

# A Summer of Celebration!

## MAY

### Cinco de Mayo Festival

San Jose, CA  
May 7, 1989  
G.I. Forum  
(408) 923-1646

### Cinco de Mayo Festival

Dallas, TX  
May 7, 1989  
Federation of Mexican Organizations  
(214) 247-3626

## JUNE

### Sixth National Hispanic Expo

New York, NY  
June 1-4, 1989  
National Hispanic Expositions, Inc  
(212) 348-2100

### Tito Puente Scholarship Fund Concert

New York, NY  
June 9, 1989

New York Urban Coalition  
(212) 219-4500

### Hispanic Week in Lawrence

Lawrence, MA  
June 17-19, 1989  
Together In Harmony  
(508) 686-0495

### International Fair of America

New York, NY  
June 24-25, 1989  
International Promotions, Inc.  
(212) 268-9589

## JULY

### Menudazo Numero "10"

Lubbock, TX  
July 15-23, 1989  
El Editor Newspapers  
(806) 763-3841

## AUGUST

### Pan American Festival

Chicago, IL

August 3-5, 1989  
Cardenas/Fernandez, Inc.  
(312) 222-0644

## SEPTEMBER

### Mexican Chamber of Commerce Fair

Los Angeles, CA  
September 15-17, 1989  
Camara Mexicana  
(213) 688-7330

### 16 de Septiembre

Dallas, TX  
September 17, 1989  
Federation of Mexican Organizations  
(214) 247-3626

### Second Hispanic Market Conference

New York, NY  
October 1989  
Hispanic Business, Inc.  
(805) 682-5843

# Edificando una Sociedad para el Progreso

Nuestra sociedad está alterando todas las más grandes siluetas de la comunidad hispana en esta nación, asegurando su crecimiento y prosperidad.

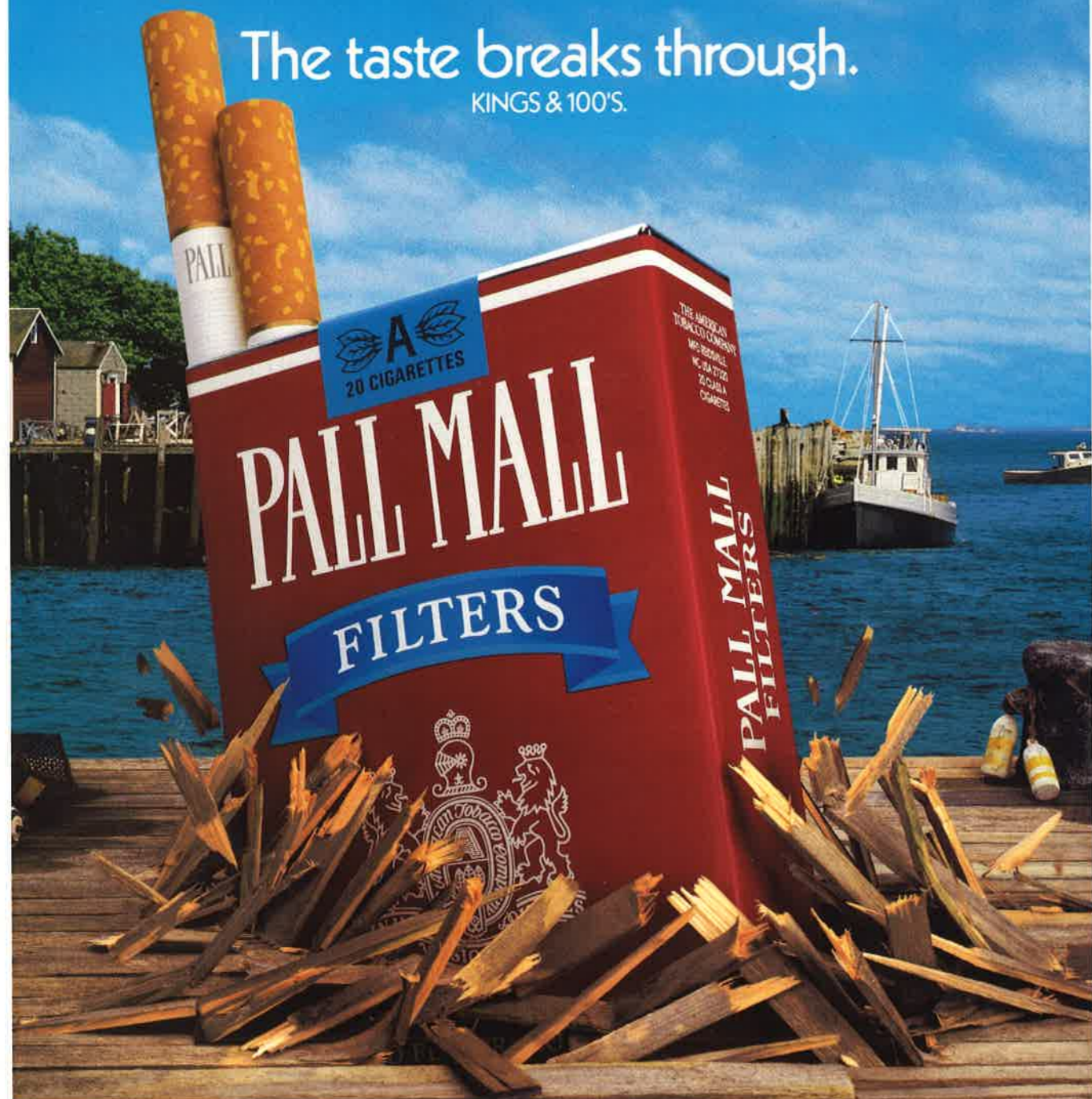
Dirección M...  
 El Vida . Ca...  
 Hispanico . Noticia...  
 Review . La Voz His...  
 la Hispanic Chambe...  
 e Service Inc. . Gre...  
 Achi...re Scholarship Fund...  
 Latin...usiness Association...  
 Scho...ship Fund Concert...  
 Educa...on . Mexican American National...  
 Assoc...tion of Latino Elected and Appoint...  
 Coun...on Aging . National Hispanic Leadership Conference . El Mexica...  
 Assoc...tion . El Observador . California Hispanic Publisher's Day in Sacramento . Comité Noviembre...  
 Assoc...tion of Puerto Rican Executive Directors . Dos Mundo . 21st Annual ACE Awards Dinner . Diario...  
 Las...ericas . National LULAC Conference . Fiesta Guia . Carnaval Elizabeth . La Raza Conference .  
 NACOPRW Conference . Ahora Now, San Yedro . California Publishers Sacramento Day . La Prensa, FL...  
 Association of Puerto Rican Executive Directors . El Sol, San Diego . Black and Puerto Rican...  
 Legislative Caucus, Inc . National Association of Hispanic Publications . Tribuna, NJ Puerto...  
 Rican Family Institute . Calle Ocho Festival . National Association of Hispanic Journalists Gala...  
 Canales . La Nacion 3rd Anniversary Gala . Momento . Amigos De LULAC Spring Festival .  
 Miami Mensual . Latin Pianos In Concert . La Semana Alegre . Oia Magazine . National...  
 Association of Hispanic Journalists Puerto Rico Conference . Cinco De Mayo Festival, San Jose...  
 CA . Horizontes . El Popular . Sixth National Hispanic Expo . Teleguia . Hispanic Week In Lawrence...  
 Carnaval San Francisco . Latin Fair . Hispanic Worlds Fair . Vista . Menudazo Numero "10" . El Mundo...  
 Oakland, CA . Cinco De Mayo Festival, Dallas, TX . Las Mujeres de LULAC . Pan American Festival . US...  
 Hispanic Chamber of Commerce . El Especial Nosotros 16th De Septiembre . Impacto Latin News . El...  
 Pregonero . Mexican Chamber of Commerce Fair . Second Hispanic Market Conference . La Voz . Women...  
 of Arizona . El Periodico USA/Clamor . Noticias Del Mundo, LA . El Tiempo . El Informador Hispano .  
 Mundo Artístico . Hispanic Entrepreneur . Extra Publication . El Editor, Texas . El Diario La Prensa . La...  
 Raza . Miniondas . La Tribuna Hispana . La Voz Hispana . El Directorio Hispano . Fiesta By The Bay . La...  
 Nacion, NY . Vocero De Puerto Rico . El H...  
 Mundo, Boston . El Mensaje . Ahora . El Mu...  
 Hispanic Business . Resumen . La Oferta F...  
 Opinion . El Latino, Washington . Californ...  
 Grand Council of Hispanic Societies in...  
 Chamber of Commerce . Hispanic Corporate Achievers Scholarship Fund, Inc . Hispanic National Bar...  
 Association . Institute for Puerto Rican Policy . Latin Business Association . Latino Peace Officers...  
 Association . El Mundo, Las Vegas . Tito Puente Scholarship Fund Concert . Somos Uno Conference El Diario La Prensa...

Philip Morris U.S.A. is proud to be part of these events.



# PALL MALL FILTERS

The taste breaks through.  
KINGS & 100'S.



SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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

© The American Tobacco Co. 1988.

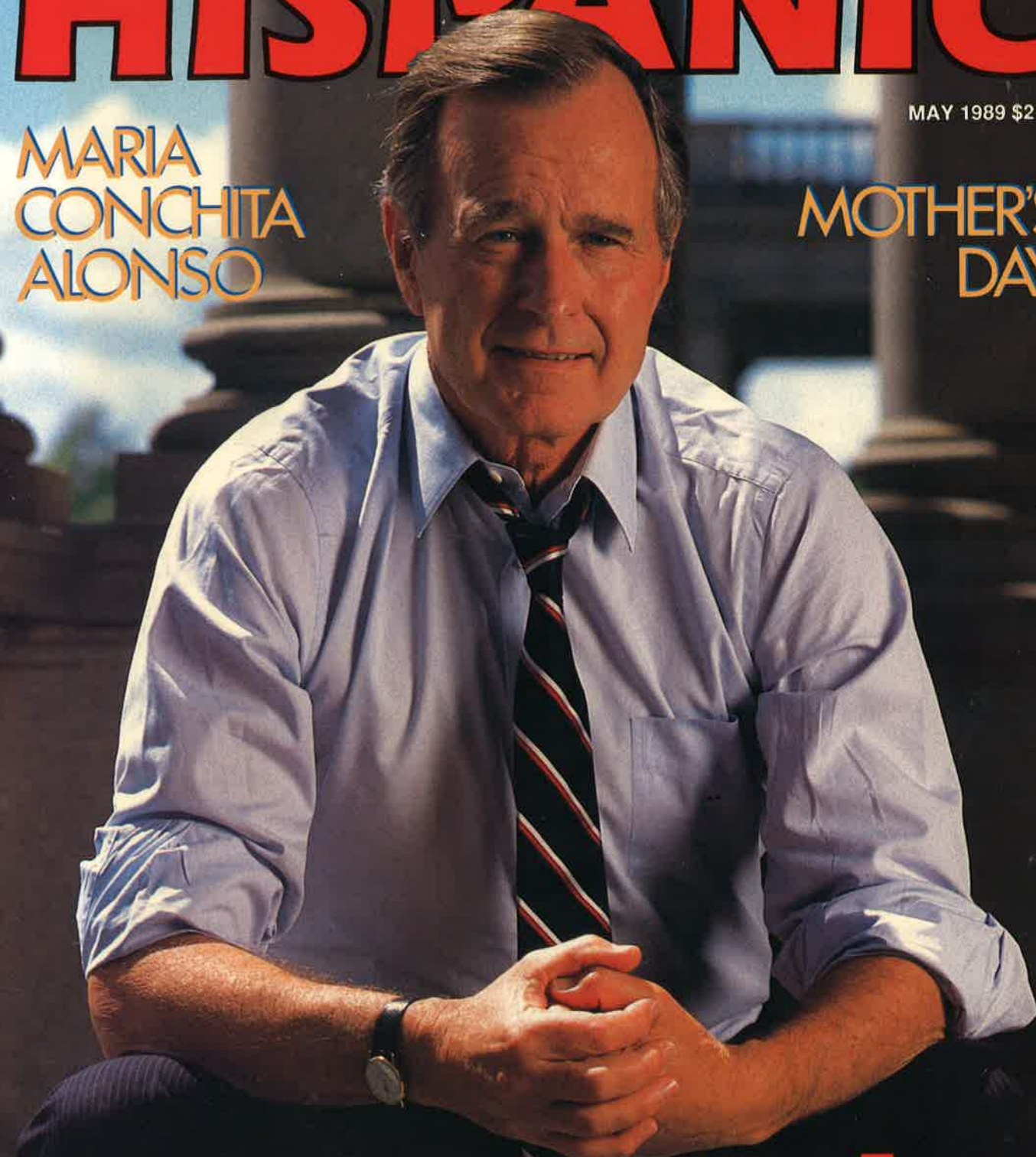
CINCO DE MAYO

# HISPANIC

MAY 1989 \$2.00

MARIA  
CONCHITA  
ALONSO

MOTHER'S  
DAY



# VIVA BUSH!

THE HISPANIC STRATEGY

