

Casualties of War in Iraq 4,736 Afghan 2056 as of Sept. 16, 2010

Texas' Oldest Hispanic Owned Newspaper

Celebrating 34 Years of Publishing

"El Respeto al Derecho Ajeno es la Paz"
Lic Benito Juarez

VOL. XXXIII No. 47

Week of Sept. 16 thru Sept. 22, 2010

www.eleditor.com

Lubbock/West Texas Region

Editor Fiestas in Lubbock

Editor's note: The following story was first written by *Bella Aguirre* in 1992 and again in 1999. That year the story won a national award from the National Association of Hispanic Publication. The story is reprinted this week in memorial of *Bella Aguirre* and for those that have not read it. To inform our new readers, and reflect on the reason why Lubbock celebrates "Las Fiestas Patrias."

In writing this story I realize that not much has been written about the celebration of the history of el 16 de Septiembre in Lubbock, but one thing for sure is that the celebration of Las Fiestas Patrias has been observed in Lubbock ever since snakes used to walk.

Well maybe that's a little bit of an exaggeration but Manuel Chavez one of the earliest residents of Lubbock and to the neighborhood then known as "El Barrio San Jose" and among later Chicanos as "el barrio viejo" says that he remembers Las Fiestas being celebrated in Slaton and Lubbock in the late 20's and early 30's.

I can really understand big Fiesta celebrations being held in Slaton since Mexicans composed up to 90% of the gang workers of the Santa Fe and the Southern Pacific in the early 1900's. Many of these worked and possibly stayed in Lubbock and the area.

I would have probably been leery to attend those Fiestas, had I been around, since there is record of a Catholic priest, Father Kelly, being tarred and feathered in 1922. I can imagine the KKK riding the Fiesta activities carrying all their regalia and burning a cross in the middle of Fiesta grounds during the coronation of the queen. Not that this ever happened, but it could have.

Chavez and Joe Botello, who remembers Fiestas around 1940 both tell me that there were several "plataformas" in el barrio. One was located on Ave K and 1st Street, the other somewhere about Baylor and Ave. P.

Plataformas were slabs of concrete that were laid mainly for people to dance on. Although there were live conjuntos that would play. Neither Chavez or Botello remember if there was a stage. Jose Setello was one of the main groups that would play for las Fiestas," says Botello. "I was too young to participate but I remember them."

Fiestas were organized in those times by Comites Patrioticos. To be on the Committee was a prestigious honor and members were recognized

10c dances and of course the ever present "Grito de Dolores" made exactly at 12 midnight by the president of "El Comité" followed by the "Tribuna Libre."

The "Tribuna Libre" was that section of the program at which men would take the stage to honor the "heroes de la independencia." It was an open forum for artists to honor the heroes of the War against Spain with speeches that would seemingly, at least for those anxiously waiting to dance, last for hours. Many of the "Comite" members took the stage to recite lengthy oratories. Along with the Comite members were elder men if the community many of whom had fought in the war.

Small children were made to memorize poems that were recited during the tribuna. These traditions continued throughout the years. My recollection begins in the late 50's when the Fiestas Patrias were held at what was another "plataforma" on 1st Street and Avenue N. This plataforma, owned by San Jose subholic Chavez, was located at the site of the old Guadalupe School and where Catholic Family Services most recently occupied.

Although I was not involved, I surmise that since the land was owned by San Jose, proceeds from the Fiestas also went to the Church. The Fiesta included all the traditions and by the far most impressive was the Queen Contest. Of course the food was devoured and the Fiestas was an event for the entire family.

By then the cost to dance with a pretty girl was up to 25¢. "La Plataforma" was roped off so that only those who were going to dance and the pretty girls were inside.

In continuing, I would first apologize for not having accurate dates as to the chronology of Fiestas Patrias in Lubbock. Perhaps this could be a good project for some aspiring young Chicano historian.

The Fiestas continued at the plataforma until 1961 or 62 when an unfortunate incident happened in which a young man was killed. The Church decided that they would no longer sponsor the Fiestas after that.

It was not until 1963 or 64 and a couple of years thereafter, that a local dance promoter, Pepe Villegas, worked to revive the Fiestas Patrias. The underlying reason was probably getting people to his dance at the Fair Park Coliseum. Again there was a parade, in which Pepe would ride a horse drawn buggy and throw dollar bills instead of candy and to the kids. The queen contest was also held with the queen being elected

It was a group of what were then called militians that offered themselves to revive and organize "Las Fiestas de 16"

Most were college students belonging to an organization called MEChA, an acronym for Movimiento Estudiantil Chicano de Aztlan. In English - Chicano Student Movement. Others involved were high school students members of MAYO - Mexican American Youth Organization. Both groups were affiliated nationwide, the latter developing in Texas to become Raza Unida Party.

As to the history of this 16th of September organizing group, I could probably go on for pages and pages since I was the first and second chairman of the newly formed "Comite Patrioticos". Other members that I can remember were Carlos Quirino Jr. Sylvia Quirino, Jesse Reyes, Juanita Aguirre, Jesse Kangel, Petra Ramos, Mike Ramos, Dolores Ramos, Natalia Mojica, Lile Medina and others that escape my memory for which I apologize in advance. But I must admit that after much begging by all of us, Carlos Quirino Sr. joined our group to continually remind us that we were "loco's."

Much of this history is achieved in the Southwest Collection at Texas Tech thanks to Dr. Yolanda Garcia-Romero who spent hours in my hot basement at my house to retrieve our notes.

The new Fiesta Committee came in with vigor determined to revive the old traditions. This despite the fact that I was only 22 and most of the members were a few years above and below that age. Foremost in my mind and in keeping with the new Chicano movement, our main goals were to keep commercialism out of the celebration and try and promote our cause of political and social liberation of Chicanos.

Since many of our members were women, one instant target was the Queen Contest.

"Estan locos... why should we ask our young girls to go out and beg for money," yelled Sylvia Quirino. "Most agreed that the celebration should not praise a queen when the original war for independence in Mexico was against the Queen."

"Pero tienen que tener un concurso... you have to have some type of contest," advised Sr. Quirino. "That's what the people are accustomed to... it's tradition."

"I was very much against a contest" said one of the women, "but we can't ask our sisters to beg for money. Why can't I have something like a talent contest?"

The group jumped on the idea and the "Adelita Contest" was born.

"But La Adelita fought in the revolution, not the war for independence," Sr. Quirino advised.

"I'm sure there was at least one woman named Adelita that fought in the war for independence. And I'm sure that women like Doña Josefa helped and were critical in winning the war" argued one of the women.

So Adelita it was and Adelita it remained for many years.

The revived Fiestas Patrias were held at Guadalupe Park with tremendous help given to us by the Center's director Barbara Sommerville. Barbara played an important part in Las Fiestas in giving us space and serving as an important resource. During the event Barbara's main job for the three days turned out to be standing by and resetting the fuse box every few minutes. The inexperienced students didn't respect concessionaires who brought refrigerators, microwaves and electric stoves.

The event was our way to celebrate the barriers surviving the tornado and continuing the traditions including the pictures of the heroes on the stage backdrop. The pictured were loaned to us by the Blas Mojica Sr. family and the second year, a portrait of Father Miguel Hidalgo and Costilla, Doña Josefa and Ignacio Allende were drawn by Hector DeLeon.

After about 4 or 5 years of holding the fiestas in Guadalupe park and developing the Committee to a point that almost all the Chicano organizations in Lubbock had members

the steering committee, a problem developed.

The Committee had forgotten to reserve Guadalupe Park for the next year's celebration and another group, "La Logia Masonica" had reserved it in their name.

The reason for this is still not clear but most of the original committee thought that the main reason was that many traditionalists were still upset with the "Adelita Contest" and wanted back their queen.

The original committee was forced to move the Fiesta to Rodgers Park. This proved to be an advantage since the park was much larger and could accommodate more people. All this

familiar... an incident happened at the Park that left on young man dead. Last rites were given at the scene to the young man by Fr. Antonio Gonzalez who was to give the Grito de Independencia" that night.

After the tragedy, in stepped our City Fathers. The City Manager was now insisting that the large crowds were damaging the buffalo grass at the park. He claimed that there had been more than \$10,000 in damage to the grass and new trees.

That year, Ruben Reyna, then director of COMA, now the Hispanic Chamber of Commerce came up with the idea of moving the Fiestas to downtown Lubbock...16th on

the Exhibit Hall until about 1987. The Adelita contest was moved to the Theater and was renamed the Adelita Pageant. The girls were now not only judged on talent but on evening gown competition, poise and all those other things that go along with a pageant. Although the grito was still held at 11 PM, people seemed to forget to put up the pictures of heroes which had now been replaced by intricate murals and advertising banners. At first glance one would think that one of the heroes of the war was named Miller or Budweiser.

It was probably in 1988, and I will probably stand to be corrected, a new group emerged to organize las



and the fact that what was now "El Barrio Rodgers" now was comprised of 3,000 families most of whom were Chicanos.

In Lubbock, at Guadalupe and at Rodgers. Both boasted pictures of the heroes as their backdrops.

During these two years, negotiations continued between the two groups for the unification of the Fiestas. A deal was finally reached to move the Fiestas to the newly constructed and named Aztlan Park. The Fiestas at Aztlan Park were the biggest that Lubbock had ever seen. Many people claimed that it seemed that the Fair had come early and moved to Aztlan Park. All traditions remained and the organizers decided to have both a queen and an Adelita.

Unfortunately... doesn't this sound Broadway.

The Fiestas were moved, along with the pictures of the heroes, to downtown Broadway and again thousands of people attended.

After the successful celebration... in steps our City Fathers to again demand changes. The Fiestas were creating too many problems downtown. The Fiestas had to be moved.

It was probably in 1980 or 81 that the Fiestas were moved to the exhibit hall of the Lubbock Civic Center.

Somehow the Queen Contest fell by the wayside and the Adelita Contest continued. The grito was still held at 11 PM along with the flag and ceremonial... la tribuna libre and a mural was drawn as the backdrop of the stage to accompany the pictures of the heroes.

The Fiestas Patrias continued at

Fiestas. The group was a branch of the newly organized Hispanic Association of Women.

At this point it would probably be best for this writer to stop writing since I know very little of what was really happening with those who organized the Fiesta. I do know that the Fiestas Patrias were renamed Fiesta del Llano supposedly to try and attract more of a mixed audience. The Adelita contest was abandoned to a Señalita Pageant, rock and roll groups performed in more abundance than mariachi and conjuntos and money was obtained from Civic Lubbock in order to finance the Fiestas. The Fiestas continued to become more and more commercialized even to compete with Christmas.

But I still miss the pictures of the heroes.



during the Fiestas at the very oldest Grito ceremony at which they would march in following both the American and Mexican flags wearing a tri-colored, green, white and red, sash and traditionally followed by a tri-colored.

Queens were selected by penny votes with all the money raised as well as any other proceeds raised, going to the Church. The Church always played a part in Fiesta celebrations. This tradition continued through the 1960's

"In those early celebrations, the ceremony to recognize the Comite, the "tribuna libre", the pictures honoring "los heroes" - Hidalgo, Allende, Doña Josefa, Guerrero and the other heroes of the war, are traditions that I really miss," says Richard Lopez, a long time resident of Lubbock. "These really made people really proud." Other traditional activities included

by penny vote. Many would say that Pepe made sure to stuff the voting box with pennies in order to assure that his "reina" was elected.

I admired Pepe in those days. Especially because I was an aspiring musician and I always welcomed the opportunity to hear the big bands that were hired to provide the music. I later admired the late Pepe Villegas more because of his dedication to improve our traditions and culture when many of our leaders were striving to become assimilated.

After Pepe, no one showed interest in organizing the Fiestas until in 1970 a killer tornado hit the Guadalupe barrio. The tornado killed 30 something persons and practically destroyed the entire neighborhood.

People rebuilt and by 1971, the people were ready to celebrate but still few showed interest in taking up the task of Fiestas Patrias.

Kianah Cordova



AGE: 17
PARENTS: RITA SAENZ
SCHOOL: CORONADO HIGH SCHOOL
SPONSORS: TREVX RESTAURANT, EQUIPMENT, FIRST CONVENTENCE BANK, FAMILY AND FRIENDS

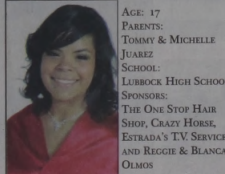
Amaris Garcia



AGE: 18
PARENTS: FRANK GARCIA & CHRISTY MARTINEZ-GARCIA
SCHOOL: TEXAS TECH UNIVERSITY
SPONSORS: LATINO LUBBOCK MAGAZINE and MONTALEONE & RESTAURANT

2010 MISS. HISPANIC LUBBOCK CONTESTANTS - SEPTEMBER 17, 7:00 P.M.

Tomi-Martha Amelia Juarez



AGE: 17
PARENTS: TOMMY & MICHELLE JUAREZ
SCHOOL: LUBBOCK HIGH SCHOOL
SPONSORS: THE ONE STOP HAIR SHOP, CRAZY HOSES, ESTRADA'S TV SERVICE AND REGGIE & BLANCA OLMO

Victoria Tarango



AGE: 22
PARENTS: BELIA TARANGO
SCHOOL: TEXAS TECH UNIVERSITY
SPONSORS: TAQUERIA GUADALAJARA, FAMILY AND FRIENDS

Comentarios - Opiniones

Reid's "DREAM" is re-election to Senate

By Gregory Tejada

Anybody who pays serious attention to electoral politics ought to realize there are times that politicians talk about high-minded, noble goals not because they expect anything good to come of it. But because they want credit for trying come Election Day.

That seems to be the situation for Senate Majority Leader Harry Reid, D-Nev., who has been among the Democratic officials unwilling to use the political influence he now has to try to advance anything significant when it comes to immigration reform.

THAT HAS HAD some political pundits wondering if the Latino vote will back out on him come the Nov. 23 elections, which could cause his loss to Republican challenger (and Tea Party advocate) Sharron Angle.

Considering that Angle in recent weeks has started using the Spanish language in some of her advertising in hopes of gaining a significant share of the Latino vote (which for an ideological Republican can mean taking as little as one-third of it), it would seem that Reid has reason for concern.

Personally, I don't think that many Latinos in Nevada are going to back Angle. In fact, I think many of her proponents probably won't win this election without Latino support, so that they won't have to feel like their candidate owes Latinos anything in the coming years.

But there is always the possibility of Latinos deciding that both candidates are a pair of payasos, which could mean deciding that there are better things to do on Nov. 23 than waste time to go to the polling place.

WHICH HAS TO be one factor running through Reid's mind with his recent rounds of telephone calls to select members of the U.S. Senate who he thinks are not hostile to the interests of the growing Latino population - a distinct minority when it comes to the Senate's Republican caucus.

For Reid has been saying he'd like to do something in the next few weeks before Election Day with regards to the DREAM Act. That's the federal proposal that would eliminate the obstacles that some young people have with regards to going to college because they weren't born U.S. citizens - even though they have lived here almost all of their lives and culturally are about as assimilated as anyone could be to the United States.

The complication is that the options for financial aid that most people rely on to help them pay the tuition bills (even those loans that leave them in debt for years to come) are cut off to these young people. Proponents of this particular bill would give these students an option to gain "legal resident" status - which would make them eligible for all that aid that could help them advance in life within our society.

For what it is worth, Reid is calling around to political people to see if they would support him, decide he should go ahead and try to advance the bill - which currently is stalled because it is one of the measures that the Republican minority is willing to use the filibuster tactic to prevent it from ever coming up for a vote.

WHICH IS WHY the member of Congress whose staff actually informed me of the fact that he was contacted by Reid (Sen. Richard Lugar, R-Ind.) also admits there is no specific date or any kind of timeline set for when action could come about on this.

All that Reid really needs to have happen is that the word get out that he was willing to try again on the DREAM Act, which is perceived by many Latino activists as a noble goal and a partial solution to the obstacles that some people with activist attitudes put up to try to stall the growing Latino population's development within our society.

Even if he doesn't do anything more, Reid can claim he was willing to make one last try for something that our ranks would appreciate. Now noble of him!

If it reads like I'm feeling a little bit sarcastic, you'd be correct. BECAUSE I AM trying to figure out if such a gesture amounts to anything, particularly since it comes after months of inaction. I suspect that my sentiment is one that is felt by many prospective Latino voters as we spend the next couple of months trying to figure out how to fill out our ballots come the Nov. 2 elections.

We're not about to vote for Republican candidates in any significant numbers - particularly not the GOP types who are getting the conservative ideologues so excited these days. We realize who our true opposition is.

But the idea of going along with Reid, who has had months to act on our behalf and now seems interested in our ranks when his own situation is becoming desperate, seems absurd - except for the fact that his re-election would seriously irritate our true opposition.

Which may be the only reason that Latinos in Nevada wind up casting votes in any significant numbers for Reid - not because he gave us a last-minute gesture of support on the DREAM Act.



Freedom isn't Free.

U.S. DELAYS MERIDA FUNDS, CITING MEXICAN LAG ON HUMAN RIGHTS

While drug trafficking continues to spill violence in Mexico, the U.S. State Department is withholding \$26 million from the Merida Initiative's \$175 million budget allocation for this year, citing concerns over human rights.

The agency has agreed to release \$36 million it previously withheld, with an understanding that it will free up more funds once police and military accountability improves in the receiving countries.

The Initiative, an international partnership signed in 2007, commits the U.S. government to help finance training and equipment for law enforcement agencies in Mexico, Central America, Haiti and the Dominican Republic to combat narcotic activities within the hemisphere, with particular emphasis on Mexico.

The United States has already delivered to Mexico five Bell helicopters, several X-ray inspection devices, law enforcement cameras including training for their handlers and for 4,000 police officers.

Still, only nine percent of the Initiative's three-year, \$1.6 billion security agreement is being spent for Mexican training and equipment, according to a Government Accountability Office report released in July. It says the State Department has no effective method to track the funds and results.

Mexican drug organizations are already in 250 U.S. cities including Washington, D.C., Congressman Henry Cuellar of Texas, chairman of the House Homeland Security Subcommittee on Border, Maritime and Global Counterterrorism, told Hispanic Link News Service, emphasizing, "We need to work with the Mexicans to get at the root of the problem."

An estimated 28,000 persons have died in drug-related crime in Mexico since 2006 when President Felipe Calderón declared his war on drug traffickers. Fears of violence have slowed down business along the border.

In the past month, 72 migrants have died in Central and South America were slaughtered in the Mexican state of Tamaulipas. Police have arrested seven persons alleged to be Zeta drug cartel members.

Cuellar pointed out there have been successful outcomes against trafficking in Mexico, including the capture of leading drug czars, which he attributes to U.S. intelligence training.

Yet, supply is still on the rise. The Drug Enforcement Administration of the U.S. Department of Justice estimates that \$20 billion to \$40 billion are being moved from the U.S. interior on behalf of Mexican and Colombian drug trafficking organizations.

Director Less Ford of the GAO International Affairs and Trade Team said at a House Foreign Affairs Subcommittee on the Western Hemisphere hearing this summer that both governments are at fault.

"Some of it is us. We just don't do a good job of setting expectations. I talked to several Mexican government officials who felt like they were instantaneously going to get equipment," Ford said. "On the Mexican side, in some cases they weren't 100 percent clear on what they wanted or what they really need."

The GAO report recommended the department set up timelines for delivery of equipment and funding.

The State Department's multiple goals for the Initiative include strengthening citizen participation councils, expanding community policing, establishing offices of accountability, conducting ethics and human rights training, and continuing legal education development by establishing links between bar associations across the borders.

Maureen Meyer, formerly a human rights advocate with Amnesty International, researches Mexican and Central American policies for the Washington Office on Latin America, which has served as a research resource for non-governmental organizations since the 1970s.

Meyer said the department has little more than a rough outline on how effective the initiative will be in implementing more policies that promote civic engagement and government accountability. The solution doesn't lie in purchasing a few more helicopters, she said. "It's hard if you're someone in Ciudad Juárez to say: 'Oh, just wait out the time. It's a question of adequate balance between having the military and police on the streets to ensuring that those who are working there aren't corrupt.'"

More emphasis on strengthening the social fabric "that has been so deteriorated in the past three years, given the violence" must be a priority, she concluded.

(Raisa Canary is a reporter with Hispanic Link News Service.)

José de la Isla

La historia del verdadero color rojo es uno de muchos temas subyacentes del programa de televisión de 90 minutos de duración por el canal público, PBS, titulado, "When Worlds Collide".

(Cuando los mundos Colide). El documental trata del siglo después que Colón tuviera su primer contacto con un continente enteramente nuevo y desconocido y lo que esto significó para Europa y las personas del Nuevo Mundo después del año 1492.

Colaboró con la redacción del programa el periodista, autor y actor Rubén Martínez, quien también lo narra. "Es una historia que tiene importancia hoy más que ninguna otra historia", comenta Martínez. "Y como resultado de esta historia, la naturaleza de lo que son la identidad y la etnicidad se transformó dramáticamente con implicaciones que llegan hasta nuestros tiempos."

Tanta relevancia tiene la historia, que presenta a sus dos hijas para ilustrar su punto. Ellas son, como muchas personas, personas de etnicidades combinadas. En el nuevo mundo, ha evolucionado el término "mestizo", que se aplica a la continua combinación de personas por medio del matrimonio y el nacimiento, que tiene como resultado la combinación de etnicidades. La implicación es de identidades e historias personales compartidas. Dentro de este contexto, carecen por completo de significado las puzas de raza y etnicidad, hasta que o al menos que tales comportamientos se superponen al curso natural de eventos.

La trama del programa "When Worlds Collide" felizmente no se empantana en comparaciones manidas de un grupo contra otro. De lo contrario, se trata de la reciprocidad. La historia narra la cultura y los continentes y el choque que ocurre entre las diferencias y su eventual acomodo. Es demasiado frecuente que, al como de las historias de los conflictos, se deja sin contar la parte de su resolución, dejándonos con la impresión que la historia ha sido una especie de batallar constante.

Tomemos por ejemplo el color rojo. Antes del contacto con el Nuevo Mundo, los europeos no contaban con un color verdaderamente rojo para sus textiles, sino que tenían un anaranjado con aspecto sucio. No obstante, las personas nativas de lo que son ahora las "Américas", producían masivamente un tinte de un rojo verdadero, proveniente de la cochinita, un insecto que se nutre del nopal. Así es como los colores rojos verdaderos llegaron a la obra de Rembrandt titulada "La Novia de Egipto". Fueron extraños del tinte de la cochinita. En un mo-

mento, este color rojo se veía superado en valor sólo por el dorado y el plátano.

Nuevas plantas y alimentos (el maíz, los tomates, las papas, los chiles, las judías, los camotes, el chocolate, el maíz, el azúcar y el tabaco) revolucionaron los gustos y la salud de los europeos, porque la persona media en el llamado Nuevo Mundo probablemente se alimentaba mejor que los europeos.

Martínez pasa ligeramente por otros aspectos del contacto cultural. Un aspecto que me ha interesado, y que pasó principalmente matizado en el documental, es cómo la teología cristiana se vio retardada a explicar lo que era este Nuevo Mundo. Con el primer contacto, se creía que las Américas eran, alternativamente, el edén, el paraíso, y la utopía. Algunos exploradores las colocaban hasta en otros locales mitológicos.

La saga del Nuevo Mundo, de medio milenio de antiguo, coincide con el auge de los estandarismos europeos y el colonialismo, como resultaron ser denominados. Nos han dejado agotados con narraciones a favor de las identidades nacionales, la guerra, la conquista y la imposición de voluntades de hierro, en vez de las tradiciones y las tecnologías compartidas. Una visión más equilibrada, para nuestro próximo medio milenio, podrá ayudar a poner las cosas en perspectiva.

Es demasiado frecuente que las interpretaciones de la historia no tienen la intención de instruir sino de racionalizar la opinión de un lado o del otro. Por desgracia, las narraciones históricas se implementan muchas veces como propaganda, para el avance de conceptos que describen la inevitable dominación o superioridad de una cultura sobre otra. Ya se acabó el tiempo de estas nociones. La verdad objetiva comienza a prevalecer, porque muestra que la historia detrás de la narración refleja la manera en que las identidades (o sea, personas provenientes de diversas historias y tradiciones) comparten sus conocimientos, intercambian y comercian bienes, e intercalan las genealogías.

En el principio de su bella presentación, Martínez dice que la época que dio la mezcla de etnicidades fue una de las eras más dinámicas de la historia humana, cuando lo nuevo fue conquistado por lo antiguo. Dentro del contexto de las Américas, queda pendiente la pregunta, ¿cuál de ellas fue la nueva, y cuál la antigua?

Producido por Carl Byker con cinematografía de Mitch Wilson, el programa "When Worlds Collide" se transmite por PBS el 27 de septiembre.

José de la Isla redacta un comentario semanal para Hispanic Link News Service)

El Editor



Informing-Educating-Creating
Action. The Job of a Real Newspaper
eleditor@sbcglobal.net or mail to
P.O. Box 11250 Lubbock, TX 79408
For Advertising Call 806-763-3841
Internet www.eleditor.com

El Editor

is a weekly bilingual newspaper published by Amigo Publications in Lubbock and Midland/Odessa Texas. El Editor has been published on a weekly basis since 1977. Our physical address for overnight deliveries is 11250 Ave. M in Lubbock, TX 79401. El Editor is available on the internet at <http://www.eleditor.com> and is distributed throughout West Texas in retail outlets. Opinions expressed in El Editor are those of the individual writer and not necessarily those of the publisher or the advertisers. Advertising rates are available by emailing us at eleditor@sbcglobal.net or by calling us at 806-763-3841. Newsletters and commentaries are welcome and can be sent to the same email address. All opinions and letters to the editor must contain the writer's name, address and phone number but name can be withheld at the writer's request. Address and telephone number will not be published.

Publisher **Bidal Aguero**
Olga Rijoas Agüero-Business Manager
Circulation: Jimmy Rijoas & friends
ADVERTISE CALL
806-763-3841 or email
Olga Aguero eleditorsales@sbcglobal.net

Hispanics Key to Rebound, U.S. Treasurer Says

Hispanics have been disproportionately affected by the economic downturn, but the group's large size could help pull the country out of the doldrums, U.S. Treasurer Rosie Rios said.

"The buying power of such a large constituency" is key to a meaningful economic rebound, she said last night at the University of Richmond.

"The economic engine is driven by consumption," Rios told the audience, made up mostly of students.

Hispanics, as a group, have a higher unemployment rate — 12.1 percent for August — than the nation as a whole.

The foreclosure crisis also has hit Hispanics hard, she said.

In portions of California, where Rios is from and one of the states with the highest foreclosure rates in



the country, more than half of those losing their homes are Hispanic, she said.

Despite the setbacks, Hispanics are still a growing economic force in the

U.S.

There were 2.3 million Hispanic-owned businesses in the U.S. in 2007, according to a study by the U.S. Census Bureau released in July. That's a 43.6 percent increase from 2002.

Those businesses generated about \$345.2 billion in sales, up \$5.5 percent from 2002.

In Virginia, the number of Hispanic-owned businesses jumped 59.3 percent between 2002 and 2007 to 28,543 companies. And those companies generated \$5.9 bil-

lion in sales, a 71.1 percent increase since 2002.

Rios told the audience that if Hispanics — or any other group — is going to remain economically powerful, education is key.

Before becoming the U.S. treasurer last year, Rios was managing director of investments for the San Francisco-based investment firm MacFarlane Partners. In that role, the Harvard University graduate worked on facilitating equity transactions for mixed-use projects in major urban areas.

While her Hispanic heritage — she's of Mexican descent — undoubtedly helped her, hard work and dedication are why she has succeeded, she told the students.

"I've never really won my ethnicity on 'me alone,'" she said.

¿Que Pasa?

CALL FOR HISTORICAL MATERIAL RELATED TO LIBBOCK'S REINAS

The Southwest Collection/Special Collections Library is interested in acquiring historical materials available to the public materials of historical significance related to the Hispanic experience in Lubbock, west Texas plains.

Recent exhibits highlighting the history of local Hispanic publications, songwriter Leo Quirino Jr. and Texas Tech University's los Terulianos successfully showcased a few of our Hispanic holdings. This year we are seeking additional material regarding the local Fiestas Patrias and similar Hispanic celebrations.

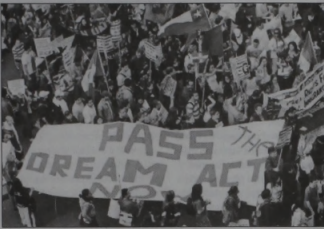
In particular, the archive is collecting letters, memoirs, reminiscences and photos documenting las reinas and the pageantry of this rich Mexican tradition. No matter the name — la Reina, la Senorita, la Adelta, Miss Fiesta, Del Llano or Miss Hispanic Lubbock — the cultural significance is considerable and an integral part of the Hispanic experience.

The Southwest Collection/Special Collections Library, in partnership with the Roots Historical Society, will use some of this material to create a traveling pictorial exhibit. For more information please contact Daniel U. Sánchez at (806) 742-3749 ext. 246 or via email at daniel.sanchez@ttu.edu.

Senate Majority Leader Reid Announces Vote on the Dream Act – Could Happen As Early as Next Week

"Senator Reid continues to be one of the Senate's greatest champions for immigrant youth in America and he has shown great courage with his decision to bring the DREAM Act to the floor of the United States Senate. The DREAM Act is bipartisan legislation that enables high-achieving young people — immigrants who have been raised in the United States, have worked hard in school, and then pursue higher education or serve the United States Armed Forces — to achieve the American Dream. It is time to pass this important stepping stone to comprehensive immigration reform and we commend Senator Reid for bringing this forward for a vote.

a similar way forward for AgOBOS to lead the nation forward and fix



this year, as well as our final goal of comprehensive immigration reform. This is an opportunity for Republicans and Democrats alike

our broken immigration system. Like the DREAM Act, AgOBOS is a common sense proposal that is good for America and would

move us to a more sensible immigration policy. It's an important step on the path to comprehensive immigration reform.

Reform Immigration FOR America will work tirelessly to ensure passage of this important legislation. Already, in just the last few weeks, the campaign initiated more than 12,000 calls from voters urging both Democrats and Republicans to work together and pass this common sense legislation. The students who would benefit under the DREAM Act have been raised and educated in the U.S. State and local taxpayers have already invested in the education of these children in elementary and secondary school. America deserves a return on its investment. It's time to pass the DREAM Act."

Hispanic Heritage Month Celebrates Traditions and Culture

Today through Oct. 15 is Hispanic Heritage Month, initiated in 1968 by President Lyndon B. Johnson. The month-long observance celebrates the culture and traditions of those who trace their roots to Spain, Mexico and the Spanish-speaking nations of Central America, South America and the Caribbean.

Sept. 15 was chosen as the kickoff because it marks the independence date of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Mexico and Chile celebrate their independence Sept. 16 and 18, respectively.

Here are some more cultural facts from the census in recognition of Hispanic Heritage Month: — 48.4 million: the estimated Hispanic population of the U.S. as of July 2009, making Spanish-speakers the nation's largest minority.

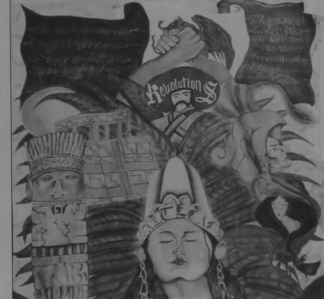
— More than one in every two people added to the U.S. population between July 2008 and July 2009 was Hispanic; 1.4 million Hispanics were added to the population in that time.

— 132.8 million: the projected Hispanic population of the U.S. in July 2050, meaning Spanish-speakers will constitute 30 percent

of the total population — 22.4 million: the nation's Hispanic population in 1990 — 2nd: ranking of the size of the U.S. Hispanic population world-

younger than 5 who were Hispanic in 2009 — 27.4 years: median age of the Hispanic population in 2009 — 47: the percentage of Hispanic-

2007, up 55 percent from 2002 — 30: percentage of Hispanic-owned businesses in the construction and other services sectors — 10.5 million: number of Hispanic family households in the U.S. in 2009; of these, 61 percent included children younger than 18 — 66: percentage of Hispanic family households consisting of a married couple — 35 million: number of U.S. residents 5 and older who spoke Spanish at home in 2008 — 17 million: number of U.S. residents 5 and older who spoke Spanish at home in 1990 — \$37,913: median income of Hispanic households in 2008, down 5.6 percent from the year before — 23.2 percent: the poverty rate among Hispanics in 2008, up from 21.5 percent in 2007 — 9.7 million: the number of Hispanics who reported voting in the 2008 presidential election — 1.1 million: the number of Hispanics or Latinos who are veterans of the U.S. Armed Forces — 62: percentage of Hispanics 25 and older with at least a high school diploma in 2009 — 13: percentage of the Hispanic population 25 or older with a bachelor's degree or higher in 2009



wide; only Mexico (111 million) has a larger Hispanic population than the U.S. — 66: percentage of Spanish-speakers in the U.S. from Mexico in 2008 — 26: percentage of children

ics living in California or Texas in 2009 — 50: number of the nation's 3,143 counties that were majority Hispanic — 2.3 million: number of Hispanic-owned businesses in

PRIMERA IGLESIA BAUTISTA HEALTH FAIR

The Primera Iglesia Bautista which is located on 301 N. Sherman Avenue would like to invite everyone to its health fair that will hold on Saturday, Sept. 18 starting 10am-12noon.

Health providers will be on site such as Lubbock Heart Hospital, LINCARE, Breath of Life, Girling Health Care, Outreach-health, Beyond Faith and Cuidado Casero. All kinds of services will be provided and explanation of services will also be on hand. The goal of the health fair is to reach the community and the surrounding areas. So everyone is welcome.

40TH ANNUAL ARTS & CRAFTS FESTIVAL

Join the Lubbock Municipal Garden and Arts Center for the 40th Annual Arts and Crafts Festival, a one-day arts and crafts fair, to be held on Saturday, September 18, 2010, from 9:00 a.m. to 6:00 p.m. Held on the front lawn of the Garden and Arts Center, the Fall Festival is a family-oriented event that includes over 80 vendors selling handmade craft items and fine art. The event features live entertainment, art demonstrations, concession stands and a Family Fun Zone loaded with children's activities. Free shuttle service throughout the festival will run from parking lots at Hodges Community Center, 4011 University, and Clapp Pool, 46th and Avenue U, to the Garden and Arts Center.

The Lubbock Municipal Garden and Arts Center is located at 4215 University Avenue. For more information on the Festival or on classes and reservations, please call the Lubbock Municipal Garden and Arts Center at (806) 767-3724.

PUNT, PASS & KICK 3RD ANNUAL COMPETITION

For those youth whose schools are not holding a Punt, Pass and Kick (PKK) event, Parks and Recreation and Simmons Community Center will host their 3rd annual local competition at Mae Simmons Park on Saturday, September 18. Boys and girls ages 6 to 15 that live in Lubbock and the West Texas region and attend schools not holding an event are eligible to compete. There is not a cost to participate. Registration and warm-ups will be from 1:00-1:30 pm with the competition beginning at 1:30 pm. Participants must bring their birth certificates to show proof of age when they register. The competition will take place south of the lake at Mae Simmons Park by the pavilion. Access to this part of the park is available from East 24th Street west of Martin Luther King, Jr. Blvd.

Winners in each age bracket will move on to the Punt, Pass and Kick Sectional Competition held at the Berl Huffman Athletic Complex on October 9, 2010. Winners from the sectional will vie for a spot at the Team Championships held at the Dallas Cowboy stadium versus Detroit Lions football game on November 21, 2010.

DUNGEONS & DRAGONS AT THE PATTERSON BRANCH LIBRARY

The Patterson Branch Library, 1836 Parkway Drive, invites teens age 15 and up and adults to play Dungeons & Dragons at the library on Monday, September 20 from 6 to 8 p.m. For more information, call 767-3300.

SCRABBLE NIGHT AT GROVES BRANCH LIBRARY

The Groves Branch Library, 5520 19th Street, will host a Scrabble night on Monday, September 20 at 7 p.m. Bring a Scrabble board if you have one, or just join a game. Adults and teens welcome. For more information, please call 767-3333.

FREE IMMUNIZATION CLINIC AT THE PATTERSON BRANCH LIBRARY

The health department will be giving free immunizations to children ages 0 to 18 at the Patterson Branch Library, 1836 Parkway Drive, on Tuesday, September 21 from 3 to 6 p.m. Please bring current shot records. For more information, call 767-3300.

"SHARE A BOOK WITH A CHILD" AT THE PATTERSON BRANCH LIBRARY

The Patterson Branch Library, 1836 Parkway Drive, presents "Share a Book with a Child," a special storytime for children and their parents, on Tuesday, September 21 at 6 p.m. Each family will receive a free book to take home courtesy of Literacy Lubbock. For more information, call 767-3300.

BOOK DISCUSSION AT PATTERSON BRANCH LIBRARY

The Left-to-Right Book Discussion Group will meet at the Patterson Branch Library, 1836 Parkway Drive, at 2 p.m. on Saturday, September 25. New members are always welcome! For details, please call the library at 767-3300.

IN MEMORY OF BIDAL AGUERO (JULY 23, 1949 - NOVEMBER 3, 2009), FIESTA DEL LLANO BOARD MEMBER:

**VIVA LA LIBERTAD! ¡VIVA LA INDEPENDENCIA!
ADELANTE LIBBOCK! SIGUE LA CULTURA MEXICANA!
QUE VIVA MEXICO Y QUE VIVA LUBBOCK!**

¿QUE PASA?
Let us know!
to eleditor@sbcglobal.net

'Y tu mama tambien' duo join Will Ferrell film

Gael Garcia Bernal, Diego Luna cast in 'Casa de mi padre'

Gael Garcia Bernal and Diego Luna, who worked together in "Y tu mama tambien," are joining Will Ferrell in "Casa de mi padre," the Spanish-language comedy being directed by Matt Piedmont.

Also joining the cast are Genesis Rodriguez as Ferrell's love interest, Pedro Armendariz Jr., Hector Jimenez and Adrian Martinez. Affinity International, the joint sales arm of OddLot Entertainment and Bold Films, is handling international sales while CAA is handling North America.

The "Padre" story is being kept under wraps, but it will be told in an overly dramatic telenovela style and feature English subtitles.

Garcia Bernal plays a family friend, Luna is Ferrell's brother. Ferrell is producing with his

and Uma Thurman and premieres Monday at the Toronto International Film Festival.

WME-repped Garcia Bernal, best known for such films as "The Motorcycle Diaries" and "Amores Perros," most recently appeared in "Letters to Juliet" with Amanda Seyfried.

Luna's most recent major English-language work was Gus van Sant's "Milk." He is repped by WME.

Rodriguez, repped by ICM and manager Ivan De Paz, starred in the telenovela "Dona Barbara" and appeared on HBO's "Entourage."



Gary Sanchez Prods. partners Adam McKay, Kevin Messick and Jessica Elbaum.

Also producing are Emilio Diez Barroso and Darlene Caamaño Loquet of NALA Films, which is fully financing the pic.

NALA is behind "Ceremony," the directorial debut of Max Winkler that stars Michael Angarano

Un tributo más para tenor español Plácido Domingo

No dejan de llover honores sobre el tenor español Plácido Domingo.

El domingo se paseaba por las calles de Este de Los Angeles como gran mariscal del desfile local del Bicentenario de la Independencia de México. Y ayer fue nombrado Persona del Año, un reconocimiento a su esfuerzo caritativo, por la Academia Latina de la Grabación.

Como es ya tradición de la Academia, el tributo a Domingo se realizará en la sede de los premios Latin Grammy un día antes de la ceremonia — en este caso, el 10 de noviembre en el hotel Mandalay Bay de Las Vegas—. Según un comunicado difundido ayer, la cena de gala incluirá "un concierto pop [que] contará con la participación de muchos amigos de Domingo, que interpretarán algunos de sus dúos más populares, así como también sus canciones favoritas".

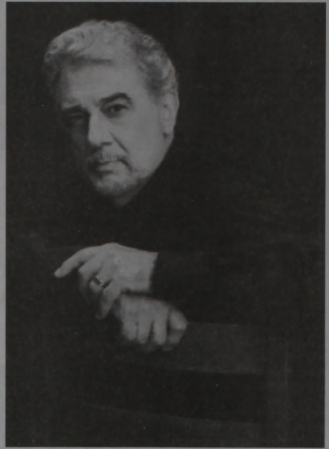
No se dio detalles de artistas ni repertorio.

Plácido Domingo es reconocido como "el artista más destacado de la ópera de los tiempos modernos", señaló Gabriel Abaro, presidente de la Academia, en el comunicado.

"Tenemos el privilegio de rendir homenaje a una de las voces más respetadas de nuestros tiempos, y a un hombre cuya generosidad ha beneficiado a gran cantidad de gente alrededor del mundo", agregó Abaro.

La Academia cita el que Domingo haya recaudado, en conciertos caritativos, millones de dólares para víctimas de desastres como el huracán Katrina, en el sur de Estados Unidos y el terremoto de la Ciudad de México. A través de su concurso Operalia, el tenor español ha lanzado y promovido las carreras de jóvenes estrellas de la ópera.

Además de mantener un im-



portante perfil internacional como intérprete y director de óperas en los más importantes teatros del mundo, el artista de 69 años mantiene una activa agenda como director general de la Ópera Nacional de Washington y la Ópera de Los Angeles.

En estos días Domingo se prepara con la ópera local para interpretar su papel operístico número 134, un hito sin precedentes (más del doble de lo que cualquier otro tenor haya logrado en la historia). Domingo interpretará al poeta chileno Pablo Neruda en el II postino, la Ópera del compositor mexicano Daniel Catán que se estrena el

23 de septiembre. En una conferencia de prensa la semana pasada — a propósito del próximo estreno de Il postino — Domingo confirmó que está en negociaciones con la Ópera de Los Angeles para extender su contrato como director de la compañía más allá de la actual temporada. Con el Premio de Persona del año 2010 Domingo entra en una lista de galardonados en la que ya estaban entre otros el guitarrista mexicano Carlos Santana, la cantante cubana Gloria Estefan, el dominicano Juan Luis Guerra y el también español Julio Iglesias.

3 Longoria Parker film projects explore Mexican themes

Eva Longoria Parker is getting in touch with her Mexican roots. The 35-year-old actress has three films in post-production set in Mexico and that explore themes of Mexican society and history. Here's a look at some of what audiences can expect from the "Desperate Housewives" star.

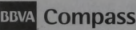
"Days of Grace" Co-starring Carlos Bardem (Javier's brother), this crime thriller is set against the backdrop of soccer's World Cup. Filmed in Mexico City, the movie also stars

Paulina Gaitan ("Sin Nombre") and Dolores Heredia ("Rudo y Cursi"). No release date announced.

"Cristiada" Andy Garcia co-stars in this drama that chronicles the Cristero War (1926-1929) that was sparked by rebels trying to stop the Mexican government's attempt to secularize the country. Oscar nominee Catalina Sandino Moreno ("Maria Full of Grace") and Nestor Carbonell ("Lost") also star. The film, shot in Dur-

ango, Mexico, has no release date.

"Without Men" Set in Latin America but shot in a California studio, this comedy is like a who's who of Latino entertainment. Paul Rodriguez, Maria Conchito Alonso, Kate del Castillo and Oscar Nunez co-star in this film that chronicles what happens when a group of women in a remote town are left behind when the men in their lives are forcibly recruited by communist guerrillas. No release date announced.



En lo que respecta a préstamos hipotecarios, no existe un programa que se adapte a todos

Es por eso que ofrecemos opciones de financiamiento diseñadas para adaptarse a tus necesidades, por grandes o pequeñas que sean.

Si estás buscando tu primera vivienda, nuestro Préstamo Hipotecario para Compradores de Vivienda por Primera Vez* puede hacer que la compra sea más accesible. Para quienes están buscando más espacio o están listos para una vivienda de menor tamaño, ofrecemos programas de la FHA, préstamos VA, convencionales o junto con distintos plazos y tasas competitivas.

Para más detalles sobre éstas y otras soluciones de préstamos hipotecarios que se adaptan a tus necesidades de financiamiento, contacta a tu sucursal de BBVA Compass más cercana.

- Priscilla Delarosa 806-749-1850
- Sail Hernandez 806-771-0203
- Rick Alvidrez 806-794-8300
- Silvia Perez (Plainview) 806-293-9661



banca hecha a tu medida.*

Préstamo Hipotecario para Compradores de Vivienda por Primera Vez: Este producto es exclusivo para compradores de vivienda por primera vez que compran únicamente una residencia unifamiliar. Todos los préstamos están sujetos a elegibilidad, a los requisitos del programa de préstamo y aprobación, incluida la aprobación crediticia. BBVA Compass es un nombre comercial de Compass Bank.

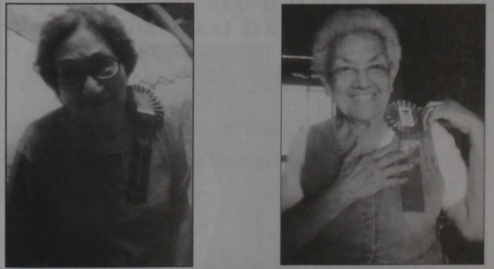
¡Que Viva la Independencia!

Fiestas del Llano, Inc. & the Guadalupe Neighborhood Association wants to thank The Guadalupe Elementary School students grades 1st-5th for their participation and the "Happy Members" at Copper Rawlings Community Center for making some of the tissue paper flowers and the flags decorations used for "The Grito de Dolores" festivities that were held at the Guadalupe Park yesterday.

Fiestas del Llano, Inc. y la Guadalupe Neighborhood Association le da gracias a los estudiantes del primero grado hasta el quinto grado, de la Escuela Guadalupe Elementary que participaron en hacer las banderitas del papel picado, miembros(as) del Centro de Copper Rawlings ayudaron en hacer alguitas de las flores de papel de china, les agradecemos mucho por su mano de obra.

Caption: Josie Solis working with students and "Happy Members" citizens in making decorations for the "Grito de Independencia" at Guadalupe Park. See Solis assisting a student and miembros de grupo comunitario en diseñar decoraciones de fiesta.

¡Que Picoso y Sabroso!



Mary Santiago, left, won 1st place for her amazing salsa in the salsa chile contest held at Guadalupe Park in conjunction with the Grito. Virginia Gutierrez held her ribbon proudly as she is told her chile won 2nd place! Both ladies are from burrito. Event sponsored by El Editor in memory of Bidal Agüero. Special Thanks to all who attended and participated the festivities! Que Viva la Raza!

Garza Theatre's Comedy 'Ruthless!' Exposes Deadly Side of Entertainment

POST, Texas - Sometimes, showbiz can be murder. Literally.

The Garza Theatre proudly presents "Ruthless! The Musical," a comic and lyrical look at the tragedy of stardom. The show, directed by Jacob C. Miller and choreographed by Emily Hemmings, stars Hannah Morgan, Lindsay Swartwood and Lubbock stage veteran Richard Privitt as the sleazy agent, Sylvia St. Croix.

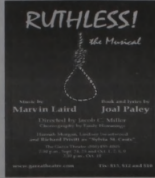
Miller said this dark comedy parodies other theatre shows such as "Gypsy" and "Mame," while also mocking movie favorites such as "The Bad Seed" and "All About Eve."

"This show is an extremely funny, very caricature of show business," he said. "The musical also is very clever and intellectual and will appeal to those who want more than a simple joke. This play isn't about delivering one-liners. It's more about the personalities of the characters, which drives the humor. In fact, our actors are instructed to not wait for laughs, but to simply deliver all dialogue without ever acknowledging the humor. The absurdity of the plot comes across much funnier this way."

Boring homemaker Judy Denmark is raising talented eight-year-old Tina, who declares, "I was born to entertain." At the suggestion that she should postpone her stage ambitions to be a normal child, Tina replies, "I've had a normal childhood. It's time to move on."

Sylvia St. Croix encourages Tina to audition for the musical play, "Pippi in Tahiti, The Musical," feeding her thirst for stardom. Third-grade teacher and frustrated actress Miss Myrna Thom directs the school play and makes the mistake of casting an untalented but parentally

connected girl for the lead. Tina becomes the frustrated understudy. After begging nicely and



saying please, Tina "accidentally" hangs her competition from the catwalk with a jump rope so that she can play Pippi.

And that's just act one, Miller said.

To become Sylvia, Privitt said he's digging through old movies and television shows and borrowing from some of entertainment's most iconic females to create the perfect Franken-St. Croix.

"I see kind of an admixture of classic icons, some of them, perhaps, unexpected," he said. "I started with the stars involved with the parody - Eileen Heckert from 'The Bad Seed' and Rosalind Russell from 'Gypsy' and 'Auntie Mame' - and started adding folks like Tallulah Bankhead, Lucille Ball, Carol Burnett, Carol Channing, Angela Lansbury, Mrs. Lovett from 'Sweeney Todd' and Cruella DeVille. So, I'm melding and molding all this into one coherent character, but with some little glimmers of recognizable icons."

Though the show is pure comedy through and through, Miller said he wanted to accentuate the darker undertones running through the plot and the music. "Generally, 'Ruthless!' is

farfetched and ordinarily played this way," he said. "I am trying to bring out the darker elements of the musical. The composer, Marvin Laird, did a marvelous job of composing very eerie music that undertones and supplements the more sinister side of the drama. I'm crafting the drama around the underscoring, which is, in no better words, creepy. We're also discovering in rehearsals how we can bring out the more human elements of the characters. However, this is a comedy above all else, and we are simply wanting the audience to laugh."

Comic ability was one of the major components Miller said he was looking for when selecting the cast. He wanted an ensemble that could play off each other's strengths and take the funny moments right to the edge.

"We have a range of very experienced actors playing in Ruthless! from the very talented veteran, Richard Privitt, to the seasoned actresses Karen Dolter and Robin Grimes, to more recent emerging talent. Hannah Morgan and Lindsay Swartwood," he said. "Because of the vast experience of the players, the actors are able to feed off of each other's emotions very well, leading to great comedy." Miller has served as music director for more than 30 shows, but this will be the first show in which he takes the full director's position.

"Ruthless! The Musical" runs at 7:30 p.m. Sept. 24, 25, and Oct. 1, 2, 8 and 9. The show also has a 2:30 p.m. matinee on Oct. 10. Tickets for the show are \$15 for general admission and \$12 for seniors, students and military. Children 12 and under are \$10. For more information, visit www.garzatheatre.com or call (806) 495-4005

Tuberville's first Big 12 game vs. No. 6 Texas

Tommy Tuberville knows a thing or two about rival games.

But the first-year Texas Tech coach hasn't yet coached one in Lubbock, nor in the Big 12. He gets both against No. 6 Texas this weekend.

Tuberville is a new kid on the conference block this season after replacing Red Raiders coach Mike Leach, who for 10 years swashbuckled his way along the sideline before his firing in December.

Leach built a 'swing your sword' mentality with a fan base that embraced his love of pirates. He also delivered some good wins for the Red Raiders.

Arguably the biggest game in 2008, Texas' last visit to Lubbock. Michael Crabtree caught a touchdown pass with 1 second left to give Texas Tech a 39-33 win and the school its first-ever win over No. 1 team.

It pushed the Red Raiders to No. 2 in the nation, the program's highest ranking.

But Leach is gone and Tuberville is preparing to coach his first Big 12 game and his first against Texas coach Mack Brown. The teams play Saturday night in an early conference matchup that finds both teams unbeaten at 2-0 but still looking for their groove.

Tuberville says he's got a good record in playing top 10 teams. And a formula.

"I've learned ... just get out the way and let the players play," he said. "Don't try to out-coach. Just give them an opportunity to play and do what they do best and see what happens."

Despite never having faced one another, Brown and Tuberville have spent time together. The two visited troops in the Middle East the year after Tuberville left Auburn at the end of 2008.

Brown said he seized the opportunity, quizzing Tuberville on what he'd do were he to get another coaching job - what kind of offense he'd run, do you run on third down, how about fake punts and kicks. And so forth. "I've got all my notes ready now," Brown said this week, smiling.

"Tuberville called the 2008 game 'probably the game of the decade.' He'd rather not have Saturday's game be similar.

"I would like to put anybody away

early," he said. "I am getting to the point where my heart can't take a lot of these games. ... Last-second games are always exciting for the fans but it is tough on the players and coaches."

He knows it will probably be a close one, though.

"Any time you play a good team you know it's always going to go down to the end," Tuberville said. "I don't care how it started or where it's at in the middle you better play like it's tied all the time."

As for the atmosphere in Texas Tech's stadium that Nov. 1, 2008, when the Red Raiders faithful stormed the field three times, Tuberville wants a repeat.

"Hopefully, we will have a lot of the same things in this game coming up, he said. "We have our hands full. We aren't as good a team as we will be in five or six weeks from now. But this is how the schedule lays."

Texas defensive coordinator Will Muschamp, who coached with Tuberville for two years at Auburn, said his

former boss isn't shy about shaking things up, occasionally by going for it on fourth down (as Leach often did) or mixing things up with a fake punt or onside kick.

"If he feels like he's losing the momentum of a game, he'll try to create something," Muschamp said. "He's doing what he's got to do to win the game."

Tuberville, whose 56th birthday is Saturday, is 2-0 in games played on Sept. 18. And games against rivals in recent years? He won six straight against Alabama to close his tenure at Auburn.

After two weeks of using plays coaches were secure with, it's time for some more interesting play calls.

"Be a good time, wouldn't it?" Tuberville said. "We're going to have to open it up, there's no doubt about that. We've got to do things on both sides on the ball. Not that we've been hiding things. We just didn't feel like going into the games that we were ready to do those."

St John Neumann Catholic Church
5802 22nd Street

Flea Market
To benefit
Boys Scouts of America Venturing Crew Unit 159
Saturday, October 2
8AM - 5PM
Buy and Sell - One Day Only
For Both Information
Call 799-2649

TEE SHIRT PRINTING!!

- * Family Reunions
- * Softball teams
- * Bowling
- * Any sports & activities imaginable

Call Today For More Details! 806-741-0371

As Low as \$8/shirt!!!

celebremos los secretos de nuestro sabor

Key Animal Clinic
5006 50th Street
(806) 792-6226
Serving the South Plains for Over 37 Years!
¡Se Habla Español!

Celebrando Nuestro Orgullo
MES DE LA HISPANIDAD

©2010 The Coca-Cola Company

Read El Editor online
www.eleditor.com
Email us at eleditor@sbcglobal.net
or call 806-763-3841
We want to hear from YOU!
Call Today!



**EL CAMINO AL ÉXITO
NO ES FÁCIL
PERO NO TIENE
PORQUÉ SER INCÓMODO.**

**NUNCA TE CONFORMAS.
SIEMPRE EXIGES MÁS.
RAM 1500, LA CAMIONETA MÁS,
PREMIADA DE SU HISTORIA.**



RAM

[LA MEJOR COMBINACIÓN DE POTENCIA Y ECONOMÍA EN SU CATEGORÍA.]

