

Cinco de Mayo

Established
Establecido

1977

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



EL EDITOR

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THE FIFTH OF MAY

Por Raul L. Contreras

A great deal of blood drenched Mexico's soil to uphold a political principle of the United States of America on the 5th of May, Cinco de Mayo, 1862, and none of it was American. It was mostly French, and it was the first defeat of the French Army in 50 years.

The victors? Mexicans armed with half-century old rifles; and, Mexicans armed with machetes. Mexicans who had thrown out their Spanish masters forty years before in a decade-long War of Independence.

The beneficiaries? Mexican self-determination; Latin American self-determination; and American pride, dignity and position in world affairs. When American Secretary of State James Monroe bravely proclaimed that European powers could not reimpose their monarchical or other systems on any country in the Americas, neither he nor the thirty-year-old United States could do anything to back up his "MONROE DOCTRINE".

Nevertheless, the Doctrine was respected by European powers until Communists took over Cuba in 1959, with one glaring exception, the 1862 French invasion of Mexico.

More beneficiaries? Abraham Lincoln and his struggle to keep the Union whole as the great Mexican victory prevented European royalty from flooding the American Civil War with munitions for the Confederacy. And, American soldiers who swiftly made their way to Mexico when the Confederacy had been defeated to join the Mexican Army; as well as every American who savors freedom today.

Freedom won, in part, by Mexican teenaged soldiers in the mountains 100 miles east of Mexico City 138 years ago on the 5th of May, Cinco de Mayo.

Cinco de Mayo does not celebrate Mexican Independence Day; it commemorates the Battle of Puebla between 6,000 French soldiers and 2,000 Mexican allies and 4,850 Mexican soldiers under the command of Texas-born General Ignacio Zaragoza.

Following the same route Spaniard Hernando Cortes took in 1519 from the Gulf of Mexico towards Mexico City and American General Winfield Scott took in the Mexican American War in 1848, French General Charles Ferdinand Latrille, Count of Lorencez, marched his soldiers into the Mexican mountains hoping to engage the Mexican soldiers of President Benito Juarez in one decisive battle. He did and he lost.

On the 4th of May, General Zaragoza ordered Colonel Porfirio Diaz, later Mexico's President and dictator for thirty years, to take his cavalry several miles away from the city of Puebla to be used as a battle reserve.

The Count divided his forces and sent one column to chase Diaz's cavalry and his main column to attack two forts guarding the city of Puebla. The evening of May 4th was used by both sides to prepare for battle.

Confessions were heard, letters written, rifles cleaned and prayers uttered by Mexican citizen-soldiers who knew the army they faced hadn't lost a battle since Waterloo, fifty years before. The

French prepared for battle as only professionals can, for they knew they hadn't lost a battle since Waterloo and, brimming with professional confidence, they prepared to win.

The rains came. Heavy torrential rains. Then, before dawn, came the Indians, the Indians for whom there were no rifles, only machetes. They also brought their cattle with them, cattle they stampeded through the French troops causing the professional soldiers to scatter, giving Zaragoza time to reposition his cannon and troops.

The Mexicans waited. Dawn came. Onward came the French through the mud, to be slaughtered. Porfirio Diaz and his cavalry, probably some of the best cavalry in the world, attacked the French sent to hunt him down.

When the sun went down, that 5th of May, 1862, almost a thousand French were killed or wounded. Diaz was chasing French late into the night. The Indians scoured the Killing Fields and retrieved



BENITO JUAREZ

French rifles, then melted back into the hills. The Hills from which they would wage a guerilla war for the next five years.

With tails between their legs, the French retreated to the coast to await 30,000 More men; to wait for a year. They would return, and they would win the second battle of Puebla. They would chase Benito Juarez to within yards of the American Border. They would bring Prince Maximilian from Austria and crown him Emperor of Mexico. They would occupy most of Mexico.

They came, they told the world, to collect legal debts. The reality was, however, they came because the United States of America was busy disembowling itself and couldn't enforce its Monroe Doctrine. But when America defeated its domestic enemies it turned a jaundiced eye towards the French interlopers on its southern border.

Thousands of combat-veteran Americans, an-

swering Juarez' 1864 call for volunteers, rushed across the border to help the very army and country they had fought less than twenty years before in America's bloodiest war ever. Armed with weapons covertly supplied by the U.S. and protected by U.S. soldiers in Texas, Mexicans and their American volunteers took the offensive. It was now only a matter of time.

When the war ended in 1867, Juarez led his Army into Mexico City, an Army which included an American Legion of Honor. Though long and bloody, the war's end began on the 5th of May 1862 at the Battle of Puebla and continued through victory because, as one French General put it, "Bah! Every Mexican is a guerillero, either he has been or he will be".

True, General. Every Mexican...every American...is a "guerillero" for freedom. The 5th of May, like the 4th of July, is proof.

News Briefs

Let's Stop Kids Killing Kids

Reuters reports that a coalition of 84 groups, ranging from CBS and Fox Television to the NAACP and the Boys and Girls Clubs of America, kicked off National Non-Violence Week on Monday with a program of events whose theme was "Let's Stop Kids Killing Kids." The program, which will run through May 1, will include school activities, workshops, lectures and question-and-answer sessions aimed at stopping drug and gun related crimes.

The San Francisco Chronicle reports that The Physicians for a Violence-Free Society met at San Francisco General Hospital Tuesday to mark the beginning of the "Let's Stop Kids Killing Kids" campaign. Emergency room doctor Patricia Salber, president of the group, said more teenagers now die from gunshot wounds than in car accidents. "I see kids with holes in their hearts, holes in their bellies, holes in their heads." She said, "Homocide is the leading cause of death for youths from 15 to 24."

More Minorities Named to Federal Bench Under Clinton

The Washington Post reports President Clinton has nominated more minorities and women to the federal bench than any other president. Nearly 40% of the administration's first 84 nominees have been minorities. Twenty-three have been African Americans, and 10 were Latino or members of other minority groups. Twenty-nine have been women.

The American Bar Association has ranked 62% of Clinton's nominees "well-qualified," compared to 52% of former president George Bush's choices, 53% of Ronald Reagan's and 57% of Jimmy Carter's.

TI Wins Award For "Helping Children & Families Succeed"

DALLAS -- Texas Instruments is one of two Texas companies to receive national recognition for "Helping Children and Families Succeed."

Child help USA, a nationwide nonprofit organization devoted to stopping child abuse, lauded TI for its financial support of the Margaret H. Cone Center, a model Head Start preschool program operating in Dallas County.

On behalf of Texas Instruments, Mike Rice, president of the Texas Instruments Foundation, and Ann Minnis, TI Foundation grants administrator, are in Washington, D.C. today to attend a Congressional awards luncheon and a gala reception at the John F. Kennedy Center along with a visit to the White House.

"We felt that helping children get started right in life would aid in preventing a lot of problems later on," Rice said. "The long-range goal is for graduates of the Cone Center to complete high school and secure a job with the possibility of future advancement or to obtain further education."

"The award from Childhelp USA represents what true collaboration can mean in reaching a goal," Minnis added. "The dedication of many people made this award possible. From the outset, we kept our focus on the goal: what was best for the children."

A grant from the Texas Instruments Foundation helped establish the Cone Center in 1990. The unique child development program available at the Cone Center was devised by the University of Texas at Arlington's Community Service Development Center in cooperation with Head Start of Greater Dallas and other government and educational organizations.

Ongoing financial assistance from the TI Foundation supports an enhanced basic

Head Start curriculum by:

*Enabling the Cone Center to operate expanded hours all year;

*Augmenting the salaries of the director and teachers to secure and retain high quality personnel;

Paying for an on-site nurse practitioner, two social workers and a secretary/data processor.

The program is free to all 4-year-olds living in the Frazier Elementary School zone. At present, 87 children are enrolled at the Cone Center, located just east of Downtown Dallas in one of the poorest areas of the City. The annual income of 85 percent of zone residents is less than \$5,000.

Based in Washington, D.C., Childhelp USA was founded in 1959 by Sara O'Meara Sigheoltz and Yvonne Lime Federson. It is one of the nation's leading organizations devoted to preventing, treating and researching child abuse.

The TI Foundation, established in 1964, offers financial assistance to service organizations located in TI plant cities. United Way agencies receive a large share of annual TI Foundation grants. Support also goes to educational, research, health, arts and cultural organizations devoted to improving community and national life. The TI Foundation is funded solely by Texas Instruments.

Programs that earn special recognition from Childhelp USA are free to their customers; reach out to every social class; offer an innovative response to social problems, especially those of child abuse prevention and family preservation; fill a gap in current social services; can be replicated by others in need of similar assistance; have been in existence for at least two years and have a demonstrated, measurable track record of success.

Community Samaritan Efforts Pay Off



Faye Ralston's who resides at the 3200 block on Bates Avenue for over 35 years have touched hundreds of lives in our City of Lubbock according

to Blas Mojica who has assisted Faye with other community youth volunteers who helped out tremendously.

City Councilperson, Victor

from her home in order to assess the condition of her home for possible rehabilitation.

Many people responded and all heavy items were moved to a storage area. Blas Mojica was given the responsibility to complete the clean up and final storage.

Mr. Mojica was worried at first because he had a time limit to complete sorting five to ten years of trash can collections. "I don't want to throw away anything that's of value to Mrs. Faye," said Mojica.

With the help, of neighborhood kids the task was put in affect and when all hope seemed dim along came a modern

Hernandez, was contacted by community activist Joan Irvin on the day of the scheduled demolition. She advised that the demolition will occur at approximately 2 pm early portion of last week. She further requested that Councilman Hernandez be present to assess the situation. At 2 pm a group of concerned citizens including Maye Constancio, Arnett-Benson Neighborhood Association President, met at Ms. Faye Ralston's home and intervened. The following day Councilman Hernandez made a request to the Arnett-Benson Neighborhood Association for help in moving

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El Mercadeo, Los Mariachis Y Cinco De Mayo

Por Octavio Emilio Nuiry
Cuando las tropas del Presidente de México, Benito Juárez, derrotaron a las tropas invasoras francesas de Luis Napoleón III en Puebla, México, el 5 de mayo de 1862, él agregó un nuevo día feriado al calendario mexicano -- El Cinco de Mayo. Irónicamente, ese día festivo se celebra ahora más vigorosamente en los Estados Unidos que en México. En verdad, el Cinco de Mayo es un Día de San Patricio méxicoamericana.

Antes de 1960, no había entre los méxicoamericanos un reconocimiento de la lucha histórica de México en contra del colonialismo europeo, dice Carlos Muñoz, Jr., experto en historia mexicana y catedrático de política e historia en el Departamento de Estudios Chicanos de la Universidad de California, recinto de Berkeley.

Muñoz, autor del aclamado libro que se titula Juventud, Identidad y Poder: El Movimiento Chicano, agrega: "Ahora ha llegado la hora de la fiesta. Y eso no era lo que pensábamos cuando, en calidad de dirigentes del movimiento estudiantil chicano, organizamos las festividades del Cinco de Mayo." Hasta hace 20 años, el Cinco de Mayo era virtualmente pasado por alto por los anunciantes empresariales de los Estados Unidos.

Entonces, varias compañías grandes de bebidas gaseosas y cervezas empezaron a auspiciar acontecimientos locales. Hoy, el Cinco de Mayo se ha convertido en la fiesta más grande para comunicarse con la comunidad hispana. Ahora, las fiestas del Cinco de Mayo se celebran en cientos de ciudades de todos los Estados Unidos, especialmente en el suroeste y el medio oeste.

Aunque el Cinco de Mayo rara vez se observa en México, los anunciantes de aquí han consagrado la Batalla de Puebla como un estribillo de mercadeo. En esta semana, cientos de anunciantes empresariales -- desde la Coca-Cola y la Pepsi-Cola hasta las

cervecerías Miller y Anheuser-Busch -- auspiciarán acontecimientos en toda la nación para conmemorar la victoria de México en contra de los invasores franceses, hace 132 años. Entre los mayores auspiciadores se hallan: Kraft General Foods, Coca-Cola, Pepsi, Miller, Anheuser-Busch, Adolph Coors y Procter & Gamble.

Cada vez más empresas vienen uniéndose cada año a la mescolanza del Cinco de Mayo con mariachis, desfiles, conciertos, muestreo de alimentos, preparación de "chili," regalos de productos, concursos y otros acontecimientos. No es de extrañar. Con una población de 25 millones de personas, los consumidores hispanos del continente gastan \$190,000 millones anualmente, y el 62 percent de ellos son de ancestro mexicano.

La Raza, un semanario de Chicago en español, es el auspiciador oficial de dos acontecimientos del Cinco de Mayo en Chicago. Su director, Luis Rossi, explica que "El Cinco de Mayo está llegando a ser tan importante como Las Fiestas Patrias." (Las Fiestas Patrias conmemoran en septiembre la independencia de México y de las cinco naciones centro-americanas, Costa Rica, El Salvador, Guatemala, Honduras y Nicaragua).

Dos acontecimientos importantes del Cinco de Mayo en Chicago -- El Festival de La Tremenda en la Plaza McCormick (los días 7 y 8 de mayo) y el desfile y festival de la Cámara de Comercio de Cermak Road en el Parque Douglas -- atraen a millares de personas. No solamente las empresas de "Fortune 500," sino veintenas de organizaciones -- incluyendo a universidades, entidades no lucrativas, periódicos, estaciones de radio y televisión y hasta ciudades -- están vertiendo millones de dólares en las fiestas especiales del Cinco de Mayo en este año.

En Las Vegas, por ejemplo, el Comité Patriótico Mexicano

auspicia un "fandango" del Cinco de Mayo en el Parque de la Libertad, donde asisten más de 25,000 personas, según su fundador y presidente, Eddie Escobedo.

Y en Kansas City, la Asociación de Comerciantes de Southwest Boulevard, cuyo presidente es Manuel Reyes, celebrará un acontecimiento del Cinco de Mayo en una zona de cuatro cuadras del centro comercial de la ciudad. Hasta en Filadelfia, donde cerca de 100,000 hispanos forman el 10 percent de la población de la ciudad, se están planeando las festividades del Cinco de Mayo. Se efectuarán en el Acuario Estatal de Nueva Jersey, en la vecina ciudad de Camden, según Hernán Guaracao, editor del semanario en español "Al Día."

Tradicionalmente, la mayor festividad del Cinco de Mayo es "L.A. Fiesta Broadway," una fiesta callejera en la parte céntrica de Los Angeles. Hasta un millón de celebrantes asisten anualmente para dicha fiesta. Organizado según las pautas del Festival de la Calle Ocho de Miami, un acontecimiento de gran éxito, el festival de un día de duración cubre una zona de 36 cuadras, mezclando a las marimbas, los mariachis y el mercadeo. Con cinco años de antigüedad ahora, el mismo atrae a cientos de auspiciadores, artistas y multitudes de consumidores hispanos.

El año pasado, 200 bandas ejecutaron para la multitud desde 12 escenarios, mientras que 500 vendedores daban muestras gratis de todo, desde servicio telefónico a larga distancia a carne asada y horchata fría. La influencia y el poder adquisitivo cada vez mayores de los hispanos están impulsando a las empresas de todas partes a comunicarse con los latinos, echando mano de la historia, la cultura y las tradiciones hispanas.

Pero algunos dirigentes comunitarios hispanos temen que el feriado mexicano ha llegado a estar demasiado co-

mercializado. Los eruditos de los estudios chicanos, que sirvieron como instrumentos para popularizar la victoria militar de México sobre los franceses, están preocupados de que la importancia histórica y cultural del Cinco de Mayo esté siendo eclipsada ahora por el consumismo.

"No me gusta la comercialización del Cinco de Mayo," dice el historiador Rudy Acuña, catedrático de estudios chicanos en la Universidad Estatal de California, recinto de Northridge, en el Valle de San Fernando en Los Angeles.

"Se ha convertido en el "happy hour" del Cinco de Mayo." Muñoz agrega: "El Cinco de Mayo es un día para detenerse y reflexionar sobre nuestra lucha histórica contra la opresión racial y cultural. No es un día para las borracheras." Otros como Humberto Valencia, catedrático adjunto de mercadeo en la Escuela Graduada Estadounidense de Mercadeo Internacional, en Glendale, Arizona, creen que "no es absolutamente necesario que todas las empresas se involucren en el Cinco de Mayo. Hay muchas otras oportunidades para el mercadeo, tales como las Posadas, las Fiestas Patrias, las quinceañeras y el Día de la Raza."

A pesar de la popularidad del Cinco de Mayo, Valencia y otros observadores hacen notar que las empresas no pueden limitarse a anunciar durante el feriado y esperar la obtención de la lealtad hispana. "El fomentar la cultura mexicana es bueno," dice Rossi. "Pero hay que mantener la presencia de los consumidores durante todo el año. Y se necesita ser sensible y consciente de lo que se está haciendo."

(Octavio Emilio Nuiry, presidente de la Asociación Hispana de Relaciones Públicas, es el administrador para relaciones públicas de la firma AD Rendón y Asociados, una agencia de publicidad hispana de Irvine, California.)

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Crazy Horse

By Stephen C. McIntyre

Last week I endorsed Mayor Langston for re-election to the Lubbock City Council and Virgil Johnson for one of the at-large seats on the Lubbock School Board. I have one other endorsement to make.

There are several folks running for Lubbock City Council in District 1. I don't know a thing about three of them and two are friends of mine. I have known Richard Lopez the longest. He has helped me every time I asked for food, shelter or gas money for farmworkers. We have swapped strategy and fears about helping the poor. We have agonized together on how best to assist folks to become independent of the welfare system. There is only one Richard Lopez.

But, after thinking hard about it, I have decided that my friend Victor Hernandez is best qualified and will be more effective in representing my district.

I do not believe Richard and Victor disagree on the core issues. I have spent many hours with Victor discussing the needs of our district. I am convinced he genuinely cares about our district and will continue to work hard for us. His quick and decisive action to stop the demolition of Mrs. Ralston's house in Arnett-Benson last week and the assistance he arranged for her is one example of his dedication to the needs of our district.

In the end, all of us in District 1 will have to carefully consider the candidate paper qualifications and positions on the issues and then ask one simple question: who will be the most effective in representing the interests of the people of District 1?

It is clear to me that Councilperson Victor Hernandez should be re-elected.

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|-----|---|
| 5/1 | 1886 First 8 hour day strike |
| | 1889 International Labor Day |
| | 1968 The corridor of the Justice Dept. are protected from protestors by machine gun nests. |
| | 1971 Anti-War demonstration, Wash. D.C. |
| 5/2 | 1968 Poor People's Campaign, march on Washington, D.C. |
| | 1970 Haig requests more FBI secret wire-taps for Nixon. |
| 5/3 | 1886 Haymarket Massacre in Chicago culminates in execution of 4 anarchists. |
| | 1971 Last of 14,000 arrests in Wash D.C. anti-war Mayday protest. |
| | 1982 The N.Y. Times reports that the military will get 25 percent of NASA's research budget. |
| 5/4 | 1970 Four students murdered by the National Guard at Kent State University. |
| | 1973 Haig replaces Haldeman as Nixon's Chief of Staff. |
| 5/5 | **** Cinco de Mayo. |
| | 1969 Kissenger meets with J. Edgar Hoover to discuss status of wire-taps. |
| | 1970 National Student Strike against Viet Nam War |
| | 1971 Nixon and Haldeman discuss using "thugs" and "murderers" against anti-war demonstrators. |
| 5/6 | 1916 Villistas attacked town of Boquillas. |
| | 1970 Two black students killed at Jackson State University, Miss. |
| | 1972 Nixon head speech writer Pat Buchanan threatens anti-trust action against the networks if they continue to "freeze out" opposing viewpoints. |
| | 1982 Top-rated TV show, "Lou Grant," canceled after its star Ed Asner criticizes U.S. involvement in El Salvador. |
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Over the years we have read the editorials of Jay Harris in the Lubbock Avalanche-Journal opposing the right to vote for black South Africans. He usually wrote a long series of editorials after returning from one of his paid trips to South Africa. In those propaganda pieces he regurgitated the Afrikaner political line.

The South Africa he writes about is simply a propaganda myth. There is a new day in that country. A new day that will not include folks like Mr. Harris.

There are very few sources of information about South African in this country. You may want to check out a few videos to give you another feel for that country: A Dry White Season, Cry Freedom, and Mandela.

Maybe now the English will get out of Northern Ireland and let the Irish decide their future for the first time in hundreds of years.

"Building a New South: A Guide to Southern Social Justice Organizations." Wilkerson, Stoltz, et al, ed., first comprehensive guide to over 500 progressive social justice organizations in the South, (907) 586-6014.

Stephen C. McIntyre is a Lubbock lawyer.

Emergency Food Distribution Notice

Commodities will be distributed in Lubbock County for the month of May on the following dates:

Lubbock, Tuesday May 10-A-L at 1701 Parkway Drive and Wednesday, May 11 M-Z; New Deal, Thursday, May 12 at Our Lady Queen of Apostles Church at 12:00 a.m. - 2:00; Idalou, Friday, May 13, at County Barn, 12: 00 - 2:00 p.m.; Shallowater, Monday, May 16 at St. Phillips Catholic Church at 12:00 a.m. - 2:00 p.m.; Wolforth, Tuesday, May 17 at Old Cotton Gin:

Main & Aspen at 12:00 a.m. - 2:00 p.m.; Slaton, Wednesday, May 18 at Guadalupe Catholic Church at 1:00 p.m. - 4:00 p.m.

Services are offered with no physical segregation of, or other discrimination against, any person because of race, color, disability, age, sex, national origin, political belief or region.

If you have any extra paper sacks, we would appreciate all you can bring us.

For future distribution dates and sites, call our recording at 766-7363

Marketing, Mariachis Y Cinco De Mayo

By Octavio Emilio Nuiry
When Mexican President Benito Juarez" troops defeated Louis Napoleon III's invading French troops at Puebla, Mexico, on May 5, 1862, he succeeded in adding a new national holiday to the Mexican calendar -- Cinco de Mayo.

Ironically, the holiday is now celebrated more vigorously in the United States than in Mexico. Indeed, Cinco de Mayo has become a Mexican-American St. Patrick Day.

Before 1960, there was minimal acknowledgment among Mexican-Americans of Mexico's historical struggle against European colonialism, says Carlos Munoz Jr., an expert on Mexican history and a professor of politics and history at the Department of Chicano Studies at the University of California, Berkeley. Munoz, author of the acclaimed book "Youth, Identity and Power: The Chicano Movement," adds, "Now it's become party time. And that's not what we had in mind when, as leaders of the Chicano student movement, we organized Cinco de Mayo festivities."

Until 20 years ago, Cinco de Mayo was virtually ignored by corporate advertisers in the United States. Then, several large soft drink and beer companies began sponsoring local events. Today, Cinco de Mayo has become la fiesta mas grande for reaching the Hispanic community. Fiestas are now celebrated in hundreds of cities throughout the United States, particularly in

the Southwest and Midwest.

Although Cinco de Mayo, or May 5, is hardly noticed in Mexico, advertisers here have enshrined the Battle of Puebla into a marketing mantra. This week, hundreds of corporate advertisers -- from Coca-Cola and Pepsi to Miller and Anheuser-Busch -- will sponsor events across the nation that commemorate Mexico's victory against French invaders 132 years ago. Among the biggest: Kraft, General Foods, Coca-Cola, Pepsi, Miller, Anheuser-Busch, Adolph Coors and Procter & Gamble.

More companies every year are swaying to the May mariachi shuffle of parades, concerts, food sampling, chili cook-offs, product giveaways, sweepstakes and other events. No wonder. At 25 million, Hispanic consumers on the U.S. mainland spend \$190 billion annually, and 62 percent of them are of Mexican descent.

La Raza, a Chicago Spanish-language weekly, is the official sponsor of two Chicago Cinco de Mayo events. Explains Luis Rossi, its publisher, "Cinco de Mayo is becoming as important as Las Fiestas Patrias." (Las Fiestas Patrias commemorates in September the independence of Mexico and the five Central American nations of Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua).

Two major Cinco de Mayo events in Chicago -- La Tremenda Festival at McCormick Place (on May 7 & 8), and the Cermak Road Cham-

ber of Commerce parade and festival at Douglas Park -- attract thousands.

Not only Fortune 500 companies, but scores of organizations -- including universities, nonprofit groups, newspapers, radio and television stations, even cities -- are pouring millions of dollars into special Cinco de Mayo fiestas this year. In Las Vegas, for example, the Mexican Patriotic Committee sponsors a Cinco de Mayo fandango in Freedom Park, where more than 25,000 people attend, according to its founder and president Eddie Escobedo, publisher of that city's Spanish-language weekly newspaper El Mundo. And in Kansas City, the Southwest Blvd. Merchants Association, whose president is Manuel Reyes, holds a Cinco de Mayo event in a four-block area of the city's downtown.

Even in Philadelphia, where some 100,000 Hispanics account for 10 percent of the population, celebrations are being planned. They will be staged at the New Jersey State Aquarium in neighboring Camden, N.J., according to Herman Guaracao, publisher of the Spanish-language weekly Al Dia.

Traditionally, the nation's largest celebration is L.A. Fiesta Broadway, a street party in downtown Los Angeles. Up to a million revelers turn out annually for it. Modeled after Miami's highly successful Calle Ocho celebration, the day-long event covers a 36-block area, mixing marimbas, mariachis and

marketing.

Now 5 years old, it attracts hundreds of sponsors, entertainers and throngs of Hispanic consumers. Last year, 200 bands serenaded the crowd from 12 sound stages, while 500 vendors gave free samples of everything from long-distance telephone services to carne asada and ice-cold horchata.

The emerging influence and increased purchasing power of Hispanics are prompting companies everywhere to reach out to Latinos by tapping into Hispanic history, culture and traditions.

But some Hispanics community leaders fear the Mexican holiday has become too commercial. Scholars of Chicano studies, who were instrumental in popularizing Mexico's military victory over the French, are concerned that the historical and cultural significance of Cinco de Mayo is now overshadowed by consumerism.

"I just don't like the commercialization of Cinco de Mayo," says historian Rudy Acuna, a professor of Chicano studies at California State University at Northridge, in Los Angeles" San Fernando Valley. "It's become the Cinco de Mayo happy hour." Adds Munoz, "Cinco de Mayo is a time to stop and reflect on our historical struggle against racial and cultural oppression. Not a time for borracheras (drunkenness)."

Others such as Humberto Valencia, associate professor of marketing at the American

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HISTORIA DEL 5 DE MAYO

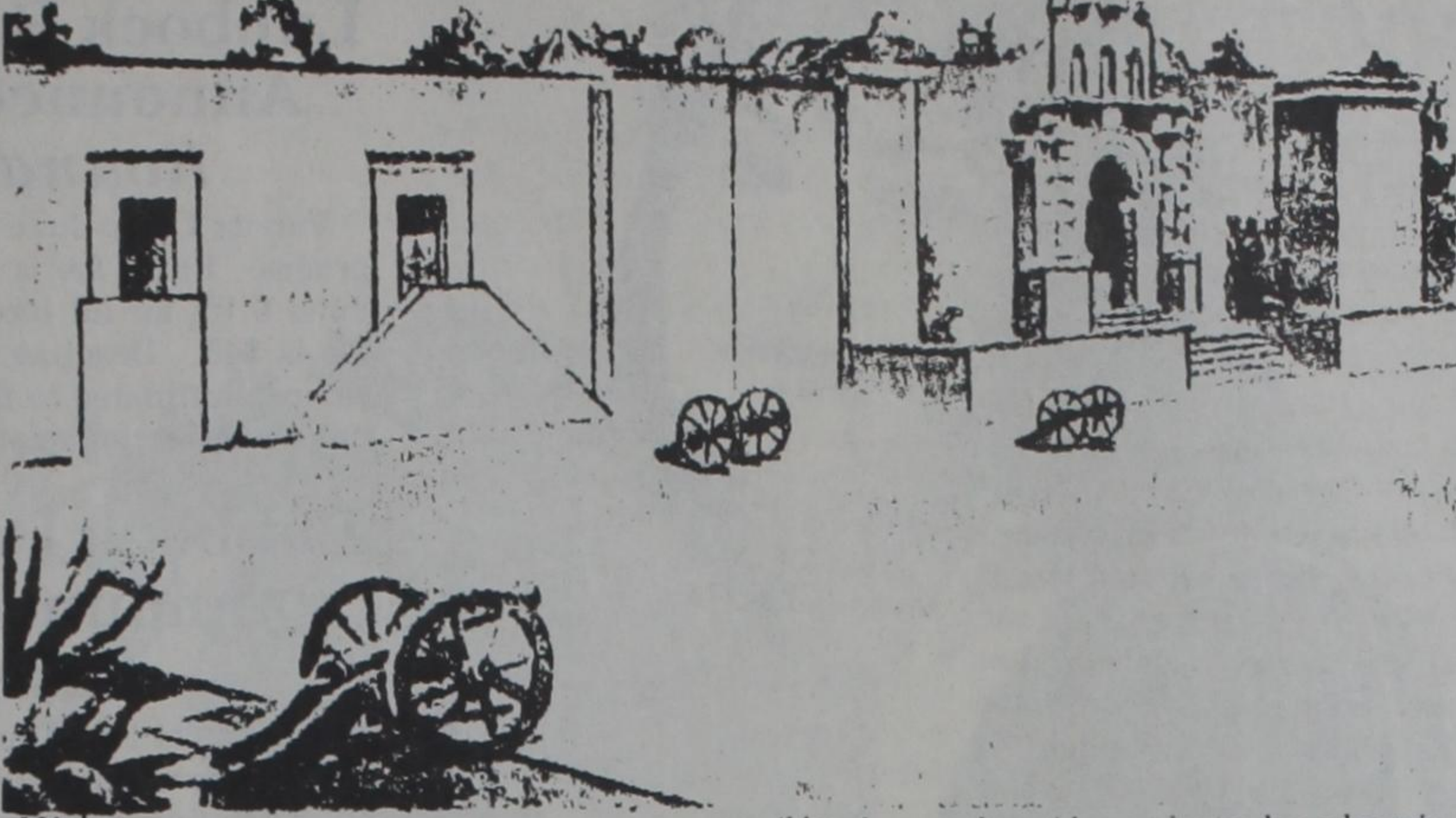
El día 11 de enero de 1861, el presidente Juárez hizo su entrada triunfal en la capital mexicana, poniendo punto final a la Guerra de Tres Años. Los golpes militares decisivos habían sido asestados por el general Jesús González Ortega en Silao, y después en Calpulalpan, acciones en que se jugó papel importantísimo un joven General de 33 años de edad, Ignacio Zaragoza, a quien Juárez llevó al Ministerio de la Guerra en premio a sus servicios en los campos de batalla.

La guerra fratricida había concluido, pero dejaba tras sí una serie de arduos problemas. A la inseguridad de los caminos, infestados de asaltantes, se agregaba la escasez de fondos en el erario, y por su parte los grupos políticos se empeñaban en mantener al país en constante zozobra.

Pero si la situación interna era delicadísima, allá en Europa se fraguaban conspiraciones ominosas, en las que intervenían no solamente los jefes de Estado de Inglaterra, sino hasta las damas de cortes imperiales, y algunos mexicanos conservadores de renombre (como Gutiérrez Estrada y Manuel José Hidalgo, sin parentesco con el Cura de Dolores, que movían todos los recursos diplomáticos para darle a México un gobierno monárquico, encabezado por un príncipe europeo.

De conformidad con el Acuerdo de Londres, firmado por las tres potencias citadas, desembarcaron en Veracruz, so pretexto de cobrar intereses de una deuda que el Presidente Benito Juárez se vela imposibilitado para cumplir, fuertes contingentes de tropas británicas, francesas y españolas.

Deseando extremar todas las medidas posibles para llegar a un acuerdo pacífico, un delegado de Juárez se reunió con los jefes aliados europeos en La Soledad, Veracruz, y allí mismo el General Juan Prim anunció que su gobierno "trataba únicamente de obtener un acuerdo satisfactorio de sus reclamaciones y no tiene la intención de perjudicar la independencia, la soberanía y la integridad de



México.

En las reuniones subsiguientes de La Soledad, los diplomáticos británicos y españoles le descubrieron el juego a los franceses, que no era otra que establecer una monarquía en México, con príncipe escogido por Napoleón III y su esposa Eugenia de Montijo.

Hasta aquí, a grandes rasgos, el marco general, interno e internacional, sobre el cual destaca la Batalla de Puebla. El Presidente Juárez, alentado por las naves británicas y españolas, que se esfumaron en las lejanías del Atlántico, empezó a hacer acopio de todos los escasos elementos con que podía contar, enviando al General Zaragoza a Puebla, encajada a medio camino de la capital mexicana, para que se enfrentara con sus cuatro

mil hombres, mal vestidos, mal armados, a los seis mil que enviaría sobre él el General Lorencez, uno de los más aguerridos soldados de Francia, y héroe de Magenta y Solferino. Lo que siguió al primer encontronazo entre mexicanos y franceses lo saben hasta los alumnos de primeras letras en las escuelas mexicanas. Tres veces lanzó Lorencez sus huestes disciplinadas sobre los cerros de Loreto y Guadalupe y otras tantas fueron rechazadas. Ya caía la tarde de aquel histórico 5 de mayo de 1862. Los franceses, Jerrotados y humillados, emprendieron la retirada, seguidos muy de cerca por las caballerías de Porfirio Díaz. Ya en su puesto de campaña, pudo enviar Zaragoza al Presidente Juárez su lacónico e histórico mensaje: "Las armas Nacionales se han cubierto de Gloria".

VIVA MEXICO!! Celebremos el 5 de Mayo

El Mercado, El Mariachis y Cinco de Mayo "Girl Talk"

Continue on Page 6

Graduate School of International Marketing in Glendale, Ariz., believe that "it's not absolutely necessary that every company get involved with Cinco de Mayo. There are many other event marketing opportunities like Las Posadas, Las Fiestas Patrias, quinceañeras, and Día de la Raza."

Despite Cinco de Mayo's popularity, Valencia and other observers note that companies can't advertise just during the holiday and expect to

gain Hispanic loyalty. "Promoting Mexican culture is good," says Rossi, the Chicago publisher, "but you have to maintain consumer presence throughout the year. And you just have to be sensitive and conscious about what you're doing."

(Octavio Emilio Nuiry, president of the Hispanic Public Relations Association, is manager of public relations at Ad Rendón and Asociados, an Irvine, Calif., Hispanic advertising agency.)

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Lubbock, Texas -- "Girl Talk", a special program for adolescent young women, will be held from 8:45 a.m. until 12:30 p.m., Saturday, May 7, 1994, in St. Mary Hospital's Arnett Room (sixth floor).

Girl Talk is designed to help young women ages 10-14 understand the changes taking place during adolescence. Mothers are encouraged to attend a half-day seminar with their daughters.

The morning will begin with "My Body's Changing!" discussed by pediatrician

Linda Robins, M.D. Dr. Robins will discuss the many physical developments which occur during adolescence.

The program will continue with a discussion of "Caring For Myself: Benefits of Nutrition."

Following a brunch buffet, Phyllis Johnson Jones, a public speaker and corporate trainer will present "If I Could Then, Why Can't I Now?" Ms. Jones will discuss the effects that self-talk has on both our successes and on our limitations.

La Encesta Sobre Regalos

Sin duda, Mayo ofrece una de las mas desafiantes ocasiones del año. El Día de la Madre? y mientras que encontrar el regalo perfecto para su propia madre, ya es desafío, el encontrar un regalo igualmente perfecto para la suegra, puede ser aun mas difícil. De hecho una reciente encuesta a 500 personas llevada a cabo por los fabricantes del Harveys Bristol Cream, confirmo que comprar un regalo para la suegra, puede ser una de las tareas mas duras del año! Sin em-

tu suegra, aqui van algunas ideas de los expertos, que no solo tienen que comprar para sus propias suegras, sino para otra gente tambien!

*Regale joyas que demuestran que has pensado en ella. Un comprador obsequio a su suegra con un broche de un cerdo, ya que a ella le gustaban esos animales!

*Otro comprador alegre el "Boudoir" de su suegra combinando las sabanas con flores secas. Ello anadio un toque elegante a su casa que pudo disfrutar cada día.

Felicidades

bargo tenemos buenas noticias -- la encuesta revelo algunas soluciones para los compradores de regalos para las suegras.

De acuerdo con los encuestados, la gente confia en los asesores de compras porque tienen la seguridad que ellos seleccionaran algo apropiado y unico. Y ya que los regalos para las Madres en general, y suegras en particular, parecen ser difíciles de comprar, todos coinciden en que el día de la madre es uno de los días de mas trabajo.

Si tienes dificultad en encontrar el regalo perfecto para

*Las cestas de comestibles son los regalos favoritos de muchos compradores. No obstante, sugieren pasar de la típica cesta de frutas y quesos y prefieren personalizar una cesta con sus dulces favoritos, productos de belleza, o productos relacionados con su hobby.

Por supuesto que tanto la madre como la suegra siempre apreciaran una botella de Harveys Bristol Cream regalada por si sola o como complemento de otros regalos. Harveys es la quintaesencia del regalo que ella recordara durante mucho tiempo después que el día de la madre haya pasado.



"WE NEED TO REDOUBLE OUR EFFORTS TO RESTORE A SPIRIT OF COMMUNITY IN LUBBOCK"

— Mayor David Langston

Mayor Langston believes that this campaign for mayor ought to be a campaign for Lubbock. We need to restore a spirit of community in order to:

- foster the development of neighborhood associations so that residents can participate in establishing their own priorities and programs for the delivery of social services;
- create a regional economic development coalition where all the cities and counties of the Llano Estacado work together to create jobs for our children and grandchildren; and
- use the discussion concerning the multi-purpose arena to develop a consensus on how we conduct economic development in our community.

VOTE SATURDAY, MAY 7

Langston for Lubbock

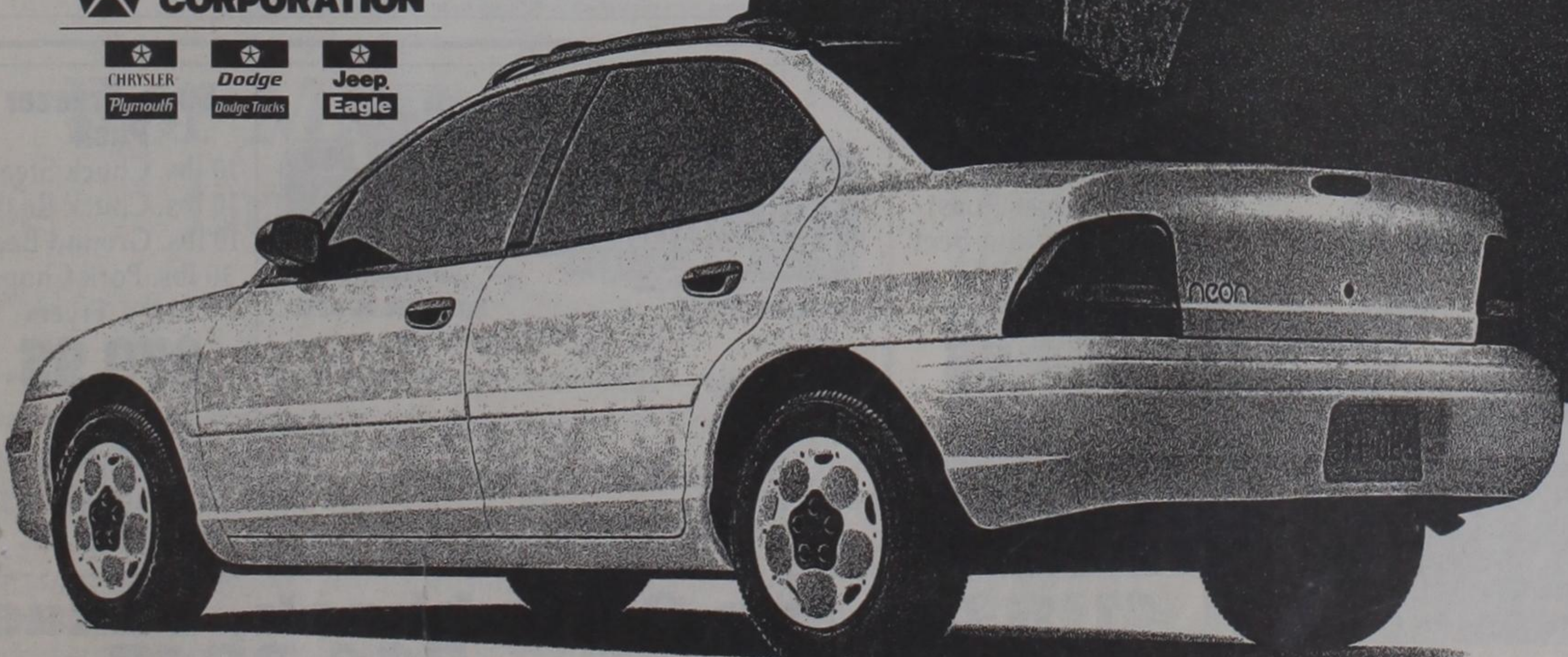
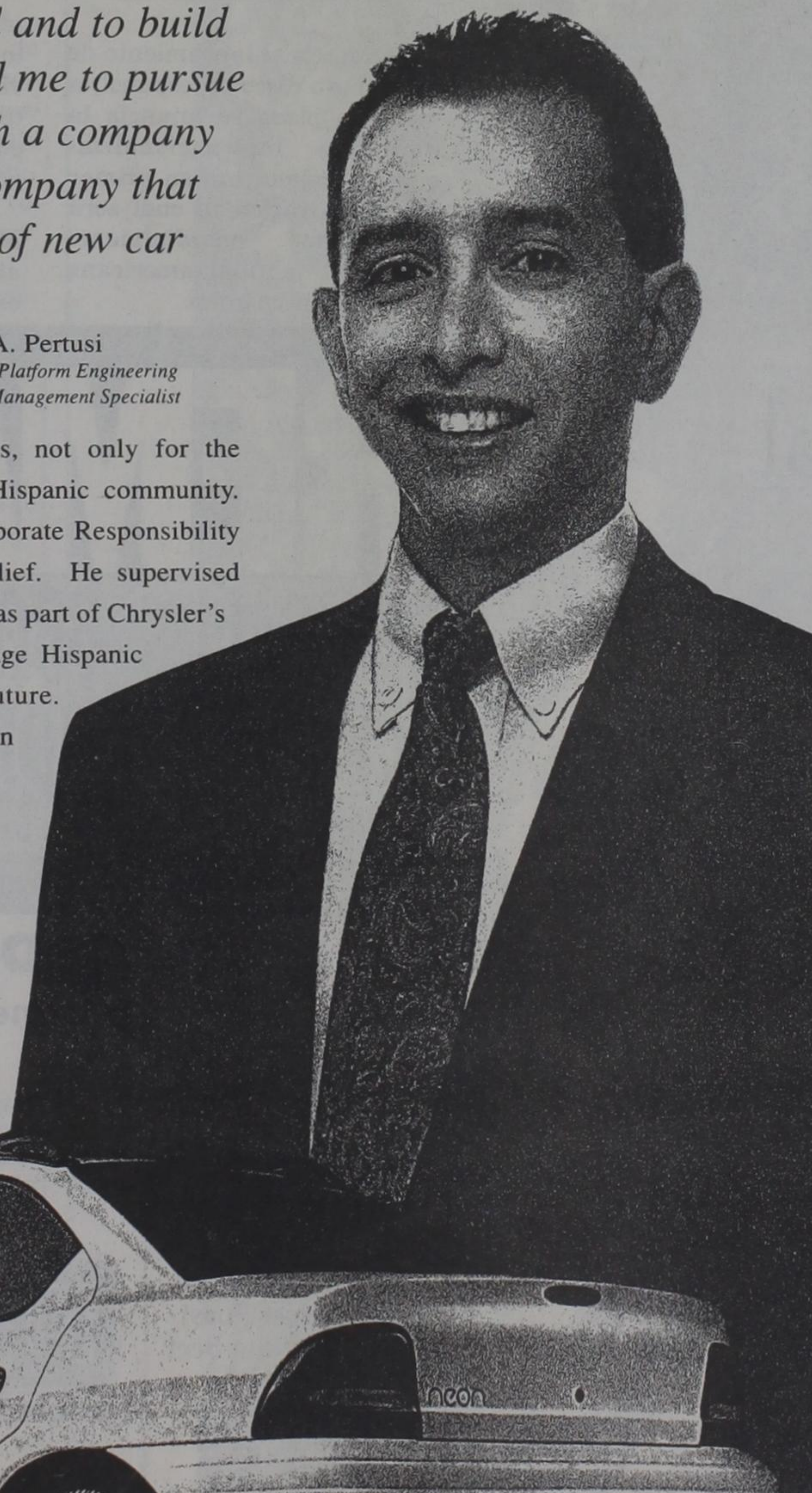
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"My family taught me to work hard and to build a better future. Their support enabled me to pursue a career as an electrical engineer with a company that shares that same philosophy, a company that has established itself at the vanguard of new car design--the Chrysler Corporation."

Carlos A. Pertusi
Small Car Platform Engineering
Program Management Specialist

The Chrysler Corporation believes in setting standards, not only for the automotive industry, but also for commitment to the Hispanic community. That's why we support the Hispanic Association on Corporate Responsibility (HACR). Carlos, a Chrysler engineer, reflects this belief. He supervised the interior and electrical aspects of the 1995 Neon. And, as part of Chrysler's Minority Recruiting Team, he visits schools to encourage Hispanic youth to prepare for the careers of the future. With Hispanics such as Carlos in the Chrysler Corporation family, we are designing a better tomorrow.



Dodge/Plymouth Neon

Feliz Día de Las Madres

Deportes/Sports

Legacy Tour '94 Style

Soccer fans, join TV an opportunity to complete in superstars ANDREW SHUE the KJMZ-FM Mom's Olym- of Melrose Place, THOM pics. GOSSUM of In The Heat Of A family -oriented extrava- The Night along with soccer ganza, the Soccer Celebration superstar TEOFILO "NENE" is just the final piece in a CUBILLAS- at the Legacy grassroots program bringing the excitement and benefits of the world's number one sport off at the historic downtown into neighborhoods across the country. Dallas West End Market- place on Friday, May 6, from 5 p.m. to midnight and Sat- urday, May 7 from 10 a.m. to 7 p.m. The entire weekend is fun and free!

Legacy Tour '94's Soccer Celebratin features non-stop soccer events and falulous enter- tainment for everyone. This once-in-a-lifetime event will feature 1994 World Cup Ticket giveaways (must be present to win,) and a scavenger hunt for 1994 World Cup tickets (Sat. 12 p.m.- 4 p.m) Everyone can also register to win a new 1994 GMC Safari Truck, 1994 Pontiac Trans sport, Canon cameras, Upper Deck autographed memorabilia and a chance to become a ball-boy/ball-girl at the 1994 World Cup games. Musical headliners include the blues band Cold Blue Stee, the reggae band Watusi and a variety of multi-cultural live entertainment representing six countries that will be playing in the Dallas World Cup games.

Thousand of adults and children, mem and womem, soccer experts and novices are expected to take advantage of free activities this community festival has to offer. Participants can play in the featured "adidas Soccer-Til-You-Drop" Marathon and see the coveted FIFA World Cup Trophy and World Cup memorabilia. Children can "try their foot" in the Kids Fun Zone featuring Sumo Soccer, Skills Clinics, Soccer Volley and a on Walk. Moms will have

The Soccer Celebration was preceded by three weeks of soccer Skills Events where 5,000 children and adults participated in parks and recreation areas throughout North Texas. When Legacy Tour '94 pulls out of town headed for its next location, a tangible legacy of the support for inner-city soccer programs, refurbished fields, donations of soccer balls and goals and soccer clinics will be left behind.

Legacy Tour '94 is the equivalent of taking a major rock 'n roll show on a cross-country 'brainstorming' tour. Several tons of equipment will be carried on four General Motors semis to be unloaded, assembled and operated by hundreds of volunteers at each stop.

The Legacy Tour'94 will travel to all the World Cup USA 1994 cities; Los Angeles, San Francisco, Dallas, New York, Washington DC, Orlando, Boston, Detroit and Chicago.

Legacy Tour '94 is a program of World Cup USA 1994 and is sponsored by National Presenters: adidas, AMC Theaters, Canon, GMC Truck, Pontiac, The GMC Card, ITT?Sheraton; Suppliers: The Scotts Company and SportFloor USA; Regional Presenters: Chidren's Medical Center Dallas, KEGF-FM, KJMZ-FM, KESS-AM.

For information or to volunteer for Legacy Tour '94 contact 214/928-7583.



"Amor Prohibido" Se Titula El Sexto Album De Selena

El lanzamiento de este nuevo disco de Selena ha establecido un nuevo record de ventas en EMI Latin, al lograr Doble Platino antes del mes de haberse incorporado al mercado. Con "Amor Prohibido" su interprete se consolida como la estrella de mas extraordinario exito de la decada.

Dedicada a la musica desde de su infancia, la ganadora del Grammy de 1994 en la categoria de Mejor Latina tambien ha obtenido cuatro galardones en la reciente entrega del Tejano Music Award.

A lo anterior agrega otro record historico: el de mayor asistencia en el famoso Astrodome de Houston, Texas, donde acaba de atraer a mas de sesenta mil personas a una

actuacion. De voz privilegiada y definido estilo, su repertorio crece positivamente con el lanzamiento de "Amor Prohibido", el sexto album de su carrera.

El primer sencillo tiene el mismo titulo. Es una cumbia, genero que tipifica a su interprete. Tematicamente se refiere a las dificultades que experimenta la relacion de una joven pareja debido a sus diferencias sociales. Su ritmico estilo es inconfundible.

El video de esta cancion fue grabado en Joshua Tree, en las proximidades de Palm Spring, California.

Otros temas igualmente interesantes de "Amor Prohibido" son "Bidi Bidi Bom Bom", "Cobarde", "El Chico del Apartamento 512", "Fotos y Recuerdos", "Ya No" y "No Me Queda Mas". La produccion es de A.B. Quintanilla III". El album ha debutado arrolladoramente en las listas de popularidad de todo el pais.

Junto con el lanzamiento de este nuevo disco en espanol, a mediano plazo se anuncia la definitiva internacionalizacion de Selena con su primer album en ingles, el cual sera distribuido mundialmente por SBK, la filial americana de EMI Music Group.

¿Que Pasa?

Lubbock Parks And Recreation Announces "Lubbock Lady Round Ballers Camp"

Varsity Camp-June 6-9, for all incoming 10th through 12th grades. Entry fee is \$30. Elementary/Junior High Camp - June 6-10, for all incoming 3rd through 9th grades. Entry fee is \$45. Deadline is June 1, 1994. Sign up early these camps are limited to the first -96 campers in each camp. For more information, please call 767-2690.

Lubbock Parks and Recreation Announces "Hot Shot Boys Basketball Camp"

June 20-24 for all incoming 3rd through 9th grades. Entry fee is \$60 and deadline is June 15, 1994. Sign up now! Limited to the first 80 campers. For more information, please call 767-2690.



SPC AUTOMOTIVE PROGRAM AWARD WINNER

Seven students in South Plains College's automotive service technology program were named outstanding students in their respective sections during a recent awards banquet. Seated from left are Dwaine Powers from Stephenville, Patricia Alcala from Brownfield and Willie Torres from Levelland. Standing from left are Doug Coody, Larry Saiz and Jesse Parra, all from Lubbock, and Danny Mendoza from Muleshoe.

Free Cancer Check-Ups

Guadalupe Economic Service Corporation offers free breast and cervical cancer check-ups to women who cannot otherwise afford them and who meet some guidelines based on age, income, and household size.

We especially urge women age 50 or older to get check-ups. Because the key to successful treatment for cancer is early detection, we want to let as many women as possible know about these services. Please call 744-4416, Diana Lopez or Elia Gonzalez will be happy to schedule an appointment if all qualifications are met. Look on page 7 to take advantage of a redemable coupon for this free mammogram as a gift for Mother's Day.

Vocational Nurses Meeting

Licensed Vocational Nurses Association of Texas Lubbock Division 18 will meet May 9, 1994 from 7:00 p.m. to 9:00 p.m. in the Arnett Room of St. Mary of the Plains Hospital. Featured speaker for May will be Dr. Robert Brodtkin, DPM. He will speak on Podiatry.

One continuing education hour will be given to those attending. All nurses, both R.N. and L.V.N. are encouraged to attend L.V.N.A.T. meetings. L.V.N.A.T. is now a provider for continuing education you will receive credit for attending our meetings and workshops. Your credit will be entered in the computer in Austin and kept for any checking you may need for auditing.

The President, Melvena Coverdell asks that all Board Members and all Committee chairs and members be present at 6:00 p.m. for a meeting. At that time input will be given on the October 1994 convention to be held in Lubbock.



Aviso De Final De Juego.

Este 1ro. de mayo llega a su fin el divertidísimo juego de la Lotería de Texas: Grand Slam. Pero todavía tienes oportunidad de ganar en grande ya que tienes hasta el 28 de octubre de este año para reclamar los boletos ganadores.

Recuerda que con Grand Slam si tu anotación (Your Score) es más alta que la de ellos (Their Score), ganas el premio indicado que podría ser de hasta \$1,000.

Puedes cobrar los premios de hasta \$599 en cualquier comercio de la Lotería de Texas. Los premios de \$600 o más deben ser reclamados en uno de los 24 centros de reclamo de la Lotería de Texas; o por correo, usando una de las formas de reclamo que están disponibles en los comercios donde compras tus boletos.

Si tienes preguntas llama gratis al Teléfono de Servicio a Clientes de la Lotería de Texas al 1-800-37-LOTTO.



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EL HISTORICO MENSAJE DEL 5 DE MAYO

La historia nos permite comprender el presente a traves de los hechos del pasado que lo hicieron posible. El 5 de Mayo de 1862 es una fecha de gran importancia para la historia de Mexico, ya que ese día se vulnero, en tierras polígrafas, el afán imperial francés que sonaba convertir de nuevo a nuestro país en un feudo europeo. Aun habria muchos triunfos y derrotas antes de que las tropas republicanas entraran definitivamente victoriosas a la capital de Mexico. Pero sin el triunfo del ejército de Oriente en Puebla, no se habria llegado a Queretaro, donde concluye, ante un peloton de ejecucion, la aventura de Maximiliano. A causa de la guerra de Reforma, las arcas estatales estaban vacías y no era posible hacer frente a una deuda exterior que se acumulaba desde hacia varios años. Ante este problema el Gobierno juarista promulga una ley, el 17 de julio de 1861, en la que decide suspender el pago de la deuda exterior por dos años, con el objeto de que la Nación se reconstituya despues de la guerra civil. Si bien para Mexico no lo entienden así y amenazan con intervenir militarmente a fin de apoderarse de las aduanas mexicanas para cobrar dicha deuda. España, Francia e Inglaterra acuerdan enviar una flota a las costas del Golfo de Mexico con lo cual resucitan un antiguo proyecto acariciado desde antes de la Independencia Mexicana: la creacion de una monarquía en nuestro país.

Se pensaba que un Gobierno fuerte, simpatizante y emparentado con las monarquías europeas, lograria orden y estabilidad en la antigua Nueva España: así mismo, detendria la amenaza expansionista de los norteamericanos; que penetraban cada vez mas en las naciones americanas de origen hispanico, desplazando los fuertes intereses económicos ingleses franceses y españoles.

Este deseo respondia al proyecto de varias generaciones de mexicanos desesperados por el caos constante en que se debatia su patria desde 1821. Algunos de buena fe y con patriotismo, otros mas preocupados por sus privilegios e intereses, buscaban en las cortes europeas al Principe que pudiera encabezar un Gobierno respetado y estable. La busqueda de un monarca no era nada extano durante aquellos años. Grecia, los liberales es-



Primeros combates entre mexicanos y franceses, cerca de Orizaba

pañoles, los patriotas italianos, recorrian Europa buscando alianzas y posibles monarcas para sus respectivos pueblos. El 8 de diciembre de 1861 arriba a Anton Lizardo la fuerza española, compuesta por siete mil hombres aproximadamente, dirigida en un principio por Gasset y Mercader, despues por el general Juan Prim, conde Reus.

Un mes mas tarde, el 6 de enero de 1862, ochocientos soldados ingleses llegan a nuestro país al mando mes, bajo las ordenes del contralmirante de la Graviere y del comisionado Dubois de Saligny, desembarcantrescientos franceses. Manuel Doblado, habil diplomático mexicano, es

enviado por el Gobierno juarista a negociar con los comisionados de los países invasores. Con gran tino, Doblado logra que se firmen los

Acuerdos de la Soledad, en los que las potencias se ven obligadas a reconocer al Gobierno liberal, como el unico legítimo de la Republica Mexicana. Los soldados de la alianza trinacional abandonaria las insalubres tierras de Veracruz y se instalarian en la zona de Cordoba-Orizaba, en espera de la hora de reembarco. Sin embargo, mientras ingleses y españoles respetaron el acuerdo, fue distinta la actitud del frances Saligny. Su emperador, Napoleon III, a pesar de haberse comprometido en Londres a no intervenir en la formacion de un nuevo Gobierno en Mexico, en realidad pretendia establecer una monarquía en cuya cabeza se situaria el archiduque Fernando Maximiliano de Habsburgo. A fines de febrero de 1862 llego procedente de Europa Juan Nepomuceno Almonte, conservador mexicano que se manifesto como representante de las tres potencias para establecer la monarquía.

Amparado por las tropas francesas, fue reconocido por todos los monarquicos mexicanos como su jefe. Sin tardanza, el Gobierno liberal protesto por semejante acontecimiento. La invasion de Mexico fue un acto tipicamente colonialista, como lo habia sido la entonces reciente conquista de Indochina.

El ejército expedicionario frances en Mexico se componia de mandos y soldados veteranos de campanas en Europa, Africa y Asia y su armamento se contaba entre los mejores del mundo. En los campos de batalla italianos, en 1867, el fusil frances habia demostrado que la precision de su tiro no admitia comparacion alguna con otro en servicio. Tambien era notable la calidad de su artillería, que contaba con modernos ca-

nonés de dos años de uso.

En cambio, el ejército mexicano que habia derrotado a los conservadores era un recuerdo.

De los setenta mil fusiles y seiscientos canones que llego a tener el Gobierno federal, una gran cantidad era obsoleta.

Ademas la mayor parte de las tropas tuvo que ser licenciada al termino de la guerra de Reforma.

De ahí que el ejército mexicano se hubiera reducido, en vez de aumentado, en visperas de una guerra de ocupacion. Simplemente el ejército de Oriente que protagonizo la batalla de Puebla habia disminuido sus efectivos de once mil hombres a menos de seis mil. Otro de los obstaculos a los que se enfrentaban las tropas mexicanas era la inexperiencia de los jóvenes oficiales, ya que la mayoría de los veteranos de la guerra civil habian muerto o abandonado el ejército.

No obstante, sus jefes eran individuos capacitados, entre los que sobresalian Escobedo, Corona, Diaz, Regules, Riva Palacio y Zaragoza. Aunado a todo lo anterior, el ejército mexicano debia tambien atender los eventuales levantamientos conservadores. el 6 de marzo de 1862 llego a Veracruz el general Lorencez con 4474 hombres. Ante tal actitud, los comisionados de las otras potencias resolvieron deshacer la alianza tripartita y actuar en forma independiente. Prim abandono Orizaba, al igual que los ingleses. Lentamente se inicio el avance de las tropas francesas hacia el altiplano, apoyadas por los monarquicos y simpatizantes conservadores. Lorencez se dirigio hacia Orizaba, por lo que el general liberal Zaragoza se retiro hacia las cumbres.

El que con petulencia se creia ya "el amo de Mexico" se topo con una heroica defensa de la ciudad de Puebla.

Lorencez hubo de retirarse con

una perdida de 476 soldados y 345 herido. El ejército mexicano, en cambio, sufrio apenas 83 bajas y 132 heridos. Golpe terrible para el orgullo francés, que mas tarde se derumbaria ante la conviccion del Gobierno liberal dispuesto a hacer valer su derecho historico.

Despues de la derrota sufrida por los franceses en Puebla, el 5 de Mayo de 1862, Napoleon III ordeno aumentar el ejército de ocupacion y designo al mariscal Elias Federico Forey para sustituir a Lorencez. No obstante, hasta junio de 1863 no pudieron entrar a la capital de Mexico las fuerzas de intervencion, junto a las cuales marchaban columnas de conservadores mexicanos.

Poco antes, Juarez habia abandonado la capital con sus ministros llevando consigo la representacion de la Republica y habria de enfrentar las vicisitudes que implicaba gobernar un país acosado por la invasion extranjera.

Aunque inicialmente penso establecerse en San Luis Potosí, las circunstancias lo obligaron a realizar un peregrinaje de cinco años por el norte de la Republica. Napoleon "el pequeño" no buscaba precisamente reimplantar en Mexico el Gobierno de los conservadores instigadores de la intervencion solo por filantropía o cas semejane, sino que tenia sus propios planes y metas. A disgusto de los conservadores, el mariscal Forey expidio un manifesto en contra de Juarez, pero al mismo tiempo asentaba categoricamente que seguirian vigentes las leyes de desamortizacion y nacionalizacion de los bienes del clero, así como la libertad de cultos, pues el Gobierno frances presumia de seguir una política liberal.

Posteriormente se nombro una Junta Suprema de Gobierno, la cual designo a Juan Nepomuceno Almonte, Mariano Salas y al arzobispo Pelagio

Continua Pagina 6



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Editor/Publisher: Bidal Aguero

Mañana, Mañana

Por Javan García

Si tienes a tu hermosa madre viva,
acaríciala, abrázala y quírela hoy.
No te esperes hasta mañana,
porque mañana nunca llega.

Si sabes que desea alguna cosa
y esta a tu alcance,
cumplele su deseo, hoy mismo,
porque mañana nunca llega.

Cuando te de buenos consejos
y te diga que no la tires a loca,
escuchala, que ella sabe lo que dice.

Y cuando te diga que quieras
a tus hermanos y hermanas
sin reservaciones, aslo,
que nada te cuesta.
Y el beneficio será
de verla contenta.

Invítala ha senar seguido.
Trátala con cariño.
Dale por su lado, hoy mismo,
porque mañana nunca llega.

Tu madrecita siente.
Dile que se mira bonita,
aunque enbaces
la halles malita.

Sientensen y platiquen
de su pasado.
Y pon cuidado,
adquira su huicio
para que tengas algo
que pasarles a tus hijos.

Si hay alguien en su familia
que ella no a visto por años,
hallalos, contactalos y juntalos.
Aslo hoy mismo, porque
mañana nunca llega.

Si le has dado penas, asosiegate.
Pídele perdón y enmejorate.

Si ella ha hecho algo
encontra de ti,
asegurala que esta olvidado.
Dile que sabes que es humana
y como todos, tiene culpas

Tu mama merece amor,
no dolor.
Y acuerdate,
ella dio su juventud
para obtener esperanza para ti.

Si te dice que levantes
las manos al cielo
y le des gracias a Dios
por lo bueno que es,
has mejor que eso.
Llévatela ha la iglesia
y sin que sepa,
dedícale la misa ha ella.
Y veras que su linda cara
iluminara como un lucero.

Y si despues de todo esto
hallas a tu madrecita muy
grave de salud,
reza por ella, y con ella.
Y espera a el Señor que
haga su voluntad.

Nomas porque me hoyes
hablar de tu madrecita
no olvides a tu padrecito.
El es la raíz de tu ser vivir
y tambien merece
tu amor y respeto.

Yo hablo de el corazon
y no estoy lleno de haire.
Por esa razon
hallas aqui una receta
para que vivas en harmonia
con tu madrecita.

Yo hize el error
de esperarme hasta mañana,
y que crees,
mi mama, como mi papa,
se murio,
y mañana nunca llego.



(Javan Garcia de Lubbock, Texas es un poeta, escritor y "Rapper" aspirador. El es el autor de "Love Struck", "Train of Thought", "Enough", y "La Vida Desabrida". Su padre fallecio en los ultimos de Mayo 1990. Y su madre fallecio en los primeros de Julio 1990. Este poema es dedicado en memoria de ellos.)

Dedicada A
Sr. Jesus Alcoser Garcia, Jr.
y
Sra. Rupelia Lucero Garcia
Que Descansen en Paz

"Girl Talk" From Page 3

Brenda Becknell, an Imaging Consultant and owner of the Robert Spence Agency, will conclude the program with a fashion show. Ms. Becknell will present the latest in spring fashions while helping mothers and daughters identify their own wardrobe types and styles.

Each presentation will be followed by a question and

answer session. The registration fee is \$5 per person, which includes lunch. Tickets must be purchased in advance, since seating is limited. Tickets may be purchased in the Community Relations office at St. Mary Hospital. For more information, contact Kathryn Abbey at (806) 796-6667.

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Happy Mother's Day

to all Mothers on
this Day!

de parte de

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Feliz Día de Las Madres

Omenaje a Mi Madre

Por Abby Lara Ortiz
Mi Muy Querida Madrecita
Hoy vengo a visitarte,
Porque este es tu día
Y quiero felicitarte.

Madre, te regalo este buque de rosas
Que representa mi amor,
Porque tu en mi corazon
Eres una linda flor.

Madre, te doy las gracias
Porque siempre estas a mi lado,
Y por el cariño y amor
Que tu siempre me has dado,

A veces no te vengo a ver
Pero es que siempre hay razon,
Madre, no te he olvidado
Tu siempre estas en mi corazon

Historico 5 De Mayo Continúa de la Pg. 5

Antonio de Lebastida para encargarse del poder ejecutivo. Estos, a sus vez, organizaron una Junta de Notables, encabezado por Teodosio Lares, que aprobo el proyecto de que Mexico adoptara como forma de obierno la monarquia moderada, hereditaria catolica, y que la corona se ofreciera a Fernando Maximiliano de Habsburgo, principe de Austria, al que se le reconoceria como emperador de Mexico. Por su parte, el pueblo mexicano se empeno en la defensa de su territoria y del Gobierno de Juarez. Asi, la legendaria superioridad militar del ejercito frances lo hacia ganar batallas, pero de ninguna manera vislumbrar siquiera la dominacion del pais.

Maximiliano fue incapaz de resolver nada. Se lo impidieron la falsa imagen que tenia de lo que era nuestro pais, las obligaciones que contrajo al firmar con Napoleon III el Tratado de Miramar y la presion de los conservadores, a quienes apoyaba el clero y, por ende, el Vaticano. Asimismo su fracaso se debio, fundamentalmente, tanto a su incompatibilidad e incompreension de los intereses economicos de la clase que lo promovia, como a las convicciones republicanas y libertarias del pueblo mexicano, al frente del cual estaba Juarez, Gonzalez Ortega, Mariano Escobedo y toda u an pleyade de liberales decididos.

La calda del llamado Se-

gundo Imperio, estuvo determinada, entre otras causas, por los cambios que dieron en el ambito internacional (termino de la Guerra de Sucesion en Estados Unidos y consolidacion del Estado prusiano, que dirigido por Bismark apuntaba a disputarle a Francia la hegemonia en Europa), a los que se auno el creciente empuje del ejercito republicano, que se habia ido conformando y organizando sobre la marcha. El imperio de Maximiliano fue fugaz y acabo tragicamente, pues desde su gestacion estaba asignado por intereses contradictorios que chocaron contra la dinamica del momento historico nacional y mundial.

Ms. Ralston's belongings day Fairy godmother - a reporter by the name of Lois Woskovich. She did a wonderful story that touch many people who in turn offered materials and physical labor to complete the construction. Ajax Roofing will put a complete new roof according to Mojica. "We have done all we can do for now," says Mojica. "Now, it's up to the Code Enforcement," says Mojica. According to Mojica the crew that helped out didn't encounter any rodent nor roaches in any of the hundreds of boxes that were open. Mojica would like to say thank you ... Lois, Mrs. Constancio, Joan Irvin, Councilman Victory Hernandez and all the kids that helped out. Also of course, we cannot forget the El Editor newspaper that is always there for news that are a real reality to the community in general.

LA GRAN DIFERENCIA ENTRE UNA PERSONA QUE RENTA Y UN PROPIETARIO ES QUIEN RECIBE SU CHEQUE.

Cada mes millones de estadounidenses colocan en el bolsillo de los dueños de su casa el dinero difícilmente ganado, en lugar de invertirlo en su futuro. ¿Por qué? Porque ellos no saben que por casi la misma suma que pagan de renta, podrian adquirir su propia casa.

POR CASI LA MISMA SUMA QUE PAGA DE RENTA, USTED PUEDE COMPRAR LA CASA DE SUS SUEÑOS.

Actualmente el Departamento de HUD (U.S. Department of Housing and Urban Development) cuenta con una gran cantidad de casas disponibles a



precios al alcance de todos. Muchas requieren pagos iniciales muy bajos y son elegibles para financiación asegurada de FHA. HUD aún pagará la mayoría, si no todos, sus costos de cierre. Y estas casas están ahora mismo esperando por usted.

Para mayores detalles, llame hoy a su agente local de bienes raíces. Comience a depositar su cheque en una gran inversión, no en el bolsillo del propietario de su casa.



NOSOTROS LE AYUDAREMOS A POSEER UN PEDAZO DE SU PAÍS.



Para compradores que califiquen. Solamente sobre casas con financiación asegurada por FHA. El pago inicial real variará con base en el precio de la casa y en los términos. Los costos de cierre y honorarios son adicionales.



Un Rayito De Luz

by Sofia Martinez

En nuestros tiempos todavia hay milagros. Cuando los creyentes piensan que un milagro es una intervencion extraordinaria de Dios, estan en la verdad. Hacen propias las palabras que Nicodemo le dijo a Jesucristo: "Nadie puede hacer las senales que tu haces si Dios no esta con el". (Juan 3,2); y tambien las palabras de Jesus que proclama: "Las obras que el Padre me ha ordenado cumplir dan testimonio de mi". (Juan 5,36).

Analizando un poco mejor esas obras de que habla Jesus, los teologos descubren que esas obras se cumplen de acuerdo a un sabio plan de amor; que Dios, usando Su poder, concede aquello que la naturaleza no puede darnos, y esto nos causa admiracion y asombro. En realidad, no se realiza el milagro si no hay estos tres elementos: Poder de Dios, amor lleno de sabiduria y admiracion.

Desgraciadamente, cuando hablamos de "milagro", ponemos nuestra atencion, casi nomas, en uno solo de los tres elementos y que es, despues de todos, lo mas superficial: lo maravilloso del hecho y el asombro que provoca. Pero, asi, corremos el riesgo de que sea, nomas, una ilusion. Para la Iglesia no es asi, ella sabe muy bien en que consiste el milagro.

Luego, es un verdadero problema encontrar un metodo unico para dedecir si es un verdadero milagro, o si no es un verdadero milagro; porque los conocimientos cientificos y conocimientos medicos siempre estan cambiando.

From The Pastor's Desk:
Are We Willing To Be Ready?

One of the greatest questions in the Bible is, Are you willing to be ready? Many people say, Ready for what? When God speaks, many of us are like people in a fog. When God asks, "are you willing?", many of Gods people are responding like they know not who He is.

What is readiness of Gopd's people? It means having a

right relationship to God and having the knowledge of where we are. Sometimes we are so busy telling God where we want to go and what it is that we need out of life and from Him that we do not take the opportunity to get ready for what He wants us to do.

What is readiness of God's people? It is when God's people are ready to do the large

Hoy un cientifico serio sabe que nunca esta en grado de decir la ultima palabra. Por eso, ante una curacion inexplicable, no da su opinion absolutamente valida para siempre. Solamente dice: "A nosotros, hoy, se nos hace imposible explicar esta curacion". Actualmente esta es la conducta seria de personas verdaderamente cientificas.

A esto corresponde, por parte de la Iglesia, una linea de profundizacion teologica sobre los "sucesos milagrosos", de tal forma que se pueda

Si los milagros siguen sucediendo es porque Dios nos ama y, El, es todopoderoso. Los milagros de hoy comprueban los milagros de antes y dan testimonio de los milagros que narra el Santo Evangelio, los cuales ya estan muy bien comprobados historicamente y el mas grande es el de la Resurreccion de Jesucristo. En el de la Resurreccion se manifesto la Divinidad en toda su plenitud.

Por otra parte, si todo lo guia la Divina Sabiduri, debemos de entender porque algunas de nuestras peticiones no han sido concedidas. Por ejemplo: Cristo no quiso desperdiciar milagros ante el Rey Herodes; ni quiso complacer a los que le gritaban cuando estaba agonizando en la cruz, porque hubiera sido un "milagro" inutil y danino." Jesucristo tenia que morir para resucitar al tercer dia y entrar en Su gloria". (Lucas 24,26)

Parece que, en nuestro tiempo, no debieramos de esperar milagros mas grandes que aquellos que Dios hizo en los primaros tiempos del cristianismo, ni milagros que, por su apariencia maravillosa, para convertirnos y ser santos. Mejor seamos santos haciendo el bien y evitando el mal por amor a Dios y, entonces...Dios nos hara muchisimos milagros. (Genesis 1, 1 y siguientes). (Juan 14,12-13).

Read It First In EL EDITOR Call: 763-3841

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Request application materials from: Dr. Otto B. Schacht, Dean of Arts and Sciences, South Plains College, 1401 S. College Ave., Levelland, TX 79336. (806) 894-9611, ext. 338.

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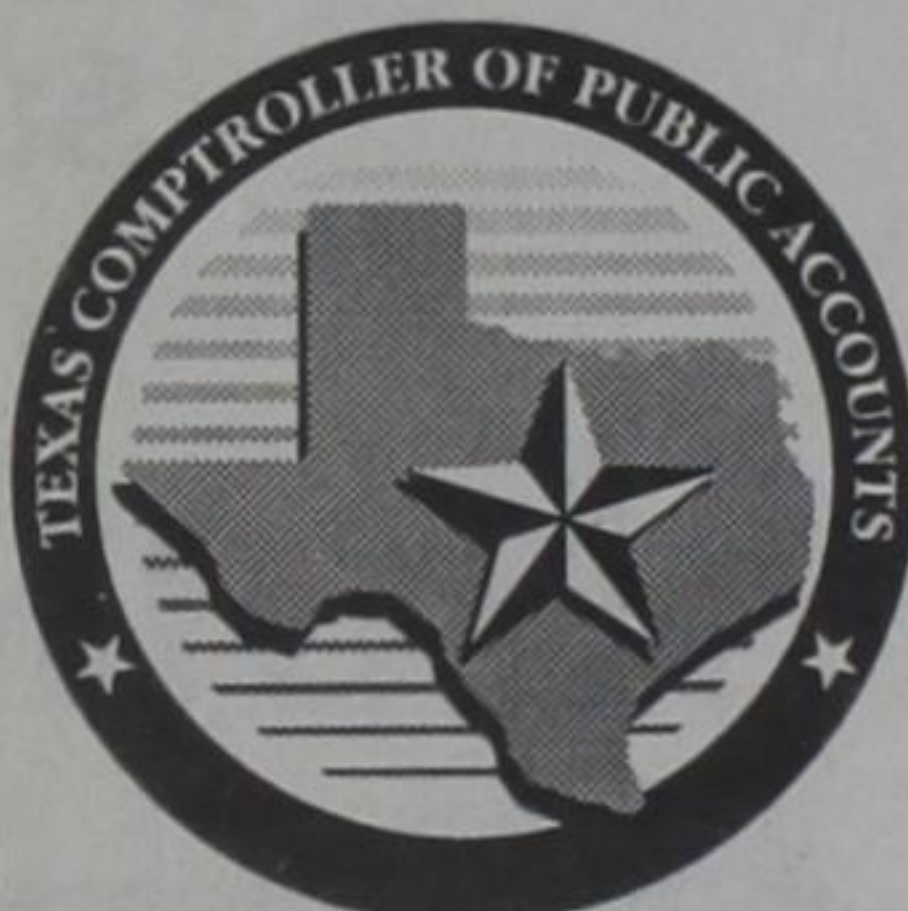
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