanajuato) forge a legacy of stolid, conservative Catholics suspicious of reformism and foreign influences.

Strangely enough, many of these pioneered their way to Texas and California as early as the 1920s and helped establish a strong cultural and demographic bridge between Mexico and the United States.

Mexican diversity is also connected to being rich or poor. Socioeconomic differences contributed heavily to the "many Mexicos." The average city contains a minority of families whose annual income is above U.S. \$250,000, but it also holds a large number whose combined family income is less than U.S. \$3,000. The majority of families may earn between U.S. \$4,000 and \$6,000. Striking inequities of income of this kind breed beggars, thieves and guerrillas.

It is no surprise that the concept of diversity, as we define it in the United States in the late 20th century, cannot easily be exported to a country like Mexico. It is not a country of immigrants like the United States. Mexico has not gone through a civil rights movement, nor a women's movement, nor a Chicano movement.

Nevertheless, its people are carving out paths toward economic, political and social inclusion and participation. Their experience must be different from that in the United States.

It must be said, however, that the voices of those who have experienced the least advantage in Mexican society are just barely audible. The nation's agenda, as that of all countries, has been fashioned by the rich and powerful.

In Mexico it has been the criollos of Spanish or other European origin who continue to insist on what they view as their prerogatives. Only a review of modern Mexican history can adequately reveal the points of stress where the elites have been obligated to yield, sometimes in calibrated measures, sometimes more dramatically.

Nevertheless, the pressures for change persist, and free trade, curiously enough, will surely be considered by future analysts as a significant chapter in Mexican "progress." The barely audible voices today may be heard with more strength tomorrow.

News Briefs

Budget Amendment Update

AP reports that the Senate defeated a Democratic proposal designed to protect Social Security from cuts needed to wipe out federal deficits. The vote was 57-41.

The Senate has arranged a vote Tuesday on a Democratic proposal designed to place Social Security off-limits to cuts needed to balance the budget. But Republicans expressed confidence they could defeat the provision, even though they say they don't intend to seek cuts in Social Security.

Last week, the Senate approved a non-binding measure drafted by Majority Leader Bob Dole, R-KS, to show support for Social Security. However, Democratic Sen. Harry Reid, D-NV and others protested the measure, calling it a "sham" that would do nothing to safeguard benefits.

A final Senate vote on the BBA isn't expected for several days, and Democrats are expected to use the time to propose amendments designed to highlight support for other programs, including Medicare and veterans' programs. With all but one of the 53 Senate Republicans expected to support the measure -- Oregon's Mark Hatfield is the lone holdout -- backers need 15 Democratic votes.

The Republican National Committee is airing commercials aimed at Democrats who have backed similar measures in the past and are now wavering. Among those targeted: Democratic Leader Tom Daschle, D-SD; Wendell Ford D-KY, the party's whip; Tom Harkin, D-IA; Jeff Bingaman, D-NM and Byron Dorgan, D-ND. Also targeted are Kent Conrad of North Dakota, and Harry Reid, D-NV, although those two have opposed balanced budget amendments in the past. The RNC also is airing commercials in Nebraska, where Sen. James Exon announced his support last Friday and fellow Democrat Bob Kerrey stands opposed.

Conference: Giving States More Power

The Scripps Howard News Service reports that a bipartisan committee representing members of the National Governors Association, the National Conference of State Legislatures and The Council of State Governments set up a first-ever "Conference of the States" aimed at forcing Congress to give up some of its power.

The governors of the 50 states and leaders of both parties from their legislatures will meet July 6-9 in an undetermined location and then again in late October in Philadelphia. During the sessions, they hope to hammer out a document that will offer specific steps to transfer some federal power back to the states and restrict federal prerogatives. The finished proposal will be sent to the 50 state legislatures for ratification.

Utah Republican Gov. Mike Levitt, said, "It will be a historic event -- the first time in over 200 years that the states have convened themselves to discuss the state-federal relationship." Levitt cited two ideas that would probably be discussed during the meetings. One would allow states to originate their own amendments to the U.S. Constitution and the other would allow a vote of two-thirds of the states to phase out a law passed by Congress. Session participants will not focus on items like the balanced budget amendment or block grants.

GOP Stands on Welfare Plan

AP reports that a House Ways and Means subcommittee rejected a Democratic amendment late Monday that would allow states to continue supporting teenaged, single mothers as long as they live at home, attend school and cooperate with child support enforcement.

House Republican stood firm on their blueprint for welfare reform that prevents states from using federal dollars to provide cash aid to single mothers under age 18. The blueprint also calls for abolishing the entitlement status of AFDC and it places a five year time limit for families on welfare. A bill could go before the full House for a vote as early as mid-April.

The House Ways & Means panel's chairman, Rep. Clay Shaw, R-FL, indicated, however, that he was willing to strengthen the work rules for welfare recipients, as Democrats have sought. But he and other GOP lawmakers rejected a Democratic attempt to guarantee child care for welfare mothers who would be forced to get jobs.

Finding child care is a parent's responsibility, not government's, Republicans argued. "Pretty soon we'll have the department of the alarm clocks to wake them up in the morning and the department of bedtime stories to tuck them in at night," said Rep. Jim Nussle, R-IA.

Lawmakers also amended their original legislation to in-

The Simpson Trial: A Latino Experience

By Javier Rodríguez Hernández
Latinos in the United States can't seem to win one lately.

Last year, Proposition 187 dealt a threatening blow to the social gains that Latinos so adamantly struggled for the last two and a half decades.

Then, as Latinos were getting ready to celebrate the end of the year, the Mexican government ordered the peso devaluated.

In a way, the O.J. Simpson murder trial of the century may be a welcome respite for Latinos who, like millions in the country, are avidly watching the drama unfold.

Latino public attention seems evenly divided between the Simpson trial and the peso devaluation. This is readily perceived through the vast networks of Spanish-language electronic and print media, but more so through the humor syndrome in the Latino neighborhoods, bars and restaurants.

During the first week of the Simpson trial, I was fascinated as both legal teams unveiled their strategies. But I couldn't help notice that, except for one juror, none of the principal players in the Los Angeles courtroom were Latino.

I have become further aware of this as I viewed the telecasts. Throughout the trial, I have purposely switched channels at different times to confirm the obvious: Latinos are not part of this historical trial.

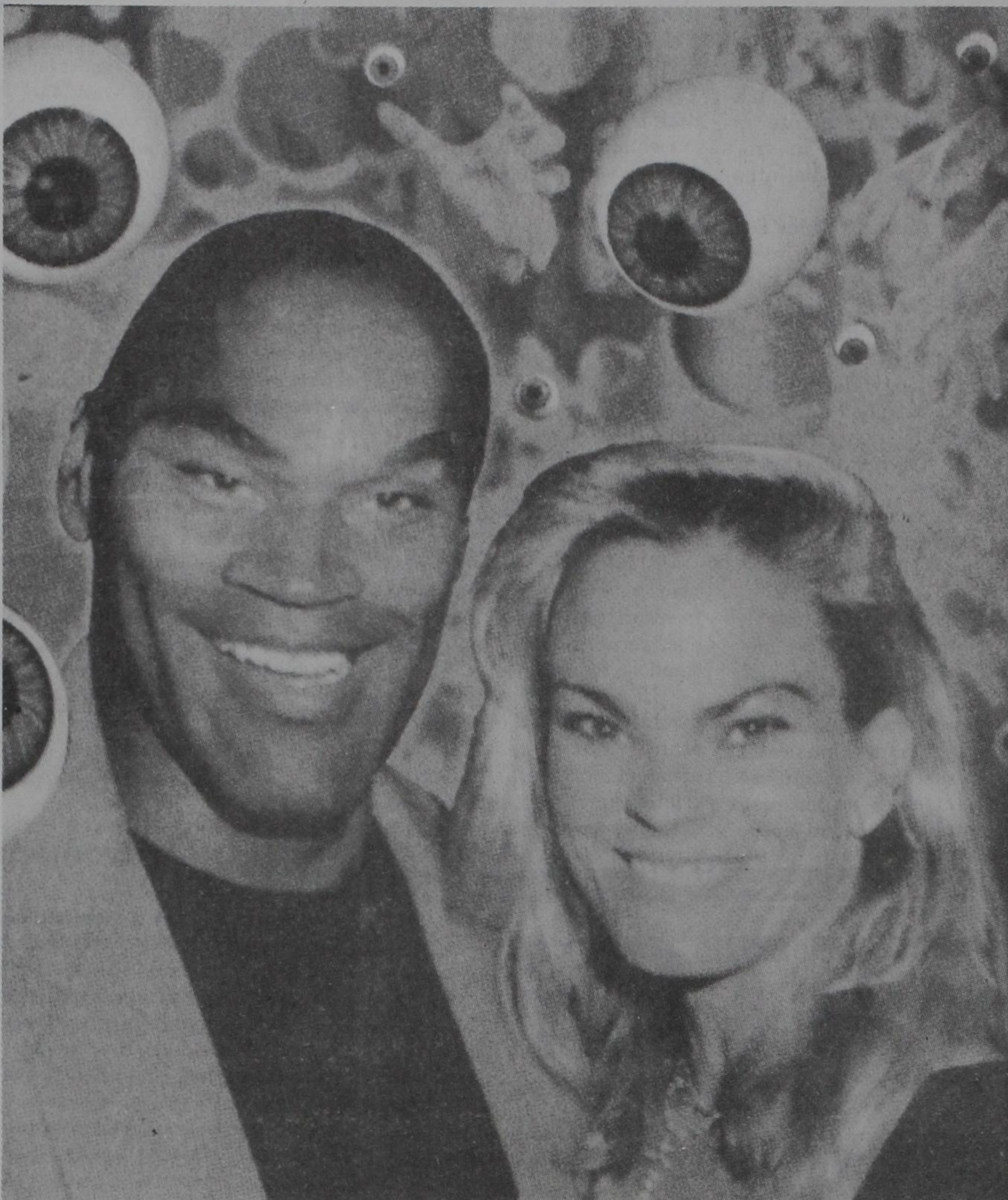
With rare exception, the expert commentators making the rounds of local and national news and talk shows to interpret the court's proceedings are all white or African American. I am not suggesting that "the Juice's" dream team meet affirmative action guidelines or that the grieving Brown and Goldman families request the same of the prosecution.

What I am saying is: television is once again flagrantly perpetuating a reality without Latinos.

There is compelling evidence, in my opinion, that a patten of institutional exclusion is in effect against Latinos in electronic media. The Simpson trial is indisputably another link to this pattern.

Looking back to the Rodney King incident and the three trials and social unrest that followed, the media's portrayal of those events and all the related issues were exclusively characterized as a black and white affair.

The experts paraded by the networks through those pain-



ful days were generally identical to today's procession of spinsters molding public opinion in the Simpson-Brown tragedy. A case in point was the trial of Damien Williams and Henry Watson in 1993. The issues involved the merciless and savage beatings not only of trucker Reginald Denny, but of countless Latino victims during the 1992 Los Angeles disturbances. The scenes of that April day on Normandie and Florence were displayed, like today's evidence on the Simpson trial, on television worldwide.

Those intense images had powerful social implications which screamed for exposure to Latino sentiment and reflection during and after the court proceeding. But it never happened.

I have discussed this dilemma with many colleagues, and although we all agree about the omission, usually one consolation comes to the fore: Spanish-language broadcasting.

And it's true. I knew I could count on seeing my brother, trial lawyer Antonio Rodríguez H., and flamboyant attorney James Blancarte give their spins on the trial in Spanish to Latinos nationwide.

Our predicament is not confined to court trials or riots. Regrettably, it is the norm in all the electronic mediums, public broadcasting included.

The media appears to be fixated on making Latinos invisible. There is a significant pool of experts and professionals in the Latino community who could, and should, be tapped for this sensational trial. Besides the two attorneys mentioned, former State Supreme Court Justice Cruz Reynoso is a prime example. Another who TV news and talk show producers should note is attorney Sam Paz, whose name was recently withdrawn from consideration for appointment to the federal court. Paz is the first major Latino casualty of the Republican-controlled Congress. There are many more.

I do hope the networks don't expect to encounter instantly refined Latino commentators.

Notwithstanding the search for justice, the trial, which will be telecast for several months, could become a catalyst for change by making Latinos visible in mass communication. Knowing the (ital) Realpolitik (unital) of these institutions, Latino professionals and their advocate organizations should launch thoughtful and aggressive public relations campaigns to enhance and promote their images and demand immediate inclusion into the process of this historic murder trial.

(Javier Rodríguez Hernández is a political adviser in Los Angeles.)

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El Juicio de Simpson: Un Experiencia Para Latinos

Por Javier Rodríguez Hernández

Los latinos de los Estados Unidos no parece que puedan ganar algo últimamente. El año pasado, la Proposición 187 propinó un golpe amenazador a los logros sociales por los que tan enérgicamente se luchó en los dos decenios y medio últimos. Después, mientras los latinos estaban aprestándose para celebrar el fin del año, el gobierno mexicano ordenó la devaluación del peso.

De cierto modo, el juicio del siglo por asesinato contra O. J. Simpson puede ser un alivio bienvenido para los latinos que, como millones de personas del país, están presenciando el desenvolvimiento del drama.

En este punto, la atención pública de los latinos parece estar dividida parejamente entre el juicio de Simpson y la devaluación del peso mexicano. Esto se percibe inmediatamente a través de las amplias

redes de los medios informativos hispanos, electrónicos e impresos. Pero más aún a través del síndrome del humor en las vecindades, las cantinas y los restaurantes y otros lugares latinos.

Durante la primera semana del juicio contra Simpson, me sentí fascinado mientras ambos grupos legales revelaban sus estrategias. Pero no pude dejar de advertir que, con excepción de un miembro del jurado, ninguno de los actores principales en el tribunal de Los Angeles era latino.

He llegado a estar más al tanto de esto mientras he visto la transmisión múltiple. Durante el juicio, he cambiado de canales a propósito durante varias oportunidades para confirmar lo evidente: Los latinos no son partes en este juicio histórico.

Con raras excepciones, los comentaristas expertos que hacen las rondas de los programas locales y nacionales

de noticias para interpretar los procedimientos del tribunal son todos estadounidenses blancos o afroamericanos.

No estoy sugiriendo que el equipo de ensueño de O.J. cumpla con las directrices de acción afirmativa, ni que las familias "acongojadas" de Brown y Goldman soliciten otro tanto de la fiscalía. Lo que estoy diciendo es esto: La televisión está perpetuando flagrantemente, de nuevo, una realidad sin los latinos.

Hay una evidencia notable, en mi opinión, de que una pauta de exclusión institucionalizada se halla en efecto contra los latinos en los medios de información electrónicos. El juicio contra Simpson es, indisputablemente, otro eslabón de esta pauta.

Al mirar retrospectivamente al incidente de Rodney King y a los tres juicios impresionantes y la intranquilidad social que les siguieron, la

and neglected, and turn the money over to the states in block grants. Spending would increase over the next five years but the federal government would no longer be required to support all low-income children who are in foster care or being adopted. In addition, states would no longer have to contribute any of their own money.

The Clinton administration estimated that the bill would reduce spending on child welfare by \$5 billion over five years. As a result, the states would be unable to pay for 111,831 of the estimated 310,000 foster care slots that are estimated to be needed for low-income children in 2000. In a letter to lawmakers, HHS Donna Shalala said the legislation could lead to children being left in unsafe homes and would make it impossible for the federal government to ensure the protection of children.

Democrats also maintain that the cuts in foster care would occur as 3 million to 4 million children are dropped from the welfare rolls because of the proposed restrictions on cash aid. Democratic lawmakers also cite the fact that 20 states have entered into settlements or consent decrees to resolve lawsuits over problems in their child welfare systems.

presentación de esos acontecimientos y de todos los asuntos afines, hecha por los medios informativos, se caracterizó exclusivamente como asunto entre negros y blancos.

Los expertos a quienes las redes televisoras hicieron desfilar a través de esos días dolorosos fueron generalmente idénticos a la procesión actual de hilanderos que moldean a la opinión pública en la tragedia de Simpson y Brown. Un caso a mencionar fué el de "los cuatro de Los Angeles" (Damien Williams y Henry Watson en 1993). Los asuntos involucraban las goliardas inmisericordes y salvajes, no sólo del camionero Reginald Denny, sino de incontables víctimas latinas durante los disturbios de Los Angeles en 1992. Las escenas de aquel día de abril en Normandie y Florence fueron exhibidas, como la evidencia actual en el juicio contra Simpson, por la televisión mundial.

Aquellas imágenes intensas tuvieron poderosas inferencias sociales, que clamaban por una exposición del sentimiento y la reflexión de los latinos durante y después de los procedimientos judiciales, pero nunca sucedió.

He tratado de este dilema con muchos colegas, y aunque todos estamos de acuerdo sobre la omisión, de costumbre un consuelo viene a colación: La transmisión en español.

Y es cierto. Supe que podía contar con ver a mi hermano, el abogado en materia criminal Antonio Rodríguez H., y al espectacular abogado James Blancarte, dar sus interpretaciones sobre el juicio "en español" a los latinos de toda la nación.

Nuestra situación no está confinada a los juicios en los tribunales ni a los motines. Lamentablemente, es la norma de todos los medios electrónicos, incluyendo a las transmisiones públicas.

Los medios informativos parecen estar fijos en hacer invisibles a los latinos. Hay una cantidad importante de expertos y profesionales en la comunidad latina que podrían y deberían ser consultados acerca de este juicio sensacional. Además de los dos abogados mencionados, el ex-Magistrado del Tribunal Supremo Estatal, Cruz Reynoso, es un ejemplo primordial.

Otro a quien deberían advertir los noticieros de televisión y los productores de los programas en que los oyentes llaman, es el abogado Sam Paz, cuyo nombre fué retirado hace poco de la consideración para un nombramiento a los tribunales federales. (Paz es el la primera víctima latina importante del Congreso controlado por los republicanos). Hay muchos más.

Espero que las redes televisoras no esperen encontrar instantáneamente a comentaristas latinos refinados.

Sin perjuicio de la búsqueda de la justicia, el juicio, que será transmitido durante varios meses, podría llegar a ser un catalizador para el cambio, haciendo a los latinos visibles en las comunicaciones en masa.

Por conocer los cursos de acción verdaderos de estas instituciones, los profesionales latinos y sus organizaciones de militancia deberían lanzar campañas de relaciones públicas bien pensadas y agresivas, para realzar y fomentar sus imágenes, así como exigir la inclusión inmediata en el trámite de este juicio histórico por asesinato.

(Javier Rodríguez Hernández es asesor político en Los Angeles.)

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Anti-Hunger Groups Protest Block Grants

Anti-hunger activists testified Tuesday before a House Agriculture subcommittee, offering several ways to streamline U.S. public feeding programs, without sacrificing the entitlement status of the programs.

Under the House Republican plan for welfare reform, a dozen public feeding programs would be converted into block grants, but with lower federal funding. Up to \$31 billion would be cut over five years. Democrats at the hearing repeatedly said they were worried states could not bear the financial burden of food programs. Block grants were also criticized, because aid would be stretched thin during times of economic recession.

"We must not back away from our national commitment to a food stamp program which assures a minimum, adequate level of nutrition to all who need assistance and meet eligibility standards," said Robert Fersh, president of the Food Research and Action Center.

Robert Greenstein of the Center on Budget and Policy Priorities, said there were many ways to give states more flexibility. Steps could

include more flexibility in determining eligibility for welfare and food stamps, standardizing benefits or using food stamps as wage subsidies, said Greenstein.

Costs can be controlled by restricting access to day-care meals and clarifying eligibility rules. Those changes could save \$3.5 billion over 10 years, Greenstein said. He also said Congress could put a cap on food stamp spending without giving it up as a federal program. Two grocery trade groups joined Greenstein in saying states should not be allowed to "cash out" food stamp benefits. There must be assurance benefits are used on food, they said.

While advocates say states would be more efficient and more attuned to needs, Greenstein and Fersh said there was little chance of saving much money on administrative costs. Even if the cost of running food programs is cut by one-fifth, Greenstein said, it would save only one or two percent in program costs.

GOP Targets Foster Care House Republicans say that welfare reform legislation, being written this week in committee, would give states control over their foster care

systems and provide them with the flexibility to design programs that prevent child abuse and keep families together. But Democrats say that child abuse and neglect will only get worse under the Republican plan.

On Tuesday, the Ways and Means subcommittee on human resources rejected, 8-5, Democratic efforts to strengthen federal oversight of state foster care programs. The GOP also rejected an amendment that would have increased spending to provide homes for the growing numbers of abused and neglected children.

So far the GOP-majority panel has voted to deny cash assistance to unwed mothers under the age of 18 and cut off cash welfare to families after five years. Late Tuesday, the panel endorsed a ban on welfare for most immigrants, with exceptions for refugees and the very elderly. Democrats failed to pass an exemption for immigrants who are veterans and those who have paid federal income taxes for five years.

The legislation would also combine numerous programs that provide assistance to children who have been abused

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News Briefs

clude a penalty for states that do not establish work requirements, although the legislation still allows states to define "work." States also do not have to match federal spending, as under current law, for work and training programs.

Also on Monday, Rep. Sander Levin, D-MI and other lawmakers questioned the GOP formula for dividing federal welfare funds among the states. Under the Republican plan, spending on AFDC would be frozen at \$15.3 billion over the next five years, and distributed to states based on their share of the federal appropriation between 1991 and 1993.

Lugar Seeks Cut Farm Subsidies

Knight-Ridder News Service reports that Sen. Richard Lugar, R-IN, chairman of the Senate Agriculture Committee said hopes to cut crop subsidies so deeply that most farmers will leave the farm program.

"I think we need to do this for the health of agriculture, not simply as a balancing-the-budget situation," Lugar said Monday. He said he'd also like to terminate export subsidies and cited the \$3 billion a year taxpayers spend on grain-export programs. In addition, Lugar said he wants to end the practice of limiting how much a farmer can plant, complaining that it makes U.S. farmers "less and less likely to be the low-cost quality provider in world competition."

Lugar's plan, however, faces opposition. Last week a bipartisan group of 10 senators warned the Senate Budget Committee that farm programs had already been cut deeply. "By any measure, U.S. farm programs have been successful and cost-effective," the 10 senators wrote. "Currently, such programs represent less than one percent of the entire federal budget. And, for that, we have an agricultural system that is the envy of the world."

Panetta Defends Affirmative Action

AP reports that White House Chief of Staff Leon Panetta said that the administration will stand firm behind affirmative action measures now under attack in California. A proposition to eliminate all legal preferences for jobs or education programs based on sex or race is expected to be on the state ballot next year.

"We oppose the efforts to turn the clock back on civil rights," Panetta said on NBC's 'Meet the Press.' "On affirmative action, we clearly oppose moving backwards. Where you have discrimination you need to have a remedy. That includes affirmative action."

Sen. Phil Gramm R-TX, who is running for the 1996 Republican presidential nomination, has spoken out strongly against affirmative action. Gramm said on CNN Sunday, "What I would overturn is a combination of executive orders that set out numerical quotas, guideposts that determine outcome. We need free and fair competition. We need equal opportunity and unlimited opportunity for everybody. But we should not have special privileges."

But Panetta said that "the worst thing that can happen is you take an issue like affirmative action, the whole issue of civil rights and race relations in this country, and make it a political issue. That's the most dangerous thing that can happen. You cannot divide the nation on this issue. We cannot allow it to happen."

Sen. Richard Lugar of Indiana, speaking on CBS' "Face the Nation," said he agreed that Gramm was being divisive in taking up the affirmative action issue. "I think that often occurs in politics. People trying to find a niche within the Republican Party, a specific, particular group to appeal to, to find things that are divisive."

Study: Sex Risks Go Unrecognized

AP reports that a new survey says that 75% of people in the U.S. don't believe that they could catch a sexually transmitted disease. The survey, which was conducted by EDK Associates, a drug manufacturer, said people in this country don't know their risk for sexually transmitted diseases or their partners' sexual histories, and consequently don't protect themselves. Doctors diagnose 12 million new cases of STDs, not counting AIDS, every year.

Researchers polled 1,000 adults in an attempt to assess U.S. sex lives, but turned up many contradictions. For example, 76% insisted they're in monogamous relationships - but 51% said they knew at least four people who had more than one sex partner in the last year. Men reported more sex partners: 51% claimed six or more, compared with 25% of women. And 28% of men reported at least 11 sex partners, compared to 10% of women.

A fourth of those surveyed didn't know their partner's sexual history. And those who think they know may be wrong. The survey said only 18% of women under 30 believe their partner has had sex with five other people, while 42% of men that age and 57% age 30-39 claim they have.

The survey concluded that 62% of the men polled and half of the women are at moderate or high risk of catching a sexually transmitted disease. Yet, 62% said they know very little about such diseases - and 46% of those at highest risk said they never use a condom. Another finding: people who practice safe sex agree it's the woman's job - 69% of women say they're the ones to insist on a condom, compared to 12% of men. The survey has a 3 percent margin of error.

The survey marks the release of a new STD booklet developed by a coalition of medical organizations. To get the publication in English or Spanish, write: "There's Something You Should Know," P.O. Box 9132, McLean, Va. 22102.

Study: Welfare Cost of Substance Abuse

Reuters reports that a study by the Center on Addiction and Substance Abuse (CASA) at Columbia University says that costs associated with substance abuse will consume nearly one-fifth of the \$430 billion the country will spend this year on Medicaid, Medicare and other federal health and welfare programs. It estimates that the government will end up paying \$77.6 billion in various health, welfare, veterans' and disability programs.

Califano said merely cutting off entitlement spending, without making a serious effort to help those with substance abuse problems, would only add to urban crime and homelessness. He advocates charging smokers higher premiums for Medicare, and cutting off aid to drug users who refuse treatment opportunities. Califano also said young children facing abuse from parents with drug or alcohol problems should be placed in foster care or orphanages.

Primera dama Clinton examinó cuestiones relativas a los niños

MIAMI (AP)—Al tiempo que los 34 participantes en la Cumbre de las Américas se concentraban en cuestiones comerciales, la primera dama Hillary Rodham Clinton habló con sus esposas para tratar de mejorar el nivel de vida de los niños de la región.

El viernes por la señora Clinton visitó a los estudiantes, maestros y padres de la escuela primaria Drew y escuchó una interpretación del tema tropical "Oye mi canto" a cargo de la orquesta de la institución.

"He escuchado muchas orquestas y muchos coros, pero nunca he oído nada semejante", dijo la primera dama al terminar la interpretación.

La escuela es encomendada por su alto porcentaje de asistencia.

Tras responder a preguntas de los asistentes, la primera dama visitó una unidad móvil de atención médica del Hospital Jackson Memorial.

El sábado, la señora Clinton asistirá mañana a un simposio destinado a mejorar el nivel de vida de los niños en las Américas.

Han anunciado su asistencia al simposio, entre otros, funcionarios de UNICEF, de la Organización Panamericana de la Salud y muchas de las primeras damas visitantes.



Abogando por los niños

La primera dama Hillary Rodham Clinton, central, mostraba un libro acerca las necesidades de niños el sábado cuando encabezaba un simposio acerca niños para las esposas de mandatarios de los países americanos durante la Cumbre de las Américas en Miami, Florida. En la izquierda está señora María Teresa de Wasmosy de Paraguay y en la derecha está Janice Compton de St. Lucia.

AIDS Spread Among Women

ATLANTA—The spread of AIDS among women has dramatically increased in the United States and shows no signs of slowing down, even though it is leveling off in the population as a whole, health officials said Thursday.

Cases among women are increasing by roughly 17 percent a year, the Centers for Disease Control and Prevention said, and growing numbers of women are contracting AIDS through heterosexual contact.

"Women need to consistently use condoms when they're having heterosexual sex," said Dr. Patricia Fleming of the CDC's Division of HIV-AIDS.

Worldwide, women are the fastest-growing group of new HIV infections, the World Health Organization reported one day earlier.

The CDC report shows what happened among women in 1994, the second full year after the CDC expanded its AIDS definition to reflect the toll on women and people with tuberculosis or depressed immune systems.

In 1994, women accounted for 14,081, or 18 percent, of the 79,674 new AIDS cases among adults. There were 16,798 new cases among women in 1993, but that number was inflated

by the expanded definition.

Under the old definition, the rate of AIDS among women has been increasing about 17 percent a year since 1992, Fleming said.

Last week, the CDC reported that among all Americans the AIDS epidemic is stabilizing at a 3 percent annual increase.

Forty-one percent of infected women reported contracting AIDS through intravenous drug use, while 38 percent reported contracting AIDS from a male partner. The number involving a male partner will continue to escalate, Fleming said.

"The women may not be recognizing the risk of their partner," Fleming said. "Women can't protect themselves by guessing."

AIDS continues to hit minority women much harder than whites. Black and Hispanic women accounted for three-quarters of the 1994

AIDS cases among women. The rate of black women, 62.7 per 100,000 people, was 16 times higher than for white women, 3.8, while the rate of Hispanic women was 26.

Of the 441,528 people who have contracted AIDS since 1981, 13 percent or 58,428 were women.

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Rehabilitation Institute

Minority Groups Fight Tax Change

Five minority groups are working to save the Federal Communications Commission's tax certificate program. The groups say the tax break has been instrumental in promoting minority ownership and participation in the broadcasting and cable business.

The House Ways and Means Committee on Wednesday sent to the House a bill that would eliminate the program, which allows companies to defer paying taxes on capital gains from the sale of communications properties by selling to a minority-controlled business or by providing start-up capital for such a business. Viacom Inc. wants to use the provision in the \$2.3 billion sale of its cable systems.

The council, the NAACP, the National Association of Black Owned Broadcasters, the League of United American Citizens and the American Hispanic Owned Radio Association are working with Reps. Charles Rangel, D-NY, Cardiss Collins, D-IL, and other lawmakers who support the program along with the Congressional Black Caucus.



Un Rayito De Luz

por Sofia Martinez

Todos tenemos penas y sufrimientos, esto a nadie le falta. Todos llevamos nuestra cruz desde el momento en que nacimos. Pero no debemos de olvidarnos de que Dios nos dio esta cruz, pero tambien nos dio las espaldas para cargarla. A nadie le dio una cruz mas pesada de la que puede cargar con la ayuda de Dios. PERO, aunque es cierto, vemos que algunos llevan su cruz bastante pesada, y sonrien alegremente, y otros van arrastrando su cruz con mucho esfuerzo y sacrificio, y van dejando, por donde van pasando, un reguero de quejas y de largimas. Los que cargan su cruz muy sonrientes es que han encontrado el secreto para cargarla sin pensar que les puede lastimar sus espaldas. Y saben que de todas maneras la tienen que cargar, porque es la llave que les abra las puertas del cielo. Y por eso cargan su cruz con muchas fuerzas y con mucha alegria, y no se fijan tanto en lo que pesa y ponen mucha atencion en el premio que van a recibir. (Luc. 9, 23-27).

Pero los otros se sienten "muy aguitados" bajo el peso de la cruz, porque no saben cargarla, ni saben que esa cruz

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 cargar nuestra cruz con mucho valor y con mucha alegria, y Dios va a darnos un premio que nos tiene 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 andamos aprendiendo a menejar nos recomiendan que no nos carguemos mucho para la derecha, porque podemos salirnos del camino y caer nos en algun poso, y que no nos hagamos para la izquierda, porque podemos chocar con otro carro, Y... tambien Dios nos hace una recomendacion semejante a esta: Que no nos desviemos, ni a la derecha ni a la izquierda. Y que, para evitar riesgos, "Apartemos del mal todos nuestros pasos". Alli donde la conciencia, o los consejos de personas santas, nos senalen que estamos mal, debemos de corregirnos... Porque "el mal", solamente, puede llevarnos al "infierno".

Asi como despues de la lluvia brotan los "hongos" en el campo, asi han brotado en estos tiempos muchos falsos profetas, que quieren que toda la humanidad crea sus ideas torcidas. Jesucristo nos dice que: "Los podemos conocer por sus frutos". Las ideas buenas nos llevan a lo bueno... pero las ideas malas, que nos quieren llevar a lo malo... debemos de rechazarlas. (Mat. 24, 11-14).

LAS VOCES ETNICAS SON APENAS AUDIBLES

denses no se encuentran alli con facilidad.

Los naturales del Golfo y el Caribe, especialmente los de Veracruz y Tabasco, son considerados como sólo ligeramente religiosos, rápidos de ingenio y lengua y susceptibles de conducta impredecible; los de los valles superiores de occidente y centro (el norte de Michoacán, Jalisco, Nayarit y Guanajuato) forjaron un legado de católicos sólidos y conservadores, sospechosos del reformismo y de las influencias extranjeras.

Parece raro, pero muchos de éstos fueron pioneros en Texas y California tan temprano como en el decenio de 1920 y ayudaron a establecer un puente cultural y demográfico sólido entre México y los Estados Unidos.

La diversidad mexicana está conectada igualmente a ser rico o pobre. Las diferencias socio-económicas contribuyeron en gran medida a los "muchos Méxicos". La ciudad promedio contiene una minoría de familias cuyos ingresos anuales se hallan por encima de los 250,000 dólares de los Estados Unidos, pero también alberga a un gran número cuyos ingresos familiares combinados son menos de 3,000 dólares estadounidenses. La mayoría de las familias puede ganar entre 4,000 y 6,000 dólares.

Las desigualdades sorprendentes de ingresos de esta clase producen a los mendi-

gos, ladrones y guerrilleros. Esto también es parte de la diversidad de un país como México.

No es sorprendente que el concepto de diversidad, como lo definimos en los Estados Unidos a fines del siglo XX, no pueda ser exportado, fácilmente a un país como México. No es un país de inmigrantes como los Estados Unidos. México no ha atravesado un movimiento de los derechos civiles, ni un movimiento femenino, ni un movimiento chicano.

Sin embargo, su pueblo está excavando senderos hacia la inclusión y la participación económica, política y social. Su experiencia debe ser distinta que la de los Estados Unidos.

Debe mencionarse, no obstante, que las voces de los que han sufrido las menores ventajas en la sociedad mexicana apenas son audibles. El programa de trabajo de la nación, como el de todos los países, ha sido conformado por los ricos y los poderosos.

En México han sido los criollos de origen español o de otra parte de Europa quienes continúan insistiendo en lo que ellos ven como sus privilegios. Sólo un repaso de la historia mexicana moderna puede revelar adecuadamente los puntos de tensión en los que los grupos selectos han sido obligados a ceder, algunas veces en medidas calibradas, algunas veces más dramáticamente.

Read It First In EL EDITOR Call: 763-3841

All agencies interested in Economic Development/community input for the Consolidation Plan, City of Lubbock

COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ECONOMIC DEVELOPMENT FUNDS

You are invited to participate in assessing the Economic Development needs and available resources in the City of Lubbock. This meeting will be held by the Community Development & Neighborhood Initiative Department of the CITY OF LUBBOCK
 Date: February 16, 1995
 Time: 6:00 pm - 7:30 pm
 Location: City of Lubbock 1625 13th St. Training Room
 Please RSVP by February 14, 1995 (806) 767-2301

NEWSCHANNEL 11

Position Open

Newschannel 11 (KCBD TV) has an opening for sports reporter/photographer. Prefer experience in shooting, writing and editing. Must be able to lift and carry approximately 60 pounds of equipment. Apply at KCBD-TV, 5600 Avenue A, Lubbock, TX 79404. Pre-employment drug test required. Deadlien for applications is 2/17/95. EOE.

Work with other kids your age to create a mural for the Parkway Neighborhood Center. Or, if you like to write - work with other kids to write your very own book. Both projects will conclude with a public exhibit on April 8 at the Parkway Neighborhood Center.

Where: Parkway Neighborhood Center 465 N. Martin Luther King, Jr. Blvd.

When: Sat. March 4, 11, 25; April 1, 8 10:00 a.m. - 1:00 p.m.

Who: Any 6th, 7th or 8th grade student

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Please use Posting Number 95-R01-0043 to apply for Regional Director position in Lubbock, PHR1. Please use Posting Number 95-R08-0058 to apply for Regional Director Position in San Antonio PHR 8. Applications accepted through end of business Feb. 28, 1995 EO/ADA Employer

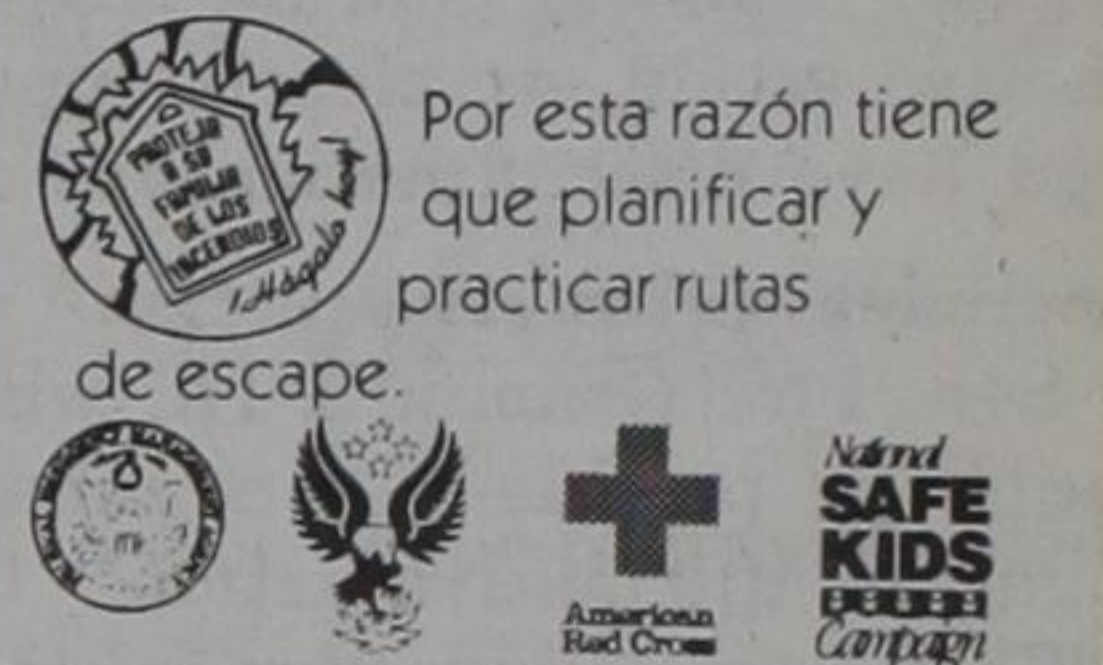
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El Editor - First In News

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Sports - Deportes

Los latinos no serán jugadores sustitutos

"No creo que los beisbolistas latinos vayan a tomar parte en los equipos de grandes ligas como jugadores sustitutos", dijo el abogado Jaime Torres, quien representa a varios jugadores de liga mayor.

Torres se refirió a la situación legal por la que atraviesa el pasatiempo nacional y en referencia especial a los peloteros del Caribe, dijo que hay varias razones legales por las cuales no pueden ni deben incluirse en este grupo.

"A los jugadores latinos se les otorga una visa de entrada al país por el Departamento del Trabajo, la cual se identifica como "H2", mediante la cual se especifica que los interesados sólo pueden tomar parte en los entrenamientos de primavera", dijo Torres.

Peró de acuerdo a la visa otorgada, les permite jugar en las Grandes Ligas, por lo tanto no pueden y no deben jugar como sustitutos, porque se estarían exponiendo a que se les cancelen sus visas y consecuentemente serían expulsados del país y un regreso

sería casi imposible", dijo el abogado Jaime Torres.

Torres, de origen puertorriqueño, es agente de varios jugadores latinos del Caribe y entre sus representados están verdaderos estrellas del deporte, entre ellos: los hermanos Sandy y Roberto Alomar y José Hernández (Cachorros) de República Dominicana (Yanquis) de República Dominicana a los venezolanos Tony Castillo y Carlos Martínez, así como al primer brasileño que pertenece a una organización de grandes ligas (Toronto), José Pep, entre muchos otros.

Torres acaba de regresar de un viaje por el Caribe donde estuvo presente en las reuniones en las que el líder sindical Donald Fehr habló con los peloteros de Puerto Rico, República Dominicana y Venezuela para informarles sobre la situación laboral.

"Ahora más que nunca, los peloteros están unidos y la Unión está más fuerte; esto obedece a que los peloteros se han sentado y han leído todo o gran parte de lo que los dueños desean quitarles y

mientras más leen, más se han molestado", dijo Torres.

El abogado Torres dijo que la remoción de la ley antimonopolio en el



El abogado Jaime Torres considera que ningún pelotero latino estará como suplente en abril próximo.

beisbol podría ser un punto principal para encaminarse a una solución al problema, porque con ello, los beisbolistas tendrían derecho de ir a las cortes federales y pelear su situación sin que la actividad se detenga.

"Esta ley antimonopolio es algo que solamente los dueños de equipos de beisbol tienen, porque esto no existe en la NFL (fútbol americano) NBA (basquetbol) o NHL (hockey), por ejemplo", dijo.

El asunto en su fase legal es tan complicado que no hay respuestas fáciles, hay que tener amplio conocimiento de la ley de este país y los jugadores, ahora mejor enterados de la situación, de ninguna manera desean retroceder.

Referente al caso de los equipos canadienses, Montreal sí podrá participar con jugadores suplentes, pero Toronto no; toda vez que existe una ley provincial en Ontario que prohíbe a los equipos de ligas mayores a incluir jugadores sustitutos.

"Precisamente los dueños de

equipos saben lo que tienen y lo que desean", dijo nuestro entrevistado- ya que aún existe capacidad para incluir a unos cuatro equipos más y ellos desean para sí mismos todo el dinero que cada franquicia cuesta".

Torres precisó que México, el Caribe y Sudamérica son formidables plazas para beisbol y eso es lo que buscan los dueños de clubes, porque para ellos sería una inversión que posteriormente recobrarían al triple.

Referente a los equipos suplentes, Torres aseveró que no hay muchos veteranos que pudieran o quisieran ser suplentes, por lo que será difícil llenar los 28 equipos con 25 jugadores cada uno.

Aquí en Chicago, los Medias Blancas y los Cachorros han rebajado sustancialmente los precios de las entradas a los juegos, con lo cual se vislumbra que la campaña se iniciará con jugadores sustitutos y al igual que ellos, en todas las plazas de grandes ligas, los precios han empezado a bajar de precio debido al mismo motivo.



Molina Frente a DeLa Hoya

El campeón ligero junior de la Federación Internacional de Boxeo, el puertorriqueño John John Molina, afirmó que superaría al monarca ligero de la Organización Mundial de Boxeo, el estadounidense Oscar De La Hoya, en la pelea titular que sostendrán el 18 de febrero en Las Vegas.

Molina expresó que le ganará por cualquier vía de De La Hoya.

El púgil puertorriqueño viajó a Texas para completar la etapa fuerte de su entrenamiento y de ocho a 10 días antes de la pelea se trasladará a Las Vegas para terminar su preparación.

Molina viajó acompañado del boxeador Daniel Alicea, su hermano José Molina, su entrenador José Ramón Martínez y el médico Eduardo Jiménez.

La última semana se unirá al grupo de trabajo Sigfredo Rodríguez, miembro de la Clínica de Medicina Deportiva, que atiende el entrenamiento de Molina desde mediados de diciembre.

"Estoy bien optimista en que superaré de De La Hoya en la pelea que sostendremos el 18 de febrero. Estoy preparado para pelear 12 asaltos y superar a De La Hoya, ya sea por nocaut o decisión", dijo Molina.

Esta pelea será transmitida por la cadena de televisión por cable estadounidense HBO.

Texas Softball SUPERCUP Calendar

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Gatorade debuts new ad campaign with new attitude



All-Star Weekend telecasts on NBC-TV on Feb. 12 will be the stage for The Gatorade Co.'s debut of "Life Is A Sport. Drink It Up.(TM)," a dramatic, new national advertising campaign for Gatorade(R) Thirst Quencher, the nation's leading sports drink.

"Life Is A Sport. Drink It Up." is about taking on life with all the energy, competitiveness and fun of sports," said Clark Hine, vice president of equity communications for The Gatorade Co. "It's about quenching the emotional and physical thirsts that only truly active people can understand, and that Gatorade can quench. And it's about an attitude toward life and sports that our consumers have and our product is a part of."

The scope of the national campaign includes multiple television, print, radio, outdoor, public relations, point-of-sale and in-market event executions throughout the year. The :30 television executions are fast-paced commercials featuring high-impact images of active people against dramatic audio tracks. "The 'Life Is A Sport. Drink It Up.' campaign features emotionally charged imagery that is relevant and exciting to Gatorade consumers," said Hine.

The two :30 spots debuting this weekend were produced by The Gatorade Co.'s general market agency, Bayer Bess Vanderwarker (Chicago) and UniWorld Group (New York), its African-American agency. Berry*Brown Advertising (Dallas) will produce Hispanic advertising for the "Life Is A Sport. Drink It Up." campaign. Future commercials will be released at a later date, including Michael Jordan's interpretation of "Life Is A Sport. Drink It Up."

"Gatorade has been quenching all-star thirsts for decades," said Clark Hine. "We are the official sports drink of the NBA, and knowing what an exciting time this is for NBA fans, we thought the time was ideal to share in the excitement and give our consumers a glimpse of the new campaign."

Gatorade Thirst Quencher is manufactured by The Gatorade Co., part of Quaker Beverages Division of the Chicago-based Quaker Oats Co. It is backed by nearly 30 years of research in rehydration.

El Editor First In News - First In Lubbock

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La Lotería está buscando compañías de propiedad minoritaria (HUB Historically Underutilized Businesses) certificadas por el Estado de Texas y con experiencia en las siguientes áreas:

DUPLICACIÓN DE AUDIO Y VIDEO (VIDEO AND AUDIO DUBBING)

Compañías de duplicación de audio y video que pueden duplicar de formatos de J, beta, D2, DAT o cinta de 1/4". Se requiere capacidad para trabajar en grandes cantidades en tiempo limitado. Favor de enviar un historial de la compañía y una lista descriptiva del equipo que utiliza. Precios deberán ser competitivos.

PRODUCCIÓN DE MÚSICA (MUSIC PRODUCTION)

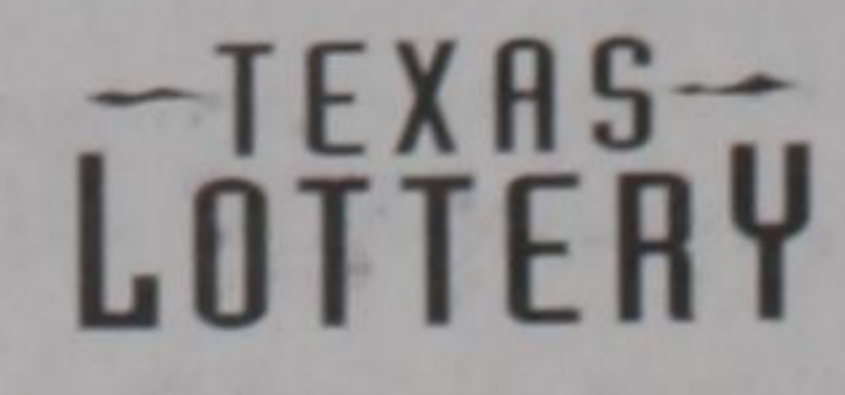
Compositores y arreglistas con experiencia en producción de música para televisión y radio. Favor de enviar un video y/o cassette con ejemplos (demo reel) que refleje

sus habilidades y previa experiencia, y una descripción del equipo con el que cuenta en su estudio. Precios deberán ser competitivos.

PRODUCCIÓN DE PELÍCULA (FILM PRODUCTION)

Compañías con experiencia en filmar en 35 mm., para comerciales de televisión. Favor de enviar un video de 3/4" que contenga comerciales que ustedes han hecho (director's reel). Precios deberán ser competitivos.

Por favor responda por escrito a:
Yvett Calván Nava o
Loretta Hawkins
Minority Development Coordinators
Texas Lottery - GBP
P.O. Box 16630
Austin, TX 78761-6630



Home of
the
personal
touch

United Supermarkets

For More Great
Value Days see
our in store
circular.

Presidents
Day

DOLLAR DAYS SALE

GROCERY



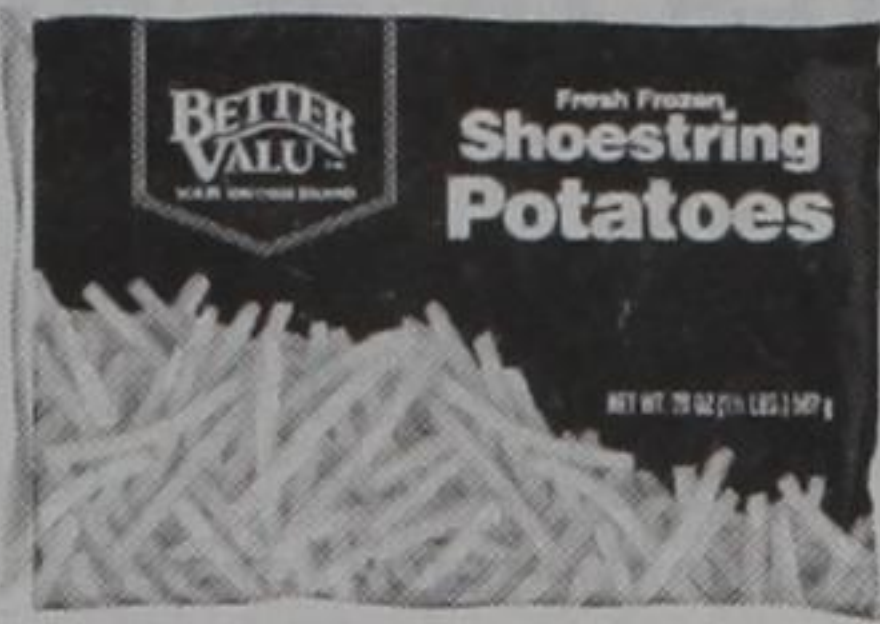
United
Milk

Homogenized
or Lowfat

\$1

1/2 gal.

Better Valu
Shoestring Potatoes



20 oz.

4 for **\$1**



Hy-Top
Apple Cider
or Juice

\$1

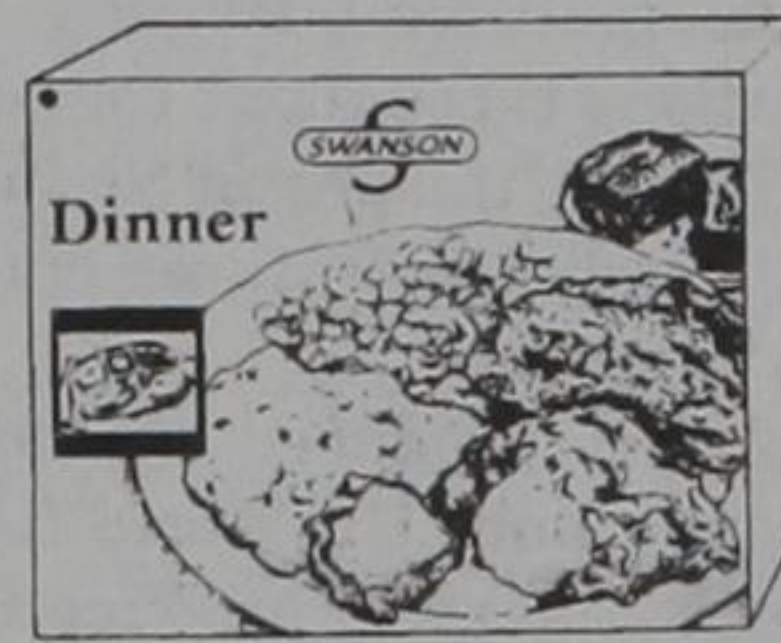
64 oz.

Hy-Top
Tomato Sauce



8 oz.

5 for **\$1**



Swanson
4 Compartment
Dinners

Roast Beef Sandwich, Turkey Pasta,
Grilled Chicken, Fried Chicken Dark,
Mexican Combo, Salisbury steak,
Chopped Sirloin, Fish 'n
Chips, Meatloaf, Veal Parmigiana,
Turkey, Chicken nuggets, Chicken
Parmigiana, Yankee Pot Roast, Beef Tips
Noodles, Beef/Broccoli, Rib Patty
8.5-11 oz.

2 for **\$3**

Blue Bell
Ice Cream



Regular, Light or
Yogurt

1/2 gal.

2 for **\$5**



Banquet
Pies

Apple, Peach, or
Cherry

\$1

20 oz.

Wisk Powder
Laundry Detergent



Regular, Free or
W/Bleach

\$3

42-44 oz.

Purina
Dog Chow



20 lb.

\$7



Energizer
Batteries

\$2

2pk. C,D or 1pk. 9 volt

Energizer Batteries AA,AAA 4pk

2 for **\$5**

M&M Candy Bars 6 Pack



Snickers, Milky Way,
3 Musketeers, Mars
Bars, Twix or Peanut
Butter Snickers
Pre-priced \$1.99

3 for **\$5**

MEAT

Super Valu Pak
Split Fryer Breast



\$1

lb.

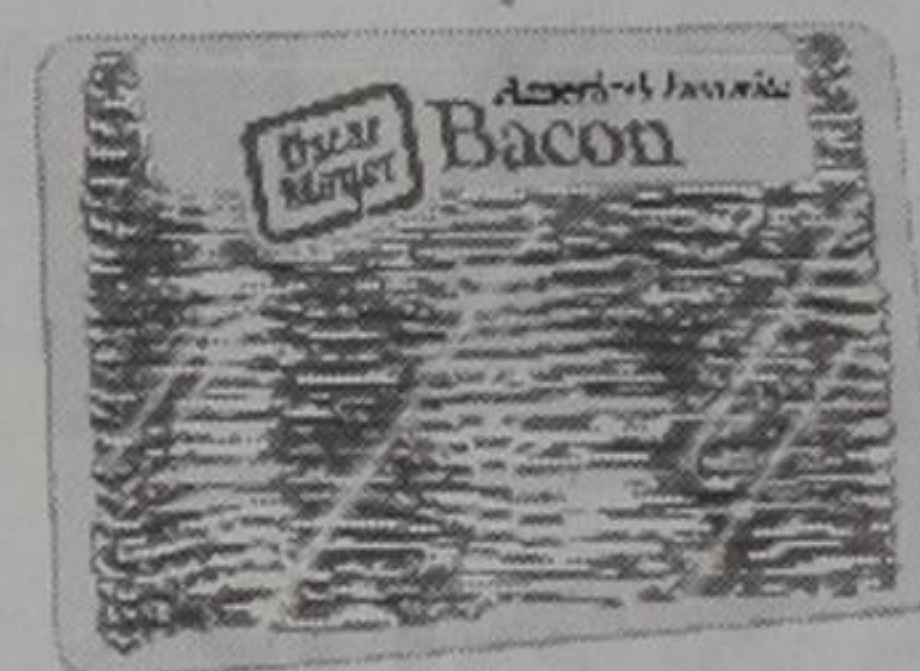
Oscar Mayer
Meat Wieners

Regular, Bun Length
Big & Juicy or Hot 'N Spicy



1 lb. pkg.

\$1



Oscar Mayer
Bacon

1 lb. pkg.

2 for **\$3**

Oscar Mayer

Meat Bologna

1 lb. pkg.

\$1

PRODUCE



Latest NCI Survey Shows that most
Americans eat 3 servings of fruit &
vegetables a day and just 2 more are easy.
MAKE IT 5-A-DAY!

Washington Extra Fancy
Red Delicious
Apples Medium
Size



2 lbs. **\$1**

Colorado US #1
Russet Baking
Potatoes



5 lbs. **\$1**



California Iceberg

Lettuce

Large Head Untrimmed

2 for **\$1**

the personal touch

WED	THU	FRI	SAT	SUN	MON	TUE
15	16	17	18	19	20	21

PRICES GOOD THRU FEBRUARY 14TH, IN Lubbock, Slaton, Post,
Littlefield, Levelland, Plainview, and Brownfield
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