

# EL EDITOR

Vol. VIII No. 42

Week of September 5 thru 11, 1985

Lubbock, Texas

## Seguridad de Turistas

Méjico -- La seguridad de los vacacionistas que recorren el país se ha constituido en una preocupación central del gobierno de la república, y por ello las autoridades del ramo han adoptado recientemente nuevas medidas para garantizar la integridad de los visitantes.

Así lo destaca un documento que analiza las relaciones bilaterales entre Estados Unidos y México en el que se especifican además las medidas puestas en marcha para incrementar la seguridad de quienes vacacionan en territorio nacional.

Para 1985 se espera que el turismo estadounidense alcance los 4.9 millones de visitantes y genere la captación de dos mil 200 millones de dólares.

El pronóstico considera que el efecto de la mala publicidad desplegada en medios informativos norte-americanos hace algunos meses, con la operación intercepción, será pasajero y se reactivará la afuencia de turismo

por carretera tomando en cuenta el tipo de cambio monetario y los niveles de competitividad en este sector.

El documento distribuido por la presidencia de la república explica que la secretaría del ramo tomó diversas medidas con relación a la seguridad en el tránsito por carretera.

Estableció una "hot line" desde el primero de diciembre de 1984 que en sus primeros tres meses recibió mil 255 llamadas y de éstas solamente cuatro quejas en relación con los servicios turísticos, y en ellas se involucraron apenas a dos norteamericanos.

Por otra parte, se incrementó sustancialmente el patrullaje de los llamados "Ángeles Verdes" que en las carreteras brindan auxilio de emergencia y asistencia mecánica, en 24 años de existencia la corporación ha recibido muestras de reconocimiento, entre éstas la que otorga la organización mundial de turismo, entregada al gobierno mexicano en febrero de este año.



El Mayor Alan Henry hizo la proclamación de celebrar las Fiestas del Llano los días 13, 14 y 15 en la última junta del Consejo de la Ciudad. Presentes estuvieron (iz. a der.) Canciller Mario Reynoso, Consul de México Ricardo

Salazar Gutierrez; Presidenta del Comité Jo Love Nelson; Presidenta del Comité María Mercado; Miembro del Consejo Maggie Trejo y el Mayor Alan Henry.

## ¿Qué Pasa?

### Brownfield Crusaders

The Brownfield Crusaders will be staging a Softball Tournament on September 14 and 15 in Brownfield. The event will be held in memory of Raul and David Franco who died in a car accident. The field will also be dedicated in their name. For more information and entry call Pasqual Gongora 637-6913, Jessie Alejandro 637-2180 or in Lubbock, Steve Carrizales 744-0024.

### ESTACADO

The Estacado High School Booster Club meets every Tuesday night at 7 p.m. in the EHS cafeteria. Meetings are open to the public and any one interested in the Booster Club and its work. Agenda for this week include a discussion by Coach Kelly on game between EHS and Plainview, election of officers and committee heads, fund raising projects and refreshments. For more information contact Joe "Scandy" Gonzalez 799-4182.

### MATADORS

### Caprock Girl Scout Council

Caprock Girl Scout Council announces plans to organize troops in Lubbock schools, both public and private, during the week beginning September 9. Invitations will be issued to all girls and their parents throughout the school system.

For additional information interested persons may call Caprock Council, 745-2855.

### Dr. Duran En Hospital

El Dr. Armando Duran M.D. se encuentra en el hospital y le pide a todos sus pacientes que tengan paciencia hasta que salga. Nosotros de El Editor le deseamos un pronto recubrimiento a nuestro buen amigo y ojalá que muy pronto se vaya para su casa en buena salud.

### Youth LULAC 007

Anyone interested in joining Youth LULAC 007 is urged to contact Janice Gloria at 763-3841 Monday thru Friday 8 am to 5 pm for more information.

Announcements of coming activities or meetings will be provided in EL EDITOR--so look for it YOUTH!!

### HELP Is Needed

Every two days a sexual assault is reported in Lubbock. All victims of any sexual crime are afforded services 24 hours a day.

Your help is needed. A training program for rape crisis center volunteers will begin September 17. Call 763-7273 to volunteer.

### Catholic Family Services

Catholic Family Service, Inc. ha iniciado un Servicio de Emigración que asistira personas de bajo recursos en asuntos emigratorios. Las personas quienes tienen preguntas de su situación emigratoria; preguntas de su elegibilidad para ser ciudadanos Norteamericanos, etc. pueden llamar a Catholic Family Service y hablar con Gloria Lopez, la Especialista en Emigración. Este servicio de asistencia para inmigrantes es un esfuerzo ecuménico de las Iglesias Católicas y Protestantes en nuestra área. También, si quiere usted dar tiempo como voluntario en este servicio, llame, por favor, a Ms. Gloria Lopez, 765-8475.

## EL EDITOR

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806: 763-3841

## Se Celebran Fiestas Del Llano

Mayor Alan Henry has proclaimed September 13, 14, 15 and 16th as Fiestas del Llano Days, a celebration to commemorate the 175th anniversary of Mexico's Independence from Spain. Pictured from left to right of the Mayor are Mario Alberto Reynoso, Chancellor, the Consul of Mexico, Mr. Ricardo Salazar, Joe Love Nelson and Maria Luisa Mercado, co-chairman of the Fiestas del Llano Committee, and City Council Member Maggie Trejo.

Featured entertainment is being scheduled to highlight the annual event, September 13-15, at the

Lubbock Memorial Civic Center. Planning has been in progress throughout the summer for the events to commemorate the Independence of Mexico.

The festivities will begin at 5 p.m. Friday, with entertainment already signed up including the Ballet Folklórico from the state of Tamaulipas, Mexico, the Folklórico Mexicano, a dance trio directed by Ariel Fernandez. Also performing will be the Texas Tech German Dancers directed by Randy Kirk, and the Blue Grass Band from South Plains College. McDonald's restaurants will sponsor a live appearance by Ronald McDonald. In addition,

the Coors Battle of the Bands will highlight Sunday's festivities. The culmination will be Sunday's 11:00 p.m. Grito de Dolores (the Cry of Mexican Independence) as Lubbock joins other cities across the nation in the ceremony. The Fiestas also will be the occasion for the Señorita Fiesta Pageant. A parade will kick off Saturday's events at 10:00 a.m. There will be four divisions of parade entries, with a trophy awarded in each category. Categories are non-profit, military, youth, and commercial. Only the commercial division requires a \$25 entry fee. For applications call Irene Soto at 765-8422.

Additional planning for the Fiestas includes reservations for vendor's booths which will feature arts, handicrafts, authentic Mexican cuisine and international selections. Food booths may be obtained for \$200 and \$150 for artist or handicraft booths.

Reservations for the booths are currently available. For further vendor information call Delores Martinez at 793-1829 after 5:00 p.m. For any general information call Mrs. Mercado at 747-5238 or Mrs. Nelson at 747-6491. Community volunteers are needed for booths, logistics, and public information. If you would be willing to work a three-hour shift, please call Irma Perez at 745-6712 to volunteer.

### Mejoran servicios para el turismo en Acapulco

ACAPULCO, (NOTIMEX).- La Secretaría de Fomento Turístico (SEFOTUR) canalizará este año créditos por más de cien millones de pesos para remodelar los 107 hoteles con que cuenta la zona tradicional de este puerto.

El presidente de los hoteleros de dicha zona, Camilo Miranda Cruz Manjarre, explicó que a la fecha SEFOTUR ha otorgado alrededor de 50 millones de pesos en créditos en esta área del pacífico mexicano.

Por otra parte, manifestó que actualmente el Acapulco tradicional tiene una ocupación hotelera del 70 por ciento, lo que representa una baja turística del diez por ciento, en comparación al año anterior.

Dijo que esta baja de afluencia turística se debe principalmente a la crisis económica del país que afecta a las clases medias, que son las que comúnmente se hospedan en el Acapulco tradicional.

Por otro lado, informó que se firmó un convenio con las agencias de viajes de los estados de Jalisco y Puebla, para impulsar la venta de paquetes turísticos.



Miembros del Club Los Amigos Bajitos quien participaron en las festividades este fin de semana de LULAC y KTLK.

More than 1,000 people attended the 1 Annual Feria del South Plains that was sponsored this year by LULAC Council 263 and Radio Station KTLK. The event featured traditional chicano fun with music, food and games. Persons attending marveled at the Car Show presented on Sunday, organized by Manuel Alcorta and friends.

Winners in the overall car show competition were Richard Bustillos - with a 51 Chevy; Felix Fabila - with a 1923 Ford and Josie Guzman with a 1960 Corvette. Winners in the Truck category were Janie Guzman and June Paloma. Winners in the 4 wheel vehicles were Charlie Caroland. Winners in most organized were Frank Hernandez.

Tacho Guzman and Don Suhler. Winners in Hot Rod was James Duran. Winners in Street Class were Freddy Palomo, Joel Arguello and Yogi. Winners in lowrider cars with best paint were Ruben Garcia, Joe Molina and Isaac Jimenez. Winners with best interior were Ricky Prieto, Joe Molinar and Joe Morin. Winners in overall lowrider were Joe Molinar with a 72 Lam; Ruben Garcia with a 78 Continental and Joe Morin with a 65 Buick. Winners in the lowrider bikes were Roy Prieto and Manuel Ursua. Name plates were awarded to Frank Aguilar, Henry F. Martinez, Mike Martinez, John Morin, Ricky Morin, Alex Rodriguez and Chris Vasquez. More than 15 chicano bands contributed to their time toward the event and families enjoyed music from 12 noon until sunset. Ricky Benavidez, owner of KTLK said that he was very happy with the event and was planning bigger and better events in the near future and also to continue having these events every year. "We are very happy that the people are responding to KTLK and our special events, but more than anything, we are happy to be providing a service to non-profit organizations such as LULAC so that they can make money for their worthwhile projects," said Benavidez. Other non-profit organizations who participated with booths were; Knights of Columbus, Our Lady of Grace, Guadalupanos; Youth LULAC 007; Fiestas del Llano and others.

## EDITORIAL

As we approach "Las Fiestas del 16," it is time to ask ourselves a few questions as to the celebration which was planned and will take place here in Lubbock. These questions should not and will not be critical of the many persons who we know have put in countless hours in planning the Fiestas in order to make them a success. These questions are made to perhaps make us think more about next year's celebration.

The crucial question that must be asked is to ask ourselves what direction are "Las Fiestas" taking?

For many years Fiestas were celebrated in Lubbock in order to commemorate a very special day for Chicanos in Lubbock when they would recall the heroes of the Mexican War for Independence from Spain. And in their own special way Chicanos would also remember the land that they now live in, Texas and the Southwest, was also liberated because of this war in 1810. The celebration also served as a way to give the spotlight to the elderly in our communities who fought in wars in Mexico and realized the special meaning of being free and more important fighting for one's land.

It was in this spirit that the celebration took place for many years in Lubbock but later unfortunately developed into a commercial venture for profiteers in the 1960's who looked only at the possibilities of making money.

It was in 1970 when a group of young people, full of spirit and what was then called militancy made initiated a change toward recapturing the old spirit of Las Fiestas. For several years the young group worked to develop Las Fiestas into a community celebration which included music, dancing, food, fun; all in a traditional sense and, after much work, introduced and helped the people accept the concept of "La Adelita" who symbolized the traditional soldadera who fought beside her man yet demonstrated the modern concept of the woman as an integral part of the Chicano culture.

What we must now ask ourselves in 1985 is what direction are "Las Fiestas" taking? In a time when many of our young refuse or neglect to maintain our traditional culture, language and other characteristics so definite to the Chicano, should we change the traditional direction of "Las Fiestas" to include a multitude of cultures.

Can we even imagine what the tradition of Las Fiestas will be in 10 more years and can we afford that change?

## Tu Horóscopo

Por Alel Uya

### Leo - Julio 22 - Agosto 21

No te impacientas, ni pierdas la fe. Lo que esperas se te concederá. Orale a Dios con devoción, pídele y recibirás.

En el hogar, los casados se verán envueltos en chismes y desventuras y los solteros tendrán problemas financieros.

### No se deben llevar por el enojo y mediten bien antes de tomar una decisión.

### Virgo Agosto 22 - Septiembre 21

Alguien quien te quiere bien te ayudará financieramente; en el curso de esta semana recibirás agradables y gratas sorpresas que serán como un balsamo a tu aflicción. No descuides tú salud y has oido sordo a las palabras necias. Piensa que mas sufrirás Jesús en la cruz.

### Libra - Septiembre 22 - Octubre 22

No estén preocupados por lo que ha de ser mañana viven el presente honestamente que el mañana traerá su propio afán, muchas veces se sienten cansados y con deseos de no hacer nada, despejan su mente y Sean como niños y saldrán del trauma.

### Escorpión - Octubre 23 - Noviembre 21

No os desaniméis por los tropiezos que han tenido son pruebas que Dios pone en sus caminos para probar la fe. Tendrán noticias halagadoras de cosas que ustedes creían imposibles de realizarse.

### Sagitario - Noviembre 22 - Diciembre 20

Mucho ojo en estos días con las nuevas amistades no se dejen arrastrar por mentes más débiles que las suyas en asuntos que pueden acarrearles problemas; sean cuidadosos si van a empezar nuevos negocios o relaciones amorosas.

### Capricornio - Diciembre 21 - Enero 19

Esta semana es propicia para aquellos que tienen planeado viajar ya que conocerán personas llaves en el desarrollo futuro financiero, en el hogar habrá reconciliación familiar, paz y armonía.

### Aquario Enero 20 - Febrero 18

En estos días les será saludable no hablar mucho por que hay oídos que no entienden y pueden sin motivo en volverse en incidentes desagradables.

Personas que no te miran con buenos ojos buscan oportunidad para desacreditarte. Cuida tu trabajo y no abandones tu fe en Dios.

### Piscis - Febrero 19 - Marzo 20

Tendrán buenas nuevas referentes a seres queridos que se encuentran lejos, hay buenas perspectivas para cambio de trabajo o aumento de sueldo cupido con sus flechas hará blanco en sus corazones trayendo a sus vidas rumores amorosos.

### Aries - Marzo 21 - Abril 20

El que mucho abarca poco aprieta, concentrese sólo en una cosa y obtendrá sustanciales dividendos.

Este talento suyo aprovechelo en cosas beneficiosas para usted. Ayuda a tu prójimo, pero ayúdate a ti mismo.

### Tauro - Abril 21 - Mayo 20

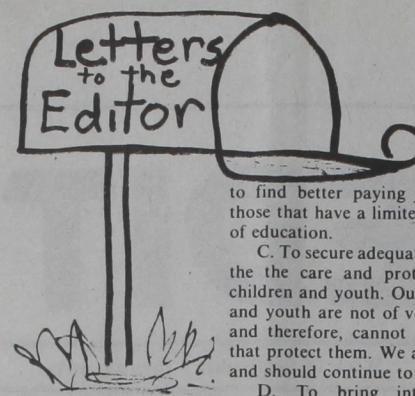
Convéncete que el destino lo forma uno mismo con la actitud que tengamos en la vida ante los distintos problemas que afrontemos. Tenemos que ser fuertes y estar preparados contra las adversidades, encomienda tus necesidades a Dios en el dulce y sagrado nombre de Jesús.

### Geminis - Mayo 21 - Junio 20

Conocerás una persona del sexo opuesto que traerá un nuevo incentivo a tu alma atrabilada, pensaras que todo es como un sueño tus ambiciones hechas realidad.

### Cáncer - Junio 21 - Julio 21

Espera un poco antes de tomar una decisión que luego tal vez te pueda pesar, las cosas en la vida hay que pensarlas y reconocer lo que uno quiere. No pienses que el licor te ayudará en tus tribulaciones, sólo la fe y la oración serán tu consuelo.



### Letter to the Editor:

With the start of a new school year, it is imperative that parents realize that there have been some major changes in the education of their children. Most of these changes were created by House Bill 72 which was passed in the summer of 1984. Unless parents are aware of these changes now, it may be that they may have questions next May when these questions should have been answered throughout the year.

I would encourage, therefore all parents in the Lubbock Independent School District to join their respective children children unit of the PTA. Some parents may be wondering what the PTA is all about. Some may even have misinformed or distorted ideas about the function of the organization. While the activities of the PTA will vary from school to school, basically the objectives of the PTA are the following:

A. To promote the welfare of children and youth in home, school, community, and place of worship. This is normally done through the education which the children are receiving as well as presenting PTA programs which are both informative and interesting.

B. To raise the standards of home life. While education in itself does not guarantee success, people with more education tend

to find better paying jobs than those that have a limited amount of education.

C. To secure adequate laws for the care and protection of children and youth. Our children and youth are not of voting age, and therefore, cannot pass laws that protect them. We adults can and should continue to do so.

D. To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth. The education of children should not be left entirely up to the teacher. Each child brings with him a certain set of values from home. When the values of twenty children are mixed in, it is imperative that there are going to be conflicts. It is the responsibility of the parents to make sure that their children do their homework, have adequate school supplies, get to school on time, make sure they go to school, and to visit with the teacher if they see a problem arising.

E. To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education. To this end, parents must always demonstrate that they are interested in their child's educational and social well being.

I sincerely hope that you think seriously about joining the PTA of whatever school your child attends. Particularly, we want to invite those parents whose children attend McWhorter Elementary to join us for our first PTA meeting. This will be held on Tuesday, September 10, at 7:00 P.M. in the school cafeteria.

*Sincerely,  
Jesse Rangel  
McWhorter PTA President*

## En Memoria de la Sra. Cleofas Bárcenas Perez



"Do not let your hearts be troubled. Have faith in God and faith in Me."

In my Father's house, there are many dwelling places; I am indeed going to prepare a place for you, and then I shall come back to take you with me, that where I am you also may be.

You know the way that leads where I go."

*John 14:1-4*

*Por medio de este anuncio publicitario, nosotros, los legítimos deudos y familiares de la occisa: Cleofas Bárcenas Perez, (que en paz descanse) sepultada en el 31 de Agosto, 1985, deseamos hacer notorio nuestro agradecimiento, por todas las atenciones y actos de cortesía, brindada por todas esas personas, amistades y familiares que en seguida vamos a mencionar: Obsequios Florales - Newell and Andrew Beauchamp (Midland); Constance Margie Niño; The Guzman family; The Herrera family; Mr. & Mrs. Tomas Rodriguez & family; Mr. & Mrs. Fernando Salas; Mr. & Mrs. Galino Salas; Mrs. Pearl Hunter; Arnett Benson Senior Citizens; The Guadalupanos of Shallowater; The Guadalupanos or Our Lady of Grace; Mr. & Mrs. Juan Molina & family; Mr. & Mrs. Robert Contreras; All Employees of Coronado High School; Mr. & Mrs. Perry & Selma Lee; Maria Magdalena & Frank Garcia; Dr. Leslie R. Ansley and staff; Ruby Wilson; Basilio Gonzalez & family; Mr. & Mrs. Eligio Vega; The Guadalupanos of Our Lady of Grace; Mr. & Mrs. Juan Hernandez; Perry Lee; Floral Wholesale; Mr. & Mrs. Herman Johnson; Manuel Garcia; Anita Juarez; Jim Brannon; Nita Brannon; Mamie Sims; Mr. Hernandez; Mr. Franco; Cruz*

Salinas; Mr. Ortiz; Mr. Garcia; Maria Garcia; Margarito Niño; Jose Peña; Josie Peña; Concepcion Lara; Lubbock General Hospital(Cafeteria staff); Guadalupe Martinez; Limousine Service—Provided by Tomas y Martina Rodriguez - to whom we are most grateful.

**Comida** - Juan y Carmen Hernandez; Mr. Johnson; Meche y Juan Molina; Calletana Revilla; Emilia Maldonado; Sile Jaramillo; Betty Duran; Ruby Wilson; Diana Summers; Madalena Garcia; Panchita Mendoza; Maria Sosa; Caesar & Irene Ramirez; Jimmie & Virginia Guajardo Jr.; Sra Petrita Montelongo; Thomas Rodriguez; Rita Montemayor; Rosa Luera; Eugene Paez; Coronado High school; Paula Trejo; Martinez family; Gordon Paulk; Aurelia Trevino; Frank y Julia Herrera; Susan Harper H. S. Cafe; Los Guadalupanos of O.L.G.

A special note of appreciation is hereby given to: His Excellency, Bishop Michael Sheen—Lubbock Diocese: For his most welcome expression of his condolence in our dark moments of grief and bereavement.

Monsignor Curtis Halfmann — St. Joseph Catholic Church—Slater: Last Rites for our beloved departed and for his shared sorrow in our great loss. His was the only spiritual guidance available to our deceased mother in her final moments.

For his benevolent solace in our desperate moment of solitude, we thank him immensely. His sincere caring and personal concern, will remain in our hearts forever. Our Load, is heretofore lightened because of him.

**Resurrection Mass**: Fr. Roland Buxkemper; Fr. Kevin Clarke; Fr. Rodney Howell. -Decons-Nash Revilla; Bennie Brito; Alfredo Jaime; Dario Rendon; David Cruz—emergency prayer service.

**Musica**: Our Lady of Grace (musicos); Alberto Sifuentes y su Grupo -- Traffic Escort; City of Lubbock Police Dept.

We also wish to thank all of our friends and neighbors who shunned their present duties and personal obligations, in order to attend the funeral. We also wish to assure them, their efforts and heartfelt sympathies, did not go unnoticed! May God Bless each and everyone of you for Giving US a part of YOU: your kind words and your tears. These noblest of deeds, shall forever remain in our hearts.

**— De Parte de Toda La Familia Perez —**

## EL ALACRAN

"Que Pica Con La Cola"

Fiestas, fiestas, y mas fiestas. Las Fiestas del 16 de Septiembre ya empiezan la proxima semana en Idalou, principiando el Sabado dia 14 y las Fiestas del Ya-No empiezan el dia 13 aqui en Lubbock. Yo, me imagino que habrá otras fiestas por todo el oeste de Texas en diferentes pueblos, rancherías y comunidades. La proxima semana, El Editor publicará su edición especial del 16 y tendrán actividades completas para que todo mundo sepa lo que está pasando, en donde y cuando.

Pues apenas nos cayó el programa de las Fiestas del Ya-No y parece que van a estar bastante entretenidas con bastantes "rock bands" y bailables y "aerobic demonstrations". Parece que el viernes las cosas mas interesantes serán, los bailables de Ariel Fernandez con su grupo "Artes de Mexico" y el Ballet Folklorico de el Estado de Tamaulipas Mexico." Es lamentable que ambos estaran bailando al mismo tiempo, distintos en lugares pero cuando salgan Uds. de vé a cualquiera de estos dos grupos, su familia puede pasárselos al salón de afuera, donde puede disfrutar de la música de The Tormentors y de Johnny and the Blades. El programa describe The Tormentors como un Rock Band pero no dice qué tipo de música toca Johnny and the Blades. Quizás sea un grupo Chicano que le tradujeron el nombre de Juan y los Fileros. (Serán los Fileros de San Juan?)

El sábado sera un dia maravilloso empesando con el desfile por el Centro de Lubbock con el atleta futbolista Gabriel River. Ex-estrella de Texas Tech y de los Pittsburgh Steelers. A la una de la tarde empesara un mano a mano entre diferentes grupos musicales de Lubbock patrocinada por KLFB. A las siete el sábado por la noche su familia puede disfrutar de un buen y bonito baile con el "rock band" John Nelson and Co.

Durante el dia el Sabado, habrá YWCA Dancer, Aerobic Demonstrations, Karate Demonstrations, Lubbock High Gymnastics, Pre-School Ballet, Jazz Dance Group y Rythmic Dancer. El evento especial de la noche sera el Concurso de Bellesa fiesta donde se escogerá la Señorita Fiesta.

El domingo continuan las actividades con la mano a mano entre grupos musicales de la 1 a las 6 de la tarde y a las 7 los bailables de Ariel Fernandez con Artes de Mexico. A las 11 de la noche el tradicional "Grito de Dolores" con Ricardo Salazar Gutierrez, Consul de Mexico. Durante el domingo no falte de ver a el Ballet Folklorico de Sophia Bennet a las 3:30 de la tarde.

Pues como les digo van a estar bastante entretenidas las Fiestas del Ya-No. Oh y se me olvido decirles que el mero 16 no habrá nada de actividades.

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Pues y hablando de las Fiestas del Ya-No y de la edición especial de El Editor. Queso que la presidenta de la organización de viejas canceló su anuncio tradicional en esta edición que siempre pone por parte de la ciudad. Pues este Alacran no le tiene miedo ni a las bigoras de cascabel y a la ciudad menos. Y me cuentan que fue por el piquete de este Alacran porque se canceló este anuncio. Pero me aseguro Bidal que realmente no necesita los \$100 que contribuye el Programa de Servicios a la Comunidad por año. Dice que ha perdido mas en el billar y que le siga picando con la cola.

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Pues ya vieron la cartulina de Las Fiestas Patrias de Idalou. ¡Qué color! Busquenlo. Nomás no sé lo roben antes de las Fiestas que quieren que vaya bastante gente. Me cuentan que tendrán a las orquestas Mi Tequila y El Grupo Siempre, además de bailables con niños y mucho mas. Busquen la próxima edición de El Editor para mas específicas o llamen a las oficinas de El Editor al 763-3841 para cualquier información sobre puestos, desfile, etc.

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Pues me cuentan que varios de los LULAC se van hacia Laredo para una junta de la mesa directiva. Queso que esta vez no van a dejar que George maneje ya que la ultima vez se perdió. Pero tengan por seguro que Jose va a traer una de sus famosos corridos de LULAC sobre todo lo que paso. Pues tengan un buen viaje muchachos.

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Me cuenta Bidal que el y Jesse Reyes acaban de escribir una novela para radio que van a tratar de presentar durante las Fiestas atravez de una de las radio difusoras. Queso que es una historia sobre la Adelita cuando peligra a lado de los soldados en la guerra de Independencia de Mexico. Esperen mas informes en una de las radios.

## Book Pirates'

by Peter Nares Carreras

Bogota, Colombia -- To the relief of Bogota publishers, the Colombian government is intensifying measures to combat the "piracy" of books by plagiarists who have cost the country's editorial industry multi-million-dollar losses in recent years.

The plagiarists - or "pirates," as they are known in the Colombian capital - have been so brazen in their plundering of legitimate publishers' products that one exhibitor even displayed a catalogue containing the titles of over a dozen unauthorized works openly at the Bogota Book Fair. Until recently they have operated ultra-modern printing presses in the capital with virtual impunity.

Now, in the wake of protests by the Colombian Publishing Industry Chamber, the police have begun to raid clandestine presses. At least, the pirates are more discreet in their looting of editorial works today.

But pending full suppression of the piracy, the earnings of both publishers and authors continue to suffer. The annual turnover in unauthorized titles is calculated to be at least \$20 million.

Gabriel Garcia Marquez, the Nobel literary laureate and Colombia's widest read novelist, is estimated to have lost more than \$10,000 in royalties in a single year because of the pirating of his works.

At one stage, five pirate editions of Garcia Marquez's works were simultaneously circulating in the major cities of Colombia. Works by other authors that have been poached include The Bermuda Triangle, How to Win Friends and Influence People, text books and shorthand manuals. Even children's books on the pirates of

the Spanish Main have been pirated.

There are several reasons for the piracy. First, books are expensive in Colombia because of the high cost of imported production inputs and because of the limited size of the home market. Though Colombia has a population of some 28 million, the trade in books is proportionately small by U.S. criteria.

A work is adjudged a "bestseller" if it achieves a yearly 20,000-copy turnover. First editions of most Colombian novels average less than 5,000 copies. Approximately a quarter of the population are estimated to be either illiterate or semiliterate, and - aggravating the situation - millions of Colombians who can read lack the money to purchase books. The minimum monthly salary is only \$106 (U.S.)

Against this background, it is scarcely surprising that the country's 40 or so bona fide publishers, unable to attain economies of scale on the restricted national market, have to charge high prices. Even middle-class Colombians rarely purchase imported hard-cover books, which are in many cases prohibitively expensive because of shipping costs.

Thus the plagiarists, who can undercut legitimate prices by 50 per cent or more, are able to win a ready market for their cheap, usually poorly printed, lines. In addition, they boost their sales by offering unscrupulous stores owners generous commissions.

While police interest has abated, the plagiarism somewhat - for the moment, it remains to be seen whether Colombia's pirates will finally be sunk or whether they will continue their depredations, if only under half-sail.

EL EDITOR September 5, 1985

## Hagler y Hearns Vuelven al Ring en Las Vegas



THOMAS HEARNS

Marvin Hagler y Thomas Hearns vuelven al ring, pero no para enfrentarse nuevamente, el próximo 14 de noviembre en Las Vegas. Hagler estará expo-

Por su parte Thomas Hearns se enfrentará al también invicto mediano James Shuler, de 26 años de edad con récord de 22-0 con 16 KO.

Tanto para Hagler como Hearns, será el retorno al ring luego del espectacular combate entre ambos, donde Hagler se impusiera con un retundo KO en el tercer asalto, el pasado mes de abril.

John Mugabi es la actual sensación en el boxeo hoy en día, por el fulminante de sus puños y los sensacionales de su record. El hecho de haber ganado todas sus peleas por KO, lo hace un temible rival del campeón Hagler.

Thomas por su parte vuelve al ring luego de la derrota sufrida en el Caesar Palace, que había abierto un compás de expectativa acerca de su futuro boxístico luego de esa derrota se comentó la posibilidad de su retiro, sin embargo el anuncio de su combate con el invicto Shuler, da un rotundo revés a los que lo consideraban liquidado.

El sensacional programa de la Top Rank con esta cartelera encabezada por Hagler se escenificará en el Caesar Palace de Las Vegas el próximo 14 de noviembre.

## Aún Hay Muchas Incógnitas para la Gran Fiesta del Fútbol

Méjico -- A 120 días del sorteo de la copa mundialFIFA, el 45 de diciembre en esta ciudad, aún faltan por jugarse casi un centenar de encuentros para definir los 18 lugares pendientes, que darán forma a la ronda final del máximo circuito que se desarrollará entre el 31 de mayo y el 19 de junio de 1986.

Las seis selecciones clasificadas para la magna justa son: Italia, campeón de la última versión en España 1982, México, país sede, Uruguay, Brasil, Argentina y Hungría.

Empero, aún faltan que surjan la segunda de las dos representaciones de la Confederación Norte, Centroamérica y del Caribe CONCACAF, que tiene tres candidatos: Canadá, Honduras y Costa Rica.

También está pendiente uno de la Confederación que se realizará en dos fases entre el 27 de octubre y el 17 de noviembre. Por cierto, de ahí surgirá el país con el boleto número 24, están involucrados, Paraguay, Colombia, Chile y Perú.

De la Confederación africana de fútbol, cuatro equipos, Argelia, Libia, Túnez y Marruecos se disputarán dos lugares vacantes, la guerra comenzará el primero de septiembre y concluirá el 15 de noviembre.

En la zona de Asia, se juega la parte final de la tercera ronda que se inició con 8 países el primero de julio y concluirá el próximo 31 de agosto. De ahí surgirán los cuatro equipos que buscarán dos boletos entre el primero de octubre y el 15 de noviembre.

Entre los países involucrados en esa dura carrera están Japón y Hong Kong, entre otros.

El mundo entero está invitado. Habrá puestos musicales y varias otras actividades de interés a personas de todas las edades.

Información tocante a los puestos y la celebración, llame al 892-2017, 892-2960 o al 763-3841. No Falte!



## Gran Celebración Fiestas del 16 Septiembre 14, 15 y 16 Sábado Domingo y Lunes En Idalou Tx.

Todo mundo está invitado. Habrá puestos musicales y varias otras actividades de interés a personas de todas las edades.

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Wed. Sept. 18  
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# Let's talk.

Information about your changing telephone service from Fred Adame, Manager-Community Relations

## New toll-free service aids Hispanics

Southwestern Bell Telephone recently inaugurated a trial of an important new service for our Spanish-speaking customers throughout the state.

It is a toll-free number to give customers an opportunity to obtain general information and assistance from Spanish-speaking employees. If a customer needs specific information about an account, a bureau employee will call the customer's business office — with the customer on the line — and serve as an interpreter, if necessary.

The Spanish Service Bureau's toll-free number is 1-800-592-7726. If you forget the number, you can get it from an 800 Directory Assistance operator (1-800-555-1212).

Our business offices throughout Texas have always tried to help Spanish-speaking customers as much as possible. Sometimes, however, Spanish-speaking employees were not available. Now, we have specially trained employees dedicated to helping those who call the toll-free bureau.

Also to provide help for our Spanish-speaking customers, we have translated several booklets, including our popular series of Tele-Help (Tele-Ayuda) booklets, into Spanish. Those booklets cover such subjects as establishing local telephone service, using the telephone to make your home more secure, installing home telephone wiring and handling annoying phone calls. To order a Tele-Help booklet, in English or Spanish, customers may call this toll-free number: 1-800-325-2686, extension 86.

Although these booklets answer many questions, sometimes customers need the personal help of our employees. Meeting the telecommunications needs of all our customers is why we're in business. We are hopeful that the new Spanish Service Bureau will help us reach our goal of complete customer satisfaction.

### We've got the Sesquicentennial covered

If you would agree that Ma Ferguson was a famous Texan or that Jose Antonio Navarro brought in the first Texas oil well, you may need a Lone Star history refresher course.

We will have many opportunities to review our state's proud past during 1986, when we celebrate the 150-year birthday, or sesquicentennial, of Texas.

By the way, as history buffs know, Ma Ferguson was the first and only woman governor of Texas and was elected in 1925. In 1836, Jose Antonio Navarro was one of two native-born Hispanic Texans to sign the Texas Declaration of Independence, which he helped draft, and was later elected to the Texas Republic's Senate.

Ma Ferguson and Jose Antonio Navarro, along with other famous Texans and symbols of our state's heritage, will be featured on the cover of about nine million Southwestern Bell phone directories for 1986. To commemorate our state's 150-year birthday, Southwestern Bell Telephone recently conducted a statewide art contest for the Sesquicentennial year directories. We received more than 500 entries.

### Statewide contest winner announced

And the winner is... Bill Hall of Arlington. Hall's colorful montage displays the rich texture of Texas. After much head-scratching, the six judges selected Hall's work as the best of many excellent entries.

At the end of 1985, Houston and Austin will be the first cities to receive new directories with the special artwork covers. Then, throughout 1986, the Sesquicentennial directories will be distributed to Southwestern Bell Telephone customers in more than 150 Texas cities.

Delivery of these special directories is just one event Texans may look forward to in 1986. Southwestern Bell Telephone will present a sneak preview of one major statewide Sesquicentennial activity at our exhibit at this year's State Fair of Texas, October 3-20 in Dallas. Hope some of you can pay a visit to our exhibit in the Grand Place (formerly called Women's Building) at Fair Park.

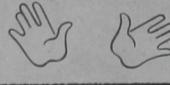
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## Caprock Girl Scout Council

Lubbock girls, along with those in the surrounding areas will be offered an opportunity to become active in Girl Scouts at organizational meeting to be held at neighborhood schools during the week of September 9 through September 13, according to Caprock Council President, Mrs. Nolen Swain. Parents of prospective members as well as members who are re-registering are asked to attend.

"Girl Scouts is the largest voluntary organization for girls, and one of the oldest. By appealing to girls through activities that are fun and personally fulfilling to them, the movement helps girls to develop socially, physically, emotionally, and morally," explained Mrs. Swain. She added that the organization is part of a worldwide movement for girls in 108 countries and that Girl Scouting not only welcomes, but seeks members from all ethnic, religious and socioeconomic backgrounds.

In a contemporary setting, girls learn leadership skills and traditional values of love of God, country, and mankind. Girl Scouts offers a wide variety of opportunities for girls in Kindergarten through 12th grade. This fall,

### The Camp Fire Council of Lubbock

The Camp Fire Council of Lubbock is an agency member of the United Way of Lubbock. Camp Fire offers much more than pitching tents and roasting marshmallows. We are an organization providing activities for boys and girls. Through these activities we help youth realize their potential and to grow up as caring, self-directed individuals, responsible to themselves and to others. We realize

the importance of the family unit and are anxious to contribute to you through special programs designed to involve the whole family. Adult members, too, are vital to Camp Fire. As a volunteer leader you can offer your guidance and friendship. The Camp Fire leader may not be a wonder woman or superman, but has those very special skills that stem from concern for young people.

The Camp Fire

### News from United Way

Casa de Amistad, commonly referred to as the House of Friendship, has recently opened its doors to the citizens of Lubbock in order to provide a better way of life to those with special needs.

Four United Way member agencies including Big Brothers/Big Sisters of Lubbock, Day Care Association of Lubbock, Family Services Association, and Women's Protective Association now occupy office in Casa de Amistad.

An open house was scheduled for Tuesday, August 27, 1985 from 3:00 p.m. - 6:00 p.m., was held to allow the citizens of Lubbock to view these agencies and become familiar with the services provided by each. The general public is encouraged to attend. The address is 1706 23rd Street.

In bringing these agencies together at a central location, the needs of persons in areas of family and individual counseling, emergency shelter for victims of family violence, day care facilities, and friendship and guidance for children of single parent families can be provided for.

Casa de Amistad is the

events include the Brownie Girl Scout "Be A Discoverer" playday and the 4th and 5th grade Girl Scout "Junior Jungle Junket" at Camp Rio Blanco. Girl Scouts in 7th through 12th grade are planning career exploration, the annual fashion show, camping and the Heritage Trip to Austin and San Antonio.

In addition, Girl Scouts offers personal satisfaction and growth to the adults who make the program possible. For more information about Girl Scouts, U.S.A. contact Caprock Girl Scout Council, 2567 74th Street, Lubbock, (806) 745-2855.

## Un Rayito de Luz

Por Sofia Martinez

espiritual de todos los que nos ven o que nos tratan (o con quienes nos tratamos) en los trabajos, en la escuela o el colegio; o allí en la familia. Pues...aunque usted y yo seamos los menos importantes de todo el mundo, SE NOS HA ENCOMENDADO UNA MISSION MUY GRANDE EN LA VIDA: Que el la de ser MENSAJEROS DE DIOS para ayudar a nuestro prójimo, para que se sienta mejor, para que sea feliz, y lleve su corazón de los deseos de los hijos de Dios: Amar a Dios Nuestro Padre, y amar al prójimo como Dios quiere.

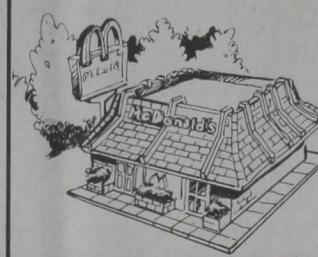
Dios Nuestro Padre nos está ofreciendo muchos medios para que le conozcamos: Uno de esos medios son LAS MEDITACIONES. Ya llegaron nuestras SISTERS, informese DONDE, COMO Y CUANDO COMIENZAN. Es muy importante, aproveche esta OFERTA que Dios le está haciendo... No la desprecie. (Mat. 25, 14-30)

Para informarse de las Meditaciones llame al numero 747-7472.



## LUBBOCK! SOMETHING

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\*Details available at the store.

It's McDonald's® newest restaurant and it's open Tuesday, September 3rd at 6001 W. 19th Street in Lubbock!

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It's gonna' be more fun than a barrel full of BIG MAC's! Come in today to enter our Great Grand Opening Give-Away\*. You could be the lucky winner of our Grand Prize trip for two courtesy of AA Travel Agency. Be sure to bring the kids, they can enter to win a dream of a lifetime dinner date with Ronald McDonald® with Luxury Limousine Service courtesy of Lubbock Limo, a Murray 10 Speed Bike from Dr. Pepper and many more prizes!

September 3-7—We've got Carnival Fun just for you. September 8-14—McDonaldland® Week with Special Guest Appearances.

September 16-21—KSEL/MCDONALD'S TRIVIA CONTEST

September 22-28—CLASSIC CAR CRAZE

AND MORE!

Stop by today for our Special Schedule of Events. You won't want to miss a minute!



# Querido Dr. Cariño

## Querido Dr. Cariño:

No sé si Ud. pueda contestarme esta pregunta que le voy a hacer, o no. De todas maneras, le escribo, porque parece que Ud. tiene una respuesta para todo.

Si se ha fijado bien, siempre que se anuncia algún producto en la tele, la mayor parte del tiempo se usa en la demostración de este producto; como se pone, se aplica, etc... Mayormente, cuando se trata de algún detergente. Todos estos artículos, se ven siendo utilizados, cada uno en su propósito—el jabón del baño, cremas suavizantes, depiladoras—y aún los pavicos de los niños.

Pues, bien. Entonces, ¿porqué no se demuestra—en vivo y en todo color—como se aplican los "Parches Mensuales" y los Tampons, que se describen ser "ahora mas absorbentes que nunca, con una tela impermeable y super seca" para la mayor protección del cliente?

¿Porque—si es mas suave y perfumado' un papel higiénico que el otro—no se le enseña al televíidente, una imagen detallada sobre el uso y el resultado que dan estos productos? Solamente así, podría decir el narrador de X comercial: "Ya vé Ud. como el papel fulano limpia todo completamente, mientras el papel mangano, deja residuo y se desbarata en su mano?"

Igualmente, se podía usar un 'antes y después' de algún caso real—como acostumbran presentar en los comerciales de crecimiento de cabello, reducción de peso, etc...—de una persona que sufrió lesiones externas e irritación, por usar papel de periódico para un asunto tan delicado. En la segunda porción del comercial, se podrá ver como aquella persona se alivió de su mal, cuando comenzó a utilizar el servicio de la Casa de Corte, donde se utiliza la marca X. Por último, se puede enseñar una breve entrevista con esa persona—quien se encuentra totalmente aliviada: "Si. Yo llegué a usar de todo; periódicos, garras, olotes...pero desde que uso la Marca X, veán Uds. el limpido resultado."

Hay otro comercial que deja mucho lugar a dudas: Una mujer le confía a su farmacéutico, que está sufre de una terrible infección de almorranas. Sigue explicando su caso detalladamente, pero el televíidente jamás vé las pruebas. Es aquí, donde hago la misma pregunta: ¿porque no le acercan las cámaras sobre la parte afectada, o enseñan un 'antes y después'? También, se debía dar una ilustración de como aplicarse la pomada. Ud. ya sabe a cual marca de medicina me refiero.

Bueno, pues eso es lo que quería preguntarle. Habér que me resuelve.

Firma—Un Televíidente

## Querido Televíidente:

Creo que se ha volado Ud. la barda. Jamás creí que algún dia recibiría una carta como la suya. Me parece, que sus preguntas tienen mérito—digo, como preguntas. Ya estamos viendo como los comerciales de un producto anti-conceptivo, causaron alarma mundial.

Posiblemente, se logren sus deseos de ver ese tipo de comerciales que Ud. describe en su carta—en el cercano futuro; cuando menos a través de esos programas de cable por paga, donde lo único que no se enseña, son los buenos modales. Pero, aún allí, me imagino que debían de dár un previo aviso, antes de salir con un comercial como los que Ud. dice:

"Atención. El siguiente comercial, se considera ser No-Apta para los que puedan encontrarse comiendo sus alimentos. Por lo tanto, le sugerimos que cierre los ojos, si tiene Ud. un estomago débil."

Pueda que hasta resulten ser de más beneficio 'sus' comerciales, que muchas de las escenas que hoy se transmiten en los programas ya mencionados, en la actualidad.

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Applications are being accepted for the position of Assistant Director for C.O.M.A. Applicants should have a four year degree. The deadline for submitting applications is Monday Sept. 16, 1985 at 5:30 p.m. Interested applicants should call the COMA office at 762-5059.

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Lights: 10 mg "tar," 0.7 mg nicotine—Kings: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb '85

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