

COMA Celebra 17 Aniversario

La organización de Comerciantes Organizados Mexico Americanos, COMA, celebrara su 17 aniversario de existencia con un banquete este proximo viernes.

El banquete tambien sera el sitio de la instalacion los nuevos oficiales que tomara las riendas de la Camara de Comercio Hispana. El nuevo presidente de la Junta de Directores ser el Sr. Leroy Montoya.

La oradora principal para el banquete sera la Sra. Delia Reyes, la nueva presidente de la Junta de Directores de la Camara de Comercio Hispano de los Estados Unidos. Ella es la

Delia Reyes, chair of the United States Hispanic Chamber of Commerce will be the featured speaker at the 17th Annual Installation and Award Banquet of COMA, the Lubbock Hispanic Chamber of Commerce. The event will be Friday and will be held at the Holiday Inn Civic Center.



primer mujer que ocupa este puesto. COMA se establecio en Lub-

bock en el 1974 para tratar de ayudar al negociante Mexico Americano en todo aspecto.

Desde ese tiempo la organizacion se ha establecido como la organizacion Hispana mas predominante en Lubbock ya que cuentan con un cuerpo de trabajadores y son fundados por la ciudad para su trabajo.

La directora de la organizacion es la Sra. Esther Sepeda.

El costo de admision para el banquete y baile en donde tocara la orquesta "Twin City Band" de la ciudad de Midland, sera \$25.

El banquete y baile son patrocinados por el banco Texas Commerce y Southwestern Bell Telephone.

News Briefs

Dems Push Work Education Plan

The Washington Post reports that there is growing consensus on Capitol Hill that the nation's public schools should be geared toward preparing students for work, and not for college. Democratic leaders are expected to use this approach to reforming education as part of their 1992 party platform.

A majority of high school graduates never go to college and half who do go never finish, according to advocates of the plan. That means the entire education system is geared toward only 25% of students, according to Sen. Edward Kennedy, D-MA. "We really have an elite type of school system," he said. "We want to recognize that the real economic strength and wealth of the nation is how the other 75% perform."

Kennedy and House Majority Leader Richard Gephardt, D-MO, have introduced legislation that would create national performance standards for students who do not plan to go to college. Under the proposed voluntary standards, students would be assessed on their ability to learn skills for specific occupations. The proposal is based on the recommendations of the Commission on the Skills of the American Workforce, a bipartisan group sponsored by the National Center for Education and the Economy that is chaired by John Sculley, chairman of Apple Computer.

The plan calls for allowing students to move on different tracks related to occupation and then developing standards for those tracks. School-to-work transition programs and a "second chance" training program for dropouts would also be created. Finally, employers of 20 or more workers who do not provide specified minimum training to their employees would be required to pay into a high-skill training fund.

Congress Faces Up to Health Crisis

UPI reports that Democratic and Republican leaders agreed yesterday that Congress must begin to address the "burning issue" of health care coverage in the U.S. The consensus means only the White House has not joined in calling for a comprehensive solution to the health care crisis.

House Speaker Thomas Foley, D-WA, made an unusual appearance before the Ways and Means Committee to recommend beginning the search for answers to the problem. "Some might find the task daunting..." he said, but "we have an obligation to begin working earnestly toward finding a solution." The "litany of problems is exactly the reason health care has become one of the burning issues of our day and why Congress can no longer ignore the matter," he added.

House Republican leader Robert Michel of Illinois, agreed. However, he cautioned against moving toward a government-run system. "We must seek solutions that build upon what we have, utilizing the great strengths of our free enterprise system," he said.

Michel and other Republicans speaking before the committee urged lawmakers to present a carefully considered, bipartisan bill that could gain broad support from the American people. More than a dozen bills dealing with the health care problem have been introduced in the House, but it is considered unlikely that one will be passed this year or even next year.

Committee member Marty Russo, D-IL, urged support for his proposal for a single-payer health care system that would replace "the multitude of health insurance plans now in place." He said he has 57 co-sponsors for his bill, more than any other in the House or Senate.

Half of US Wetlands Threatened

The San Jose Mercury News reports that two leading environmental groups are expected to release analyses today that show half of the nation's wetlands would be removed from federal protection under President Bush's proposed wetlands plan. That is a dramatic increase over earlier estimates that 10% of wetlands would be lost.

The National Audubon Society and the National Wildlife Federation plan to release the findings of two prominent environmental scientists who say roughly 50 million acres of bogs, marshes, soggy potholes and other wetlands will be open to development under Bush's plan. Opening the lands under the proposed redefinition of wetlands could jeopardize many species of wildlife, according to Dr. Joseph Larson, head of the University of Massachusetts Environmental Institute, and Dr. Mark Brinson, biologist at East Carolina University and head of an international wetlands study group in Washington, DC. Brinson is also president of the National Society of Wetlands Scientists.

The Bush plan would also allow building on areas where high groundwater levels could overload septic systems and water treatment plants, leading to health problems, the scientists said.

The White House refused to comment on the scientists' findings, but added that the new rules redefining wetlands are only part of Bush's plans, which include buying 1 million acres of wetlands for protection from development.

Native Am. Rights at Risk in Court

The New York Times reports that lack of funds for tribal courts is jeopardizing Native Americans' civil rights. Unlike state courts, the 147 tribal courts with jurisdiction over 2 million Native Americans sometimes have no money for public defenders, judicial salaries, legal reference documents or even adequate facilities.

Chief Judge Elbridge Coohise of the Northwest Intertribal Court System in Edmonds, WA, said that prosecution is handled by lay person in about 20% of cases and defendants appear without lawyers in 60% to 70% of cases. Sometimes prosecutors have to counsel defendants on their rights while trying a case.

The situation has drawn the attention of Congress, which is seeking a major restructuring of the tribal court system. The Senate Select Committee on Indian Affairs wants to increase by five times financing for tribal courts. The Indian Tribal Courts Act of 1991 would also create three offices similar to the federal courts' administrative, policy-making and educational institutions. Jurisdiction for tribal courts would move from the Bureau of Indian Affairs to the Tribal Judicial Conference. In addition, the Office of Tribal Courts and an Indian Justice Institute would be created.

The legislation would provide \$50 million to tribal courts starting in 1993 and another \$7.5 million a year from 1993 to 1997.

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Lic Benito Juarez



EL EDITOR

West Texas' Oldest Weekly Bilingual Newspaper

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Lubbock, Texas

Population Growth Feeds Marketing Fiesta

By Octavio Nuiry

A Spanish Reconquista, fueled by high Latino birth and immigration rates, is creating a marketing fiesta on the Avenida Madison. Triggered by increasing corporate interest in the nation's fastest-growing

population, Latino advertising agencies are promoting a Spanish-language crusade, converting major national advertisers into enthusiastic purveyors of espanol.

Ten years ago, there were only a dozen Hispanic advertising agencies. But like the growth of black-oriented media in the 1970s, Latino-owned advertising companies are now springing up to teach the nation's 23.6 million Hispanic people with spending power exceeding \$171 billion a year.

"Hispanic advertising is growing 25 percent faster than general-market advertising," Lionel Sosa, founder and president of Sosa, Bromley, Aguilar & Associates of San Antonio told Adweek a couple of years ago. The pace has held steady since then. Sosa, with \$70 million in billings annually, now outstrips longtime leader Mendoza Dillon & Asociados as the leading Hispanic ad agency. It counts Coca-Cola U.S.A., Burger King, Anheuser-Busch and American Airlines among its clients.

Most of the growth has involved small, regional Hispan-

ic-owned agencies, especially in California, Texas and the Southwest. Of 100 or so Latino agencies that claim Spanish-language advertising expertise, only about 20 can truly serve the national market competently, according to ad executives.

Today, six of the top 10 Hispanic ad agencies are affiliated with or owned by large Madison Avenue giants. For example, Newport Beach, Calif.-based Mendoza Dillon, with estimated annual billings at \$73 million, was gobbled up by the WPP Group, the world's largest advertising and communications company. Publicidad Siboney, at \$21 million, is an offshoot of Foote, Cone & Belding, which owns 51 percent of the Latino shop. British ad giant Saatchi & Saatchi owns 51 percent of Conill Advertising, at \$20 million; Young & Rubicam owns the Bravo Group, at \$34 million; and Font & Vaamonde, at \$32 million, is owned by Grey Advertising, which controls 51 percent. Sosa, a longtime Latino-owned independent, sold 49 percent of his agency to the general market shop D'Arcy,

Masius, Benton & Bowles last year.

"Once you're bought by a general-market agency, your days are over," claims George San Jose, president of San Jose & Associates, the largest Latino-owned ad agency in Chicago, with \$12 million in annual billings. "You take the entrepreneurial spirit out of an agency and you begin to cripple it."

San Jose and others fear that the major Hispanic ad agencies, which are responsible for shaping society's image of the modern Latino consumer, are increasingly becoming Madison Avenue subsidiaries.

"If what you want is to make a lot of money fast, you can sell out," Viviano Pendrill, vice president/creative director of Irvine, Calif.-based Casanova Pendrill Publicidad, told Adweek. "But if what you like is advertising, being bought out is not attractive."

Others disagree. "I think it's flattering to sell a successful business," says Enrique Fernandez, editor of Ma's, the nation's largest Spanish-

¿Que Pasa?

Emergency Food Distribution

Recertification for and distribution of commodities for October will be held on the following dates and at the following places:

Idalou - October 11-County Barn, 10 am to 1 pm
Shallowater - October 14 - St. Phillips Church, 10 am to 1 pm

Wolfforth - October 15-County Barn, 10 am to 1 pm
Stoton-October 16-Guadalupe Church, 1 pm to 4 pm
Any new applicants MUST bring the following documentation:

1. Social Security for both male and female head of household.
2. Picture I.D.

3. Proof of residency such as a utility bill, rent receipt or voter registration card. (a post office box does not constitute proof of residency.)

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

Please bring a sack for your own commodities and an extra one for someone else's. For a verbal recording of this message, call 766-7363.

Bilingual Educators Conference

The Lubbock Area Association of Bilingual Educators (L.A.A.B.E.) has scheduled its annual regional conference for Saturday, October 12 from 7:30 am to 3 pm at Ed Ikonis Jr. High in Lubbock, located at 5214 79th St. This year's theme "Excellence In Cross Cultural Education: 1492 to 1991, What We Have Learned in 499 Years." The date of October 12 is also the date of Christopher Columbus' landing in the "New World" in 1492.

Registration for educators is \$25, students are \$10, and meals are included in the registration. Parents are welcome at no cost to register, but you pay \$6.25 for the meal during the conference. Entertainment will be provided by "Viva La Musica" Mariachi and Ballet Folklorico Tenochtitlan. The conference is not only for bilingual education teachers, but especially informative to all teachers, counselors, administrators, and parents. The keynote speaker is Mr. Sam Guzman, a Tech graduate, who is the Assistant Director for the Texas Department of Community Affairs and past Chairman of the Texas Association of Mexican American Chamber of Commerce. For more information, please call Ms. Puente (806) 746-5514 or Dan Gomez 742-2013 or Roy Howard at 742-2319.

Asistencia Para Compostura de Casas de Renta

El Departamento de Desarrollo de la Comunidad de la Ciudad de Lubbock se da placer en anunciar que cuenta con fondos Federales para asistir a dueños de propiedad de Renta con composturas necesarias a sus propiedades de Renta. La propiedad debe de estar localizada en la area designada para desarrollo; la propiedad debe de necesitar a lo menos \$2,000 de compostura. La asistencia consiste de que los fondos federales pagaran por el 50% de los costos de la reparacion. Aplicaciones seran tomadas hasta que los fondos se agoten y las primeras aplicaciones submittidas seran las mas propensas a ser aprobadas. Si se interes en este

programa o desea mas informacion sirvace llamar a Tony Reyes con la Ciudad al 767-2294.

Programa de Salud Para Ancianos

Todo anciano esta invitado a un programa de salud que se llevara a cabo en el Centro de San Jose. Enfermeras estaran revisando la presion de sangre al igual de la azucar en la sangre. Marcos Martinez de la Agencia de Servicios Familiares tambien estara presentando un discurso sobre la SIDA. Se aceptaran preguntas y todos son bienvenidos. El programa se llevara a cabo el jueves 17 de Octubre a las 5 de la tarde.

Clep Exam Set At SPC

LEVELLAND -- A CLEP test for persons who want to get college credit by exam is scheduled Oct. 14 at South Plains College.

The exam is scheduled at 3 and 5:30 p.m. in the Student Assistance Center on the third floor of the library.

Additional exams are scheduled Nov. 11 and Dec. 9.

A \$38 fee should be made payable to CLEP and a \$7 fee to SPC.

For more information on the CLEP program, contact the SPC guidance and counseling office at 894-9611, ext. 368.

Christmas Job Fair

The Texas Employment Commission (TEC) and The South Plains Mall will be hosting a Christmas Job Fair on October 17-19, 1991. The Purpose of the Fair is to assist merchants in hiring qualified workers to fill their seasonal job openings.

TEC Staff Members will be available in the Mall during the hours of 10:00 a.m. - 7:00 p.m. to pre-screen and refer job applicants to job interviews within the mall.

Individuals interested... apply at the Mall entrance next to Beal's Department Store. There is no charge for our service.

This cooperative effort is designed as a Public Service to benefit local businesses as well as help Lubbock Citizens gain needed employment ensuring an enjoyable Christmas for all.

Staff Development Time

Classes in the Lubbock Independent School District will be dismissed early on October 16, one of several days scheduled this year for afternoon staff development time.

Elementary schools will dismiss at noon on October 18; secondary students will be dismissed at 1 p.m.

Art for Humanity

An Exhibition of Hope

Saturday, October 19th, 1991, 8 p.m.-2 p.m. on the 6th floor in the NCB Building on 19th Street and University. Art Auction and Exhibition. Hors d'oeuvres and Cash Bar/Dancing begins at 10:00 p.m. with a live broadcast from KTXI-FM. \$10 tax deductible donation per person at the door to benefit South Plains AIDS Resource Center.

SEND INFORMATION ABOUT YOUR ORGANIZATION TO: QUE PASA, P.O. BOX 11250, LUBBOCK, TX

Comentarios de Bidal

by Bidal Aguero

Not many people noticed that El Editor recently entered its Fifteenth year of continuous publishing and serving the Lubbock area.



El Editor was established in October of 1977 and has continued to be printed every week since then. The newspaper was first printed as a tabloid and was converted to a full size broadsheet newspaper.

Since its inception, we at El Editor has strived to provide the best and most complete news that primarily affect the Hispanic community. Also we have worked to provide sports, entertainment, religion, and health news for our readers.

Also since its inception El Editor has been known as an advocacy newspaper with somewhat liberal and sometimes controversial views.

For this we make no excuses since it is our opinion that a newspaper must provide information not only to inform but to create action.

El Editor has survived throughout the years, while many newspapers have failed, with the help of the many advertisers - local, state and national.

For those who have used El Editor to reach the consumer in order to sell their services or products, we express our most sincere thanks.

But as we look at the Lubbock area and it being comprised of over 20 percent, we must begin to ask why many businesses do not patronize minority media to advertise.

We see many businesses, at which the majority of the customers are Hispanic, that do not advertise in Hispanic media and utilize

the majority media to reach their customers. We see many businesses that, although the majority of customers are Hispanic, have very few if any Hispanic employees and less at the administrative level.

We as Hispanic must begin to notice. We must begin to demand that those businesses that are discriminating in hiring, in advertising or in whatever facet of business, must stop. It's time to ask why.

Pico de Gallo

Mi Tio me pregunto el otro dia que porque solo 2 por ciento de los mexicanos votaron en la ultima eleccion que estaba considerando los prestamos para la educacion de nuestros niños.

Pues quizas porque no estaban informados, le dije.

¿Que podemos hacer? me pregunto.

INTERFAITH IMPACT Legislative Update.

Since this is the first of the month, I will go through as many issues as possible and give you their status. Today I will list 12 issues.

At least 3 bills have been voted on recently:

* The Bond substitute to S5, the Family and Medical Leave Act was passed in the Senate by a vote of 65 to 32.

* Second attempts to extend unemployment benefits were passed by votes of 300 to 118 in the House and 65 to 35 in the Senate.

* In the Senate, funding cuts for the B-2 and SDI lost by very narrow margins of 51 to 48 and 50 to 49.

There are 6 bills that could see floor or important committee votes soon:

* the workplace fairness bill, S55.

* the federal facilities act, S596.

* the fuel efficiency bill, S279.

* the House will consider its crime bill including the Racial Justice Act and a ban on assault weapons.

* the National Energy Security Act, S1220 is a measure INTERFAITH IMPACT is not supporting.

* The civil rights bill in the Senate now has a number, it is S 1745.

3 other issues are in conference:

* Foreign aid authorization will include sustainable growth and resource management, military assistance, the U.N. Development Fund for Women, the Development Fund for Africa, and tied aid provisions.

* The Agriculture Appropriations bill will hopefully include funding for the minority farmers technical assistance and outreach program. Conferees will also consider funding for the WIC program.

* We are urging for the Senate funding levels for the new HOME programs for affordable housing.

Please contact your members of Congress about these issues. You can also call the President at 202/456-1111.

This concludes the update for this week. Thank you.

Contact Christie L. Goodman, 202/543-2800.

el editor newspapers

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PUBLISHER - BIDL AGUERO

Lead Test Plan for Kids Expected

The San Jose Mercury News reports that the Bush administration has reversed itself and is now recommending that all children be tested for lead exposure before age 2. Health and Human Services Secretary Louis Sullivan is also expected to announce soon that the administration will seek to help children who already have been exposed to moderately high levels of lead.

The change in policy follows recently released findings that lead exposure can lead to brain development damage in children at much lower levels than previously thought. Health policy officials said Sullivan is expected to announce plans in a few days to counter the exposure risk, which can lead to permanent problems in children affected.

Under the plan, public health officials would identify and eliminate the sources of lead in the homes of children who have dangerously high levels of lead in their blood.

3 million to 4 million children, or about 1 in every 6, have blood lead levels high enough to cause mental and behavioral problems, the U.S. Public Health Service estimates.

New Medicaid Funding Rule Attacked

The San Francisco Chronicle reports that key Democrats are pressuring the Bush administration to rescind a new regulation that reduces federal matching funds for states' Medicaid expenses.

The rule, which denies matching funds for states when money is raised for Medicaid from taxes on hospitals and nursing homes, was criticized sharply yesterday by House Majority Leader Richard Gephardt, D-MO, and Rep. Henry Waxman, D-CA. Waxman said the policy would "trigger the most drastic set of cutbacks in Medicaid since the Reagan-Stockman cuts of the early 1980s."

Medicaid-Medicare administrator Gail Wilensky said the rule might be revised because there is considerable confusion on its meaning and exaggerated interpretation of its impact.

Strings Attached to \$80B for RTC

The House Banking Committee yesterday voted to double the cost to taxpayers for the savings and loan bailout, but with a pay-as-you-go caveat that is expected to be opposed by the Bush administration.

The committee voted 20-16 to give the Resolution Trust Corporation another \$80 billion to finish its cleanup of the thrift industry by October 1993. However, only \$20 billion was released immediately. The remaining \$60 billion will not be released until President Bush and congressional leaders agree to submit to Congress a plan to raise taxes or cut spending by the same amount. If approved, the measure would bring to \$160 billion the total spent on the S&L bailout.

Rep. Chalmers Wylie of Ohio, the subcommittee's senior Republican, said Bush would probably veto the bill. Reaching agreement to raise \$60 billion would be so politically difficult, he said, that the bailout program would shut down, allowing insolvent banks to rack up more losses. Deputy Treasury Secretary John E. Robson agreed, calling the bill "flawed and inadequate." He predicted it would "delay the savings and loan cleanup and raise the costs to the American taxpayer."

Rep. Joseph P. Kennedy II, D-MA, sponsored the pay-as-you-go amendment, arguing that it would save billions of dollars in interest payments and force Bush and Congress to deal with the ballooning federal budget deficit. "In order for the government to deal with the issue of the deficit, there has to be a stick over the head of the leadership, and this is a powerful stick," Kennedy said.

Only one Republican, Rep. Thomas J. Ridge of Pennsylvania, joined 19 Democrats in approving the bill. Three Democrats and 13 Republicans opposed it. The bill goes next to the full Banking Committee and then to the House floor. The Senate has not yet acted on the RTC funding proposal.

Heroes Are All White

by Paoul Lowrey Contreras

We are assaulted on all sides by fallacies, myths and legends of heroes and gods. The heroes and gods are white, of course.

Some weeks ago, Chicago street columnist Mike Royko wrote about how his father arrived penniless from Eastern Europe. He worked hard and learned what he passed off as English. He served in the World War II army (drafted?), and he never expected anything from the United States. Nothing, no help, no affirmative action, no adult education classes -- nothing.

The man was a real hero. Royko's article was aimed at "Hispanic" rioters in Washington, D.C., on May 5. He belittled them for demanding that the predominantly black Washington, D.C., treat them as human beings. He chastised them for being critical of their overcrowded living conditions and of the fact that no one in official Washington or in the news media could understand Spanish.

Like 99 percent of the news media, he didn't know that the riders were mostly Salvadoreans, recent refugees from a nasty long-lived war in which many, many thousands of people have died.

Royko doesn't differentiate between the various brands of Hispanics -- if, he knows there are different brands. Being the son of a hero, Royko wants only to deify his own immigrant heroes and denigrate those who have recently arrived, especially those with brown skins.

In this, he is not alone. In the San Diego Tribune, we find a similar story written by a well-to-do white San Diego critic of anything Mexican, one Audrey W. Bergner.

Her grandfather arrived from Europe and worked at many jobs. He eventually had a candy and ice cream store, which he financed "with carefully hoarded nickels and pennies."

According to his heroic story, "he never expected his neighbors or his new country to support him. He worked harder and did without. He never expected free medical care or special privileges simply because he was an immigrant."

More to the point, the lady writes that this is how "millions of immigrants of the 19th and early 20th centuries" felt, in contrast to recent arrivals from Mexico and Central America.

"That," she writes, "was long before affirmative action, minority rights, job quotas, cultural diversity and the great American handout began... His generation... learned (our) language, adopted (our) customs, raised their families and asked for nothing but opportunity."

Her grandfather was a real

Population Growth Feeds

language magazine, which is owned by Hallmark Cards. "It's a very enviable position to be in."

The four top Hispanic ad agencies still owned by Latinos are Noble, at \$26 million; Castro Spanish International, at \$50 million; Casanova Pen-drill, at \$40 million; and Orci, at \$20 million.

Many of the nation's best-known consumer companies, including AT&T and the Coca-Cola Co., already show commercials in Spanish, and more are joining them. Proctor & Gamble, for example, spends \$29.3 million on Spanish-language ads, out of a total 1990 ad budget of \$1.7 billion. Phillip Morris Companies Inc. ranks second, spending \$8.9 million out of \$2.7 billion. Anheuser-Busch is third, spending \$8.7 million out of \$591 million. And Sears, Roebuck & Co., which doubled its Hispanic ad layout last year, spends \$8.2 million out of \$1.4 billion. Advertising targeting Hispanics in all media hit \$628.2 million last year, reports Hispanic Business magazine, up 88 percent from 1985.

And with the Latino population racing toward 30 million, or 15 percent of the total U.S. population by the year 2000, heavier spending surely lies

ahead. But despite the industry's rapid growth, ad executives point out that total Hispanic advertising revenues last year were still only a tiny fraction of the \$130 billion U.S. advertisers spend in the general market.

"Hispanic consumers spend more, on a per-capita basis, than non-Hispanics," says Castro Fernández, president of Castro Spanish International, a New York agency specializing in Spanish-language advertising.

"Unfortunately, we (Hispanic ad agencies) are not getting our share of sales versus ad budgets." Fernández and other ad executives are unhappy about getting less than 1 percent of U.S. advertising budgets each year, particularly since Hispanics account for 9 percent of the total U.S. population.

Many advertisers are still ignoring Hispanics, claiming that their English-language campaigns cross over into the barrio. But times are changing, industry leaders predict. "Five hundred years ago Spain discovered America," says Tere Zubizarreta, president of Zubi Advertising, a Miami-based Latino ad agency. "Now, America is discovering Hispanics."

Adds Ma's editor Fernández: "The Hispanic market is not going away. We're here to stay!"

hero. An all-American hero, a while all-American immigrant hero. No one else can be heroes if one believes Royko and Bergner. No one, that is, whose skin is brown.

Heroes, you see, are white immigrants who came to America seeking nothing but opportunity.

Opportunities have many definitions. For example, white congressmen and white presidents have built a gigantic white government bureaucracy and a financial subsidy worth billions to enrich wheat, corn, cotton and peanut farmers who are white. White dairy farmers sell milk at premium prices guaranteed by the same white congressman and white presidents. Guess who pays.

White congressmen and white presidents have designed a welfare system without equal in the world for complexity and largess. For blacks and Latinos? No. America's \$600 billion welfare system, "the largest American handout," was concocted for its white population by white politicians. Sixty percent of welfare recipients are white. Period.

White congressmen and white presidents not only permitted but wrote slavery into the United States Constitution. White congressmen and white presidents allowed total segregation between the races and countenanced lynchings of thousands of native-born Americans.

All this, Royko and Bergner, before affirmative action, equal rights and cultural diversity. Speaking of all this, years before Royko's father and Berg-

ner's grandfather arrived from Europe to commence their great American sagas, my great-grandfather rode a horse north from the tip of Baja California a thousand miles across the world's worst desert. His journey ended in San Diego.

He brought a piece of land, built a house, sent for his wife and started his family. He worked hard at constructing roads, buildings and military installations. He was the best construction foreman south of Los Angeles. He retired during the '30s to a well-earned easy life.

The day after the Japanese attack on Pearl Harbor, Francisco Contreras, 75 years old, caught a bus to San Diego's shipyards and applied for a job. When told he was too old, my great-grandfather called the shipyard boss something along the lines of "barnyard excrement."

There was a war to be fought. Every American was needed, and he, Francisco Contreras, was going to do his part.

This was a real hero, Royko and Bergner, and excuse me, but his skin wasn't even white.

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

CRAZY HORSE

BY STEPHEN C. MCINTYRE

It has been reported that the average account size of the 54 largest S&Ls that failed in 1988-89 was \$408,000, and at seven of them the average size exceeded \$1 million. I do not want to pay for the bail out of millionaires.

Many folks have accepted the S&L bail out. The one that will be paid by regular working folks who pay their taxes. But there is some good news. There is some movement in Congress to modify the bail out and make rich folks pay their fair share.

It is currently being reported that over the last three years more than 600 banks have failed in this country and there is estimated to be another 440 on the edge with some big ones in trouble. And, you guessed it, there is talk of a bail out in the works for the banks.

Folks who would like to get another point of view about the economics of bailing out millionaires and bankers may want to write to the Financial Democracy Campaign, 604 W. Chapel Hill St., Durham, North Carolina 27701. (919) 687-4004.

10-14 Columbus Day.
10/15 1968 -- Federal Court prohibits use of whips on prisoners.
1969 -- Over 2 million participate in first US Moratorium Against Vietnam War.

My law partner and I joined the PTA at Dupre Elementary School a couple weeks ago and every Monday during October I will be assisting my daughter's kindergarten teacher for a few hours.

All parents should be participating as best they can in their child's education. You can start by turning off the TV at night and reading to them or have them read to you.

"Alterantive Energy Sourcebook", for \$14.00 plus \$1.50 shipping, 966 - S. Mazzone St., Ukiah, Ca. 95482, 1-800-762-7325.

This last month I gained a new appreciation for single parents. My law partner was in Washington, San Antonio, Tampa, and Chicago and consequently I was left with our kids. It was a handful.

When my wife is gone on business I can always adjust my schedule at our office or call upon someone in our family to help out. I wonder how folks without help or an understanding employer make it.

It seems to me that a system of quality daycare centers spread around the city would be helpful. Perhaps the larger employers in the city could establish daycare near their businesses. It would also help to have understanding employers adopt a flexible attitude towards work schedules. Flexible schedules that would permit parents to be with their children at critical times before and after school.

Of course, it would be interesting to see if politicians will ever give more than lip service to the relationship between a strong home and the well being of our children. A society that ensured that folks were paid a decent wage so that both parents would have not have to work to survive would be a nice start. A country where quality daycares were in every community for those who chose or had to work wouldn't be bad either. Perhaps asking the large corporations to do the right thing would be a step towards a solution to the health care, daycare, decent wages problems. After all, the corporations claim they are as pro-family as the right wing politicians they support with their campaign contributions. Or is the pro-family label simply a political lie (as opposed to a lie that you and I were taught not to tell by our parents) that is used by the Republicans/Rich/Corporations.

Bob Dylan will be playing a concert in Lubbock on October 28, 1991.

"This Old House"

Midnight, that old clock keeps ticking,
The kids are all asleep and I'm walking the floor.
Darlin' I can see that you're dreaming,
And I don't wanna wake you up when I close the door.....

This old house of ours is built on dreams
And a business man don't know what that means..
There's a swing outside the kids play on every day
And tomorrow morning a man from the bank's
Gonna come and take it all away.

by Neil Young

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

Land Board College Bonds

Most parents want the best for their children, and in this day and age "the best" has to include a college education. But with costs soaring each year, only those parents who are diligent about planning for the future will have the financial ability to help their kids gain a degree.

As a part of that long look down the road, parents would be wise to consider college savings bonds being made available through the Texas Veterans Land Program.

The Veterans Land Board, chaired by Land Commissioner Garry Mauro, has approved two sales of college bonds during the past couple of years -- one for \$4 million and one for \$5 million. It took 45 days to sell the first issue and only 30 days to sell the second.

The program has proven so popular that the Veterans Land Board has decided to market another \$6 million worth of bonds. The proceeds will be used to help finance the state's program to assist veterans in the purchase of land and homes, and to make home improvements. The bondholders will be paid back from payments made by veterans who

take advantage of the benefits all at no cost to the taxpayers.

The Veterans Land Board will put marketing emphasis on selling the college savings bonds to veterans. But the law says such bonds are available to anyone who is interested in purchasing them.

This is a good deal in anybody's book because the bonds are exempt from the federal income tax. A bond purchased for \$250 that matures at \$1,000 will produce \$750 of tax-free income. Because the bonds mature at between 14 and 20 years, they provide a good savings range for new-born children right on up to those in elementary school.

For more information call 1-800-252-VETS, and help make some child's dream come true.

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Hispanics In The '90s

La Busquesa de los Derechos Economicos



Executive-level Engineer

The Texas Department of Transportation anticipates executive-level engineer job vacancies at various, presently undetermined locations in the state within the next twelve months. The department is seeking engineers with executive-level management experience to fill these anticipated vacancies.

Minimum Qualifications: Must be registered, or eligible to be registered, by the State of Texas as a professional engineer and have ten (10) years of extensive, progressively responsible professional engineering and managerial experience which should include transportation planning and the location, design, construction, operation, and maintenance of highways, bridges, and related structures. Extensive knowledge of engineering principals, practices, and methods, and their application to transportation planning and the location, design, construction, operation, and maintenance of highways, bridges and related structures.

Should have knowledge of Texas state, county, and local government operations that affect highway and transportation development and operations as well as knowledge of Texas Department of Transportation policies and procedures. Demonstrated experience in competently managing a large, diversified work force. Demonstrated ability to analyze complex, technical, and managerial problems and develop and implement correct solutions. Excellent written and verbal communications skills to convey complex ideas and concepts. Skill in persuasion and negotiation of critical issues. Ability to develop, organize, direct, and coordinate complex engineering programs as they pertain to highways and transportation.

Salary \$5355 to \$6604 per month. Complete job vacancy notice available from local Texas Employment Commission office. Refer to job order number 5912868. Qualified applicants submit current resume that responds specifically to each qualification listed in job vacancy notice. Indicate on resume any of the following location(s) in which you would NOT be willing to accept employment: Paris, Fort Worth, Wichita Falls, Amarillo, Lubbock, Odessa, San Angelo, Abilene, Waco, Tyler, Lufkin, Houston, Yoakum, Austin, Austin, San Antonio, Corpus Christi, Bryan, Dallas, Atlanta, Beaumont, Pharr, Brownwood, El Paso, and Childress. Mail resumes to: Texas Department of Transportation, Attention: HAT, 125 East 11th Street, Austin, TX 78701-2483. Resumes accepted until 8:30 a.m., November 4, 1991.

An Equal Opportunity/Affirmative Action Employer

Por José Niño

El censo de 1990 confirmó que la nación continuó aumentando en diversidad racial e hispana durante el decenio de 1980. La población continental de origen hispano, alimentada por un alto nivel de inmigración, aumentó de 14,600,000 a 22,400,000 entre 1980 y 1990, según informó la Oficina del Censo, que después reconoció que dejó de contar a una cantidad adicional de 1,200,000 hispanos.

Los negocios hispanos han crecido para satisfacer las necesidades de los mercados de consumo en expansión. El censo de negocios de 1987 halló que los negocios hispanos aumentaron desde 298,177 en 1982 hasta 422,373, con ingresos brutos de \$24.7 mil millones de dólares y pagando \$3.2 mil millones por concepto de sueldos. Estimamos que los negocios hispanos lleguen a ascender a 650,000 firmas en 1991, y proyectamos que, para el año 2,000, la cantidad aumentará hasta un millón y producirá entre \$50 mil millones y \$100 mil millones en ingresos brutos.

Será una declaración insuficiente el decir que la fuerza de la comunidad mercantil hispana tiene un efecto directo sobre la economía de los Estados Unidos y vice-versa. Las actuales tendencias interiores e internacionales afectan directamente a nuestra comunidad.

Las perspectivas de un Trato Norte Americano de Libre Comercio -- NAFTA en inglés -- y la puesta en práctica de la Iniciativa de la Empresa para las Américas -- EAI en inglés -- eleva el papel pivotal que la empresa hispana desempeña en

los Estados Unidos y las economías globales. Como lo dijo tan correctamente Benjamin Franklin: "Ninguna nación fue arruinada nunca por el comercio."

Estamos convencidos de que a nuestra comunidad se la dará una oportunidad para ejercer más plenamente sus derechos económicos cuando los proyectos NAFTA y EAI lleguen a ser realidades. Es decir, asumiendo que las tendencias internas dejen de agregar obstáculos al desarrollo de la empresa hispana.

El acceso al financiamiento es un obstáculo tradicional importante para las firmas hispanas que carecen de liquidez. La crisis del mercado financiero ha apretado al crédito y disminuido la responsabilidad social de los bancos hacia los negocios minoritarios. Las instituciones

financieras están buscando una salida fácil de los requisitos de la Ley de Reversión Comunitaria, y el Congreso está tratando de legitimar a esta conducta vergonzosa al procurar eximir a cientos de bancos de dichos requisitos.

Los programas financieros auspiciados por el gobierno tienen aún que mejorar sus sistemas de prestación de servicios para tener un efecto sustantivo sobre la disponibilidad de recursos financieros para los negocios hispanos. Los impuestos sobre las ganancias de capital en las zonas urbanas y rurales deprimidas reducen el acceso al capital para empresas, perjudicando a los negocios hispanos y a los pobres en general.

La recesión económica persistente ha agravado al prejuicio económico contra los nego-

cios minoritarios. Las rebajas de las asignaciones para la defensa han eliminado de los negocios a muchos sub-

contratistas de la defensa. La decisión del Tribunal Supremo de Justicia de los Estados Unidos en el caso de Richmond vs. Croson ha denegado oportunidad de negocios a millares de contratistas minoritarios del gobierno y desacelerado el desarrollo económico hispano.

A pesar de todo esto, las perspectivas de crecimiento continuo son meas brillantes que nunca. El decenio de 1960 fue el de la búsqueda de los derechos civiles. Para la Cámara de Comercio Hispana de los Estados Unidos, el decenio de 1990 ese el de la búsqueda de los derechos económicos.

Los indicadores de las vastas

posibilidades futuras son convincentes. El espíritu de em-

presa como avenida nacia la habilitación económica está ganado terreno entre los hispanos y la juventud hispana en particular. La cantidad de empresarios hispanos dedicados al comercio internacional está aumentando rápidamente y se espera que experimente un alza rápida para 1993.

La empresa hispana es una fuerza impulsora de la economía interior de los Estados Unidos y está destinada a desempeñar un papel crítico en la globalización de la economía de las Américas.

(José Niño es el presidente y funcionario ejecutivo principal de la Cámara de Comercio Hispana de los Estados Unidos, basada en Washington, D.C.)

The Hispanics Quest for Economic Rights

Por José Niño

The 1990 census confirmed that the nation continued to increase in racial and Hispanic diversity during the 1980s. The mainland Hispanic-origin

population, fed by a high level of immigration, increased from 14.6 million to 22.4 million from 1980 to 1990, reported the Census Bureau, which then admitted it may have missed counting an additional 1.2 million Hispanics.

Hispanic businesses have grown to meet the needs of expanding consumer markets. The 1987 business census found that Hispanic businesses swelled from 298,177 in 1982 to 422,373, grossing \$24.7 billion and paying \$3.2 billion in salaries. The U.S. Hispanic Chamber of Commerce, based in Washington, D.C., estimates that Hispanic businesses amount to 650,000 firms in 1991, and we project that for the year 2000, the number will increase to 1 million and will generate between \$50 billion to \$100 billion in gross receipts.

It would be an understatement to say that the strength of the Hispanic business community has a direct impact on the economy of the United States and vice versa. Current domestic and international trends affect directly our community.

The prospects of a North American Free Trade Agreement -- NAFTA -- and the implementation of the Enterprise for the Americas Initiative -- EAI -- elevates the pivotal role that Hispanic enterprise plays in U.S. and global economies. As Benjamin Franklin so



Cercas de 3,000 dirigentes de empresas hispanas se reunieron en Chicago para participar en la XII Conferencia de la Cámara de Comercio Hispana de los Estados Unidos. En la foto de arriba aparecen, de izq. a der., los Sres. Gabriel Aguirre, presidente emérito de la USHCC, José Niño, presidente y gerente general de la USHCC, la Sra. Delia Reyes la nueva presidenta y Paul Mollomo, vicepresidente de compras de la Miller Blewing Company.

rightfully stated it, "No nation was ever ruined by trade."

We are convinced our community will be given an opportunity to exercise more fully its economic rights when NAFTA and EAI reach reality. That is, assuming that domestic trends cease adding roadblocks to the development of Hispanic enterprise. Access to financing is a traditional major hurdle for Hispanic firms that lack equity. The crisis in the financial market has tightened credit and reduced banks' corporate social responsibility toward minority businesses. Financial institutions are looking for an easy way out of Community Reinvestment Act requirements, and Congress is trying to legitimate this shameful behavior by seeking to exempt hundreds of banks from the CRA requirements.

Government-sponsored fi-

nancial programs have yet to improve their delivery systems to have a substantial impact on the availability of financial resources to Hispanic businesses. Capital-gain taxes in depressed urban and rural areas reduce access to venture capital, hurting Hispanic businesses and the poor at large. The persisting economic recession has aggravated economic prejudice against minority business. The slashing in defense appropriations has put many defense subcontractors out of business. The U.S. Supreme Court decision in Richmond vs. Croson has denied business opportunities to thousands of minority government contractors and slowed down Hispanic economic development.

In spite of all these roadblocks, prospects for steady growth are brighter than ever. The '60s were the decade of the

quest for civil rights. The '90s are, for the USHCC, the decade of the quest for economic rights.

Indicators of vast future potential are convincing. The spirit of entrepreneurship as an avenue toward economic empowerment is gaining ground among Hispanics, and Hispanic youth in particular. The

number of Hispanic entrepreneurs engaged in international trade is rapidly growing and is expected to boom by 1993.

Hispanic enterprise is a driving force of the United States' domestic economy and is bound to play a critical role in the globalization of the Americas' economies.

(José Niño is president and CEO of the Washington, D.C. based U.S. Chamber of Commerce.)*



PARA TODO TIPO DE PUBLICIDAD PARA SU NEGOCIO Llame Hoy Javan García Anuncios Efectivos por muy poco dinero. Llamos Hoy EL EDITOR Newspaper 1502 Ave. M 763-3841

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Lock-out - \$20	Free lock-out
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\$20 secures your membership and 1 year emergency roadside service protection for 1 year. We can bill you up to 3 times, every other month, until your balance is paid.

Lubbock Motor Club 2317 34th St. Ste. 1- Lubbock Call 792-0875

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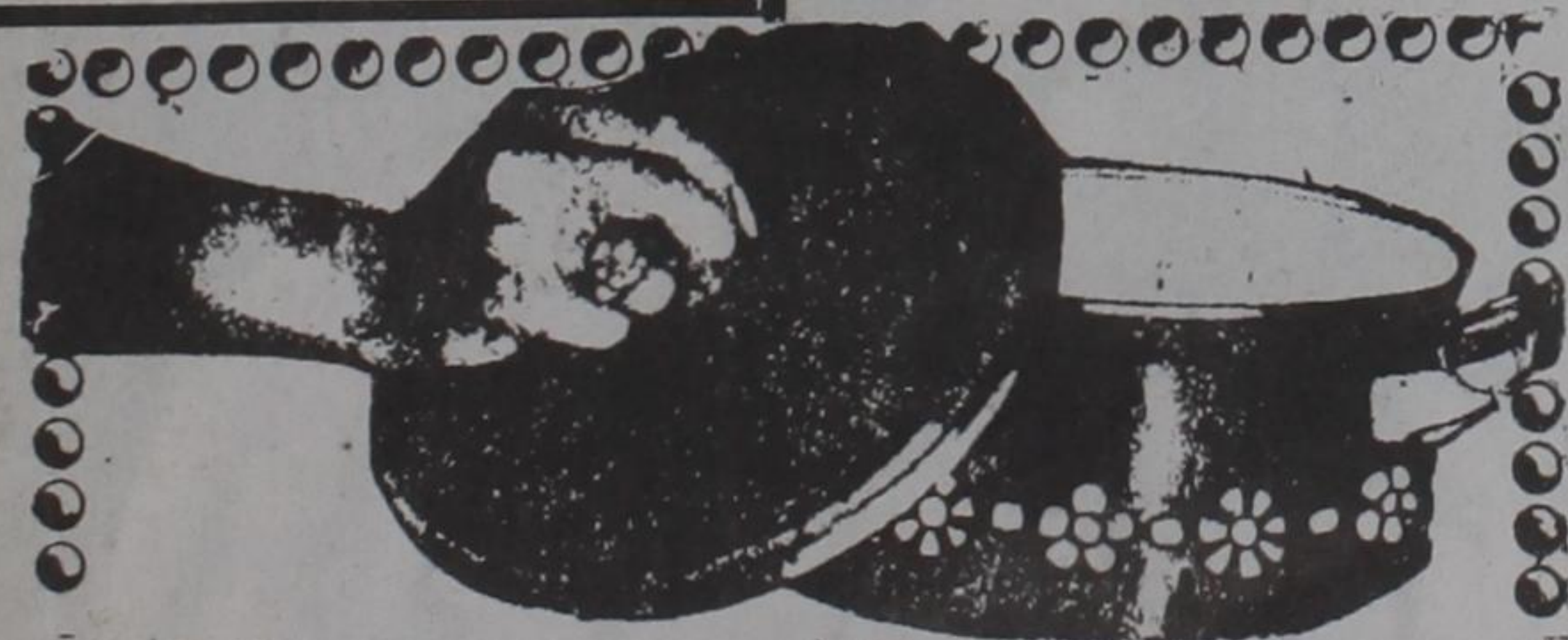
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Nosotros Hacemos El Mejor Menudo En Todo El Oeste De Texas! MONTELONGO'S 3021 Clovis Road

Que tal, amigos y amigas, sean bienvenidos a su columna favorita. Sólo quiero repetirles que hoy, como lo hago semana tras semana, les daré a conocer los más recientes acontecimientos ocurridos en la colonia artista de Hollywood... Para empezar les diré que hace algunos días se reunieron en un famoso restaurante de Beverly Hills varios de los artistas Hispánicos meas populares de California El motivo de dicho encuentro fue presntar la obra del excelente pintor mexicano Roberto Cortazar, de quien se ha dicho que se trata del nuevo Diego Rivera. Mercedos o no los elogios que se han vertido sobre su obra, Cortazar es un artista que promete darnos muchas sorpresas todavía. Por lo pronto ya tiene la suerte de compartir su mesa con Lou Diamond Phillips, Luis Valdéz, Cheech Marín, Alma Martínez, Esaik Morales y Julie Carmen.



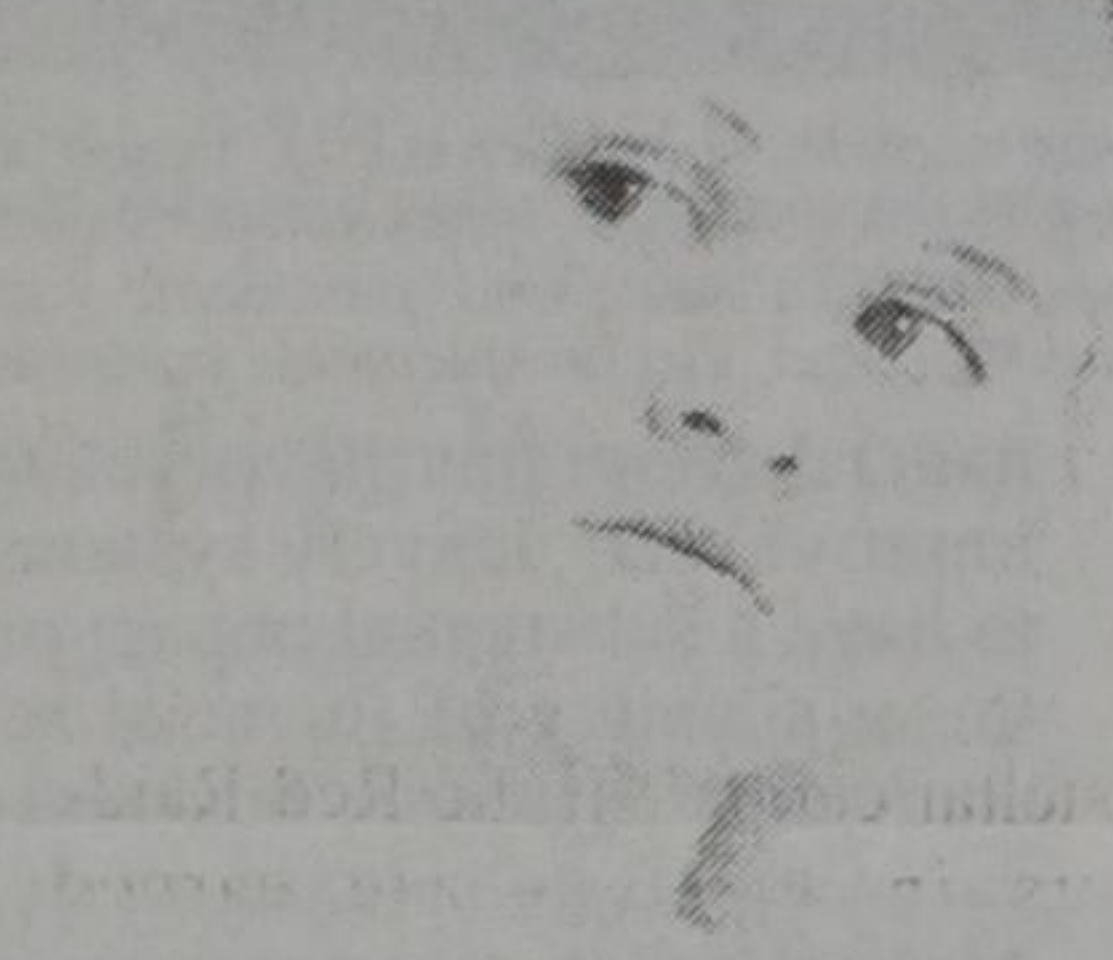
La única invitada estelar de la noche que no llegó nunca fue la actriz Jodie Foster, tal vez sus múltiples compromisos le impidieron estar presente en tan comentada reunión... Las que ya empiezan a dar de que hablar, este momento, son las cadenas televisivas al anunciar sus nuevos programas para la próxima temporada otoñal. Por ejemplo la cadena ABC ya me ha mandado algunos comunicados sobre ese tema. Y tal parecé que sus ejecutivas están dispuestos a no dejarse ganar

"Hablando de Hollywood"

Por: Estrellita



terreno por la competencia. Por ejemplo algunas de las novedades que traerá ABC hasta los hogares de todos nosotros serán "Detective Americano" una serie realizada en vivo y en directo en la que podremos ver a estos personajes realizando su más peligrosos trabajos... Otra serie que seguramente causará un tremendo impacto es "FBI: Historias Ocultas" en la que, por primera vez en su historia, el Departamento de Investigaciones Federales abrirá sus archivos para que se conozcan los casos más estremecedores y provocativos en los que se ha visto involucrada... Después vendrá "Mejoramiento en el Hogar" un programa en el que su conductor Tim Taylor, vestido con un aire de sabelotodo, no sólo enseña como reparar la casa sino también como ponerse en contacto con su espíritu masculino. Aun a sus tres hijos trata de inculcarles ese espíritu, para enseñarlos a ser todos unos hombres de los 90's... Aunque no es una serie debutante también "Casa Llena" la que inicia



su quinta temporada en la pantalla chica, volverá a deleitarlos con las travесuras, el humorismo y las picantes historias que rodean la vida de un joven viudo que trata de educar a sus tres hijas con la ayuda de su inseparable cuñado y su extraordinario amigo que es un comediante Los que también se encuentran felices de la vida, me dijeron quienes les han visto como juntos en varios restaurantes de West Hollywood, son Robin Williams y Jeff Bridges y es que todos aseguran que su nueva película "The Fisher King" en la que fueron dirigidos por Terry Guillian será uno de los más celebrados del presente año. Ya hay quienes aseguran que "The Fisher King" estará entre las galardonadas en los oscars de 1991 Uno de los proyectos que meas interés ha despertado es "The Three Bears" (Los Tres Osos) en la que se espera reunir a Danny Devito, Bob Hoskins y Phil Collins para los roles estelares. Por supuesto que ninguno de ellos será visto dentro de la piel de los mencionados animales, sino que, como dice el autor del guión Jim Hart, quien también es autor del argumento de la película "Hook" dirigida por Steven Spielberg, se trata de una sensible alegoría acerca de la condición humana... Muy atareados han sido vistos los recién casados Gale Anne Hurd y Brian de Palma en la realización de su nuevo proyecto, al que le pondrán como título "Father's Day" que es la historia de una mujer que descubre que su marido, un famoso científico, se encuentra llevando a cabo un peligroso experimento con su propio hijo. Hay que esperar y ver que nueva sorpresa no ofrece e señor de Palma... Bueno amigas y amigos, creo que eso es todo por el momento. Los espero en esta su columna favorita la próxima semana. ¡Hasta la vista!.....

"Desde Hollywood" Celebra Nueva Etapa Con Los Yonic's, Gloria Estefan y Flavio Caballero

Los Angeles, CA, 27 de septiembre de 1991 -- Entrando al nuevo set de **Desde Hollywood**, Luca Bentivoglio le da el último toque a su corbata, un vistazo al guión y está listo para animar su programa que de repente se ha vuelto tan controverial. "Me dí cuenta que el televidente quería un programa más audaz, más irreverente", dijo Luca. "Y...se lo estoy dando", nos dice con una pícara sonrisa. Sea el sexo en la televisión, los grandes divorcios de Hollywood o los villanos de telenovelas, **Desde Hollywood** sorprendera como va más allá de la noticia. Lo que no cambia, es que las

estrellas internacionales, siempre paran en **Desde Hollywood**. En octubre, se destacarán:
Flavio Caballero, lunes, 14 de octubre, 10:30/9:30 p.m. CT.
 Conocido por su papel estelar en "Amanda Sabater", el actor venezolano nos habla de sus numerosas actuaciones en telenovelas desde "Leonela" a "Señora".
Gloria Estefan, lunes, 21 de octubre, 10:30/9:30 p.m. CT. Justo un año después de darle a **Desde Hollywood** la primera entrevista acerca de su accidente, Gloria Estefan nos habla de su gira mundial y de su nuevo video, "Live for Loving You."

Los Yonic's lunes, 28 de octubre, 10:30/9:30 p.m. CT.
 Los Yonic's, uno de los grupos más populares de todo los tiempos, nos hablan de su ascenso espectacular dentro del mundo de la música pop. Lunes, 28 de octubre.

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Ernest Scared Stupid

Nos encontramos en un callejón sin salida este Halloween cuando el simpático Ernest P. Worrell (Jim Varney) sin querer tropieza con la tumba de un gnomo quien le echa una antigua maldición.

Afortunadamente, la vieja Lady Hackmore (Eartha Kitt) la excéntrica del pueblo, al día sobre brujería y estos temas de la magia negra, está decidida a ayudar a Ernest en la nueva comedia de Touchstone Pictures "Ernest Scared Stupid."

Una presentación de Touchstone Pictures y Touchwood Pacific Partners I. "Ernest Scared Stupid". Dirigida por John Cherry. Guión de Charlie Gale y Coke Sams. Historia de John Cherry y Coke Sams. Stacy William es el productor. Coke Sams es el coproductor. Martín Erlichman es el productor ejecutivo. Distribuye Buena Vista Pictures.

Ernest P. Worrell interpretado por el cómico Jim Varney, ha deleitado a los públicos por cinco años en una serie de películas muy divertidas: "Ernest Goes To Camp" (1987), "Ernest Saves Christmas" (1988) and "Ernest Goes to Jail" (1990).

En ésta última, Ernest entra en conflicto con unos horribles gnomos y sólo él puede detenerlos y evitar que hagan daño a los niños del pueblo.

Depués de un éxito tremendo en "Ernest Goes to Jail," el escritor/director John Cherry empezó a contemplar nuevas ideas para su próximo proyecto.

Cherry empezó a investigar ideas y especialmente estaba

interesado por los relatos fantásticos relacionados con gnomos. "Básicamente quería que Ernest compiera con Terminator 2" dice riendo el realizador y añade: "quería hacer una historia con un personaje malo con una misión."

"Creamos la idea sobre un gnomo capturado por un pueblo y enterrado vivo 200 años atrás. Un árbol es plantado sobre su tumba con la idea que nadie jamás lo removería de allí. Hasta que claro... aparece Ernest y decide construir una casa precisamente en ese lugar." La legendaria cantante y actriz Eartha Kitt interpreta a Lady Hackmore, una escultura vanguardista cuyo particular estilo de vida hace creer al pueblo que ella es una hechicera.

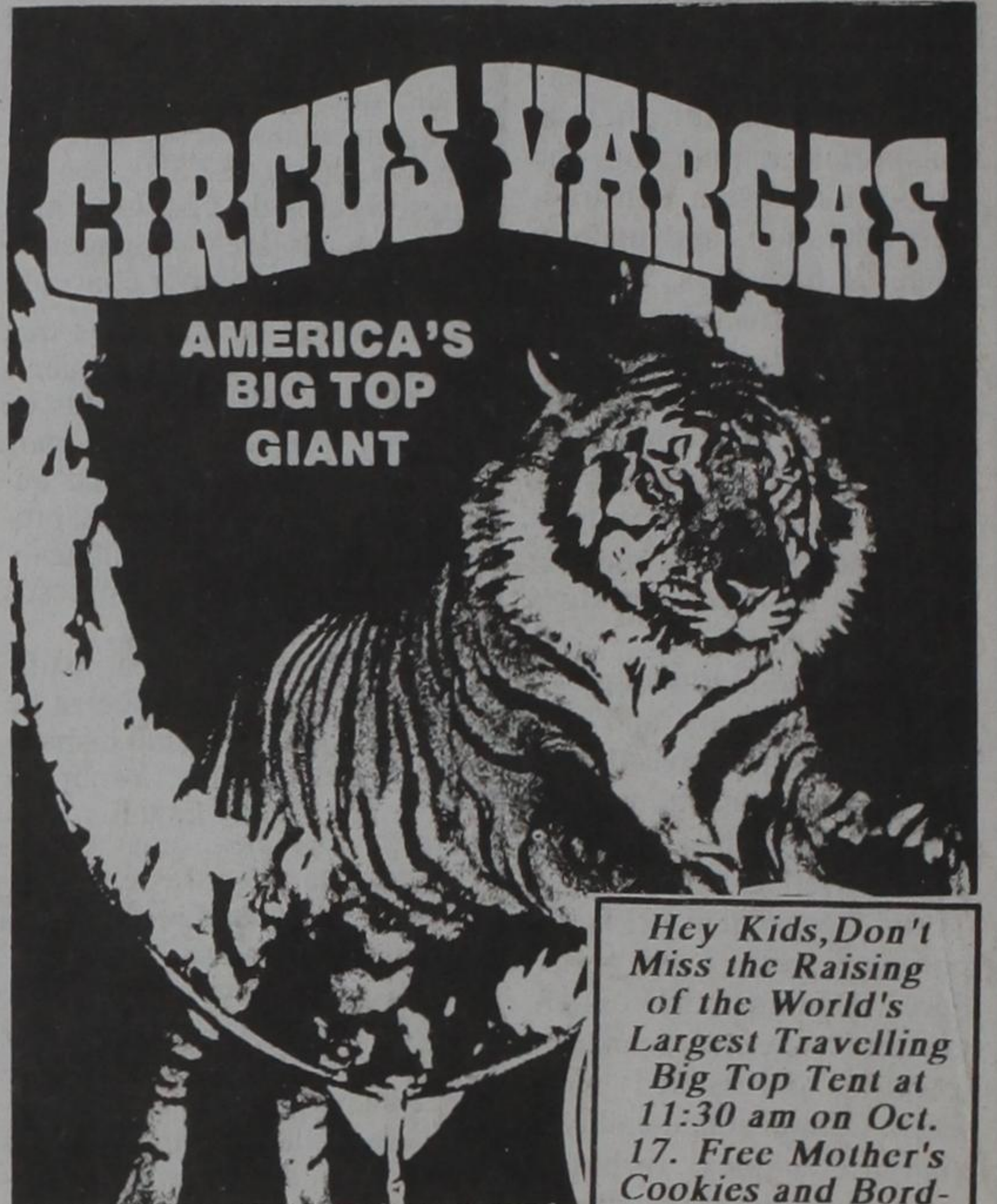
"la participación de Eartha en esta película es muy original al

trabajar al lado de Jim Varney, porque ambos artistas son polos opuestos. Cuando le ofrecí el papel, ella aceptó participar en la audición y yo estaba seguro que todos iba a salir muy bien." dice el director John Cherry.

"Qué mejor papel que hacer de una bruja antipática" dice Eartha Kitt comentando sobre su personaje, "me gustó mucho el guión y también que esta película no tiene nada de violencia, pues al mismo tiempo que uno se divierte, aprende algo."

"Personalmente me identifico con este personaje" continúa diciendo la simpática actriz, "porque en muchos aspectos...se parece a mí. A ella le encanta la gente, pero quiere estar sola. En el fonfo, no quiere que nadie la perturbe."

22nd Anniversary Edition



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Ernest SCARED STUPID

PG PARENTAL GUIDANCE SUGGESTED
 SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

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GRAN ESTRENO VIERNES 11 DE OCTUBRE EN UN CINE CERCA A USTED

DEPORTES



Associated Press
Toronto's Joe Carter (left) is tagged out at second base by Greg Gagne of Minnesota after a stolen-base attempt in the second inning of Wednesday's AL Championship Series game.

Baseball Today - Oct. 10

SCOREBOARD

Atlanta at Pittsburgh in Game 2 of the NL playoffs (8:37 p.m. EDT). Steve Avery (18-8) pitches for the Braves against Zane Smith (16-10).

STREAKS

The Twins had their seven-game postseason winning streak at the Metrodome snapped in Game 2 of the AL playoffs on Wednesday, losing 5-2 to the Blue Jays. The record is eight by the New York Yankees (1927-36). ... Minnesota's Dan Gladden went 0-for-3, snapping his nine-game postseason hitting streak.

STATS

Andy Van Slyke is 13-for-36 (.361) lifetime against left-hander Tom Glavine with seven RBIs. In his career, Van Slyke is a .195 hitter against southpaws. ... Toronto's Kelly

Gruber has nine hits in his last 16 postseason at-bats.

SWINGS

In last season's playoffs against Cincinnati, Andy Van Slyke, Barry Bonds and Bobby Bonilla combined to drive in five runs. In Game 1 against Atlanta on Wednesday night, Van Slyke drove in two runs, including a homer, and Bonilla one. ... The top five batters in the Toronto order were 16-for-38 in the first two games. Meanwhile, Kirby Puckett, Kent Hrbek and Chili Davis - Minnesota's 3-4-5 hitters - were a combined 3-for-20.

STARTERS

Toronto's Juan Guzman is the first rookie to win in the playoffs since Baltimore's Mike Boddicker and Philadelphia's Charles Hudson in 1983. Guzman has beaten Minnesota three times this season and Kevin Tapani was the loser in each game.

STOPPERS

In the first two games, To-

ronto's bullpen gave up no runs and four hits in 8 2-3 innings with 10 strikeouts.

STADIUMS

The Twins never won a playoff game at Metropolitan Stadium in Bloomington.

SLUMPS

Heading into Game 2 of the NL playoffs, the Braves had not won a postseason game since beating the New York Yankees in the 1957 World Series.

SO LONG

The Milwaukee Brewers on Wednesday fired manager Tom Trebelhorn. One possibility to take over is Toronto coach Gene Tenace, a friend and former Oakland teammate of new GM Sal Bando.

SPEAKING

"We use everybody in our bullpen to win. There is no animosity between Tom Henke and I. We have a friendly competition between us." - Toronto's Duane Ward, who earned a save in Game 2 of the AL playoffs.

SEASONS

Oct. 10
1904 - Boston clinched the pennant on the last day of the

Joe Montana Undergoes Surgery

SANTA CLARA, Calif. - Joe Montana, who has mastered the last-second comeback in a football game, plans the same kind of finish to his football career.

Montana, 35, went into what has been called possibly career-ending surgery Wednesday night with the same attitude he takes into a two-minute drill trailing by six points.

"He was very upbeat. ... His whole approach was, 'If I'm going to do this, I'm going to get it done, and I'm going to get back as quickly and strongly as I can,'" 49ers president Carmen Policy said at a news conference Wednesday.

Montana, the three-time Super Bowl MVP who has been sidelined since training camp by a torn tendon in his right elbow, underwent a 1 1/2-hour operation that is expected to give him the best chance at coming back next year at 100 percent.

The procedure went "fine" and Montana was "fine" after the procedure, according to 49ers spokesperson Jerry

Walker.

Forty-niners physician Dr. Michael Dillingham headed a team of three surgeons who performed the operation at Stanford University Medical Center. Dr. Gary Fanton and Dr. Warren King also participated.

Montana is expected to be released from the hospital by this afternoon.

"The overall feeling (on the 49ers) is it basically seems to be that as a result of the surgery Joe will not be able to return this season," Policy said earlier Wednesday. ... The prognosis at this point, and that is a very qualified prognosis because the surgery has not been conducted yet, is that Joe should be able to be back in full stride, maybe even stronger, next season than he was when he reported to training camp."

San Francisco coach George Seifert said he expected Montana to be back for 1992.

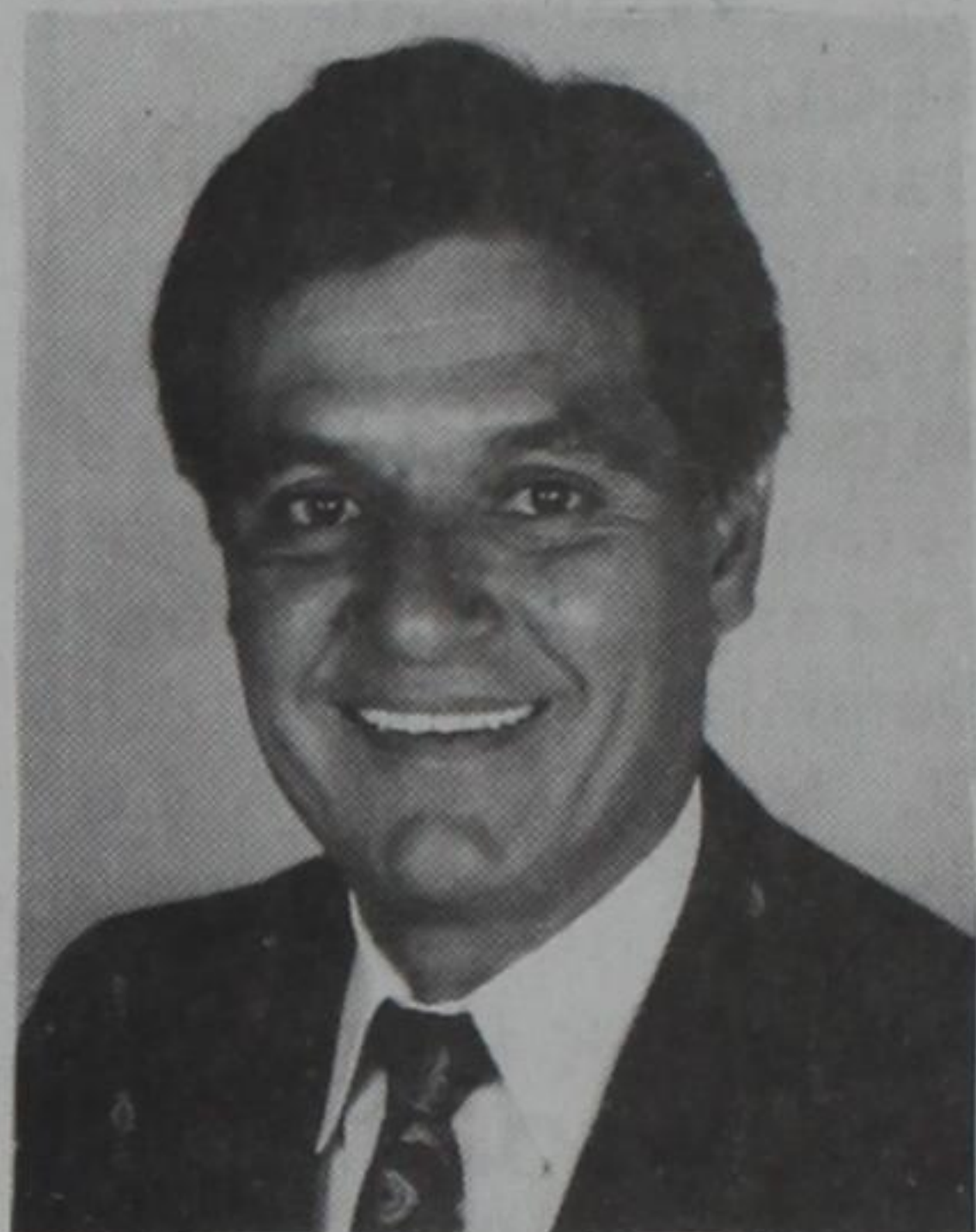
"When he went on (injured reserve), I expected him to play (again in 1991). We were

wrong," Seifert said. "It was more serious than we first expected. (But) my understanding and expectation is that he will be back. At least the odds are in favor of that."

After two days of crisscrossing the country hoping to find an alternative, Montana decided that surgery was his best option to recover from the elbow pain that has dogged him all season.

Joe personally visited at least two other physicians, besides MRIs, where he was physically examined, and it was Joe's decision, after receiving Dr. Dillingham's and his team's input as well as the other physicians he visited, that it was no longer necessary for him to go elsewhere," said Policy.

The surgery, described as having an 80 percent rate of success, was similar to the operation that ended the career of former Pittsburgh Steelers quarterback Terry Bradshaw. He was 35 at the time, also.



Ruben Garcia, one of the craftiest pitchers that has played for Texas Tech became the third Mexican American inducted into the University's Athletic Hall of Fame.

Previously Bobby and Richard Cavazos were inducted in 1968 and 1982 respectively.

Garcia, a fireballing southpaw from Brownfield, had a stellar career for the Red Raiders in 1970-73. He earned third-team All American honors as a sophomore and still owns or shares seven school records: season strikeouts (113), season earned run average (0.74), season shutouts (five), career victories (21), career strikeouts (304) career earned run average

(2.12) and career shutouts (eight). His records would be even more impressive had he not missed virtually his entire senior year with a lung ailment.

Few pitchers have experienced a college season like Garcia did in 1971. He compiled an 8-2 record and his 0.74 earned average still stands as the best in SWC history. He blanked three league opponents, including a no-hitter against Baylor. No other Raider before or since has equalled Garcia's hitless gem. He allowed only seven earned runs in 84 innings. In SWC play, he was touched for 18 hits and four runs in 50 innings pitched, striking out 63 batters.

After graduating in 1973, Garcia played four seasons professionally in the Kansas City Royals organization. For the past 13 years, he has worked as a special agent for the Federal Bureau of Investigation. In 1986 he was named Federal Law Enforcement Officer of the Year by the U.S. Attorneys Office in Miami, FL. He currently works in the FBI Headquarters in Washington, D.C. in the Drug Section of the Criminal Investigative Division.

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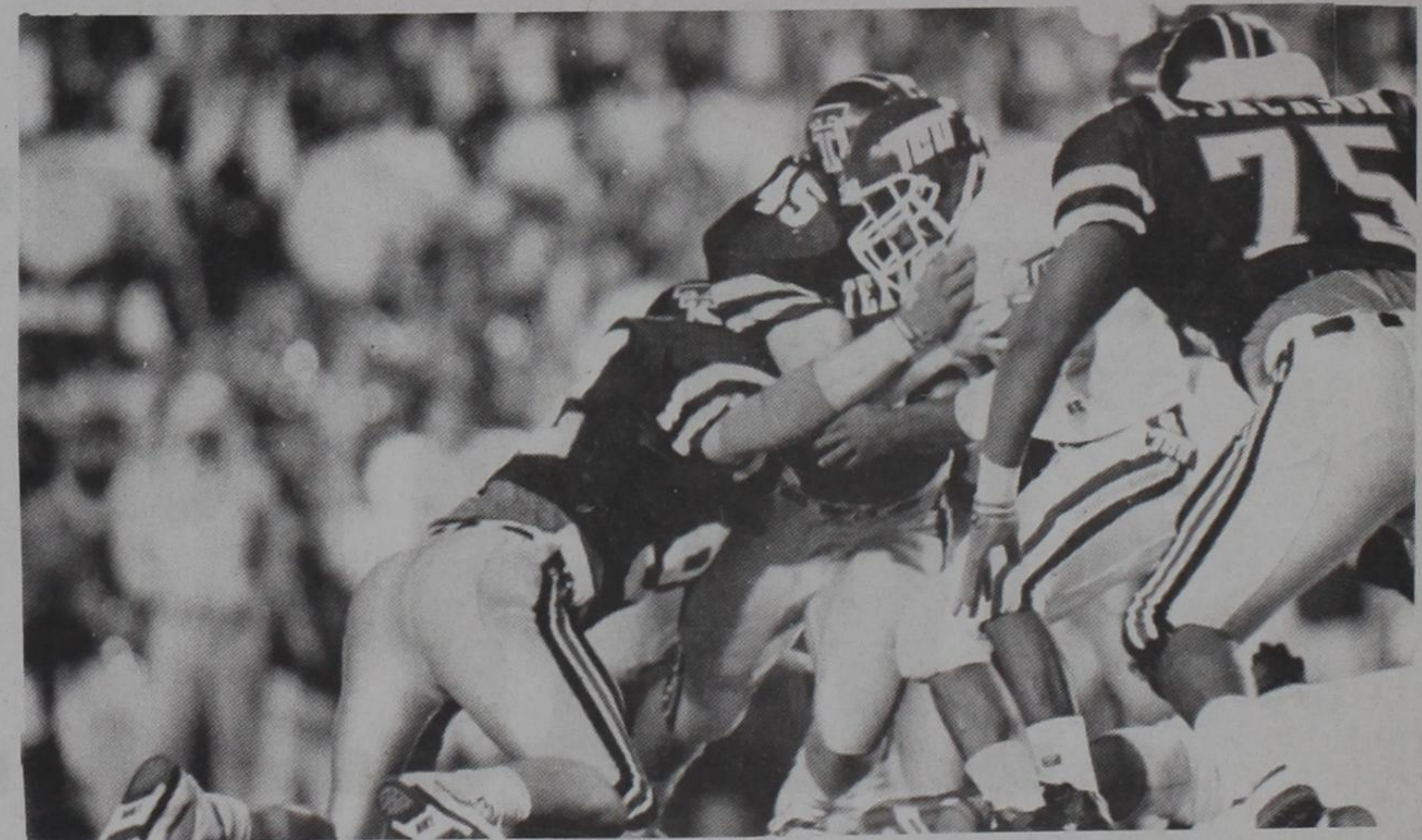
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The Texas Tech Red Raiders will make their annual trip to the Metroplex earlier than usual Saturday when they square off with the SMU Mustangs at Ownby Stadium on the SMU campus. Kickoff is 2 p.m. and can be heard on KFYO radio. For the past 13 years, the two have not met until November.

A four-game losing streak will be in tow with the Red Raiders this week while the Mustangs have dropped 11 consecutive Southwest Conference contests. SMU snapped a 13-game losing streak last week with a 31-17 win at Tulane.

Excited after breaking its 13 game losing streak, SMU is looking for its first Southwest

Conference victory since the program was revived in 1989. The Raiders were the last conference victim of the Mustangs, losing 13-7 in Lubbock in 1986.

"SMU is playing a lot better. Defensively, they are much improved," said Raider Coach Spike Dykes.

"I'm sure they're licking their chops knowing they are playing a team that has been struggling. We really need a win, and kind of win. What we need to do is respond favorably this week. We need to have good practices to prepare to play a much improved SMU team. We have six tough games left and we've got to get our chins up and get ready every week," said Dykes.

In last weeks' game, the Raider ground game was punchless with only eight yards rushing while the Aggies rolled to 322. Three turnovers and seven quarterback sacks also hampered Tech.

"A&M took the line of scrimmage away from us and when that happens it can be a long, hard day. We never let the crowd get into the game. It's a big problem when you can't run the football. The time of possession was a killer (38 minutes to 22 minutes)," stated Dykes.

Last week quarterback Jamie Gill was lost on the second series of the game with a shoulder injury but it turned out only to be a bruise and he should be back this week.



Un Rayito De Luz

por Sofia Martinez

Alguien dice que los humanos vamos caminando por la vida en dos grupos: Unos que aman y construyen, y otros que odian y destruyen. Pero en el segundo grupo deberiamos de poner, tambien, a los que "no se aman ni solos", y se destruyen solos. Antes existieron, y todavia existen, muchas personas que llegaron a ser lo que son, sin alcanzar "su sueño dorado", o su ideal, que una vez soñaron. Esos sueños y propósitos que nunca se cumplieron, y los fracasos sentimentales, les dejaron unas heridas muy hondas en el alma que mas tarde les causaron comportamientos terribles.

Las personas de mal caracter y amargadas, que atacando buscan una compensación para sus sentimientos acomplejados, muchas veces, destruyen las cosas ajenas, otros se destruyen solos queriendo escapar de la amarga realidad que los hace sufrir: La droga, o la suave sensación de un cigarro, o el embrutecimiento que les causa la heroína, son nomas como un "chaleco salvavida" del que se agarran los que quieren salvarse porque no conocen a Jesucristo Salvador de la humanidad.

Todo nos dice que esa lucha que la humanidad ha comenzado en contra de la droga va a terminar en un fracaso muy grande, si no se convence de alguna manera, a cada persona, para comenzar a construir, desde el alma, "una nueva creatura". Eso sera un trabajo muy despacio, pero muy seguro, para los que quieren "amar y construir" en la obra de Jesucristo.

Que bueno que existen leves

que condenan la producción y la venta al trafico de drogas, que sirven nomas para destruir las personas y la sociedad. Pero, ni las leyes mas duras, ni los mejores sistemas ni la policia mejor entrenada podra hacer nada sin Dios y sin moral. (Fil. 4,13)

Muchos jovenes han comenzado a reconstruir sus vidas, disgustados por las falsas promesas del alcohol, y del sexo, y de las drogas, y de las jugadas. No encontraron una buena razon para seguir viviendo, pero descubrieron, por medio de la fe, que la vida es algo que tiene un valor muy grande, que no debemos despreciar ni descuidar. (Juan 10,19)

En este tiempo, muchos presentan la religion como algo sin valor. Los Obispos, y los sacerdotes, y todos los cristianos, aunque no tengamos ningun titulo, debemos de ir al encuentro de todos aquellos seres derrotados y darles el auxilio, que necesitan. Decidamonos, y obedezcamos la orden de Jesucristo: Marcos 16,15.

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