

# LULAC NEWS

FOUNDED 1927,  
INCORPORATED 1929

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

Nov.-Dec., 1973  
Vol. 35, No. 12

ANATOMY OF A TOTAL-COMMUNITY  
DEVELOPMENT AGENCY -  
CHICANOS POR LA CAUSA

Ron  
Lopez

Joe Eddie  
Lopez



Cost per thousand . . .

Demographics . . .

Psychographics . . .

Horizontal and Vertical Media . . .

Broadcast, Print, Outdoor, DM . . .

# . . . BELIEVABILITY!

A new breed of man is carving out his place in modern business. He's busy, affluent, making decisions, earning trust, gaining in importance.

And he's cynical: Not in the habit of believing everything he reads and hears. (He's read and heard millions of words that were half-truths, semi-truths, quasi-truths — i.e., outright lies — about the Spanish-language culture. **His** culture!)

How do you reach this new shaker and mover? What method of media selection has a "Believability Index?"

None that you've heard of before. But then, you haven't heard of the LULAC NEWS before. (Although soon, few people will be in that unfortunate position!)

He has: LULAC (the League of United Latin American Citizens) has been going to bat for Latinos for 45 years. So this is where he comes for . . .



. . . Humor with a Latin touch.



. . . Insightful editorials.



. . . News he can trust.

. . . and if you want to reach him with advertising, you'll find him right here each month. (Along with a vast number of "Gringo" industrialists, elected officials, educators, labor leaders, tradesmen, etc., who also want the honest word from the Latino community)

**FOR RATE INFORMATION AND CLOSING DATES,**

**WRITE:** The League of United Latin American Citizens  
J. Julio Garcia,  
National Director of Public Affairs  
3033 N. Central Avenue, Suite 402  
Phoenix, Arizona 85012 (602) 263-5291





# LULAC NEWS

Nov.-Dec., 1973  
Vol. 35, No. 12

## CONTENTS . . .

### Features

Chicanos por la Causa .....	24
Washington Meeting of Supreme Council .....	22
Farah: A Strike for Human Dignity .....	17

### News of Interest

LULAC Operation SER .....	10
EEOC Pushes for Job Equality .....	11
LULAC Death Benefit Insurance Program .....	13
LAMA Helps Chicano Businessmen .....	14
Migrant Opportunities Program .....	46

### LULAC Personalities

Ernest Robles, Education Service Centers Director .....	18
Meet Congressman Manuel Lujan .....	45
Father Jose Hurtado, Chaplain .....	4
Hortensia Ortiz, National Secretary .....	5

### Picture Features

LULAC Village for all Races .....	21
Kids Wash Cars for Book Fund .....	47

### LULAC Regulars

Letter from the National Executive Secretary .....	6
In the News .....	29
La Capital .....	8
People Talk Back .....	43
Crossword Puzzle .....	37

LULAC NEWS is the official informational organ for the League of United Latin American Citizens, published monthly in Phoenix, Arizona. Distributed free of charge to LULAC members and to those interested in League activities.

Send all news items and pictures to:  
**LULAC NEWS**  
3033 N. Central Avenue, Suite 402  
Phoenix, Arizona 85012  
J. Julio Garcia, Editor

Published for LULAC by  
**Donald D. Clark & Associates**  
Paul L. Crandall, Publication  
Consultant  
61 East Columbus,  
Phoenix, Arizona 85012

LULAC NEWS welcomes contributions of news articles, features and pertinent information relating to the Spanish speaking people. Requests for copies or permission to reproduce text or photos should be made to the Editor. The publishers do not necessarily agree with the opinions expressed by contributors nor officially endorse goods and services advertised herein.

©Copyright 1973, League of United Latin American Citizens, Phoenix, Arizona 85012. All rights reserved.



*LULAC  
Village —  
Home for  
all Races*  
Page 21



*MIGRANT  
OPPORTUNITIES  
PROGRAM*  
Page 46



*Ron and Joe Eddy Lopez administer program*  
Page 24



*Washington, D.C. Supreme  
Council Meeting*  
Page 22



FATHER JOSE

# HURTADO

LULAC NATIONAL  
CHAPLAIN



Father Jose Hurtado is the National Chaplain for LULAC. You might call him our official "communicator." Besides his sound spiritual guidance, he talks good old common sense that has made him valuable as a counsel in speaking in behalf of the regular members, the officers and the League, as a whole.

Father Hurtado was born in Gilbert, Arizona on January 20, 1933. He attended schools in Gilbert and Chandler and in 1949 entered the seminary at the Pontifical College Josephinum in Worthington, Ohio. He finished his seminary training at Assumption Seminary in San Antonio, Texas.

He was ordained for the Diocese

of Tucson in 1961. Since then he has served in Safford, Tucson and Mesa, Arizona. He is now Pastor of Immaculate Heart Church, 909 East Washington in Phoenix. He also serves as vicar for the Spanish speaking in the Diocese of Phoenix.

At any official LULAC function, you'll find Father Hurtado present. You'll see him talking, consulting with the members and officers alike. You'll feel his influence in what is done. And you'll hear from him when he feels another opinion or concept will help in considering the broader scope of an issue.

It goes without saying, then, that Father Jose Hurtado is definitely one of us.





**HORTENSIA**

**ORTIZ**

To the average citizen and taxpayer, government at any level is a mysterious, sometimes scary and inevitably confusing force.

Not so to our National Secretary, Hortensia G. Ortiz. Born in Tucson, raised and educated in Phoenix, Mrs. Ortiz has been close to government agencies and projects and to the people who make the laws for most of her working life.

She was, until his death last year, secretary to the Arizona State Senate Minority Leader, Harold C. Giss. Currently, she is secretary to State Senator James Osborn of Yuma County.

She has also been employed by the Arizona Department of Health, the State Welfare Department and the Phoenix Police Department with time out for a stint with the Atomic Energy Commission's Savannah River Project in South Carolina.

A dedicated civic worker, Mrs. Or-

tiz has held offices and chairmanships in the National Secretaries Association, the Arizona Public Health Association and the Women's Club. Her work with young people includes service as a Girl Scout Leader and with various other civic and charitable organizations.

Her record of public service has made her one of the most popular members of her community and she enjoys the friendship of many of Arizona's legislators, appointees and civic leaders.

Mrs. Ortiz has been a member of Phoenix Council 284 for many years and has served as state representative on the Arizona WICS Board.

Despite her work and her many extra-hours contributions to community projects and causes, Mrs. Ortiz still finds time for her husband Leo, their children, Deanna 16 and Leo Paul, 14 and their home at 1311 West Culver, Phoenix.

**LULAC NATIONAL  
SECRETARY**



# Letter from the National Executive Director...



... Alfredo R.  
Vasquez

The fact that we live in a system which permits social struggle, and abets social progress, is reason enough for us to pause in thanksgiving.

Bear in mind, however, that the Millennium has not yet arrived. Many misinterpret "The American Dream," to their everlasting sorrow. This society offers every man the opportunity for enrichment — but it *promises* enrichment to no man.

"Last Thanksgiving was a time to be truly thankful," say those who are.

"To whom — for what?" ask the embittered voices of Americans whose skins are not white, embittered by too many slurs from those whose skins are not brown, or black, or yellow; who have never been judged before the trial began.

Or . . . have they? What, after all, was the compulsion that drove so many millions from their ancestral homes to a foreign land? Why was the promise of "The American Dream" so irresistible to so many who were already members of their countries' ethnic majorities?

The stock answer is "freedom." But that's only a partial answer. The entire line reads, "freedom from prejudice." Religious prejudice. Social prejudice. Economic-class prejudice. And, yes, racial prejudice.

Of course, that promise has not yet been entirely kept. Bigotry, like everything else, is either home-grown or imported, so bigotry exists in this country, just as it does elsewhere. Still, is "half a loaf" better than none?

You bet it is! Because, slice by slice, we are on our way to an equitable share.

More and more Spanish-speaking Americans have found their way into positions of responsibility in this country's hierarchies: industrial, military, entertainment, goods and services. And, most important, a vast number have earned their way into middle management positions.

These achievements have resulted from hard work by both individuals and organizations such as ours; despite the efforts of the Archie Bunkers (if we may be allowed a stereotype). Keeping us down is one way to keep from being at the bottom of the totem pole.

They operate out of fear, rather than logic. Otherwise they would understand the full scope of opportunity that our system offers. They should realize that

we are a single unity, one part of which cannot rise by putting the other part down; we are all one, and we rise or fall together.

Perhaps the greatest understanding of this concept is shared among Latinos, who comprise the most fiercely loyal American group. Twenty-eight Congressional Medal of Honor winners can be identified as Latinos. This is more than any other identifiable group. Maybe it's inevitable that the struggle for true equality should fall upon our shoulders: our continuing progress shows that we are well suited for the task.

This has been the thrust of LULAC throughout its 45-year history. That's why our heart and muscle consists of volunteer workers; not begging of sustenance, but kicking open the doors that bar men from achieving their maximum self-potential. Now there's a national staff to provide LULAC with on-target direction for the tremendous energies that exist in the Latino community; and a voice that will be heard in every corner of the land, through the LULAC NEWS. Soon, those who would subvert the processes of equality in America will find their words and motives being critically reviewed by a better-informed, and politically powerful, Spanish-speaking community.

For this also, we are thankful.

It is fortunate that any society — and particularly *this* being our society — should need laws to compel it to do the right thing. Its founders envisioned something better. But even they were sufficiently pragmatic and knowledgeable about human nature, to spell out the individual's rights in the Nation's fundamental documents.

Each arising subculture, in its turn, has encountered its "test of fire," in forcing equality from the majority society. Grudgingly, the dominant society has yielded, but never without extracting its price: usually, the unique aspects which gave the "minority" subculture its individual identity. (The period, for instance, when Jews changed their names and abandoned their religion. Many bought acceptance in this fashion, but at a exorbitant cost.)

Victory through defeat is not the Latino's way. We're not forgetting that we know how to speak two languages. Nor are we forgetting that we can understand and identify with more than one heritage.

History will show that ours is the first movement which attempted — and succeeded, in fact — in fulfilling America's promise, without being assimilated in the process. Every man, of every color and heritage, will find himself freer, as each of our freedoms increases.

We believe that through LULAC we have a way. The products of violence are negative: you cannot cause an institution to perform properly by toppling it, only be re-energizing it! And by becoming a part of the energizing force.

For allowing us to understand the difference, we are thankful.



# RASSA

## NATIONAL LEGISLATION EFFECTS YOU!

Now you can support the nation's first citizens' lobby by and of the Spanish speaking to . . .

. . . work with your Congressmen, their staffs, and important Congressional Committees on Capitol Hill, to . . .

make laws and legislation work FOR the Spanish speaking.

Join **RASSA** Now!

RASSA, the Raza Association of Spanish Surnamed Americans is performing a vital function at our nation's capital, an effort which must continue and will continue only with the financial support of those who care. (See article this issue.)

### Help Sustain This Effort

Contributions of any size, made payable to Raza Association of Spanish Surnamed Americans, are gratefully accepted. Muchas Gracias.

For more information contact

**RASSA**

400 First Street, N.W., Washington, D.C. 20001  
Telephone (202) 638-4483



MANUEL D. FIERRO  
RASSA Executive Director





## SPANISH SPEAKING POPULATION BY CONGRESSIONAL DISTRICT

There are 435 seats in the United States House of Representatives. Of these, more than 100 are held by congressmen and women whose constituencies include especially high numbers of Spanish speaking / Spanish surnamed people. There are, in fact, 39 congressional districts whose Latino populations range from 15 percent to as high as 75 percent!

These are congressmen we must reach and who must listen to the

needs of their Spanish speaking constituency. Theirs are the districts where we can provide the margins of victory or defeat.

Among these 39 are congressmen and women who represent all political views. There are many who have been sensitive to the Spanish speaking and many who have not. We must work even more seriously with those who have assisted us in the past, not simply to gain their favor or disfavor on pending legislation, but to generate and develop new legislation which would specifically aid our people.

Those congressmen who have not been sensitive to their Spanish speak-

ing constituencies must be made to know that we are a unified force, that we have needs, and that our needs must be met. Let's publicize their ineptitude.

We will review the records of all congressmen who represent large numbers of Spanish speaking people. This information will be published through the LULAC News as well as other channels of communication in preparation for the elections of 1974 and thereafter.

The 39 congressmen and women who have the highest Spanish speaking constituencies, numbering from 69,948 to 343,970, are listed here.

Representative	S.S. Pop.	S.S. %	State	Dist.					
E. De La Garza-D	343,970	75.0	Texas	15	Victor V. Veysey-R	98,605	21.3	Calif.	43
Henry B. Gonzalez-D	279,422	59.7	Texas	20	August F. Hawkins-D	97,856	21.1	Calif.	21
Richard C. White-D	240,009	50.0	Texas	16	Robert B. Mathias-R	93,681	20.3	Calif.	18
Edward R. Roybal-D	231,074	49.5	Calif.	30	Glenn M. Anderson-D	94,209	20.2	Calif.	35
Manuel Lujan-R	250,189	48.9	New Mexico	1	Lionel Van Deerlin-D	88,273	19.2	Calif.	41
Abraham Kazen-D	222,124	47.4	Texas	23	George H. Mahon-D	91,342	19.1	Texas	19
Herman Badillo-D	202,160	43.8	New York	21	Sam Steiger-R	82,473	18.6	Arizona	3
Claude D. Pepper-D	186,026	41.1	Florida	14	Barbara C. Jordan-D	86,038	18.6	Texas	18
George E. Danielson-D	182,886	39.4	Calif.	29	Burt L. Talcott-D	85,862	18.2	Calif.	12
John Young-D	172,979	36.5	Texas	14	Phillip Burton-D	80,319	17.4	Calif.	5
Chet Holifield-D	164,027	35.3	Calif.	19	James C. Corman-D	80,506	17.3	Calif.	22
Harold L. Runnels-D	157,121	31.1	New Mexico	2	Charles B. Rangel-D	80,842	17.3	New York	19
Morris K. Udall-D	120,684	27.2	Arizona	2	John J. Rhodes-R	74,493	16.8	Arizona	1
Don Edwards-D	115,872	24.9	Calif.	9	William M. Ketchum-R	75,366	16.7	Calif.	36
John J. Rooney-D	115,223	24.6	New York	14	Mrs. George Collins-D	76,885	16.6	Illinois	7
B. F. Sisk-D	115,513	24.5	Calif.	16	Charles E. Wiggins-R	76,571	16.5	Calif.	25
O. Clark Fisher-D	112,909	24.2	Texas	21	Charles M. Teague-R	76,349	16.4	Calif.	13
Frank E. Evans-D	101,639	23.0	Colorado	3	John J. Fall-D	73,047	15.6	Calif.	15
George E. Brown-D	103,469	22.2	Calif.	38	Paul H. McCloskey-R	71,503	15.5	Calif.	17
					Richard T. Hanna-D	69,948	15.0	Calif.	34

Source: U.S. Census.



## Congressional Activity for the Spanish Speaking

### ITEM:

**Bilingual Education Amendments of 1973 (S. 2552 and S. 2553)**—The bill, sponsored by Senators Kennedy, Montoya, and Cranston, is a milestone for bilingual education. This Act amends Title VII of the Elementary and Secondary Education Act of 1965 and establishes within the Office of Education a Bureau of Bilingual Education headed by a Deputy Commissioner of Education. Provides for bilingual education; bilingual teacher training; training institutes; fellowship program; bilingual vocational education; research and experimental projects; and establishes National Advisory Council.

Its importance cannot be stressed enough. You are urged to give your full support to both measures.

### ACTION:

All you comfortable middle-of-the-roads, write, telegram, or telephone members of the Senate Committee on Labor and Public Welfare as well as your own congressmen and senators and urge them to act favorably on the Bilingual Education Amendments of 1973.

Committee members are: Dem.: Harrison A. Williams, Jr. (NJ) Chmn., Jennings Randolph (W.Va.), Clairborne Pell (RI), Edward M. Kennedy (Mass.), Gaylord Nelson (Wis.), Walter Mondale (Minn.), Thomas F. Eagleton (Mo.), Alan Cranston (Ca.), Harold Hughes (Iowa), William Hathaway (Maine), Rep.: Jacob Javits (NY), Peter Dominick (Colo.), Richard Schweiker (Pa.), Robert Taft, Jr. (Ohio), J. Glenn Beall, Jr. (Md.), Robert T. Safford (Vt.).

### ITEM:

**National Office for Migrant and Seasonal Farmworkers**—This bill, H.R. 10462, establishes within HEW a National Office for Migrants and Seasonal Farmworkers and places authority for administration of laws and programs to assist farmworkers with that office. A companion measure, H.R. 10461, prohibits revenue sharing un-

der federal laws and programs designed to serve farmworkers.

There is a desperate need for such an office, as well we know. Farm worker groups are working to get legislation introduced into the House and a separate bill into the Senate. This is the way to do it. All of you comfortable middle-classes get moving.

### ACTION:

Contact your congressmen and senators as well as members of the House Subcommittee on Agriculture Labor where the bills now stand to urge their full support and expedited hearings of H.R. 10462 and H.R. 10461. Members of the Subcommittee are: Rep.: Ford (Mich.), Chmn., Landgrebe (Ind.), Towell (Nev.), Steiger (Wis.), Dem.: Grasso (Conn.), Thompson (N.J.), Hawkins (Ca.), Lehman (Fla.).

### ITEM:

**Bilingual Courts Act**—Senator Tunney has introduced a perfecting amendment which strengthens the original bill. The Act, as revised, will amend Title 28 of the United States Code, to provide more effectively for bilingual proceedings when needed in the United States District Courts. It also provides for certified interpreters, equipment and facilities for recording and translating courtroom proceedings for non-English speaking persons.

Californians — work closely, regardless of your party preference, with Senator Tunney's office in preparing the perfecting amendment. Hearings on the bill were held October 10-11, 1973. Urge passage of the measure as amended.

### ACTION:

Write, telegram, or telephone your congressmen and senators and all members of the Senate Judiciary Committee to urge their favorable and immediate action on the Bilingual Courts Act (S. 1724) as amended. Members of the Senate Judiciary Committee where the bill now stands are: Dem.: Burdick, Chmn. (N.D.),

McClellan (Ark.), Hart (Mich.), Ervin (N.C.), Rep.: Hruska (Neb.), Scott (Pa.), Gurney (Fla.).

### ITEM:

**Labor / HEW Appropriations**—Confrontation over national priorities between Congress and the President is nearing as the Senate finishes its work on the appropriations measure. Remaining strong in the measure is an increase in Title VII Bilingual Education funds, now to 55 million plus 3 million dollars for bilingual teacher training.

Support the Labor/HEW Appropriations bill and the Montoya amendment to increase Title VII ESEA funds.

### ACTION:

Contact the President and ask him *not to veto* the Labor/HEW Appropriations bill, and also contact your own congressmen and senators to urge them to override a possible presidential veto.

### ITEM:

**Rodino Bill (H.R. 982)** makes it unlawful for an employer to knowingly employ an alien not lawfully admitted to the U.S. The bill has passed the House and is presently pending before the Senate Committee on the Judiciary, Subcommittee on Immigration and Naturalization.

After conducting an extensive study, we find that proceeding with this legislation is an ill advised course of action. Rather, LULAC is proposing that a National Commission be established to study the illegal alien problem in depth.

### ACTION:

Write or telegram the following members of the Senate Judiciary Committee and urge that action on the Rodino Bill be suspended and a National Commission be established to study the problem and make recommendations to Congress: Dem.: James Eastman (Miss.), John McClellan (Ark.), Sam Ervin (N.C.), Phillip Hart (Continued on Page 39)





# **LULAC Operation SER**

## **Jobs for Progress, Inc.**

The cities of San Juan and Houston, Texas, Yuma, Arizona and Seattle, Washington had plans to curtail LULAC's Operation SER/Jobs for Progress, Inc. offices in their cities by denying them operational funds from Revenue Sharing dollars, monies re-directed to their municipal coffers from the Federal Government. But, through the direct mediating efforts of its elected National officers and state officials, LULAC overturned these decisions and obtained funds totalling over \$750,000, guaranteeing their survival for the next year.

Operation SER with 40 local centers throughout the country is the most productive and highly rated

manpower program in the country. "I don't know what in their right minds bent them on this action . . . take for example the case of the Yuma and San Juan Programs — officials wanted to strip and de-staff the present operation, keep and maintain the operational policies, procedures, and training placement prerequisites that SER set up and at the same time replace our personnel with untrained, inexperienced, and greatly unoriented personnel, but the topper is that they balked about the potentially high administrative costs," concluded Joseph R. Benites, National President of LULAC, during a recent television interview in Corpus Christi, Texas.



The day has gone when a young Federal agency, the Equal Employment Opportunity Commission merely conducted education and conciliation campaigns in trying to induce companies and unions to adhere to anti-discrimination laws. Gone also is the time when a threat of court action against companies and unions hardly raised an eyebrow among their lawyers.

Enforcement of Federal equality laws has taken on a new dimension that has rattled both business and labor.

Armed by Congress and President Nixon with new authority to take alleged violators to court, the EEOC has provided itself with a new unit, the national programs division, and has adopted a strategy of hitting major industries and unions with broad charges. The Commission almost overnight has changed its image in the civil rights field to one of an aggressive agency, battling job discrimination head on.

Today, most companies and unions take the commission seriously. They

## EEOC PUSHES HARD FOR JOB EQUALITY

feel that its new strategy has put them in a vise. They say they are caught between the commission and a myriad of equal-employment officers in the various government departments. "If you try to negotiate with the equal employment officer of, say, the Department of HEW, it's a self-indictment that EEOC takes advantage of to accuse you of discrimination," one company official said.

The first action under the new strategy came last month when the commission filed charges against some of the giants of American business and several major unions, including General Motors, Ford, General Electric, Sears, the United Auto Workers, the International Union of Electrical, Radio and Machine Workers and the United Electrical Workers. The companies were accused of job discrimination based on race, sex and national origin. All have denied the charges. But the magnitude of the action serves as a warning to companies and unions as well as local and state governments that they might be the next target of charges by the EEOC.

The commission was given the power to initiate lawsuits by an amendment to the 1964 Civil Rights Act. Until last year, its major weapons were publicity, accusations of discrimination and persuasion.

Along with the authority to go to court, the agency was empowered to hire a staff of lawyers. The counsel staff has now grown to 220. 144 suits have been filed so far.

The new strategy and a series of court rulings have made a marked difference in the way companies and unions react to discrimination com-

plaints, according to William H. Brown, chairman. In most cases, of sex discrimination they will still tell you they would rather wait until a suit is filed rather than take voluntary action but now they are being hit with orders of back payment in wages lost by victims of discrimination. And they are also concerned about money they might possibly have to pay if they lose a court suit over granting maternity leave.

There is concern in industry over the new direction the commission has taken. "EEOC has abandoned its educational effort and now has a club over our head," commented Randolph Hale of the National Association of Manufacturers.

Donald M. Lazzaro, the N.A.M.'s director of personnel administration, said a special task force would meet in Washington to discuss how to deal with the commission's new approach. Lazzaro complained that, under the new strategy, a company is guilty until proved innocent. Lazzaro also complained that the commission conducts fishing expeditions — they go in on an individual complaint, he said, and try to find other areas to investigate.

Recent court decisions have aided the commission — payment by AT and T of \$38 million to victims of alleged discrimination and the assessment of \$4 million against Detroit Edison and \$250,000 against the Utility Workers of America for discrimination against blacks.

An agreement reached between the commission and the Pacific Gas and Electric Company on hiring minorities and women will, it is hoped by Mr. Brown, become a standard procedure.

## Nobody Likes Welfare

Least of all those who have to live off it. Every man likes to feel his worth by the sweat of his brow.



Don't you. Every day, Operation SER/Jobs for Progress graduates poor and underprivileged people from its job training and placement centers — skilled people — people to take their rightful place in the ranks of the taxpaying work force of America . . . people who would rather PAY taxes, not live off them. Support SER/Jobs for Progress — better yet, VISIT your local SER office.



## Predjudice, Poor Programs Prove Points for Putting Pressure

When Gregorio Romero applied for a position as announcer at Albuquerque's KGGM an executive of the controversial television station told him, "I don't hire Mexicans, niggers or anyone with long hair." Romero passed the quote along to the Federal Communications Commission.

A young lady applicant complained to both the Human Rights Commission of New Mexico and the Federal Equal Employment Opportunities Commission when the same executive told her he preferred not to hire women because they might get involved in affairs with men at the station.

In a charge which the FCC found at least partially substantiated, a black woman was discharged, allegedly because of her race.

While the station has denied all the

charges and allegations, a 1972 special report of the station revealed only seven Spanish surnames out of a total of 44 employees. The station's employment practices are only one of the

---

*"I don't hire Mexicans, niggers, or anyone with long hair."*

---

many complaints lodged against the medium by residents of the community. Programming, too, attracts its share of adverse comment.

The news, one of the most popular programs with the viewing public, is rated as one of the least popular shows on KGGM. Three hours of conservative ideology daily are drummed into the viewers' heads. Even the "enter-

tainment" is bad by comparison with most stations. A youthful Matt Dillon stalks through early-day re-runs of "Gunsmoke." Episodes of "Bonanza" and "Perry Mason" are equally ancient. Even the cartoons for young viewers feature the antics of characters from out of the past.

KGGM, a family-owned and managed station is operating on a "deferred" license, which, in essence, means no license — until the final decision of the FCC on community complaints and the station's attempt to operate, as required, "in the public interest."

KGGM's deferred license status presents LULACers with an excellent opportunity to exert influence which can be helpful to our cause.

Keep those cards and letters coming, folks — not to the station but to the FCC Regional Office requesting that the station's license be held up until they have done a complete about face and until they can demonstrate that they can comply with both the spirit and the letter of the law.

## Spanish Speaking Often Victims of Crooked Deals

The sign at the entrance to the used car lot in Chicago said 'Honest Don's.' Inside, while the kids lined up for a pony ride, Honest Don and his salesmen ground the customers relentlessly until they parted with their meager, hard-earned dollars for a piece of rolling junk. Not that the condition of the car mattered very much; the cars themselves seldom left the lot. Don's specialty was the "lay away" program. Poor, uneducated members of minorities were conned into paying so many dollars a week until the amount reached a theoretical down payment figure. If they missed a payment on their lay-away, Don simply repossessed a car that he had never given title to in the first place.

"Hell," he bragged, "we used to have 'em come down on Sunday and hold a picnic in their car. The whole family would sit there all afternoon drinking beer and eating sandwiches."

A crooked deal? Sure, but not an unusual one, especially in the Chicago of a few years ago.

In Phoenix a sheriff's deputy and a Mexican-American died in a gun battle that erupted over repossession of a mobile home. The Latino had returned a faulty car to a dealer who had refused to fix it, never realizing he was still liable for the auto loan for which he had pledged his trailer home as collateral.

Despite consumer protection laws, it is still possible for the unwary or the ignorant to be cheated on a deal. Few people read the fine print of a contract; fewer still can understand the tongue-twisting convoluted legalistic phraseology.

And the Spanish-speaking may be the number one victims of sharp dealers and crooked schemes.

All too often, the Spanish American is handicapped by his lack of education and by the fact that he

is unfamiliar with the English language in which most contracts are written. The situation is made to order for the aggressive salesman who may operate strictly within the letter of the law while victimizing the gullible customer.

The Latino contemplating any major purchase — an automobile, an appliance, land or a home — or who is required to sign any paper in any transaction should get the advice of an attorney (if he can afford one), or, at the very least, a trusted friend who is familiar with the English language and, hopefully, the dealership involved.

And, if he finds he has been swindled through excessive charges or shoddy merchandise, he may perhaps be able to get his money back or the contract nullified with the aid of consumer fraud laws. Understand the deal before signing anything — and understand your rights afterward.





*Pictured here are Special Assistant to President Benites, Fidel Davila, Joseph R. Benites, National President, Fred Oacoa, National Spanish-Speaking Housing Development Corporation Executive, and Bob Perez, LULAC's Chief negotiating officer on the Insurance plan.*

## LULAC Working With National Western Life On Low Cost Family Death Benefit Policy

The National Western Life Insurance Company is underwriting a low cost, family term (\$60.00 a year) death benefit premium policy for LULAC Members and their immediate families. As they are now being formulated, plans call for the premium to also include the member's annual dues in the payment at no extra cost to the member. It would also include the cost of the pin, membership initiation materials, and the premium. The policy would require no examination, the payments could be made on a quarterly or yearly basis, with all net funds going to the Education Service Centers, The Housing Program, The Elderly Program, and LULAC costs.

Plans also call for first year administration by the underwriter and then a gradual takeover by LULAC itself so that in a short period, it becomes "LULAC Insurance Company", solely owned by LULAC and generating a cash flow to keep the League on a wider operational prospective and feed financial assistance back to the local communities and special projects endeavored by Council, District, or State organs, should the need arise. We have checked it out with all our legal advisors and IRS people and

from a corporate (non-profit, tax-exempt) point-of-view, this profit-making organ of the non-profit parent organization will be able to survive legally and financially. "We will have to rely heavily on the chain of command and its discipline (outlined in last issue of LN) so that we can execute the plans fully and effectively," stated the League's National President Joseph R. Benites.

Further details and any changes will be announced as they occur.

### Plan on 'El Paso in June' For LULAC Convention

Of all the cities strung like a necklace along the U.S.-Mexican border, El Paso is the brightest jewel — sunsplashed in the day; fun-filled at night, a cosmopolitan, modern city whose roots stretch deep into Old Mexico.

Across the International Bridge, Juarez, the queen city of Chihuahua, glitters with its beautiful restaurants, lounges and sparkling new hotels. Among those who have travelled the American Southwest and Mexico, Juarez is noted for its beautiful girls and the quality of its entertainment.

It is in El Paso that LULACers by

the thousands will gather next June 27 for what will surely be the League's largest and most successful meeting ever. The 45th Annual Convention promises to be four days of solid, worthwhile accomplishments of the League's objectives and at least that many festive nights.

In addition to the entertainment available in El Paso and Juarez, the convention planners have scheduled a variety of gala events for the delegates and their families: singing groups, bands, TV and motion picture stars and entertainers, cocktail parties and, of course, a banquet and Gran Baile.

Thousands of rooms and suites have already been reserved at such leading hostleries as Paso de Norte, Holiday Inn downtown, Holiday Inn airport, Camino Real and others.

Cooperation between LULAC and the El Paso Convention and Visitors' Bureau has been excellent. Planning has been underway long enough to insure that everything will go off without a hitch. There is every expectation that the 45th will be a landmark convention in every way.

However you plan to reach El Paso — by train, plane or highway — be sure to be there. Make "El Paso in June" your slogan between now and then.



## LAMA Set to help Chicano Businessmen

The newly formed Latin American Manufacturers Association (LAMA) provides a bright hope for the growth that is so vital to Spanish speaking businessmen and industrialists.

In its "Principals and Goals" position paper, the organization points out that similar Anglo trade and professional associations have resulted in growth and prosperity for their members. And growth, the paper emphasizes, is the ultimate factor leading to prosperity in the Latino community.

"Our basic strategy for achieving this goal is to bring more business to Latino-owned firms, because more business will bring higher profits. Higher profits will allow expansion. Expansion will create the need for

more employment, and more employment will eventually increase the purchasing power of the Latino population; which, in turn, will help tremendously in the overall growth of Latino-owned businesses."

The LAMA program involves expert assistance to member companies in bidding methods, contract interpretation, blueprint reading and representation in purchasing departments in the government and private sectors.

To promote its activities, LAMA held its first Manufacturers Exhibit in San Jose last summer, with Ricardo Montalban as Guest of Honor. Ray Romero, director of the Office of Minority Business Enterprise (U.S. Department of Commerce) also addressed the more than 200 attendees. Fifty Latin American manufacturers representing every sector of the U.S. trade market had displays at the exhibition, along with representatives from Lockheed, Hughes Aircraft, Aerojet Solid Propulsion Co. and the National Association of Black Manufacturers (an association similar to LAMA, formed in 1971).

LAMA already has founded the LAMA Insurance Agency under Jesus De Anda, offering the complete range of individual and corporate insurance coverage.

Joseph Aceves, Executive Director of LAMA, noted that the nonprofit organization is headed up by top level executives, engineers and businessmen; all dedicated to bringing Latino-owned businesses into the economic mainstream of America.



OOPS!! In last month's issue of LN we booboo'd, misnaming the photo of Morris Herring from OEO. THIS IS HIS FACE, on the right.

Sorry, Morris. Ed.

## Teamsters Face Racial Bias Charges

The U.S. Justice Department is considering court action against the Teamsters Union, charging racial bias in the union's hiring practices.

The Justice Department recently sent out letters to the union and more than 500 trucking companies, stating that its investigations showed they may be in violation of the 1964 Civil Rights Act. Particularly included hiring and seniority practices, which appear to form a pattern denying equal opportunities to blacks and Spanish speaking employees.

The Justice Department offered to negotiate a settlement with the offenders, but warned that it would have to include changes toward "an affirmative program" of recruiting and hiring minority-culture persons.

The union and trucking companies were given 20 and 30 days, respectively, to respond to the changes; and were invited to supply "relevant in-

formation" showing why they should not be included in the charges.

The Department's move was the first time that charges have been alleged on a nation-wide industry-wide basis. If a court suit is found to be necessary, it would name as defendants the Teamsters, Trucking Employers, Inc. (bargaining unit for many truckers), and several selected trucking companies. The companies would represent "a class of employers who are common carriers of freight, who employ over-the-road drivers, and who are parties to or bound by the national master freight (Labor) agreement," according to J. Stanley Pottinger, chief of the department's Civil Rights Division. All companies in that classification would be bound by the action's outcome.

So far, the Justice Department has filed more than ten individual suits against separate trucking companies on the basis of discriminatory prac-

tices. These would not be included in the class suit.

The letter complained that blacks and Spanish-surname persons who have been hired in the past were assigned primarily menial, lower-paying jobs such as janitor, dockman, etc.

In addition, the letter charges that blacks and Spanish-surname employees are forced to give up their accrued seniority because of layoffs, job description changes, etc.

Pottinger said the Department has tried in the past to eliminate the unlawful practices through negotiations, but their responses were "negative," he said.

Pottinger further said that the suit or negotiations will seek a corrective program to allow minority-culture employees to transfer to "future vacancies" without losing seniority; and the hiring of a "sufficient number" of the affected groups for higher-paying jobs.



# Help Asked for Minority Groups Entering White Business World at Phoenix Meeting

Minority groups are mustering to break into the white business world, but they won't be able to do it without help or without understanding, three minority leaders told the day-long Conference on Minority Economic Opportunity sponsored by the Metropolitan Phoenix Chamber of Commerce in Phoenix November 8.

"We want to take ourselves off the welfare rolls, become self-sustaining and move into the economic mainstream," said Joe Benites, national president of LULAC. "But we need help — and don't take away our culture at the same time."

He said all minorities feel frustration at their lack of economic power and their deficient knowledge of business mechanics.

"The Spanish-speaking normally move with their emotions in front," Benites said. "The enterprise system which moves with cash registers and ledgers in front is a foreign world."

Also speaking on minority problems were Wayne Chattin, the national coordinator of Indian tourism programs with the Bureau of Indian Affairs in Denver, and Adolph Holmes, Washington-based deputy executive director of the National Urban League.

Benites and Chattin appealed to the businessmen to teach minority employees principles of business and move them "psychologically into the American system."

Holmes refuted the stereotype that minorities snub job opportunities: "The work ethic is strong and remains constant in all these minority groups. They just don't talk about it."

White society often moves with prejudice and the poor education it offers minorities tends to hold other races back from business and economic power, the three charged.

Benites said schools in economically depressed areas don't teach the "education system of real life that includes concepts of cash flow and business terminology."

A handout, though, is not what the



*President Joe Benites*

blacks, Mexican-Americans or Indians are looking for, he said.

"Nobody wants a handout," Holmes said in calling for a rout of paternalism. "If it's not worth anything to you, it's probably not worth much to us."

Chattin said that Indians educated in the cities flock back to the reservations after graduating because their schooling fails to make them feel a part of the urban community and doesn't teach them how to compete with others.

Besides, he said, the real economic capability of Indians has been geographically centered around the reservations, pulling young Indians back to the tribe.

Benites said LULAC is experimenting with several of its own business ventures, trying to avoid the deficit financing that has killed minority-owned businesses in the past.

## **Benites Urges Unity To Promote Welfare Of Latin Americans**

"Every organization representing the Spanish-speaking must do its share to successfully promote the welfare of Latin Americans," stated Joseph R. Benites, National LULAC President.

Benites pointed out that "Other minority groups have made great forward strides in recent years while

we're just marching in place." He cited specifically the gains made by blacks politically and economically and in sports, entertainment and advertising. The publicity they have achieved in these fields paves the way for them in other areas, he believes.

Benites said he is glad to see any minority overcome its problems, but feels that the Spanish-speaking have failed to attract the same priorities as other minorities have. He feels that more aggressive and unified action by the Puerto Rican Forum, the Mexican-American Political Association, the Political Association of Spanish-Speaking Organizations and Accion Cubana is urgently needed.

He suggests that every organization should assume its share of responsibility for initiating legislation at all government levels, conducting a broader public relations program and seeking stronger representation at the highest government levels. "Ann Armstrong is doing her job," he declared, "but she needs help. She simply can't carry the ball all alone and we have to make it clear to the White House that a Spanish speaking staff with authority is needed."

The LULAC president also suggests that individuals and organizations make their views known to the media, to advertisers and to retailers.

"It ridiculous, but the best-known Latino on TV today is the Frito Bandido — and he's a cartoon character. One of the very best ways to publicize ourselves is as models and talent in print advertising and TV commercials and shows." Benites suggests that both formal representations and individual letters should be sent to the networks, the stations and appropriate advertisers and agencies.

"But," he cautioned, "we've all got to do our part to make these things happen — and that's why I urge every organization of Spanish-speaking people to do its utmost to promote educational, economic, social and political opportunities for all of us. Agreed, each organization has its own local problems, but we all have the common problem of segregation by language. Let's speak with one voice to overcome that."



# Working for You...

## LULAC Officers

### 1973 LULAC ELECTED NATIONAL OFFICERS

National President — Joseph R. Benites  
Phoenix, Arizona (602) 279-4141

Immediate Past National President — Pete  
V. Villa, Phoenix, Arizona (602) 279-4141

National Vice President — Southwest  
Tony Bonilla, Corpus Christi, Texas  
(512) 882-8285

National Vice President — Midwest  
Eduardo Pena, Washington, D.C.  
(202) 343-7341

National Vice President — West  
Gloria M. Perez, Santa Ana, California  
(714) 834-2580

National Youth President — Richard Silva  
El Paso, Texas (915) 966-9014

National Vice President of Youth —  
Robert Rodriguez, Littleton, Colorado  
(303) 794-5211 X 4581 or 2718, Bus.

### 1973 APPOINTED NATIONAL OFFICERS

National Secretary — Hortencia Ortiz  
Phoenix, Arizona (602) 271-4130

National Treasurer — Rudy Hernandez  
Phoenix, Arizona (602) 273-5545

National Chaplain — Father Hurtado  
Phoenix, Arizona (602) 253-6129

National Legal Advisor — Richard Trujillo  
Phoenix, Arizona (602) 254-5008

National Director of Publicity —  
Leo Dominguez

National Parliamentarian — Pete Gutierrez  
Norwalk, California (213) 926-3142

### 1973 National Staff

National Executive Director — Alfredo  
Vasquez, Phoenix, Arizona (602) 263-5291

Special Assistant to President Benites  
— Fidel Davila, Phoenix, Arizona  
(602) 263-5291

National Director of Public Affairs — J. Julio  
Garcia, Phoenix, Arizona (602) 263-5291

### 1973 State Directors

California State Director — Fidel Gonzales, Jr.  
Westminster, California (714) 847-1461

Iowa State Director — Celestino George  
Bettendorf, Iowa (309) 794-6649 Bus.  
(Rock Island, Ill.)

Indiana State Director — Manuel Martinez  
Gary, Indiana (219) 884-0135

New Mexico State Director — Samuel Garcia  
Deming, New Mexico (505) 546-2338

Texas State Director — Manuel Gonzales  
Waco, Texas (817) 754-2185

Colorado State Director — Doroteo de Leon, Jr.  
Littleton, Colorado (303) 794-5211 X 5156

Washington State Director — Richard C.  
Mellado, Seattle, Wash. (206) 442-4386

Arizona State Director — Frank E. Torres, Jr.  
Chandler, Arizona (602) 963-5379

Wisconsin State Director — Mrs. E. V. Morones  
Racine, Wisconsin (414) 637-5789

District of Columbia Director — Ada Pena  
Silver Springs, Md.

Louisiana State Director — Martha Grundy  
New Orleans, La. (504) 865-1161

Kansas State Director — Andrew Gutierrez  
Kansas City, Mo.

Illinois State Director — Mary Clark  
Oswego, Illinois (312) 554-3404

Nevada State Director — Robert Agonia  
Las Vegas, Nevada (702) 385-6315

Tennessee State Director — Dr. Vernon Lattin  
Harrison, Tennessee (615) 755-4191

New York State Director — Chris Diaz  
(L. C. Diaz Carlo), New York, N.Y.  
(212) 869-9898



# FARAH

## A Strike for Human Dignity



(Our thanks go to our devoted Californian, Shone Martinez from the Bay Area who brought this issue to the attention of the editor and provided the information. At press time, FARAH had closed down two more plants because of this crippling strike.)

Over 3,000 Chicano workers, 85% of whom are women, and most of whom are the primary supporters of their families, are on strike against the Farah Mfg. Co. of Texas and New Mexico, in one of the worst worker-management battles since the 1930's.

Wages at Farah, the largest maker of men's slacks in the U.S., are \$1.70 and hour; \$2.20 after 20 years. High production quotas are used to deny raises and force older workers to quit before retirement. Women lose all their seniority when they take maternity leave, without pay. The workers are treated like machines. There is no job security, and grievance committees are fired en masse.

To end these oppressive conditions, Farah workers began an organizing drive in early 1970 to bring in the

Amalgamated Clothing Workers of America. AFL-CIO. Owner Willie Farah began systematically firing union supporters and refused to negotiate in spite of National Labor Relations Board orders and subsequent court appeals.

Finally, on May 3, 1972, 3,000 workers walked out in a strike with one demand: union recognition. Almost immediately Farah had over 800 of them arrested and held on misdemeanor charges of walking less than fifty feet apart on the picket line. Their bails were posted at \$400.00 each. He had their peaceful picket lines patrolled by armed guards and unmuzzled attack dogs, and repeatedly made public statements insulting both the strikers and their clergy.

There is a stalemate in El Paso. Farah has said he will never allow a union in his plants. The strikers have sacrificed much, but they are willing to sacrifice more. Their only hope lies with the success of the Farah Boycott.

It's up to us. We must tighten the nationwide boycott of Farah Pants. Retailers who sell these goods must be made aware of our request, as consumers and people of conscience, that they join us in refusing to patronize the Farah Manufacturing Company.

The battle of the Farah Strikers is the battle of all working people; against job discrimination and exploitation, low pay, and employers who treat us as less-than-equal human beings. Please join us.

**Don't Buy Injustice. Please, Don't Buy Farah Pants.**

**FARAH BOYCOTT ENDORSERS:**

38 U.S. SENATORS AND REPRESENTATIVES — including Alan Cranston, Edward Kennedy, Philip Burton, Shirley Chisholm, Gaylord Nelson;

4 GOVERNORS — including Nelson Rockefeller; 38 BISHOPS, REVERENDS and RABBIS; COUNTLESS EDUCATORS and NATIONAL and COMMUNITY LEADERS — including Ceazar Chavez, U.F.W.O.C., Rep. Frances Parenthold, Aaron Henry, N.A.A.C.P., George Meany, A.F.L.-C.I.O.; NATIONAL ORGANIZATIONS — including Frontlash, and National Women's Political Caucus.





# Ernest Z. Robles

*Noted Chicano Educator*

*goes from Pirtleville*

*to Director of*

## LULAC National Education Service Centers

Ernest Robles was born February 16, 1931 in Pirtleville, Arizona. At the age of five his family went to Riverside where Ernest spent the remainder of his childhood years. After graduating from Riverside Poly High School, he enlisted in the Marine Corps and served honorably during the Korean War. He was wounded and decorated for bravery in action. When he returned to the States he enrolled at Riverside City College where he majored in American History and played football. At this time he met and married Dora Garcia.

After a variety of jobs in an effort to continue his education and raise a family, he received his B.A. in American History from U.C.L.A. in 1960. In 1964 he was awarded a masters degree in Administration from the University of Redlands.

After completing his formal education he served in the Riverside Unified school District as an elementary and secondary school teacher, counselor, vice principal and principal. In 1967-68 he served as coordinator on a research study between the University of California at Riverside and the Riverside Unified School District.

He then left to become Regional Director for Equal Educational Opportunities with the U.S. Office of Education in San Francisco. As a Regional Program Director his duties included administering and coordinat-

ing within a seven state area highly sensitive educational issues that had national priorities in the South and special problems concerning minorities in the Southwest.

CURRENTLY Ernest Z. Robles is the Executive Director of LULAC National Education Service Centers, a two year federally funded program aimed at closing the gap that exists between Spanish surnamed students and institutions of higher education. The major goal of the LULAC's NESC Program is to increase the number of Spanish surnamed students that attend America's colleges and universities.

Robles is a thoughtful, soft spoken family man. He is a former combat-decorated marine, a teacher, a counsellor, a grade school principal and, as a civil servant before his present job, a most effective administrator in the very field he is now seeking to enhance for the benefit of the Spanish-speaking.

The 42 year-old Robles believes that the LNEC program can more forcefully portray its national character from a national base, where the Centers' staff is closest to the policy-making on national education issues, to the institutions which allocate the funds, and to the information sources on program developments.

"Given the LNEC goals, its Washington Headquarters is an essential move. In fact, Spanish speaking youth

now have in Washington what they never had before in all the well intentioned Equal Education Programs (EEO) a true advocate who can speak their language.

"Having a Washington base," Robles adds, "will intensify the visibility of the Spanish community and will give national emphasis to our communities' needs in the area of education. For the first time, la raza's goals will be raised and made possible through a coordinated and sophisticated method of advanced educational pursuits. Such a focusing instrument has been missing in the past."

"The Centers," Robles suggests, "are uniquely suited to focusing national attention on the academic needs of the Spanish-speaking and on the community goal of enhancing the level of scholastic achievement and affecting thought, policy and decision-making at all levels of society." Thus, he believes, the Nation can be compelled by the presence of the Spanish-speaking to greater efforts toward equality in education as in other areas.

"One of the most significant services LULAC will perform," Robles projects, "is the mobilization and concentration of minds, of manpower, of funding from every sector of the society to help Spanish-speaking Americans take leaps, not merely steps towards other horizons as they become within reach."



There are 149 Mexican-American students going to college in Texas who have been helped by the LULAC Education Service Center in Corpus Christi since it was started in April.

Jose Longoria, who heads the new project, said these students have received counseling referral help and scholarship information. The center itself has no scholarship funds but, with the help of the counselors, the students have obtained grants and loans ranging from \$250 per semester to \$3,200.

"We plan to use this program as a model for the other 10 centers being established across the country," according to Rodolfo H. Castro of Washington, D.C., LULAC national director of field operations.

The LULAC education centers, funded by a grant from the Office of Economic Opportunity, have as their goal increasing the number of Spanish-surnamed students in colleges and universities.

The program has three divisions: Helping junior and senior students in high school to make college plans; helping college students and helping the high school graduate who does not want to go to college to find vocational training.

The LULAC counselors try to connect the student who qualifies with the college where a grant or scholarship can be obtained for him.

"We are working with all Spanish-surnamed students — Mexican-American, Puerto Rican and Cuban," said Castro.

Castro said that in addition to poverty, one of the big hurdles for many Spanish-surnamed students is a lack of knowledge about college opportunities.

"Many students just never think that going to college is possible for them," Castro said. "And in California, at least, education was not seen in the barrio until recently as a means of getting a good paying job. But now, there are more Mexican-Americans with college education, and they are coming back to the community, and the par-

## Corpus Christi Education Center has Helped 149 Mexican-American Students Into College

ents can see that an education is the key to the problem."

In discussing the problem that Mexican-American students face, Castro often refers to his own situation.

"There were a lot of Mexican-Americans in kindergarten in Banning, Calif., where I grew up," Castro said. "By the time we were graduated from high school, there were very few.

"I went on to college, but I was really not prepared and I flunked out. I worked for a couple of years in a stock room, but I was frustrated because I wanted a better job than that.

"So I went back to college; I hitchhiked 30 miles each day to go to Riverside City College; and I worked at any job I could to keep going."

After finishing junior college, with honors, Castro went to California Polytechnic where he received a bachelor's degree in business administration, cum laude.

Castro said that people laughed when he said he wanted to go to the prestigious Harvard University graduate school of business, but he applied anyhow.

He was accepted and received a fellowship for the program. When he received his degree last June, he became one of 24 Mexican-Americans with MBAs from Harvard.

Harvard was a great cultural shock for a boy from California. "There were all kind of differences," he said "including food. It never occurred to me that there wouldn't be Mexican food in Cambridge, Mass. But there wasn't, and I went for a whole year without it."

The national LULAC field office was started about a month ago and half of the centers are in the process of being set up. They will be located in Houston, Seattle, Chicago, Boston, and in several other states.

The Corpus Christi office has a

budget of \$142,000 for the 15-month period of the grant, Longoria said. They expect to provide assistance to more than 500 students by the end of the first year.

"The questionnaires for many of the grants and scholarships are pretty complex and just helping a student who qualifies fill one out can be of great assistance," Longoria said.

The programs of assistance to students have a maze of requirements and limitations.

"For instance, the Basic Educational Opportunity Grant is available only for veterans and for students who have never attended so much as one college course," Longoria said. "If a high school graduate took a course this summer to see if he could handle college this fall, then he wouldn't be eligible."

Other restrictions he thinks are unfair. A student who receives any funds at all as a welfare family, under say the Aid to Families with Dependent Children, must count that as income, he said, and this may mean that they cannot qualify.

"Another problem is a family, say, near Benavides, who has 120 acres or so," he said. "They have a large family and they are just able to keep their heads above water.

"Yet the Easterners, accustomed to Connecticut land values, put restrictions so they can't qualify. The same thing probably happens to poor people in Appalachia. I think they ought to change the laws which say they can't qualify just because they own land."

The close-knit Mexican-American family can also pose a problem in getting educational help.

"Our families want to keep their children, particularly girls, close to home," Longoria said. "But you have to go to the college which is offering  
(Continued on Next Page)



## Activity Buzzing Around New LULAC Centers Of Education At Colorado Springs, Pueblo

LULAC Centro de Educacion Directiva of Colorado opened their doors on August 13, 1973. In-Service training for staff members was held the first week. The Center was fortunate in having Mr. Rodolfo Castro, Field Operations Director, present at our training session.

Although we opened a little too late for Fall Semester deadlines we were able to place 45 students in college or GED Preparation classes. After two months of operation we were dealing with 200 clients. Most of these were walk-in clients.

The Colorado Center chose not to establish offices in colleges or high schools. We have offices in Pueblo and Colorado Springs, Colorado. These cities are metropolitan areas with substantial concentration of Chicanos.

Most of the high schools and colleges contacted have been receptive to our center concept and our relationship with them has been primarily "open door policies." We had to earn that right through much negotiation and discussion with administrators.

We have been able to get commitments from several businesses for part-time employment for Chicano college students.

A lot of praise and appreciation should be given to the LULAC counselors in Colorado Springs and Pueblo for their unending support. Because of several individuals our job in public relations has been minimized. The Pueblo Council is also conducting a fund-raising drive for the Emergency Scholarship Fund. In Colorado Springs, the local chapter of Latin American Education Foundation (LAEF), has helped several of our clients. Since August these groups combined have helped our clients with approximately \$1,000 in emergency grants. LAEF members in many cases are also LULAC Council members.

We have invited the administrative staff to hold the first Field Directors

meeting in Colorado. We hope the decision is favorable. We are anxious to show you some Colorado hospitality, and a chance to see our mountains. If plans are finalized for Colorado, you should expect snow, but don't let that discourage anyone.

There are thirteen staff members in our operation, four of which are college work-study students who are acting as assistants to counselors.

Staff members are as follows: Rick Manzanares, Field Director; Gilberto Martinez, Supervising Counselor; Jesus Cosyleon, Graduate Counselor; Liz Mendez, Graduate Counselor; Lilly Sanchez, Undergraduate Counselor; Ricardo Castro, Undergraduate Counselor; Annette Arguello, Executive Secretary; Josie Anderson, Clerk Typist; Vivian Lobato, Clerk Typist; Glen Martinez, College Work Study; Nancy Trujillo, College Work Study; J. George Jaramillo, College Work Study; Manuel Silvas, College Work Study.

---

### HEW Funds Help Spanish Speaking Students

More than \$122,000,000 has been made available for grants to students to continue their education after high school, according to Henry M. Ramirez, through the Office of Education, Department of Health, Education and Welfare.

The funds have been set aside specifically for Spanish-speaking students, he announced recently from his Washington office. (Ramirez is chairman of the Cabinet Committee for Spanish Speaking People.)

He said that students who have graduated from high school and need funds for secondary education are urged to apply for Basic Educational Opportunity Grants.

Ramirez hailed the program as a major step in making higher education available to all young people who desire it, "especially the Spanish speaking students."

Our office addresses are:

Colorado Springs:

Operation SER Building  
217 South Wahsatch

Colorado Springs, Colorado 80903

Phone (903) 471-3385

Pueblo:

104 East 7th Street

Pueblo, Colorado 81003

Phone (303) 542-9074

### 149 Students in College

*(Concluded from Preceding Page)*

the scholarship, and this may be in the east or middle west."

Longoria said that the local center has visited high schools, talked to neighborhood aides, met with school counselors and used the media to inform the public about the center.

Four counselors are used to cover South Texas and a fifth will be added to the staff.

In addition, appeals are being made to foundations and local groups to establish scholarships, he said.

Longoria reported that, to date, 151 students have been helped, with \$67,270 spent for scholarships to 25 colleges and universities throughout the country.

The grants are limited to first-year, full-time students at any approved college, university, vocational school, technical institute or hospital school of nursing.

How much a student or his family may receive from the program funds depends upon their ability to contribute, determined by an Office of Education formula.

Students who wish to apply for funding may obtain the proper forms at their school's financial aid office, high school guidance office, any U.S. Post office, county agricultural agency; or through the offices of Talent Search, Upward Bound or Student Special Services project. Otherwise, the student may write for forms to: Box G, Iowa City, Iowa, 52240; or Cabinet Committee, 1707 H Street N.W., Washington, D.C. 20506.



# LULAC Village is Home for All Races

Hundreds of low income families in Chandler, Arizona, are living proof that people of all races and colors can live together in harmony when they may enjoy the benefits of decent, comfortable homes which they can afford.

LULAC Village, as the development is known, is home to Chicanos, Blacks, South Americans, Orientals and Anglos. Many are enlisted men stationed at nearby Williams Air Force Base.

"I never thought the worn-out phrase 'here everybody's equal' would come to apply during my lifetime," says manager Erleñe Munoz, "but here it is. These people play together, complain to us together, invite each other out or to their homes without the slightest concern over racism or class distinction. They shop the same stores, their kids go to the same schools, drive the same model cars and react to life around them identically." The village is a project of LULAC Council 284 which contracted for and constructed the development. Proof of the quality of the homes and neighborhood lies in the fact that village is at the top of the housing reference list at the Family Services Center at the Air Base.

Arizona Housing Development Corporation executives are so encouraged by the success of the project that another similar development in Graham County, Arizona, is planned.







*National President Joe Benites*

## LULAC Supreme Council Meets in Washington, D.C.

**MINUTES OF MEETING  
LULAC NATIONAL SUPREME COUNCIL  
Sheraton Park Hotel  
Washington, D.C.  
October 12-13, 1973  
Friday Session**

The meeting was brought to order by Vice President Ed Pena for the President, Joe Benites, who was at a breakfast meeting at the White House. Prayer was offered by the Reverend Jose Hurtado, the National Chaplain.

Members of the National Supreme Council present were: Joe Benites, National President, Tony Bonilla, Vice President-Southwest, Ed Pena, Vice President-Mideast, Gloria Perez, Vice President-West, Pete Villa, Immediate Past President, and Robert Rodriguez, Vice President for Youth.

State Directors: Arizona — Frank Torres, California — Dep. State Director Shoon Martinez, Colorado — Doro-teo de Leon, Indiana — Manuel Mar-tinez, Iowa — Celestino George, Kan-sas — Bill Gomez, Louisiana — Mar-tha Grundy, Nevada — Robert Agonia, New Mexico — Sam Garcia, Tennes-see — Vernon Lattin, Texas — Manual

Gonzales, District of Columbia — Ada Pena, Wisconsin — Mrs. E. V. Morones, and Washington — Richard Mel-lado.

During the morning session, talks were given by

Senator Ted Kennedy, (D) Mass. who spoke on gains made by the farm workers and what still needs to be done; the lack of Spanish surnamed on grand juries; and announced that he has introduced a bill on bilingual education.

Bob Perez gave a presentation on the proposed LULAC national insur-



*Senator Ted Kennedy*



ance plan. Initially the plan will be underwritten by National Western Life of Austin, Texas. After discussion of the merits and benefits to League members it was announced that the Plan will be ready for consideration by the National Supreme Council at the November meeting in Phoenix.

Ada Pena presided at the Luncheon session. Mr. Carlos Villareal, Commissioner of the Postal Rate Commission was the speaker. National awards were presented to Mr. Ricardo Zazueta, SER National Executive Director, and to Mr. Raymond Telles, Commissioner, Equal Opportunity Commission.

Afternoon session speakers included: Alex Armendaris, Office of Minority Business Enterprises who admitted the Department of Commerce has done a poor job of hiring minorities. That minorities own 1% of privately owned enterprises but that his office is working to improve the situation.

Vigilio Roel, from RASSA, an organization which lobbies before Congress on matters which affect the Spanish speaking.

Jacob Sigel, Bureau of the Census. Talked about issues on a Resolution adopted at the National Convention.



*Gonz lez*

Also stated a new bilingual questionnaire may be pre-tested in a Spanish speaking area prior to the 1980 Census.

Mr. Padilla, United Farm Workers Union, thanked the League for its support. Announced that the Union has now adopted a Constitution and

an unemployment benefits plan. He said that although the Teamsters Union has indicated it intends to pull out of the grape and lettuce contracts in California, papers have not yet been signed to make the pullout official.

Andrew Hofer and Fred Chavez, Social Security Administration, spoke on matters relating to the new Supplementary Security Income program for the aged, blind and disabled which will go into effect January 1, 1974.

Bill Morrill, HEW, Assistant Secretary for Planning & Development. His

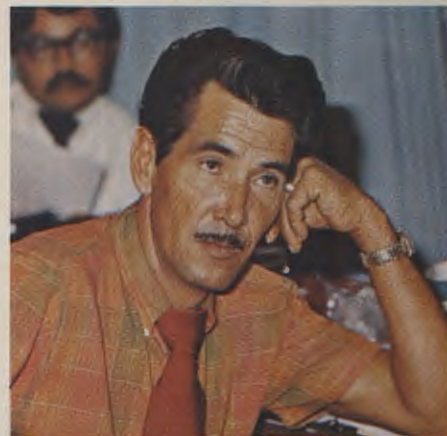


*Bonilla*

office makes long range plans, they see that regulations are taking into account needs of communities such as Latin-Americans and stated they are moving in the direction of giving regional directors more authority.

#### **Saturday Session**

Morning session speakers included: Robert J. McConnan, Acting Director, Office of National Programs, Department of Labor, who spoke on labor resolutions. The administration feels the 16-point program does not need to be reinforced; at present there is no coordinator to see that resources for day care, housing and training, are available to migrants and farm workers; announced the migrant program will not be decentralized; they hope to train Spanish speaking to write proposals; announced that the day before he and Mr. Zazueta had signed the new SER Technical Assistance Program for \$1¼ million dollars; and urged local level involvement in Manpower Revenue Sharing as a means of securing monies for our needs.



*Pete Rodriguez*

Dr. Gloria Toot, HUD. Announced that a position of Spanish Speaking Coordinator relative to our problems will be filled shortly and will work directly under her.

1974 CONVENTION REPORT — Mary Inocencio, Convention Chairman. The 1974 convention will be held June 26-30, 1974 at the El Paso Civic Center Assembly and Exhibition Hall. All committees are working diligently to make the convention a success. Convention information will be published in the second issue of LULAC NEWS.

— o —

The general business meeting of the National Supreme Council was brought to order by President Joe Benites. After roll call, the new State Director from the State of Kansas, Bill Gomez, was introduced.

With the charter of a new council in Kansas City, Missouri, Andy Gutierrez was appointed as the new State Director for the state of Missouri.

Tony Bonilla moved that the National President appoint Cruz Arizmendi to the position of Trustee of East Park Place Apartment Project in San Antonio and that Mr. Benites notify Ray Doria, Project Manager of this appointment.

Robert Rodriguez, Vice President  
(Continued on Page 40)





# Chicanos

por la

# Causa

(Anatomy of a community development organization dedicated to galvanizing the Spanish culture community. These are young motivated, and to a great extent, idealistic professionals bringing to realization the full compliment of community-potential elements, achieving goals and successes never before realized on such a total-community scale.

It is a model development agency whose goals

and ambitions other major urban development programs throughout the country long to foster. It sets an example for the real service and intercultural systems that need to be instituted throughout the South-West, the Mid-West and wherever Spanish culture communities exist. It shows tangible results of the municipal improvement action that Arizona citizens have implemented, with the help of the Ford Foundation, in their mutual drive to get the most productivity out of barrio talent).



# Chicanos por la Causa

Chicanos Por La Causa concentrates on five main areas of improvement: community services, economic development, housing, education, and health. These are "La Causa." In the barrio they are no longer regarded abstract problems that "los gringos" will take care of, but as areas in which solid measurable progress is being made daily, by the barrio's own.

CPLC sprouted from a merely committed philosophical beginning and organized itself, by the sheer energy it demanded, into a living productive organ. Today the original two-man staff has been expanded to a professional 15-person front, driven by the same philosophical commitment, making this one of the most successful community development corporations in the country.

Its creative energy, still idealistic to a healthy degree, keeps the well-keyed staff highly motivated, success after success — there is always more work to do than there is staff.

What's unique about the organization is that it operates at peak concentration, making the best of both cultures. It utilizes its organic bi-cultural understanding both of the barrio and the sophisticated infra-structures of America's business and technological evolution, and remains primarily keyed to the promotion and growth . . . the enrichment of the barrio, i.e., environmental concerns, airport expansion, consumer protection campaigns and the like. They act as the conductor



Joe Eddy (right) and Ron Lopez

in the impact that such innovations bring and how they affect the community.

Chicanos Por La Causa was incorporated in 1969 as an instrument for obtaining those resources, technical and financial, which would help them achieve their goals. It is a public, non-profit, tax-exempt corporation partially funded by the Ford Foundation and an affiliate of the National Council of La Raza and has enjoyed the support of Chicanos from the day of its founding.

## THE ADMINISTRATION

The Chairman of the Board is Joe Eddie Lopez, whose involvement, commitment, and leadership has helped bring the organization to its present level. Lopez is a former steamfitter who has achieved his "marked degree of success" in the predominantly Anglo political system. As a County

Supervisor for District 5 of Maricopa County, one of the nation's largest counties and the most populous and fastest-growing in Arizona, he is more than familiar with our urban problems—especially those of the Chicano.

Joe Eddie is also the first minority and first Chicano to ever serve on the County Board in the history of our county.

Mr. Lopez was very instrumental in bringing or initiating a health care facility for the Gila Bend area. CPLC is presently working to identify possible funding sources for the Health Center. In a recent news interview he was quoted as saying, "The Gila Bend Health Care Facility is an outstanding example of what can be done by community residents when they pull their resources together and work jointly to alleviate the problems that they face."

The health care facility was devel-



Ron Lopez and Secretary, Geneva





*Martinez*

oped out of a coalition between CPLC and Gila Bend residents' concern with inadequate health care facilities. CPLC health specialist began working with the Mexican community and Community Action Agency last December in order to assess the possible solutions.

Executive Director Ronnie Lopez has held that position since April 1970.

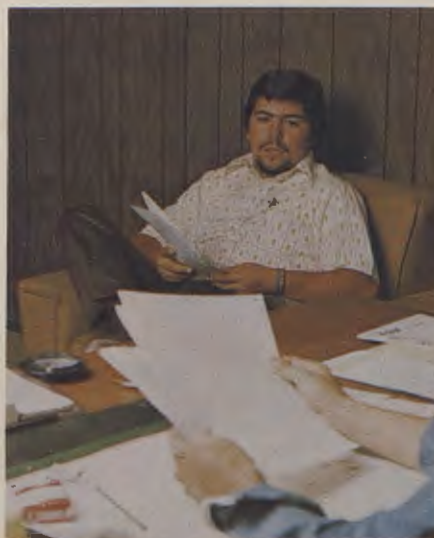
*They don't wait for "los gringos", but tackle problems of community services, economic development, housing, education and health.*

Starting with a small administrative grant from the Southwest Council of La Raza (now the National Council of La Raza), Ronnie has been able to develop and direct far-reaching programs and proposals for the Spanish-culture community. For years he has been active in civic organizations dedicated to the advancement of underprivileged minorities. He is also Chairman of the National Spanish-speaking Housing Development Corporation, a member of the Board of Directors of the Housing Assistance Council, a member of the Phoenix Housing Commission, and Secretary of the Board of Directors of the Arizona Housing Commission, and Secretary of the Board of Directors of the Arizona Housing Development Corporation. He is a former Chairman of the

Maricopa County Community Services Commission, and Chairman of the local Operation SER program.

Among other accomplishments of Ron Lopez, include:

Youngest chairman of the board of any major national Spanish-speaking corporation in the country; appointed to the White House conference on Aging; member of United Way Budget Committee; on the Executive Directors Advisory Committee to the National Council of La Raza; co-founder and Treasurer of Chicanos Industrias Housing Development Corporation; co-founder and Secretary of Comerciantes Unidos Economic Development Corporation; secretary of the Board of Directors for Valle Del Sol; former Board Member of the



*Valenzuela*

*Erives*



*Espinoza*

Friendly House; and member of Board of Directors of Catholic Social Services/Community Services.

The Assistant Director, Danny Valenzuela became a member of Chicanos Por La Causa in August 1970. Like Ronne, he is also active in related civic projects. He serves as Chairman of the local poverty credit union (LEAP Community Credit Union) and a board members of the Metropolitan Phoenix Commission, MEPCO. He likewise serves on the Health Facilities and Services Review Committee of the Maricopa County Comprehensive Health Planning Council.

Executive Secretary Geneva Escobedo is responsible for the day-to-day operation of the office, a position she handles with skill and professionalism developed through a keen understanding of the disciplines around her. Her

*(Continued on Next Page)*



# Chicanos por la Causa

(Continued)

duties include much of the follow-up on the staff's administrative responsibilities.

Margie Erives serves as secretary-receptionist. An attractive young single, she too is consumptively dedicated to the image the organization has in the barrio. She keeps the office running smoothly. To the community, she bears the same image as the Israeli women at the front. The administrative section is responsible for the creation and development of long-range interface programs serving the needs of the Chicano community. These include the inception of programs in demand and the identification of required resources. At the present time CPLC receives partial funding from the Ford Foundation, governmental agencies, and other private philanthropy sources.

They develop "milestone" and maintain the comprehensive, program strategies, studying the resources and abilities of each of its various components, bringing them together to create a strong unified approach.

## ECONOMIC DEVELOPMENT

The economic development section of CPLC is exactly that — a section committed to building and strengthening the Chicano economic base through various business development ventures. The section is directed by Ralph Velez, a graduate of Arizona State University with a degree in Business Management. The function of the economic development section entails mostly the packaging of new business development enterprises. They afford management assistance and services to existing entrepreneurs, helping them become established. Also working in this area is Pete Gar-

cia, Economic Development Specialist, graduate of ASU, presently working toward his Master's.

The packaging is a detailed, sophisticated process that begins with the basic question, "Will there be enough business for this new business?" Feasi-



Bernardo, Pete and Ron

bility studies and market analyses are followed by a cash flow projection and all other necessary information that will enable lending institutions to determine whether or not they will participate financially in business ventures with prospectives.

Velez and Garcia believe, however, that packaging should comprise only a part of the services; that this is only a beginning . . . that a complete follow-up program to help the new enterprise get on its feet is extremely important. A pre- and post-management program has been established to help entrepreneurs expand and improve their management capabilities. Pre-management training is provided while the package is being documented for presentation. The post-management services are provided once the new proprietor has opened his doors and is doing business. The verity of the management assistance program is verified by the success and number of successful businesses which CPLC has aided.

Velez and Garcia also avail themselves to ongoing or existing Chicano entrepreneurs who may not be in need of capital but merely assistance on up to date management practices. The facilities of CPLC are available to help improve the internal operation of any Chicano business.

Chicanos por la Causa succeeded in having two major packages funded in

the Phoenix area. The first was the financing of a \$110,000 enterprise, The Azteca Bakery and Tortilla Shop Inc., a new facility. The other successful packaging venture was a Restaurant. \$180,000 was obtained for the establishment of this . . . Goyo's Restaurant, a new addition to Phoenix's fine dining circuit, featuring Mexican cuisine. There have also been various



Under construction

other smaller, but just as successful packages, not only for CPLC, but for their ecstatic owners. CPLC has assisted in obtaining financing for businesses having need of only managerial assistance.

A member of the first Chicano-owned and operated regional Minority Enterprise Small Business Investment Corporation (MESBIC), CPLC can provide the Chicano community with leverage dollars for working capital for small businesses. It is imperative

(Continued on Page 34)



# In The News

## MIKE ENRIQUEZ MAN OF THE YEAR FOR ARIZONA

Mike S. Enriquez, Tempe Council member, has been selected LULAC Man of the Year for Arizona. Enriquez, a Phoenix design and planning consultant, was cited for his service to the community and to LULAC.

Presentation of the citation was made at the state LULAC convention in Flagstaff, where the State Director said, in part, "Enriquez devoted many unremunerated midnight hours and weekends to keep activities continuing." Enriquez has most recently been involved in scholarship fund raising.

A graduate of Arizona State University in architecture and now a member of the Community Council Board of Directors, the Phoenix Environmental Quality Commission and

Valley Forward, Enriquez has been active in many community projects, including the United Way's Budget Review panels, the Citizen Action Committee for the County Parks' \$10 million bond proposal and numerous other urban committees.

He is 31 years old and lives in Phoenix with his wife Jo Elle and two daughters. Enriquez is at the far right in the accompanying photograph.

## CALIFORNIA

### 'Silverado Days' Fiesta Has Plenty of Fun, Food

President Benites was hosted the last week in September by the Buena Park LULACers (Council #2012) at Anaheim's annual "Silverado Days" — featuring a star-studded and event-

fully overflowing Fiesta, with Mariachi, Dancers, Ballet, Singers, more Dancers, floats, high school bands, clowns, cowpokes in fancy silver gear, old cars, lovelies, and the Luis Solis Band. It was a giant municipal event.

Our Far West Vice-president from Stanton, Calif. — Gloria Perez was the grand and gracious hostess for Anaheim Council #316, Gordan Grove Council #2011, Santa Ana #147, Placential #174, Fullerton #278, and Artesia #2009. "Las tamaleadas" were every bit as hearty as they were tasty-looking. The veteran California Mexican cuisine-ers were just too much for any poor diet abiding soul who happened to stride within sniffing distance of the food stands. Tacos, enchiladas, salads, and the good ol' American hot dog all were on hand for the wide-eyed young uns.

Many a California house went to sleep with the now familiar "I can't believe I ate the whole . . .". Ah-h-h, glad it's only once a year . . .

Also there were Fidel Gonzalez, California State Director, the California LULAC Queen, the delicious Teresa Garnica. *She* woke up all the dirty old men in the crowd.

## BERKELEY

### New Chapter Opens

The Berkeley-El Cerrito Chapter of LULAC, founded last April, recently held a social and cultural "tar-deada," featuring Latin American food specialties, music, arts and decor.

The festa was to raise \$25,000 as a scholarship fund for deserving Spanish speaking students in the Bay area, according to Ramon Flores, president of the chapter.



Tempe Honors "Man of the Year"



# In The News

(Continued)

It was the first community activity by the newly formed chapter, under the theme "Domingo de Fiesta," and was conducted October 28th at El Cerrito Community Center.

The chapter's membership provides a cross-section of academic disciplines, being composed primarily of Spanish speaking Americans connected with the University of California.

Other officers of the Berkeley-El Cerrito chapter are George Cantu, vice president; Martha Delfin, secretary-treasurer; and Maria Caldera, coordinator.



*Nevada Governor proclaims Mexican Independence Day*

## NEVADA

### Governor Proclaims 'Independencia de Mexico' Day

Under the Great Seal of the State of Nevada's Executive Department, with a motto "all for our Country", which reads almost like LULAC's "all for One, One for All", Governor O'Callaghan proclaims "Independencia de Mexico" day (September 16th) in the State of Nevada, honoring LULAC State Director Robert Agonia (in shirtsleeves and mustache) with the receipt of the proclamation on behalf of the Spanish-culture citizenry of Nevada.

Also pictured above are (l-r) Robert Ordóñez, Alberto Meneses, Judge John Mendoza, Art Espinoza, Eddie Escobedo, an unidentified onlooker, the Governor, Las Vegas Mayor Cruz Olague (behind Agonia), Agonia, Gil Flores (partially hidden), and Larry Luna Operation SER/Jobs for Progress Inc. Director for Las Vegas program.

Framed by its elaborately enscriptured letterhead, with its impressive official Gold Seal and signatures, the proclamation read thus:

POR CUANTO, la Independencia de Mexico se celebra el 16 de Septiembre por los últimos 163 años; y POR CUANTO, "independencia" es

simbolo de grandeza, gloria y valor que caracteriza al pueblo Mexicano; y  
 POR CUANTO, en honor a los Mexicanos en este Estado de NEVADA, el la vecina Republica de Mexico y a los heroes de la Independencia de Mexico por su glorioso triunfo en la valerosa batalla de 1810; Yo, MIKE O'CALLAGHAN, Gobernador de NEVADA, por el poder investido en mi y a nombre del pueblo de NEVADA, me uno a todos los Mexicanos en la observancia de este aniversario memorable y proclamo el día 16 de Septiembre de 1973, como día conmemorativo de la INDEPENDENCIA DE MEXICO (1910 --1973)

(Signed by the Governor and Secretary of State)

Agonia reports that the Governor is very "turned on" to the activities and involvement of LULAC in his state and wishes to support in whatever way he can.

## TEXAS

### LULAC Among Civic Action Groups to Crush HARTA

HOUSTON — The League brought its vote power to bear along with other metropolitan civic action groups of Houston against the Houston Area

Rapid Transit Authority and a \$4.00 to \$16.00 annual motor vehicle tax levy. The action groups claimed that HARTA does not have enough restrictions placed on it by the state legislature, which set it up.

Also coming out against the proposal were the Harris County AFL-CIO, NAACP, Harris County Women's Political Caucus, The Political Association of Spanish Speaking Organizations (PASSO), Houston City Controller Leonel Castillo, the Mayors of La Porte and South Houston, as well as the majority of the county's legislative delegation. On top of that, the HARTA Board was criticized by the Jewish community for holding the elections during Yom Kippur.

The measure lost by an approximate 74 to 26 margin, and according to our source, the issue was favored mainly by affluent whites of the city, and was designed to benefit the central city while doing nothing for the outlying areas and suburbia.

By not waiting until normal election time (Nov. 6), the HARTA Board also cost taxpayers an extra \$150,000.00 for the special election. Thousands of Federal support dollars would also be lost by its failure to get the public approval. However, Texas Attorney General John Hill ruled that the authority and tax are constitutional.



## ARIZONA—TEMPE



*Tempe Chapter honors Phoenix Banker*

### Tempe Council Active in Civic, Scholarship Work

Talk about "when you're hot, you're hot" — this council is active!

Honored Guest for Tempe LULAC Council awards and initiation banquet at the Shalimar Country Club, Valley National Bank veepee Emeritus Carl Brimson (2nd from right) was unendingly grateful for plaque presented him in appreciation of his outstanding support of LULAC scholarship fund. Looking on during the ceremony were Mrs. Frank (Rosalie) Carrillo; Tempe Council President Frank Carrillo; and Henry Arredondo, current LULAC Educational Director for Arizona . . . and reaping scholarships at the same ceremony were Gloria Cota (shown here seated left) and Martha Lizarraga (seated right) looking on with Rosalie is Josie Flores, scholarship committee member.

And selected as "LULAC Man of the Year" for Arizona, was Tempe Council member Mike S. Enriquez, a Phoenix design and planning consult-

ant. He was cited for his service to the Tempe community and in the LULAC ranks.



*Tempe Girls win LULAC scholarships*

### State Director's Office Works Toward Investment Funds

In the past many suggestions have been put forward for fund raising activities other than the traditional fiesta or dance. Arizona State Director Frank Torres is working toward investment-type fund raising projects.

"We have the talent and resources to do it," Torres declared. "With the National Office now in Arizona it is to our advantage to use their influence whether for financial, informational or resources help."

### SCHOOL BOARD CANDIDATE

Adolfo Echeveste of Tempe Council is a candidate for the School Board for District #3, Tempe, Arizona. LULACers eligible to vote in that election are urged to give him support.

### WILLIAMS COUNCIL WELCOMED TO LULAC

The Williams Council received its official charter during initiation ceremonies Sunday, September 23rd. The ceremonies were well attended and well organized. Williams is the third LULAC council now established in northern Arizona.



# In The News

(Continued)

## Active LULAC Worker Named to Arizona Corporation Commission

Ernest Garfield has been named to fill the unexpired Corporation Commission term of Russell Williams, who resigned to run for Governor of Arizona. Garfield formerly was State Treasurer.

Gov. Jack Williams named Garfield's chief deputy, Bartlett Fleming, as State Treasurer.

Prior to becoming State Treasurer three years ago, he was deputy treasurer, and State Senator from Tucson, where he owned an insurance agency.

## GLENDALE

### LULAC Education Grant Goes to Glendale Student

The honor of being the first junior college student in the Valley of the Sun to receive an educational grant from LULAC belongs to Ronald R. Solares, 17, of Glendale, Arizona. He

plans to continue his education at Glendale Community College.

Solares was recommended for the grant by Apollo High School counselors. Solares was an honor student at the school.

The award was underwritten by the Thunderbird Bank of Phoenix. State Treasurer Ernest Garfield, a member of the Arizona Corporation Commission, who is very active in LULAC, contacted bank president Robert W. McGee who agreed to the donation with the specification that a Glendale student be the recipient of the grant.

Presentation of the scholarship fund check was made by Mrs. Rosalie Carrillo, Tempe, Arizona, who chaired the LULAC scholarship committee.

"LULAC has made several smaller financial grants to deserving high school students throughout the Valley of the Sun," said Mrs. Carrillo, "But until now, none to junior college or college students."

Solares is one of the 34 students helped in this matter reported in last month's LULAC News.

Pictured in the accompanying photograph are (from left) Mrs. Carrillo, Solares, Frank Carrillo, LULAC Tempe Council president; Corporation Commissioner Ernest Garfield and Robert McGee, president of the Thunderbird Bank.



Glendale College student gets LULAC educational grant.

## Court Asked to Probe Arizona Bar Exams

Noting a discriminatory appearance to the admission of lawyers to the Arizona bar (14 of 17 minority-group applicants were failed in the recent exams), Frank Torres, Arizona State LULAC Director, has asked the state Supreme Court to investigate.

In a letter to Chief Justice Jack D. H. Hays, Torres pointed out that ten of the failed candidates were Mexican Americans. Since admissions to the bar the responsibility of the Supreme Court, he asked for an investigation by that office "prior to launching an inquiry of our own (LULAC's)."

One of the applicants, Luis Aranda, alleged the State Bar Association tests discriminate against minorities. He has filed suit in Supreme Court before Justice William A. Holohan, seeking to bar use of the test. Judge Holohan, however, has ruled that jurisdiction belong to U.S. District Court, and has dismissed the State Bar Association as a defendant.

---

*Those of you LULACers throughout the country who are sick of seeing Arizona and Texas Councils' dominating the news in the magazine have every right to feel so. It's frustrating! We know because that's how we feel trying to extricate news items from your District and State Directors. So get on them! Go one better, send the news items directly to the Editor at the address on the inside cover. But still get on them!*

---

## INDIANA

### Chapter Reports

Kokomo — The new Council 5004 is engaged in generating membership, and appointing committees to carry out public information campaigns in the area. Plans are underway for the 1974 State Convention, which will be



hosted by this Council.

**East Chicago** — Members of Council 349 also have been active in Kokomo, collecting and distributing clothing to migrant workers in the area. In addition, the Council is generating a scholarship fund for needy Spanish speaking students.

**South Bend** — Council 5001 also is working toward the establishment of a scholarship fund. As part of the effort, a fiesta, dance and picnic was held; serving an informational as well as fund-raising purpose.

**Gary** — Council 295 installed officers at an Inaugural Ball last Spring. The event was reported to be a huge success. In September, the Council cooperated with Union Benefica on a parade float — a trophy winner! The Council is engaged in visiting elderly Spanish speaking people at nursing homes on a continuing basis. A LULAC masquerade Ball was held to celebrate Halloween in Gary on Oct. 27th. Plans are now underway to organize a LULAC Week in Gary during Feb., 1974.

## PUEBLO, COLO.

### Fund Raising Carnival

A fund-raising carnival on behalf of recreational facilities in Pueblo, Colorado, featured a LULAC informational booth last month.

Such efforts by chapters have been encouraged by the LULAC national organization to inform the general public about the League's 45-year history of service to Spanish-language Americans.

**Be Sure YOUR  
District  
and Council  
news gets in  
LULAC  
NEWS**

## FOOD MONEY FOR WEAPONS

Washington, D.C. — South Vietnam will be permitted to use 100 per cent of its Food for Peace money for arms under a new agreement announced by the Agricultural Department.

The use of Food for Peace money to help selected recipient countries bolster defense budgets has been provided by law since the mid-1950's. But this does not make right! That's tax money going to pot!

\$23.2 million dollars worth, to be exact.

Under the previous arrangement, South Vietnam has been getting an 80 per cent kickback for military purchases of money it put up for the Food for Peace program.

And in the ghettos and barrios, children go to bed crying . . . and hungry. Geez, talk about a lop-sided sense of priorities.

## Will the Real Recession Please Stand Up?

A funny thing happened to us on the way to realization of The Great American Dream.

Our economy is booming.

The figures are certainly encouraging: 1.7% fewer people on welfare in 1973 than in 1972. 2.7 million new jobs. The Gross National Product is somewhere around the two trillion mark.

We certainly don't have any beef coming. Or pork. Or gasoline. Or energy. We're running out of everything.

Back in the Old Depression . . . the depression when LULAC was in its infancy . . . we all knew we were having hard times. We sold apples on street corners and Rosebud Salve house to house. We bought cigarettes one at a time for a penny each. We had new communities all over the country and we gave them all the same name — Hooverville.

We knew we were in a depression and if we weren't happy about it at least we knew the rules.

Today, we're supposed to be having an unprecedented boom, but we haven't yet figured out just what to do with it.

Everything's skyhigh and whatever it is nobody can really afford to buy it: housing, gasoline, etc.

Everything's skyhigh, that is, except lower-scale incomes which are always the first to go down and the last to go up.

This is probably the only boom we've ever had that nobody can afford.

It sort of makes you wish for the good old days when you knew it if you were broke. Today we think of time as that stuff between paydays.

Will the real recession please stand up?





## Chicanos por la Causa

(Continued from Page 28)

that the Chicano community develop a strong economic base in parity to that of middle-class Americana. Lopez at CPLC sensed this long before it started and has not let himself rest since. He is obsessed by the final economic sovereignty of the barrio. He is intense, exacting, yet uncommonly relaxed.

### COMMUNITY SERVICES

One of the primary objectives of this section is to help the community organize itself and recognize the important issues confronting it and to bring about sustentacular changes.

This function is the responsibility of Luz Baeza, who works directly with the people in the barrio. He has a sensitive assignment, purely dependent upon his skill as a communicator, leadership and a teacher. His understanding of the particular needs of each facet of the barrio need no verification. As new issues arise, CPLC is able to address himself quickly to the particular needs of the issue, its roots, and the people involved.

The group has achieved its level of competence only because it has established credibility and rapport with the Chicano communities. They respond to Chicanos Por La Causa because of Baeza's integrity, his record of solid productive accomplishment.

Luz emphasizes that the Community Services section of CPLC is ready to help other Chicano organizations work toward their goals and actively encourages them to do so. He is a motivator. The program he directs is implemented through house meetings, block meetings, leaflets, and newsletters. (Remember the old Towne House meetings in history books?) CPLC is thus able to maintain a constant, close working relationship with the people of the barrio. He keeps them informed of the services available through CPLC and other government and community agencies. The very visible concern over its welfare, moves the community closer to the final aim of achieving self-destiny.

### HOUSING

Housing is always an important consideration in the Chicano community. CPLC's housing director is Tomby Espinoza, assisted by Housing Counselor, Art Portillo. Prior to President Nixon's moratorium on subsidized housing, they had succeeded in putting together a 16 unit housing development. Since the lift, they have succeeded in increasing the number of a great number of completed homes for low and moderate income families. And they're going. They work closely with Chicanos Industries, a local housing development corporation.

As a matter of record, and chiefly through the efforts of these two tyros, Chicanos por la Causa was the first organization to be certified by HUD as a housing counseling agency. But housing can have its setbacks. CPLC

---

*"La Causa" is those in the barrios working to improve themselves.*

---

believes that a person's housing needs are only partially solved when he moves into a home. Proper care and administrative maintenance of that home are most important. The homeowner must have a clearcut understanding of liens, mortgages and the financial obligations incurred in maintaining a home. As a part of its program to insure every Chicano family a happy homeownership, Espinoza and Portillo provide ownership counseling which takes in basic home care to budget management. Picture here is Mr. T. L. Flanagan of Phoenix in counseling session with Portillo. The organization is soon publishing a bilingual manual which will supplement its counseling program. This manual will contain invaluable information for homeowners' guidance from the acquisition period, after he moves in and until he considers selling.

Special housing sessions with motivated members of the community stimulate participants from the barrio to discuss the needs of their community. New designs for model communities (see article on Chandler LULAC Village in this issue) and home reflecting the Chicano culture and life style are proposed by community delegates.

Their suggestions give CPLC direction and insight into changing moods and tastes of the "fast getting smarter" community, thus allowing for development of newer, better financed housing to meet those needs.

Both Espinoza and Portillo are licensed real estate salesmen. Their expertise, toughened by actual in the field experience, well qualifies them to assist potential homeowners in home selection and purchasing. Through CPLC's housing program, the Chicano can verily now become the architect and planner of his own community.

### EDUCATION

John Cordova, Director of CPLC's Education component, is at present doing graduate studies on his doctorate at A.S.U. Cordova feels that one of the primary concerns of Chicanos por la Causa is the ineptitude of our state and local educational systems in meeting the organic needs of the Chicano community. The failure of educators and administrators to solve our educational problems is reflected in the high drop-out rate (close to 50% in some high schools) and the low educational achievement level of Chicanos in the Public School systems.

To counteract and eliminate these and to upgrade the general educational levels, CPLC has developed comprehensive educational programs that include:

1. Studies and investigations of existing programs.
2. The development of new, grassroots, organic programs for Chicanos.
3. Specialized training of teachers and administrators in those school districts with a high Chicano population.

Recognizing that the educational problems of the high school student begin in the primary grades, CPLC's first educational commitment was to develop corrective strategies at the grade school level. They developed relevant, in-service training programs for grade school teachers in barrio schools. Along with local school boards, administrators and community interest groups CPLC has identified a dire need for selective teacher re-





cruitment and is working toward distributing quality education to ALL the community.

"So that we don't wind up in the same bag 50 years from now, with somebody else holding it," says Lopez. In this way the bi-cultural elements of the Chicano community will be interlaced to the predominant educational system. Yet carry with it, hopefully to the enrichment of the anglo community, the seed of its own cultural identity to be shared. At the high school level, emphasis is placed on the development of meaningful curricula and healthy learning environments. Some assistance in this program came through a grant from the Office of Education of the University of New Mexico, providing participants with a master's counseling program.

Presently, candidates for the counseling position undergo the required academic training at the University of New Mexico then return to CPLC to practice. Four candidates are processed each year. Thus far, Chicanos Por La Causa has eight masters accredited counselors working within the high schools developing counseling programs. An additional four candidates are now in training.

To insure the training of teachers sensitive to Chicano culture, CPLC is working with various universities in developing programs and engendering curricula truly relevant and conducive to quality teachers aware of the real-world demands of a bi-lingual/bi-cultural community. It is expected that implementation of these courses by concerned universities will go a long way toward achieving the goal of healthy learning environments

for Chicano students. John Cordova developed special community school curricula conducted evenings at various barrio schools.

The program is open to interested residents of the community and is designed to provide barrio residents with opportunities to help themselves . . . educate themselves . . . to develop a personal rapport with "the system." A variety of basic subjects are taught for those long away from school. An expansion of the program is already contemplated.

#### HEALTH

The newest division of CPLC is the health section, whose general objective is to assist and educate the Chicano community on adequate medical care and health facilities. The health section is under the direction of Manuel Marin, Health Director, and Frances Martinez, Health Specialist.

Their health section functions as a clearinghouse . . . a stimulator in educating the barrio to health systems creating an awareness of health conditions within the community, and placing responsive persons on health-related, policy-making boards and municipal commissions.

Recently CPLC conducted a "health-career day" at one of the local high schools to educate students on opportunities in the health field. There is a great lack of health professionals in the community and CPLC is attempting, through education, to make Chicanos aware of fruitful opportunities.

From an economic development point of view, the health section has assisted groups to incorporate as non-profit organizations, that they may de-

velop programs and seek financial assistance in bringing health/medical delivery systems to their communities. "Today's children cannot be helped by doctors and medical technicians of tomorrow," says Lopez. As part of this immediate help and "self-help" program, CPLC has conducted dental examinations of barrio children starting them on the road to proper dental care, and in many cases, for the first time in their lives. Eye examinations have also been provided to school age youngsters.

Visual problems have been prevented in many cases. CPLC has been more than productive in assisting children in need of corrective health devices and treatment. CPLC will soon publish a bi-lingual health booklet listing all health related agencies and their services.

How can you sum such an achievement record . . . such productivity?

How can you say that this is the end of the article on Chicanos por la Causa . . . a story waiting for hundreds of years to be told. Their struggle is the struggle of the Aztecs, of the Incas, hundreds of years ago on their way to conquer the vast mysteries of the self and universe. Who knows how far they would've been by now.

The same struggle belongs to these few dedicated professionals, young as they may be, they carry with them the same age old responsibility of improving their lot . . . this is the new breed of soldier . . . his weapons are intelligence, urban and social survival skills, and the sacred sanctity of his own cultural identity . . . Of pride not in merely being "of the earth", for earth is only earth . . . Their pride is self-generating, they ride on the ecstasy of their own successes . . . their own productivity . . . because it is their own . . . their pride swells up from knowing, and feeling that what you have made with your own, as they have, will remain for succeeding generations to follow suit . . . and maybe, just maybe, we will drop "Latin" from the word "Latin-American".

We've got to change with our environment . . . we must either grow with it or go against it — but we can't stand still . . . you can't, even if you wanted to. THIS IS AMERICA.



## FCC Talks Out of Both Sides of Its Mouth

While expounding on the injustices done to ethnic minorities in this country's media-fare and media hiring practices, the F.C.C. hides the truth that it, too, is a practitioner of bad, and discriminatory personnel practices and procedures within its own house. The situation has existed too long to go unheeded.

Out of a total of 1,300 internal employees, there are only 13 Latinos on

sion, with a Civil Service rating of 7 has an EEO complaint in process. Details of that complaint are unknown as of October 12, 1973. She has an occupational code of 318. Members of the Spanish-speaking staff are chiefly Puerto Rican and Mexican-American.

A deadline and suspense date for corrective action should be levied by the employees with the full support

*If "minority" means only black to administrators  
... it's high time we took them to the courts.*

the staff, and all of the them in the lower grades of Civil Service. The highest rated Spanish-surnamed person on the staff is a 16-point Program Coordinator — Charles Hernandez, Grade 12, with an occupational code of 1130. He is with the Domestic Rate Division.

Julia Bryan in the Internal Divi-

of the Spanish-culture and with LULAC's resources ready to be tapped.

If "minority" means only *black* to administrators of America's models-of-equality, then its high time we took them to the courts. The time for physical entanglements and rioting methodology is over. Either they perform or out they go — the law is on our side, isn't it?

In the September 1973 issue of Broadcast Magazine, the National Latino Media Coalition, organized in Washington to speak for Latinos in the communications field, expressed dissatisfaction with FCC's (Dean Burch's) failure to hire and promote fairly. The magazine's article also indicates that the FCC is heavily staffed with blacks while greatly understaffed by Latino employees.

### Jose Longoria New Head Of Corpus Christi Center

Jose L. Longoria is the new project director of the LULAC Educational Service Center in Corpus Christi, succeeding Ricardo Gonzalez.

Longoria, a native of Encino, Texas, has been with the center since it opened in April, serving as supervising counselor.

He is a graduate of Falfurrias High School and received his bachelor's degree in education at Texas A&I University. Longoria taught mathematics for 4½ years before joining the center's staff.

The center was organized to help Mexican-American students going to college. So far, 151 students have been helped by the center; the financial aid involved amounted to \$70,000, Longoria said.

The staff of the center includes five counselors and three secretaries.

### Tucson Looks to Spending ¼ Million on Mass Transit

Some \$350,000,000 in Federal transportation money may hinge on Tucson's spending a quarter-million for a mass-transit study.

Over the next 20 years, vast funds are to be made available to cities for public transportation. Funds for Tucson are in jeopardy, it was revealed by the federal Urban Mass Transportation Administration, because of insufficient studies indicating how the funds would be used.

Expecting that the money will be allocated to Tucson, the city has unveiled a new Department of Transportation. The department, with a projected budget of \$3,000,000, was opened Nov. 5, 1973. A director has not yet been named.

### LULAC Balladeer Ralph Romero has 45 RPM Disk

Ralph Romero, official balladeer for LULAC, has gone "on record" as an up-and-coming musical figure, with the production of his first 45 RPM disk in general distribution.

Romero, a writer-singer-guitarist, composed and performed two of his own songs on the Macayo-label recording.

While not performing for his many fans at Macayo East in Scottsdale, Romero is a participating member in several important LULAC programs. He initiated a tour of elementary schools, where he presents demonstrations of the rich contributions made to America by those of Mexican descent. Currently, he is writing a similar presentation for college students.

Romero's enthusiastic followers hope that the two songs, "Fate" and "La Noche Sin Ti," will propel him into the ranks of stardom.

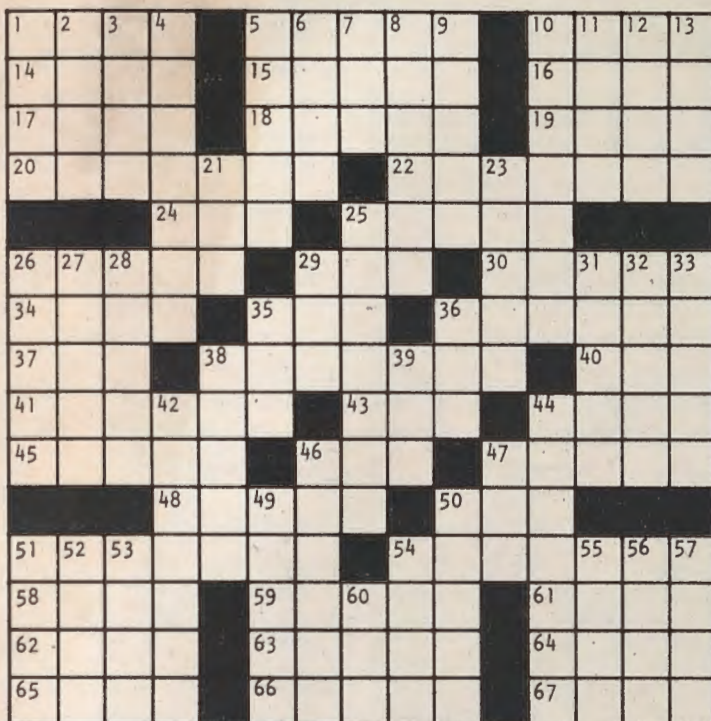
## SIGN OF THE TIMES...

And the times are changing. From the obscurity of a single, struggling chapter 45 years ago, the League of United Latin American Citizens has grown in size and momentum to the largest organization of Latin American citizens in the world! Now the strength and unanimity of LULAC's thousands of members are causing the Latino story to be heard — and acted upon! — by legislators in federal, state and local governments... and by economic decision-makers in every major community. Become a majority in your own right! Join LULAC, and let your membership pin tell the world you're a force to be reckoned with! For further information, inquire at your local council, anyone on page 16, or the LN editor.



ASAP





#### ACROSS

1. Seed covering
5. Adventure stories
10. Slave
14. Gambling cubes
15. Barter
16. Great Lake
17. Summit
18. Correct
19. Minute insect
20. Earned
22. Moral
24. Dairy animal
25. Low moaning sound
26. Wealthy son
29. Bitter herb
30. European noble
34. Caution

35. Total
36. Desert illusion
37. —, amas, amat
38. Free sample
40. Letter
41. Intellectual
43. Last year's dress
44. Worthless plant
45. Puzzling problem
46. Period
47. Impertinent
48. Prevent: Law
50. Distant
51. Vivid
54. Sheepskin
58. Hayseed: sl. noble
59. American buffalo

61. Scandinavian god
62. Capri or Man
63. Evade
64. Character part
65. English river
66. Male choir voice
67. Sketched

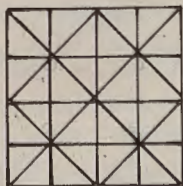
#### DOWN

1. Paradise dweller
2. Mellow
3. Champagne bucket
4. Dictionary
5. Scatter
6. Waterless
7. Joke
8. Stick
9. Sharp

- argument
10. Class of research students
11. Actor Portman
12. Miss Hayworth
13. Sense
21. Shipping weight
23. Customary routine
25. Sugary candy
26. Morass
27. Bit role for a star
28. Shackles
29. Hurry
31. Speed contests
32. S-shaped moldings
33. Impoverished
35. Gal of song
36. Beer stein
38. Severe
39. Cereal grain
42. Wigwams
44. Military ruler
46. Tractable
47. Tree fluid
49. Lama land
50. Nothing could be —...
51. Courage
52. Stratagem
53. Qualified
54. Extinct bird
55. Fragrance
56. Racing distance
57. Over again
60. Earth's star

Last month we presented this drawing and asked, "How many triangles are in this square?"

The answer is 96



#### ANSWER TO LAST MONTH'S PUZZLE

C	A	N	C	E	L	C	A	T	A	L	P	A	S
A	P	O	L	L	O	A	L	A	C	A	R	T	E
S	P	O	O	K	Y	M	A	C	E	R	A	T	A
S	E	T	T	A	M	E	S	S	E	L	I	M	
I	N	K	C	L	E	R	K	S	S	I	T	S	
A	D	A	N	A	R	O	A	C	H	N	U	T	
					A	R	S	O	N	R	E	C	E
S	E	C	R	E	T	E	C	O	A	R	S	E	R
E	L	A	Y	E	R	P	A	D	R	E			
R	E	S	R	A	K	E	S	Y	A	L	T	A	
E	V	E	S	P	I	L	L	E	A	R	S		
N	A	M	E	D	S	I	S	E	S	P	I	T	
A	T	A	V	I	S	M	S		A	T	T	U	N
D	E	T	E	N	T	E	S		C	R	A	T	E
E	D	E	N	T	A	T	E		H	A	R	A	S



## 'Deputies' Sought for Checking Stores Against Toys Banned as Unsafe

The Consumer Product Safety Commission is looking for 1,000 citizen-volunteers to help it police the market place for products banned as unsafe.

The Federal regulatory agency's 14 field offices have been directed to recruit and train the volunteers who will be called "Consumer Deputies." From now until Christmas, they will concentrate on checking stores for unsafe toys, 1,500 of which have been banned under the Toy Safety Act of 1969.

Armed with lists of such toys, the "Deputies" would canvass assigned stores to identify any that are still being offered for sale. They will report instances of illegal offerings to the stores' managements and to regional offices of the CPSC.

"In instances where the retailer is uncooperative," states an agency official, "the store will be visited by commission inspectors. If a banned product is still being offered for sale, the retailers could be liable for criminal penalties."

After the holidays, the commission said, the "deputies" will also check compliance with safety standards issued under the Flammable Fabrics Act, the Poison Prevention Packaging Act, and the Refrigerator Door Safety Act.

The commission, in existence since last May, has not yet set any safety standards under the Consumer Product Safety Act of 1972, but is expected to issue about 20 by mid-1974. When the standards go into effect, the volunteers will be on the look-out for any violations.

"Store surveillance is a normal activity of our field inspectors," the commission said, "but the addition of volunteers, especially during the holiday season, provides a boost to commission efforts to protect children from toy-related injuries."

More than 150,000 different kinds of toys are on sale throughout the country the commission said. It is estimated that about 132,000 toy-related injuries were serious enough to re-

quire treatment in hospital emergency wards each year.

The New York regional office hopes to recruit about 100 deputies, stated a commission spokesman. Its headquarters are at 850 Third Ave., Brook-

lyn and the phone number is 788-1456.

Other regional offices are in Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, Mo., Los Angeles, Minneapolis, New Orleans, Philadelphia, San Francisco, and Cleveland.

Report for duty LULACers! The holidays are coming up fast and our children are wide-eyed again.



## Prosperity in Latin America Seen as Threat to Militaristic Governments

Dr. Scott McNall, associate professor of sociology at Arizona State University, has published a study which concludes that, as economic prosperity increases in Latin American countries, militaristic governments will give way to democracies.

The paper, entitled "Special Study Number Eleven," details the decline of international conflict between 1920 and 1967, in favor of solving increasing internal problems in Latin American nations.

"For the last 30 years, Latin America's main problems have been economic," Dr. McNall pointed out. "Consequently, economic nationalism has replaced political nationalism as the (most important) force."

The ASU sociologist continued, "A growing economy tends to lessen chances for military coups. In fact,

since 1935, the number of dictatorial governments in power in Latin America has dropped significantly.

"Perhaps, even more important, increasing democratization has developed throughout the continent."

He added that military organizations are still potent forces to be reckoned with, however, and the success of democracies will depend upon the ability of these forces to operate in the civil (rather than the international) arena.

"Obviously," Dr. McNall said, "increasing trade and industrialization decreases the need for aggressive military forces and intensifies the importance of paramilitary forces."

The failure of the military to adjust to new conditions could renew the cycle of military dominance in Latin American governments, he said.



## La Capital

(Continued from Page 7)

(Mich.), Edward Kennedy (Mass.), Rep.: Hiram Fong (Ha.), Strom Thurmond (S.C.), Marlow Cook (Ky.).

### ITEM:

**Elimination of English Requirement for U.S. Citizenship**—This bill, H.R. 1147 sponsored by Congressman Edward Roybal (D-Cal.), would eliminate the spoken English requirement for U.S. citizenship. It is presently pending before the House Subcommittee on Immigration and Nationality. The Subcommittee has been reluctant to move on the measure.

Support this bill and urge immediate action by the Subcommittees. The English requirement has been a detriment to thousands of non-English speaking people seeking U.S. citizenship and has discriminated against them because of their lack of English.

### ACTION:

Contact your congressmen and senators as well as members of the House Subcommittee on Immigration and Nationality and ask them to act quickly and favorably on H.R. 1147. Members are: Dem.: Elberg (Pa.) Chmn., Waldie (Ca.), Flowers (Ala.), Seiberling (Ohio), Hotzman (N.Y.), Rep.: Keating (Ohio), Railsback (Ill.), Wiggins (Ca.), Dennis (Ind.).

### ITEM:

**Comprehensive Manpower Act of 1973 (H.R. 11010 and H.R. 11011)**—Neither bill contains any separate provisions for bilingual job training. This is vital because far too many federal manpower programs fail to reach persons who need occupational training because of language and culture barriers.

### ACTION:

Contact members of the House Select Labor Subcommittee chaired by Rep. Dominick Daniels (D-N.J.) and urge that the term "disadvantaged", which is used to describe persons who would qualify for services, be defined, and, that the definition include "persons who suffer in the

labor market because of their limited speaking, reading and writing abilities in the English language."

### ITEM:

**Voter Registration Act (S. 352)**—This bill has passed the Senate and is pending in the House Subcommittee on Elections. The bill would simplify the federal elections procedure for all people but make it easier for those persons who previously have had difficulty in registering to vote. However, it appears the Subcommittee is reluctant to act on this measure. The bill has been tabled and no further action appears imminent.

There has been testimony before the Subcommittee in support of the bill and inclusion of language to assure that bilingual registration forms are provided in areas where there are high concentrations of non-English speaking people.

### ACTION:

Contact the members of the House Subcommittee on Elections and urge them to report the bill favorably out of committee with the bilingual amendment as soon as possible. Members of the Subcommittee are: Dem.: Chmn., John Dent (Pa.), Kenneth Gray (Ill.), Ed Jones (Tenn.), Robert Mollohan (W.Va.), Dawson Mathis (Ga.), Rep.: James Harvey (Mich.), John Ware (Pa.), Bill Frenzel (Minn.).

Write to the President and Members of Congress at these addresses:

*President*

The White House  
1600 Pennsylvania Ave.  
Washington, D.C. 20500

*Representative*

c/o House of Representatives  
Washington, D.C. 20515

*Senate*

c/o U.S. Senate  
Washington, D.C. 20510

## WORKSHOP EXPLAINS FEDERAL PROGRAMS

Washington, D.C. — The Joint Center for Political Studies has announced that it has begun a series of regionalized workshops to acquaint local leaders of "Socially and Economically"

deprived communities with new and changing Federal programs.

The workshops, the first of which was held in Richmond, Va., are being co-sponsored by the Joint Center, the National League of Cities, and the United States Conference of Mayors under a grant by the Department of Housing and Urban Development (HUD).

Other Regional sessions are planned for:

Atlanta	— Nov. 15 - 17
Houston	— Jan. 10 - 12
Los Angeles	— Feb. 14 - 16
Detroit	— March 14 - 16

The three-day workshops will include analyses of old and new types of Federal aid, discussing effective community planning and management systems and advice on the availability of resources from government and private sources.

According to the center, the workshops are an experiment to determine if such sessions help "in delivering valuable assistance to officials of disadvantaged communities."

*The National Offices will contact these people on the possibility of expanding their program and extending it to the Spanish-speaking population. Organize yourselves and request you be informed on the latest in this regard.*

## LULAC Suit Hits Savings & Loans

LULAC, and several other organizations concerned with human rights, have filed a class-action suit against the 45 largest California-chartered savings and loan associations, charging anti-trust.

The complaint states that "monopolistic and discriminatory lending practices . . . have prevented the growth of minority . . . associations."

Suit was filed in Los Angeles, and seeks to place an immediate moratorium on all mergers and expansions of large associations in order to encourage the growth of small associations; more loans to minorities, and appointment of more minority members to savings and loan boards of directors.



## SUPREME COUNCIL MEETING



*Alex Armendariz, OMBE Chief of the Department of Commerce, told the gathering that "getting involved" would best stimulate private enterprise in the barrios.*



*Youthful and energetic Martha Grundy, LULAC Louisiana State Director, listens attentively to National President Benites.*



*Far West Regional Vice President Gloria Perez listening to Ted Kennedy during the Saturday morning business session.*

*Boyish looking and athletically aggressive, Rudy Castro, Director of Field Operations for the Education Service Centers reports on needs for expansion and funding.*



for Youth, reported they are working on a program similar to Junior Achievement; they hope to secure funds for a drug abuse program which they will implement. Discussion followed on what other councils throughout the country are doing in the area of providing scholarships and program

for youth.

Manuel Gonzales moved that charter applications be approved for 10 new councils from Beaumont, Bloomington, Austin Ladies, San Antonio Skyline, Plainview, Lubbock Ladies, Waco, Texas.

President Joe Benites reported on

the investigation of the Texas state records into the LULAC corporate structure. The mother structure is a 501(c)4. A subsidiary LULAC Foundation although legally incorporated later, was found to be two years delinquent in its taxes. After it is brought up to date, it is hoped to dissolve the





*Newly appointed National Secretary Hortencia Ortiz went right to work, as she addresses the Supreme Council.*

*Paul Lattin fielded questions from a state director during the session. He is deputy director of the Education Service Centers.*



*Among those at the head table were Ron Lopez, Chicanos por la Causa, and Washington, D.C.'s Council Director Joe Ramirez.*



President Benites announced that a special meeting of the National Supreme Council and the last meeting of the Education Service Center Board as it is now comprised, would be held in Phoenix on November 24 and 25, 1973.

### **BOARD MEETING, NATIONAL EDUCATION SERVICE CENTERS**

Names of the national office staff in Washington, D.C. were announced: National Executive Director — Mr. Ernie Robles, National Deputy Director — Mr. Paul Lattin, and Director of Field Operations — Mr. Rodolfo H. Castro.

John Diaz reported that there are nine Education Service Centers, with a director and staff, that are fully operational at this time. He spoke about how the staff of the centers  
(Continued on Page 42)

Foundation in order to establish a new 501(c)3 structure. Other arms which will be established are a Non-profit structure and a For-profit structure. Attached is a brief flow chart which explains graphically the aims of the corporate structure. Explain ea.

Pete Villa moved that papers be drawn up to incorporate a 501(c)3 structure. Frank Torres seconded, motion carried. Rick Bela will prepare incorporation papers.

Fidel Davila announced he will send supplies of Constitutions and pins to every State Director so that councils may obtain them from their state organization.

Joel Garcia presented copies of the new issue of LULAC NEWS which is in magazine form and announced the second issue would be out soon. He requested that mailing lists of non-members for distribution of the magazine be sent to him.



# SUPREME COUNCIL MEETING

*LULAC's educational program is growing "in leaps and bounds" since its inception last spring, according to Ernie Robles, executive director of the Educational Service*



*Dr. and Mrs. Vernon Lattin were among the conventioners. He is Tennessee State Director and top staffer at the University there.*



*Commissioner Raymond Telles was among the government leaders addressing the convention.*



will be utilized within their 15-month budget period.

The financial statement was presented by Paul Lattin, who stated the \$2 million dollar grant had been approved. An audit will be conducted in January of 1974.

Rodolfo Castro reported on field operations, including plans for (1) a training session for Training Center directors to be held in November, (2) use of the Personnel Manual, and (3) budget guidelines to fund each of the Education Service Centers at approximately \$142,275 — the guidelines to be flexible to meet local needs.

Action taken on recommendations made by Education Service Centers National Executive Director, Ernie Robles:

**Personnel Manual** — Approval to submit to Office of Economic Opportunity to comply with the grant document. Manuel Gonzales moved, Manuel Martinez seconded, motion carried.

**Comparability Wage Study** — Approval to pursue a study on a national level. Ada Pena moved, Gloria Perez seconded, motion carried.

**Optimal number of field operations** — Approval to pursue establishment of five additional field centers. It was moved that the staff be authorized to prepare rationalization and a proposal for eight centers in addition to those included originally. Ed Pena moved for aproval, Manuel Martinez seconded, motion carried.

National Board of Directors com-

position — Approval of a formula to be used in the selection of a smaller national board for the Education Service Centers. After considerable discussion, the formula proposed was:

- a) Two names to be submitted by each of the three Regional Vice Presidents,
- b) Two names to be submitted by the National Vice President for Youth,
- c) One name to be submitted by the National President.

These nine names would be submitted to the National Supreme Council for final confirmation and approval. Ed Pena moved for approval of the formula. Bob Agonia seconded, motion carried.

During discussion it was decided that the board upon confirmation would name its own chairman; Names of new people, not presently elected officers, will be submitted for confirmation; and by-laws will be amended to reflect that future presidents are to follow this formula in selecting national board members and that only the National Supreme Council shall be authorized to make change in this policy and make new appointments to the board.



# People Talk Back...

Dear Julio,

Your quote, "Our publication is a reflection of the Lulac movement and the people who make it up," is a very erroneous statement. Your first LN was very disappointing for several reasons: You failed to at least mention such outstanding Lulacers as Frank Galaz, Ed Morga, and other Californians; also, you forgot to mention California and its news. Might it be because California, by a large majority, did not vote for Mr. Benites?

I cannot comprehend how you plan to get the majority of California Lulacers to be subscribers when you do not recognize them or its state news - whether good or bad. Could it have been an oversight? Do you not have California reporters on your staff?

Furthermore, of more personal disappointment, I think your cartoon of Richard E. Cavazos - who is my cousin - was deplorable and in poor taste. Since when does a cartoon depict the respect that one holds for a high ranking military official? As well don't you think that his mother's name, Tomasa Cavazos of 911 South 18th Street, Kingsville, Texas should have been mentioned.

Julio - please do not be offended by my criticism. I hope you can use it constructively. I believe in Lulac and its leaders 100%. However, I value unity more.

Sinceramente,  
Arnoldo Alvarez

*(I couldn't agree with your last line more! It is your kind of industrious participation that breathes life into our organization. Thank you. However, please read p.p. 12, 13, 14, 15, 19, and 31 for California items and pictures. Also, only a handful of Californians have responded to our requests and those of your Far West Vice President for membership, council, and district lists and news items - and most of that material is greatly outdated. This is why the post office returned hundreds of magazines to us marked "Not at this address" "Left no Forwarding Address - Moved". As far as the General's article is concerned, what you saw is what we got AND THE GENERAL LIKED IT. Please encourage fellow California LULAC-ers to participate with news and mem-*

bership lists.

*Congratulations on your new professional/businessmen's council - they're springing up all over the country. Let's put 'em to work. Ed.)*

Dear Mr. Garcia:

I am not only President of the California Jaycees, but I am also Operations Manager of a radio station in southern California, and thusly received your September issue of LULAC. I was extremely impressed with the entire magazine, and must compliment you on a fine job.

The U. S. Jaycees have been leaders in human rights for many years, and will continue to take what we feel is the lead. An example is our recent appointment of Fred Mendoza as International Consultant for Spanish-speaking programs in the human improvement program area of the U. S. Jaycees. Fred, along with Jesse Pantoja, is of great value to the young men of America, and I'm sure that you would enjoy meeting both of these outstanding young men. I do hope the opportunity presents itself.

Please keep up the outstanding work.

Sincerely,  
Ed Arnold  
President  
CALIFORNIA JAYCEES

November 1, 1973

Editor  
LULAC News

Sir:

I should like to extend my congratulations to your organization for your new magazine and wish it well in the years ahead.

You are performing a valuable service in communicating not only with your members and councils but with the non-Spanish-speaking community and with legislative bodies and government agencies who must become familiar with your problems so that they can work toward intelligent solutions of them.

For many years I have made a study of our economy and the factors that control it. I totally agree that the Spanish-speaking citizen has been discriminated against socially and economically, not only in the Southwest but all over the country.

I am glad you finally have a strong organization to work for you.

Please enter my subscription to the LULAC News.

Jack Ross  
Phoenix

Dear Mr. Benites:

Thank you very much for your mailgram of October 26th regarding your views concerning comprehensive manpower reform legislation.

I, along with various members of the Committee, have been studying at great length, the points which you have raised concerning this legislation. I have been working closely with Mr. Dennis Fargas of the National Governor's Conference, in an attempt to work out problems that have arisen with the State manpower programs. H.R. 11010, is a compromise, a bi-partisan bill, created out of endless hours of debate with both Democratic and Republican Members of the Committee as well as with representatives of the Administration. Therefore, many of our initial plans regarding manpower programs, had to be adapted to coincide with the plans of the Administration.

I appreciate your sincerity and openness and will of course keep your views in mind during our Committee deliberations. Unless you have any objections, your mailgram will be made part of our official hearing Record. It is my hope, that you will support the Committee bill as it is reported, keeping in mind that many of our mutual problems will be solved when we go into a House-Senate Conference on manpower.

In appreciation of your interest, I am

Sincerely,  
Dominick V. Daniels  
Congressional Representative  
from Colorado

Dear Joe:

Thank you for your communication regarding the manpower bill now pending before the Labor Subcommittee of the House Education and Labor Committee.

This is a subject that is also of great interest to me, and I am a co-author of the bill introduced by Congressman Esch earlier this year. This bill was considered during the Subcommittee hearings, along with several other bills.

I appreciate your taking the time to review the situation with me, and I will certainly have these views in mind during final floor discussion on the bill.

Yours sincerely,

John J. Rhodes  
Congressional Representative  
from Arizona

## LEGAL ADVISOR CHANGE

Willie Bonilla, appointed to the SER National Board of Directors, has assumed that position and Mr. Richard Trujillo, Lawyer from Phoenix, has been appointed as new National Legal Advisor of LULAC.





National President Joe Benites is in good company with two leaders, Mrs. Ruben (Dolores) Flores, president of Ladies LULAC Council 335 (left) and Mrs. Tony (Mary) Inocencio, president of Ladies LULAC Council 9 and chairman of the convention committee. (Photo from M. J. "Uncle Mike" Romo)

## MEXICO'S VASQUEZ TOP MARKSMAN IN HEMISPHERE SHOOTING CHAMPIONSHIPS

Taking dead aim on the target and his competition, Mexico's Olegario Vasquez outshot the heavily-favored U.S. marksmen in the Western Hemisphere's First Shooting Championships of the Americas.

Vasquez bettered Jelmuth Bellingrodt of Columbia, former Olympic silver medal winner, favored to take the running board shooting event. Vasquez also defeated Nuria Ortiz of Mexico by topping the 388 mark set earlier this year at the European Championships in Linz, Austria. Vasquez led the Mexican team to the Team Gold Medal with 1478 points.

Vasquez' competition included some of the world's finest marksmen: the United States' Lones Wigger of Montana, winner of the 1968 Olympic Gold Medal for three-position small-bore rifles shooting and a 1972 Gold Medal for Olympic 300-meter rifle competition; Jack Writer of Illinois, winner of the 1972 Olympic Gold Medal for three-position smallbore shooting who earlier established a world record (past) of 1166 x 1200 at Munich.

The Championships were held at the Mexican Shooting Federation's 1968 Olympic facility, one of the best in the world.

## Five-Year-Old Gets "New" Heart

In the first operation of its type in Arizona, little David Mendoza of Scottsdale, Ariz. underwent a complicated operation to correct defects in his heart.

David, who was born with congenital heart defects, probably would not have lived past his teens had the operation not been performed. As it was, he continually suffered from chronic diseases associated with his malformed heart.

David's parents, Mr. and Mrs. Edward Mendoza, who live at 7413 E. Taylor St., said that his heart contained only one chamber instead of the usual four. Doctors at the Arizona Heart Institute (St. Joseph's Hospital) rebuilt the organ during open-heart surgery, using Teflon to create the proper number of chambers. The surgeons also corrected defects involving the heart valves.

The doctors report that David will recover completely and now has the opportunity for a normal life expectancy, thanks to the operation.

## Food Program Available For Barrio Residents

(Article appearing in the San Antonio "Sun")

The Cabinet Committee on Opportunities for Spanish-speaking People urges ethnic community groups which operate health clinics to apply for funds available through a U.S. Department of Agriculture new food supplemental pilot program.

The program is known as the Special Supplemental Food Program for Women, Infants, and Children (WIC).

The Committee indicates that it provides "an opportunity for nutritional food for low-income barrio residents who need it the most."

It will be administered by the Food and Nutrition Service of the U.S. Department of Agriculture.

(Contributed by Brother Tony Bonilla)

Be sure the news of your Council gets into LULAC NEWS



# Get Acquainted With...



## Congressman Manuel Lujan, Jr.

### *Republican, New Mexico*

First District includes the counties of Bernalillo, Colfax, Guadalupe, Harding, Los Alamos, Mora, Quay, Rio Arriba, Sandoval, San Miguel, Santa Fe, Taos, Torrance, and Union, with a population of 511,135.

Congressman Manuel Lujan Jr., Republican from Albuquerque, New Mexico, was born in San Idelfonso, New Mexico, May 12, 1928; attended grade school and junior high of our Lady of Guadalupe; high school St. Michael's; college freshman year at St. Mary's in San Francisco, Calif.; graduate from College of Santa Fe, Santa Fe.

He is former vice chairman of the New Mexico Republican Party; former member Bernalillo County Crime Commission; past president, Coronado Kiwanis Club; past grand knight, Knights of Columbus; mem-

ber of BPOE and Eagles; past president New Mexico Association of Independent Insurance Agents; former member of State Corporation Commission Advisory Board on Insurance.

Representative Lujan is active in PTA and Chamber of Commerce; married the former Jean Kay Couchman, November 19, 1948; four children, Terra Kay, Jay, Barbara and Jeff. He was elected to 91st Congress November 5, 1968; reelected to 92nd and 93rd Congresses.

Committee and subcommittee assignments include: Interior and Insular Affairs; Ranking Minority Member, Indian Affairs. He is also a member of the Joint Committee on Atomic Energy, and the Select Committee on Small Business.

#### VOTES CAST AT LAST ELECTION

1968		1970		1972	
Democ	Repub	Democ	Repub	Democ	Repub
78,117	88,517	64,598	91,187	94,239	118,403
TOTAL VOTES CAST 1972: 212,642					



# MIGRANT OPPORTUNITIES PROJECT

*(Throughout its 45 year history, LULAC has pioneered many endeavors, supported countless worthy civic causes, and engendered many of today's service programs either singularly or as joint efforts with other community advancement organizations.*

*In light of this common bond, LULAC will spotlight local community efforts every month and give them national exposure, free of charge, through our magazine. Perhaps in this manner, other communities with programs of similar service nature will utilize LULAC's local as well as national resources.)*

"Once the dust of Mexico has settled on your heart you cannot then find peace in any other land."

A wise man once said that and, while it is true for those whose fathers came from that beautiful country, there are some who recall with equal fervor the golden shores of Puerto Rico, the green hills of Honduras and more, many more, lands, where the Spanish tongue falls softly on the ear.

It is one of the tragedies of our people — a people united by the language they speak — that their proud heritage is often forgotten by first, second, third and successive generations.

It is one of the ironies of our time that many of the non-Spanish-speaking vacation, retire and do business in those same lands. American builders proudly sell subdivisions with exotic Spanish names, everyone loves Mexican food and Mariachi groups are popular on the party entertainment

circuit. And yet, the Spanish-speaking are denied equal opportunities in almost every field in this country.

Gilbert Enriquez, Executive Director of the Migrant Opportunities Program, suggests that the situation exists partly because the Spanish-speaking have brought their language to this country while they have failed to bring their cultural heritage.

The forebearers of Spanish Americans were versed in mathematics, art and medicine centuries before Columbus set sail. Their calendar has never been improved upon. Their great temples and pyramids still stand and they employed the natural acoustics of the wind for communication hundreds of years before the telephone had ever been envisioned.

Enriquez, a native of Glendale, Arizona, is the son of a migrant laborer who rose to become a superintendent in an Anglo business firm and who instilled in his 15 children a pride in their history and heritage.

For five years now, Enriquez has administered M.O.P. programs in Arizona. His Tuition Assistance Program funded by the Migrant Division of the Department of Labor is Number



Gilbert Enriquez

One in the country. His self-help Housing Program is a model for others of its kind.

The cheerful, second-generation Arizonan believes that greater accomplishment can be achieved by Latinos who have an awareness of their background and a pride in it.

"For example," he says, "Mexico has no welfare program. Even the kids who sell chicle in the street must demonstrate an ability and a desire to work for a living. It is only when the Latino comes to this country that he is introduced to welfare — and in most cases that is because he is denied the opportunity to work competitively in many fields."

He agrees that even more and more effective social legislation is needed, but, he adds, "Our progress will be in direct proportion to our self-pride."

In subsequent issues the LULAC News will highlight other programs which are striving to remedy the ills which directly affect our people. LULAC News welcomes submissions from throughout the nation for publication in our *Profiles in Community Action*.



FIRST CLASS  
Permit No. 7643  
Phoenix, Ariz.

**LULAC**  
**NEWS**

3033 N. Central, Suite 402  
Phoenix, Ariz. 85012



*Feliz Navidad  
y  
Prospero Año Nuevo!*

*To Thine Ownself  
Be True . . . . . And  
Be At Peace  
In Your Heart,  
Your Home, Your Country*

*From Your LULAC National Staff*

*Isabel A. Olson  
Gene Howard  
Paula Hall  
M. J. Garcia*

*Isabel J. Davila  
Pete Villa  
Sal Rivera*

*Alfredo Vazquez  
Eliana de la Vara  
Beckie Harage  
Joe P. Benitez*



**SUBSCRIBE  
TODAY ....**

**There are facts about America that I need to know.  
Start my subscription to LULAC NEWS immedi-  
ately, and bill me later.**

**1 Year Subscription \$10.00. Save \$2.00 over single copy price.**

NAME \_\_\_\_\_

POSITION \_\_\_\_\_

FIRM \_\_\_\_\_ ☐ PRODUCT

STREET \_\_\_\_\_ ☐ SERVICE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please Mail to Address Below: ☐ HOME ☐ OFFICE \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_





3033 North Central  
Suite 402

*Y  
Greetings*



# Kids Wash Cars to Help Needy Students Buy Books



Young David Muñoz presides over the Chandler LULAC Youth Council. Under his leadership, that group of youthful talent and energy has led the Arizona youth scene in community service, fund raising and providing educational opportunities for the underprivileged.

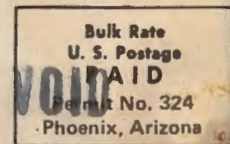
These are pictures taken during their impromptu car wash. Proceeds went to the scholarship foundation of the council. It was an all out effort and proved what our youth can do with *minimum* effort and organization. Pictured here is Mayor Navarette of Chandler, giving his donation to one of the young and sudsy enthusiasts.





## LULAC NEWS

3033 N. Central, Suite 402  
Phoenix, Ariz. 85012



ADDRESS CORRECTION REQUESTED

# BET YOU \$10

YOU CAN'T ANSWER  
ALL OF THESE QUESTIONS CORRECTLY.

You're well-read; all the important newsweeklies. You keep up with current events. You know where the minorities stand. What if you're wrong?

### TRUE FALSE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Latin Americans expect just and reasonable compensation for the discrimination they've suffered.     |
| <input type="checkbox"/> | <input type="checkbox"/> | Politically, Latinos generally lean toward the Liberal-Democrat end of the spectrum.                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Latin-Americans as a whole wish to alter the American system of free enterprise, to obtain equality. |
| <input type="checkbox"/> | <input type="checkbox"/> | Conscious of social change, many businesses are beginning to look for qualified Latin Americans.     |

We're not going to kid around and make you wait for the answers. If you answered "true" to any one of the above, you lose the bet: you're out of touch with a growingly-powerful, dynamic segment of American life.

Time to pay off. But you don't lose: you win! Your \$10 will fill out the gaps left by the major newsweeklies and "official" reports.

Send us the attached subscription card. We'll send you news from a world you need to know about!

If one of your subscriptions was the LULAC NEWS, you'd know that: 1) Latin Americans are succeeding by their own efforts, and expect no handouts; 2) The majority of Latinos are Conservative, having become tired of impossible promises; 3) They wish to participate in the world's most rewarding system, not destroy it; and 4) Latin Americans, without the dubious "advantages" of tokenism or quotas, are earning their own way in business.

