



# EL EDITOR



Vol. IX No. 22

Week of April 17 thru 23, 1986

Lubbock, Texas

## U.S. Bombers Attack Libya

by Jose Montes

Last Monday, 33 U.S. warplanes attacked Libyan targets off the coast of Tripoli. The raids occurred at 7 p.m. EST. One U.S. Air Force F-111 jet was hit and its crew was killed.

President Reagan went on national television to explain the military strike. He said the U.S. had "irrefutable evidence" that Libya's Moammar Khadafy was responsible for recent anti-American terrorist attacks, including the April 5th bombing of a West Berlin discotheque.

U.S. Air Force and Navy jets mounted their attacks off Navy carriers stationed in the Mediterranean and U.S. bases in England.

Khadafy's headquarters as well as Libyan military bases were "carefully targeted to minimize casualties among Libyan people" according to

Reagan, and added; "if necessary, we will do it again." It is not known how many Libyan soldiers and civilians were killed. It is also not known whether Col. Khadafy was injured in the raid.

According to a South Korean ambassador in Libya, "the whole city of Tripoli shook during the overnight bombing. It was terrible". An NBC News Correspondent said in a live report that "planes were attacking the city." Radio reports in the city said, "the White House has confirmed that the United States has dealt a series of air strikes against Libya. Tripoli has been subjected to our attacks. Explosions are heard in the city."

The F-111 bombers used in the attack are equipped to carry nuclear bombs. The two types of Navy jets, the A-6



U.S. F-111 bomber like the one downed by Libyan anti-aircraft missiles. Two men were lost in the incident.

Intruders and A-7 Corsairs, were also used against Libyan missile boats during action off the Gulf of Sidra three weeks ago.

Libya's official JANA news agency reported Libyans were leaving oil fields to report to army barracks and that "suicide units all over the world had gone on alert to face U.S. Atlantic and Zionist aggression." The Libyan People's Foreign Bureau vowed that

American forces would pay a price "like they paid in Vietnam."

Security around the White House has been tightened. U.S. carriers in the Mediterranean have been put on defense alert.

Secretary of State George Shultz was asked what would happen if Libya was to retaliate for the air strikes, Shultz said, "the United States will take military action."

## Khadafy's Daughter Killed...

by Jose Montes

The 15 month-old adopted daughter of Libya's Col. Moammar Khadafy was killed in Monday's U.S. air raid attack in Tripoli. Intensive damage to the city also claimed over 100 and possibly more Libyans dead.

One U.S. Jet Fighter F-111 was downed in the operation and the two American pilots are believed dead.

Reaction to Monday night's U.S. Air raid was favorable throughout the nation.

Here in Lubbock, El Editor conducted a random survey for general reaction, and some comments from people who asked not to be identified were as follows:

"What President Reagan did was to bring us down their level. We should've mined their harbors so that we could

economically hurt their trade." SBA, George Gomez said, "I'd be afraid to live in D.C. right now. I think President Reagan and his family are targeted." An attorney companion added, "What would you do if your daughter was killed?" Khadafy is almost destined to counter attack soon."

Another high official who also asked for anonymity said, "I think Libya and Khadafy are being used as a scapegoat for falling oil prices. Libya is so far away it poses no national security threat. Nobody likes Khadafy so he's the perfect target. That line-of-death has been in effect for years and no nation has even bothered to cross it, so why the U.S? Sure, the American people applaud Reagan's actions, but what about when their dead bodies come flying back home. Then what?!"

## L.A. Chicano Comedian to Perform



"The Unknown Vato"

"Ladies and Germs, the Unknown Vato! is that really him? Walking out with his fine ruka. Dolores DeCabeza? No, I think it's Kay Buena. OhMiGod!"

This Friday night at the Lubbock Municipal Auditorium, a Los Angeles comic who goes by "the unknown Vato" will perform his Chicano humor at the 2nd Annual "Springfusion" Roots Talent Showcase.

"The Unknown Vato", whose name will be revealed later, has been in many theatre productions including "the Invasion of the Cucarachas", "Let U.S. Make a Deal," "Charlie Cholo meets Disco Mari, and a host of other teatro hits as well as being the prime time newscaster for K-LOCO news. He has appeared on the Johnny Carson Tonight Show. The event will be hosted by

Cont. Page 2

## An Analysis Of The City Elections

by Alan Boese

Light voting in the predominantly Hispanic and black precincts of north and east Lubbock in the recent municipal election may have muffled otherwise clear signals to city hall that those minorities think and feel differently about city policy than voters in other neighborhoods of the city.

Not only did voters return incumbent Maggie Trejo to the city council and elect Linda DeLeon to the school board, but they also voted differently on the 33 proposed city charter amendments.

While Lubbock voters as a whole rejected every amendment, voters in 10 precincts in Districts 1 and 2 favored 15 of the amendments, including six proposals some Hispanic leaders thought were especially important to minorities.

Even proposals which lost in District 1 and 2 and by much closer margins than in other city precincts.

However, voting totals in districts 1 and 2 represented only about ten percent of the

entire city vote.

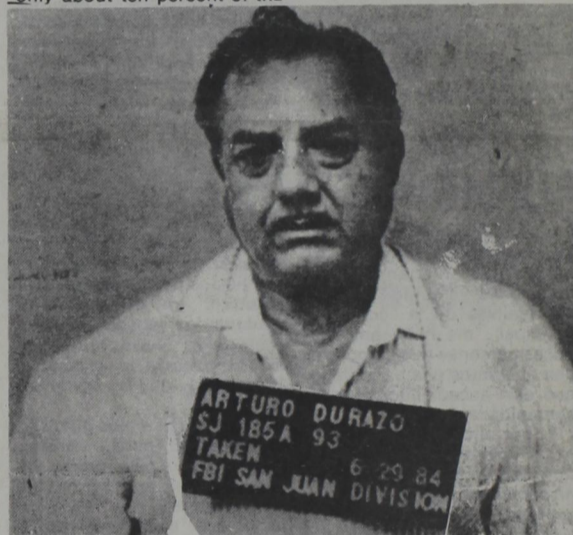
Informed Hispanic sources contended that six propositions were especially important to Hispanics and blacks. Those six included proposition 17, which sought to amend the city charter to ratify Jones v. Lubbock, the court case that created single-member districts.

In an eight year court battle, the city unsuccessfully fought to preserve at-large voting procedures. Attorneys representing minority plaintiffs argued that single-member district voting was the only way that minorities could be represented in city government.

Popular ratification of single-member district voting was defeated city-wide by a 65% to 35% margin, but was favored by voters in Districts 1 and 2 by a 53% to 45% margin.

However, the city attorney Ken Johnson emphasized that "Single-member districts are still the law."

Hispanic leaders also Continued on Page 4



## ¿Que Pasa?

May 17 Instead May 10

Due to numerous conflicts within the city of Lubbock on Saturday, May 10, and after review of possible conflicts on other Saturdays in the month of May, the Lubbock Public Schools has announced that Saturday, May 17 instead of May 10 will be used as a snow make-up day. A shortened schedule will be used on May 17. Students will report for class at regular time and will be dismissed at 12:15 on May 17.

The Lubbock Public Schools will have snow make-up days on Saturday, May 17 and Friday, May 30.

### LULAC 263 Holds Golf Tournament

League of United Latin American Citizens-263 (LULAC) will hold its annual LULAC Scholarship Golf Tournament on Sunday, April 27 at Slaton Golf Course in Slaton. The event is to be Partnership-\$30.00 per team pre-registered or \$35.00 on the day of event. 8 am shotgun.

Food and beverages after the tournament will be available for all the participants. Prizes and trophies to be given away. For information call 799-1500. Pre-registration is accepted.

### Parenting Classes Slated for Parents With Children 12 to 19

Parents with children 12 years old and up will have the opportunity to attend informal sessions geared to this particular parenting challenge. In past sessions, parents have reported learning from the presentations and media as well as from talking informally with other parents of teens.

The sessions will be held at the Catholic Family Service offices, 123 North Avenue N. The sessions are non-denominational in content to allow for the participation of parents of any religious persuasion.

The sessions will be held April 3rd, 10th, 17th and May 1st, 8th, and 15th call 765-8475 for more information.

### HAW Holds Candidate Forum

The Hispanic Association of Women will hold a candidate forum for the upcoming primaries in the following offices: U.S. Congressional District 19, State House of Representatives-District 83, and Lubbock County District Attorney. The forum will be held on: Friday, April 25 starting at 7:00-9:00 p.m. at the Rodgers Community Center which is located at 3200 Amherst Street here.

Refreshments will be served. The public is invited to participate.

### Lubbock Arts Festival

The Lubbock Cultural Affairs Council of the Lubbock Chamber of Commerce will holding its Eighth Annual Lubbock Arts Festival-A Celebration of the Arts. The event will be on April 25-27, 1986 at the Lubbock Memorial Civic Center. For more information call 763-4666.

### Get Out the Vote Workshop

There will be a 'Get Out the Vote Workshop' at St. Joseph's Church--in the basement on Saturday, April 19, 1986 starting at 9 am - 5 pm. St. Joseph's is located at 102 N. Avenue P.

Five surrounding cities are expected to attend this workshop. Those cities are: Brownfield, Midland, Amarillo, Crosbyton and Levelland.

### Soccer Sign-Up

Soccer sign up for women age 19 years and up will hold on Saturday, April 19 starting at 9 am - 12 pm (noon) --- 2:00 pm - 5:00 pm at Hodges Community Center which is located at 41st St. & University Avenue. For additional information call 799-3989 or 794-9579.

## Don't Drink And Drive! It's the Law!

## "Soy Inocente"

CIUDAD DE MEXICO.- "Soy inocente pero en serio. Soy inocente completamente", afirma en dias pasados en esta capital Arturo Durazo Moreno ante la juez 26 penal, Maria de Jesus Medel Diaz, quien le tomo la declaracion preparatoria en el Reclusorio Oriente. Por su parte su abogado, Juan Velazquez, senalo que "vamos a demostrar que las acusaciones carecen de fundamento". Al ex director de la Policia de Transito de le instruye proceso en los juzgados octavo del Distrito en Materia penal y 26 del Fuero Comun. En el primero podria alcanzar libertad bajo fianza, ya que el delito de acopio de armas de que se le acusa alcanza una pena de tres meses a seis anos de prision.

En el otro proceso, que es acusado de extorsion en su modalidad de amenaza cumplidas, la pena es de cuatro a 10 anos en la carcel.

Durazo Moreno se nego a declar ante los jueces Juan Silva Meza y Maria de Jesus Medel y repitio con insistencia: "Soy inocente".

Asimismo, rehusó responder a las seis preguntas que le fueron formuladas por el Ministerio Publico Federal, en torno a la adquisicion de las armas que guradaba en las propiedades que tenia en el Ajusco y en Zihuatanejo. Al ser interrogado por los reporteros, manifesto su

repeto por la prensa y promedio hablar en el momento oportuno con los representantes de los diferentes medios informativos.

En seguida, el director de Policia y Transito fue llevado ante la juez 26 penal, donde rechazo los cargos que fueron presentados en s, contra.

A peticion del abogado defensor, Juan Velazquez, la secretaria del juzgado leyo las acusaciones y denuncias en su contra, en las que salio a relucir que Durazo obtuvo un beneficio global de 124 millones de pesos de la Oficina Central de Licencias y de la Policia Auxiliar, mediante presiones a sus jefes.

Figuran entre los acusados el General Ramon Mota Sanchez secretario de Proteccion y Vialidad; el Coronel Raul Perz Arceo, quien fungiera como director de la Policia Auxilia y Angel Vichis, quien ocupara el cargo de jefe de licencias en la delegacion Gustavo A. Tadero.

El abogado de Durazo dijo que va a demostrar que los senalaminto que pesan contra su defendido carecen de fundamento, al tiempo que explico que de ser encontrado

culpable, alcanzaria una pena maxima de 13 anos en la carcel pues lo delitos que se le imputan son equiparables al robo con violencia.





**City Election**  
from page one

contended that proposition 19, which would have provided for a \$100 filing fee or a 25-signature petition for candidacy for all city-elected position, might pose an unnecessary hardship for some minority candidates. That amendment failed city-wide 56% to 46%, but was endorsed in Districts 1 and 2 by 53% to 47%.

Feminists considered proposition 1 a test of empathy in minority communities for a pet feminist goal, that of substituting feminine and neuter gender wording for masculine wording. Defeated resoundly throughout the city by a 64¢ to 46% margin, proposition 1 passed in Districts 1 and 2 by a 54% to 46% margin.

Before the election, Hispanic and black leaders advocated support for three proposals which sought to endorse the separation of the Board of City Development (BCD) and the Chamber of Commerce, a city's business community.

Those leaders reasoned that the previous association of the BCD with the Chamber of Commerce was evidence of a too cozy relationship between city government and the dominant business community.

Proposition 29, an amendment clarifying the duties of the BCD, lost city-wide by 51.5% to 48.4%. However, voters in Districts 1 and 2 supported the proposition by 61% to 39%.

Proposition 30, an amendment conforming the terms of office of BCD members, with the Texas constitution, lost city-wide by 54% to 49%, but was endorsed by voters in Districts 1 and 2 by 59% to 41%.

And proposition 31, an amendment clarifying the reporting requirements of BCD, lost city-wide by 51% to 49% through voters in District 1 and 2 endorsed the proposition by 64% to 36%.

However, both a public opinion scholar at Texas Tech University and a city attorney involved with the Jones case cautioned against interpreting election results as indication that Hispanics and blacks vote as a bloc.

"You can't conclude that Hispanics and blacks voted in a certain way unless you also account for non-Hispanic and non-black voters"; said Alex Tan, a professor of mass communications who has conducted voting studies on Hispanic voters in Lubbock. "You can't assume that white voters in those precincts voted the same as other white voters throughout the city."

Jim Brewster, the city attorney who led Lubbock's unsuccessful eight-year court battle against single-member districts, said that he thought "hispanic and black voters did not vote too differently than other voters on issues, depending upon the issue and its relevance to them."

And Linda DeLeon, who defeated Jose Ramirez for a school board position said she did not campaign as an Hispanic or as a woman.

"I campaigned on the issues, like the school district doing something about the drop-out rate in Lubbock's schools and school maintenance. I got pretty even support in all precincts, not just minority precincts."

Voters in Districts 1 and 2 also favored city charter amendments 2, 3, 9, 10, 12, 21, 27 and 33.

Precinct analysis was based on results reported by the City Secretary. Those results included returns from Arnett, McWhorter, Jackson, Guadalupe, Alderson, Posey and Lubbock High precincts in District 1 and Iles and Harwell precincts in District 21.

According to 1980 census bureau statistics, Mexican-Americans constitute 48.5% of the population in district 1, whites 41.4% and blacks 7.2%. In District 2, Mexican-Americans constitute 56% of the population, blacks 36% and Whites 25.6%.

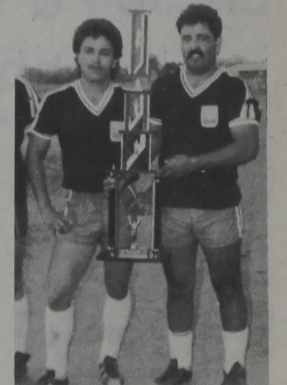
**NOTICIAS DEPORTIVAS DEL AREA DE AMARILLO, TX.**

**NOTICIAS DEPORTIVAS**  
Este fin de semana recién pasado se inicio el torneo oficial de "United Soccer League" en 3 de las 4 ciudades sedes que son friona, amarillo y dumas saliendo ganador entre Chile-Dumas (2) y Tigres de Amariollo (1).

el arbitro que dirigio este encuentro fue el Sr. Ismael Vega en un partido dificil por el fuerte viento que soplo surante los 90 minutos de juego.  
rafael castillo Corresponsal.



Equipo de Chile-Dumas con un muy buen comienzo en esta temporada 1986.



Sergio Urrutia y Marco Espinoza lucen orgullosos el trofeo "Benjamin Bedoy" ganado en friona por el equipo de Chile-Dumas.

Se desea saber el paradero de MAURO GONZALES. Estamos preocupados por no saber de el. Desde el martes no lo vemos, cuando nos dijo que habia pezcado un Bass.

**El Editor Moves Moves...**

by Jose F. Montes  
To a new location that is. El Editor's new headquarters are now located at 1211 Avenue O in the downtown civic center of Lubbock. Bidal Aguero, long time publisher and owner, in a calculated move has also moved on to the city of Austin, Texas to establish yet another edition of El Editor, Austin.

In a daring move equaled to that of a Gannett or a William Randolph Hearst, Aguero has set a May 1st, First Edition opening.

Geographically, El Editor takes on another big step in expansion. Already covering the West Texas, Permian Basin area, which encompasses cities such as Odessa, Midland, Slaton, Hereford, Wilson, Amarillo, Levelland not to mention Lubbock, El Editor under the guidance of Bidal Aguero has tapped a very viable market.

The "people's newspaper" as it has been coined by some, has stood up to controversial

issues, and has focused in and bright light to others, in its' now 10th year in existance.

A Grand Opening open house will be on May 2, 1986 starting at 4 - 7 pm.

**Cities Form Star of Texas**

The stars at night will be big and bright throughout Lubbock and Texas at 8 pm CST, April 21, San Jacinto Day. In a simultaneous ten-city spectacular anchored in Houston, the "Bud Light Star of Light" fireworks display will mark the 150th anniversary of the Battle of San Jacinto as part of the "Texas 150 Celebration", the official state commemoration of the Texas Sesquicentennial.

In addition to Lubbock, other cities to be included in the "Bud Light Star of Light" simulblast are Austin, Beaumont, Brownsville, Corpus Christi, Dallas, El Paso, Houston, Longview, and Waco. Viewed from the heavens, the

effect should simulate a huge star across the state. Fireworks will be choreographed to patriotic music developed specifically for the event and simulcast on radio stations in each of the ten cities. The show will be precisely coordinated in each city to match the music. KSEL-FM will broadcast the show in Lubbock at Burl Huffman Athletic Parks on South University.

Sponsor of the "Bud Light Star of Light" is Anheuser-Busch, which recently completed a major expansion of its Houston brewery, making it the largest in Texas.

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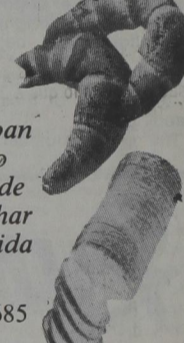
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Pagado por el Comité para elegir a Mary Nell Mathis para el Congreso de los Estados Unidos, Zani Woodul, Tesorero. Contributions can be sent to: Mary Nell Mathis Headquarters, Number 33 Briercroft Office Park, 79412, Phone 783-0003.

**El Editor**



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**Grand Opening To Be Announced At A Later Date.**

**763-3841**





# COORS CHRONICLE



EL EDITOR, April 17, 1986



Adolph Coors Company, Golden, Colorado



April 7, 1986

# EXTRA GOLD DISCOVERED

## Coors Announces Product Expansion

*Coors*  
**EXTRA  
GOLD**

Golden Colorado - La compañía cervecera Adolph Coors, anuncio hoy que extendera su nuevo producto Coors Extra Gold, hacia nuevos mercados.

En agregación a los mercados existentes, donde ya se ha dado a conocer, esta rica cerveza de sabor completo y de calidad Premium, esta ahora al alcance en las ciudades del norte de California, como Alturas, Bishop, Chico, Crescent City, Eureka, Fresno, LeMoore, merced, Napa, Redding, Suisun City, Ukiah, Visalia, y Weed; Durango, Colorado; El Paso, Lubbock, Texas; y en el Estado de Nuevo Mexico.

De acuerdo con Robert A. Rechholtz, vice presidente del depto de ventas y promoción, este nuevo producto ya se ha puesto en prueba de venta y los resultados han sido insuperables.

"Aunque hemos encontrado que muchos de los consumidores están totalmente satisfechos con la suavidad distinta de Coors, hemos observado que algunos consumidores, han venido buscando y probando algunas marcas nuevas en el segmento

Premium--este segmento, representa casi el 50% de lo que la industria cervecera produce. Hemos respondido a este cambio de demanda popular," dijo Rechholtz.

"Esta nueva marca Coors Extra Gold, ha sido muy bien recibida, tanto por el consumidor, como los vendedores en nuestra prueba inicial en el mercado," agrego. "Las agrada el nombre, el envase, los comerciales, y sobre todo-el Producto.

**"Esta nueva marca Coors Extra Gold, ha sido muy bien recibida, tanto por el consumidor, como los vendedores en nuestra prueba inicial en el mercado,"**

**"Coors Extra Gold, ha demostrado su habilidad de complementar nuestra bien conocida marca Coors, casi al mismo nivel de Coors Light,"**

"Coors Extra Gold, ha



demostrado su habilidad de complementar nuestra bien conocida marca Coors, casi al mismo nivel de Coors Light," agrego Rechholtz.

El tema comercial "Coors Extra Gold, la cerveza con el sabor que Ud. Puede ver," fue desarrollado por la firma tatham, Laird and Kudner, de Chicago, Illinois, para que sea utilizado en forma impresa, radio y television. Este tema, enfoca la atención al rico, color dorado de Coors Extra Gold, indicando su sabor completo.

La respuesta del consumidor a estos comerciales, indican que el buen humor que se utiliza para presentar su mensaje al "Macho" aficionado de la cerveza Premium, ha sido recibido con agrado y comunica muy claramente, el imagen robusto de esta gran cerveza.

Coors Extra Gold, se puede encontrar en el mercado en botellas largas, botellas inretornables y latas de 12 onzas. Este producto, se introdujo en Abril 1985, y permanece siendo un contrincante muy competente en las "contienda cerveceras" en algunas ciudades seleccionadas de California, Idaho, Nevada y Texas.

Dando siempre, un paso delantero extra-es nuestro modo unico de hacer todo en Coors.

Es por eso que la compañía Adolph Coors Company, ha desarrollado una nueva cerveza con algo extra - le nombramos Coors Extra Gold.

La cerveza Extra Gold, es una cerveza con un sabor que actualmente se deja ver. En comparación con otras cervezas Premium, Extra Gold tiene un color dorado mas profundo, con

### Extra Gold, Extra Commitment

el sabor completo que los tomadores de cerveza Premium siempre exigen.

Nosotros, en Coors, siempre ponemos un 'algo extra' a todos nuestros productos. Queremos que sean insuperables. Extra Gold, no es una excepcion.

**Nosotros, en Coors, siempre ponemos un 'algo extra' a todos nuestros productos. Queremos que sean insuperables. Extra Gold, no es una excepcion.**

"Cada paso de este producto, ha sido probado y comprobado arduamente - desde el envase y su promoción, hasta la aprobación final del consumidor," dijo Bob McBride, el gerente de la marca Coors Extra Gold.

"Nuestros extensos estudios del consumidor, nos han demostrado que una vez que un consumidor (que prefiere el sabor completo de la cerveza) prueba Coors Extra Gold, la seguira comprando."

Consumidores, fieles a una marca de producto, es lo que asegura el éxito de cualquier marca," dijo McBride. Coors esta seguro que es un momento adecuado, para una cerveza Premium que ofrece algo extra. "Hemos visto un segmento del mercado que prefiere una cerveza con un sabor firme, y hemos desarrollado un producto que cumplira esa demanda," dijo Robert A. Rechholtz.

En la compañía Coors, sabemos lo que Ud. busca. Una cerveza mas robusta, con un rico color dorado - una cerveza con el sabor que Ud. puede ver.

Por eso, le decimos que pruebe algo extra - Extra Gold.