



EL EDITOR



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Froy Salinas, candidato para representante del estado de la ciudad de Lubbock se presento la semana pasada ante la organizacion de West Texas Democrats. Salinas buscar ser electo para el cuarto termino como legislador. En ultimos minuto esta pasada semana, Salinas recibio un contrincante, Delwin Jones. Salinas y Jones se encontrara en la boleta Democrata.

La organizacion de West Texas Democrats ahora tienen oficinas en el 2220 Calle 4. La organizacion esta tratando de establecer un sistema de telefono, cartas y propaganda para poder desarrollar mas votos que ningun otro tiempo en la primarias de los demócratas. Esto lo estan haciendo con tener varias juntas de palación.

"No Hay Solución Militar Aceptable"

Los senadores demócratas Claiborne Pell y Patrick Leahy dijeron que Estados Unidos debería aceptar el ofrecimiento del presidente mexicano, José López Portillo, de conciliar las diferencias existentes en América Central.

Pell, miembro de la Comisión de Relaciones Exteriores, y Leahy, de la subcomisión de apropiaciones, realizaron el mes pasado un viaje por El Salvador, Nicaragua y México.

Los legisladores afirmaron que un gobierno salvadoreño con algunos marxistas en su seno constituiría "un riesgo mejor" que la continuación de la ayuda de Estados Unidos a la Junta Civilmilitar.

Su pronunciamiento fue dado a conocer en momentos en que el gobierno del presidente Ronald Reagan presentó formalmente su petición para una mayor asistencia militar al régimen de El Salvador que, enfrente, dijo, una arremetida "de los insurgentes para destruir la economía".

"El último análisis, salimos de una breve inspección de la situación en El Salvador, convencidos de que las metas y objetivos de la política de Estados Unidos obtendrían mayores beneficios mediante la búsqueda de un acuerdo negociado pacíficamente", expresaron.

Nuevas Oportunidades En Los Mercados Extranjeros Para Los Hispanos De Los Estados Unidos

Por Franklin D. Cruz

Se espera que el Departamento de Comercio de los Estados Unidos anuncie en este mes un nuevo programa para aumentar la participación minoritaria en el comercio internacional. La pregunta es: ¿Significará esto que más negocios de propiedad de hispanos entrarán en el mercado extranjero?

Eso, desde luego, es uno de los resultados que la Entidad para Desarrollo de Negocios Minoritarios (siglas en inglés MBDA) y la Administración de Comercio Internacional (siglas en inglés ITA) esperan que se produzcan en virtud de su acuerdo entre ambas dependencias, para crear un programa de comercio internacional auspiciado por la primera.

Es una nueva relación entre dependencias federales. La Administración de Comercio Internacional resolvió, justamente el mes pasado, incluir los servicios de su Programa de Consultores para Desarrollo de las Exportaciones (siglas en inglés EDCP) en un conjunto ya extenso de ayuda para

los empresarios minoritarios de negocios como firmas que tengan, por lo menos, el 51% de propiedad minoritaria. Según lo define la Orden Ejecutiva Presidencial 11625, la palabra "minoría" comprende a negros, hispanos, mujeres y ciertos otros grupos raciales, étnicos y de orígenes nacionales.

A los participantes en el programa se les ayudará a identificar, planear y financiar a corto plazo empresas conjuntas sólidas. El programa de consultores tiene oficinas en 16 ciudades de los Estados Unidos, incluyendo tres de Texas (Dallas, Houston y El Paso); dos en California (Los Angeles y San Francisco); una en Miami, en Nueva York, y en San Juan, Puerto Rico, todas ellas zonas de actividad considerable por parte de negocios de propiedad hispana.

Hoy, las empresas de propiedad hispana son representativas de todas las oportunidades de que se dispone en la economía estadounidense. No existen aún en gran cantidad ni a los niveles más elevados de ganancias, pero son respetables y capacitadas.

Conferencia de Mujeres

Organizadoras de la Conferencia, La Mujer Ayer-Mañana y Hoy esta esperando mas de 300 personas que asistan las actividades este proximo sabado. La Conferencia dara oportunidad a mujeres de participar en diferentes talleres y seminarios para tratar de desarrollar las capacidades de la mujer.

Los seminarios seran dirigidos por diferentes expertos en su area e incluyen todos desde como se ve mejor y siente mejor una mujer hasta un seminario para hombres que contesta todas las preguntas que "siempre han querido preguntar pero nunca lo han hecho."

Registración es solamente \$5 e incluyen la comida a medio dia. Todos son invitados. Para mas información llame 763-6551.

"México Asustado y a La Defensiva": Dice El Demócrata Henry González

México está "asustado y a la defensiva", y no se encuentra en posición de proporcionar liderazgo para los problemas de América Central, declaró el representante demócrata Henry B. González.

Según el legislador de San Antonio, Texas, Estados Unidos debería rechazar el ofrecimiento del presidente mexicano José López Portillo, de actuar como mediador en los problemas que afligen a El Salvador.

González, que ha estado en el congreso durante 20 años, criticó la venta de aviones de combate F-5 el año pasado a México, la creación hace unas semanas de una fuerza "de reacción rápida" en ese país, y el hecho de que Estados Unidos hubiera entregado a la armada mexicana dos destructores esta semana.

"Solamente hay una explicación para este armamentismo", dijo González. "Es que México está asustado, tanto de sus problemas internos como de la creciente violencia a sólo pocos kilómetros de sus vastos campos petroleros".

"No creo que en las circunstancias en que se encuentra México, el Presidente Portillo esté en posición de proveer la fortaleza que requiere la situación", agregó.

González opinó que Estados Unidos debería trabajar por el desarrollo económico de la región a través de la Organización de Estados Americanos (OEA).

Agregó que si va a haber una intervención en El Salvador, ésta debería ser la de una fuerza internacional de paz supervisada por la OEA.

"Podría ser equipada y entrenada por Estados Unidos, pero debería ser por completo una fuerza de la OEA. Su única misión debería ser la de detener los asesinatos".

Comprenden fabricantes de herramientas y troqueles, firmas de ingeniería, empresas de arquitectura y planificación, firmas de construcción, de elaboración de alimentos, grandes distribuidores de automóviles, pequeñas formas de investigación de mercadeo, así como empresas distribuidoras propiedad de hispanos y administradas por éstos, y corporaciones de producción de tele-comunicaciones en idioma español.

Este programa auspiciado conjuntamente por la Entidad para Desarrollo de Negocios Minoritarios (MBDA) y la Administración de Comercio Internacional (ITA) puede ser la entrada al mercado internacional que necesitan muchas de estas empresas. Puede facilitar el trámite por medio del cual estas firmas, establecidas en nuestros mercados interiores, puedan lograr sus oportunidades de comercio internacional.

Un negocio de propiedad hispana que entre al mercado extranjero puede emplear el español como idioma cuando sea adecuado y traer continued on Page 7

¿Que Pasa?

Texas Rural Coalition

The Texas Rural Coalition is sponsoring a candidate's forum on Sunday, March 21. All candidates have been invited and many are expected to attend. Bar-b-que plates will be sold for \$2 per plate. The activity will be at Casa Blanca Dance Hall located at North University and Cornell in Lubbock.

El Texas Rural Coalition tendrá una barbacoa esta proximo domingo empesando a la 1 de la tarde. Todos los candidatos estan invitado a participar y se presentaran al publico. Los platos de barbacoa cuestan \$2 y se pueden conseguir en Lala's Restaurant en el Centro de Lubbock.

Invitamos a todas las organizaciones que manden sus noticias a El Editor para publicarlas completamente gratis. Mandelas al 2305 19th St. Lubbock, Tx o llame al 806-763-3841. Tambien invitamos a individuales que manden sus comentarios y articulos.

Conferencia de Mujeres

No falten a la Conferencia de Mujeres este sabado. Empiesara a las 8 de la mañana y habra interesantes talleres. No falten!

Votación

Ya ahorita personas que no estaran en el pueblo el día 3 de Abril pueden pasar por la Casa Municipal a votar en ausencia. Necesitan llevar su tarjeta de registración dentro de las 8 am y 5 pm. Si piensa que no va estar en el pueblo o tiene problemas y trans- portación vaya con tiempo a votar por su candidato favorito.

Pancake Festival

Los Guadalupanos de Nuestra Señora de La Gracia tendran un festival de pancakes este proximo 27 del presente. Los boletos se pueden conseguir en las oficinas de la Iglesia. Empiesara a las 7:30 de la mañana hasta medio dia en el salon de la Iglesia.

Community Fundraiser

Los diferentes grupos de vecindad tendran una actividad para juntar fondos este sabado por la tarde empesando a las 5 de la tarde con barbacoa, comida y baile. Los boletos se venden por \$5 y se pueden conseguir en la oficinas de El Editor.

All neighborhood groups will be joining together to have a fundraiser this Saturday March 20. The event will take place at the Merchant's Building on the Fair Grounds starting at 5 p.m. and continuing until 12 midnight. A \$5 ticket include a bar-b-que plate plus a dance. Everyone invited!

Strike Leaders Arrested

By Scott Lind

Three leaders and an announced supporter of the Texas Farm Workers Union were arrested Wednesday March 10, in connection with a strike over wages being offered for harvesting onions.

The two principal leaders of TFWU - Antonio Orendain, director of the farmworkers' union, and Jesus Moya, TFWU organizer - were arrested on the property of grower Jack Humphreys, after having been given warrants charging criminal trespass on private property.

Also arrested were Luis Ordonez, who edits El Cuhamil, the TFWU newspaper; and Maria Pina de los Santos, detained by deputies while holding aloft a TFWU flag.

The strike and arrests took place at an onion field situated just outside of McAllen city limits, off of 23rd St. and south of Highway 83.

Present during the strike and arrests were two observers from the Texas Rural Legal Aid Society.

Legal Aid Attorney Alcario Samudio said the attorneys were monitoring the strike "to make sure workers' rights are not violated."

Orendain and Moya were arrested around 2 p.m. on the grower's private road fronting his onion field - seven hours after they, and about 200 farmworkers, initiated the sitdown strike.

Early in the morning, most of the farmworkers present at the onion field voted to demand a wage of \$1 per bushel bag of harvested onions and staged the sitdown strike.

Farmworkers were being offered 60 cents per bushel bag by the grower.

Then Moya and four farmworker representatives went to Hallmark Produce Co., which is owned by Humphreys, to negotiate with the grower.

Negotiations reached an impasse, with Humphreys sticking to his original offer of 60 cents per bushel bag of onions.

Then Moya and the three representatives returned to the field and informed the assembled farmworkers what happened at the negotiating table.

Farmworkers then voted to negotiate again, this time demanding 80 cents per bushel bag.

But farmworkers were told by a crew leader that if they did not like Humphreys' offer of 60 cents per

bushel, they could "go home."

Moya then left the site and returned again, saying he was unable to get in contact again with Humphreys to resume negotiations.

A deputy for the Hidalgo County Sheriff Department told Moya that Humphreys must have been lodging two complaints and trying to get two warrants signed for trespassing on private property in the court of Justice of the Peace Pete Garcia.

The deputy said he did not know which two individuals were named in the warrants which would charge criminal trespass.

Orendain then spoke to farmworkers over a portable loudspeaker, telling them two warrants for trespassing on private property were going to be served, and that farmworkers, too, could be arrested.

"You have the ultimate word," the TFWU director told them, indeterming what action to take.

Orendain urged them to select an action which would benefit "all the workers in the Valley."

Farmworkers then voted to continue the strike.

Around 2:30 p.m., 15 more deputies arrived at the field with the two warrants, informing Orendain and Moya that they were trespassing on private property.

Deputies showed Orendain and Moya the warrants, arresting them, and then escorted the two to a waiting patrol car while farmworkers chanted slogans of support of the strike.

Moya told The Monitor, before going into the patrol car, that the arrest "shows what happens when you defend the rights of the people. They have you put in jail. We will continue to fight for the workers."

About 30 minutes later, deputies arrested Ordonez at the site, also for trespassing. He had been organizing a picket line after the arrests of Orendain and Moya.

Arrested along with Ordonez was Pina, a member of the United Farm Workers Union, who had recently arrived on the scene.

Pina said she came to support the TFWU action.

The Valley chapter of UFW, whose national head is Cesar Chavez, did not participate in either the planning, organizing or execution of Wednesday's strike.

After Ordonez and Pina were taken away by patrol car, farmworkers slowly left the site in groups.

The last to leave Humphreys' property were sheriff's deputies who voiced relief no violence had occurred while making the arrests.

Orendain, Moya, Ordonez and Pina were all booked in county jail.

Orendain and Moya were released around 5 p.m., after having their \$1,000 bail bonds taken care of by 4-A Bail Bonds of Edinburg.

Ordonez and Pina had to stay over-night since they had not yet been arraigned before the judge or been told how much their bond would be.

Bill Weeks, executive vice president of Texas Citrus & Vegetable Growers & Shippers, said that "all they're (the TFWU) trying to do is stir up controversy."

Weeks said union activists make allegations of workers being paid less than minimum wage, but without showing proof - while growers must submit lists of farmworkers' income to the U.S. Labor Department.

"We're sick and tired of all this to do about nothing. We just get tired of it. These allegations - that workers are being paid only \$2 to \$3 an hour - are not true," said Weeks.

Weeks also said "TFWU organizers never show evidence of workers being paid less than the federal minimum wage of \$3.35 an hour through piece-scale rates.

But Moya said, upon release from county jail, "Even if a piece-rate wage amounting to the minimum wage paid for the three hours required to harvest Humphreys' field, the earnings are not enough for a man who has 10 children to feed."

Moya emphasized, "Some are not even making that much." "We're willing to stay with the workers regardless of the consequences. Tomorrow we're going to go back and continue to strike there," he said.

Deputy Lt. Jesus Cruz of the sheriff department said the deputies have an "impartial attitude" toward both the grower and the farmworkers.

"If there's a violation of the law, we have to enforce it," he said.

Cruz said farmworkers can "stay out and protest as long as they want on the side of a public road, but not on private property."

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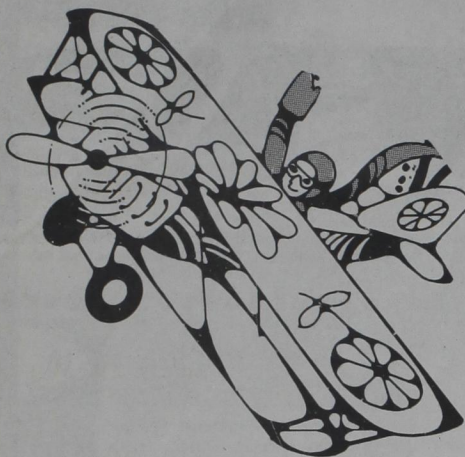
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By Olga Rojas Sports Editor
Sports Spotlight



Swimming, Diving AIAW National Championships

Eleven members of the Texas Tech swimming and diving team are participating in the 13th annual AIAW National Swimming and Diving Championships for collegiate women of Division I schools, Wednesday through Saturday. The University of Texas hosted the meet at the Texas Swimming Center on the UT campus.

Preliminaries were scheduled to start at 11:00 a.m. each day and with the finals at 7:00 p.m.

Eight Tech swimmers in five individual events and four relays will vie for honors against some of the toughest competition in the nation. Texas is the defending AIAW team champion that boasts several world record holders on its team. Florida State is the co-champion from last year's competition.

Leading the Tech contingent is freshman Kathy Dixon, who will compete in four events and who also

holds several Tech school records. Joining Dixon are five other freshmen — Melanie Schmauch, Amy Daniell, Susan Hyde, Lidia Yukman and Cheryl Prater, all of whom are making their first trip to nationals.

Junior Debbie Kaufmann and Dorinda Jung attended last year's competition as they were members of the Tech 200-yard medley relay team.

The diving squad making the trip is composed of sophomore Becky Bryant who is making her second appearance at the meet. Last year she competed in the 1-meter event. Rounding out the diving squad is sophomore Michelle Menge and senior Melanie Halpin.

Most swimmers clocked their qualifying times in February at the TIAW state meet in Austin while the divers made the qualifying cut at the Zone B diving meet at Fayetteville, AR, also in February.

Carano On Cowboys' Trading Block

Dallas (AP) - Dallas Cowboys coach Tom Landry says he will entertain trade offers next week for backup quarterback Glenn Carano.

Carano, 27, a five-year veteran, will go on the trading block at the National Football League owners meeting in Phoenix.

"I plan to make it known that I would be receptive to a trade possibility," Landry said. "As I get into the owners' meetings next week, maybe something will materialize."

Carano, who played only one full game for the Cowboys, said he requested a trade during a recent meeting with Landry.

"I told him that if it was good for the club, and it was good for me, he should consider trading me," Carano said. "I'm under contract here and I'd like to be a Dallas Cowboys' quarterback. But I also want to be a quarterback in the NFL."

"And believe me, time is running out."

Carano became expendable with the emergency of third-string quarterback Gary Hogeboom as a challenger to starter Danny White.

Hogeboom, 23, has not played during his two years with the Cowboys but has impressed the coaches in practice with his quick release and passing ability.

Landry had only praise for Carano's attitude.

"I think that any time a player has given his best and he still can't replace somebody, I should help him with a trade if I can," Landry said.

"Carano has been very loyal to us. He is the kind of player who I would help if I could get the chance."

In his only start, against Baltimore last season, Carano completed seven of 18 passes for 59 yards in a 37-13 Dallas victory.

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40th Annual ABC Rodeo

The Downtown Lubbock Chapter American Business Club is sponsoring the 40th Annual ABC Rodeo that will take place on March 24 through 27 (Wednesday, Thursday, Friday and Saturday) at the Lubbock Municipal Coliseum. Events should start at 8:00 p.m. nightly.

There will be over 300 Professional Cowboys and Cowgirls competing for over \$24,000.00 in prize money during this event.

A different format of a "Star A Night" will be Mel Tillis and the Statesiders on Wednesday, Eddy Raven on Thursday, Hank Thompson and the Brazos Valley Boys on Friday and Chubby Checker on Saturday.

There will be special attractions each night from Budweiser Clydesdales, Owens Country Sausage Pony Hitch and 1st Cavalry Division from Fort Hood on Wednesday night only.

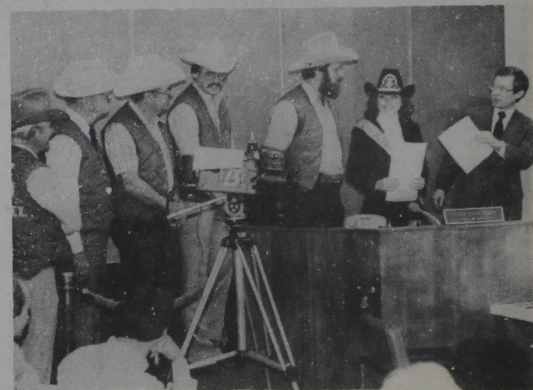
The parade will be on Wednesday at 3:30 p.m. downtown Lubbock. Jerry Owen, President of Owens

Country Sausage will be the parade marshal for the parade.

On Tuesday at 7:30 p.m. in the Lubbock Municipal Coliseum, there will be a meeting of the Cowboy Chapter of the Fellowship of Christian Athletes. Several of the Pro Cowboys will be sharing their Christian testimonies along with several local gospel singers. The program will be hosted by Tommy Lucia, Minister and Professional Rodeo Clown. The meeting is open to the public with no admission charge. Everyone is invited.

The ticket office is located on the northeast corner of the South Plains Mall parking lot and will be open Monday thru Saturday till rodeo time. Tickets are also on sale at all Western Wear Stores, Dunlap's, Hemphill-Wells mall store, and the Lubbock Chamber of Commerce offices. General admission will be \$6.00 and reserved seats will be \$8.00.

All proceeds go to the Capital Improvement Fund of the Lubbock Boys Clubs.



Last Thursday the ABC Rodeo received proclamation from the City of Lubbock Mayor Bill McAlister during the City Council meeting last week.

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EL EDITOR, MARCH 18, 1982

Mexplotación - Anoten Otra Victima

Por José Antonio Burciaga

Se ven los nevados anuncios brillantes de las empresas fabricantes de bebidas alcohólicas y tabacalera, que presentan al "latino completamente estadounidense", con su color bronceado, su sonrisa feliz y su bigote completo, a punto de encender su cigarrillo favorito o de tragarse una "fría" con sus camaradas multi-culturales.

Muchos interpretarian esto como "progreso". No hace mucho, éramos "Frito-Bandidos."

Pero hay diferencia entre el estereotipo de la caricatura, que presentaba a un latino como personaje de las frituritas de maíz y los anuncios contemporáneos que se enfocan hacia el mercado hispano.

Ahora se nos viene tomando con seriedad porque las empresas nos ven en grandes cifras que se traducen en dólares. Algunos le llaman "acción afirmativa" a esta atención. Otros la denominan "imperialismo cultural". Yo la llamo "mexplotación."

No sería tan malo si las empresas licoreras y tabacaleras no se destacaran tan estridentemente. Examinen cualquiera del puñado escaso de revistas nacionales que se publican para los latinos, y encontrarán la contra-portada entera ocupada por anuncios de cerveza y cigarrillos.

Dos de las principales empresas tabacaleras estadounidenses, R. J. Reynold y Philip Morris, han aportado miles de dólares al Grupo Congresional Hispano, esperando presuntamente no sólo aumentar nuestro empuje político, sino también atraer a más fumadores indo-hispanos. Un miembro del Grupo, Kika de la Garza, demócrata por Tejas, preside el Comité de Agricultura de la Cámara, que supervisa la legislación tabacalera.

La empresa R. J. Reynolds está proporcionando, por segundo año consecutivo, cuatro becas de 4 meses cada una para que estudiantes hispanos hagan internados con el Grupo en Washington. Es posible que, si más latinos fumarán, podríamos obtener más internados y becas. ¿Qué tal le gustaría graduarse en la escuela superior a costa de los pulmones de alguna otra persona?

Según el Departamento Federal de Salud y Servicios Humanos, sólo el 33% de todos los hispanos fuma. Eso está bien por debajo de la proporción de otros grupos estudiados. Al

medirse según los estudios federales, los latinos de los Estados Unidos tienen la tasa de cáncer más reducida de cualquier grupo racial o étnico.

Una razón de ese porcentaje bajo es que muy pocas latinas fuman. Esto se debe a una tradición moral y cultural que viene desapareciendo rápidamente, aunque la mayor parte de los inmigrantes proceden de pueblos pequeños "tradicionales" de México.

Cuando los primeros europeos llegaron a estas costas, los aborígenes los enseñaron a fumar, produciéndose así el cáncer de los pulmones y otras partes del cuerpo. A cambio de eso, los europeos les dieron a los indígenas la cirrosis hepática.

Hoy, el alcohol está matando a muchos indo-hispanos. Las tasas de mortalidad por razón de la cirrosis hepática son más elevadas entre los hispano-americanos que entre la población en general. La frecuencia de los problemas atribuibles al alcohol es mayor entre los hispanos de los Estados Unidos que en lo tocante a otros grupos.

La cultura de México y de otras naciones latino-americanas incluye brinidos y libaciones para la mayor parte de las festividades y depresiones. Las fiestas que celebran el bautismo de los niños son, tradicionalmente, celebraciones para los adultos con abundancia de alimentos y bebidas. Los "corridos" están llenos de bebida y tragedia, al igual que las canciones del campo y occidente de los Estados Unidos. El beber es parte primordial del mito del "macho latino."

El decir que las empresas tabacaleras y licoreras son las únicas culpables de la "mexplotación" sería injusto. Ocorre sólo que son las que causan mayores daños a nuestra salud.

Hay muchas otras empresas importantes que están tratando de ganarse rápidamente los dólares de los hispanos, brindando seminarios y talleres de trabajo acerca del modo de venderles a los hispanos. Muchas corporaciones, algunas de ellas famosas por su carencia de acción afirmativa, están contratando ahora vendedores hispanos "simbólicos".

Después de ser boicoteada durante años por los chicanos en todo el suroeste, la empresa cervecera Adolph Coors está ahora haciéndoles ofertas a los latinos.

Aunque muchos chicanos continúan el boicot, especialmente en Colorado, la cerveza Coors sigue siendo la "fría" de mayor venta en la mayoría de los barrios.

Las corporaciones demuestran su generosidad hacia las organizaciones comunitarias adquiriendo boletos para sus funciones, mesas enteras para sus banquetes y, muchas veces, regalando el licor o la cerveza. Hasta aquí parece llegar la extensión de su interés.

La realidad acerca de su generosidad es que el único propósito no es la caridad. Además de procurarse una deducción para sus impuestos, las empresas usan su "entrada" para vendernos sus productos. En esta cultura orientada hacia el consumo, los hispanos somos un nuevo mercado emocionante.

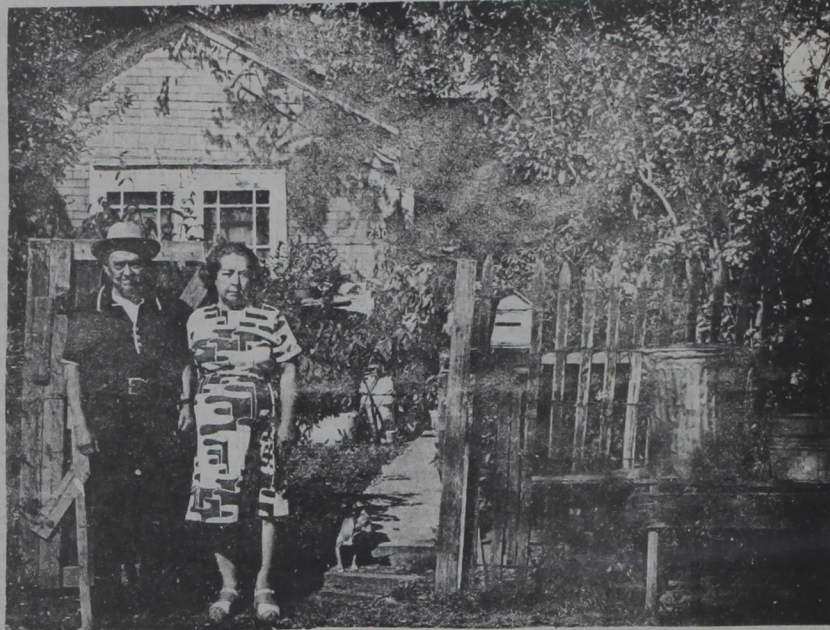
¿De quién es la culpa? No solamente de ellos - sino también nuestra, por dejarnos embaucar con lo de la "Década de los Hispanos" y portarnos como el "gran mariscal" del desfile.

Nuestras organizaciones comunitarias dependen aún demasiado de las dádivas de los grandes negocios, especialmente desde que el hacha de Reagan se llevó gran parte de sus dotaciones de fondos.

El año pasado, junto con otros once artistas latinos, se me encargó hacer una pintura para el "Calendario Hispano" de Miller High Life de 1982. No pude resistir. Como artista y escritor independiente, necesitaba el dinero. Eran \$1,000 fáciles.

Ahora desearía no haberlo hecho. Me siento "mexplotado".

(José Antonio Burciaga es artista y escritor por cuenta propia, y vive en Menlo Park, California.)
Propiedad literaria registrada en 1982 por Hispanic Link, Inc.



Concurso "Los Barrios En Tejas" Para Fotografos Aficionados

El Instituto Cultural Mexicano, con sede en San Antonio, ha anunciado la realización de su tercer Concurso anual de fotografía (en blanco y negro) para no-profesionales, con el tema "LOS BARRIOS EN TEJAS".

Anteriormente, esta competición había estado circunscrita solamente a la comunidad de San Antonio pero esta vez los organizadores han decidido hacerla extensiva a los aficionados a la fotografía de todo el estado. Las inscripciones se abrieron el pasado 12 de febrero y permanecerán abiertas hasta el 4 de abril próximo.

Habrán dos grandes categorías de concurso: fotografías de exteriores y fotografías de interiores. En "Exteriores" podrá elegirse cualquier aspecto exterior de casas, calles, patios, comercios, iglesias, talleres, escuelas, clínicas, oficinas, etc. de un barrio. En "Interiores", los mismos motivos, con la sola lógica excepción de las calles. No es indispensable la inclusión de personas en las fotografías pero sí una clara identificación de que se trata de un lugar mexicanoamericano ya sea porque esté dentro de un "barrio" o porque —si está en otra zona de la ciudad— se distinga claramente que es de ese origen por algún letrero o por las personas que allí aparezcan.

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Por Sofia T. Martínez
Aproposito del tiempo de Cuaresma
 La Santa Iglesia nos manda ayunar y abstenernos de comer carne ciertos días y tiempos del año, como una preparación a celebrar los grandes acontecimientos de la Historia de nuestra salvación y al mismo tiempo, para enseñarnos a disciplinar nuestra naturaleza humana, para que esté mejor preparada para luchar contra las pasiones carnales contra todos los apetitos desordenados para que debilitando nuestro cuerpo nuestro espíritu se pueda ir más hacia Dios Nuestro Padre, y así, uniendo nuestros pobres y pequeños sacrificios al Gran Sacrificio de Cristo, en El, y por El desagraviar al Padre Celestial no solamente por

nuestros pecados, sino por los pecados de toda la humanidad, pues todos somos Miembros del cuerpo Místico de Cristo, somos una sola cosa en Cristo, un solo Cuerpo que por medio de nuestras Penitencias y sufrimientos completamos lo que falta a los sufrimientos de Cristo por la Iglesia, (Col. 1, 24). Todos los Profetas del Antiguo Testamento exhortaron al pueblo a hacer penitencia y a ayunar y mortificar sus cuerpos y ellos vestidos de saco y ceniza pedían a Dios perdón y misericordia. Ellos oraban y se lamentaban y confesando sus pecados pedían a Dios perdón y Dios les mostraba otra vez su compasión y venía en su auxilio librándolos de los males y sufrimientos. También el Señor Jesús fue llevado por el Espíritu al desierto y allí estuvo cuarenta días y cuarenta Noches ayunando y haciendo oración, hablando con su Padre Celestial preparándose así, para su Ministerio de Redención. La Iglesia, al igual que el Señor Jesús, nos invita a cada uno a hacer penitencia por nuestros pecados. Dice el Señor Jesús que si no hacemos penitencia todos pereceremos. (Lc. 13, 1-5). Los cristianos necesitamos prepararnos con oración y ayuno para disponernos mejor a esperar la segunda venida de Cristo pidiendo perdón y haciendo mejores propósitos de vivir obedientes a El y por El a su Iglesia.

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The Faith of Hispanic Evangelization & Bilingual Sausage

By Cecilio J. Morales

When a Jehovah's Witness appeared at Fermina López' doorstep and berated the Puerto Rican blood sausages called *marcillas* as a sin against the Old Testament injunction against eating the blood of animals, he received an unexpected reply.

"Dear sir," said Mrs. López, "that was written by ancient prophets who never tasted *marcillas* the way we prepare them in Puerto Rico."

The answer, gutsy yet in line with modern scriptural scholarship, was her personal distillation of two years' involvement in a Catholic evangelization program produced within the Hispanic community, called *Luz Y Vida* (Light and Life). Started by Fr. David Arias in the apartment canyons of the Bronx, N.Y., the effort has been taken up and spread by word of mouth throughout the East and Midwest. Groups of 10 to 12 neighbors gather weekly to familiarize themselves with the Bible, and to form small communities of Hispanic Catholics with a palpably Christian way of life.

"All we need to do is open the door," says Fr. Joaquín Bazán of the Catholic effort to reverse trends towards secularism, abandonment of family values, and the drift towards assimilation.

In his own Washington D.C. parish, Bazán witnessed how, as Spanish Masses and social services were increased and scheduled to the pace of the community, a nearby Presbyterian Hispanic congregation shrank from over 200 to less than 10 people. "We didn't even approach those people once," he said.

Bishop Agustín Román, auxiliary of Miami, knows *la evangelización* from personal experience. He grew up in a rural area of Cuba, where roads were often impassable due to rain and where the family livelihood often required working, instead of praying, on Sundays.

He became formally involved with the church in his late teens and discovered the chasm between his homespun religiosity which revolved around the evening family rosary, and the complex cultural language of formal liturgy.

In Miami, Bishop Román's way has been to draw others who are still out there, like he was, through the popular devotion to Our Lady of Charity, *La Caridad*. The people come as Pilgrims to his whitewash seaside shrine, a conical structure which at first sight resembles a UFO, yet which inside offers an atmosphere of prayer. Overtaken by the bright mural depicting the religious history of Cuba and the heavenly sounding choir piped in on a special sound system, the pilgrim can pray, fulfill a promise to *la Virgencita*, and—if the bishop gets half a chance—get pumped as new blood into parish life, where—unlike at the Shrine—there is Sunday Mass and a ready-made community.

Training people to go out and inspire, motivate, and in turn train others was one of the main objectives of a series of catechetical workshops sponsored by the U.S. Catholic Conference for the past 2 1/2 years. In a 9-day program, theologian and educator Marina Herrera ran about 500 people, from the illiterate to the university graduate, through a

learning-by-doing experience of community formation and leadership. The core lesson of the program was that each one, regardless of training, had an untapped reserve of understanding of the faith which can and should be applied to the task of reaching out.

For example, José Ramírez, a farmworker in Etiwanda, Calif., needed no definition of evangelization. A volunteer from the San Bernardino Center for Hispanic Catechesis and Evangelization had brought him a Latin American Bible, and José had gone to work on his friends. When I met him in his rural community for Christians, this rugged man who had worked the land for years showed me how the parables Jesus used as examples touched him in a most immediate sense. To José, Jesus not only had an important message. "He sure knew about the land," José added.

But José did ask for a few things: a priest who would bring Communion to his *comunidad de base* (ecclesial base community), more reading lessons so his friends could savor the Scriptures better, and some help in convincing his employers not to charge him for the materials he used to repaint his company-owned cinderblock house. Perhaps because the volunteer had rightly brought a broad vision of the gospel, José connected all these elements of his life inseparably.

Sacramentals, education and social justice are at the core of efforts such as these, from the "Christian salsa" band in the Boston area which draws youths to renewed religious conviction, to the lay "pasorcitos" in the outlying parishes of El Paso, to the peer-to-peer outreach of *Jornadistas* among Brooklyn street gangs. The Catholic response is tailored to the need.

Bishop Román summarizes the entire approach in terms of the "windows" into each culture, which he discovered one Good Friday by the Shrine.

There were two fishermen, one an Anglo the other a Hispano, both taking advantage of the peace of the area to see what they could hook.

The bishop asked the first one to leave, explaining that Pilgrims would be coming to the Shrine that day.

"What's that to me?" the Anglo-American replied. The bishop changed his tack.

"Listen here," he said, "this is private property."

The man left. So then the bishop, in approaching the second man tried the "private property" approach, hoping this would work.

"But Father," replied the Hispano, "the sun and the waters and the fish all belong to God."

Smiling to himself, the bishop explained his request as he had originally phrased it: the Pilgrims would be distracted by the sight of fishermen. At this the second man left gladly.

The bishop had peered into the cultural window of the first and found the law; then he had looked into the soul of the other and discovered faith.

(Cecilio J. Morales is on the staff of the United States Catholic Conference's Secretariat for Hispanic Affairs in Washington, D.C. Copyright 1982.

Women's Issues Day

A Community of Lubbock Women will present WOMEN'S ISSUES DAY on Saturday, March 27th in the Home Economic's Building El Centro. Registration and coffee will begin at 9:00 a.m. in El Centro, and at 9:30 a.m. our program will begin with a keynote address by Jacqueline Reinier on "The Historical Perspectives of Women's Issues." Following the keynote, a movie/documentary titled "Rosie the Riveter" will be shown. At 11:15 a.m. a discussion of *The Cinderella Complex - Women's Hidden Fear of Independence* will be led by Joan Christian.

Box lunches will be catered by the University Student Center, however, we do encourage participants to feel free to bring their own sack lunches.

The afternoon presentations will add additional highlights to an already exciting program on women's issues. At 1:00 p.m. a group of panelists from various areas presently affecting women will come together and present stimulating

information concerning *Washington's Impact on Women*. Discussion and dialogue with the audience led by our very own "Phyllis Donahue" moderator—Jane Prince Jones of KSEL Radio will follow the panel's statements.

In conclusion, we will be honored to present to our Lubbock Community of Women, Carole McClellan, Mayor of Austin who will focus of future options in an address on "The Present and Future Possibilities for the Community of Women" which will motivate and inspire all of us.

We encourage reservations in advance (you may pay for the box lunch at the door when registering). Box lunch reservations must be turned in through each organization or through the League of Women Voter's phone. (795-9718) Cost without the box lunch: \$3.00. Cost including box lunch: \$7.00

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March 20

First neighborhood fund raiser! For Yellow house, Jackson-Mahon, Guadalupe, Parkway, Posey, Bozen, Arnett-Benson.

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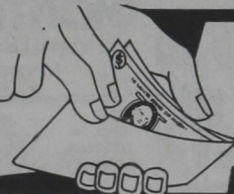


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New Foreign Market Opportunities For U.S. Hispanics

By Franklin D. Cruz
This month the U.S. Department of Commerce is announcing a new program to increase minority participation in international trade. So the question: Will this mean that more Hispanic-owned businesses will enter the foreign market?

That, of course, is one of the outcomes the Minority Business Development Agency (MBDA) and the International Trade Administration (ITA) hope will result from their inter-agency agreement to create an MBDA international trade program.

It's a new relationship among federal agencies. The ITA agreed, just this past month, to include the services of its Export Development Consultant Program (EDCP) in an already extensive package of assistance for minority entrepreneurs.

For the purpose of this program, minority business enterprises are defined as firms with at least 51 percent minority ownership. As defined by Presidential Executive Order 11625, the term "minority" includes Blacks, Hispanics, women and certain other racial, ethnic, and national-origin groups.

Participants in the program will be assisted in identifying, planning, and short-term financing of sound joint-ventures. The consultant program has offices in 16 U.S. cities, including three in Texas (Dallas, Houston, and El Paso), two in California (Los Angeles and San Francisco), and one each in Miami, Florida, San Juan, Puerto Rico, and New York City—all areas of substantial Hispanic-owned business activity.

Today, Hispanic-owned enterprises are representative of every business opportunity available in the American economy. They are not yet in any great number nor at the highest earnings levels, but they are respectable and capable.

They include tool and die manufacturers; engineering firms, architectural and planning companies, construction firms, food processors, large automobile dealerships, small market research firms, as well as Hispanic owned and operated distributorships and Spanish-language telecommunications production corporations.

This MBDA/ITA program can be the foreign market introduction which many of these enterprises need. It can facilitate the process by which these firms, established in our domestic markets, can seize their international trade opportunities.

An Hispanic-owned business entering the foreign market can use Spanish as a language when appropriate and can bring to negotiations an understanding and sensitivity toward cultural differences not always present in representatives of U.S. products and services abroad.

President Reagan's Caribbean

Basin Initiative affords many minority business enterprises, in general, and Hispanic-owned businesses, in particular, new opportunities for joint ventures with regional firms. Under terms of the interagency agreement, MBDA will sponsor trade seminars and educational programs and cooperate with the International Trade Administration in assisting minority entrepreneurs in such matters as understanding and complying with tariff and trade regulations, investment counseling, and accessing and utilizing assistance for the U.S. Departments of State, Justice, Treasury, Agriculture, and Energy, as well as the Export-Import Bank and the Overseas Private Investment Corporation. All these resources and all this resourcefulness will be brought to bear on what for minority business entrepreneurs is not only new risk — often — over troubled waters.

The program is expected to contribute to a reduction in the U.S. trade deficit, an expansion of the exports of U.S. -produced manufactured goods and services, as well as the strengthening of U.S. minority-owned business enterprise. While the agreement is envisioned as an intensive short-term orientation, education, training and assistance effort, there are provisions for continuation if an extension would be beneficial.

The programs and services ITA offers are considerable. Some that minority business persons would become acquainted with would be the Foreign Buyer Program, the U.S. Commercial Service, the Investment Advisory Program, the Agent/Distributor Service, the Trade Opportunity Program, and the Worldwide Information and Trade System.

Assistant Secretary of Commerce William Morris of ITA and MBDA Director Victor Rivera are finalizing the agreement this month.

Will it cause more minority business enterprises to enter foreign markets?

They hope and expect that it will. Will more Hispanic-owned businesses plunge into foreign trade? They certainly should.

(Franklin D. Cruz, a management and education specialist, lecturer and writer, resides in Alexandria, Va. He was born and raised in the South Bronx, New York.)
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Mexploitation -- Chalk Up Another Victim

By José Antonio Burciaga

You see the glossy new ads by major alcohol and tobacco corporations depicting the *All-American Latino*, complete with the bronze tan, happy smile, and full moustache, about to light up his favorite cigarette or gazzle a *fria* — cold one — with his multicultural buddies.

Many would interpret this as progress. Not long ago, we were *Frito Bandidos*.

But there's a difference between the cartoon stereotype of a *Latino* as a mascot for corn chips and the contemporary advertisements that are directed to the Hispanic market.

We are being taken seriously now because corporations see us in large numbers that compute into dollars. Some call this attention *affirmative action*. Others call it *cultural imperialism*. I call it *Mexploitation*.

It wouldn't be so bad if the alcohol and tobacco corporations did not stick out so blatantly. Pick up any of the less-than-a handful of national magazines catering to *Latinos*, and you will find the full back page occupied by beer and cigarette advertisements.

The leading U.S. tobacco companies, R. J. Reynolds and Philip Morris, have donated thousands of dollars to the Congressional Hispanic Caucus, presumably hoping not only to boost our political clout, but to attract more Indo-Hispanic smokers. One Caucus member, *Kika de la Garza* (D-Tex.), chairs the House Agricultural Committee, which oversees tobacco legislation.

The R.J. Reynolds Corporation is providing, for the second straight year, four 4-month fellowships for Hispanic students to intern with the Caucus in Washington. Maybe, if more *Latinos* smoked, we could get more internships and scholarships. How would you like to graduate from college at the expense of someone else's breathing apparatus — their lungs?

According to the federal Department of Health & Human Services, only 33 percent of all Hispanics smoke, that's well below the rate for other tested groups. Measured by federal studies, U.S. *Latinos* have the lowest cancer rate of any racial or ethnic group.

One reason for the low percentage is that very few *Latinos* smoke. This is due to a moral and cultural tradition that is fast disappearing, although most immigrants come from small "traditional" towns in

Mexico. When the first Europeans arrived on these shores, the Native Americans introduced them to smoke and cancer of the lungs and other body parts. In return, the Europeans introduced the Indians to cirrhosis of the liver.

Today, alcohol is killing many Indo-Hispanics. Death rates from cirrhosis of the liver are higher among Hispanic Americans than for the general population. Problem-drinking is greater among U.S. *Hispanos* than among other groups.

The culture of Mexico and other Latin American countries calls for toasts and drinking for most celebrations and depressions. *Fiestas* observing baptisms of infants are traditionally adult celebrations with plenty of eat and drink. *Corridos* — ballads — are as filled with drinking and tragedy as are country-western songs. Drinking is very much a part of the *Latino macho* myth.

To say that tobacco and alcohol corporations are the only one guilty of *Mexploitation* would be unfair. They just happen to do the most damage to our health.

There are many other major corporations trying to make a fast Hispanic buck by giving seminars and workshops on how to sell to Hispanics. Many corporations, some infamous for their lack of affirmative action, are now hiring token Hispanic salespersons.

After being boycotted for years by Chicanos throughout the Southwest, the Adolph Coors Brewing Company is now bending with overtures to *Latinos*. While many Chicanos continue the boycott, especially in Colorado, Coors remains the best-selling *fria* in most barrios.

Corporations demonstrate their generosity to community organizations by buying tickets to their functions, whole tables to their banquets, and many times, donating the liquor or beer. This seems to be the extent of their concern.

The reality about their generosity is that charity is not the sole purpose. Besides gaining a tax write-off, the corporations use their entree to sell to us. In this consumer-oriented cultural, Hispanics are an exciting new market.

Whose is the blame? Not their alone — but ours, too. For going along with the "Decade of the Hispanic" and riding like the grand marshal of the parade.

Our community organizations are still to dependent on big business handouts, especially since the Reagan ax took so much of their funding.

Last year, along with 11 other Latino artist, I was commissioned to do a painting for the 1982 Miller High Life "Hispanic Calendar." I couldn't resist. As a free-lance artist and writer, I needed the money. It was an easy \$1,000.

Now I wish I hadn't done it. I feel *Mexploited*.

(José Antonio Burciaga is a free-lance artist and writer from Menlo Park Calif.)
Hispanic Link, Inc. Copyright 1982.

Nuevas Oportunidades

From Page 1

a las negociaciones una comprensión y sensibilidad tocantes a las diferencias culturales que no siempre se halla presente en los representantes de los productos y servicios estadounidenses en el extranjero.

La Iniciativa del Presidente Reagan para la Cuenca del Caribe ofrece a muchas empresas minoritarias de negocios, en general, y a las de propiedad hispana, en particular, nuevas oportunidades para empresas conjuntas con firmas regionales. Bajo los términos del acuerdo entre dependencias, la Entidad para Desarrollo de Negocios Minoritarios auspiciará seminarios de comercio y programas instructivos, y cooperará con la Administración de Comercio Internacional para ayudar a los empresarios minoritarios en asuntos tales como la comprensión y el cumplimiento de los reglamentos arancelarios y mercantiles, el asesoramiento y el acceso a las inversiones, y la utilización de ayuda por parte de los Departamentos de Estados, Justicia, hacienda, Agricultura y Energía de los Estados Unidos, así como del Banco de Exportación e Importación y la Corporación para la Inversión Privada en Ultramar. Todos estos recursos y toda esta habilidad se pondrán a contribución de los que para los empresarios de negocios minoritarios es no sólo un riesgo nuevo, sino un riesgo — a menudo — en aguas turbulentas.

Se espera que el programa contribuya a la disminución del déficit comercial de los Estados Unidos, a la ampliación de las exportaciones de los artículos manufacturados.

El Secretario Auxiliar de Comercio, William Morris, de la Administración de Comercio Internacional, y el Director de la Entidad para Desarrollo de Negocios Minoritarios, Victor Rivera, se proponen firmar el acuerdo en este mes.

¿Ocasionará el acuerdo que un número mayor de empresas minoritarias de negocios entren a los mercados extranjeros?

Ellos esperan y confían en que así será.

¿Se empeñará un mayor número de negocios de propiedad hispana en el comercio exterior?

En verdad que deberían hacerlo.

Franklin D. Cruz, especialista en administración e instrucción, conferencista y escritor, vive en Alexandria, Virginia. Nació y creció en el Bronx del Sur, N.Y.

Propiedad literaria registrada por Hispanic Link, Inc., en 1982.

Unidos y de los servicios, así como al fortalecimiento de la empresa estadounidense de propiedad minoritaria. Mientras que se contempla el acuerdo como una gestión intensa de orientación, instrucción, adiestramiento y ayuda a corto plazo, hay disposiciones para su continuación en el caso de que una extensión resultara beneficiosa.

Los programas y servicios que ofrece la Administración de Comercio Internacional son considerables. Algunos de ellos, con los que se familiarizarían las personas minoritarias dedicadas a los negocios, serían el Programa de Compradores Extranjeros, el Servicio comercial de los Estados Unidos, el Programa de Oportunidades Comerciales y el Sistema Mundial de Información y Comercio.

El Secretario Auxiliar de Comercio, William Morris, de la Administración de Comercio Internacional, y el Director de la Entidad para Desarrollo de Negocios Minoritarios, Victor Rivera, se proponen firmar el acuerdo en este mes.

¿Ocasionará el acuerdo que un número mayor de empresas minoritarias de negocios entren a los mercados extranjeros?

Ellos esperan y confían en que así será.

¿Se empeñará un mayor número de negocios de propiedad hispana en el comercio exterior?

En verdad que deberían hacerlo.

Franklin D. Cruz, especialista en administración e instrucción, conferencista y escritor, vive en Alexandria, Virginia. Nació y creció en el Bronx del Sur, N.Y.

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\$2,000	12	181,667 to 1	13,974 to 1	6,987 to 1
\$1,000	32	68,725 to 1	5,240 to 1	2,620 to 1
\$500	50	43,600 to 1	3,354 to 1	1,677 to 1
\$100	262	8,321 to 1	640 to 1	320 to 1
\$50	486	4,486 to 1	345 to 1	173 to 1
\$10	1,625	1,342 to 1	103 to 1	52 to 1
\$5	3,439	634 to 1	49 to 1	24 to 1
\$1 Instant	51,802	42 to 1	3 to 1	1.6 to 1
5 Stamp Books	982	2,220 to 1	171 to 1	85 to 1
3 Stamp Books	2,127	1,025 to 1	79 to 1	39 to 1
2 Stamp Books	3,264	668 to 1	51 to 1	26 to 1
1 Stamp Book	8,057	271 to 1	21 to 1	10 to 1
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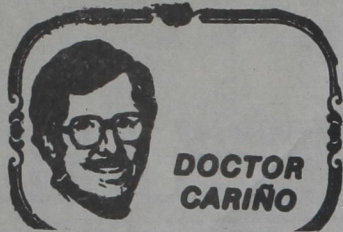
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Dr. Cariño



**DOCTOR
CARIÑO**

El Editor, pone al servicio de sus lectores un consultorio personal con el Doctor Cariño, al cual podrán acudir por medio de correspondencia postal y sin costo alguno, quienes así lo deseen. Si tiene Ud. algun problema personal o doméstico y no encuentra solución, envíe una carta a 2305 19th St. Lubbock, Texas 79401, y su contestación será publicada en éste periódico, sin revelar su identidad.

Querido Dr. Cariño:

Como casi ya no se acostumbra llorar en los velorios, tengo pensado comenzar un negocio nuevo. Me he venido fijando, que los dolientes de un difunto, se avergüenzan de que sus amistades los vean llorar. Por eso creó que este negocio que pienso amezár puede pegár muy suave. Yo me puedo alquilar para llorar a grito abierto, por un precio. Por un poco mas linjo un ataque de dolor. Un "ataque blanco"-----con os ojos volteados alrevéz y en blanco, cuesta un poco mas.

Creé Ud. que me dá resultado esta negocio?
Firma: Lloroso

Querido Llorón:

Le desé mucho éxito en su carrera. Es posible que le d--resultado. El negocio, es un horizonte sin limites.
Mandeme decir cuanto cobra por un prolongado "ataque colorado"---con la lengua de fuera. Créo que lo puedo usár para pegár estampillas.

Querido Dr. Cariño:

Yo quiero saber porqué mi esposa creó tanto en perfumes para la buena suerte, reliquias y oraciones con poderes "secretos" y muchas mas supersticiones. A pesar de cre-r tanto en madallas misteriosas, polvos magneticos, etc., nada le dá el resultado que ella busca. Ya me cansé de decirle, pero no me quiere hac-r caso. No puedo razonár con ella, porque lo primero que me dice, es que yo no sé nada. Si ella supiera tanto, no gastara su dinero en tanto "yonque". Al unico que le tré buena suerte, es al que se 'os vende!

Una cosa, no voy a negár que sea cierto. De véis en cuando, me dice que algo va a pasar, y sale como ella dice! Eso es lo que me pone a pensar y allí, es donde ella se acomoda.

Sere Yo el que estoy mal?

Firma: INCREDULO

Querido Incredulo:

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Es un hecho comprobado que la mujer, es mas sensitiva a los pensamientos, emocionales e intenciones ajenas, que los hombres. Asi es que--sobre aviso, no hay engaño-- su esposa ya sabe lo que Ud. le vaya a decir, desde antes que Ud. se lo diga. pero no lo hace por medio de ningun talisman, ni de algun polvo. Son sus "perfumes de mujer", los que lo "destantéan".

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