



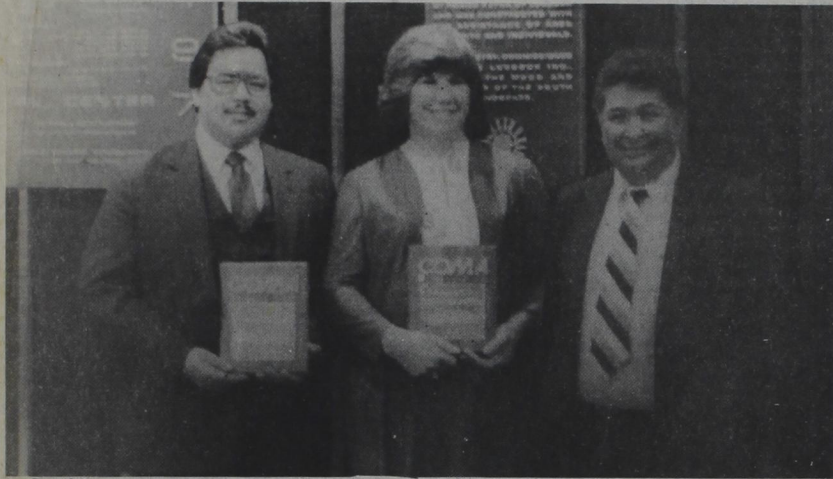
EL EDITOR



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Price 25c



En el Banquete Anual de COMA que se llevo acabo el Sabado pasado, Roberto Lugo fue honrado como Negociante del Año. Lala Cavazos fue honrada como Negocianta del Año y Raul Cortez fue seleccionado miembro del año. Chuck Meyers de la Compania Lubbock Beverage fue honrado como Coperacion del Año.

During the COMA Annual Banquet held iast Saturday, incoming president Robert Lugo was honored as businessman of the year. Lala Cavazos was honored as businesswoman of the year and member of the year Raul Cortez. Chuck Meyers of Lubbock Beverage Company was honored as Corporate Member of the Year.

Advertisers Out To Win Hispanics

by Nancy Yoshihara

Globe "AI" provides its pasta products in specially designed packaging for its Hispanic customers. The packages show a woman and a man in Mexican costume and lists preparation instructions in Spanish. Cream of Rice cereal also lists instructions and ingredients both in Spanish and English.

The Miami Herald newspaper publishers El Herald, a daily Spanish section. The Chicago Sun-Times has a weekly Spanish news and feature supplement called Los Vecinos and the Arizona Republic and Phoenix Gazette also have weekly Spanish sections.

A few major advertising agencies have set up Spanish divisions, and that in turn has given rise to so-called "experts" in Hispanic marketing.

They all are out to capitalize on those vast numbers of people—14.6 million—who put a check on their 1980 Census form next to Hispanic. (A Hispanic is not a person of a particular race, but a government designation for those of Spanish or similar origins.)

Many companies first recognized and aggressively pursued ethnic markets in

the 1960s when they focused on black consumers. In doing so, they helped fuel the growth of black publications and radio stations that provided advertising vehicles for reaching that audience.

Corporations are directing similar efforts at Hispanic, who collectively will comprise the largest minority group in the United States by the end of the century.

"This Hispanic population is growing rapidly, much more rapidly than the general population and the Anglo population," said Tom Sharbaugh, group marketing manager for Budweiser. "Anyone serious about doing business in the United States has got to think of the Hispanic market."

As a result, the token dollars that major firms once tossed randly at Spanish-language media have turned into millions. Similarly, the number of Hispanic-owned broadcasting stations rose to 31 in 1981 from 20 in 1978, according to the National Association of Broadcasters. Currently about 140 radio stations provide Spanish programming in the United States, while

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Terminan Caso Para Adquirir Representacion Para Minorias

El Juez Federal Halbert O. Woodward dijo al terminar el caso este pasado jueves que el iba estudiar el caso por unas cuantas semanas para determinar si las minorias de Lubbock han sido discriminadas y negados el derecho de elegir a un representante a el Consilio de la Ciudad.

Los abogados de las organizaciones quien estan tratando de cambiar el sistema de elegir a los miembros del Consilio,

dijeron que ellos estan conformes en como se presento el caso y que estaban optimistas de que el Juez Woodward rendiera una decision favorable.

Albert Perez, uno de los abogados dijo "Yo pienso que el Juez va tener que hacer una decision dentro de unas 3 semanas. Me siento que todos los que trabajamos en este caso presentamos un buen argumento que el Juez va tener que considerar muy cuidadosamente."

argumento que el Juez va tener que considerar muy cuidadosamente."

Tomas Garza, otro de los abogados dijo "A mi me va sopresar el Juez si acaso da una decision encontra nuestros clientes, pero todo es posible."

El abogado de la ciudad, Travis Shelton dijo que las minorias no habian conprobado que ellos habian sido negado el derecho al proceso politico.

El Consilio de la Ciudad mantiene que cualquier persona puede ser elegido al Consilio si tiene buenas calificaciones. Los abogados de la Ciudad daban ejemplo de Froy Salinas, quien fue electo a la Casa de Representantes de Austin y a McKinley Shephard, quien fue electo a juez de paz.

Los demandantes

alegaban que Salinas fue electo cuando se instituyo el nuevo sistema de elegir a representantes por distrito hasi como el sistema que ellos estan demandando. No se presento argumentos tocante la reciente eleccion de Shephard.

El caso que se alego esta semana fue originalmente presentada a la corte en el 1979. En ese caso Woodward dijo que no habia discriminacion en Lubbock encontra las minorias y que cualquier personas pueden ser electos a un puesto electoral.

Según informes, a pesar de la nueva decision de Woodward, en pro o encontra de las minorias, la decision sera apelada a la Corte mas alta del 5to Circuito. Esta corte regreso la decision antes rendida por Woodward.

NCLR President Calls Nomination of Bobby Knight To Coach U.S. Olympic Basketball Team "An Insult To All Hispanic And Black Americans"

Raul Yzaquirre, President of the National Council of La Raza (NCLR) today called for removal of Bobby Knight from consideration for the position of coach of the U.S. Olympic basketball team. Yzaquirre demanded Knight's resignation after learning of anti-Puerto Rican and black remarks made by Knight at a recent public dinner in Gary, Indiana. The remarks were reported in a column written by Carlos Melendez for the Hispanic Link New Service.

According to Melendez, Knight, who was the keynote speaker at a dinner sponsored by the Methodist Hospital in Gary, told an insulting story after being presented with a one-way ticket to San Juan, Puerto Rico, in what Melendez termed a "grim joke."

"When I travel," said Knight, "I usually sit on the aisle of the plane because of my size. But when I boarded the plane then—to my wife's surprise—I sat by the window. And when the plane was taxiing onto the runway and

taking off, I stood up, unzipped my pants, lowered my shorts, and turned my bare ass, placed it on the window of that plane—because that's the last thing I wanted those people to see of me."

Knight was referring to his hasty departure from Puerto Rico in 1979, after he had coached the U.S. basketball team to victory at the Pan American Games held that year in San Juan. According to Melendez, because of Knight's conduct during the Games he was reprimanded for unprofessional conduct by the International Basketball Association and was ejected from one of the games. Knight also reportedly punched a Puerto Rican police officer and was accused of calling a team of Brazilian women players "dirty people," and telling the police officer he assaulted. "Get your dirty hands off me, nigger," Knight was convicted of assault by a Puerto Rican court, but he had already left the island and was not

Texans To Celebrate Governor's Inauguration

Governor-elect Mark White and Lieutenant Governor Bill Hobby will be honored with "A Texas Celebration" marking their inauguration Tuesday, January 18, 1983.

White Hobby will be sworn into office at high noon at the south entrance to the Capitol. Immediately following the swearing-in, White will go to the Governor's Mansion where he will cut locks from the door, symbolically opening the governor's mansion to the people of Texas. The public will then be invited inside the mansion. A luncheon at the Capitol will also follow the ceremony.

Highlighting the celebration will be two formal inaugural balls as well as an informal gala Tuesday night. Two formal celebrations are planned to allow the fullest access to all Texans participating in the inaugural ceremony.

The two formal balls will begin at 8:00 p.m.: the

northern region of the state (including Austin, Dallas, Ft. Worth, East and West Texas will celebrate at Palmer Auditorium and the southern region (including Houston, San Antonio, the Gulf Coast and the Rio Grande Valley) will celebrate at the Frank Erwin Center.

The Bluebonnet Ball, an informal gala at the Austin Opera House, will begin the evening's festivities at 7 p.m.

Gov. and Mrs. White and Lt. Gov. and Mrs. Hobby will lead the Grand March of state officials to each of the three celebrations over the course of the evening.

Also participating in the festivities will be more than a dozen college and high school bands and precision military units marching in the inaugural parade on Congress Avenue Tuesday afternoon.

Prior to the swearing in, Governor-elect and Mrs. White and Lt. Gov. and Mrs. Hobby will host a breakfast at the Hyatt Regency hotel to honor campaign volunteers.

Following the volunteers' breakfast, ministers and laymen of all faiths will conduct a nondenominational service at the Hyde Park Baptist Church.

To recognize the achievements of the Democratic party in Texas and to honor all elected state officials, the State Executive Committee is sponsoring a victory dinner Monday, January 17. Charley Pride will provide the entertainment for the evening.

Tickets for the various events, except the Bluebonnet Ball, may be purchased no later than Wednesday, January 12. Tickets for the Bluebonnet Ball may be purchased at the door. The Inaugural Committee at 512-476-4000 can answer any questions regarding tickets.

See Schedule of Events on page 3.

Llamado A Una "Alianza" Politica Hispana En Los Estados Unidos

(Por: Toney Anaya, Gobernador del estado de Nuevo México)

Durante su campaña presidencial, Ronald Reagan declaró que no colocaría, sobre los hombros de los pobres y los grupos minoritarios los problemas económicos del país. El señor Reagan prometió restaurar la fe de aquellos que han perdido toda esperanza.

Es evidente que el señor Reagan no ha cumplido su promesa. Sus cortes al presupuesto han afectado a los grupos con menos probabilidades de sobrevivir la inestabilidad económica. Los miembros de los grupos minoritarios han sufrido injustamente debido a que los programas establecidos para

garantizar su participación activa en la vida de esta nación son los mismos programas con más cortes presupuestarios.

El raíz de estos cortes menos individuos de grupos minoritarios pueden obtener hoy una mejor educación, considerada por muchos miembros de minoría como un medio de superar el prejuicio y la discriminación. Entiendo el cinismo que despliegan ante las prácticas de discriminación social de la Casa Blanca.

Los programas de adiestramiento vocacional, antes a la disposición de los grupos minoritarios, han sufrido también cortes al presupuesto.

Igual suerte corrieron

los programas de nutrición. Dieciocho por ciento de las familias hispanas dependen de las estampillas de alimentos. Cerca del cuarenta y tres por ciento de los niños hispanos en edad escolar dependen del programa de almuerzos escolares.

Aproximadamente, veinte por de las familias hispanas dependen de Medicaid para recibir servicio médico pero también este programa sufrió cortes. Once por ciento de la población hispana reside en viviendas que reciben subsidios, otro programa afectado por los cortes al presupuesto.

Ante este cuadro de desolación y pesimismo, ¿a dónde podremos recurrir en busca de esperanza... sobre todo si se es miembro de un grupo minoritario... en particular si se es hispana?

En los número está nuestra esperanza.

Los hispanos constitu-

yen el segundo grupo minoritario en tamaño y crecimiento en los Estados Unidos. Si los patrones de inmigración y nacimientos continúan a igual ritmo, los hispanos sobrepasarán a los negros en número. Es asombroso imaginar que los Estados Unidos sobrepase algún día a España y se convierta, después de México, en el segundo país en población hispana parlante.

Mas, para que los hispanos alcancen voz a nivel local, estatal y federal es necesario que la comunidad hispana se una. Existe aún mucha diversidad entre los hispanos debido a divisiones geográficas y a diferencias de origen nacional. Esta diversidad es la raíz de la apatía electoral y la debilidad política. En las elecciones presidenciales del 1980 sólo el 25% (1.6 millones) de los 6.8 millones de los hispanos inscritos de presentó a las urnas.

Me propongo, con la cooperación de otros funcionarios y organizaciones de origen hispano, unir a todos los hispanos de este país para que se sienta nuestra presencia en proporción correcta. Adopto, con este fin, una frase muy usada en el decenio de 60: propongo la creación de una "Alianza para el Progreso" entre los hispanos.

Seria una alianza que, además de promover la inscripción, educación y participación electoral, establecería una comisión de acción política para recabar fondos a utilizarse en elecciones locales, estatales y federales.

Para alcanzar éxito tal alianza deberá examinar la posibilidad de establecer mecanismos adecuados para la recolección de fondos. Los directores de la Alianza se reunirían con regularidad con diferentes líderes hispanos de la nación en aquellos estados

con una gran concentración hispana.

Con el propósito de discutir esta idea e iniciar los pasos para ponerla en práctica, propongo la celebración en la primavera próxima, de una conferencia en Santa Fe, Nuevo México para comenzar el largo proceso de unir a los hispanos residentes en los Estados Unidos para buscar soluciones a nuestros problemas.

En fecha reciente, hablé en Albuquerque ante la Primera Conferencia Nacional de Legisladores Estatales Hispanos auspiciada por la NALEO (Asociación Nacional de Funcionarios Hispanos Electos y Designados). He conversado también con otros funcionarios hispanos y con gobernadores simpatizantes de la causa hispana. Todos apoyan nuestros esfuerzos.

Me dedicaré a la tarea de establecer esta Alianza una

Editorial

After spending more than \$100,000, our City Fathers are saying that they will spend more money in order to prevent representation of minorities on the City Council. Our City Fathers insist that they will appeal a decision by Federal Judge Halbert O. Woodward that is unfavorable to them.

The members of the City Council keep insisting that they are responsive to the needs of minorities and that a new system of electing City Council members will only create favoritism and corruption.

The City Councilpersons have yet to realize that the minorities and poor of Lubbock are continually being ignored. This fact was proven this past Thursday when citizens from "the other side of town" took their pleas of improvements to their neighborhoods to the City Council.

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Yzaguirre
from page 1.

extradited. Yzaguirre wrote to Knight demanding an apology to all Hispanic and black Americans. He also wrote to the U.S. Olympic Committee to urge the removal of Knight's name from consideration for the coaching position. In the letters, Yzaguirre called Knight "contemptuous and insulting" and his remarks "racist and bigoted." He referred to the Olympic Games as "a symbol of sportsmanship, fair play, and unity... (and) the

Lubbock? How can we compare the heated Maxey and Clapp Pools to one unheated pool in all of East Lubbock and one unheated pool in North Lubbock?

When E. Jack Brown was asked in a recent deposition whether he had ever been on our side of town, he said no. When he was asked if he ever attended any of the minority organizations functions, he said no. When he was asked if he ever communicated or if he knew any minorities, he said no. Such are the majority of the City Council and yet they insist they represent the minority and poor very well.

Our City Fathers would do well to quit wasting taxpayers money to prevent the much needed representation of minorities and the poor on the City Council.

During the COMA Annual Banquet held last Saturday, incoming president Robert Lugo was honored as businessman of the year. Lala Cavazos was honored as businesswoman of the year and member of the year was Raul Cortez. Chuck Meyers of Lubbock Beverage Company was honored as Corporate Member of the Year.

Reaching more than 100,000

Spanish Speaking Persons

of these individuals to the status of role models for the nation's youth cannot be denied. For this reason, individuals selected should be more than just fine coaches of athletes; they should also be sensitive human beings. Persons who engage in obscene gestures and hurl racist epithets can hardly be considered role models for our youth. There are many other fine coaches who are able to respect the athletes put in their charge no matter what their color or national origin.

In releasing the letters to Knight and the U.S. Olympic Committee, Yzaguirre called attention to the growing evidence of apparent racism among people of influence and visibility. "These racist comments are intolerable," he said. "After decades of fighting bigotry and prejudice in this country—and making many gains in the difficult task of protecting the civil rights of all individual members of this society—we seem to be experiencing devastating back-sliding. This is a reflection, I believe, of the atmosphere of intolerance that is permeating the country. If we do not vehemently protest the racism and bigotry we see around us, we will condone by our silence what we should condemn by our words and actions."

Energas Offers Help To Pay Bills

For more information contact: J.K. Kerr, Dept. of Communications, Box 40, Amarillo, Tx. 79189 806 - 378-3300.

Responding to a request by the chairman of the Texas Railroad Commission, Energas Company announced today that the company will expand its efforts to aid low-income people in paying their energy bills this winter. Las month, TRC chairman Mack Wallace wrote to all natural gas utility companies in Texas, urging them to create winter energy assistance programs for the disadvantaged in Texas, similar to some pilot programs instigated by utility companies in other states. The Railroad Commission is the state agency that regulates the oil and gas industry in

Texas. Energas is establishing a program to supplement existing programs of financial aid to people in its service territory who would otherwise not be able to pay their heating bills this winter. Energas representatives have been involved on national industry committees studying the results of the pilot energy assistance programs. "The new program is an extension of procedures Energas already has for helping our customers pay their gas bills," Charles K. Vaughan, Energas president, said. "For years, Energas has offered an individualized deferred payment plan to customers who need help. Now, on Commissioner Wallace's recommendation, we are adding a program of

financial assistance for this heating season."

The program that Energas is devising will rely on seven charitable organizations throughout the company's service territory to receive and distribute money for heating assistance. Energas will contribute money itself to those organizations for use in the program and will encourage its employees, its customers and the general public to make contributions.

Energas officials are working with representatives of the seven regional charitable organizations to establish agreements for the operation of the program. When those agreements have been made, Energas will give a donation to each non-

A Call For U.S. Political 'Alliance'

by Toney Anaya, Governor, State of New Mexico

When Ronald Reagan was a candidate for president, he said that he would not place economic problems on the backs of the poor and minorities. He promised to restore hope for those who had abandoned hope.

It is clear now that he has abandoned them. His budget cuts have fallen disproportionately on the groups which are least able to survive prolonged financial instability. Members of minority groups have been hit unfairly by the cuts because the very programs that were designed to help them gain full participation in American life are the programs which have been cut most severely.

Their impact goes far beyond that of temporary hardship. The cuts have demonstrated that programs gained through years of struggle can be wiped out in a single stroke by an uncaring president. Today, due to the federal cuts, fewer minorities are able to seek out a high quality education. Education had been seen by members of minority groups as a way of overcoming prejudice and discrimination. I can understand their cynicism when they witness how the

White House practices social discrimination. Job training programs previously used by minorities are also cut back.

The same pattern is repeated in federal cuts in the area of nutrition, where 18 percent of Hispanic households rely on food stamps and about 43 percent of Hispanic school-age children rely on school lunch programs. Some 20 percent of Hispanic household depend on Medicaid for health care, but these too are being cut back. Eleven percent are in subsidized housing, which is also being cut.

With this picture of gloom and doom, where does one look to for hope—particularly if one is a minority, particularly if one is Hispanic?

There is hope in numbers. Hispanics are America's second-largest and fastest growing minority group. If current levels of immigration and fertility continue, they are expected to surpass Blacks. It is staggering to think that the United States will one day soon surpass Spain and rank second only to Mexico as the world's largest Spanish-speaking nation. But if Hispanics are to

have an appropriate say at local, state, and federal levels in this country, the Hispanic community must unite politically. There is still much diversity among Hispanics because of geographical separation and difference in national origins. This diversity has resulted in voter apathy or otherwise diluted political power. In the 1960 presidential race, only 25 percent—1.6 million—of the Hispanics voted out of 6.8 million who were registered.

Working with other Hispanic officials and organizations, I will seek to unite Hispanics in this country so that our political presence can be felt in proper proportions. To accomplish this, I am reviving a phrase we heard in the 1960s and proposing the creation of an "Alliance for Progress" among Hispanics. It would be an Alliance that, in addition to talking about voter registration, voter education, and get-out-the-vote efforts, would consider establishing a political action committee to raise money and direct it into local, state, and federal races.

This Alliance, to be successful, must look into the possibility of appropriate financing mechanisms for its goals. The Alliance, through its directors, would meet regularly around the country to confer with Hispanic leaders in all states with large Hispanic populations. To discuss and initiate This month in Albuquerque before the first national Hispanic State Legislators Conference, sponsored by NALCO—the National Association of Latino Elected & Appointed Officials. I have also talked with other Hispanic officials and with this Alliance, I will propose a major conference in Santa Fe, New Mexico, early this spring to start the long process of bringing all U.S. Hispanics together politically to work on solutions to our problems.

Come And Get It... Something For Nothing... Come And Get It...

by Geraldo Alondra

Anytime somebody comes up and promises you more goodies for less money you better button up your bilfold friend or you are going to get took... Remember last year when our buddies in Washington D.C. promised us the pie in the sky? Less taxes, more jobs, less inflation and I don't know what else... Now today you read in the paper that our friends are "thinking about putting the taxbite on Social Security checks" and you better believe it, they are thinking about it...

A week or so ago they were thinking about some taxes on unemployment checks (and that might come up again!). the new gas tax is not a tax but something else... or so they tell me. When somebody gets an extra 5 cents for each gallon of gas out of my pocket, I know darn well that this was not the tooth-fairy!

And look what is coming out of the woodwork in our fair city. "Come and get it... More of everything for less taxes..." I would think that by now everybody would run for the hills when he hears that music.

Well lots of people bought it last year in Washington, D.C. and we all are going to pay and to pay and to pay for that stunt. So let's put a stop to this dirty pool and say: "Hold it right here, boys! We did fall for this one before, and we appreciate if you peddle your smelly merchandise somewhere else!"

Bye Bye and don't come back... And on Saturday we all vote a Fat "No".



Garza y Rios junto con toda su compania de abogados, Lane, Hall, y Garret — todos se aventaron ante el Juez Federal Woodward. Los cuates hicieron que el Juez pelara los ojos y pusiera oreja. A uno de los miembros del Consejo — E. Jack Brown — le preguntaron que si el conosia a alguien de "este" lado del pueblo y dijo que no la preguntaran que si habia hablado con minorias durante su turno en el Consejo y dijo que no. Y le preguntaron que si habia asistido a una de las funciones de chicanos o negros y dijo que no. Pero este sabado pasado si fue a el banquete de COMA.

Pero McAlister y los miembros del Consejo dicen que ellos van a seguir la batalla encontra de que nosotros tengamos representacion. Que que lo van a pelear hasta la Corte Suprema. Que se me hace que cuando Charlie Guy dijo de que en 1924, todos los miembros del Consejo eran miembros del KKK, le deberian de ver preguntado que si todavia eran miembros del KKK.

El banquete de COMA se vido medio aguitado, pero vendieron bastantes tiquetes. Los miembros del Consejo que estaban presentes fueron quizas para tratar de mantener su mentira de que si nos representan. A mi no me pican los ojos porque uso gafas.

Los de LULAC ya empiesan hacer planes para su banquete anual — Que que ya invitaron al "Gigante" Gabe Rivera y su presidente Lauro Cavazos.

Haber si le preguntan a Cavazos que tantos maestros chicanos ha ocupado desde que le dieron su puesto en la Universidad.

Mientras este Alacran estaba escondido tras los hermosos cuardos de Lala's mientras se juntaban las viejas — senti poquita falta de animo en seguir con sus planes para la conferencia. Es tiempo que vaya al beauty shop y se pongan una cara nueva para que mire ese espiritu que estaba muy presente cuando se hacian los planes para la ultima Conferencia. Y dejen los chismes para las teenagers.

Este Alacran ya cambio de ambiente. En vez de ir a escuchar el disco music del Atlantic, ahora me voy a oir la music chicana de Latin Quarter, y me gusta bailar.

Como les platique la semana pasada mi primo La Hormiga ya viene. Deberia de ver escribido halgo esta semana pero me manda decir que hubo mucho party en Austin con esto de la inauguracion. O y se me olvidaba decirles que mi primo fue educado en la Universidad de Texas. Dicen que aprendio el ingles pero se le olvido el español. La Hormiga les estara escribiendo en "englis" y un poquito de Tex-Mex.

Hasta la proxima — o, se me olvidaba — vieron que ya no salio el anuncio del United. Haber si algunos de nuestros lideres van y le dan un griztazo para que sigan ayudando a Bidal con los bilés.



Business Incentives Found To Fail Minorities

by Gregory D. Squires, Thomas A. Lyson & Herbert Hill

We are reminded time and again that President Reagan is not a racist. In fact, we are told, his proposal for economic recovery is the key to improving the economic status of minority communities — the rising tide that will raise all ships. The twin pillars of the plan, deregulation and tax reductions, presumably will stimulate job-producing investment activity by the private sector, with the subsequent new-found wealth filtering down to all groups. No group, we are assured, stands to gain more by a growth policy than racial minorities — even if that has meant some suffering in the short run due to reductions in federal social programs.

How effective are such business incentives for minorities? In an effort to answer this question, the Wisconsin Advisory Committee to the U.S. Commission on Civil Rights examined how well minorities have fared in one state — South Carolina -- which has long offered such incentives to

business, and in Wisconsin itself, with its recent incentive program, industrial revenue bonds (IRBs).

An industrial revenue bond is essentially a below-market-rate loan which a business receives at the lower rate because the interest on the bond is exempt from federal taxation, though issued by states and municipalities. IRBs amount to federally subsidized financial aid for the private sector.

South Carolina officials openly boast of the state's low taxes, conservative political climate, and non-union work force. They assert, "We know that healthy business is the goose that lays the golden egg. So we've developed special tax incentives to keep the goose alive." The state has experienced an increase in business activity and employment in recent years. But, as "Business Incentives and Minority Employment," the Wisconsin Advisory Committee report which was released this week, indicates, minorities have not received a fair share of the jobs. Among businesses opening up there in the late '70s, minorities were

employed at rates below their representation in the state's private sector work force.

More revealing was the extent of minority and female participation (or lack of it) in Wisconsin firms receiving industrial revenue bond financing. According to state enabling legislation, the program was created to attract new businesses to Wisconsin, particularly in economically depressed areas in the state. It prohibits discrimination on bond projects.

In a sample of 20 Milwaukee firms receiving IRBs for which data were available, Hispanics, Blacks and women were underfertilized in 75 percent of the cases, and minority and female employment was less than one-half their representation in the respective industries in Milwaukee in 25 percent of the cases. The federal Equal Employment Opportunity Commission had issued reasonable cause notices of race and sex discrimination against 25 percent of these firms. The impact of past and present business incentives examined by the Wisconsin committee has proven to be discriminatory, particularly against racial minorities. The future portends more of the same. The Leadership Conference on Civil Rights has projected that the net impact of the 1981 and 1982 tax cuts will be a reduction in the average white family tax bill of \$1,019, compared to \$542 for Black families. For 1984, the comparable figures will be \$1,369 and \$632. The Wisconsin report offers several intriguing recommendations to the state legislature, Congress, organized labor, and others. Among them is one for stringent equal employment opportunity requirements to be attached to IRBs and other publicly subsidized incentive programs. More significantly, the report calls for greater participation by elected officials, employees, and residents in the operation of private businesses whose behavior significantly impacts on the public life of their communities.

(Authors Squires, Lyson and Hill teach, respectively, at Loyla University of Chicago, Clarkson University and the University of Wisconsin, Madison, and produced the report, "Business Incentives and Minority Employment.")

La Escuela Secundaria Holy Cross - Cuna del Exito Latino

por John Rosales

Cada día, el maestro se ponía de pie junto a su escritorio, miraba hacia fuera a través de la ventana hacia las casas pequeñas y limpias del barrio de San Antonio, Tejas, y recitaba, leyendo del mismo libro. "Nos leía extractos acerca de los ganadores mexicano americanos de la Medalla de Honor," recuerda Richard Cedillo, que era entonces alumno de segundo año de la escuela secundaria "Holy Cross". Hoy, Cedillo es el abogado de la escuela y presidente de su asociación de antiguos alumnos.

"El maestro nos decía: 'Ustedes tienen que estar conscientes de que son mexicano-americanos y de que eso es algo para enorgullecerse en gran medida'."

La escuela, sólo para varones, con una matrícula 97% mexicano-americanos entró a su vigésimo-sexto año en este otoño. Ubicada en medio del sistema escolar público de Edgewood - uno de los distritos más pobres del estado - la escuela parroquial para los grados entre el 70. y el 120., envía constantemente a entre el 80% y el 85% de sus graduados directamente a las escuelas superiores. Un estimado del 95% se inscribe en las escuelas superiores, más temprano o más tarde.

Con sólo el 21% de los jóvenes latinos dirigiéndose a las escuelas superiores en escala nacional, la marca de producción de la escuela "Holy Cross" evidentemente refleja un sistema de aprendizaje que comprende algo más que hacer las tareas en casa y pasar los exámenes.

"Los maestros siempre buscaban algo especial, algo único, en cada uno de nosotros," recuerda Cedillo. "Nos hacían trabajar duro y se aseguraban de que tuviéramos la oportunidad de desarrollar nuestras posibilidades. Nos instilaban un sentido de orgullo."

Cedillo se recuerda a sí mismo como alumno de primer año de secundaria, tímido e indeciso. Llegó a ser campeón de oratoria y presidente del alumnado antes de graduarse en 1971 y continuar hacia la Universidad de Harvard para obtener un diploma de derecho. Entre los 119 graduados de aquel año hay abogados, médicos, contadores, ingenieros y una gran cantidad de "ciudadanos responsables", como les llama Cedillo.

"Los graduados de 'Holy Cross' son individuos que aprovechan el tiempo en sus trabajos, atienden a sus familias, votan y se interesan activamente por la comunidad, cuando tantos detalles de sus antecedentes dicen que debieran estar muertos o en la cárcel," se ufana él.

La escuela fué fundada en 1957 por los Hermanos de la Congregación de la Santa Cruz. Típica de las escuelas católicas, mantiene una proporción entre alumnos y maestros de 15 a 1, mucho menos que la de las escuelas públicas de la zona. En este año, sus 400 alumnos tendrán un programa de estudios ampliado que comprende latín, francés, programación de computadoras y televisión crítica. Se dispone también de un programa de adiestra-

miento de oficiales para la Fuerza Aérea, con pupitres reservados en la Academia de la Fuerza Aérea de los Estados Unidos para aquellos a quienes se considere capacitados.

El costo de la matrícula, que es de \$860 para el curso escolar de 1982 a 1983, cubre aproximadamente el 65% del verdadero costo por estudiante de la escuela, que es de \$1,405. Hay becas de trabajo y planes familiares disponibles para los necesitados. "No se rechaza a ningún estudiante que desee instruirse," dice el Padre James Hoelscher, su director, pero agrega que muchos padres hacen verdaderos sacrificios económicos para inscribir a sus hijos. "Ellos razonan que, puesto que nunca podrán dejarles mucho dinero a sus hijos, lo que sí pueden dejarles es una buena instrucción."

De los otros 25 miembros del personal docente de la escuela, a tiempo completo, siete son hermanos religiosos, dos son monjas y 16 son laicos. Cuatro son antiguos alumnos.

Héctor Sandoval conoce a la escuela "Holy Cross" en calidad de estudiante, entrenador voluntario y miembro del profesorado. Su éxito, según él cree, se basa en "desarrollar al hombre por completo - su carácter moral así como también su inteligencia." Graduado del curso de 1974 que dejó de enseñar hace un año para obtener un grado académico adelantado, él considera que los maestros funcionan como "padres adicionales." Los viajes de la escuela al campo y las excursiones relacionadas con los deportes proporcionan las primeras experiencias verdaderas de viajes para muchos de los niños, dice él.

Están demasiado aislados culturalmente los alumnos de la escuela

"Holy Cross"?

La contestación del Padre Hoelscher es un "no" rápido y firme. Los alumnos mexicano-americanos son bastante representativos de la cultura del sur de Tejas, dice él - una mezcla.

Aunque reconoce las posibles limitaciones instructivas y sociales de cualquier alumnado "de un sólo grupo", él estima que su herencia doble es "un medio efectivo" para asegurar su desarrollo con éxito. "Holy Cross" exige dos cursos anuales de español. La presencia "mexicana" ubica de la escuela - desde los menús de la cafetería hasta el énfasis enérgico sobre la familia y la fe -

complementan a sus elementos instructivos, cree él.

"Y recuérdese que tenemos igualmente unos cuantos alumnos anglo-americanos," señala él, agregando: "Estos últimos se benefician enormemente de la exposición cultural adicional que reciben."

En cuanto a los chicanos, "no queremos que pierdan su cultura. No tenemos nada mejor que ofrecer en este lugar," termina diciendo el Padre Hoelscher.

John Rosales es miembro de la clase de 1974 de la Escuela Secundaria "Holy Cross" y graduado de la Universidad de Maryland. Es reportero del Servicio Nacional Católico de Noticias en Washington, D.C., y hace aportes recurrentes al servicio de noticias Hispano Link.

Schedule of Events

Monday, January 17, 1983:

1983 Democratic Victory Dinner; 7:00 p.m.; Optional black tie. Admission by ticket only; **Palmer Auditorium;** South First and Riverside Drive; Tickets \$50/person.

Tuesday, January 18, 1983: **Governor's Volunteer Breakfast; 8:00 a.m.;** Admission by invitation only; Ballroom, Hyatt Regency Hotel, 208 Barton Springs Rd.

Inaugural Prayer Service; 10:00 a.m.; No reserved seats; Hyde Park Baptist Church; 3901 Speedway.

Inaugural Ceremony; Noon; No seating will be available except for those on the platform. In the event of extremely inclement weather, the ceremony will be moved to the Hall of the House of Representatives.; South Entrance to the Capitol, Congress and 11th streets.

Opening of the Mansion Immediately following ceremony the public is invited inside mansion after White breaks the lock, symbolically opening the mansion to the people of Texas.; Governor's Mansion; 1010 Colorado St.

Inaugural Luncheon 12:30-2:30 p.m.; Admis-

tion by ticket only. Tickets \$6/person.

Inaugural Parade 3:00 p.m.; During the parade, military aircraft will pay special tribute to the state officials and their families who will review the parade at the south entrance to the Capitol grounds.

Inaugural Balls 7:00 p.m.; The Grand

March of state officials will enter the Bluebonnet Ball at 7:30 p.m.; Tickets will be available at the door. Tickets \$5./person.; Austin Opera House; 200 Academy.

8:00 p.m.;

Palmer Auditorium; South First and Riverside Drive; The northern region of Texas, including Austin, Dallas, Ft. Worth, East and West Texas, will celebrate at Palmer Auditorium. The Grand March will enter Palmer at 9:00 p.m. Black tie. Admission by ticket only. Tickets \$50/person. 8:00 p.m.;

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Join the concerned taxpayers of Lubbock who want to prevent a halt in Lubbock's growth and a reduction of services to our community.

Vote NO Saturday, Jan. 15th

In 1978, petitions asking for a city charter election were submitted to the city. The signatures were verified; however, the city felt the amendments would put the city in violation of state law which establishes the authority and procedures for taxing property. After four years in court, the Texas Supreme Court has ruled that the election must be held prior to their ruling on the legality of the amendments.

During the legal procedures, over the past four years, both the state and local laws and tax rates have changed which make the amendments more confusing, possibly illegal, and most certainly, sure to endanger the City's credit rating and ability to conduct orderly business and grow.

Here are the amendments and reasons why we urge you to vote no and help defeat them to avoid wasting more taxpayers money in the courts.

AMENDMENT 1 **NO**

The annual ad valorem taxes levied by the governing authority of the city government shall not exceed the rate of \$1.12 per \$100 valuation of taxable property.

"It seems harmless on the surface, since our tax rate is only 61 cents now that we're taxed on 100% not 60%...but when Galveston and Corpus Christi put a limit on their tax rate for operations and debt service, their credit rating dropped."

"...and when the city's credit rating goes down, the interest rate goes up...and when the interest rate goes up, our taxes go up. It's as simple as that."

AMENDMENT 2 **NO**

The annual ad valorem taxes levied by the governing authority of the city government shall not exceed 60 per cent of the fair market value of the property as the assessed valuation of property subject to tax.

"If this is supposed to limit the tax assessment to 60%, it's in direct violation of state law which says tax assessment has to be at 100%...and we could have all city services and bond payments tied up until it gets through the courts."

"Yes, but even worse, with this wording, it could mean 60% of the property's value or \$30,000 in taxes on a \$50,000 home. It's confusing."

AMENDMENT 3 **NO**

The annual ad valorem taxes levied by the governing authority of the city government shall not be increased on the basis of an increase in the rate of evaluation of taxable property nor on the assessed valuation of property subject to tax, from the preceding tax year, without first securing approval of said increase at an election submitting said proposed increase to the voters of the city of Lubbock. Said increase, if any, requiring a majority vote for its approval.

"Again, because of changes in the State law which now requires property to be taxed at 100% of value, the 'assessment' wording makes it confusing and might mean that an election would have to be held before property could be reappraised."

"If this amendment passed, it would mean an immediate halt in Lubbock's growth, with a gradual deterioration in services as costs outgrew a frozen tax base."

Join us Saturday to vote against all three amendments and for the continued growth of Lubbock!

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**DOCTOR
CARIÑO**

Querido Dr. Cariño:

Me llamo _____ y tengo 29 años de edad. Mi esposo y yo tenemos 2 niños, por eso es que no quiero divorciarme. Yo sé que los niños, tanto me necesitan a mí, como a su padre. El divorcio lo único que hace es separar a la familia. Pero parece que eso es lo que vá a pasar.

La razón es que mi esposo querido tiene a otra mujer. El creía que yo no me iba a dar cuenta, pero ya vé Ud. como todo se sabe. Una amiga mía los vió y vino a decirme. Por lo pronto, no pensé que esa mujer fuera su amante, pero después le hallé un retrato de ella en la bolsa de su saco. Cuando le enseñé el retrato a mi amiga, me dijo que era la misma que había visto con él en el carro. El retrato estaba firmado por atrás con el nombre de ella y estaba dedicado a mi esposo: "con todo mi amor, para mi cuchi-cuchi".

Cuando supe que era cierto todo, me dió mucho coraje. Lo primero que pensé fue buscar una forma de vengarme. Mis niños estaban en la escuela y me fui a mi recámara. Entonces me vestí en una forma "sexual", para llamar la atención de los hombres.

Cuando llegué al centro del pueblo, no había caminado ni una cuadra, cuando me empezó a seguir un muchacho muy guapo. Me invitó a un café y platicamos un rato. Me puso una cita para el día siguiente y yo la acepté. Al día siguiente, después de irnos a tomar unos refrescos, nos fuimos al apartamento de este muchacho. Allí estuve con él hasta que se acercó la hora en que mis niños salían de la escuela. Quedamos de vernos otra vez.

Cuando llegué a la casa, no sentí ninguna culpa. Sentía que había cumplido mi venganza con mi esposo. Si él lo pudo hacer, ¿porqué no podía hacerlo yo también?

Yo he seguido viendo a este muchacho muy seguido cuando mi esposo esta en el trabajo. Ya no me dá celo por lo que él haga. Por eso le digo que no quiero el divorcio, lo que quiero es tiempo para salir yo también.

¿Ud. cree que le debo decir lo que estoy haciendo a mi esposo? Aparte de Ud., nadie mas sabe mi relaciones. Despense lo largo de mi carta, pero es que necesitaba compartir mi secreto con alguien, pero con alguien que no me fuera a descubrir.

Debo confesarle que cuando pensé en vengarme con mi esposo, Ud. fué la primera persona que se me vino a la mente, pero no puede comunicarme con Ud. personalmente.

¿Que me aconseja?

P.S. se me olvidó decirle que aunque yo lo diga: soy bastante bonito. Me gusta admirarme yo solo en el espejo de cuerpo entero.

Firma _____ Bonita Ifiel _____

Querida Ifiel:

Me alegro que no me haya encontrado. Aunque Ud. me asegura ser bonita, a mí no me gusta meterme en las patas de los caballos. Debo advertirle además, que yo no soy "Titere" de nadie para ser utilizado como un instrumento de venganza _____ y menos cuando se trata de un problema conyugal como el suyo.

Si tanto le interesan sus niños, debía pensar en el trauma que va Ud. a ocasionarles al darse cuenta de sus relaciones con ese amante suyo. Porque como Ud. dice: "Ya vé que todo se sabe" y no falta una forma para que lo que Ud. anda haciendo, llegue a su conocimiento.

Como Ud. y su esposo estan ya en el mismo nivel moral, debía Ud. decirle lo que hizo o esta haciendo. Si entre los dos deciden la separación, el divorcio o seguir cada quien con su amante, alla Uds. pero siempre tengan en cuenta el futuro de sus hijos. Ellos son los únicos inocentes de su familia y son los mas sujetos a ser lastimados causa de Uds.

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Texas Department Of Human Resources

Algunas familias en Tejas con bajos ingresos pueden calificar para ayuda con el pago de las cuentas de la calefacción, según informa el Sr. Marlin W. Johnston, Comisionado del Departamento de Recursos Humanos de Tejas.

El Sr. Johnston nos avisa que hay fondos disponibles para ayudar a pagar las cuentas de la calefacción de familias con bajos ingresos que en Enero, 1983, recibieron estampillas para comida, Asistencia a Familias con Niños Dependientes (AFDC), Seguridad de Ingreso Suplemental (SSI), o beneficios de veteranos por necesidad comprobada.

Los veteranos o sus familiares que posiblemente califiquen son los que reciben pagos bajo los programas 415, 521, 541, o 542 del Título 38 del Código de los Estados Unidos, o bajo la Sección 306 de Veterans and Survivors Pension Improvement Act of 1978.

La elegibilidad depende además de los ingresos mensuales de la familia. Por ejemplo, se puede ayudar a la familia que consiste en una sola persona si el ingreso bruto mensual es menos de \$334.49. Para dos personas, el límite es \$546.49; para tres, \$749.49; para cuatro, \$926.49; para cinco, \$1,092.49, y para seis, \$1,277.49.

Para ser elegible, la familia tiene que ser afectada por el aumento en el costo de la energía—pagando ellos mismos cuentas más altas o pagando una renta más alta debido al aumento en el costo de la calefacción. Pueden vivir en casa propia o en casa rentada con el costo de luz, gas, y agua incluido en la renta, y pueden pagar sólo una porción de ese costo.

Según el Sr. Johnston, a las casas que reciben estampillas para comida, AFDC, o SSI se les mandarán automáticamente, por correo, las solicitudes que deben llenar. Personas que reciben beneficios de veteranos por necesidad comprobada deben pedir una solicitud del Departamento de Recursos Humanos durante el mes de Enero.

El Sr. Johnston recomienda que las personas que se creen elegibles pero que hasta la fecha no han recibido ninguna solicitud se comuniquen con la oficina local de Departamento de Recursos Humanos.

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Holy Cross High School - Latino Success

by John Rosales

Each day the teacher would stand at his desk, glance out the window at the small, neat homes in the San Antonio, Tex., barrio, and recite from the same book. "He would read us excerpts about Mexican Medal of Honor winners," recalls Richard Cedillo, a Holy Cross High School sophomore at the time. Today, Cedillo is the school's lawyer and president of its alumni association.

"The teacher would tell us, 'You have to be aware that you're Mexican American and that it's something to be very proud of.'"

The all-boys school, with a 97% Mexican American Enrollment, entered its 26th year last fall. Planted in the middle of the Edgewood public school system — one of the poorest districts in the state — the 7th-through-12th grade parochial school consistently sends between 80-85 percent of its graduates directly to college. An estimated 95 percent enroll in college sooner or later.

With only 21 percent of Latino youth nationwide entering college, the production record at Holy Cross obviously reflects a system of learning which entails more than doing homework and taking exams.

"The teachers always looked for something special, something unique, in each of us," Cedillo remembers. "They worked us hard and made certain we got the chance to develop to our potential. They instilled a sense of

on "developing the whole man — his moral character as well as his intellect." A '74 graduate who quit teaching a year ago to pursue an advanced academic degree, he sees the teachers performing as "extra fathers." School field trips and sports-related outings provide the first real travel experiences for many of the boys, he says.

Cedillo recalls himself as a shy, uncertain freshman. He became a champion orator and student body president before graduating in 1971 and going on to earn a Harvard law degree. Among the 119-member graduating class that year are attorneys, medical doctors, accountants, engineers, and a whole bunch of "responsible citizens," as Cedillo calls them.

"Holy Cross graduates are guys who punch in on time at work, take care of their families, vote, and take an active interest in the community, when so many things in their background say they should be dead or in jail," he boasts.

The school was founded in 1957 by the Brothers of the Congregation of Holy Cross. Typical of Catholic schools, it maintains a student/teacher ratio of 15-1, much lower than the area's public schools. This year, its 400 students will have an expanded curriculum that includes Latin, French, computer programming and critical television. An Air Force officer's training program is also available, with reserved seats at the U.S. Air Force Academy for those judged qualified.

For \$860 tuition for the 82-83 school year covers about 65% of the school's \$1,405 real per-student cost. Work scholarships and family plans are available to the needy. "No student who wants an education is refused," says Father James Hoelscher, its principal. But he adds that many parents make real financial sacrifices to enroll their children. "They reason that while they'll never be able to leave their children much money, the one thing they can leave is a good education."

Of the school's 25 other fulltime faculty members, seven are brothers, two are nuns, and 16 are lay persons. Four are alumni.

Hector Sandoval knows Holy Cross as a student, volunteer coach, and faculty member. Its success, he feels, is based



Un

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Por Sofia Martinez

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While acknowledging the potential educational and social limitations in any "single group" student body, he sees their dual heritage as "an effective medium" to insure their successful development. Holy Cross requires two years of Spanish. The school's ubiquitous "Mexican" presence — from the cafeteria menus to the strong emphasis on family and faith —

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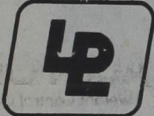
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Marlboro



Advertencia: El Cirujano General Ha Determinado Que Fumar Cigarrillos Es Peligroso Para Su Salud.

16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Dec '81