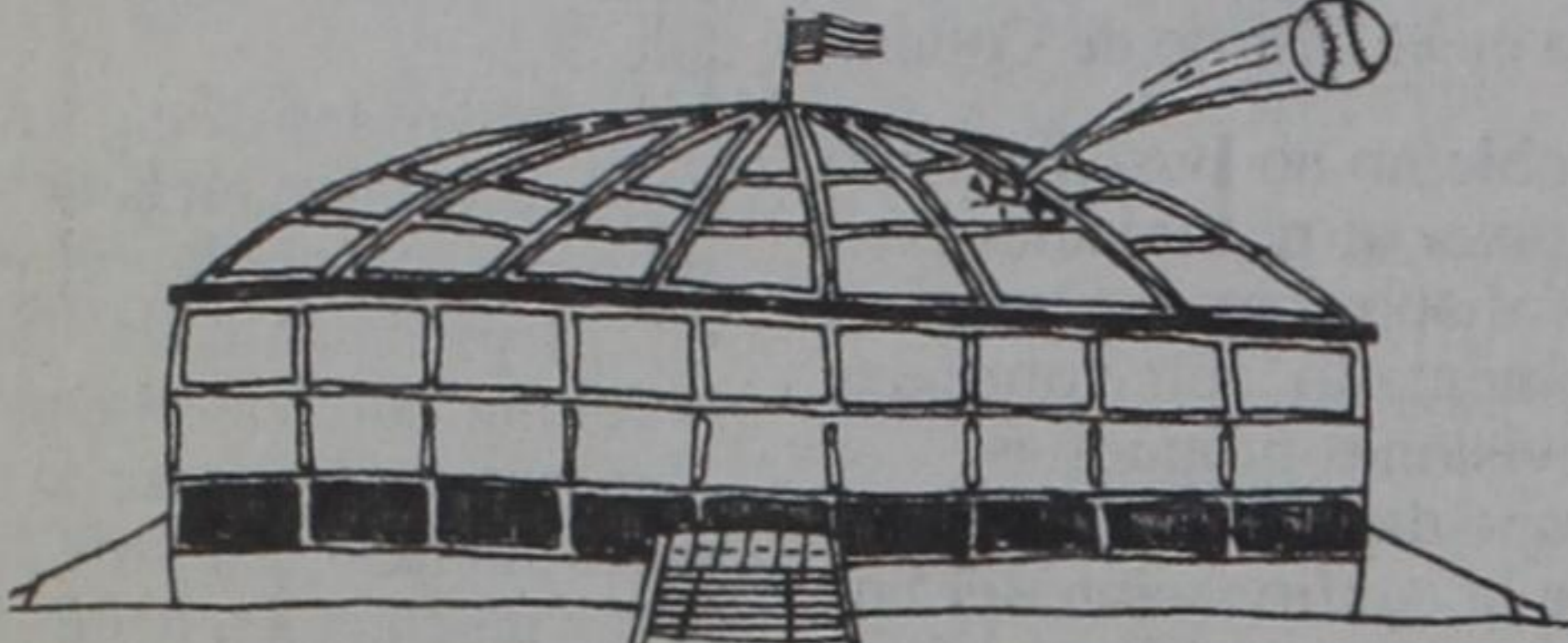


DEPORTES

ASTROS



Astros Launch New Advertising Campaign For 1992

HOUSTON--The Houston Astros have launched their 1992 advertising campaign, one that features a new approach with the theme: "Get Into the Game!"

Working in coordination with the Houston advertising firm CME/GDL&W, the campaign features a series of fast-paced, up-tempo radio and television spots which will air Friday March 6 and continue throughout the season. The theme will also be prominent in the club's

print advertisements.

Each of the television spots focuses on both game action and fan participation. Portions were shot on location throughout the Houston area and feature fans from all walks of life including dock workers, teenagers, little leaguers and doctors, as they prepare to go see the Astros play. The spots later picture the same people enjoying game action at the Astrodome.

"Last year, our team was comprised of mostly young and unrecognizable faces," said Ted Haracz, Astros Vice Presi-

dent of Marketing. "Our 'Let Yourself Go' theme of 1991 was designed to emphasize the excitement of Major League Baseball. With the increasing popularity of our young players and the overall development of the team in the last year, we now have a much more recognizable cast. Our aim this year is to combine the exciting action on the field with the fun of coming out to the ballpark."

Original music was composed for the ads, and the fast-paced spots emphasize the popularity, affordability and accessibility of baseball as entertainment for all fans.

"When we put together the campaign, we wanted to show fans that they're not just coming to a game, but that they can also be a part of the action, said Barry Silverman, President of CME/GDL&W. "We're trying to show fans that when they buy a ticket, they have an opportunity to both watch and become involved in what's happening down on the field. This is their team, and we want them to become a part of it and 'get into the game.'"



Houston Mayor Bob Lanier Slated To Throw Out First Pitch For Opener

HOUSTON--The Astros have announced that Houston Mayor Bob Lanier, who was elected to his first term this past November, will throw out the ceremonial first pitch prior to the Astros season-opening game April 7.

"As a Houston native, I have enjoyed watching the Astros play for many years, and it is a great honor to be selected to throw out the first pitch on Opening Day," said Lanier. "I always look forward to the beginning of baseball season, and hope that 1992 will be successful for the team and entertaining for all of the fans in Houston."

Opening Day will feature a visit by the Atlanta Braves, the 1991 National League pennant-winners with game time set for 7:35 p.m.

EL EDITOR
763-3841
Lubbock, TX



Ford Thunderbird. Con Categoría y Personalidad

Desde su introducción en 1955 el Thunderbird ha logrado mantener dos características fundamentales: su excelente manejo y la tracción trasera, virtudes que lo han mantenido como uno de los grandes clásicos en el mundo del automóvil.

De estilo deportivo, creció ligeramente partiendo de sus primeras plataformas, hasta

usar, desde el modelo 1989, una que le ha dado mayor fijación, permitió reafirmar la suspensión y aceptar los cambios que en su carrocería promovieron los artistas del diseño de Ford.

No sólo su elogiada aerodinámica fue mejorada, sino que en su interior, se ajustaron las medidas adecuando su capacidad, para que cinco personas puedan disfrutar confortablemente de este vehículo.



Nosotros Hacemos El Mejor Menudo En Todo El Oeste De Texas!

MONTELONGO'S

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Pase y Saborée de los Ganadores del

MENUDAZO 1986 al 1989, ahora mismo!

FISH, FISH, FISH
BRING YOUR FAMILY TO OUR LADY OF GRACE'S GUADALUPANOS FISH FRY EVERY FRIDAY THROUGH LENT 3118 ERSKINE ONLY \$3.50 PER PLATE ADULTS CHILDREN \$2

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Finest in Carpet Cleaning
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First of Spring Softball Tourney

Mar. 21-22, Mose Hood Park
For Class D Teams Only
Only 1 upper class team member allowed
ASA Sanctioned - Class D Rules
ALL TEAMS GUARANTEED
THREE GAMES

PRIZES - PRIZES - PRIZES
1st PLACE - 4 Rooms in Amarillo for Fun Fast Tournament or money equivalent (\$28 per room) and 15 unprinted long sleeve shirts
2nd place - Camel T-Shirts & Sports Bags
3rd place - Camel Caps & Sports Bags
Consolation Basket - Menudazo T-Shirts
MVP Trophy & More Individual Prizes
SPONSORED BY EL EDITOR - BIDAL AGUERO
With some prizes provided by Camel Cigarettes

\$110 Entry Fee - Deposit \$25 by Drawing on Mar. 19 - 7:30 pm - Team Mgr. must be present or will not be put on bracket
To Enter Call El Editor (806) 763-3841 or Lalo or Johnny Ontiberoz 744-8958, 797-8183

Put These Big Tournaments on Your Calendar
April 25-26 - McKenzie Park
June Classic - June 20 & 21
MENUDAZO - JULY 18 & 19

TVKO FIGHT OF THE MONTH WBA LIGHT HEAVYWEIGHT CHAMPIONSHIP BOUT HEARNS•BARKLEY II

THOMAS "HIT MAN" HEARNS

A six-time champion, he's ready to put the hit on and get revenge.

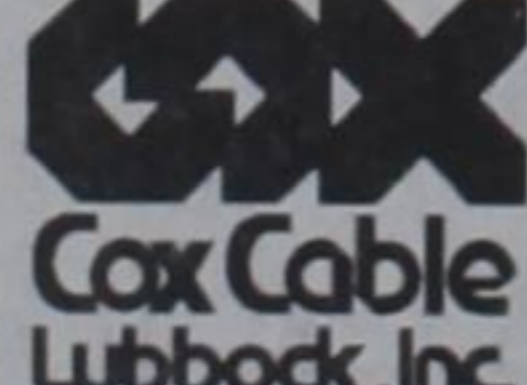
VS

IRAN "THE BLADE" BARKLEY

They wrote him off. He proved them wrong. Now he's back, out to relive his greatest moment.

PLUS TWO OTHER BIG BOUTS!

CALL NOW TO ORDER!
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No Se Pierda Del Juego Más Grande De Texas.

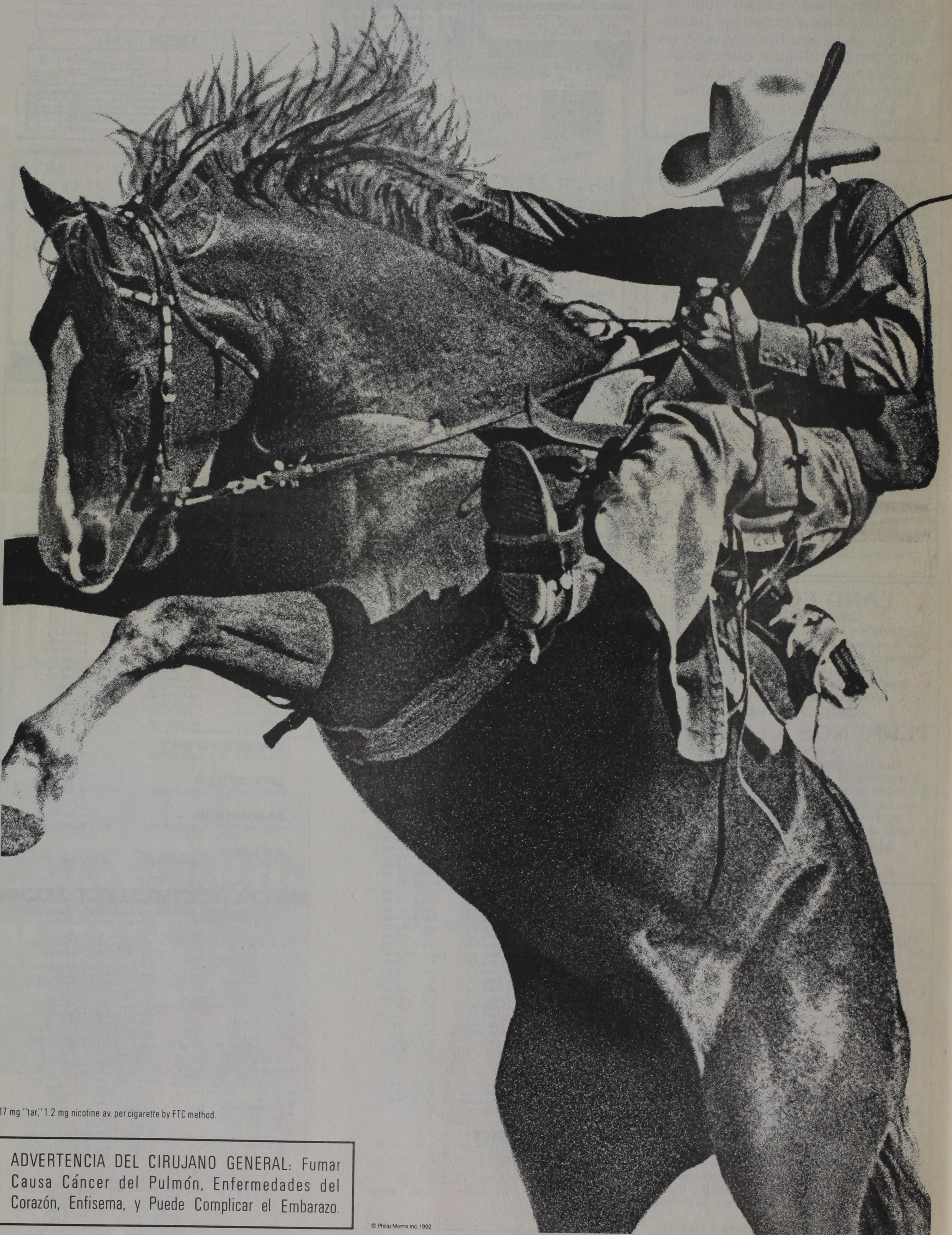
No se pierda de la emoción de participar en la Lotería de Texas, de aumentar su clientela y de la comisión que obtendrá por vender boletos. A partir del primero de junio, se comenzarán a vender boletos tipo Gane al Instante. Ya participan más de 8,000 detallistas en Texas, mismos que están listos para el primer día de venta de boletos de Lotería. Si usted desea vender boletos de la Lotería de Texas en su negocio o establecimiento, su solicitud debe de recibirse a más tardar el 31 de marzo para garantizar su participación.

Si aún no ha recibido su paquete de solicitud o desea más información, llámenos gratis y le enviaremos todo lo que sea necesario para que no se pierda del juego más grande de Texas.



Entrele al Juego de Texas Antes del 31 de Marzo.
Llame Gratis al 1-800-37-LOTTO. Se Habla Español.

Marlboro



17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

ADVERTENCIA DEL CIRUJANO GENERAL: Fumar Causa Cáncer del Pulmón, Enfermedades del Corazón, Enfisema, y Puede Complicar el Embarazo.

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