

# LULAC



# NEWS

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U. S. Postage  
PAID  
Permit No. 8771  
Houston, Texas

VOL. XXXII NO. 9-NOVEMBER, 1969

*Official Organ of the League of United Latin-American Citizens*



## Council Names Scholarship Winner

Linda Marie Broussard, a graduate of Edgewood High School, has been selected to receive a scholarship to attend college by Ladies Lulac Council No. 187.

Daughter of Mrs. Emma Broussard, 315 S. San Ignacio St., Miss Broussard, who ranked in the top quarter of her graduating class, plans to attend San Antonio College and major in music and music education. When she completed her two years at SAC, she plans to attend Texas A&I University.

A talented singer, Miss Broussard attended Providence High School in her freshmen and sophomore years where she took two years of private music lessons and one year of choir. She won a third place in solo voice competition.

In her junior and senior years at Edgewood, she was a member of the school choir and the exclusive "Meltone Singers." She was also the soprano re-

presentative to the all-state choir and was named first alternate to the all-state group.

Presentation of scholarships each year is just one of the many worthwhile projects of the Ladies Lulac Council No. 187. The group also helps at the San Antonio State Mental and TB Hospitals, the USO, furnishes food to the needy and toys and candies to orphans at Christmas time.

They are also active in other educational endeavors, as well as these many civic activities.

Officers include Mrs. Sam Maldonado, president; Mrs. P. C. Mireles, first vice president; Mrs. L. C. Barnhart, secretary; Mrs. Edith L. Garcia, treasurer; Mrs. Mary G. Villa, social chairman; Mrs. Angela Tarin, chaplain; Mrs. Reyes Gonzales, reporter; Mrs. Irene Cervantes, sergeant-at-arms; Mrs. John Marckley, parliamentarian; and Mrs. G. A. Moses, telephone committee chairman.

## Statement Of Commissioner Ximenes

Mr. Chairman and Members of the Subcommittee, I am Vicente Ximenes, Commissioner of Equal Employment Opportunity. I support Senate Bill 2453. At my request the Commission reviewed Equal Employment Opportunity legislation on May 12, 1969. The consensus was that we continue to insist on cease and desist powers for the Commission.

Prior to the May 12 meeting, I consistently proposed and explained the need for cease and desist powers to organizations, legislators and the general public.

In view of what I thought was the Commission's position as well as my belief in the need for comprehensive legislation I have wholeheartedly supported:

1. Cease and desist authority.
2. Coverage for companies and unions of 8 persons or more
3. Coverage of federal Civil Service employees.
4. Coverage of state and local

employees.

5. Federal government contract compliance activity transfer to EEOC.

We have suffered too long to engage in "games people play" We have suffered too long to continue employment tokenism for the blacks, Mexican Americans, Puerto Ricans, Indians, Orientals, Spanish Americans and South and Central Americans. Our nation will not survive in its present form, even with our magnificent moon landing feat and technical know how, if cease and desist and the other parts of Senate Bill 2453 as well as other meaningful civil rights do not become a reality soon.

Senate Bill 2453 is the most comprehensive and meaningful job discrimination legislation ever proposed. Comprehensive-ness coupled with cease and desist authority is the answer

(continued on page 8)

## Ser, An Investment In People

Federal money is spent by the SER Skills Bank. But not very much money...

Figure for a close estimate show \$309,560 spent on the Skills Bank component of Operation SER during the past two and one-half years.<sup>1</sup>

This money worked hard. It placed in fact, a total of 9,637 persons on new jobs during that two and one-half years.

Now we know from analysis of their salaries, that the Skills Bank placements earned money as follows:

Salary: \$2,000 to \$2,999, persons placed, 1,522; \$3,000 to \$3,999, 5,137; \$4,000 to \$4,999, 1,445; \$5,000 to \$5,999, 684; \$6,000 and Over, 338; persons placed, 9,126.<sup>2</sup>

But just to make our point, we will assume that our placement do less well -- in fact, that they earn only a median of the lowest salary range -- that is, only \$2,500 or \$1.19 per hour. (Actually 83 per cent of the placements are in the four higher salary ranges. We also know from analysis that SER placements remain on their job much longer than six months<sup>3</sup>, but we will assume they remain only for six months.)

What then, is the profit to the federal government?

What is the profit in terms of taxes?

We know that 9,126 persons working six months at the rate of \$1.19/hr. would earn a total of \$11,407,500. Out of this sum, they will pay federal income taxes of at least 5 per cent.<sup>4</sup> At this rate the income tax paid by these people will be \$570,375.

This is a handsome return for an investment of only \$309,560 -- and it has been calculated in such a manner that the return is deliberately understated.

This return to the American tax paying citizen is good business. It is a good investment. Tax consumers have become tax payers.

There are certain social benefits as well. We know from research that 11.5 per cent of the SER trainees are on welfare at the time they enter training.<sup>5</sup> Putting the head of a welfare family to work is indeed a social benefit.

SER placements are no longer a burden to the employment services in their states. Their new income tends, rather, to stimulate the local economy. And, even beyond these values for the American tax payer, the local community now has an open avenue



APPRECIATION PLAQUE - Congressman Henry B. Gonzalez, left, presents an appreciation plaque with the Great Seal of the U.S. to Tony Cruz, president of LULAC Council No. 2 at the council's installation ceremonies held recently.

of communication to the hard-core unemployed in that community.

The unemployed can be counted and appraised and their skills taken into account in community planning. Industry has access to a vast pool of potential labor skills. Civic groups concerned with the high cost of welfare have direct contact and accurate information.

None of these social benefits include the practical value of an electronic marketplace for both the employer and the employee. As the techniques of matching supply and demand in the nation's working force become more sophisticated, the value of the Skills Bank will continue to grow.

A final report on the exact costs and exact accomplishments of the Skills Bank is now being prepared. In the meantime, it is plain that the Skills Bank is a good investment in people. It is an even better investment in money.

<sup>1</sup> This amount is computed from the Skills Bank share of salaries, office rental, communications, expenses, supplies, travel and miscellaneous expenses of Operation SER.

<sup>2</sup> The total placements (9,637) during this period included 511 persons who were already working part-time or fulltime when placed in new jobs. This excluded figure also includes persons placed for a short period of time.

<sup>3</sup> According to a recent survey conducted by the Regional

Office on placements throughout the five states of Operation SER.

<sup>4</sup> This percentage of federal income taxes is deliberately underestimated. The standard Tax Table show percentages for SER placements that may reach 20 per cent. Also not included is any provision for the 10 per cent surcharge, federal excise taxes, or any form of local and state tax.

<sup>5</sup> Based on an analysis of SER trainee characteristics in Progress Report #5 (March 24 to May 23, 1969) prepared for the U.S. Department of Labor by Operation SER, p. 13.

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# Washington D. C. Supreme Council Minutes (Edited And Condensed)

The meeting of the National Supreme Council was held at the Statler Hilton Hotel, Washington, D.C. on October 10 and 11, 1969. The Honorable Oscar Laurel of the National Transportation and Safety Board and Past National President of LULAC, gave the official Address of Welcome.

Our National President introduced the Honorable Martin Castillo, Chairman of the Inter-Agency Committee on Mexican-American Affairs, Keynote Speaker for the session. Mr. Castillo urged unity among the various organizations in our endeavors to solve the problems of our people. He strongly stressed the need to keep our differences among ourselves and that once we took a stand, we should all be united.

Judge Hernandez made a few remarks at the conclusion of Mr. Castillo's speech, at which time he expressed LULAC's grievance concerning the response or rather lack of response from top level officials who had been invited to attend our meeting and that the persons who would be in their place were not in a position to help us with our problems. He requested Mr. Castillo convey our message to President Nixon and to the Members of the Cabinet.

Mr. Malcolm Peabody, Deputy Assistant Secretary for Equal Employment of Housing and Urban Development briefly spoke on the various programs of HUD designed to help the minority group. A question and answer period followed which disclosed the personnel training programs of HUD are being carried out by the individual state's employment agency. With regards to our request for information as to where vacancies existed and the amount of monies going to different areas, Mr. Peabody suggested LULAC subscribe to the HUD Digest which costs \$175 per year and which contains the location and amount of each grant HUD makes.

Dr. Ed Aguirre, Deputy Administrator, U. S. Training and Employment Service, Department of Labor, addressed most of his remarks concerning the problem of SER.

Mr. Miranda, the Speaker for the National Alliance of Businessmen, gave a detailed explanation of the function of his Agency. Mr. Casey, Head of Personnel and Mr. Lindsay of Management, were introduced as the representatives for the Immigration and Naturalization Service. Mr. Casey gave a detailed report of statistics regarding the Mexican-American employed by their Service in the five Southwestern States. Question and Answer session followed.

Mr. Howard A. Glickstien, Acting Director of the U.S. Commission on Civil Rights was introduced next and he stated his agency was a Fact-Finding Agency and then he reported on the

results of the 5 1/2 day hearing held in San Antonio last year. He stated the report of that hearing would be released to the public within the next two or three weeks. He further stated that as a result of this hearing, Capt. Allie of the Texas Rangers had resigned. He further stated his Agency had already completed a thorough study of the Education of Mexican Americans and that a study of the Justice for Mexican Americans was presently underway and with reference to this, his Agency is working on the removal of Judge Chargin in California. During the question and answer period, Mr. Glickstien admitted that out of 173 employees in his Agency only 10 % were Mexican-American, with 45% Black and 45% Anglos.

Mrs. Evelyn Harrison, Deputy Director, Bureau of Policies and Standards, U. S. Civil Service Commission, accompanied by Dr. William Garm and Juan Ramirez, was the next speaker. She gave a brief report on the personnel within the Civil Service Commission, of 5,310 employees 143 are Mexican-Americans. After the breakdown of statistics, the Supreme Council recommended that the Civil Service Commission appoint a Mexican-American as Assistant to the Director of Bureau of Policies and Standards, particularly to work with Immigration and Naturalization Service and the Internal Revenue Service and other similar agencies in the Southwestern States. Mrs. Harrison stated she would bring this recommendation to Mr. McNamara's attention.

Mr. Arthur Ortiz, Program Officer, Office of Minority Entrepreneurship, Department of Commerce was introduced next. He reported his office has been working very closely with SBA to assist members of the minorities to establish their own business. He also stated he had been working with LULAC in the field of "franchising" as there are many companies who desire to help the minorities in the business field of private enterprise. He urged that any time a person is refused a dealership because of his ethnic classification, we should get in touch with him personally, at Office of Minority Entrepreneurship, Department of Commerce, Washington, D. C. 20230, and he will see that this is corrected.

The Honorable Ambassador Henry Catto, Jr., Ambassador to the Organization of American States, formerly of San Antonio, was introduced as a distinguished guest.

Vicente Jimenez, Commissioner of the Equal Employment Opportunity Commission was the next speaker. He urged LULAC's support for Senate Bill 2457 which would give EEOC the authority to cease and desist which it now lacks. He then proceeded to relate the statistics he had presented at a Senate hearing con-

cerning the level of education for the Mexican-American, the area of poverty where we rank first in all the nation. San Antonio, Texas where the majority of its population is Mexican American, is the poorest city in our nation with 31% of its residents live in poverty, and its only followed by El Paso and Corpus Christi, both of which have a majority of the population of Mexican - American by the utility companies of the nation and three major TV Networks in Los Angeles.

Nicandro Juarez, Acting Executive Director of SER gave a brief report on the progress of Operation SER and proudly announced that the 10,000th person had just recently been placed on the job. He stated there are presently 13 MDTA programs in operation throughout the five southwestern states. He also reported a proposal has been submitted to Humble Oil asking for operational funds in case federal funds are cut, and further that other proposals to private industry are on the making to insure SER continues. During the question and answer period that followed, he clarified that the Regional Office of SER is the only one presently operating under E and D monies but that monies for all the individual programs come from the state allocations.

Before closing the day's session, Judge Hernandez briefly commented on the press conference he had held immediately after the noon luncheon and informed the membership he had only covered the items which had been discussed the previous evening. Meeting recessed at 6:15 p.m. and reconvened on Saturday, October 11, 1969 at 11:00 a.m. with the Honorable Judge Hernandez, presiding. David Adame, National Business Manager said the official Prayer of the League and Salute to the Flag was said by all members present.

Roll Call of Officers followed and the following were present: Alfred J. Hernandez, Nat'l President; Alfredo Jacques, Nat'l Vice President; Julia Zozaya, Nat'l Vice President; Frank Montoya, Nat'l Director of Youth Activities; Roberto Ornelas Imm. Past Nat'l President; William Bonilla, Past Nat'l President.

STATE DIRECTORS: Steve M. Zozaya, Arizona; Ed Lucero, Colorado; Angelo DeSoto, Indiana; Raymundo Saucedo, New Mexico; Alex Cruz, Wisconsin; Jess Vela, California; Manuel Juarez, Illinois; John Terrones, Iowa; and John L. Campos, Texas.

With a quorum present, the regular order of business followed. Our National President requested ratification of the following appointments: Tony Alvarez, National Executive Director; Abraham Ramirez, National Treasurer; Ed Pena, National Legal Advisor; David Adams, National Business Manager; Dr. John J. Ruiz, National Director of Health; Eugene Marin, National Director of Education; Douglas Clark, National Director of Civil Rights; Richard Zazueta, National Director of Migrant

Programs; Manuel Lopez, National Director of Legal Aid; Jim Silva, National Director of Equal Employment Opportunity; Moses Sanchez, National Director of Publicity; Roberto Ornelas, National Director of Housing; Bob Vasquez, National Director of Consumer Education; Father Henry Casso, National Chaplain; Ed Lucero, National Director of Economic Development; Miguel Mendez, National National Secretary; Dolores Guerrero, National Executive Secretary.

After discussion Roberto Ornelas moved all appointments as made by the National President be ratified, motion seconded by Alfredo Jacques, motion carried.

In the absence of the National Treasurer, David Adame, National Business Manager read the financial report from June 30, 1969 through September 30, 1969 as follows, Receipts, \$6,233.12, Disbursements, \$9,371.25, Excess of disbursements over receipts, \$3,138.13. Cash Balance as of September 30, 1969 \$4,827.09. Mr. Adame reported the proposed budget was not available. Ed Lucero made a motion seconded by Steve Zozaya that the Treasurer's report be accepted as submitted, motion carried. Mr. Montoya requested a copy of the Treasurer's report be sent to all State Directors and National Officers. Mr. Adame will convey the request to Mr. Ramirez.

David Adame reported on the National Business Manager's position.

Alfredo Jacques, National Vice president in charge of LULAC News introduced Moses Sanchez for the report on the News. He reported that three issues of the LULAC News had been published and mailed out. He also mentioned that these included, July, August, and September and the October issue had been held up until after this meeting.

After discussion, it was agreed that said policy will be set by the LULAC News itself. Roberto Ornelas moved the National Supreme Council endorse the policy set by the National President for the LULAC News, motion seconded by John Campos, motion carried.

Moe Sanchez announced that a special Christmas Issue of the LULAC News would be published in an effort to raise money and he urged all State Directors to encourage the sale of ads among their councils for this particular edition.

Manuel Banales, National President of Junior LULAC addressed the Supreme Council.

Mr. Frank Montoya, National Director of Youth Activities reported on the project of establishing an Oratorical Contest for the Juniors and this he is work-

ing jointly with Mr. Elias Carrasco of the President's Committee on Youth.

Roberto Ornelas was appointed Parliamentarian for the meeting and Jim Silva, Sergeant at Arms. Executive session was called to discuss internal problems.

Manuel Villarreal was called to report on the request submitted by Joe Kennard of El Paso Council 132 for the impeachment of Joe Vega, President of El Paso Council 110.

Executive session was interrupted to introduce Mr. Andrew Yslas of G. I. Forum and Mr. Naranjo, Executive Director for GI Forum who is on a Fellowship from the Ford Foundation and explained that the purpose of his office was to serve as a central clearinghouse in Washington, D.C. area for coordinating the activities for Mexican American. Mr. Yslas recommended that LULAC may desire to utilize the services available through Mr. Naranjo's office. After their brief address, Ed Lucero made a motion seconded by John Campos that we approve the recommendation made by Mr. Yslas, motion carried. Meeting recessed at 2:15 p.m. for lunch and reconvened at 2:35 p.m.

The Honorable Samuel Simmons, Undersecretary of HUD was introduced and he made a few remarks concerning Equal Opportunity within his Department.

Executive Session was again called.

Robert Ornelas reported that since the National Constitution requires that a National Officer be a member of LULAC for three years before he may serve as a National Officer, he therefore suggested the eligibility of Nick Reyes as State Director for Washington, D. C. on the basis that he had not been a member for three years and when he was seeking said office, he had claimed to have been a member of a Houston council prior to coming to Washington and the National Office records have failed to show any record of his prior membership. After discussion, Roberto Ornelas moved that Nick Reyes be removed as State Director for Washington, D.C., motion seconded by Manuel Juarez, motion carried. Our National President, who had been absent from the room during above discussion, reopened discussion on Mr. Reyes' eligibility to hold a National Office and at this time he stated he had seen a letter from the Council President in Houston verifying his membership. He also stated that matters of this nature should have ample notice to all concerned so the person involved may be present

(continued on page 6)

LULAC NEWS  
Published Monthly by  
The League of United Latin American Citizens

ALFRED J. HERNANDEZ	NATIONAL PRESIDENT
ALFREDO JACQUES	NATL. VICE PRESIDENT
JULIA ZOZAYA	NATL. VICE PRESIDENT
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**DON'T  
BUY  
CALIFORNIA  
GRAPES!**

**Score BIG  
For  
LULAC  
Help A Friend  
Join Your  
Local Council**



# Employment Announcement

A vacancy exists in the Regional Office of Operation SER in Santa Monica. If you wish to be considered for the position, a completed Standard Form for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California 90401

**Executive Director**  
Salary: \$18,000 to \$19,500 per annum

**DUTIES:** The Executive Director will administer and will be responsible for the implementation of all phases of the project. He will assist the states as requested in the development of all centers.

Assist local sponsoring organizations in recruitment, orientation, and training of National and local staffs.

Evaluates performance of state and center staffs with responsibility to secure quality of work to assure the highest standards of service in the program.

Responsible for all records and reporting. Plans and directs public relations nationally and assists in the most appropriate local public relations efforts.

He must have proven administrative ability, expertise in intergroup relations, knowledge and concern for the economically-disadvantaged, culturally-different people of the Southwest.

**Qualifications:** B.A. or higher degree from an accredited college or university. The applicant must have experience in the field of educational manpower programming related to the bilingual and bicultural Spanish-speaking population of the Southwest. Must be bilingual and bicultural. In addition, the applicant must have proven administrative ability. An applicant can substitute three years experience in the above field for the educational requirements.

**Applicants please note:** Selection will be made by the National Board of Jobs for Progress, Inc., and final approval shall be made by the U.S. Department of Labor and the Office of Economic Opportunity.

**Note:** Standard Form 171 can be obtained at any U.S. Post Office.

A vacancy exists in the Regional Office of Operations SER in Santa Monica, California. If you wish to be considered for the position, a completed Standard Form 171, and a resume should be forwarded to the Acting Executive Director, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California, 90401

## DON'T BUY

# CALIFORNIA

## GRAPES!

**California State Director**  
Salary: \$12,000 to 13,800 per annum

**DUTIES:** The State Director co-ordinates a wide range of Manpower Programs under the general supervision of the Regional Office; in addition he supervises staff and co-ordinates with and reports to the Regional Office. He utilizes the resources of the Regional and State Office to maintain contact with federal and state agencies. He also provides technical support to the local SER Boards in designing and executing effective programs, commensurate with the goals and objectives of Operation SER. In addition, the State Director provides liaison with state and federal officers and extends the programs of the Regional Office to assist SER projects within his respective state.

**QUALIFICATIONS:** Adequate academic preparation and experience in administration; experience in intercultural relations; organizational ability; knowledge of community resources; Manpower expertise; must be bilingual.

**APPLICANTS PLEASE NOTE:** Selection will be made by the Acting Executive Director, Jobs for Progress, Inc., and final approval shall be made by the National Board of Directors, U. S. Department of Labor and the Office of Economic Opportunity.

**Note:** Standard Form 171 can be obtained at any U.S. Post Office.

announcement of a position---

**EXECUTIVE SECRETARY TO  
O. J. T. DIRECTOR**

Salary range: To \$7,000.00  
Last day for filing: September 10, 1969

**Position:** Under minimum direction, perform secretarial work for the Director; more specifically plan, schedule a variety of clerical and secretarial work related to the program, which would include compiling, typing, and distributing, and at times composing letters, reports, articles, speeches, memorandum, and various other correspondence, which would include material of a confidential nature; screen visitors and telephone calls, giving information where judgement, knowledge, and interpretation of policies, procedures, and regulations are necessary, and with discretion schedule appointments and meetings, maintain comprehensive files and records relating to the program.

**Qualifications:** Training and Experience - Any combination equivalent to graduation from high school supplemented by business college courses and four years of responsible clerical and secretarial experience.

**Knowledge and Ability:** Knowledge of modern office practices and procedures; ability to interpret and explain rules, regulations, and policies; ability to communicate effectively with officials, employees, and the general public, ability to take dictation at a speed of 90-100 net W.P.M. and to transcribe accurately and rapidly from transcribing equipment; ability to type at a speed of not less than 60 W.P.M.; ability to establish and maintain effective relationships with others.

Must be bilingual and bicultural.

## Yea LULAC!

A vacancy exists in the Regional Office of Operation SER in Santa Monica. If you wish to be considered for the position, a completed Standard Form 171, and a resume should be forwarded to the Chairman of the Board, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California 90401

**ASSISTANT REGIONAL SKILLS  
BANK DIRECTOR**  
Salary: \$9,500 to \$11,000 per annum

**DUTIES:** The Assistant Regional Skills Bank Director's primary duties will be to assist the Regional Skills Bank Director in the administration and operation of a Skills Bank Program for Operation SER.

He will also assist the Director in establishing coordination and cooperation between the five (5) State Skills Bank Offices and the local SER Programs. He is to insure that the programs maintain their practices in accordance with the objectives of the Regional Director.

The Assistant Regional Skills Bank Director will provide technical assistance in Skills Bank promotion campaigns, registration drives, and relocation projects; assist in devising new methods of reaching the Mexican-American professional, skilled and unskilled, utilizing cultural sensitivity concepts, will work with industry, Federal, State and local agencies seeking new methods of recruiting, training opportunities, upgrading of the Mexican-Americans thru Operation SER.

**QUALIFICATIONS:** B. A. or higher degree from an accredited college or university. The applicant must have experience in the field of educational manpower programming related to the bilingual and bicultural Spanish-speaking population of the Southwest. Must be bilingual and bicultural. In addition, the applicant must have proven administrative ability. An applicant can substitute three years experience in the above fields for the educational requirement.

**APPLICANTS PLEASE NOTE:** Selection will be made by the National Board of Jobs for Progress, Inc., and final approval shall be made by the U.S. Department of Labor and the Office of Economic Opportunity.

**NOTE:** Standard Form 171 can be obtained at any U.S. Post Office.

A vacancy exists in the Colorado State Office of Operation SER in Denver. If you wish to be considered for the position a completed Standard Form 171, and a resume should be forwarded to the Chairman of the Board, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California, 90401.

**STATE SKILLS BANK COORDINATOR**  
Salary: \$9,000 to \$10,500 per annum

**Duties:** The Skills Bank Coordinator will direct the operation of a "Skills Bank" program within the State, which consists basically of a central accumulation of records of men and women of some talents, as well as those without any skills from the Spanish-speaking group. This program serves as a source of supply of trained competent Spanish-speaking Americans who are out of work or working at jobs below their capacity.

This Coordinator develops and

administers job placement, job development, relocation and referral services. Coordinates all these services with the Regional Office.

The State Skills Bank Coordinator is administratively under the Operation SER State Director, and assists him as may be required in designated areas.

**Qualifications:** B.A. or higher degree from an accredited college or university. The applicant must have experience in the field of educational manpower programming related to the bilingual and bicultural Spanish-speaking population of the Southwest. Must be bilingual and bicultural. In addition, the applicant must have proven administrative ability. An applicant can substitute three years experience in the above fields for the educational requirement.

**APPLICANTS PLEASE NOTE:** Selection will be made by the National Board of Jobs for Progress, Inc., and final approval shall be made by the U.S. Department of Labor and the Office of Economic Opportunity.

**NOTE:** Standard Form 171 can be obtained at any U.S. Post Office.

A vacancy exists in the Regional Office of Operation SER in Santa Monica, if you wish to be considered for the position, a completed Standard Form 171 and a resume should be forwarded to the Chairman of the Board, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California 90401

**PUBLIC RELATIONS DIRECTOR**  
Salary: \$8,500 to \$9,500 per annum

**DUTIES:** The Public Relations Director's primary duties will be to direct and carry out all activities related to public relations and communications between Operation SER and other agencies, industry, and government. He is to insure that all SER programs maintain public relations activities.

The Public Relations Director is to plan, design, and conduct programs on Operation SER through such media as magazines, newspapers, radio, and television; select and assemble

publicity material that pertains to the organization such as news releases and photographs. Direct all advertising campaigns and participate in community civic functions to broaden the image of the organization.

He will assist the Executive Director in planning functions relative to the operation of the organization such as meetings, news conferences, etc. He will advise the Director on latest developments dealing with the Mexican American population for possible exploration by Operation SER.

The Public Relations Director will also work in other areas assigned to him by the Executive Director.

**QUALIFICATIONS:** Bachelors or Masters degree from an accredited college or university. The applicant must have experience in the field of Public Relations and manpower programming related to the bilingual and bicultural population. In addition, the applicant must have proven administrative ability. Experience may be substituted for educational deficiencies.

**APPLICANTS PLEASE NOTE:** Selection will be made by the National Board of Directors of Jobs for Progress, Inc., and final approval shall be made by the U.S. Department of Labor and the Office of Economic Opportunity.

**NOTE:** Standard Form 171 can be obtained at any U.S. Post Office.

A vacancy exists in the State Office of Operation SER in Denver, Colorado. If you wish to be considered for the position, a completed Standard Form, and a Resume should be forwarded to the Acting Executive Director, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California 90401

**COLORADO STATE DIRECTOR**  
Salary: \$12,000 to 13,800 per annum

**DUTIES:** The State Director co-ordinates a wide range of Manpower Programs under the general supervision of the Regional Office; in addition he supervises staff and co-ordinates with and reports to the Regional Office. He utilizes the resources of the Regional and State Office to maintain contact with federal and state agencies. He also provides technical support to the local SER Boards in designing and executing effective programs, commensurate with the goals and objectives of Operation SER. In addition, the State Director provides liaison with state and federal officers and extends the programs of the Regional Office to assist SER projects within his respective state.

**QUALIFICATIONS:** Adequate academic preparation and experience in administration; experience in intercultural relations; organizational ability; knowledge of community resources; Manpower expertise, must be bilingual.

**APPLICANTS PLEASE NOTE:** Selection will be made by the Acting Executive Director, Jobs for Progress, Inc., and final approval shall be made by the National Board of Directors, U. S. Department of Labor and the Office of Economic Opportunity.

**NOTE:** Standard Form 171 can be obtained at any U.S. Post Office.

A vacancy exists in the Texas State Office of Operation SER in San Antonio. If you wish to be considered for the position, a completed Standard Form 171, and a resume should be forwarded to the Chairman of the Board, Jobs for Progress, Inc., Operation SER, 1506 Third Street, Santa Monica, California 90401.

**FIELD REPRESENTATIVE**  
Salary: \$8,500 to \$9,500 Per Annum

**DUTIES:** Under the State Director assists in co-ordinating local project program development, budgets and other technical areas.

Coordinates placement and training activities between projects and training centers. Assists in providing technical support to local SER Boards in designing and executing effective

programs, commensurate with the goals and objectives of Operation SER. Develops jobs in business and industry for permanent employment for the disadvantaged unemployed.

Under instructions from the State Director, attends meetings

and maintains contact with federal and state agencies.

**QUALIFICATIONS:** B. A. or higher degree from an accredited college or university. The applicant must have experience in the field of educational manpower programming related to

the bilingual and bicultural Spanish-speaking population of the Southwest. Must be bilingual and bicultural. In addition, the applicant must have proven administrative ability. An applicant can substitute three years experience in the above fields for the educational requirements.

# Recommendations For Growth And Expansion

As members of LULAC we are dedicated to the improvement of the social and economic level of our Spanish-Speaking citizens through education. In view of this, it is vital that we continue to grow and expand in order that we may meet these responsibilities as well as the increasing demand for our services.

## I. RECRUITMENT

### A. Utilizing Community resources.

1. Make a maximum use of all resources such as Universities, Community Councils, public and private organizations and agencies, etc. in providing consultants, technical assistance, facilities, equipment, park and recreational areas, etc. (This would be an effective means to supplement funds.)

2. Speakers Bureau-speakers could be sent to address audiences such as Upward Bound, Skills Bank enrollees, MDTA, NYC and other groups who might request such services. These speakers could explain the aims and objectives of LULAC.

### B. Social FUNCTIONS

1. Find out the need in your community for the type of function which would prove beneficial. This would provide the community an opportunity to become better acquainted with the organization. Interest would be stimulated and participation involvement would follow. (Personal Contact)

## II. PROMOTION

### A. Publications.

1. LULAC Directory - this would provide agencies and private organizations with the means of contacting LULAC in their community. (We have become aware that LULAC is being asked more frequently to assist in meeting the needs of the community.)

2. LULAC History - this would serve to inform those individuals interested in knowing more about LULAC. It would also serve to raise funds and promote membership.

3. Cultural History Textbook - this is a definite need in schools and other educational institutions. This would not only provide a much needed tool but would assist in fulfilling LULAC's responsibility in the area of education.

4. National Who's Who of Mexican-Americans - this would serve as an informative directory as well as to help raise funds.

5. LULAC News - this publication could be used in encouraging input from members and friends of LULAC through a suggestion corner or box. It could also be used to assist chairmen in fulfilling their responsibilities by making available to them some space which could be used to advantage. Such as promoting membership, progress reports, etc.

6. State LULAC Newsletter - encourage each state to

publish a monthly newsletter which would stimulate interest and establish better communications within the state.

### B. Publicity

Publicize all LULAC functions and achievements through your local news media. Be informative and always follow standard news release guidelines.

### C. Promotional goods.

The sale of promotional items such as LULAC emblem paperweights, wall plaques with code, men's bolos ties, women's LULAC medallion, earrings, charms, rings, tie tacks, etc. These items would not only promote LULAC but would provide needed revenue.

## III. FUND-RAISING

### A. Sales

Develop a program of selling items such as: Halloween candy, X-mas cards, all occasion cards, fruitcakes, personal stationery, thank you notes, etc. The American flag could be sold the year around by councils to encourage the flying of our flag on special days and to promote good citizenship.

### B. Annual Testimonial

This event could be held during LULAC week and each state could bid for it as they do for the National Convention with the funds derived going to the National office. (During this event a talent show final could be held. Eliminations would have been held on the council and state level and youngsters would be given the opportunity to perform. It would also serve to preserve a very important part of our culture, which is our music and dances.)

## V. SERVICES

### A. Leadership training

1. LULAC could provide supportive services to such programs as Manpower Development, Neighborhood Youth Corp, Skills Banks, Small Business Management training, etc., on a contract basis. An example would be a Public Information Program, which would have to be funded. This would assist the Spanish - Speaking community by making individuals aware of the services available. It would assist such agencies as the Social Security Administration in handling medical problems, Medicare and Social Security applications, etc. This program on the National level could assist the local councils to become more involved in meeting the needs in their community.

2. Implementation of the Oratorical Contest and initiation of the Essay Contest would help build future leaders in LULAC.

### B. Social and Cultural Development.

1. The Aged - Appoint a committee that would delve into the problems of our elderly citizens and explore the possibility of a LULAC retirement home for the aged.

ed. This could perhaps be brought about through the Dept. of Health, Education and Welfare with assistance of Medicare.

2. Tomb of the Unknown Soldier - Appoint a committee to look into the possibility of LULAC providing an Honor Scroll, which would be placed at this site. This would give recognition to our servicemen. The establishment of a LULAC Medal of Honor Award could be presented for services beyond the call of duty.

3. That the C in LULAC be changed to stand for Culture rather than Citizenship which is really a part of Americanism.

## Huddle With HUD

Eugene A. Marin, State Director, OEO, attended a HUD meeting called by Secretary George Romney in Washington, D.C., on August 21, 1969, along with 24 other Mexican - Americans from the Southwest.

The meeting was called by the Secretary to discuss housing problems as they relate to Mexican-American concerns and to participate in the first discussion of the new program, the President's Cabinet Committee on Voluntary Action, of which Mr. Romney is chairman.

The delegates were highly encouraged since the Secretary attended most of the day-long discussion and afforded them an opportunity to make the following specific recommendations:

1. We strongly urge Secretary Romney that an Assistant Secretary and two Regional Directors be of Mexican-American origin, appointed in HUD.

2. We request significant percentages of total amounts of funds be devoted to the development of meaningful housing programs for Mexican-Americans. For the development of meaningful housing programs for Mexican - Americans. For example: 20% of program monies, 10% of HUD staffing, 40% of research contract monies to develop the kind of housing most compatible with the total development of the Mexican-American community.

3. We strongly urge that this group be expanded to contact other Spanish - speaking people (Puerto Ricans, Cubans, etc.) and be expected to advise Secretary Romney with regard to the housing needs of this minority.

4. We urge Secretary Romney to exert the maximum amount of influence on the Federal Home Loan Bank Board to become sensitive to, and aware of, the needs to charger Savings and Loan Association from Mexican-American applicants.

5. We re-submit that recommendations of the National Conference on Rural Housing and those made at El Paso for implementation by HUD.

6. We request that the Inter-Agency Committee be called on to assist in the implementation and follow-up of these recommendations.

7. This group requests a follow-up meeting with Secretary Romney within the next six months to work more intensively on the problems faced by the Mexican - American community in acquiring housing.

Secretary Romney promised to hire a full-time Staff Coordinator among Mexican-American organizations and it was agreed that Mr. Martin Castillo, Chairman of the Inter-Agency Committee on Mexican-American Affairs would submit the final recommendation for that post.

# Doctoral Fellowships For Mexican American And Puerto Rican Students

A New Program of Financial Aid for Selected Mexican-American and Puerto Rican Students Who Plan to:

1. Enter graduate school for full-time study,

2. Major in the humanities, the social sciences, or the natural sciences,

3. Continue study through the Ph.D., and

4. Embark on a career of college teaching.

A limited number of Fellows will be named by distinguished faculty selection committees. Decisions will be based upon the candidate's seriousness of purpose, his undergraduate academic record, his scores on the Graduate Record Examinations, and the recommendations of three members of the faculty at his college. The initial award will be for one year, but it will be renewed annually for up to four additional years if the Fellow maintains satisfactory progress toward the Ph.D.

The amount of the award will vary for each Fellow each year according to individual circumstances. Each year the award will cover (a) the full tuition and fees required by the graduate school the Fellow chooses to attend, (b) an annual allowance of \$200 for books and supplies, and (c) monthly stipend to help pay the Fellow's living costs.

The monthly stipend for 1970-1971 will be \$250 for a Fellow who is single, \$300 is married with no children, \$325 if married

with one child, and \$350 if married with two or more children. Each annual award will be for either ten months (academic year only) or twelve months (includes summer session).

To be eligible for consideration, a candidate must have received his bachelor degree during 1967, 1968 or 1969, or he must expect to receive that degree by September 1970. A student is ineligible if he is already engaged in professional or graduate study.

Each candidate immediately should make his own arrangements to take the Graduate Record Examinations. (October 7th is the registration deadline for

the October 25th administration of the GRE; November 18th is the deadline for the December 13th administration.) Each candidate also should make his own plans for securing admission to the graduate school he wishes to attend.

The deadline for returning completed applications for this fellowship is January 31, 1970.

The names of fellowship recipients will be announced on or about April 15, 1970.

Interested and eligible students should request an application form immediately by writing to:

Doctoral Fellowships  
For Mexican American and  
Puerto Rican Students  
The Ford Foundation  
320 East 43rd Street  
New York, New York 10017

## "Manana Is Today"

"Manana Is Today" is a 27 minute 16 mm color film recently produced by Time-Life-KOGO-TV, San Diego, California. The film shows the educational difficulties of a Mexican American child entering school with a limited communication competency in English. It describes the frustrations of the parents in understanding the objectives of the school, and the concerns of the school in providing an effective instructional program for the student who must learn English -- a foreign language to him.

Five-year-old Marco Antonio Leyva is one of more than two million Mexican American school children with a special problem of living in two cultural worlds and speaking two languages. At home the family speaks Spanish. In the classroom, instruction is in English. Through Marco and his family, we are made aware of these problems.

The film presents some of the pilot programs now in operation and what is in the planning stage for bilingual, bicultural children. Programs in San Diego, San Antonio, and El Paso are demonstrated.

Armando Rodriguez, Chief, Mexican American Affairs Unit, U.S. Office of Education, points out in an interview the need for more programs like the two in San Antonio and El Paso, and warns of the deep frustration and discouragement children like Marco will face unless more programs are made available at a much faster rate.

Statistics show that only four of ten American children of Mexican descent will graduate from high school. What will happen to

Marco?

"Manana Is Today" can be obtained for showing from the Mexican American Affairs Unit, U.S. Office of Education, Room 2017, 400 Maryland Ave, S.W., Washington, D.C., 20202.

## Legend Of Poinsettia Has Origin In Mexico

Many legends of the Christmas season are concerned with children. This one is about a little boy who wanted to give something worthy to the Christ child.

In a town in Mexico it was the custom for the people to take gifts to the church on Christmas Eve and offer them to the little Christ.

The boy, having nothing to offer, stood outside the church, dejectedly.

But, he thought to himself, at least I can pray. And so he knelt down outside the window where he could hear the organ music.

When he rose again to his feet he saw in the spot where he had knelt a beautiful plant with scarlet leaves and a yellow flower in the center.

Dumbstruck, yet realizing he was witnessing a miracle, he gently plucked the stalk and took it, full of wonder, into the church to lay on the altar.

The Mexicans called the  
(continued on page 5)

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# Letters To LULAC

Honorable Alfred J. Hernandez  
National President, LULAC  
515 Kress Building  
Houston, Texas 77002

Dear Judge Hernandez:

This is to inform you of the success of the first Pre-Business Workshop offered by the League of United Latin American Citizens and the Small Business Administration held at the East Los Angeles Service Center, 929 N. Bonnie Beach Place, Los Angeles, California.

The workshop was designed to provide an understanding of the factors involved in planning a successful business; the steps necessary to establish such a business and available sources of information, assistance and counsel. Causes of failure of a small business and patterns of success were noted. Our speakers were professional and successful businessmen. They covered the following subject matter as pertains to small businesses:

- Personal factors to consider
- Location of a business
- Financial factors in planning your own business
- Acquiring an existing business vs. starting a new business
- Legal aspects in organizing
- Taxes, licenses, regulations and keeping adequate records
- The importance and types of business insurance
- Administering and managing your business
- Franchising possibilities and evaluation

There were fifty-two (52) persons present. We assume that they were there because they are interested in starting a business and becoming a part of our mainstream of economic enterprise, therefore, we, in the Small Business Administration consider them as potential applicants for business loans.

A great deal of credit must be given to Mrs. Meda Rosado, Chairman of the local LULAC Council. Mrs. Rosado and her council worked hard to make this project a success. The Small Business Administration is convinced that the seminar was a complete success and we feel this is just the beginning of many more in that area. Mrs. Rosado and her council are already planning one for January 1970. They are to be commended because this is the type of effort that will succeed in making economic development among the Mexican-Americans a reality. Through Mrs. Rosado's aggressiveness and high degree of interest, twelve newspapers carried the story about the workshop, and four radio stations had 30 second spot announcements about the workshop.

Sir, we in the Small Business Administration thank you and the LULAC for the support you gave to this first Pre-Business Workshop sponsored by the coordinated effort of your organization and this agency. We hope that other councils throughout the country allows us the privilege of

assisting them in organizing a workshop of this type in their respective communities.

May we suggest that this Pre-Business Workshop held in East Los Angeles be publicized through whatever media you deem necessary and credit be given to Mrs. Rosado and her council for their untiring effort to make the workshop the success it was.

Sincerely,

Israel Valdez, Sr.  
Special Assistant.

Dear Mrs. Robles:

Thank you for sending me copies of the resolutions adopted by the League of United Latin American Citizens last June. I have read each of the resolutions with interest and assure you of my support for the objectives you have endorsed.

I strongly support an increase in social security benefits, an amendment to the National Labor Relations Act extending its provisions to agricultural workers, an increase in the \$600 dependent exemption for federal income tax, a guarantee of the right of American citizens to vote in presidential elections regardless of length of residence, and inclusion of children residing in federally assisted housing projects in the impacted area aid program.

I was also interested to learn more about the success and growth of operation SER.

It has been a pleasure to hear from you and I hope you will continue to keep me informed of the active interest in a wide range of national issues shared by members of the League of United Latin American Citizens.

With best wishes.

Sincerely,  
Joseph D. Tydings

Dear Mrs. Robles:

Thank you so much for your letter of July 21 and for sending copies of the resolutions of the United Latin American Citizens League adopted at the National Convention at Long Beach, California.

I very much appreciate your bringing this information to my attention, and certainly I will keep in mind the sentiments expressed.

With best regards, I am

Yours sincerely,  
John J. Rhodes

Dear Mrs. Robles:

I appreciated you taking the time to communicate with me regarding the position of LULAC on major issues pending before the United States Congress. I have been concerned especially with two of the major problems cited, improved Social Security benefits, and an increase in individual income tax exemptions. For informational purposes, I have enclosed copies of several documents on these two items.

In addition, we are in the process of launching an exciting new

program in the Dallas Mexican-American community. I am proud that the Dallas LULAC Chapter has taken a very active part in this program to benefit a cross-section of the community.

Please call on me if I can ever be of assistance to you personally or the members of LULAC.

Sincerely yours,  
James M. Collins  
M.C.

Mr. Alfred J. Hernandez  
National President  
League of United Latin American Citizens (LULAC)  
515 Kress Building  
Houston, Texas

Dear Mr. Hernandez:

I am writing to thank you for your statement of September 3, 1969 to the Organizational Meeting of the Golden Triangle Committee for Agricultural Justice in Beaumont, Texas. The statement beautifully expresses the problem of the farm workers and of the Mexican-American people.

I am especially gratified to hear that LULAC is about to launch a nationwide effort in support of the boycott. The hope of our Union and, to a large extent, the hopes of our people lie in our being able to stop grapes. As much as we need and appreciate statements, rallies, speeches, and articles, the real need is for an effective pressure that will stop people from buying grapes and stop stores from selling them.

I am confident that LULAC can master the power necessary to make the boycott a success. Please keep us informed of your activities. Our boycott office is at your service, and they have assured me that they will give you their full cooperation. In this regard may I ask you to please send a list of all LULAC affiliates to our Western boycott Coordinator, Mr. Edward Arnolds? Could you note which you feel have an active interest in the grape boycott? I have asked Mr. Arnolds to contact you as soon as possible.

Farm workers are most grateful for your help.

Viva La Causa,  
Cesar E. Chavez,  
Director

Dear LULAC Editor:

At this time Chicano students are working with the UCD Library to build a Chicano Library Section on the UCD campus. We will be composing a 80-page bibliography from the material that the UCD Library had already accumulated before the project had started. We also intend to compose a bibliography for MECHA (Movimiento Estudiantil Chicano de Aztlán) Statewide and hopefully Southwestwide.

In compiling this particular bibliography we realize that we must not be the ones to select the material for Chicanos, but to compile as much of it together and let the Raza who want to start a Chicano section in their community library or campus to do the selecting. The reason for this is that Chicanos have seen but a small percentage of the ma-

terial that has been written about them. Thus, only the best material gets selected due to limitation. In this bibliography we will try to compile anything and everything we find on Chicanos. The reason for this is that we should also look into material, bad or good, that has been discarded by libraries and other Anglo-Saxon agencies who have tried to help us. Since they don't know what Chicanos like, it is our intention to do all this compiling by and for Raza.

It is our hope to work with Chicanos like you in building up broader information file so the Chicanos can locate the agencies, clearinghouses, clubs, and even individuals that relate to "La Causa". We also need to publish the names of resourceful Chicanos. So please dig into your personal telephone book and send us the names of individuals and their position in the Chicano community and their professional positions; names of leading students are also wanted.

We are also concentrating on locating material which the Chicano child can read and relate to. If you can send us the titles of books, newspapers (Chicano student newspapers - example, EL CHISME from UCD), etc. and possible a bibliography that has been distributed in your area, we will appreciate it. Hopefully, if everyone responds, we will start publishing this bibliography in November through "La Causa Distribution Center" in Oakland, California. Please correspond with us at this address:

Ben Garza  
Chicano Section Ethnic Studies Unit  
Library 213B  
University of California, Davis  
Davis, California 95615

## Experiment Brings Job To Many

A recent experimental program training unskilled Mexican-Americans for full-time jobs as aircraft workers PROVED AN UNUSUAL PUZZLE TO A DALLAS EXECUTIVE, according to a news release from the University of Texas.

"Our biggest problem was to get them to quit at the whistle," said Joseph B. Andrasko, a vice president of LTV Aerospace Corp. Speaking to the UT 31st Management conference, Andrasko said that in 1967-68 his company had trained 750 previously unemployable Mexican-Americans in their home towns and then transported them and their families, totaling about 2,000 persons, to Dallas to work in the company's Grand Prairie plant.

Several federal, state and local agencies took part in the project, with counselors provided along with the portable training schools with their shop equipment.

"We didn't have a social worker in the bunch," Andrasko said. "We had a business major, agricultural major, education major, two engineers and an artist. They had several things in common - they grew up in the Valley. They had lived in large cities. They were Mexican-American and bilingual. They achieved instant credibility."

Each trainee knew he had a job at the end, with no coddling. They would work among those who had not been picked as the

disadvantaged. Of the 750 recruited and trained, 684 completed the instruction and reported to Dallas. Two years later, Andrasko said, the company has retained over 65 per cent of them on the payroll, with over 50 per cent going to night classes on their own time to improve skills and education. Over 40 have bought homes.

## Enrichment Program For Mexican-Americans

A six-week educational enrichment program for 120 seventh and eighth-grade Mexican-American students was developed this summer by the Strake-Jesuit College Preparatory School and Houston's youth opportunity program.

One program emphasis was helping Mexican-American students understand and deal with the Anglo-oriented school system. In addition, enrichment classes in mathematics stressed inductive reasoning by using problem-solving games and exercises. Through sessions in English language techniques, many students were able to move up one to three reading levels. Mexican history which proved one of the most popular classes, was related to classes in pre-Columbian art.

One measure of the project's effectiveness was the low drop-out rate. Of the original 120 enrollees, 108 completed the six-week program.

## Research Director Needed

The Illinois Migrant Council is currently seeking a qualified person to fill the position of RESEARCH DIRECTOR. Applicants must have a Master's Degree in Education and an intimate knowledge of Mexican American culture. The position pays \$12,000 annually. Interested persons should contact: Illinois Migrant Council, 1307 South Wabash Avenue, Chicago, Illinois 60695. Telephone Number is Area Code 312 663-1522.

## Poinsetta . . .

(continued from page 4)

plant "The Flower of the Holy Night."

Years later an American Ambassador to Mexico, Dr. Poinsett, took the plant to the United States. Thus, the name "poinsettia." Ironically we do not know the name of the little boy who experienced the miracle.

The first day of spring is one thing, and the first spring day is another. The difference between them is sometimes as great as a month. - Henry Van Dyke

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## NOTICE!

If You Have Not Received LULAC News, Send Us Your Name, Address And Zip Code Number. Send To LULAC News P. O. Box 53587, Houston, Texas 77052

## Consider This As A Christmas Project For Your Local Council

### FIX UP OLD TOYS, TREAT YOUNGSTERS IN HOSPITALS

When all is said and done, there is no gift quite as wonderful as giving of yourself. For whatever reason the Creator may have, when we give our energies, our hearts to something or someone else, we share the joys perhaps to greater degree than the recipient.

This Christmas plan to bring a little happiness to the less fortunate, not by means of a check (though that is very welcome, too) but by means of personal involvement.



If you have children perhaps you have some old but still serviceable toys you could "bring back to life" with a little paint, a screw or bolt here or there or some minor repair. It can be a great source of pleasure to a little fellow in the hospital, orphanage or in a home where Dad is missing or not employed.

Perhaps your town has organized groups which coordinate such activity. You will enjoy it even more if you participate with a group.

When painting toys to be used by children, it is most important to use non-toxic enamels or paints. Never use paint designed for outside use.

Keep in mind that children enjoy strong, bold colors, as well as the glossiness of enamel.

For small objects self-spraying enamels in aerosol cans are the easiest to use. If more than one color is to be applied, protect other areas with masking tape.

All this is good therapy! And you'll be doing someone a world of good.

### Minutes....

(continued from page 2)

and have an opportunity to speak in his behalf. John Campos moved that Nick Reyes be reinstated as State Director for Washington, D.C., motion seconded by Roberto Ornelas, motion carried.

Steve Zozaya moved that any matter regarding action of a member or challenging his position as an officer of the organization should be placed on the agenda at least thirty days prior to the meeting and notice of considered action should be sent to the person involved, motion seconded by John Campos, motion carried.

Ed Lucero reported on the investigation of the employment practices of Coors Brewery of Golden, Colorado. He stated the Civil Rights Commission recently had attempted to investigate the practices of employment of the Brewery and had been refused access to the records and therefore he felt the records would not be made available to him either. He did present newspaper articles and other material he had obtained from American G.I. Forum on this matter. Discussion followed. Ed Lucero moved we support the Boycott on Coors, motion was seconded

by Steve Zozaya and motion carried. Alfredo Jacques requested that it go on record that he had voted against the boycott.

John Terrones reported on the situation in the Heinz Co. camps. Our National President gave a detailed report on the Grape Boycott.

Discussion followed. Jess Vela made a motion, seconded by Angelo DeSoto that we again give our support to the grape boycott, that we re-enforce our activities on the boycott as outlined by our National President and that every council in the League be instructed to create a "Huelga Committee" for this effort, motion carried unanimously.

Steve Zozaya read the complete report submitted by Joe Benites, Chairman of LULAC Housing Proposal Committee.

Discussion continued. William Bonilla moved we table further discussion on the Housing Proposal until we have received a ruling from the National Legal Advisor on the question raised by Brother Lopez, motion was seconded by Lelo Jacques, motion carried.

Ed Lucero, Colorado State Director requested that the Supreme Council consider allowing the LULACs of Colorado to pay package membership dues for the State. Discussion followed and

upon the recommendation of the National Business Manager that we discourage any type of exceptions, the matter was dropped.

The subject of the Housing Proposal as submitted by Mr. Benites and Mr. Tumi was reopened with a report from Ed Pena, National Legal Advisor, on the question raised by Brother Lopez. He ruled that according to the national constitution, all LULAC housing must be owned and the title must be held in trust by the National Supreme Council, therefore, under the question placed by Mr. Lopez, LULAC could not contract with such organization. Discussion continued. Roberto Ornelas suggested that since the proposal was originally prepared by LULAC, that we make some modifications on the one under discussion, that we incorporate some of the recommendations made by Frank Gamez in his proposal and that we insert the name of LULAC on the proposal. He then asked Mr. Tumi if he would support the proposal as subname of LULAC and would he present it to the Ford Foundation for consideration. Mr. Tumi stated he would present the proposal to the Ford Foundation in any way that was acceptable to us, he felt this was our proposal and he would push it. Discussion continued. Lelo Jacques moved that we reject the proposal as was presented by the Inter-Agency Committee, motion was seconded by William Bonilla, motion carried 10 to 3. Steve Zozaya moved that we submit the housing proposal as previously recommended by Brother Ornelas and with the proper revisions to the Ford Foundation through Mr. Tumi, motion was seconded by Roberto Ornelas, after discussion, motion carried unanimously. The following Committee was appointed to immediately make the proper revisions and that the proposal be submitted to Mr. Tumi immediately: Frank Valdez, Chairman, William Bonilla, Robert Torres, Jess Vela, Manuel Juarez, John Campos.

Roberto Ornelas, National Director of Housing than called Roland Medina of Corpus Christi to report on the Housing project in that city and also to report on the housing project under construction in Sinton. He reported on the operation of the 152 units in operation in Corpus Christi as low rent supplement. He also stated 48 units are presently under construction in Sinton and 35% of it is completed.

Manuel Villarreal, Chairman of the Board of LULAC Housing in El Paso reported on the operation of the 190 units which are now operating under a trust, the two former corporations having been dissolved. After discussion, Roberto Ornelas moved that Edmundo Moreno and Jose Dominguez be appointed to the Housing Board, motion was seconded by Angelo DeSoto, motion carried.

Robert Toress gave a brief report on the Housing Project in Albuquerque, followed by a detailed report by Albino Perez, Chairman of the Board of Park South Village in San Antonio. He also submitted a current financial report (copy is attached).

Roberto Ornelas concluded the housing reports by recommending that any council desiring assistance in developing a housing project should submit their request in writing direct to him.

Discussion on LULAC Housing continued. Ed Lucero moved that the ten point proposal submitted by Jose Benites and read to the assembly by Steve Zozaya be referred to the present housing committee, with special emphasis

for their consideration on Point No. 5, motion was seconded by Roberto Ornelas, motion carried. After further discussion, Ed Lucero moved that all our future housing projects, whenever possible, we should use the services of our LULAC members and they should be fairly paid for their services, motion was seconded by Jess Vela motion carried.

Julia Zozaya, National Vice President gave a very comprehensive report on various activities. She submitted a proposal for Growth and Expansion (copy attached). After discussion, Manuel Lopez suggested that funds be allocated so Julia could contact all the Council Presidents and District Directors and push for expansion, Ed Lucero so moved, motion seconded by William Bonilla, motion carried.

She then submitted a five page proposal for a very comprehensive education program, copy is attached. After a full explanation of this proposal, Roberto Ornelas made a motion seconded by Jess Vela that the proposal as submitted by adopted, motion carried.

She also reported on the Committee appointed to write the History of LULAC. It will be done.

Ed Lucero, National Chairman of Economic Development submitted a detailed proposal for the establishment of the Economic Development Association (LEDA) which would consist of two corporations. One would be a non-profit corporation, which he hopes will be financed by SBA, to furnish technical assistance to those persons of Mexican descent who are presently in business and desire to obtain more funds for expansion or to those persons desiring to establish their own business. It would also be to develop an established referral system. The other corporation would be a profit corporation for the participation of the National Office, individual councils and individual members for investments. Steve Zozaya moved that we authorize the formation of the corporations for the LEDA proposal, motion seconded by Lelo Jacques, motion carried. The following Board Members were appointed, Ed Lucero, Chairman, Enos Guanaguato, Indian, Jess Vela, California, Steve Zozaya, Arizona, Arnold Quintero and Belen Robles, Texas, John Terrones, Iowa, Ed Pena, Washington, DC, and Val Valdez and Arthur Ortiz. The member from New Mexico will be appointed at a later date. William Bonilla moved the appointments be approved, motion seconded by Lelo Jacques, motion carried.

The National President reported that in spite of several letters addressed to Dr. George Garza concerning the distribution of revised constitution to all the councils in the League, we had not yet heard anything from him. Being there is a great demand for constitutions from the individual members, an order has been placed for the old constitution and the revised constitution will be submitted to the councils within 30 days of the next National Convention so that it may be ratified.

The following applications for new council charters were presented, Laredo Ladies Council, Blythe, California, Clarkdale, Arizona, Mesa, Arizona, and Ontario, California. Lelo Jacques moved the charters be approved, motion seconded.

The minutes of the previous National Supreme Council meeting were read. Discussion followed. Roberto Ornelas moved the minutes be approved as read, motion seconded by Lelo Jacques, motion carried.

Nominations for the site of the

## PUT THE REAL YOU IN YOUR CARDS...

Though we may speak of Christmas-card writing as a chore, in reality, to most of us, it is one of the pleasantest "chores" of the year.

It gives us a chance to remember and reach old friends, and also to say "hello" to new acquaintances we might like to know better.

Those of us who work at regular jobs will find card-writing a good way to "break the ice" with those people with whom we have little daily contact. Perhaps this will be a source of a much more meaningful relationship within sterile office walls.

When you choose your cards let them reflect the real you; let the ones you select be the ones you feel most identified with. Don't try to be fashionable, or "modern," brilliant or off-beat, unless it happens that this expresses your personality "as it is."

Many people use a Christmas card as a kind of once-a-year message to very special people; they write a long note and enclose it, or on the back of the card. This gives you an opportunity to express personal thoughts in the very meaning of Christmas.

Another thing which is important this time of the year (if not at any other time!): be spontaneous... Don't stop and say, "Will he be embarrassed if I send him one and he hasn't sent me one?" Take the chance. And give him time to respond, if indeed you do take him by surprise. It will be none the less sincere. And if you are "caught" in this situation, you should react genuinely. If you want to reciprocate, do so... in time for him to receive the card for Christmas, and if not, with a New Year's card... or, still better, with a special personal thank-you... by note or phone call.

Next National Supreme Council meeting were held. Steve Zozaya proposed Phoenix, Arizona, Lelo Jacques, proposed El Paso, Texas. El Paso was selected.

Our National President reported he had received a letter from Jose Kennard, Texas Deputy State Director wherein on July 21, 1969 he had reported to the Texas State Director of a \$20,000 LULAC Home in Ft. Stockton and LULAC was not active in that area.

After discussion, Ed Lucero moved that the Supreme Council empower the National President to use whatever resources ne-

(continued on page 7)

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## Minutes....

(continued from page 6)

cessary to resolve the situation and report at the next Supreme Council meeting, motion was seconded by Lelo Jacques, motion carried.

Jim Silva, President of the Washington, D. C. reported the high expense of the meeting and the fact that unexpected people had been in attendance at the reception, Friday night, they did not have sufficient funds to cover the expenses of the Supreme Council meeting. After discussion, Alfredo Jacques moved the Washington D.C. council be reimbursed for all expenses above receipts, motion seconded by Roberto Ornelas, motion carried.

Frank Montoya requested that the Supreme Council consider setting guidelines for the establishment of a procedure to insure that all delegates vote for all elected National Officers. After discussion the following committee was selected to plan the selection of candidates for National Office and set the election procedures. Ed Pena, Frank Montoya, Moe Sanchez, David Adame, and Joe Terrones.

Manuel Lopez was requested to look into the school discrimination charges pending in the Alpine School District and to report within a week to the National President.

Douglas Clark reported on the findings of his committee appointed to look into the funding on the Bi-Lingual Education which showed a definite reduction in funds from that appropriated last year.

Ed Pena was requested to use the above report for his use in preparing the letter to Secretary Finch, HEW.

It was agreed that the date for the next National Supreme Council meeting be left to the discretion of the National President.

There being no further business, meeting adjourned at 9:10 p.m.

Respectfully submitted,  
Belen B. Robles, National Secretary.

## Anaheim Council #316

Carlos Ramos, President of the Anaheim Council has been appointed by directors of the Orange County Community Action Council (C.A.C.) to the post of C.A.C. Executive Director. Mr. Ramos a retired Army Lt. Colonel has worked, for the past 2 1/2 years as a deputy Director of the Neighborhood Youth Corps, a program of the League Of United Latin American Citizens. (LULAC)

Anaheim Council #316 would like to report on their 14th Annual Halloween Masquerade Ball, this year held at the Palms Restaurant in Anaheim, and to thank all those who attended and helped to make it a success. A very warm thanks to the Stanton Council who turned out in mass and to Rose Jurado of Fullerton and Trino Roman of Stanton, Champion ticket sellers. These are members who really live up to the Motto "All for one and one for all."

Holy Family  
Benefit Dinner  
Attracts 1,200

Nearly 1,200 persons turned up Saturday night for a spaghetti fund-raising dinner sponsored by the Fort Collins chapter of LULAC, League of United Latin American Citizens.

"We had expected about 800

## Iowa News

On Saturday, October 18, 1969, the Iowa State Advisory Committee to the United States Commission on Civil Rights will hold an open meeting to gather information regarding the problems of the Spanish Surnamed American Citizens in Iowa. Because the Mexican American Citizen constitutes the largest group of Spanish Surnamed in Iowa, the emphasis will be on this ethnic group. The meeting will be held at the Lend A Hand Club, 105 S. Main Street, Davenport, Iowa from 9:30 A.M. to 5:30 P.M.

This meeting is one of a series being conducted throughout the nation to gather information about civil rights problems and progress of the Spanish Surnamed People. On the basis of this information, the commission develops its recommendations to the President, and the Congress on Civil Rights Legislation. At the meeting many government officials will describe the rights of the Mexican American under Federal and State Law. Also, members of the Mexican American and Spanish Surname community will speak of the problems they face in housing, education, employment, migrants, and police community relations.

John Terronez, State Director of Lulac in Iowa, was appointed to the Iowa State Advisory Committee to the United States Commission on Civil Rights. Terronez is the first Mexican American ever to serve on this committee in Iowa. Terronez was informed of the appointment by Dr. Hector Garcia, one of the Commissioners on the U.S. Commission on Civil Rights.

Fort Madison Lulac Council #304 continues its drive for new members. It now boasts proudly of a total of 47 members!! As usual, Council #304 has been busy "doing their thing" to raise money for their scholarship and for other worthy causes. The Fort Madison Lulac Picnic was held on August 3rd, and it turned out to be fun for everyone besides being a success. On August 16th, a Scholarship Dance was held. This year, Council #304 held the Fiesta on September 13th and 14th. Cynthia Ruiz was the Queen for the Mexican Flag, and Christine Luna was the Queen for the American Flag. Lupe Mendez, President of Lulac #304, was just recently blessed with the arrival of a baby girl. Congratulations to both Mamma and Pappa!!

Des Moines Lulac #306 is burning up the town with its activities beginning with the highly successful State Convention that they hosted on June 14th. I know all Lulac'ers in Iowa join me in congratulating Des Moines for a very productive and enjoyable convention. Vince Bejarano, President of Lulac #306, has inherited from Rudy Avila, a small but dedicated group of Lulac'ers and has the throttle open full blast. On September 20th, they held their annual Fiesta. State Representative John Tapscott crowned the 1969 - 70 Miss LULAC for Des Moines, who was Miss Paula Plasencia, daughter

at the very most. The response of the community was great," said Joe Gutierrez, LULAC president. "We want to thank everyone including our Anglo friends who were over half the customers in attendance."

Dinner chairman Carmel Solano said the overflow crowd resulted in purchasing more spaghetti midway through the dinner. "We want to apologize for running out of food early and hope no one was inconvenienced by having to wait while we cooked more," said Solano.

of Mr. and Mrs. Ralph Plasencia. Paula's mother as we all know as Ila, is presently serving as Deputy State Director. Paula's escort was Rudy Pabon who is the son of Alex Pabon. Alex is serving his second term as District Director # One. The recipient of this year's local Scholarship in Des Moines was Miss Josephine Salazar, daughter of Mr. and Mrs. Joe Salazar of Des Moines. Miss Salazar also won the State Scholarship. Council #306 will prepare food and serve same at the Mexico Booth for the Foreign Food Fair held in the Veterans Auditorium on October 5th. There will be a continuous program with dances from all countries. Miss Plasencia (Miss LULAC) will

dance a Tango. Other Council #306 activities are the final preparations for the Blanco y Negro Ball to be held on November 15th at the Hotel Savery, with Los Reales of Davenport providing the music. Lulac #306 is also assisting St. Anthony Parish with a fund raising activity. Council #306 is also bridging communication between other Mexican Amer. organizations for the unity and betterment of the Mexican American in Des Moines.

Davenport Lulac Council #10 seems to have undertaken an even more vigorous Program of Positive Action this year. Humberto Jimenez, President of Council #10, has been giving the task of filling the Post which Henry Vargas so ably held for the past three years. Brother Jimenez is ably assisted by Vice President Ray Rangel, who is working like no vice-president has in a long time. The support of all the Lulac'ers of Council #10 for these two new officers has been tremendous, and if this keeps up, this could be the best year for the Davenport Council. Council #10 sent two delegates to the National Convention. They were President Jimenez and Henry Vargas. They were accompanied by their wives, Lucy and Josephine, who are also LULAC Members. LULAC #10 participated in the Bettendorf International Folk Festival. Co-Chairmen for this project were Miss Linda Lopez, who is secretary for Council #10, and Phyllis Terronez. Council #10 Float

entry won first prize in the Parade. Nice job by John and Chi Vazquez. The same float was entered in the Hero Street Parade by Steve Frutos and his Committee. Hosted the Lulac Softball Tournament at which the Old Timers won by showing that experience can overcome youthfulness. The Committee of Henry Vargas, John Terronez and Ernest Rodriguez have been busy investigating and coming to agreements on complaints of Discrimination on Employment, Housing and Education, Council #10's Committee on Migrant Affairs recently participated at a meeting in Andalusia, Illinois dealing with Migrant Problems.

Twenty-five percent of the proceeds will be given to the Holy Family Catholic Church to help rebuild the main sanctuary that was severely damaged by a recent fire.

The remainder will be used by the club on such projects as a neighborhood park on the north side of the city and summer camp scholarships for youngsters.

A great outrage on the spirit of Justice breaks down all barriers of race and nationality. - Hall Caine



No. 2001 Sending Youths To Governors' Conference  
Left to right: Elida Ramirez, President, Coachella Valley Council No. 2001; Josie Sanchez, Indio, Calif.; Mary E. Hernandez, Palm Springs, Calif.; Faye Avila; Adult Leader.

The League of United Latin American Citizens (Lulac) Council #2001 are sending two youths and an adult leader to the Governor's State House Conference to be held in Anaheim, California November 10 and 11.

The conferences, called by Governor Ronald Reagan, are designed to provide the basis for Californians participation in the 1970 White House Conference on children and youth.

The White House Conferences have been called every ten years since the first was called in 1909

by Theodore Roosevelt.

Among the problems that have been under consideration are drugs, campus unrest, jobs, education, and family relationships.

Mary E. Hernandez and Josie Sanchez are the youths and Mrs.

Faye Avila is the adult delegate.

Participants in the conference will be given the choice of one of five forums in which to participate for the two days. They are health, education, justice for children and youth, changing values, and economics of living.

Arizona L.U.L.A.C.  
NewsletterEXECUTIVE COMMITTEE  
MEETS

The Next Executive Committee Council meeting will be hosted by West Phoenix Council #1004 on October 26, 1969, at 12 noon at the National Brewery located at 12th Street and Jackson in Phoenix, Arizona. Everyone is welcome--beer is on the house. Following the meeting all are invited to a steak fry sponsored by Phoenix Council #284 at South Mountain Park, Ramada #1, starting at 4 p.m. CLARKDALE CHARTER APPROVED

Clarkdale was successful in securing a charter. The approval was given by the Flagstaff Council. District #2 Director Joe Montoya and State Organizer Mr. Frank Sepulveda were instrumental in providing assistance in organizing the new Council. Our best wishes to Clarkdale! MESA COUNCIL FORMED

Mesa has been successful in reorganizing its Council and has received the approval to reactivate. Much of the credit for the organization is due to the efforts of District #3 Director Mr. Abe Rodriguez, Mrs. Mona Verdugo, Mr. John Aguilar, Mr. Frank Carrillo, and Mr. Frank Sepulveda.

## DISTRICT NEWS

## FIESTA FOR LULAC WEEK

District #1 Director John Medrano announces that plans for the upcoming fiesta during LULAC Week are moving along satisfactorily. Councils other than those in District #1 interested in having booths during the fiesta are urged to make their intentions known to Mr. Medrano.

## COUNCIL NEWS

TEMPE COUNCIL #361

Mr. Frank Carrillo has resigned from the Council's Education Committee because of his appointment to Educational Chairman at the state level. Mr. Romolo Griego will fill the post vacated by Mr. Carrillo. Mr. Hector Zavala of the Temple Council has been appointed to the SER Board.

SOUTH PHOENIX COUNCIL  
#100

South Phoenix Council continues to act as liaison between Mexican - American students and school officials at South Mountain High School.

## CHANDLER COUNCIL #1006

Chandler Council #1006 is seeking to promote a Mexican Amateur Hour on TV. A fund raising dance will be held on November 1, 1969, at the Green Spot Ball Room, 300 block, South Arizona Avenue, in Chandler. Music by the Lew Lakkers. Admission \$3.00 per couple.

## COUNCIL #284 INITIATION

The home of Mr. and Mrs. Steve Zozaya was the scene of an initiation of fourteen members on Friday evening, September 26, 1969. After the impressive ceremony all members enjoyed a buffet supper. New members were the guests of honor.

The new members were: Al and Jackie Lindstrom, Bess Bollinger, Consuelo Arias, Desi and Inez Sanchez, Robert Gutierrez, Roberto and Leandra Saenz, Jesus Molinar, Auggie and Marguerite Trujillo, Steve Zozaya, Jr., and Roy Yanez.

HELP A  
FRIEND  
JOIN LULAC



## Andy Russell, An International Star

After a long absence from the world of show business in the United States and during which time he has become one of the most popular and sought after singers in Latin American, Andy Russell has returned as an international star.

His recent return to the U.S. world of show business has been via the elegant Sahara Hotel in Las Vegas, guesting on the Hollywood Palace of ABC-TV and his new exclusive recording contract with Capitol Records, Inc.

The international star of three continents was born in Los Angeles, California of Mexican parents. He started his show business career as a drummer and singer with the famous Gus Arnheim, who also discovered Bing Crosby and Russ Colombo. Later he sang and played drums with the Vito Musso, Stan Kenton and Alvino Rey orchestras.

As a result of his association with Paul Whiteman, ABC Radio starred Russell on his own radio program entitled, "The Andy Russell Show." Among his guests on this show were included, Bing Crosby, The Andrews Sisters, Dinah Shore, Peggy Lee, Rudy Vallee and Kay Starr. In 1945 he was the co-host and singer with Joan Davis on her radio show. The following year he was the Star of the "Old Gold Show" on NBC Radio based in New York. In 1947 he replaced Frank Sinatra on the "Lucky Strike Hit Parade" as the star of that show and staying with the show for two seasons. During 1944, Russell has made a test record for Capitol Records in Hollywood. The song, "Besame Mucho" was the first of a series of records that sold more than a million copies. Presently, under contract with Capitol Records, he has immediately aroused a wave of admiration and popularity, capturing triumphs with songs in English and Spanish such as "Amor, Amor" "What a Difference a Day Makes", "Magic is the Moonlight", "Without You", "I Can't Begin to Tell You", and "Laughing on the Outside, Crying on the Inside."

Russell has filled all of the theatres all over the U.S. where he has made personal appearances -- at the Paramount in New York, also the Roxy and the Capitol. On eight previous occasions he has headed variety shows in Las Vegas at the El Rancho Vegas and The Flamingo and he continues to be one of the most sought after singing stars of the "plush" night club circuit all over the United States. His last appearance in the United States before leaving in 1955 was at the famous Coconut Grove in Los Angeles.

Making plans to extend his singing career in other countries of the world, he started in Mexico in 1955 and there immediately began an artistic career which catapulted into a top star in all of Latin America.

For several years he had his own television show in Mexico known as the "Kraft Music Hall," and he starred in a number of movies in Mexico. His entire tour of all the top night clubs in Central and South America has been proclaimed as a resounding success.

He also starred in television in Argentina, Brazil and Guatemala and has a number of recording contracts with Orfeon and RCA-Victor of Mexico.

Russell also found time to extend his career to Europe where he made a tour of the top night clubs of Belgium, Germany and Spain. He appeared on television in these countries and made several records in a number of languages in Belgium and Spain for Belter Records. While in Barcelona, Spain in 1965, he starred in the movie entitled "The Wizard of DREAMS" FOR Macian Productions.

His nostalgic name for his army of fans in the United States is well remembered even though he has been absent for over a decade. With his sensitive method of putting a song across and his unbelievable vitality in the interpretation of our present day songs, coupled with his intimate and romantic latin style, the name of Andy Russell will surely be newly discovered and applauded by a new and vibrant generation.

Every letter of declination ought to be written by a skillful man - a diplomatist who can write an unpleasant truth without offence. - Walter Hines Page

The awe and dread with which the untutored savage contemplates his mother-in-law are amongst the most familiar facts of anthropology. - Sir James George Frazer

## Ximenes....

(continued from page 1)

to job discrimination against blacks, Mexican Americans, Puerto Ricans, Indians, Orientals, Spanish Americans, females and other groups. S. 2453, if enacted, constitutes a master stroke against the evils of job discrimination.

In the Los Angeles hearings I found that in that metropolitan area the ABC, NBC, and CBS networks employed only 75 Spanish Surnamed persons out of 3,500 total employees. The picture is the same for blacks and other minorities.

As we look across the nation at private industry employees, we see over 75 percent of all minority employees holding blue collar and service jobs while only about 50 percent of all white employees hold such jobs and these are primarily the better paying more prestigious craft classifications. These patterns are local, they are regional and they are nationwide. They are monotonous in their similarity.

In the federal government the same patterns exist. In 1967, 87 percent of all blacks general schedule employees were in grades one through eight; 76 percent of all Mexican American GS employees were in grades one through eight; and 83 percent of all Indian GS employees were in the one through eight category. The above compares with 56 percent in grades one through eight for all employees. In five southwestern states the Department of Interior, for example, employed 3,650 persons in grades 12-18 and only 35 of these were Spanish Surnamed. Similar breakdowns are there to be seen within the wage board and postal field pay categories.

At the local level, the record of the City Public Service Board of San Antonio serves as example of the need to extend our coverage. In 1968 this municipally owned board had 14 Negro employees of whom 9 were in service or labor classifications and 807 Mexican Americans of whom about 616 were laborers, 157 were operatives and 34 were classified above grade five. Mexican Americans and Negroes account for nearly 50 percent of the total population of the city of San Antonio.

While I served in the double capacity of member of the Equal Employment Opportunity Commission and as Chairman of the Inter-Agency Committee on Mexican American Affairs (1967 to early 1969) I received hundreds of complaints from Mexican Americans regarding federal government discrimination in hiring and the whole gamut of work and wage conditions. Often these came to me in my capacity as an Equal Employment Opportunity Commissioner. I could do nothing to help them. It was only through the Inter-Agency Committee that we could seek relief for these persons. But the tools at our disposal were uncertain and limited to presenting the employee's complaint to appropriate officials and counseling the aggrieved party. Several times we set up meetings between federal officials and community persons. However, these measures were all dependent on the good will of those involved--a tenuous thread on which to hang the relief of an employee who has suffered discriminatory action.

I strongly believe that these minority patterns of employment spell historical and systematic discrimination, in and out of government, at all levels. Therefore only a systematic, comprehensive approach will do the job of controlling and finally

## What You Should Know About Equal Job Opportunity

The Civil Rights Act of 1964 states that you cannot be denied a job, or fair treatment in that job, because of discrimination on account of your race, color, religion, sex or national origin.

The U.S. Equal Employment Opportunity Commission (EEOC) was set up by Title VII of this Act to make sure that the law is obeyed. Discrimination by any of these four groups is against the law:

- Employers
- Public and private employment agencies
- Labor organizations
- Joint labor-management apprenticeship committees

You may file a complaint with the Commission against any of them.

EEOC investigates charges of job discrimination. When it finds that the facts support the charge, the Commission works to eliminate the unlawful practice through conciliation. Where conciliation is not achieved, the complaining party may institute court action. The Attorney General of the United States may also file suits under Title VII.

It is an unlawful employment practice to discriminate because of race, color, religion, sex or national origin.

FOR EMPLOYERS, with regard to:

- Classified advertising
- Hiring or firing
- Different wages for equal work
- Transfer, promotion, layoff, and recall
- The use of company facilities
- Training and apprenticeship programs
- Other terms and conditions of employment

FOR EMPLOYMENT AGENCIES, with regard to:

- Classified advertising
- Receiving, classifying, or referring applications for employment

FOR UNIONS, with regard to:

- Applications for membership
- Segregation or classification of members
- Referrals for employment
- Training and apprenticeship programs
- Other discriminatory conduct, including causing or attempting to cause an employer to discriminate.

### How to File a Complaint

If you believe that you have been discriminated against in an employment situation, you may file a charge with the Commission.

In most cases, a charge must be filed with the EEOC within a specified time after the discriminatory act took place. IT IS THEREFORE IMPORTANT TO FILE YOUR CHARGE AS SOON AS POSSIBLE.

Keep in mind that it is unlawful for any employer, employment agency or labor organization to punish you because you have filed charges or spoken out against any employment practice made unlawful by Title VII.

After receiving your charge, the Commission will review the facts and contact you either by mail or phone to advise you of the action it will take on your complaint.

Instructions and charge forms are available at:

... U. S. Equal Employment Opportunity Commission  
1800 G Street N.W.  
Washington, D. C. 20506

eliminating the sickness in our employment markets.

The President's recent welfare proposal states that those poor, who can must work to eat, I agree with the statement if at the same time the doors to job opportunity are opened wide by private, federal, state and local government sectors of our economy. The comprehensive job opportunity measures proposed in S. 24-53 would certainly help the welfare situation for the minorities who suffer from job discrimination.

The people, the captains of industry, the organizers of labor, the officials of government know what is needed. There is no compromise or middle road between the right and the wrong. We are either committed to end job discrimination--as we are committed to the Spirit of Apollo--or we are playing games.

At any rate, we fool only ourselves, not the people who see the blindfold of Justice gone askew and feel her jaundiced eye upon them.

**Your National office address is still the same:**

**P. O. BOX 53587**

**HOUSTON, TEXAS**

**77052**

**DON'T  
BUY CALIFORNIA  
GRAPES!**