"Día de Los Muertos" Celebration

Lubbock Centro Aztlan announce today that it will sponsor a celebration to commemorate "El Día de los Muertos" or The Day of the Dead.

"The event keeps in step with our organization working to promote cultural presentations that promote our heritage and our culture," said Francisco Gutiérrez a member of the Centro's Board of Directors. "Two weeks ago we promoted "El Día de la Raza" and had good success with people attending the art exhibit at Maggie Trejo Center. We hope that the community will respond to this event equally well," said Gutiérrez.

"El Día de los Muertos" will feature a presentation by Raul Orduña y Los Trovadores originally from San Luis Potosi and Guanajuato and now based in Austin, TX. The group is composed of 4 musicians two violins and two guitars who sing traditional songs and recite poetry from the Central México regions.

"We play traditional "Huapango Arribeño" music and "Poesia Rimada" that was born many years ago in the Mexican States of San Luis Potosi and Guanajuato,"

said Raul Orduña director of the group. "Originally this type of music is played in fiestas and celebrations held in the more

rural neighborhoods." Orduña said that this type of music is important principally for its poetic content and the way that it is used. "The poetry is used to bring attention to the lack of civil rights in indigenous villages and the poverty that exists not only in México but also in other third world

countries-tries," said Orduña.

The music is also used as a means of cultural communication- between México and

> other countries like Spain, Italy, Russia, Africa and other nations. Recently the music has gained popularity in that it communicates the plight of the undocument ed workers and legal immigrants in the United States with people still in México.

The group is

composed of

Orduña from Guanajuato, director, vocalist and guitarron; Felemon Torrez who has played since he was 6 years old and is from Rio Verde, San Luis Potosi, playing 1st violin; Ramiro Diaz who has played since he was 10 years old and is from Victoria, Guanajuato and Cube Segura who has played since he was 5 years old from Rio Verde, San Luis Potosi playing guitar (vihuela).

The "El Día de los Muertos" celebration will take place at La Fiesta Restaurant starting at 7 pm on November 1st. Traditional Altars will be constructed by members of families that have had friends and relatives die in the past few years. A special Altar will be erected to honor Sister Teresa and Chicanos Unidos Campesinos will erect and Altar to honor several of their members who have died in the past year. Other local musicians and dancers will also participate in the event. Admission is \$25 per couple or \$15 per person. A full meal is included in the admission fee. Seats are limited and reservations can be made by calling 763-3841. The event is made possible in by a grant from the Lubbock City Council as recommended by the Lubbock Arts Alliance.



Raul Orduña y los Trovadores de San Luis Potosi seran los artistas que se presentaran en la celebracion de "El Día de los Muertos que se llevara acabo este proximo dia 1 de Noviembre en el Restaurante La Fiesta. Junto que ellos se presentaran otros artistas locales y tambien se haran uno Altares en honor a personas quien murieron este año pasado incluyendo a la Madre Teresa. Para mas información llame al 763-3841.

El Respeto al Derecho Ajeno es La Paz." "Respect for the Rights of Others Is Peace" Lic. Benito Juarez Vol. XXI No. 4 Week of October 23 to October 29, 1997 Lubbock, Texas

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Recuerdan la matanza de Tlatelolco

La matanza de Tlatelolco, que el 2 de octubre de 1968 cobro la vida de decenas de personas y cientos de desapareci-

Comentarios de Bidal

by Bidal Aguero

Chancellor Montford is saying that he is getting "hundreds" of calls concerning doing away of putting off "Rush Week". Most of our readers proba-

bly don't know what Rush Week is. I didn't know what it was even when I was in college. Well "Rush Week" as best that I can describe it is when all these rich kids drive around in their. BMW's, convertibles, sports cars etc. with their windows painted with all these funny letters. Students that want to join a fraternity or sorority one is an organization for men and one is women - I still get them confused which is which have to comply with the whims of their masters or upperclasspersons. Most of you probably read where some pledges - as they are called had to steal materials to build a float.

Anyway, enough of that. Back to what the Chancellor is saying. He is saying he is from alumni and persons concerned about his plans on Rush Week. The item is to be considered by the Board of Regents at their next meeting.

Another item to considered - and one which we have addressed in several commentaries, stories and letters to the editor - are admission standards and cultural diversity for the University and that will affect minority students.

I wonder if the Chancellor has gotten "hundreds" of calls concerning this issue. Many of our community leaders seem to be concerned. Many have had meeting addressing it but I still wonder how many actual calls have been made or letters have been written.

Maybe these issues are not as important as Rush Week. Or many we can create some awareness on it by painting admitted into the University.

dos, fue recordad por miles de estudiantes mexicanos, que diversas realizaron marchas.

Al grito de "Dos de octubre no se olvida, es de lucha combativa", los manifestantes partieron de la Plaza de las Tres Culturas y otros puntos con la intencion de llegar al Zocalo, principal plaza publica de la capital, pero grupos de "porros" (bandas de estudiantes agresivos) ocuparon el lugar.

Los "porros" o "anarquistas", en su mayoria adolescentes, secuestraron autobuses de pasajeros para traladarse a los puntos de reunion e incluso al Zocalo. Un pequeno contingente, formado por "anarquistas", maltrato automoviles y lanzo objetos contra las vidrieras a su arribo a la plaza.

A 29 anos de la matanza de Tlatelolco, con la que culmino el movimiento estudiantil de 1968, todavia no se conoce el numero real de personas que murieron a causa de la represion ejecutada por el Batallon Olimpia de Ejercito mexicano. Oficialmente las victimas fatales fueron unas 30, en tanto que grupos estudiantiles dicen que llegaron a cientos.

En aquella fecha los estudiantes-que desde hacia meses se manifestaban en las calles en reclamo de libertad getting "hundreds of calls y democraciarealizaban un



acto en la Plaza de las Tres Culturas, en el barrio de Tla-

telolco.

Tras una senal lanzada desde un helicoptero, el ejercito ataco a los estudiantes que fueron ametrallados, perseguidos por las calles y hasta en edificios donde algunos vecinos les habian dado resguardo.

En la marcha de la Universidad y del Politecnico se mezclaron los gritos para exigir castigo a los responsables de la matanza de Tlatelolco, asi como vivas a la guerrilla zapatista y de condena programa economico neoliberal.

Comision de diputados investigaran matanza

Veintinueve anos despues de una matanza que costo la vida a cientos de personas, la Camara de Diputados decidio crear una comision que investigue ese hecho y pedira que sean abiertos los archivos oficiales para estudiar la responsabilidad oficial en el crimen.

Ademas de la comision de investigacion, se giraron a comisiones iniciativas para que en el muro central del salon de sesiones, donde figuran los nombres de algunos de los herores del pais, se grabe la leyenda "Martires por la democracia del 2 de Octubre de 1968" y que cada ano, en esa fecha, la bandera sea izada a media asta.



Councilman T.J. Patterson together with other dignitaries participated in a march against drugs enacted in 1994. out to steal material to build this past week. Marching together with T.J were Gerald Myers and Senaator Robert Duncan. Patbridges that will help us get terson said that the Marches held were a success in that they taught our kids that we care for them. tend the statute fosters undocumented immigration and im-Other marches are schedules in the future. "We'll have hundreds if we need to," said Patterson. Photos by Francisco Gutierrez

News Briefs

Breast Cancer Video Resumes Airing

A video showing women how to do self-exams for breast cancer will resume airing on a California cable TV station, reports Associated Press.

CCTV, owned and publicly funded by Contra Costa County, had shown the video once before Executive Director Patricia Burke took it off the air because it showed bare breasts. She deemed it unsuitable for family viewing.

County supervisors on Tuesday ordered the station director to resume airing the two seven-minute programs.

"I was appalled at the lack of good judgment ... censoring these videos," Peggy Sullivan told county supervisors before they voted 5-0 to allow the shows to be aired on Oct. 28 and Nov. 5.

The station was deluged with mail after it yanked the video on Oct. 8. At that time, Burke offered to advertise the videos during public service announcements or make them available for home use.

Critics, including the video's producer and several cancer survivors, told the board that televising the show would reach people who don't recognize that self-exams can save their lives.

Corps, Foundations Pledge to Spend \$10M on Child Care

Twenty-two major corporations and 16 foundations plan to announce today that they are joining forces to spend more than \$10 million to improve the quality of child care, reports Associated Press

The money would be spent over three years, primarily on training for child-care workers and day-care center administrators.

The 22 corporations, which have spent \$9.4 million in the last three years on similar initiatives, have pledged to spend an additional \$10 million in the next three years.

The 16 foundations, which have spent \$2.4 million on quality initiatives, intend to spend more but haven't set an amount, said Barry Wanger of Wanger & Associates in Boston, a spokesman for the groups.

The business-foundation partnership was called "unprecedented and timely" by Marilyn M. Smith, executive director of the National Association for the Education of Young Children.

"Now that two-thirds of American children regularly at-

tend some form of child care...the need for quality early childhood programs is greater than ever," Smith said. Recent research has shown the importance of early educa-

tion on brain development, as well as the often poor quality of child care in the United States. The 22 companies are members of the American Business

Collaboration for Quality Dependent Care, formed five years

ago to improve both the quality and the quantity of child care. To date, they have spent about \$77 million, including the \$9.4 million on quality improvement, Wanger said. The rest has been directed toward expanding child care and elder

care. The money has been targeted to communities in which the corporate members -- including Allstate, IBM, Aetna, Deloitte & Touche, Mobil and Price Waterhouse -- operate.

GOP to Extend Immigration Provision

House Republican leaders tentatively have agreed to a short-term extension of an expiring statute that allows certain undocumented immigrants to stay here by paying a \$1,000 fine while seeking legal status, reports Associated

A House GOP leadership source, speaking on condition of anonymity, said today that aides to Speaker Newt Gingrich and Majority Leader Dick Armey argued forcefully for extension during a meeting Monday.

The leaders must decide whether to include the provision in a stopgap spending bill Congress must pass this week to keep government operations running. Lawmakers have yet to complete the appropriations process for the fiscal year that began Oct. 1.

An earlier stopgap bill, which expires Thursday, included an extension of the immigration provision. The Clinton administration supports continuation of the provision, first

Opponents, led by Rep. Dana Rohrabacher, R-Calif., con-

Continued on Page 5

Mark Willes y El Dilema Hispano De Los Medios Informativos De La Corriente Principal

Por Charlie Ericksen

Los declaraciones recientes de Mark Willes, presidente de la junta de directores y funcionario ejecutivo principal de Times-Mirror Company, a quien se le dió recientemente la responsabilidad y el título de publicista del "Los Angeles Times," han puesto la dedicación de ese periódico hacia la comunidad latina y hacia su propio personal latino bajo el foco nacional.

Hace unas cuantas semanas, Willes introdujo varios cambios de estructura en el dirigida a los latinos. periódico que juntaron las actividades de planificación del negocio alrededor de sus secciones editoriales. Willes anunció también la meta grandiosa de aumentar la circulación diaria del Times, que ha venido disminuyendo, de su cifra actual de un mily medio.

Al mismo tiempo, el publicista de 56 años de edad, que fue antes director del imperio de cereales de la General tar el alcance del Times dentro de la comunidad hispana. Hace siete años, la empresa Times-Mirror compró un interés del 50 por ciento en "La Opinión", el venerable diario en español. Desde entonces, dicha empresa ha mirado del periódico. otras propiedades periodísticas en español, pero el blanco principal de Willes es la comunidad latina que crece rápidamente, habla inglés y está más asimilada y acomodada.

A fines de septiembre,

Willes empezó a reunir una "enfrentamiento" fuerza de trabajo con miembros de su personal latino, a fin de explorar modos de llegar a los consumidores latinos, que representan más del 40 por ciento de la población de 9 millones del Condado de Los Angeles, pero solamente 20 por ciento de los lectores de su periódico.

Una de las tareas principales que Willes dió al grupo de trabajo fue la de explorar la conveniencia y viabilidad de crear una sección especial

El 3 de octubre, 100 reporteros y editores de su personal, la cuarta parte de ellos hispanos, enviaron una petición al publicista oponiéndose al concepto de la sección latina especial. Ellos escribieron: "Es ofensivo el crear secciones en este periódico que se basen lón de ejemplares a un millón únicamente sobre la noción de la etnicidad. Creemos que muchas personas de las comunidades latinas se sentirán ofendidas justificadamente por este enfoque," y agregar-Mills, hizo saber que tenía un on, "Este enfoque podría dar interés particular en aumen- lugar a una reacción negativa y grave entre otros grupos."

> Su recomendación al nuevo publicista fue: Invierta sus energías y sus dólares en aumentar la cobertura de los latinos en todas las secciones

> El "Times" de Nueva York, "Wall Street Journal," el "Washington Post" y otros medios de prensa nacionales cayeron como sobre presa en el asunto. Especialmente, el "New York Times" habló el 6 octubre sobre de

entre Willes y los miembros de su personal en una reunión que el publicista convocó, diciendo que "según los relatos de varias personas que estuvieron presentes ... el prototipo iría adelante ... Fin de la reunión."

La versión del "New York Times" difiere de la de algunos latinos que asistieron a la reunión, incluyendo a Frank del Olmo, editor auxiliar. Del Olmo encabeza la fuerza de trabajo latina de Willes. La mayoría de los miembros de la fuerza de trabajo, que ahora asciende a 15, asistieron a la sesión.

Del Olmo describió la reunión a Hispanic Link como animada y abierta, agregando que Willes estuvo de acuerdo en que se necesitaba dar más atención a los latinos en todas las secciones del periódico. Del Olmo dijo que el mandato de la fuerza de trabajo era y continúa siendo el de dar ideas para fines del año a fin de hacer que el periódico sea "más atractivo" para los latinos.

El observó también que la mitad de los miembros del personal involucrados en el debate -- no latinos así como latinos -- han aportado substancialmente al aumento de la información del Times sobre la comunidad. "Pero la otra mitad -- no creo que hayan levantado ni una sola vez un dedo para informar sobre esa comunidad de modo justo y equilibrado, del modo que nuestros lectores latinos lo preferirían," dijo él.

Está claro que una parte de

la prensa del Este, que durante años ha visto a su rival de la Costa Occidental con cierto desdén, exageró el asunto de la sección especial, proyectándola como una acción impulsiva y definitiva.

Empero, ni un sólo reportero de la prensa del Este llamó a Del Olmo, el jugador principal, para conocer su versión de lo que estaba sucediendo. Ello lo ha forzado a poner en tela de juicio sus intenciones, y preguntarse si ellos están tomando al dilema latino y poniéndolo a través de su propio lente, "antes de presentar las perspectivas latinas."

Parece ser que sí.

A medida que la población hispana bilingue y bicultural, que ahora cuenta 32 millones de personas, continúa aumentando y extendiéndose, el llegar a los lectores latinos en cualquier idioma es un rompecabezas que confunde a los periódicos de toda la nación. Su dilema común y muy real es cómo atraer a los lectores latinos sin "ofender" a sus lectores suburbanos angloamericanos y de habla inglesa, que forman el núcleo de su

Por lo menos Willes y el "Times" están examinando con seriedad el asunto para explorar algunas alternativas -- y están involucrando a sus colegas latinos en el trámite. Esto, en sí mismo, es refrescante.

(Charlie Ericksen es el publicista de Hispanic Link News Service, con sede en Washington, DC.)

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LUBBOCK CITY COUN-CIL CALLS FOR SALES TAX

During the regular Thursday morning meeting, the Lubbock City Council voted to approve a special ballot vote in January 1998 to increase the city sales tax to the maximum allowed by law. The estimated \$8 million which will be generated by the sales tax, if approved by the voters, will be utilized for economic development. Only Councilman Victor Hernandez voiced opposition to the initiative, citing Texas Comptroller John Sharp as stating that sales taxes, "Places an unfair burden on low income workers, the elderly, and those living on fixed incomes." Lubbock voters have, in the past, reject similar initiatives in five separate instances. One Lubbock citizen, speaking before the council, asked, "What part of "NO" do you not understand." Currently, Lubbock Market Inc. uses monies from the General Fund, from property taxes for economic development efforts. The new city sales tax would be an additional tax which would place the tax burden on all who shop in Lub-

By: Ysidro Gutierrez

The Hispanic Dilemma and the Media

By Charlie Ericksen

Recent decrees by Mark Willes, Times-Mirror Co. chairman and CEO who was recently given the additional title of Los Angeles Times publisher, have put the newspaper's commitment to the Latino community and to its own Latino staff in the national spotlight.

A few weeks ago, Willes introduced several structural changes at the newspaper that clustered business planning activities around its editorial sections. Willes also announced the grandiose goal of increasing the Times' declining daily circulation from its present 1 million to 1.5 million.

At the same time, the 56-yearold publisher, former head of the General Mills cereal empire, let it be known that he held a particular interest in increasing the Times' reach into the Hispanic community. Seven years ago,

Times-Mirror bought a 50 percent interest in La Opinion, Los Angeles' venerable Spanish-language daily. It has since looked at other Spanish-language media properties, but Willes' main target is the rapidly growing, English-speaking, more assimilated and affluent Latino.

In late September, Willes began assembling a task force of Latino staffers to explore ways to reach Latino consumers, who make up more than 40 percent of Los Angeles County's population of 9 million, but only 20 percent of the newspaper's readership.

One of the principal tasks Willes gave the task force was to explore the advisability and viability of creating a special section directed to Latinos.

On Oct. 3, about 100 staff reporters and editors, a quarter of them Hispanic, sent a petition to the publisher opposing the Latino special section concept.

"It is offensive to create sections in this paper based solely on the notion of ethnicity. We believe many in the Latin communities will rightly be offended by this approach," they wrote, adding, "This approach could produce a backlash among other groups." Their recommendation to their new publisher: Spend your energy and dollars to beef up Latino coverage in all parts of the paper. The New York Times, Wall Street Journal, Washington Post and other national press jumped on the story. The New York Times in particular played up an

Oct. 6 "confrontation" between Willes and the staffers at a meeting the publisher called, stating that, "by the account of several people present,...the prototype would move forward...End of meeting." The New York Times version differed from that of some Latinos who attend-Continued Page 5

clientela.

Propiedad literaria registrada por

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Letter to the Editor

To the Editor,

I sincerely hope, that although I am not Hispanic, El Editor will publish my opinion regarding the issues of racism and cultural diversity.

In its October 2 through October 8, 1997 issue El Editor published an article titled "Tech Cultural Diversity Director Meets with Hispanics," which discussed the discontent of some Lubbock Hispanics regarding the appointment of Cathy Allen and Janie Ramirez, special assistants to the chancellor for cultural diversity. George Garcia, a member of LULAC 263, was quoted in this article, and I must take issue with what was Mr. Garcia said. El Editor quoted him as saying, "I don't think Ms Allen, however qualified she is, can adequately relate to [the Hispanic] community." The article reported that a meeting was initiated by LULAC to question the decision to hire "a black" when Hispanics make up 28% of the population of this area.

As a black female in my third year of law school at Texas Tech School of Law, I find Mr. Garcia's comments insulting, divisive, and just plain wrong. First, it is inaccurate to imply that only a Hispanic person can relate to the Hispanic community. To illustrate my point, let me inform those who do not know that the advisor to the Black Law Students Association is a Hispanic law professor; and he has been sincere, efficient, and effective in his representation of our organization. He has been the BLSA advisor for as long as I have been a law student, and I would not relieve him of his position even if I had fifty African American law professors from which to choose. I also work for a Hispanic attorney, and I consider him to be one of my mentors. He has clients of all races and is very effective in representing them.

Consider Supreme Court Justice Thurgood Marshall. He was a black man who, before he died, represented minority interests, not just the interests of African Americans. In fact, he was part of the majority opinion which stated that Texas may not deny undocumented school-age children the free public education it provides to children who are citizens ofthe United States or legally admitted aliens. Plyler v. Doe. 457 U.S. 202. On the other hand, Clarence Thomas is also an African American, but he does not sympathize with minority issues, whether those issues be African American or Hispanic. The fact that he is black does nothing to benefit African Americans or Hispanics, and I daresay there are those in the Hispanic community who think like Clarence Thomas.

Second, although Hispanics may be the majority in the next century, the number of African Americans will continue to grow and have a significant impact on the socio-political state of the United States just as we always have. Other ethnic minorities, incidentally, will also continue to grow. Furthermore, Cathy Allen's position revolves around cultural diversity, not the advancement of one ethnic minority over the others. I do want to remind Mr. Garcia ofthis fact.

Third, African Americans and Hispanics are more alike than

different. In fact, Cubans and Puerto Ricans, whether they like it or not, have a significant amount of African ancestry, and are often so dark they simply look like Spanish-speaking black people. This same phenomenon is seen among Mexican Americans. Furthermore, I know of several Mexican nationalists who look like me and do not speak a word of English. Note also that our communities are disproportionately affected by the same problems---drugs, teen pregnancy, gangs, high drop-out rates, AIDS, high infant mortality rates, health problems, and institutional racism with regard to housing, job employment, and the judicial system.

I know that both African Americans and Hispanics have experienced racism at the law school. One particular incident occurred when a group of African Americans and Mexican Americans were doing research together in the law school. A white male sauntered by and asked why we were all hanging together and whether we were aware that gangs were not allowed in law school. Here is the point. No matter how hard we work, we are all just a bunch of niggers and "spics" when a white bigot looks down his nose at us. White bigots do not see the difference between black and brown. I want to remind Mr. Garcia ofthis, too.

In the past I have experienced more overt racism from Hispanics than I have from whites. But my personal, professionai, and employment relationships with Hispanics have become extremely positive in recent years. Either way, I have always felt like we are more alike than different. I have always felt like we were on the same side. Am I mistaken, Mr. Garcia? Please, let me know

I find it amusing and counter-productive that a meeting was called by some Hispanics to discuss why an African American woman was selected to research and promote cultural diversity instead ofan Hispanic, as the article indicated. Cathy Allen is, after all, an ethnic minority. Ifa white person had said that Mr. Garcia, "however qualified [hel is," could not work in a predominantly white organization because he can not adequately relate to the white community,

we would call down the wrath of Cesar Chavez, Martin Luther King, and God on him.

I find it even more amusing that even though Janie Ramirez is Hispanic, Mr. Carcia found a reason to criticize her. Given a chance, I believe Janie Ramirez can become "active and wellknown by Hispanic leaders and organizations."

I am more concerned that these two women do not believe racism and discrimination have been stumbling blocks to them in their careers. If this is true, then they are either willfully blind or exceptions to the general rule that racism exists and we (minorities) suffer because of it. In either case, I question their ability to adequately address the problems of minority recruitment

and retention at Texas Tech University. If they have not felt the effects of racism and discrimination how can they really go out into African American and Hispanic communities and address the problems of those who do feel the effects of racism and discrimination? However, whether they can do an adequate job is yet to be seen, and I intend to offer my support until they demonstrate that they are ineffective.

Michelle Bluitt



Up In Smoke by Ira Cutler

Several months ago the news was that a strange conglomerate of health advocates, the Food and Drug Administration, multi-national tobacco companies, state attorneys general and half the lawyers in America had solved the smoking problem once and for all. Now the news, further back in the daily paper and not on television at all, is that the deal has gone up in smoke.

Probably someone was blowing smoke all along. The deal was that the tobacco companies were going to pay \$368.5 billion dollars over ten years and, as a result, would be immune from class action lawsuits alleging that they were responsible for ruining people's health. While individuals could still sue, it is clear that only in joining together can plaintiffs match these huge companies in terms of legal talent and resources.

The theory, pushed strongly by many state governments, was that smoking resulted in illnesses that the states wound up paying for through their Medicaid programs. The folks sitting in nursing homes and hospitals suffering with emphysema, heart disease and lung cancer were a drain on the state taxpayers and the governors and state legislators wanted to hold the tobacco companies at least partially responsible.

Meanwhile, the tobacco companies, who have never lost a single lawsuit for ruining anyone's health, were nervous. The scientific evidence against them, as well as the public mood, was worsening. Sooner or later they would lose such a suit, then others, and their eventual ruin was easy to predict. In addition, despite huge profits and while the stock market went up and up, tobacco related stocks stayed steady at best, depressed by the threat of endless lawsuits. It was estimated that, if the threat of legal action could be removed, the stocks would shoot up and perhaps more than \$368.5 billion could be realized in the process. Leave it to the tobacco companies to make a profit from paying a fine for killing people!

In addition, cigarette sales in America were no longer driving the profits of multi-national tobacco companies. They were now focused on addicting huge numbers of Asians and Africans and the squabbles in the United States were a distraction. The tobacco companies were delighted with the proposed settlement, their stock started to edge up and that should have been a signal to the rest of us that this was a bad deal for everyone but them.

The health advocates at this mysterious, self-appointed table wanted the tobacco companies to stop hooking young American kids into smoking. Their naôve theory was that if they could curtail Joe Camel advertising, reduce the number of cigarette vending machines and make tobacco products more expensive through taxation, fewer kids would smoke. This makes little sense. On the one hand, they report that cigarettes addict in the same way heroin does and then they turn around and argue that adding 50 cents a pack will get kids and adults to give them up. The history of heroin addiction and all other addictions is that you cannot price them away - people will steal to feed their habits, if need be. Joe Camel ads and vending machines are only side issues in a much more complex story of the attraction of smoking, how people get started and how critical easy access may be.

This deal was driven by the blatant, undisguised, self-interest of the negotiators. The tobacco companies were motivated by their threatened bottom line, the health advocates by their inability to do what they really wanted to do - ban cigarettes altogether - and their need, after all these years, to do something, anything, meaningful. The public lawyers, the state Attorneys General, all want to be Governors, every single one of them. The current Governors were seduced by the opportunity to do what all politicians want to do: spend money without raising taxes. The states had already raised gazillions of dollars by successfully operating lotteries - going into the numbers racket, so to speak, and competing with organized crime - but they had already spent all that money and were looking for more. Extorting money from the tobacco companies offered a new and politically popular revenue stream.

But behind the whole deal, pushing it and prodding it along, were the private lawyers who stood to make a killing of their own if a settlement, any settlement, could be reached. In Florida's suit against the tobacco companies, tentatively settled at \$11.3 billion, the lawyers are set to take home 25%. In the recent settlement of a relatively small second hand smoke suit involving flight attendants, the settlement created a \$300 million foundation and the lawyers for the flight attendants will make \$49 million. The flight attendants themselves, in a promise of things to come, got nothing.

Everybody - taxpayers, politicians, corporations, lawyers gets something out of the deal but the people with the ruined lungs!

Yet, the deal was going along swimmingly until the tobacco companies and their Republican congressional friends got just a little too publicly greedy. They slipped a \$50 billion tax break into the "Balanced Budget Act," intended to help offset the cost of the settlement and they got caught. They had the nerve to seek, and very nearly received, taxpayer help in paying their fine for killing people.

The deal now, by all accounts, is slipping away. People are wondering if it is good public policy to protect the tobacco industry from their victims and the courts. There is concern that preventing class action suits from being filed against this one industry would be a bad precedent - who would be next to seek such protection?

It is a good thing that the deal fell apart, if in fact it has, but no doubt the forces that cooked this up will be back. They have too much to gain, all of them, to not come up with some new sort of scam. There is an Alice In Wonderland quality to this whole story, but with a lot of ugly twists. The proposed deal had the tobacco companies admitting that they had been killing people for profit, it required them to give back a small portion of those profits, but it then permitted them to go on earning even greater profits and protected them from lawsuits.

It is as though, like James Bond, the tobacco companies were being licensed to kill. Once again, in this topsy-turvy world, truth is still stranger than fiction.

Ira Cutler, HN4072@handsnet.org, says he's seeking a semi-legitimate outlet for thoughts and ideas too irreverant, too iconoclastic, or just too nasty for polite, serious, self-important company. He promises us a Monday column most weeks. More recently Ira has become involved in communicating in another way, through speeches which he calls Standin' Here Talkin'.

St. Mary Counseling Center Sets Blessing, Grand Opening

The blessing and grand opening of the St. Mary Counseling Center is slated for Nov. 3, 1997, at 1:30 p.m., with Bishop Placido Rodriguez of the Lubbock Diocese will conducting the ceremony.

Located at 1302 Broadway, the center is the newest service of St. Mary Hospital's Community Health Outreach

ted to encouraging every individual to reach his or her potential."

The Center is staffed by James Dwayne Armstrong, M.Ed., Abel Chapa, M.Ed. licensed psychologist Shari Davis, Ed.D., and licensed professional counselor Melody Reed, M.Ed. Administrative support is provided by Irma



which provides health care services for the medically underserved of the region.

This unique service is dedicated to providing counseling to the medically underserved.

'Clients will be provided a comfortable and confidential place in which to resolve issues in their lives," said Sr. Mary Kathleen Small, director of community health outreach at St. Mary Hospital. "Our counselors are commitRodriquez, counseling center coordinator.

The Center offers individual, family, adolescent, child, relationship and group services. counseling services are provided on a sliding scale based on income; however, no person will be turned away because of inability pay.

Center hours are 8 a.m. to 5 p.m, Monday through Friday, and appointments are available by calling (806) 796-4443.

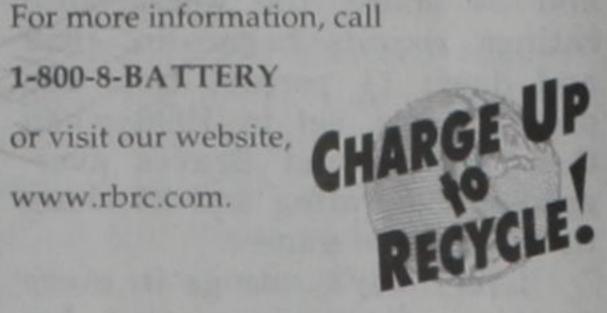
El Editor Newspaper

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the Seal The Rechargeable Battery Recycling Corporation (RBRC) is a non-profit, public service organization created to promote the recycling of Nickel-Cadmium (Ni-Cd) rechargeable batteries.

Hispanic Seniors Urged To Get Flu Shots

The week of October 12-18 is National Adult Immunization Week, and the U.S. Department of Health and Human Services is urging all Hispanic seniors 65 and older to get their 1997 influenza and pneumoccocal vaccinations, as new figures released by the Centers for Disease Control and Prevention • CDCj show that the adult Hispanic immunization rate is below the national average.

In 1995, 58.1% of Americans overall reported receiving their influenza shots, but only 50 of Hispanics reported having done so. And while 35.6% of all seniors age 65 and over reported receiving their pneumococcal shots in 1995, only 24.2 of Hispanic seniors received the vaccine, the CDC reported last week.

Failure to get flu and pneumonia shots puts seniors at unnecessary risk for complications of illness that lead to as many as 60,000 deaths every year.

"As we approach te flu seacannot emphasize enough how important it is to get these shots," said Dr. Jose Cordero, Ueputy Director of CDC's National Immunization Project. "It's painfully apparent from the latest figures from our agency that too many Hispanic seniors are taking unnecessary chances with their health."

In the United States each winter, a flu epidemic sweeps the country killing 20,000 americans in a typical year, most over age 65. In addition, as many as 40,000 deaths occur each year due to flu-related pneumoccocal disease.

Influenza and its most common complication, pneumonia, are the sixth-leading cause of death for all Americans 65 and older. The CDC recommends flu and pneumonia vaccinations - which have been covered under Medicare since 1993 -- be takand it's recommended espeolder, as well as people with dents of nursing homes an CDC officials say the flu shots should be taken every year because the influenza virus changes from year to year.

Some studies indicate that some older adults may avoid being vaccinated because they mistakenly believe that the flu shot can cause the flu.

'It's impossible for the flu vaccine to cause influenza. That's a myth that needs to be corrected. If you develop the flu shortly after being vaccinated, you were probably exposed to the virus before you developed immunity from the shot, said Dr. Cordero.

The Clinton Aministration has set a goal to increase immunization rates for seniors to 60 for those living independently, 80 for those in assisted living situations, and to 90% for doctors, nurses and health care workers over 65, by.tkre year 2000.

ing a series of efforts through A welcome new the Adult Emmunization Acton Plan. The plan is a fivepart strategy that focuses on improving awareness among the public and providers; enhancing the capacity of the health care delivery system to administer vaccines; expanding financial resources to support these activities; monitoring and improving the performance of the nation's immunization program; and enhancing adult immunization research capabilities.

For more information aout receiving a flu shot covered by Medicare, contact: 1-800-638en in October and November, 6833. For more information about influenza disease and cially for high-risk groups, CDC's recommendations for which includes seniors 65 and influenza vaccination, telephone the CDC National Imchronic diseases and resi- munization Information Hotline (800) 232-2522, English, other chronic care facilities. and (800) 232-0233, Spanish, or visit CDC's Internet page at www. cdc. govjnip. For weely updates on influenza cases during the season, visit www.cdc.gov/ncidod/disease s/flu/weekly.htm,



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proud to announce the association of Dr. Corina Procell. Dr. Procell recently completed her Family Practice residency at Texas Tech University Health Sciences Center's Amarillo campus. She and her husband, Dr. James Procell, have a baby boy and

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Evite Las Enfermedades Respiratorias

ratorias, incluida la pulmo- naran. nia, la bacteremia y la meningitis bacterial, son una y la Prevencion de las Enferseria amenaza para la pobla- medades (CDC) indica que aproximadamente 40,000 per- sonas mayores de 65 anos essonas, la mayoria de ellas tan vacunadas. Entre los hismayores de 65 anos, a causa panos, la tasa es del 21 por de estas enfermedades, segun informacion del Servicio de Salud Publica de los Estados Unidos, que sugiere que casi la mitad de esas muertes pueden ser prevenidas si la gente mayor de 65 anos o de otros

Las enfermeddes respi- grupos con alto riego se vacu-

El Centro para el Control Cada ano mueren solo el 30 por ciento de las perciento. "Este numero esta por debajo de la meta nacional del 60 por ciento fijada por el Servicio de Salud Publica, para el ano 2000", dice Robert Breiman, director de la Oficina del Programa Nacional de Vacuna del CDC.

Para reducir estas muertes, el comite consultivo del CDC sobre practicas de inmunizacion emitio nuevas y mas fuertes recomendaciones para el uso de vacunas, pidiendo que se vacunen los si- anos que vivan en ambientes guientes grupos de alto riesgo:

-Personas de 65 anos y mayores.

-Personas entre los 2 y los 64 anos con enfermedades cronicas como enfermedades del higado, cardiovasculares, pulmonares (pero no asma),

diabetes, alcoholismo, de derrame de fluido espino-cere-

-Personas entre los 2 y los 64 anos que tienen un bazo atrofiado.

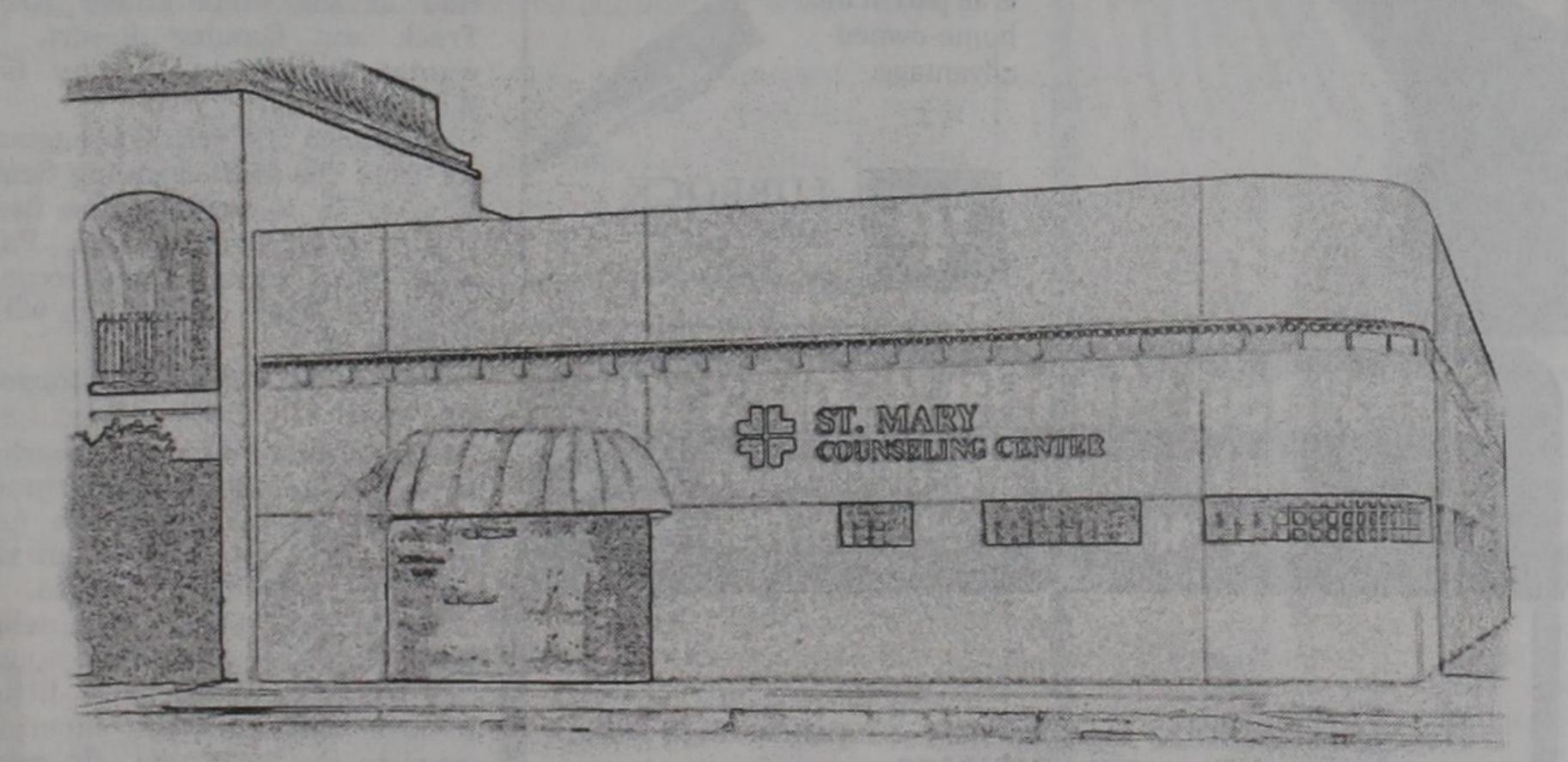
-Personas entre los 2 a 64 de alto riesgo de contraer envio-respiratofermedades rias.

Personas de 2 anos en adelante cuyo sistema inmunologico este dibilitado, incluyendo a personas infectadas con el virus del SIDA.

Cada ano en los Estados Unidos, la bacteria Streptococcus pneumoniae causa alrededor de 3,000 casos de Meningitis (infeccion del cerebro y la espina dorsal), 50,000 Bacteremia casos (infeccion de la sangre), 500,000 casos de pulmonia y 7 millones de casos de Otitis (infeccion del oido).

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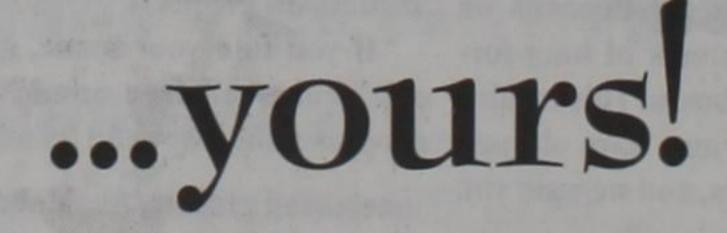
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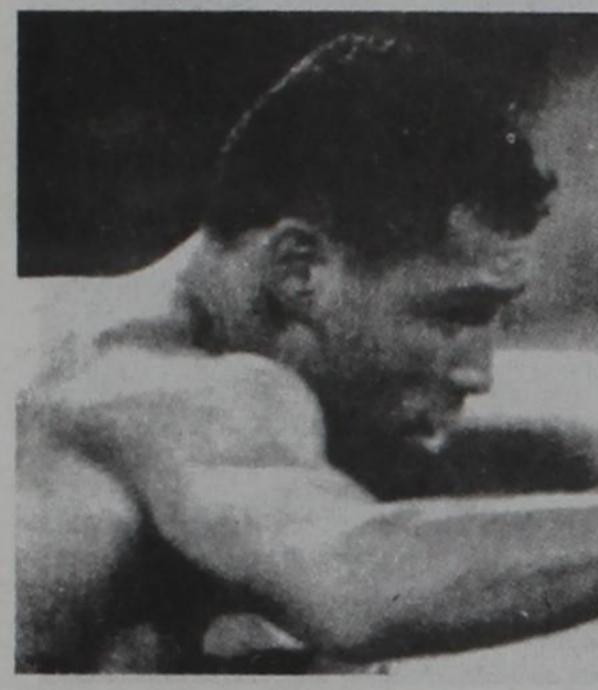
HOSPITAL

A community service of Methodist Medical Group, Hodges Cancer Center and Methodist Hospital

Deportes Sports

Oscar De La Hoya Contra Charpentier y Wilfredo

LAS VEGAS-El promotor estadounidense Bob Arum, presidente de la Top Rank, afirmo que Oscar de la Houa expondra en marzo de 1998 el cetro welter del CMB ante el frances Patrick Charpentier (primer clasificado), en Tokio. "Oscar primero enfrentara el puertorriqueno Wilfredo Rivera el 6 de diciembre proximo en Atlantic City (Nueva Jersey) en combate titular, y en caso de salir vic-

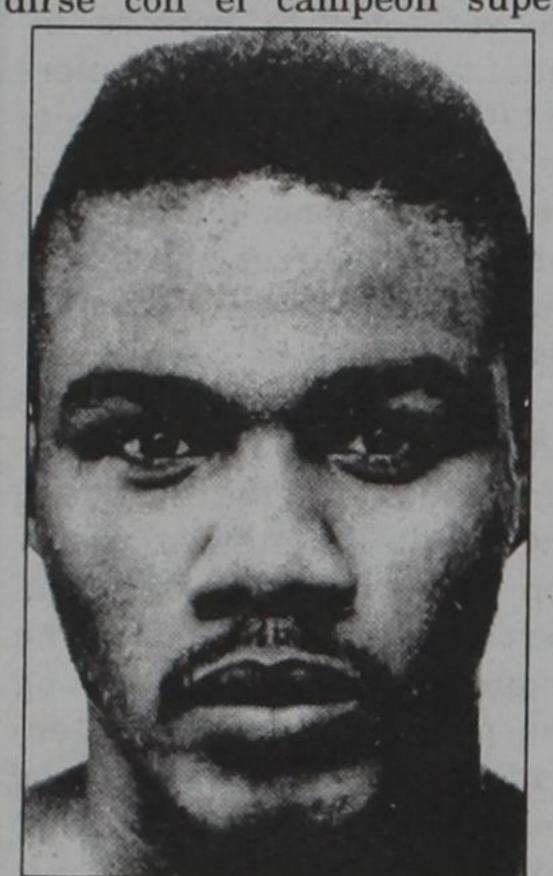


Oscar de la Hoya

torioso pepleara contra Charpentier (numero uno en la clasificacion) el ano venidero en Japon", agrego Arum. De la Hoya expuso con exito el fajin welter del Consejo Mundial de Boxeo (CMB) contra el puertorriqueno Hector "Macho" Camacho en el Thomas and Mack Center y se reporto en condiciones de exponer la corona en diciembre Wilfredo Rivera. Por su parte, Rivera (de 28 anos de edad) se impuso por nocaut al estadounidense Mark Hammon en el primer round en el Caesar's Place de la ciudad

del juego (Las Vegas), y quedo con record de 27 triunfos, 17 antes del limite, y dos derrotas. Con el anuncio de Bob Arum, la posible revancha que desea conceder Oscar de la Hoya al sonorense Julio Cesar Chavez podria ser para mayo o junio del proximo ano, despues de que el pugil californiano cumpla su compromiso frente a Charpentier.

De la Hoya habia dicho que queria intentar unificar los titulos welter, lo que implicaba peleas con el puertorriqueno Felix Trinidad y el ghanes Ike Quartey, campeones FIB y AMB, respectivamente, o medirse con el campeon super



Félix Trinidad

welter CMB, el estadounidense Terry Norris.

Pero Arum prefirio no arriesgar a su pupilo con dos campeones mundiales, tambien invictos. En cuanto al combate con Norris, se limito a decir: "el ano proximo".

Call Bob for your subscription today! 763-3841



The only Game 3 with a lower

rating was in 1993, when Toron-

to and Philadelphia played a

rain-delayed game that ended at

12:40 a.m. EDT. That one got a

ween Cleveland and Atlanta got

this year's Series is a 14.0 rating

and 24 share, the worst since

ratings records began in 1959

and down 11 percent from the

previous low, set in 1996 when

the Yankees and Braves aver-

aged a 15.8 rating and 25 share

sport go down every year be-

cause of cable, because of the

proliferation of events," acting

commissioner Bud Selig said

Wednesday. "I want to see how

the World Series plays out. I'm

told the ratings for tonight and

tomorrow night should be quite

18 percent below 1989, which

finished as the lowest-rated Ser-

ies ever (16.4). Oakland's earth-

sweep of San Francisco that

year averaged a 17.0 rating and

and finished with a 16.8 aver-

51.2 rating and 71 share in Cle-

veland, and a 41.6 rating and 62

tory, which ended at 12:36 a.m.

EDT, got a 13.5 rating and 21

share in New York, down 61 per-

cent from the 34.2 rating and 47

20 share in Chicago, and a 17.3

rating and 29 share in Los An-

of television households in the

nation tuned to a program, and

each point represents 980,000

homes. The share is the per-

centage watching a broadcast

among those televisions on at

Game 3 got a 12.0 rating and

The rating is the percentage

Florida's error-filled 14-11 vic-

Tuesday night's game got a

quake-interrupted

share in Miami.

share last year.

the time.

This year's average rating is

four-game

"Everybody's ratings in every

through three games.

Game 3 of the 1995 Series bet-

The three-game average for

15.2 rating and 28 share.

a 20.0 rating.

good."

age.

By RONALD BLUM

CLEVELAND - Television ratings for the World Series keep heading toward a record low.

The overnight rating for Wednesday night's game was a 15.9 with a 25 share, which would make it the second lowest Game 4 ever, beating only the 14.7 for the 1989 earthquake series. When national ratings come out later today, the game could be the lowest Game 4 ever.

Last year's Game 4 between the New York Yankees and the Atlanta Braves got a 17.9 rating and a 32 share.

Tuesday night's game got the second-lowest rating ever for a World Series Game 3, Nielsen Media Research said Wednesday. The 15.6 rating and 27 share for Florida's 14-11 victory was 11 percent below the 17.5 rating and 28 share for last year's third game.

Emmitt's Brother Signed to Cowboys

IRVING, Texas - Emory Smith, younger brother of Dallas' star running back Emmitt Smith, was signed to the Cowboys' practice squad Wednesday.

Emory, also a running back, said being on a team with Emmitt "is something I've been wanting to do since I've been playing football. I just hope some day the Cowboys can activate me.

The Cowboys gave Emory a locker next to Emmitt's in the dressing room.

"I'm very excited about this, I knew this is what Emory wanted," Emmitt said. "That would be something if he was activated and it would be Smith and Smith in the backfield. He needs to learn the offense and there are still a lot of people ahead of him. It's good insurance for the team."

Emory was cut by the Green Bay Packers during training camp this summer.



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Hernandez Preps for Game 5 Start

By TOM WITHERS

CLEVELAND - First off, Livan Hernandez has seen snow. And, yes, he's pitched in it. That doesn't mean he likes it, though.

Hernandez will start Game 5 of the World Series for the Florida Marlins on Thursday night against the Cleveland Indians' Orel

Hershiser, and before Game 4 many wondered how the Cuban would deal with the cold that has become the fixation of this World Series.

"To be honest with you," Hernandez said before the Indians evened the series at two games apiece with a 10-3 victory, "I don't like to pitch in the cold, but I like it when it's hot. But these are the times when you can't worry about if it's hot or cold."

Hernandez, who defected from Cuba in 1995, said he had his first encounter with snow last year while pitching for the Marlins' Double-A team in Portland, Maine. He again dealt with it at Triple-A Charlotte this sea-

son, and sounded more like a Clevelander than a Cuban when asked if he was comfortable pitching in chilly weather.

"That's resolved with a little bit of coffee and just go out there and throw the baseball," Hernandez said through a translator. Hernandez beat Hershiser in the series opener in Miami last

weekend, holding the Indians to eight hits in 5 2-3 innings as the Marlins won 7-4. He has been a pitching savior for the Marlins this October after the club lost right-hander Alex Fernandez to injury.

He was named MVP of the NLCS against the Atlanta Braves, striking out 15 in a three-hitter in Game 5. The right-hander has been unfazed by his first postseason experience. Florida manager Jim Leyland has his own theory as to why.

"I think he's kind of in a little world of his own, to be honest with you, which I think is very good," Leyland said. "I don't think he has fear. ... I don't expect him to have any problems."

The 22-year-old Hernandez certainly didn't look scared of the Indians in Game 1. He pitched with poise, and the only time he showed any real emotion was when he threw a temper tantrum in the Marlins' dugout after being pulled. He said he didn't know if his mother would be at Game 5. U.S. immigration officials issued her an emergency visa last week so she could see her son pitch.

"I don't know anything about what's going on," he said. "I don't 30 share through three games know if she's coming, I don't know if she's staying in Cuba. I wish she was here but I really don't know anything about it."

In Game 1, Cleveland manager Mike Hargrove saw a different Hernandez from the one he watched last season.

"I saw pretty much what I had seen the year before in spring training, maybe a little better composure on the mound," Hargrove said. "If I could stand back impartially and look at him, I would just as soon have seen the immaturity that I saw a year ago out of him the other night. But I didn't see that."

Hargrove also witnessed something rarely seen any October - a Hershiser loss. One of the most clutch pitchers in postseason history, Hershiser had a very un-Hershiser night. He was around for only 4 1-3 innings after giving up six hits and seven runs with four walks. The defeat dropped his career mark to 8-2 in the postseason and made him 0-1 this year in four playoff starts. In the 1995 Series, Hershiser also lost Game 1 before bouncing back to beat Atlanta's Greg Maddux in Game 6.

"Somebody said my ERA and statistics in the first game of playoffs is not as good as it is the second time around, so that's encouraging," he said. "I don't think we always perform to our resume."

Hershiser said despite his rough first outing against the Marlins, he wouldn't alter his game plan "other than just try and pitch a little better game to a better location."

Muscular Dystrophy Association

Camacho Jr. Follows His Dad By DAVID SHARP

CHESTER, W.Va. - Like father, like son. Hector Camacho Jr. proved he

has some of his father's showmanship as he stepped into the ring Tuesday night wearing a jockey outfit with mirrored goggles. The word "Hitman" was on the back of his shorts.

He also showed he can punch like his father, the flamboyant former champion, in stopping John Scalzi 1:45 into the second round of a junior welterweight match.

"I wasn't satisfied with the way it went," Camacho (11-0) said at the Mountaineer Race Track and Gaming Resort. "I wanted to put on a show for West Virginia."

Camacho, 19, was the aggressor from the start, sending Scalzi (4-4) to a knee in the first round. Scalzi, of Altoona, Pa., went down twice in the second before Camacho caught him with a left hook.

Referee Rex Agin then stopped the bout.

Camacho, of San Juan, Puerto Rico, said he wants to continue improving to make a name for himself. "I want to step out of (my father's) shadow," he said.

The original Macho Man, who never has been knocked out, said his son appeared a little anxious but showed superior speed in the brief bout. He said his son is motivated and has a great work ethic.

"He's improving. He's strong. He has a good jab, good speed, and a good combination," Camacho Sr. said. "He's a full package for now. I want him to be happy, to have some fun."

Camacho Sr. (64-4-1) is coming off a tough loss to Oscar De La Hoya in a WBC welterweight ti-

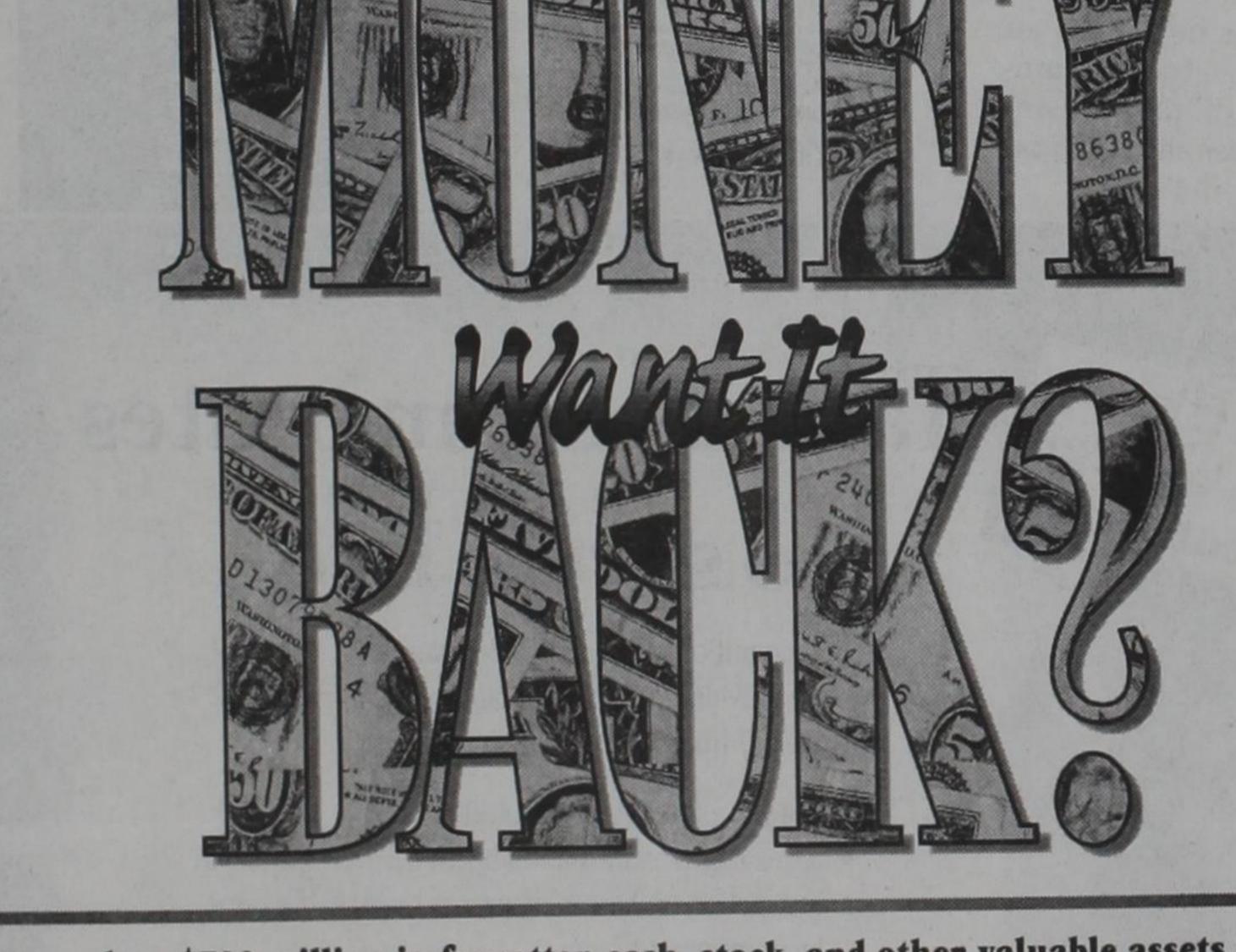
tle bout. At 35, the senior Camacho said he has another two years in

professional boxing. Tuesday night, he just wanted to enjoy watching his son. And

Camacho, never one to shun the media spotlight, said he did not mind the attention his son is receiving. He said he would like to see

his son get 18 or 20 wins, then go for a title fight. "He seems to be having fun.

He's relaxed," the older Camacho said. "We aren't going to press the issue. He's fighting four to six rounds. We'll just let him be for now."



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News Briefs

From Page One

properly rewards undocumented immigrants who broke the law by overstaying their visas or entering the country. They also say the measure penalizes people who apply for visas overseas and often must wait years for permission to enter the country.

But supporters say the provision benefits only those already eligible for legal residence.

The statute doesn't apply to the entire undocumented population in the United States, which now exceeds 5 million. It is targeted at those eligible for legal residence, either because they're already in line for visas or are the spouse or minor child of a U.S. citizen. Parents of adult children who are U.S. citizens also can apply.

Some 345,000 people took advantage of the rule in 1995 and 1996. This year, an estimated 214,000 are applying.

Medicare Premiums Will Remain Same

Medicare premiums will not increase in 1998, thanks to a slower than expected rise in health care costs, reports Associated Press.

Congressional accountants predicted in the summer that rising health care costs would mean an increase of about \$20 over the next five years in the monthly Medicare premiums in order to balance the federal budget.

Senior citizens pay the premiums for doctor's office visits

and other outpatient treatment.

But also during the summer, Medicare officials were working on a program review that has shown senior citizens' health care costs are not growing as much as expected.

In fact, it turns out that the \$1.30 increase that boosted the Medicare premium from \$42.50 a month in 1996 to the current \$43.80 has been more than enough this year to cover the 25 percent of program costs seniors are expected to pay.

That means next year Medicare premiums can remain at \$43.80, and not increase by \$1.90 as originally planned. And savings called for in the balanced budget deal will still be met.

The deductible amount seniors must pay out of their own pockets before getting Medicare hospitalization coverage also will remain relatively stable next year, said the federal health insurance program's deputy administrator, Nancy-Ann Min DeParle.

It will rise by just \$4 to \$764 in 1998, compared with a \$24 increase for 1997.

But there is no guarantee the good times will last, officials cautioned, and increases in seniors' out-of-pocket costs for Medicare may be needed in coming years.

Summer Scene at World Series

MIAMI - Paella was cooked in the parking lot, salsa music blared from beneath tents and Cuban flags were passed out to fans during the first game of the first World Series to be played in Florida.

The partying was outside Pro Player Stadium, but fans couldn't wait to get inside. Some went to go to unusual lengths.

Jay Harris carried around a sign that said, "I need 1 free ticket for my son. I'll wait outside for him. Thanks."

It worked. A woman and her two sons invited Harris' 13year-old son, Jimmy, into the stadium as their guests in a seat behind home plate.

Harris, a diehard Marlins fan, said he had no qualms

about giving his son up to a complete stranger.

"Her kids were the same age as mine and she seemed like a nice person," said Harris, who is unemployed. "If I don't get a ticket to get in, I'm going to wait outside for him."

At the other end of the parking lot, Tanya Aguiar danced the salsa to Latin music, a fierce-looking Marlin hat on her head and a cup of beer in hand. She and her husband, Alfredo, had been drinking and celebrating since the early morn-

They paid \$200 a ticket through a broker to join 10 of their

friends at the game.

"It's worth it. We're in the World Series," said Aguiar, who is from Cuba and predicted half of the crowd would be Hispanic. "It took five years for us to get here."

Tanya Colon and her family paid only a fraction of that amount, or \$20 a head, but their seats were arguably the worst

in the house - in the last row above centerfield where part of the outfield is obscured. "I got dizzy on the way up here," Mrs. Colon said. There was no getting around the fact that Pro Player Stadium was built for football, not baseball. During the Mar-

lins' regular season, Ms. Colon's seats and about 20,000 oth-

ers were blocked off because of the bad view. But the seats were opened for the World Series capacity crowd of 65,000. The crowd inside the stadium booed when Bruce and Susan Pyle entered. The Auburn, Ohio couple were in a group of 360 Indian fans who took a 10 a.m. flight to Miami and were

planning to hop a flight back to Cleveland after Game 1. "We flew out at 10 a.m. and will arrive back at 4 a.m.

with a victory," Mrs. Pyle said.

Other Marlins fans shouted nasty comments at Stacey Sass and Karen Stormer as the paraded around a banner reading "Nobody Beats Cleveland."

"They know they're going to lose," said Ms. Sass, an

Ohio native who now lives in Deerfield, Fla.

"Down here, everybody comes from everywhere else. If the Yankees were in the World Series, there would be more Yankee fans than Marlin fans."

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From Page 2

ed the session.

Del Olmo described the meeting to Hispanic Link as spirited and open, adding that Willes agreed that more attention needed to be given to Latinos by all sections. Del Olmo said that the task force's mandate was and remains to come up with ideas by the end of the year to make the newspaper "more compelling" to

Latinos. He also observed that about half of those staffers involved in the debate -- non-Latinos as well as Latinos -- have contributed substantially to the Times' improved coverage of the community. "But the other half -- I don't think they've ever lifted a finger to cover that community in a fair and balanced way, the way our Latino readers would want it," he said.

Some of the Eastern press, which for years have viewed their West Coast rival with certain disdain, clearly magnified the issue of the special section, framing it as an im-

Eastern press called del Olmo, the key player, to find out his version of what was going on. That has caused him to question whether they are taking the Latino dilem-

Yet not one reporter from the

pulsive, completed action.

ma and putting it through their own lens, "rather than presenting Latino perspectives."

The answer seems to be yes. As the nation's bilingual, bicultural Hispanic population, now at 32 million, continues to grow and spread,

reaching Latino readers in any language is a puzzle confounding newspapers nationwide. Their common, very real dilemma is how to attract their suburban, "offending" English-speaking Anglo,

core readership. At least Willes and the Times are taking a serious stab at exploring some options -- and they're involving their Latino colleagues in the process. That in itself is refreshing.

Lubbock Fine Arts Host Exhibit 'Day of the Dead' Celebration

LUBBOCK, TEXAS -- Lubbock Fine Arts Center (2600 Avenue P) will host and opening reception for Celebracion, an exhibition celebrating Day of the Dead, Monday, Oct. 27, 1997 from 5:30 to 7:30 p.m.

Day of the Dead, or Dio de los Muertos, originates from the indigenous people of the

American continent. It is a brend of ancient and modern customs, and is a time to honor the departed through cerebration.

With a camplex history, it is a holiday in which rituals remain strong as families receive the spirits of the dead at home, offer them food and drink, and commune with them beside their graves.

More than 70 artists from

throughout the United States have created an artworkfor Celebracion.

'The theme lets us formurate a wide variety of responses from artists," said Fine Arts Center Director "Artists Gibbons. Connie draw their inspiration from the world around them, and artists' impressions of the traditions and rituals arising from the festival allows us to create an exhibition that incorporates a wide variety of thoughfful, humorous and creative responses to Celebracion."

Lubbock Fine Arts Center is open to the public at no charge, Monday through Friday, from 9 a.m. to 5 p.m., and Saturday, from 10 a.m. to 4 p.m.



por Sofia Martinez

El sacrificio del altar que Ilamamos"misa"es el mismo sacrificio del Calvario rio en que el Hijo de Dios, hecho hombre, se ofrecio a Su Eterno Padre por la salvacion de la humanidad. Dice el Concilio de Trento: uno y mismo es,el que se ofrece ahora por ministerio de los sacerdotes, que el que se ofrecio entonces por si mismo en la cruz, sin otra diferencia que el modo y el motivo de ofrecerse; porque en la cruz se ofrecio muriendo, y en el altar se ofrece representando su muerte. Alla fue una

West Texas

victima cubierta de sangre a

El Editor

vista de la gente, y aqui es una victima cubierta de gloria a vista de los ange les,

murio reailmente,

separandose su santisima alma de su santisimo cuerpo, aqui muere misticamente, presenetandose separados su cuerpo y su sangre, en virtud de la consagracion del pan y del vino; alli se ofrecio para redimirnos, y aqui se ofrece para aplicarnos el precio de su redencion. Alla nos merecio este precio infinito, y aqui...pues, nos lo entrega;y esto es lo que Ilama el Concilio:diferencia en el motivo ofrecerse; porque en cuanto a la esencia, el sacrificio del altar es el mismo de la cruz. En los dos es uno mismo el sacerdote y la victima, el sacrificante y el sacrificado, el que ofrece y el que es ofrecido, porque en los dos modos lo es todo Jesucristo. Pues la asistencia a este santisimo y soberanisimo sacrificio, como le Ilama San Francisco de Sales, es la obra principal que ha mandado la Iglesia Catolica para santificar el dia de fiesta. (Exodo 20, 8).



Celebre El Dia de los Muertos Domingo Día 2 de Noviembre La Fiesta Restaurant 7 pm - 1519 34th St. Lubbock. TX In a Dinner Theatre Atmosphere Featuring Raul Orduna p

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