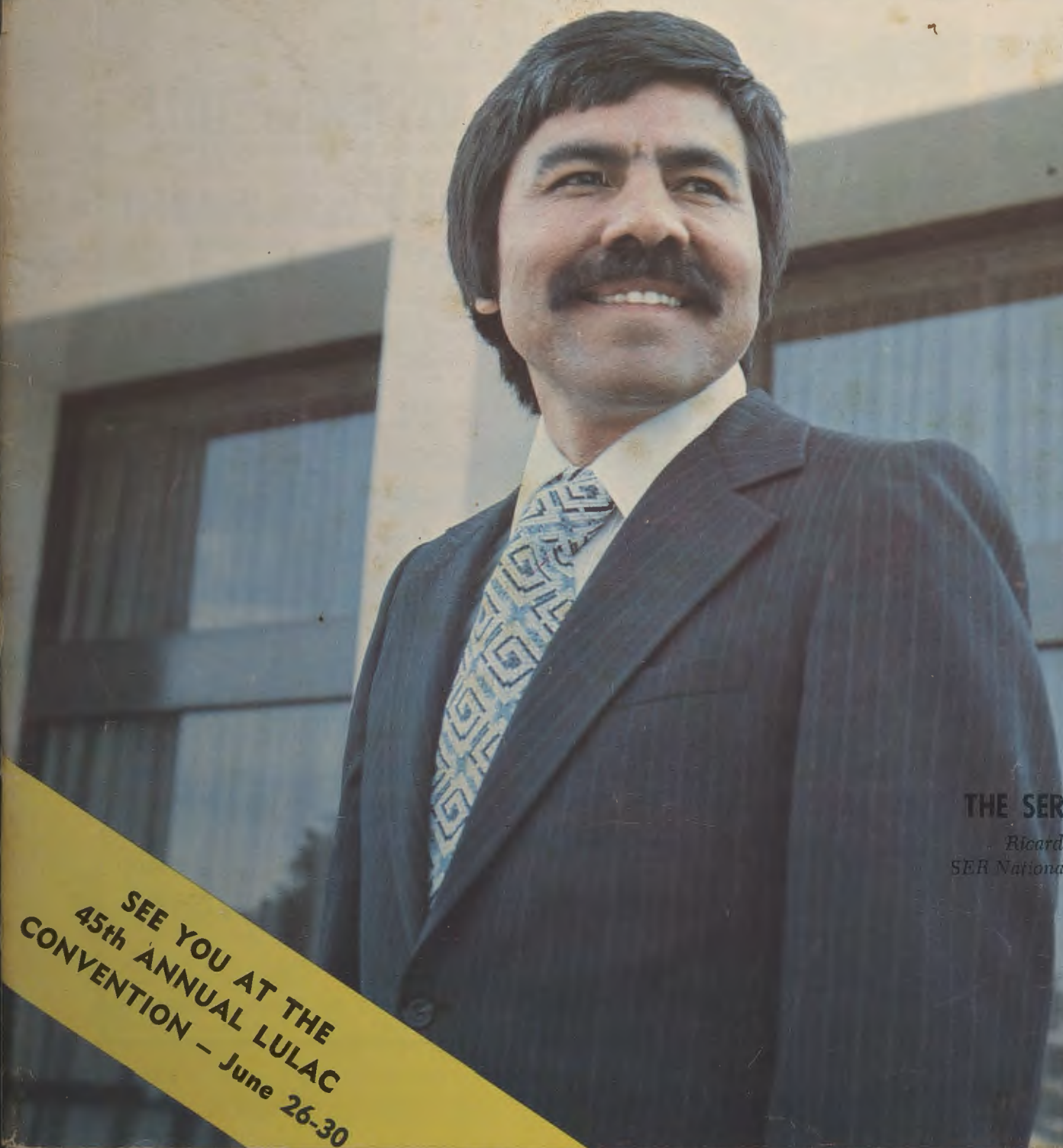


LEAGUE OF UNITED LATIN AMERICAN CITIZENS

LULAC NEWS

May
1974



THE SER STORY

Ricardo Zazueta
SER National Director

SEE YOU AT THE
45th ANNUAL LULAC
CONVENTION - June 26-30



Al Borchert
Mgr. &
Vice Pres.



George Sikokis
Ass't. Mgr.



Charles Castillow
Mgr.
Escrow Dept.



John Karmelich
Counselor



Joe Diaz
Escrow Officer



Alex Trakes
Escrow Officer



Judy Barger
Escrow Officer



Hollis Jones
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Benny Gonzales
Manager
Trust Dept.



William F. Brown
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Sam Carlise
Title Dept.
Manager



Clyde Smith
Director of
Business
Development



Arlis Priest
Business
Development



Jim Richey
Branch Mgr.



Dori Roulston
Branch Mgr.



Brad Cordova



John Sullivan
Branch Mgr.



Joyce Wright
Branch Mgr.



Ben Tuttle
Branch Mgr.



Susan Budnick
Escrow Officer



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Dale Hallock
Branch Mgr.



Richard Benson
Branch Mgr.



Dan Wayne
Escrow Officer



Diane Sohl
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Jeff Robinson
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Development



Jerry Levy
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Mary Moran
Mgr.



Roy Rogers
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Bob Kuban
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202 E. Birch779-0371

Since 1907



Founded 1927
Incorporated 1929

LULAC NEWS

May, 1974
Vol. 36, No. 2

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Publication

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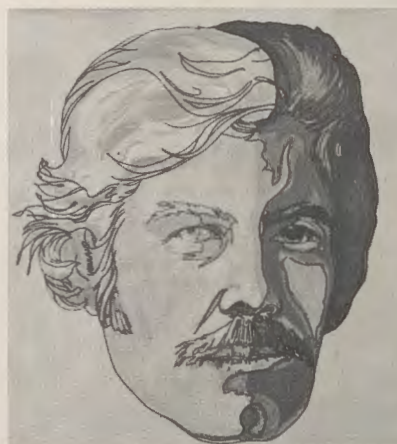
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LULAC NEWS welcomes contributions of news articles, features and pertinent information relating to the Spanish speaking people. Requests for copies or permission to reproduce text or photos should be made to the Editor. The publishers do not necessarily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

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For those who may have wondered, never let it be said that the Midwest and the Southwest never get together. Here's proof they do. LULAC Southwest National Vice-President Tony Bonilla, his wife, Olga, and Midwest National Vice-President Ed Peña appear in a cheerful mood as they pose for camera-man at a recent Supreme Council Meeting.



"We're Number One," proclaim LULAC Council 4002 softball team members as they display a trophy awarded to them following their victory over the Colonia Latinos in the Aurora (Ill.) Spanish American Softball League Championship Game. Pictured are, left to right, bottom row: Luis Velasquez, Ken Slaughter, Hilano Carrasquillo, Council 4002 President Antonio Gonzales (with trophy), and Rich Mondoza. Second row: Bob Mondoza, Jose Montanez, Don Bolf, and Joe Benavidez. Third row: Raymond Mondoza (winning pitcher), Mike Vera, and Tom Mendoza (manager). Team members Marca Torres and Junior Peres are not shown.

BENITES WILL RUN FOR SECOND TERM AS NATIONAL PRESIDENT

LULAC National President Joe R. Benites has announced his candidacy for LULAC National President for a second term. He has been endorsed by his local LULAC Council #284 (Phoenix) and by the Arizona State Convention.

Emphasizing this year's current theme, "Action makes Dreams into Realities," Benites foresees a doubling of membership and funding of programs for the elderly, youth, employment, women and voter registration.

Benites is predicting the most "fantastic" year for LULAC in '74-'75.

"The person elected president in Milwaukee," said Benites, "will have staff, finances, programs, the magazine and a multitude of 'good things' handed to him, or her on a silver platter."

Supplemental Security Payments Start

A new Federal program, supplemental security income, started January 1, 1974, to provide cash assistance to aged, blind, or disabled people who have little or no income and limited resources.

The new program takes the place of State-Federal assistance programs for needy people in these three categories.

The aim of the supplemental security income program is to establish an income floor by providing payments, when needed, so that people 65 or over, or blind, or disabled can have a basic cash income of at least \$130 a month for one person and \$195 a month for a married couple. States may supplement the Federal payments.

State of the League...

... message from the National President



National President Joe Benites

LULAC is experiencing a rebirth!

Much praise and credit is due to past presidents and members who have done a tremendous job in furthering the progress of Latin-American people over the past 45 years. A tiny but powerful seed was planted at the time LULAC was founded in 1929. That the League even survived through these years — through many difficult times — is evidence of its strength. Now it has grown into a massive tree, and under this administration that tree is bursting with fruit ready to be plucked.

When I say "this administration," I do not mean Joe Benites himself, but everyone — the people around me and people throughout the country both in and out of LULAC — who has helped to bring about not only a new direction to the League, but a new concept, a whole new thrust. Even a new vocabulary. We now speak of free enterprise, business opportunities, financial independence, ownership, financing our own programs, full-time staff, and management systems for the League — words we have never used before.

The main thing which has brought about this rebirth is implementation of this year's theme: ACTION MAKES DREAMS REALITIES. This administration has had only about six months to move the organization, but it is moving because we have not just talked about things, but done them.

Obviously, we can't move mountains in six months without stirring dust, and we have. Across the nation, and especially in Washington, LULAC is now probably the most talked about topic among Spanish-speaking people.

Now when we say "Spanish speaking" we really mean it. We do not mean just Chicano or Mexican-American;

we also mean Latino, Cuban and Puerto Rican. The League now has councils in states like New York, New Jersey, Tennessee, Louisiana, Florida, Kansas and others heretofore not even considered for membership purposes.

The League will never be the same again. New people, new ideas, new directions means a new League.

But more than anything, I believe we have stirred the winds of unity. Heretofore, unity was only a word. Now action is making it a reality.

We have thrust the organization in a direction that no matter what happens to Benites, the League will continue to move toward change and independence.

There are specifics to which we can point with pride:

- A LULAC building going up in Phoenix this month, with two more to follow shortly and twenty such projects scheduled in the next two years.
- A computerized mailing list.
- A magazine considered by people all over the country as the finest publication on Mexican-American activities in the country.
- The beginning of our own insurance company.
- A \$2 million educational program.
- A \$½ million elderly program.
- Establishment of the LULAC Foundation (501-C-3).

These things we can singularly point to.

But overall, the thrust is to truly take advantage of the American System, both political and economic.

Recently I have come under attack in Arizona. But it is not really me that is under attack; it is the whole organization. And I consider it a complement, because not only will I and we survive the attack, but will be stronger for it.

(Continued on Page 6)

MINORITY CONTRACTORS ASSISTANCE CENTER



Brother LULACERS Mario Castanares and Pete Bautista (LULAC Council 2 — San Antonio, Texas) are administering a highly successful economic development project assisting the small minority contractor join the ranks of the growing and prosperous construction industry.

The project, "Minority Contractors Assistance Center (MCAC)," was primarily the result of a deeply felt concern by a group of San Antonians over the continued depressed economic conditions of the local small minority construction contractor, in spite of the obvious tremendous boom in the construction industry in San Antonio during the first part of the 1970's.

Pete Bautista left, MCAC Assistant Director, and Mario Castanares, MCAC Executive Director, in front of newly revised Organizational Chart.

State of the League . . .

(Continued from preceding Page)

If you don't do anything, you won't be criticized. But if you do, then as Truman said, "If you can't stand the heat, get out of the kitchen."

This year's convention in El Paso, Texas, will not only be the greatest LULAC has had, but the greatest and most productive gathering of Spanish-speaking citizens in the history of America. And I predict that out of that

convention will come a unity so strong and so powerful it will be noted by historians as a turning point in the Spanish-speaking community to achieve first class citizenship for our people.

I call on every LULACER and their families to take their brothers Mao En Mano in whatever way they can to El Paso, because the eyes of this whole nation will be on us.

JOSEPH R. BENITES
National President

MCAC staffers and LAN-SIA, Inc.'s Vice-President Thomas Iglesias checking progression schedules out in the field.



The Board of Directors of the United Organizations Coalition, sponsors of the MCAC project, whose members include representatives from involved organizations such as LULAC; G. I. Forum; SER; and other local socio-economic organizations, saw a need for organized effort and unity to try to solve San Antonio's minority contractors' dilemma when it was realized that some \$20 million federal dollars had been allocated and spent for construction projects in the city's "Model Cities Neighborhood Area" (98% Mexican-American) without any evidence of these spent federal construction dollars benefiting this area's small minority general and sub-contractors.

Castanares, MCAC Executive Director, and Bautista, Assistant Director, have been with the program since its inception and have guided the project's growth and accomplishments from its start in November 1971. MCAC staff complement now numbers 16, an impressive growth from its initial two staffers. The primary goal is to assist the minority contractor to strengthen and stimulate his bargaining power and business position to:

- a) increase his success in competing for work;
- b) increase the dollar volume and number of contracting jobs received;
- c) provide better access to financing and performance bonding;

- d) enable the contractors to pool their skills and resources in order to accept jobs larger than any of them could accept alone;
- e) identify and provide training for a labor pool which gradually will grow in size and skill level.

The MCAC staff has accomplished the following statistical out-put measures over the past two years:

Presently operating with a first-year grant from the City of San Antonio's Federal Revenue Sharing Program, and a second-year contract with the U.S. Department of Commerce's Office of Minority Business Enterprise (OMBE), the MCAC covers the entire spectrum of construction contracting business in rendering daily assistance to the area's minority contractors through its management,

Statistical Accomplishments as of December 31, 1973 (Cumulative)

518	Contracts Bid/Negotiated for	\$8,134,369
308	Contracts Awarded for	\$4,990,938
25	Bond Packages Approved for	\$2,001,846
67	Loan Packages Approved for	\$ 592,762
147	Supply Lines-of-Credit for	\$ 125,608
120	Labor Pool Referrals Hired for	\$ 186,908
25	MONTHS CUMULATIVE OUT-PUT MEASURES	\$7,898,062



Mario Castanares, MCAC Executive Director, left, and Pete Bautista, MCAC Assistant Director, right, going over some plans covered in the recently awarded \$700,000 contracting project with Thomas Iglesias, Vice-President, LAN-SIA, Inc.

financial and technical assistance programs.

Besides the above statistical accomplishments, the MCAC has developed and is administering its "Loan/Bonding Mechanism" which to date has generated an excess of \$2,600,000 in loan/bonding leverage for local minority contractors. The basis for the "Mechanism" is a \$100,000 loan/bond revolving fund provided by the project's first grantors, the S.A. Model Cities Program.

Having developed this impressive "track-record" in leverage, Castanares reports that the "Minority Contractors Assistance Project" (MCAP), a national minority assistance program headquartered in Washington, D.C. has agreed with the MCAC and a local national bank, the Broadway National Bank, to facilitate the project with the Washington, D.C.'s project's "line of credit set-up" initially in the amount of \$100,000. Depending on use and default experience developed on this first "line of credit" allotment, MCAP's Executive Director, Dickie Carter, has promised MCAC Executive Director Mario Castanares, of increased future allotments to this line of credit.

The MCAC has sponsored and co-sponsored seminars and workshops with other governmental and private agencies such as SBA, GSA, HUD, VA, Mexican Chamber of Commerce in San Antonio, Mexican Chamber of Commerce in Austin, and numerous other agencies/organizations covering areas such as government con-

tracts, 8(a) contracts, set-asides, available federally-aided programs to facilitate loans, bonds, technical assistance, etc. Besides these seminars and workshops held throughout the year, weekly workshops covering more specific areas of the construction industry are conducted in the projects office at 1017 N. Main, Suite 341, San Antonio, Texas 78212, tel. (512) 224-2391, by the MCAC staff for the benefit of the project's minority contractor members.

The MCAC Executive Director remarked that the cumulative statistical out-put measures of close to \$8 million was generated by his staff on a total expended operational budget of approximately only \$255,000!

Some of the more ambitious and successful contracting projects contributing to the above out-put measure were: the \$1.6 million FHA 120-Unit Second Baptist Arms project and the over \$450,000 Antioch Baptist Church project both general contracting jobs of the Dudley Corporation, headed by one of San Antonio's leading black contractors, Calvin Dudley; a \$900,000 60-unit FHA subsidized complex, the Cheyenne Apartments, whose general contractor is one of San Antonio's most experienced and respected Mexican-American contractors, John R. Gonzalez.

John R. Gonzalez, incidentally has most recently been assisted by the MCAC in acquiring a \$856,000 bond which qualified him to be able to submit the only minority general contractor's bid on a recreational building project, which although did not

win the contract, was a very close competitive bid.

Another of MCAC's most active and growing minority general contracting firm is the LANSIA, Inc., whose young aggressive Cuban officers are now calling San Antonio home. When the two young executives joined the MCAC, they were primarily interested in working the small unprofitable, but the only attainable contracting jobs, remodeling and rehabilitating sub-contracting jobs, remodeling and rehabilitating sub-contract jobs in the \$200-\$2,000 vicinity.

The young corporation's President Mike Millan and Vice-President Tomas Iglesias made regular visits to the MCAC's offices and made immediate and effective use of all the management, financial, and technical assistance available from the project. Within a short period of time, Millan and Iglesias were handling development projects in small scale, building homes in the upper middle-class sections of San Antonio, ranging from \$28,000 upwards to the \$40,000's!

Recently, the young duo has been assisted in landing a \$700,000 contracting job which is being worked and is on schedule. The Mike Millans, Tomas Iglesias, the Dudleys, Gonzalez are but some few examples of what truly dedicated, talented and aggressive minority contractors can accomplish through the coordinated efforts and unity of organizations, their members/representatives, and these organizations' professional and supportive staff-members.

Chicano Impact Studied

WICHITA, Kans. — A look at the historical background of the Mexican American is needed, a Wichita State University graduate student of anthropology said.

German Reyes, former assistant instructor of minority studies at WSU discussed the history and culture of the Mexican American, as part of a five-day study sponsored by Kansas Newman College in cooperation with

the Kansas Committee for the Humanities.

The lecture-series and three-day conference was designed to study the impact of urbanization on the cultural values of the Mexican-American people and "to show also the implication of the economic, social and political problems that affect the Mexican-American in the Wichita urban community," said Sister Maureen, Kansas Newman publicity director.

Reyes, a Colombia, South America,

native who has lived in Wichita since 1959, said, "We are not communicating properly and too many people have their own incorrect idea what the word Chicano means. Actually it has to do with a reawakening of the Mexican people, a new appreciation of our arts, philosophy and ideals that made high civilizations flourish in the world.

"The Chicano movement is an awakening and pride for a culture that we have had with us for over 2,000 years."

PERSONALITIES

LULAC Salutes Raul Castro

YUMA, Ariz. — Former U.S. Ambassador Raul H. Castro was described here as a "man of determination and hard work who has excelled and risen from poverty to prominence" during a salute banquet in his honor by Yuma LULAC.

"Accepting the responsibilities of his accomplishments and position, he has contributed significantly not only to his fellow Mexican Americans and his adopted Arizonans, but to all Americans," said Charles Urtuzuastegui, LULAC member, before a standing-room-only audience in the Stardust, Yuma's largest hotel convention center.

Castro, a former Superior Court Judge and county attorney, was nam-

ed U.S. ambassador to El Salvador and Bolivia by Pres. Johnson during the 1960's. Presently, he is an international attorney.

(EDITOR'S NOTE: Since the banquet, Castro has announced his candidacy for the Democratic nomination for governor of Arizona.)

"Nothing succeeds like success," said a happy Gilbert V. Meza, banquet chairman. "We planned a salute for this distinguished American and soon everyone wanted to share this occasion with us." Meza said the banquet affair sold out three days in advance.

Castro complimented LULAC locally and nationally. "LULAC seems to have direction and is well accepted everywhere I've been. LULAC is a

solid organization that shows concern for people."

Sen. Jones Osborn served as master of ceremonies for the occasion while Ralph Romero, national LULAC cantante, performed during the evening. The mayors of Yuma and Somerton sat at the head table along with other local dignitaries.

Raul Lopez, outgoing Yuma LULAC president, also was at the head table along with his wife, Mary. He led the pledge of allegiance.

"Adversity is my angel," Castro said. "But adversity is America's blessing.

"I feel there is not a better place than the U.S. and no greater state than Arizona. This is not the country of my birth but the country of my choice," he added.

Castro acknowledged the efforts of Yuma LULAC for its "well-organized and tremendous banquet you have here tonight." The audience consisted of several city, county and state officials.

"Raul Castro deserves recognition as one of the nation's most illustrious modern Mexican Americans," Urtuzuastegui said. "He, more than any other contemporary Mexican American leader, provides a living example of a man who rose from humble beginnings to prominence on the basis of his inherent ability, education, hard work, perseverance, and contributions."

"Yuma LULAC salutes you estimado amigo . . . because you are still a man of and for the people. We thank you for sharing your life with us," he added.

The audience gave Castro several standing ovations as he again declared "adversity is my angel."

The LULAC banquet committee was headed by Meza and Ruben Lopez, Mayita Acosta, Ray Flores, Elizabeth Gabusi, and Ruben Perez.



Yuma LULAC girls Rosa Orduno (left) and Beatrice Meza welcome former U.S. Ambassador Raul H. Castro (center) who recently was honored in Yuma in a salute dinner. (LULAC Photo)

PERSONALITIES

Apodaca Runs for New Mexico Governor



Keeping Fit

The crowded field of candidates in the New Mexico governor's race includes one LULAC member.

State Sen. Jerry Apodaca, of LULAC Council 8007 in Albuquerque, is offering voters of his state a fresh face and approach to politics.

After serving an apprenticeship of eight years in the State Legislature, Apodaca, 39, has hit the campaign trail on a door-to-door basis throughout the vast New Mexico area.

"I have lived in New Mexico all of my life," says the Las Cruces businessman, summarizing his candidacy. "And while my family and I have prospered, too many others have not shared in our good fortune. I'd like to try to change that."

As he stumps the state, he is emphasizing that state government should be more sensitive to "peoples' needs."

"Our state has been progressing during the past years, but we can be

a national leader in fulfilling basic social needs in education, health care, environmental protection, the development of new and cleaner energy and an improved employment outlook for all our citizens," he said recently.

His legislative record indicates strong and consistent support for education, including bilingual education, career and vocational instruction, and special educational programs for the handicapped.

His support for LULAC projects is evidenced by his interest in the work of the LULAC Educational Service Center in Albuquerque.

"We continue to face a critical challenge in opening the doors of our colleges to all people," he said. "Once that challenge is met, then the entire state will be much better off."

A native New Mexican, Apodaca was a former football star at the University of New Mexico and still keeps



Jerry Apodaca on Grassroots Campaign Trail

in shape by running two miles a day.

Married to the former Clara Melendres, also of Las Cruces, the Apodacas have five children: Cindy (16), Carolyn (15), Jerry (14), Jeff (11) and Judy (9).

If elected, Apodaca will bring 13 years of business experience to the task of being the state's chief executive. He has been in the insurance and realty business since 1961, is a board member of a Las Cruces bank, and has recently established retail shoe centers in two New Mexico cities.

But he is not relying on his own expertise alone to serve the state. "I can't claim to have all the answers," he says. "But the truly successful administration will be the one that embodies the collective wisdom of all New Mexicans. I'd like to bring the good and talented and dedicated people of our state together and put them to work to solve our problems."



Meeting the People

Rodriguez Appointed to Civil Aeronautics Board

Elias C. Rodriguez, a lawyer with broad experience in international and aviation matters, is the first Spanish-surnamed American to serve in the Civil Aeronautics Board's Office of Members.

CAB Member Richard J. O'Melia designated Rodriguez as his assistant upon taking his oath of office as a member November 26, 1973.

"Elias Rodriguez's designation as Dick O'Melia's assistant not only brings to that position Mr. Rodriguez's broad experience in aviation activities but also reflects the Board's active participation in the Federal program for Hispanic Americans," CAB Chairman Robert D. Timm said.

Rodriguez, a native of Dallas, Texas, has been a staff member of the CAB since July, 1971, as an attorney in the Bureau of Enforcement. In that Bureau he served as Assistant Chief and, since July, 1973, as Chief of the Informal Compliance Division.

Earlier in his career he was on the Legal Advisor's staff of the International Monetary Fund and had extensive experience as a foreign service officer in the Department of State.

In his various assignments he served as First Secretary of the American Embassy in Rome in charge of civil aviation matters, and as Chief of the Department's Aviation Negotiations Division in Washington. In the latter capacity he chaired United States delegations in aviation negotiations with European, Asian, African, and Middle East countries.

Rodriguez is Vice-President of LULAC Council 11041, Washington, D.C., and is active in a number of other Latin American national civic organizations. He assists the Board's Equal Employment Opportunity Office in maintaining liaison with the Hispanic community. Chairman Timm appointed him CAB Coordinator for the President's Sixteen-Point Program to facilitate the recruitment and career development of Spanish-speaking Americans in federal civil service.

A graduate of Southern Methodist University with a bachelor of arts in economics, he also holds J.D. and master's degrees in law from the Georgetown University School of Law. He is a member of the District of Columbia and State of Texas Bars.



Elias C. Rodriguez

During World War II he saw extensive service as a commissioned officer in the European Theater, retiring as a lieutenant colonel in the Army Reserve.

Rodriguez and his wife, the former Alberta Durbin of Youngstown, Ohio, have three sons and reside in Fairfax, Virginia.

El Paso —

LULAC Convention - June 26 - 30

Dear LULAC Member:

On June 26-30, 1974, the El Paso LULAC Councils will host the 1974, 45th Annual National Convention, in El Paso, The City of The Sun.

The unique geographical location and international atmosphere of El Paso make it a most interesting place to visit. Many of the Convention visitors are combining their vacation with the convention and planning to stay for a longer visit in El Paso, we hope you will, too.

Mrs. Carolina (Jose) Munoz, Registration Chairman, has furnished information on the accompanying registration form.

Mr. Tony Mendoza, Transportation Chairman, is coordinating with the airlines and travel agencies for special rates. He can be reached at 751-4158, 8720 Comet St., El Paso, Texas.

The El Paso Convention and Visitors Bureau has set aside a block of approximately 1300 rooms at local and Juarez hotels for LULAC. The headquarters hotel is the downtown Holiday Inn, and convention headquarters is at the El Paso Civic Center.

We ask you to make preparations early. Send your reservation form and join us in making this a super convention!

Mary Inocencio
Convention Chairman

Hotel Information

HOTELS	Distance to Convention Center	ROOMS
Travelodge Central	approx. 8 blocks	75
Holiday Inn — Downtown	approx. 3 blocks	150
Paso del Norte Hotel	approx. 2 blocks	100
Downtowner Motor Inn	approx. 5 blocks	75
Plaza Motor Hotel	approx. 2 blocks	125
Rodeway Inn—Bassett Center	approx. 10 miles	125
Rodeway Inn de Mexico, Cd. Juarez	approx. 10 miles	120
Camino Real, Cd. Juarez	approx. 10 miles	130
HOTELS TO BE USED FOR BACKUP PURPOSES:		
Royal Inn		50
Hilton Inn — Airport		100
Sheraton El Paso Motor Inn		100
Desert Hills Motor Hotel		60
Holiday Inn — Midtown		100
Holiday Inn — Airport		100



Maria Inocencio

"Action Turns Your Dreams Into Reality"

Convention Schedule

Wednesday, June 26

- 2:00 p.m. Press conference.
- 3:00 p.m. National Supreme Council meeting.
- 6:00 p.m. Registration for early arrivals.

Thursday, June 27

- 9:30 a.m. Golf tournament.
- 2:00 p.m. Official opening of convention; welcome address.
- 2:30 p.m. Appointment of committees.
- 3:00 p.m. Seminar on education.
- 7:30 p.m. Get acquainted party.

Friday, June 28

- 8:00 a.m. Registration.
- 8:30 a.m. Convention reconvenes; reports of committees.
- 10:30 a.m. Welcome addresses by elected officials.

- 12:00 noon Luncheon. Keynote speaker: Sen. Loyd Bensen, Texas. Presentation of awards.
- 2:00 p.m. Seminars.
- 7:00 p.m. Banquet. Speaker to be announced.

Saturday, June 29

- 8:30 a.m. Convention reconvenes; final report of committees.
- 12:00 noon Luncheon. Speaker: Congressman John Rhodes, Arizona.
- 2:00 p.m. Reports on seminars.
- 3:30 p.m. Adjourn.
- 7:00 p.m. Presidential Banquet and Ball. Main speaker, to be announced. Presentation of awards.

Sunday, June 30

- Attend Church of your Choice
- 10:00 a.m. Unfinished business; election of officers.
- 12:00 noon Adjournment.

Your Convention Chairman

Chairman of the 1974 LULAC National Convention is Maria Luisa A. Inocencio. She has served as Parliamentarian of Ladies LULAC Council #9, and is presently serving as its President. She is secretary of the El Paso Toastmistress Club. In August, 1973, she was appointed to serve on the Federal Women's Council of the El Paso Area which was organized to coordinate the equal employment opportunity program pertaining to women in the El Paso Federal Community composed of women representatives from all Federal agencies in the area.

Mrs. Inocencio is employed as a statistician at the U.S. Army Air Defense School in Fort Bliss, Texas. She resides with her husband, Tony, a retired Army SFC, at 5708 Creston, El Paso. They have two sons.

CAROLINA MUNOZ, Chairman
Registration Committee
5258 Santa Elena (584-3722)
El Paso, Texas 79932

NAME:

ADDRESS:

LULAC COUNCIL

OFFICIAL TITLE

Please Check:

.....\$20.00 - Registration June 26-30, 1974, includes Banquet Dance and 2 Luncheons (for LULACS, LULAC members, spouses, or children). Does not include tentative Fri. night program.

.....\$40.00 - Registration June 26-30, 1974 includes Banquet Dance and 2 Luncheons (for other than LULACs).

For those who prefer to register in person, registration will take place at the El Paso Civic Center, as follows: Wed. 6:00 p.m., Thursday, 27 June '74, Friday, 28 June '74.

Please make checks payable to: 1974 National LULAC Convention. No personal checks accepted, only Council checks, cash, or money orders.

RESERVATIONS FOR THE 1974 LULAC NATIONAL CONVENTION:



Montoya Wants More NSF Jobs

WASHINGTON — Sen. Joseph M. Montoya, D-N.M., asked the National Science Foundation (NSF) to expand its existing programs or initiate new ones to get more Spanish-surnamed Americans into science and engineering.

The New Mexico Democrat said he met with Dr. Lowell Paige, assistant NSF director for education, to express his concern about the small number of Spanish-surnamed scientists and engineers in this country.

He said Paige assured him efforts would be made to see that federal funds used to get minority students into those fields would be more equitably distributed.

Montoya said he also asked Paige to recruit existing Spanish-surnamed scientists and engineers as professional NSF staff members.

Courts Rule on Voting Rights

WASHINGTON — Two court orders were issued in Justice Department voting right suits in January.

One court ruled that Twiggs County, Georgia, must hold new elections for county supervisors next November. A Justice Department suit had charged that a 1971 change in election procedure was discriminatory.

Another court granted the Justice Department's request to reconsider a 1972 decision removing three New York counties from coverage under the 1965 Voting Rights Act of 1965. The government said the counties discriminate against Spanish-speaking persons.

U. S. Issues Equal Employment Decrees

WASHINGTON — The U.S. Department of Justice successfully concluded the first employment discrimination suits brought against a public utility and a state police force during January, Attorney General William B. Saxbe announced recently.

Georgia Power Company signed a far-reaching consent decree requiring the utility to pay almost \$2.1 million to black victims of job discrimination.

Maryland state officials signed a consent decree requiring the hiring of women and more blacks as state troopers.

The Georgia decree, the largest back pay award ever obtained by final decree in a Justice Department case, resolved the government's first job discrimination suit against a public utility. It was filed in 1969.

The decree also requires Georgia Power to increase the number of blacks in its work force from 9.3 percent to a goal of 17 percent within five years.

Blacks will be hired in all job classifications, including foreman and other supervisory and management positions.

The Maryland decree, signed three days after the Justice Department filed suit, requires the state police force to set a goal of having blacks in 16 percent of state trooper jobs within five years.

A year ago, the suit said, of the 1,200 state troopers, none was a woman and only 22 were black.

These settlements highlighted an active month of enforcement of Civil Rights laws by the Justice Department.

Supreme Court Upholds Equal Education

WASHINGTON — The Supreme Court in January adopted the Justice Department's position that non-English speaking students have a right to equal educational opportunity.

The court ruled that the failure of the San Francisco school systems to provide English language instruction

for about 1,800 Chinese students violated the Civil Rights Act of 1964.

Another important decision issued during January prohibited the public school system in Baker County, Georgia from giving aid to a private segregated academy. A suit challenging the practice had been brought by the Justice Department.

Minority Business Program Rolling

WASHINGTON — Missouri's first Minority Business Conference heard Under Secretary of Commerce John K. Tabor urge Missouri business and industry leaders "to assist minorities in gaining full opportunity to participate in the economic mainstream."

While Tabor praised the involvement of private industry to date, he called for increased commitments in assisting minority businessmen via creation of minority small business investment companies (MESBICS), extension of minority loans, deposits in minority banks, and creation of Business Management Fellowships.

He specially urged support of the work of National Can Corporation Chairman Robert Stuart in leading the National Minority Purchasing Council's effort to increase corporate purchasing from minority firms.

EDA Grant To Create Jobs

WASHINGTON — Approval of a \$75,000 grant to help create immediate construction jobs in Taos County, New Mexico, was announced by William W. Blunt, Jr., Assistant Secretary of Commerce for Economic Development.

Picuris Pueblo applied for the funds from the Economic Development Administration, U.S. Department of Commerce, to develop the first stage of a tourism-recreation project to expand the pueblo's sole source of tribal income.

The grant was approved under an amendment to the Public Works and Economic Development Act which authorizes funds to construct needed

public facilities in areas where unemployment is high.

Pueblo officials estimate that seven unemployed persons will be hired on the project which will get under way within 90 days and be completed within a year.

The EDA grant will pay the total project cost.

Spanish Power Seen

WASHINGTON — The chairman of the cabinet committee on opportunities for Spanish-speaking people told a bi-partisan luncheon that civil rights laws and executive orders have

not been working for the Spanish people.

"Those laws and executive orders must start working and they must start working now," Henry Ramirez advocated at the luncheon, co-sponsored by U.S. Sens. Joseph Montoya, D-NM, and John Tower, R-Tex.

"Make no mistake about it. The Spanish speaking will be a pivotal force in politics in the next decade. In many states they will determine who sits in city hall, state houses and Congress."

He predicted that by the turn of the century they would be the nation's largest minority.

In first six months . . .

City-County Manpower Agency Places 2,437 Persons in Jobs

ALBUQUERQUE — During its first six months existence, the Albuquerque-Bernalillo County Comprehensive Manpower Program placed 2,437 persons in jobs.

Total job placements from March through August have exceeded planned goals by 30 per cent, said David Rusk, city-county manpower director.

"In fact, total job placements for this past six months have almost doubled the performance of the traditional federal manpower programs for all of last year," Rusk added.

Rusk presented a progress report to the Bernalillo County Commission Oct. 16. The County Commission has joined with the City Commission to organize this program, the nation's first locally-controlled Comprehensive Manpower Program.

"Helping people gets jobs is the kind of social program we support enthusiastically," said County Commission Chairman James P. (Corky) Morris. "We're very encouraged by the progress of our county-wide manpower program. It's an excellent example of city-county cooperation."

The Comprehensive Manpower Program was funded for sixteen months by a \$6.7 million bloc grant from the U. S. Department of Labor, on March 1, 1973. Its goal is to place

at least 4,692 unemployed adults into jobs over the sixteen-month period.

In addition, at least 2,607 high school students (primarily from poor families) will participate in job training and work programs run by the Albuquerque Public Schools.

Rusk praised the work of the Employment Security Commission of New Mexico as principally responsible for the success to date. Direct placement of unemployed persons into jobs listed with ESC's new neighborhood manpower centers accounted for more than 80 per cent of all placements.

More than 400 other clients completed skill training at Albuquerque Technical-Vocational Institute's Skills Center or in on-the-job training with public and private employers and also were placed in jobs.

Post-training placements fell 40 per cent below projected goals, however. Rusk explained that the cause was that few clients were in on-the-job training programs when the new comprehensive program began — resulting in far fewer completions than expected during the first six months.

The 2,437 clients were placed in full time, permanent jobs. Placement totals did not reflect part time or temporary work provided such as the following:

—57 elderly clients placed in full time jobs by the local chapter of the American Association of Retired Persons plus another 1,080 job orders filled for part time or temporary work;

—1,136 high school students placed in subsidized summer jobs;

—1,118 other high school students hired for Dial-A-Teen's two-week community clean-up campaign in August;

—225 students employed through the Model Neighborhood Area's summer jobs program;

—293 high school students who attended six weeks of T-VI and manpower-funded cooperative education classes this summer;

—more than 600 students who were kept busy by Dial-A-Teen with part time and temporary job orders.

"The public agencies are 'getting their thing together,' Rusk noted. "The level of cooperation which exists among the city and county governments, the Albuquerque Public Schools, T-VI, the Employment Security Commission and the different neighborhood groups is excellent."

Rusk said Albuquerque needs

—more better-paying jobs;

—more willingness by businessmen to give the public manpower agencies a try; and

—more help for the Albuquerque Public Schools.

"The progress is encouraging, though many, many clients are still not being helped as they might be," Rusk concluded. "A lot of improvements still must be made."

Latinos Top School Minority

LOS ANGELES (UPI) — Spanish-surnamed students, including Mexicans, Cubans, Puerto Ricans and other Latin Americans, comprise the largest non-white minority in the city school system, according to a recent survey.

The group makes up 25.6 per cent of the district's students.

Black students ranked second with 25.3 per cent of the total enrollment.

ARIZONA

Yuma Officers

YUMA, Ariz. — A Somerton businessman and a Yuma attorney were elected president and vice president, respectively, of the League of United Latin American Citizens here recently.

Charles Urtuzuastegui, manager-owner of Charles and Frank Stores in Somerton and San Luis, Ariz., and attorney Frank Gabusi were sworn in along with five other officers. The one-year term of office will run through March, 1975.

Other officers elected were Gilbert V. Meza, secretary; Ray Flores, treasurer; Mrs. Cora Piceno, parliamentarian; Mrs. Mary Lopez, chaplain; and Gabe Piceno, sergeant-at-arms.

Meza is a professor of journalism at Arizona Western College while Flores is an entomologist with Barkley and Co. of Somerton. Mrs. Piceno is from Gadsden, Mrs. Lopez is a saleswoman at McDonald's Dept. Store. Piceno is a grower with Barkley and Co.



YUMA LULAC OFFICERS — Yuma's (Ariz.) League of United Latin American Citizens' new officers gathered recently to plan goals and objectives for the local council. Gathered around new president Charles Urtuzuastegui (center, seated) are from left Frank Gabusi, vice president, and Gilbert Meza, secretary. Standing are (from left) Cora Piceno, parliamentarian; Gabe Piceno, sergeant-at-arms; Ray Flores, treasurer; and Mary Lopez, chaplain.

(LULAC photo)

TEXAS

Corpus Christi Newspaper Recalls LULAC History

(Reprinted from *La Verdad*)

Governor Dolph Briscoe proclaimed the week of Feb. 17-24 as LULAC WEEK in Texas, as the prestigious organization celebrated its 45th anniversary of its founding.

Since its inception more than four decades ago, the League of United Latin American Citizens has struggled tirelessly to bring a better standard of living to those of Mexican origin.

For many years, its fight was directly involved with racial discrimination for it was absolutely necessary since those of Hispanic surname were treated worse than dogs. Texas Rangers, for example, had open-season in those of Mexican extraction all the time, and many oldtimers attest that these drug-store cowboys sharpened their shooting eye by practicing on innocent bystanders at dances, Saturday nights. It was their delight to

harrass and torment those of Mexican descent, and there are people who say that these ruffians actually made notches on their guns to keep score on how many "Meskins" they had disposed of.

These things do not occur today, at least none that we know of, however, not all traces of discrimination have disappeared.

If you are as old or older than the LULAC organization then you will recall that we couldn't go to an Anglo barbershop, or eat at an Anglo restaurant. In some little towns and even big ones, there were two schools —

Tempe Mayor Proclaims LULAC Week

As League Marks 45th Year

TEMPE, Ariz.—Mayor Dale Shumway proclaimed Feb. 17-22 "LULAC Week" in Tempe in conjunction with the state-wide and nationwide observance by Arizona's League of United Latin-American Citizens of

their national organization's 45th anniversary.

Members of Tempe's LULAC Council, on hand for the proclamation signing, extended an invitation to the mayor to join LULAC members from

throughout the state in celebrating the anniversary at an annual Past President's Ball at the Ramada Inn, Phoenix.

The ball, which was open to the public, honored presidents of LULAC Councils from throughout the state, including those of Tempe's Council.

Urging Tempe citizens to join in the LULAC Week observance and extend a salute to the local LULAC Council, Mayor Shumway noted, in his proclamation, that "this organization has worked for the promotion of the ideals of America and our way of life, and . . . has created better relations and equality for all citizens and those of Latin American extraction."

Tempe, he said, has an active LULAC council "whose members take part in civic work, among them participation in the advancement and betterment of Spanish-speaking Americans through the sponsorship of LULAC housing for low-income families, education and manpower development projects and many other social and welfare projects."

The mayor said the theme "45 Years in the Pursuit of Justice and Equality for all Spanish-speaking Citizens" is being featured to keynote LULAC Week, "in commemoration of the important role LULAC has played in the welfare and prosperity enjoyed by our State and Nation."



CELEBRATING AN ANNIVERSARY — Members of Tempe's League of United Latin-American Citizens were happy to have Mayor Dale Shumway recognize the occasion by proclaiming Feb. 17-22 "LULAC Week" in Tempe. On hand for mayor's proclamation-signing were (from left) Frank Carrillo, president of Tempe LULAC Council; Mayor Shumway, Council Secretary Connie Leon, Treasurer Ernest Martinez and LULAC Council member Tom Reyes. (Jan Young photo)

one for the Negro and Mexican-American and the other for the so-called "white" or Gringo. In theaters, we, of Mexican ancestry, could go only up to the balcony and if caught downstairs, we'd be thrown out the side door, on our ear!

We couldn't dance at night-clubs, nor be hired as policeman, post office employees, or bus drivers. All we could find was labor jobs, paying the lowest imaginable pay, and one had to keep his mouth shut, or he wouldn't have even that!

Local observance of LULAC commenced last Sunday at 1:30 p.m. with graveside services at Rose Hill Memorial Park, for founders of the civic organization.

The league was born on Feb. 17, 1929, when local businessman, Ben Garza called for the unification of several Mexican - American groups which had formed in South Texas after World War I. These organizations had the same goal and by combining forces, their protests and complaints would have a better oppor-

tunity of being heard by responsible authorities.

Throughout the years, many men have distinguished themselves by their participation in LULAC work, not only here in Corpus Christi, but all over the state of Texas. In recent years, the organization has expanded to other states to include 190 councils in a dozen states, all seeking educational aid for the needy and providing low-income housing, putting emphasis on the development of character, citizenship and the promotion of ideals of our American way of life.

Joe Garza, one of the league's founders and brother of Ben Garza, has been called Mr. LULAC for many years and for good reason. This gentleman, a personal friend of this writer, has done a tremendous job for our Hispanic colony here these many years. Because of his modesty, Garza has almost gone through life unnoticed, however, those close to him know quite well the valuable service he has rendered our community in our relationship with our Anglo friends. During the most hectic years here, Garza, who was and is always respected by the Anglo community, managed to keep harmony prevailing, avoiding many confrontations that would have retarded our progress.

One of his biggest contributions was the forming of the Latin-American Softball League here in the late 30's, which started its league play at South Bluff Park, later moving over to the Ben Garza Park, continuing until the late 40's. Prior to that, there was no organized sports for youth of Mexican parentage. More than 150 boys and young men were kept off the streets and offered the chance to become better citizens, learning fair-play, developing their minds as well as their bodies.

This writer, in particular, feels that he owes this gentleman (and others who assisted him, of course), a vote of thanks for the opportunity of becoming a better man, a better citizen. It is a part of this writer's life that will live with him vividly till the end.

His nephew, Ben Garza, Jr., a close friend of this writer and former teammate, is another Garza, with strong ties to the LULAC work. An engineering assistant, with the City of Corpus Christi Department of Engineering Services, Ben, son of the founder of LULAC, is an influential promoter of the organization. He has devoted a lot of his time and effort in helping to cement better relations between the Anglo and Mexican American communities. We are fully aware that a lot of people will criticize this writer for making a "separation" of communities, when the whole idea is to become only ONE community with everybody being an AMER-

ICAN, period. But, that, dear reader, is easier said than done.

Everywhere one turns, one faces the ethnic problem. It appears to be worse now than 10 or 20 years back. The truth is that some of the good work that LULAC and other responsible organizations have accomplished has been lost due to several Chicano groups DEMANDING immediate equality, rights and privileges. Some of these radical aggregations have even adopted the slogan, "kill the gringo!"

In our thirty years of newspaper reporting and editorializing in this column, we have pulsed the tempo of LULAC progress. We have seen men like the Bonillas, William David and his brother, Tony, both outstanding attorneys, Gabe Lozano, Sr., and Gabe Lozano, Jr., Jim Wilburn, Judge Hector de Pena, and many, many others too numerous to mention, take time from their valuable daily routines, to focus attention to the needs of our community.

The clamor of our people has reached Capitol Hill through the efforts and persistence of these men and others who have never given up. Much has been done, perhaps the biggest projects have been in connection with better housing facilities for our people, certainly, an item extremely important, that which has given prestige and dignity to those who had previously lived in deteriorated shacks, lacking sanitary facilities.

Because of LULAC our colleges and universities now have more students of Mexican extraction, not only because the organization provides scholarships but because it promotes higher education and has, in its ranks, men who hold lucrative positions in private industry, the professional fields and in government. This serves greatly as an inducement to the high school graduate who considers enrolling in some college. LULAC has educational counselors, adequately prepared to advise prospective collegians.

Occasionally one will see dissension among the members of the LULAC group. This is almost inevitable

in any big assemblage where opinions may differ, however, when this occurs, those with clear heads and the necessary patience, will quickly bring things to order and the usual cadence of things continue as before.

No one has to question the loyalty of LULAC to our beloved country for it stands firm and unyielding in defense of the United States of America; no one can point an accusing finger to LULAC for disobedience to draft laws or refusal to serve in the Armed Forces in time of wars, for in its ranks it has many decorated combat veterans that went overseas to engage the enemy so that we would be free of Communism and tyranny.

LULAC has a brilliant history that has left indelible marks in its path to better things, better avenues for development and progress, more human treatment for the underprivileged, for the neglected and forgotten masses that are forever suppressed, abused and humiliated.

Happy anniversary to this benevolent group of people!

LULAC Council 616 Aids Local Dealer

SAN ANTONIO — LULAC Council 616 is informing the community of the case involving Alex Montez, a service station dealer located at 1703 Nogalitos St., who was denied renewal of a one-year lease by a local oil company.

This denial came after Montez was awarded a trophy for selling the most gas in San Antonio last year.

The refusal of renewal was due to the necessity of closing some service stations.

LULAC Council 616 questioned and protested this action by sending letters to the national president of the oil company, Congressman Henry B. Gonzalez and Governor Dolph Briscoe.

Correspondence from the national president of the company assured an immediate investigation into the denial.

Montez was visited and granted another year's lease.

Assistance was offered by Briscoe and Gonzalez.

LULAC council members and Montez went on the air on Channel 41 with Martha Tijerina to inform the community of the results.

The council will present a weekly show with Miss Tijerina and a monthly program with Yolanda Rangel's "Adelante Program" on Channel 4 WOAI-TV.

LULAC offers assistance to any other minority businessmen in similar situations.

Calls for assistance may be made to Adolph A. Garcia Jr., founder and Civil Rights chairman of LULAC Council 616 at 342-3030 or 227-1515.

LULAC Council No. 616 is also accepting applications for scholarships.

Council 629 Meets To Set New District

SNYDER, Tex. — Members of the League of United Latin American Citizens from a wide area of West Texas met at the Scurry County coliseum to set up a new district.

They were addressed by Manuel Gonzales of Waco, state director, and Lenin Juarez, Lubbock attorney.

Gonzales commended the group here on its activities and urged them to continue to work for their rights as citizens and to involve themselves in community affairs.

"We would never be for destruction of property" or any type of violence, Gonzales declared, but LULAC now is becoming more active politically and is urging its members to be good citizens and to work for the opportunity to enjoy all of the advantages of good citizenship.

Ricardo Corrales, president of the LULAC Council 629, presided over the meeting and was named deputy district director under the new area organization. Father Tony Moran of Snyder gave the invocation and led the pledge of allegiance to the flag.

EL PASO COUNCILS INSTALL OFFICERS



Ladies LULAC Council No. 9, El Paso, Texas. Incoming officers for 1974. Front Row from left: Alice Gallardo, Treasurer; Mrs. Ramiro (Belen) Robles, 2nd V.P.; Mrs. Mary Inocencio, President; Nora Gonzales, First V.P. Back Row from left: Mrs. Carolina Dick, Trustee; Mrs. Jose (Frances) Montes, Secretary; Julia Valles, Guard; Mrs. Amada Valdez, Chaplin; Mrs. Raymond (Amalia) Santos, Trustee; and Mrs. Babil (Rosa) Arrieta, Parliamentarian. At back center District 4 Director Carlos Villescas.



New Administration of LULAC Council No. 8, El Paso, Texas. From left: E. B. Leon, Chaplin; Ruben Flores, SSeg't at arms; Henry Ayon, Treasurer; Perfecto Ortiz, Secretary; David Puente, V.P. of Youth; David Montoya, 1st V.P. and Javier Banales, President.

Council Hosts Dinner For Pres. Benites

SAN ANTONIO — Council 616 members report, "It was an honor and a privilege to have had the opportunity to host a dinner at the Turtle Creek Country Club for Mr. Joseph Benites, our National LULAC President and his staff and our District Director, Walter Herbeck. Our Council had the opportunity to discuss with him his plan of action and the new direction that LULAC is taking under his leadership. Council 616 will never forget those memorable moments shared with him and his staff. We are looking forward to his next visit in San Antonio, Texas."

Broadcast Accents Progressive Image

HOUSTON — Juan Ramirez (left) President, Council 60, Houston, and Fred Diaz (right) Secretary, Council 60, Houston, Texas, team up every Sunday morning to broadcast over Radio Station KIKK, Houston, Texas. The program is called LULAC INFORMS.

"The show reaches a multi-county area of the Golden Gulf Coast. Fred and I started the show shortly after taking office last year," said Ramirez. "We try to inform the public and our people on the functions of LULAC on a District, State and National level. We also have advised our people of the various government agencies at

their disposal and have run two series on LULAC history."

"We will change the image of our show shortly," remarked Fred Diaz. "Up to now, LULAC INFORMS brought information of interest to the public. Now, we shall speak out on the real issues facing our people, taking stands, editorializing and stating the facts as we and our people see them. This new progressive image will keep pace with the one set up by our National and State offices."

Ramirez also added, "We would like to see Councils on the air in every city. Fred and I will be glad to send our program format and suggestions on request."

CALIFORNIA

Ed Morga Appointed 16-Point Coordinator

Edward Morga, Gardena Council #2015, and Past National Treasurer, has been appointed 16-Point Program Coordinator for the Spanish Speaking, by the Defense Contract Audit Agency, Los Angeles region. The area covered by Ed's appointment is California, Santa Barbara to San Diego; Arizona, and Clark County, Nevada. The Los Angeles area of the DCAA has 550 employees.

The appointment by DCAA is considered significant in that it is thought to reflect the importance attached to Ed's involvement with LULAC both nationally and locally. The accomplishments of LULAC and its on-going activism in behalf of the Spanish Speaking is well known in Federal Government circles.

DCAA Los Angeles top management is generally considered to be progressive and sympathetic toward Spanish Speaking aspirations in all facets of equal employment opportunity, Ed asserted. Ed feels, however, that DCAA has yet to achieve what might be considered satisfactory employment of Spanish Speaking statistics, in view of the large Spanish Speaking population extended in the Los Angeles region.

"We are here in vast numbers," Ed stated. "We all know, however, that we are still not getting our share of the Federal Government employment pie."

"The 16-point program is not yet implemented anywhere in the Federal Government. Action items to be implemented will require constant expenditure of a large number of man hours," he continued.

"Community awareness of their employment rights and responsibilities in the Federal Government is, in my opinion, sorely lacking. For example, have you ever heard of DCAA and DCAS, as government employers? Not many people in the barrios have either. Chicanos in college haven't either, for that matter."

Ed feels that the proof of the pudding, that is, the commitment of the Federal Government to the 16-Point Program will be tested when the coordinators throughout the Federal Government start to expend man-hours to implement the 16 Points. The program will succeed if implemented, Ed feels, because we only have one way to go — and that's up!"

Pico Rivera Council #2033, Long Beach Council #2047 and San Francisco Council #2008, all held successful scholarship dances recently, with capacity crowds.

Shone Martinez Appointed 16-Point Program Coordinator

Encarnacion (Shone) Martinez, an Air Force veteran and a representative of the Human Rights Commission in San Francisco, for the past two years has been appointed the 16-Point Program Coordinator with the General Services Administration. Shone Martinez' responsibility will extend from California to Arizona and Nevada.

Brother Martinez is a native of Del Norte, Colorado. He is a graduate of Mission High School and Marin College in Kentfield, California and Lone Mountain College in San Francisco where he obtained his Bachelor's degree in communications.

During the period August 1970 through June 1971, Brother Martinez was appointed Executive Director "del Concilio de la Mision Agencia". Brother Martinez' goal as a 16-Point Coordinator will be directed towards expanding the job opportunities of the Spanish - surnamed in GSA throughout Region IX. Contact Shone for these opportunities at (415) 566-6066, GSA Office of Civil Rights, 49 4th Street, San Francisco, Calif. 94103.



Juan M. Ramirez, President, Council #60



Fred Diaz, Secretary, Council #60

Whittier Scholarship Dance

The members of Whittier Council #2034 held their annual Scholarship Dance on March 16 from 9 p.m. to 1 a.m. at the UAW hall in Pico-Rivera. Music was provided by the famous Armenta Brothers.

LULAC Members Given Public Service Awards

Three Federal employees, all members of Gardena, California, LULAC Council, were nominated for the Federal Executive Board Distinguished Public Service Awards in the area of EEOC.

They are Ed Morga (DCAA), Art Oroz (DCA SR-LA) and Frank Galaz (DCAA). Frank Galaz was awarded one of the five awards, for his involvement in EEOC activities.

Job Corps Graduate Now SER Trainee

Ms. Lolly Rodriguez, from San Diego, CA., has completed a year of training at the Jobs Corps Center in Los Angeles, CA. Lolly is the daughter of Mrs. Angelina Rodriguez of San Diego, CA.

Through Ms. Gloria Perez, National Vice President and Nelda O. Wyland, National LULAC and Women in Community Service Liaison, they re-located Lolly in El Toro, Calif. with a Women in Community Service volunteer while she is in for more training at Operation Ser in Santa Ana, Calif.

Lolly is one of many young ladies the LULAC women are beginning to work with as volunteers in Women in Community Service. Ms. Wyland recruited Lolly and her sister Sylvia on one of her field trips into San Diego.



LOLLY RODRIGUEZ

Paramount Council Scholarship Banquet

The Paramount, California, Council No. 357 held its annual scholarship awards banquet May 4. Five \$500 scholarships were awarded to Mexican-American students from Paramount, Dominguez, Lutheran, and Pius X high schools.

According to Council President Art Salazar, scholarship grants were received from Alpha-Beta Development Co., Paramount Drive-in, Safeway Stores, Thompson-Ramo-Woolridge, KNBC, Schlitz Wholesalers Association, and other contributors.

The banquet was held at the Paramount Community Center beginning at 4 p.m. Assemblyman Richard Alatorre of the 48th district was the guest speaker, and Dr. Armand Rodriguez, president of the East Los Angeles City College, was the main speaker.

Also featured was a group of youngsters performing native Mexican dances. La Raza de Bronze provided music for the event.

After presentation of scholarships, a movie called "Cinco Vidas" was presented, courtesy of KNBC productions.

Albuquerque

LULAC Educational Service Center Board Meeting with LULAC staff on current objectives of the program. Left to right: Paul Montano, SER Employment coordinator; Mucio Yslas, Dean of Students, University of Albuquerque; Kathy Leyva, Administrative Secretary; Vince Montoya, Director of Model Cities; Frank Beserra, Supervising Counselor; and Ben Sanchez, State Recruiter/Counselor.



Below: The Albuquerque SER Front Office Beauties. Francis Gonzales, left; Sadie Tafuya; and Lupe Carabajal, standing.



Kathy Leyva, head secretary, left, Ben Sanchez, Counselor/Recruiter, and Kathy Gomez, Clerk-Typist look over organization chart.

Presented here are a series of pictures depicting LULAC sponsored programs in Albuquerque, New Mexico, including activities of the LULAC Educational Service Center, Operation SER, and LULAC Council #8006.

The LULAC Educational Service Center began operation September 1, 1973, the purpose of which was to give the Spanish surnamed citizens of New Mexico the opportunity to con-

tinue their education. Thus far, over 249 people have been recruited and \$200,000 worth of financial aid has been generated from federal, state, and local levels.

Operation SER, which is working closely with the LULAC Educational Service Center in securing jobs for clients, has been evaluated as the top program in the State. Operation SER is a part of the Comprehensive Manpower Program in Albuquerque. This

program has been very responsive to the population of Albuquerque, and has achieved the excellence in the field of training and placement. Many students have been placed into stipend and training programs at vocational schools.

According to the delegate votes of last year's LULAC National Convention, Albuquerque's local LULAC Council #8006 is the largest council in

in Action

Frank Beserra, LULAC Educational Service Center Supervising Counselor, left, and Fred Leyva, Affirmative Action Specialist, discuss strategy with Paul Montano, Affirmative Action Specialist for SER.



Below: SER Director Zeke Durham discusses SER program with Education Service Center Board Chairman Mucio Yslas and board member Bob Sanchez.



LULAC Educational Service Center Board members Mucio Yslas, left, Vince Montoya, and Paul Montano with Supervising Counselor Frank Beserra, seated.

the United States. This council is deeply concerned with the citizens of Albuquerque, and have at many times, expressed its opinions on issues relating to situations involving not only LULAC members, but any citizen seeking support.

Strong public relations have been built with the establishment of group activities for its members, such as a fast-pitch softball team, a women's

bowling league, and a golf team. They are the only council boasting its own club, which contains a bar where many LULACERS spend enjoyable leisurely hours.

The councils' membership consists of many outstanding community leaders and citizens, among whom is New Mexico's State Senator from Las Cruces, Jerry Apodaca, who is a candidate for Governor of New Mexico.

All the photographs submitted by Albuquerque concerning Council 8006, Operation SER and the LULAC Educational Service Centers were taken by John Aragon from Mountain Bell Telephone Co. Mountain Bell donated the film and the photographer at no cost to LULAC. Albuquerque LULAC salutes Mountain Bell Telephone Co. for its work with minority organizations.

The SER Story

By MIGUEL V. CALDERON

Part I: Beginnings

THERE WAS A SHEEPHERDER that roamed the hills of New Mexico. As he sat back to watch his sheep, he often dreamed how wonderful it would be to have enough money not to work long hours and have more time to spend with his family. But that he thought was an impossible dream.

In Arizona there was a Mexican miner who got up early, before dawn, and descended into a deep shaft that led into a copper mine, never seeing the light of day, because he always returned home when it was dark. He hoped that someday he would have a job where he could see the sun, as he remembered it in his youth.

In San Antonio, a farmworker had arrived in the city from Brownsville because he was tired of working in the fields picking cotton and because he wanted to better himself.



MIGUEL V. CALDERON



New Mexico Governor Bruce King receives award from SER National office. Robert Barela (center), Manpower Planner from the Governor's Office and Roberto Griego, Deputy Director of Operation SER (left). Gov. King has committed his Office to fund the SER programs in the State of New Mexico.

It was a coincidence that the shepherd, the Mexican miner and the farm worker attended a LULAC meeting in a dingy hall in Houston in the summer of 1964. Over half a dozen persons who attended the meeting had a similar background. One of the items on the agenda was to find solutions to the unemployment problems. It was in that humble building that the idea of job placement centers began to germinate. Little did they know that they were helping to launch what in ten years would be one of the most sophisticated manpower delivery systems for the Spanish-speaking this country has ever known. It was in this city, by people who wanted to improve their lot, that they dedicated their time without pay for the volunteer job placement centers, later to be known as SER/Jobs for Progress, Inc.

SER filled a need that had existed for more than a century. Institutions were established at all levels of government to take care of public employment needs, but for one reason or another, the Chicano and other Spanish speaking people were ignored.

SER was the organization that addressed itself to the crucial problem of unemployment of the Spanish speaking. This concept was not conceived in the halls of Congress, nor in the planning conferences of the governor's office, nor in the state employment service or in city halls. It was conceived in a dingy hall in Houston, Texas. But it was thought up by Chicanos and Spanish-speaking people on their own.

The program was conceived out of desperation to solve one of the most pressing problems of a minority.

In this case, it was not money that was required, but the WILL, the will to overcome all obstacles. The will to become self-sufficient. The will to make a beginning to the end of poverty.

So against this setting, in the middle of the Barrio, SER was conceived by Chicanos. It was developed and it

continues to be administered by Chicanos for Chicanos and other Spanish-speaking Americans in this country.

The SER/Jobs for Progress, Inc. is an idea carried over from the Navy's Equal Employment Opportunity programs. The original proposal was prepared with the assistance of the Department of the Navy.

On February 7, 1965, Roberto Ornelas made a presentation before a LULAC National Supreme Council in El Paso, Texas. Houston, Texas, was selected as a pilot city to establish a job referral agency. The success of the Houston project would determine the expansion of this type of referral agency to other cities.

On February 12, 1965, at a regular LULAC Council 60 meeting, a motion was passed to undertake the voluntary program of registering, classifying and referring Mexican American applicants to industry.

Council 60 plunged into the task; work necessary to develop the program continued at a rapid pace. The formal openings of the Houston job referral agency was held on April 10, 1965, to coincide with the LULAC National Supreme Council meeting.

The first companies to support SER/Jobs for Progress, Inc. were from the Houston area and they are: Humble Oil & Refining Company, Southwestern Bell Telephone Company, Cameron Iron Works, Shell Oil Company, General Foods, Gulf Oil Company, Coca Cola Bottling Company of Houston, Texas, Brown & Root, Houston Lighting & Power Company, Olin Corporation, Sinclair Oil Corporation, Tellespen Construction Company and the Associated General Contractors, Texas Highway Heavy Branch.

A resolution was approved on May 9, 1965, at the Texas LULAC State Convention in Lubbock that the next LULAC Job Placement Center be established in Corpus Christi.

In spite of all the work and support from industry for the Houston Job Placement Center, the actual number of registrants placed in jobs



Ricardo Zazueta
SER National Director



Congressman Edward R. Roybal, (D) Calif., center, with Pete V. Villa, SER Board Chairman, left, and Ricardo Zazueta, SER National Director.



Word by mouth referrals have brought tens of thousands of unemployed Chicanos into SER local programs for training. Unemployed youths who otherwise would have gotten into trouble with so much free time on their hands, are now gainfully employed by local employers.



SER students visit the National Office in Los Angeles. The students were from the nearby West Los Angeles SER program.



SER clerical and secretarial trainees on Graduation Day. Typical of the more than two hundred classes held last fiscal year.

was discouraging. Early in June, 1965, a motion was introduced in Council No. 60 to close down its voluntary Job Placement Center. The motion was seconded and the President called for a discussion on the motion. After a discussion, a vote was taken and the motion defeated. Had this motion passed, SER/Jobs for Progress Inc., may have died still an infant.

One of the SER founders has described SER as the child of the marriage of LULAC and the American G.I. Forum, baptized by its godparents, OEO and DOL.

From the beginning, SER had its own entity, its own personality. SER's growth has been described in many ways, from the "Monolithic Mexican Machine" to that of a child growing up.

What is SER? It is a non-profit corporation that is the largest Spanish-speaking organization in America concerned with employment. Because it is a non-profit operation, SER/Jobs for Progress, Inc. is on equal status with city, county and state governments to compete for public monies which meet public needs.

The SER corporate structure has been patterned after regular business corporations which are governed by a board of directors who formulate and set the objectives of the organization. The national director is charged with the responsibility of implementing the policy and objectives of the national board of directors.

Since SER is run like a profit-making corporation, some outsiders, especially those from the East Coast not familiar with the goals of SER but only with the effects of some of its programs, have misnamed SER the "Monolithic Mexican Machine." SER is one of the few private groups that operated with a fairly large budget of \$18 million in fiscal 1973.

Sponsored by numerous community organizations and agencies, SER is primarily supported by the League of United Latin American Citizens (LULAC) and the American G.I. Forum, a veteran service group, who merged their similar manpower programs in 1964.

Information for Progress was a pilot employment program that began in

Washington, D.C. Its chief concern was placing Chicanos in government and disseminating information on federal programs, especially during the time when the war on poverty initiated hundreds of programs to aid the underprivileged. In one year alone, Information for Progress prepared, reproduced and mailed more than 50,000 information packages on federal jobs and programs.

In the spring of 1965, job placement centers for Spanish-speaking were started in Houston and Corpus Christi by LULAC. At the same time LULAC and the American G.I. Forum joined forces to "Eliminate poverty in the Southwest — with special attention to the culturally different."

They put all their financial and human resources under one program and called it Jobs for Progress and ensured continual operation of the voluntary job placement centers in the three cities, Washington, D.C., Houston and Corpus Christi. The center was funded and staffed exclusively by Spanish-speaking personnel.

LULACer Helps Insure Indian Leaseholds

Joe Diaz, LULAC member and a Senior Escrow Officer for Minnesota Title in Phoenix, has been the key man in a program that is giving Navajo Indians leasehold title and leasehold mortgages on their homes on the reservation.

Minnesota, through Diaz, is insuring titles on leaseholds on the Navajo and other Indian reservations in Arizona and New Mexico.

It was very difficult for the Indians to obtain title insurance for housing development or otherwise, on Indian lands. After a year of study, Minnesota gave the go-ahead signal to the Phoenix office, and Diaz moved into action, in so insuring.

Working with the Fort Defiance Housing Corporation, which is authorized to analyze and approve any housing projects on the reservation, Diaz has insured approximately 60 leaseholds. They have also moved into the rental area, with more than 100 units, including the Red Lake Housing Project, 50 units at Navajo, New Mexico.

On June 10, 1966, Jobs for Progress, Inc. received joint funding from the Office of Economic Opportunity (OEO) and the U. S. Department of Labor (DOL) for the amount of \$250,000. The first executive director was installed in Albuquerque, New Mexico on October 3, 1966.

The money was used by the Experimentation and Development Division of DOL to set up an experimental and pilot program. This pilot program was identified as Operation SER. Later the word SER developed into the acronym, Service, Employment and Redevelopment.

The Operation SER staff in Albuquerque performed recruitment, referral and placement activities. Other offices were also opened in San Antonio, Phoenix and Denver to develop job opportunities for the Spanish-speaking. The initial three centers that were manned on a voluntary basis continued to be manned by a voluntary staff.

Many people believe SER began in 1966, but job placement centers, func-

tioning mostly with private donations, had been in operation since May 1964. Some centers continued to operate for three or four years without any public funds.

If SER could speak, it would say, "As an infant, I was met not by love, but by suspicion and distrust by those whom I was born to serve. I was seen and treated by many as an outsider. I was seen as a threat because I dared to come forward with new ideas, new programs and to envision new horizons for my people. I cut my teeth on what many called revolutionary ideas . . . ideas that for the first time provided the services that my people had needed so badly for so long."

"Ser" is a verb in the Spanish language that means "to be." It is also the name of an organization that has helped more than 120,000 persons attain a better standard of living.

But for many more millions of Spanish-speaking people, the word SER remains unheard.

Next month: How SER Works.



Joe Diaz

Under the program, the Tribal Councils will protect Indian holdings within the reservations by interceding in any default. The leases, as set up by Tribal rules, are for 65 years.

Diaz has also been instrumental in insuring LULAC housing projects at Phoenix and Chandler, Arizona.

Working to upgrade housing for the lower income population, Minnesota also backed housing under the FHA 236 program of rent subsidy.

Diaz is a native of Phoenix and has been active in various civic and veteran organizations, including Kiwanis, Moose, VFW and American Legion. He and his wife, Donna, have two children.

Consumer Aid Booklets

More than 60 free or low cost publications telling how to buy, use and care for different consumer products are now available in Spanish, the Consumer Affairs Department of California announces.

The Spanish language index of consumer publications, released by the Consumer Product Information Center, reviews a variety of topics from health and safety to budgets and child care.

Some of the booklets, according to John T. Kehoe, director of the state Department of Consumer Affairs, describes in Spanish tips on the purchase and the care of car batteries, information on borrowing money, installment buying and annual percentage.

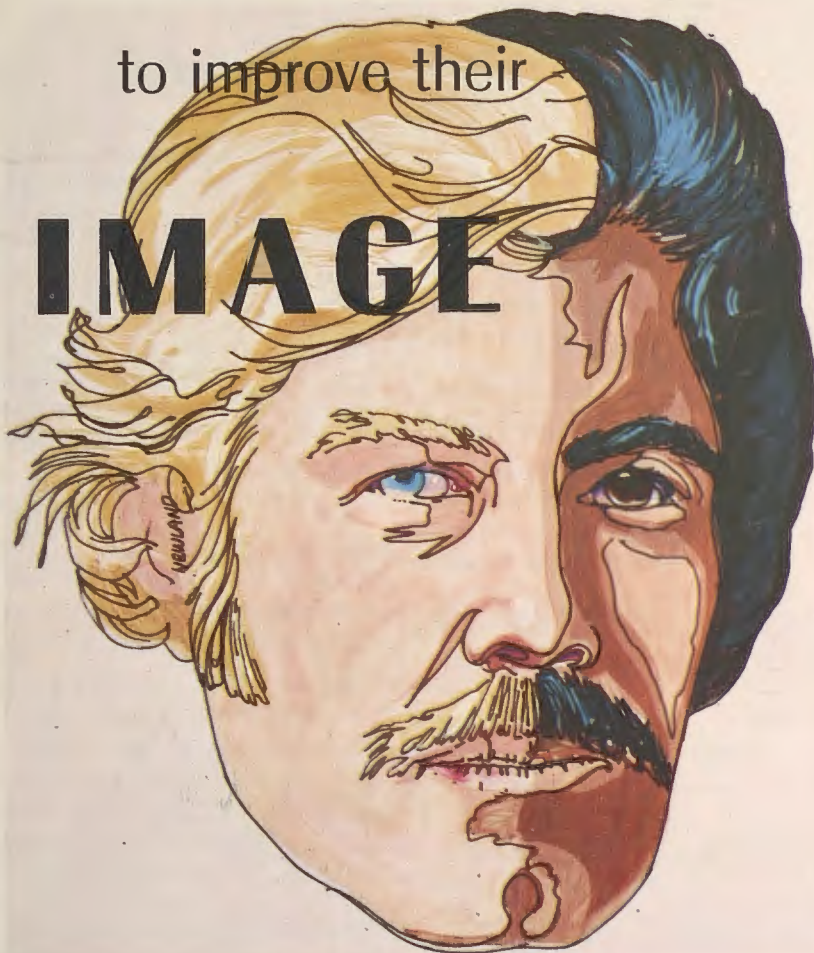
The index is available free from the Federal Information Centers, in Box 310, Sacramento, Calif. 95802.

Bulk quantities of 25 or more copies of Information para el Consumidor will be made available free to educators and private nonprofit organizations working with Spanish-speaking consumers, from Consumer Information, Pueblo, Colo. 81009.

Spanish Speaking move

to improve their

IMAGE



The nation's Spanish Speaking community has become increasingly concerned with their exclusion from Civil Service and other government employment. Isolated attempts to bring about improved representation of Chicanos, Puerto Ricans, and other Latinos in government jobs have not proved significantly successful. A present review of employment profiles of federal, state, county, city agencies, and educational institutions, especially in the Southwest, will bear out the lack of concerted effort to hire and upgrade members of La Raza.

LULAC and other national Spanish Speaking organizations that have continually pursued efforts to promote the equal employment opportunities for the Spanish Speaking have provided the groundwork for the establishment of specific employment-oriented organizations such as IMAGE—a Spanish Speaking Organization Concerned With Government

Employment, Personnel Management Association of Aztlan, The American Association of Spanish Speaking Certified Accountants, and the Mexican American Correctional Association.

IMAGE was established in February 1973 as a national organization dealing with one issue — governmental employment for the Spanish Speaking. It consolidated the efforts of the many groups concerned with public employment, such as: San Francisco Civic Center Forum, San Jose Chicano Employment Committee, Los Angeles Incorporated Mexican American Employees, San Bernardino-Riverside Brown Baggers, Phoenix Rio Salado Forum, Salt Lake City Spanish Speaking Committee on Government Employment, Denver IMAGE, Dallas Chicano Federal Employees Group, and others. After two years of research to determine need and desire for such a vehicle, over 200 delegates from 20 cities in 15

states gathered in Denver, Colorado to launch IMAGE as a national organization. IMAGE, initially an acronym for "Incorporated Mexican American Government Employees," was changed to "IMAGE, A Spanish Speaking Organization Concerned With Government Employment." Representatives from Puerto Rican and other Latino employee groups voiced a desire to participate in IMAGE.

In June, 1973, Executive Board members of the "Grand Council of Hispanic Societies in Public Service," a predominantly Puerto Rican public employees group of 13,000 members in New York City, voted to affiliate with the IMAGE National organization.

In less than nine months IMAGE has established or received letters of intent to establish, thirty-six chapters across the nation. The principal objectives of IMAGE are: (1) to seek a broad development and expansion of employment opportunities for the Spanish surnamed aspirant to government service, (2) to encourage and actively support the promotion and advancement of Raza employees already in government service.

Government service includes employment with federal, state, county, city, other municipal agencies, educational institutions i.e., universities, colleges, school districts, and government-funded programs. Membership is not restricted to only such employees but is open to any person who supports the objectives of IMAGE.

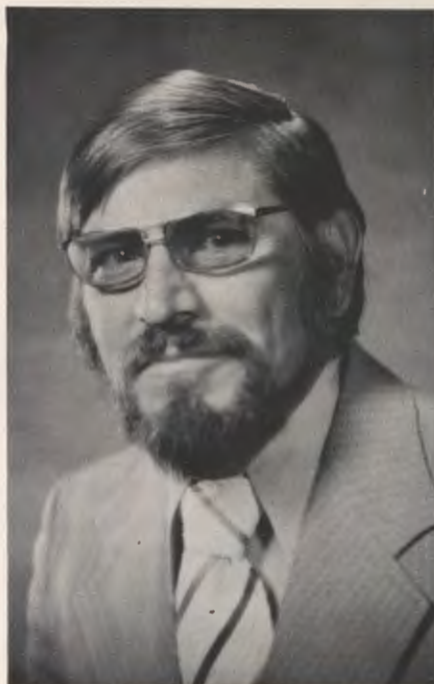
Local chapters and other Spanish Speaking groups are provided assistance in conducting employment surveys of local government agencies to determine the Spanish Speaking employment rate. Where deficiencies exist, a local plan of action is developed to improve the employment profile. The agencies are offered help in recruitment and other matching of candidates to jobs and the development of *effective* affirmative action plans. Where resistance is encountered on the part of the agencies, local chapters are advised of recourse

through the Equal Employment Opportunity Commission when a State or local agency is involved. Government funding agencies may also be asked to stop funding until compliance is achieved, as in the recent holding of 5 million dollars from the University of California in Berkeley by HEW over minority hiring. Redress through the federal courts is pursued where other efforts fail. IMAGE hopes to make a greater impact with a positive approach to agencies and government employers by offering assistance.

The organization is presently establishing a Spanish Speaking computerized skills bank which will be available to public employers. It is hoped that LULAC, G. I. Forum, and other Spanish Speaking applicants will utilize the skills bank as an access to government jobs.

Local chapters are provided on a regular basis, current civil rights developments, recent significant court decisions, federal and state equal employment opportunity regulations, and other material related to public jobs. With reference to local federal facilities, where local efforts are unsuccessful, regional and headquarters communications and dialogue are established by National IMAGE to support local needs.

The thrust of the Organization's efforts has been in the area of federal employment. In November, 1970, President Nixon issued a Sixteen-Point plan to give Spanish Speaking Americans an equitable share of jobs in the federal government. The program outlined an intensified recruitment drive to bring more Spanish Surnamed persons into Civil Service and a concerted effort to place members of this ethnic minority into key federal positions. The U. S. Civil Service was charged with the responsibility of im-



ED VALENZUELA

plementing the plan. At the time the plan was issued, Latinos held 2.9% of the two-and-a-half million federal jobs. Two years later, in 1972, Spanish Speaking employment had increased only two-tenths (.2%) of a percent. The plan was failing because of lack of concern by federal agencies and the apparent failure of the Civil Service Commission to assign priority and require affirmative action by federal employers. In September, 1973, IMAGE issued an analysis of the 16-Point Program based on a review of Agency efforts by CSC. The analysis disclosed gross Agency attitude problems toward Spanish Speaking employment; a lack of urgency and a low priority assignment to the program; no meaningful and specific guidance from agency headquarters to field installations. There was a general inability among agencies to implement an *effective* 16-Point plan.

The consensus of IMAGE is that the 16-Point plan can work! Those agencies where full time Spanish Speaking 16-Point Program coordinators have been appointed are beginning to realize the human potential that was previously untapped. The

great resource of expertise, both potential and realized in the Spanish Speaking community deserves and demands access to the benefits derived from public employment enjoyed by so many other Americans.

The placing of Chicanos, Puerto Ricans, and other Latinos in key government posts can assure that program benefits will flow down to our communities where it is estimated that since World War II over 13 billion dollars have been lost because of job discrimination in government.

Two Counties in California are presently facing IMAGE discrimination complaints. Several state universities and a number of cities are under investigation for their exclusion of the Spanish Speaking on their employment rolls. A federal court judge in San Francisco has ordered a racial quota system as a remedy for discrimination in the Fire Department.

In summary, it is felt that in a united effort of education, information, and action by LULAC, American G. I. Forum, Operation SER, IMAGE, Mexican American Legal Defense and Educational Fund, and other La Raza of this nation can participate in and enjoy the benefits of government employment.

Any Spanish Speaking person interested in any level of government or public employment, or who is presently holding a government position and is interested in advancement, may contact the local IMAGE chapter or the National IMAGE office at 112 North Central Avenue, Phoenix, Arizona, 85004, telephone (602) 261-3882.

Ed Valenzuela
President
National IMAGE
112 North Central Avenue
Phoenix, Arizona 85004
(602) 261-3882.

WOMEN

The Chicana and Unequal Opportunity

The position of the female in American society poses a particularly difficult struggle for the Mexican-American woman.

By LINDA AGUILAR
Reprinted from *El Sol de Texas*

The traditional role of the Mexican American female, or Chicana, has been that of housewife and mother whose primary purpose in life is to serve and assist her man, the Chicano. This is no longer true. The Chicana has stepped out of the kitchen into the world to become a visible force for change and the elimination of discrimination. Therefore, it is understandable when the general public assumes that the Mexican American woman who has become very vocal and assertive is part of the current "Women's Liberation Movement" sweeping the country, or has at least been inspired by its efforts.

Actually, emergence of the Chicana as a strong motivating force within the Spanish-speaking community has been in conjunction with that of the Chicano. For this reason, her struggle cannot be paralleled with the Anglo woman's fight for rights against the Anglo male. Chicanas have fought side by side with their men in the struggle for equal opportunity in all areas of American life. Unfortunately, because the major emphasis has always been on opening doors of opportunity for the Mexican American male, the female in essence . . . fights the battle, but does not share in the spoils.

Mucho has been written on the problem of lack of equal opportunity for Chicanos in the various areas of employment. Practically no one has ventured to write about employment discrimination directed at Chicanas, not only from Anglo male employers, but potential Chicano employers as well. I say potential because from my experience if she seeks any type of administrative position, a Chicana has a better chance of being employed by an Anglo than by a Chicano.

One can see that part of the reason for this is that the Anglo administrator does not feel that his masculinity is threatened by the Chicana. Rather, he finds it enhanced, if he even vaguely falls for the stereotype of the Mexican American female — Mexican women are said to be for the most part hot blooded, primitives interested only in sexual gratification and grateful for any attention from Anglo males. This image is constantly reinforced by the various media, television, movies and publications. Rare is the film that does not depict the Chicana as a loose, wanton woman.

The Chicano Revolution has brought about great changes in the Mexican American community and family structure. The Mexican American female has taken on some characteristics of what has been described as a Macho. She may be very vocal, aggressive, and an effective community organizer. She may prefer to pursue interests outside the home and reject home-making as the total fulfillment in her life.

This is the new image for some Mexican American females. The docility and submissiveness are evidently dwindling and although the Chicano views her with interest, this interest is not totally absent of fear, wonder, and suspicion. Fear, because Mexican American women always have been expected totally to be submissive to males. Wonder, because Chicanas are now demonstrating abilities the Chicano thought them incapable of. Lastly, suspicion, because one is always suspicious of something one does not understand. Chicanas who have grouped together for strength and unity of purpose are at best, tolerated, more often ostracized and ridiculed by Chicanos.

Women have stepped out of the background into the spotlight as spokesmen at various public meetings. School boards, commissions, and city councils, to name a few, have felt the sting of the verbal slaps from irate Mexican American women. Chicanas have shown themselves to be alert, forceful, and intelligent and they have proved to be a major catalyst in the Chicano community. The aggression on the part of the Chicana towards the Anglo has not only been condoned but encouraged by the Mexican American male. The results have been good. Capable and competent Chicanos have been hired into decent positions of administration by a reluctant Anglo community.

The problem begins. The same forceful Chicana that berated the Anglo looks to the Chicano for employment. She has been forced into a leadership role in the community but finds that with the Chicano employer, the out-moded man/woman relationship that existed in the home has not changed. In the book *A Forgotten American*, Luis Hernandez writes:

Traditionally all men (Chicanos) are considered to be superior to women (Chicanas), a girl looks forward to the day she will fulfill her role as a woman . . . where her first duty is to serve her husband.

As far as the Chicano is concerned, the role of the Chicana has not really changed. It has merely been transferred from the home to the office. If a Chicana seeks employment above clerical help status, her fiercest opposition comes from the Chicano. The reprieve from the kitchen has been temporary, or more realistically, not a reprieve at all, for although a Chicana is encouraged to "stand up" to

an Anglo, deference to the Chicano is still mandatory. In his book *Pensamientos*, Elius Carranza states:

Chicanos have exposed with a little bit of honesty the big lie that we are all free, we are all equal . . . Perhaps the time has come for Chicanas to also expose with a little bit of honesty the big lie that we are all free, we are all equal. In our own San Jose, California community the number of Spanish surname females employed by the city is 21, out of a work force of 2,575. In a special program, the Emergency Employment Act (EEA), the number employed is 20 out of 288. These numbers do not mean that 41 Chicanas are employed by San Jose City. Some of these women are Anglo females married to Mexican American males. In addition, the majority of these positions are non-supervisory.

Equality in employment for Chicanas is simply not a reality although the Chicano family organization is certainly changing. Chicanas, through divorce, separation, or other factors, are assuming the role of family breadwinner. In these females headed by women two thirds of the incomes in the Los Angeles area alone are below the poverty level.

Most Chicanas work because they have to. Either they must supplement their husband's income or they are the sole support of their families. This is a reality that Chicanos must face. It demands more than a shrugging of shoulders and a mumbling that it's too bad. Along with standing on the speaker's platform and demanding relevant education for Chicano youngsters, Chicanos must realize that without adequate housing, decent clothing, and basic food necessities, Chicano youth will continue to fail. Words will not provide for needs, but actions will.

Chicanos must be willing to provide employment opportunities to Chicanas faced with these problems or continue to deal with the situation of children who are too preoccupied with family problems, including a lack of food, to be concerned with something as enbulous to them as education.

25% of EEOC Caseload

Sex Discrimination Complaints Spread

By BARBARA REED

Complaints of discrimination against women in employment are on the increase all over the country, says Tom Robles, district director of the Equal Employment Opportunity Commission.

"Complaints to our office are in line with the national average and number about 25 per cent of all charges processed by EEOC," he said.

The greatest number of reports of discrimination are from Spanish speaking persons, citing discrimination because of national origin. Discrimination because of race is second, followed by reports of discrimination against women, he said.

Charges of discrimination against women rose from 20 per cent of the total charges last year to 25 per cent this year, Robles noted.

The local area office last year processed 706 charges from Oklahoma, West Texas and New Mexico with a staff of 37 permanent employees — 26 professionals and 11 clerical persons — and an annual budget of about \$600,000.

A backlog of more than 600 cases dating back 18 months is now "under attack" by the EEOC here.

"We're developing a new approach which includes preparing preliminary questionnaires to persons involved in the backlog cases," he explained. "Many complaints can be worked out without our staff going personally to the people and talking to them."

Robles said the large backlog developed because of the agency's success in effecting conciliations.

"People tell their friends when they are pleased with the results of our conciliations," he said. "The more successful we become, the more people who come to us."

Sample conciliations by the local EEOC office last year include: an Anglo female received \$900 backpay and was offered reinstatement follow-

ing her discharge resulting from her charges that her employer's group insurance plan discriminated against unmarried females. The company also changed the discriminatory insurance provisions.

In another successful case, a Mexican American female received \$3500 in backpay, had her personnel record cleared and provisions were made by the firm for promoting persons regardless of their race, sex or national origin.

Another Mexican American female received \$810 in backpay and was offered reinstatement by her firm and a clear personnel record in the settlement of her case. The firm also agreed to a maternity leave policy in accordance with EEOC sex guidelines and changed their policy of newspaper job openings and also eliminated the requirement of a high school education for certain positions.

Last year EEOC obtained more than one million dollars through conciliations for those wronged by job discrimination.

Under Title VII of the Civil Rights Law, discrimination in employment because of race, color, religion, sex or national origin is prohibited. The EEOC, a federally-funded agency, will act on charges of discrimination in employment committed by employers, labor organizations, state and private employment agencies and labor-management apprenticeship programs.

Robles emphasized that persons have the right to file a complaint of unlawful job discrimination in the following instances: if an employer refuses to hire you and you are qualified for the job opening. If you are not allowed to apply for a job opening but other persons are allowed to apply.

You may also complain if a union or employment agency refuses to re-

fer you to job openings or if a union refuses to accept you as a member.

Other unlawful conditions include being fired or laid off without cause or being refused promotions for which you are qualified. Also, being paid less than others for comparable work or being placed in segregated seniority lines or being left out of training or apprenticeship programs are also unlawful situations.

Persons may also complain if their employer provides racially segregated lunchrooms, locker rooms, rest rooms and/or recreational facilities.

Charges of job discrimination may be filed in writing or in person but should be filed as soon as possible after the discriminatory act has taken place. The local EEOC office is located in suite 1717 of the National Bldg., 505 Marquette Ave. N.W., Albq. 87101. The telephone number is 766-7220.

After the charge is filed, the EEOC staff will review the charge and contact the person making the complaint by mail or in person.

The commission staff will then investigate the complaint and if it finds the charge of discrimination is justified, attempts at conciliation will be made.

If conciliation fails, the complaint may be taken to court for settlement. Individuals discriminated against may go directly to court to sue employers for alleged discriminatory action.

However, in 1972, amendments to the law gave EEOC the power to go directly to court to enforce the law and also provided that organizations may file charges on behalf of wronged persons.

"With these new powers, EEOC legal actions against employers violating the law will increase rapidly and significantly," said Robles. "Five new regional litigation centers have been established with substantial legal staff to provide more rapid and effective court action."

He said the certainty of increased legal action, plus the consistent record of court-required affirmative action to

remedy job discrimination, emphasizes the advantages to employers of setting up an effective affirmative action program for their firms as soon as possible.

Robles also pointed out that the Equal Pay Act of 1963 requires all employers subject to the Fair Labor Standards Act (FLSA) to provide equal pay for men and women performing similar work.

In 1972, coverage of this act was extended beyond employees covered by FLSA to an estimated 15 million additional executive, administrative and professional employees including

academic, administrative personnel and teachers in elementary and secondary schools and to outside salespeople, he said.

He also mentioned the Age Discrimination in Employment Act of 1967 which prohibits employers of 25 or more persons from discriminating against persons between 40 and 65 in any area of employment because of age.

The most important precedent in recent years was the January, 1973 agreement between American Telephone and Telegraph Company and EEOC and the U.S. Dept. of Labor.

HISPANAS JOIN U.S. ARMY RESERVE



This attractive group of ladies recently joined the USAR 369th Station Hospital at Fort Brooke, Puerto Rico, and they are indicative of the growing number of women who are finding personal and career fulfillment in the Army Reserve. They are shown being sworn in by Major Roberto Diaz, Recruiting Officer. Most of these women will go into medical specialties but the Reserve also offers skill training opportunities in more than 400 career fields. In addition, Reservists can add close to \$1,000 annually in "part time" pay to their civilian earnings. The only requirement is 16 hours of training a month, usually on one weekend, and two weeks of summer camp at nearby Army installation. Women Reservists receive the same pay and benefits as the men and they have the same chances of promotion. The only thing not required of them is combat duty training. In expressing the growing interest of Hispanic women in the Reserve, Warrant Officer Carmen Carabello of the 301st Support Group at Fort Totten, New York, says: "The old belief that a woman's place is in the home is really passé. There are many advantages to be gained through the Army Reserve and I can assure you that more women — including Latin women — are joining the ranks." WO Carabello was born in Puerto Rico. Her unit includes women of Panamanian and Mexican origin as well.

ELDERLY

Department on Aging Assisting Senior Citizens

By MARY LOU MANNING
Copley News Service

SPRINGFIELD, ILL. — Harold O. Swank is a senior citizen, although he really doesn't like to be called by that term. But it is a good qualification for the job he holds. As the acting director of the newly created Department on Aging, Swank must devote his entire working hours to the problems and concerns of the state's some 2.2 million senior citizens.

("Illinois law defines a senior citizen as a person 55 years of age or older or a person "nearing the age of 55 for whom opportunities for employment and participation in community life are unavailable or severely limited and who, as a result thereof, has difficulty in maintaining self-sufficiency.")

The creation of the new department came during the last session of the General Assembly and was spearheaded by Lt. Gov. Neil Hartigan. The department handles some 32 programs previously scattered throughout some 20 state agencies and is responsible for distributing approximately \$9 million in state and federal funds for projects throughout the year.

"From where I sit, the major reason why a separate department was formed is that our independent visibility can be more effective when it comes to getting things done or changed," explained Swank, a former director of the Department of Public Aid who came out of retirement to serve in this capacity. He was named acting director Oct. 22 and took over the reins when the department officially opened Nov. 9.

The offices of the department are located in the IBM Building on the outskirts of Springfield, a location which has been a topic of controversy because it is not situated on a bus line.

"Ideally, the department should have offices located within a few blocks of the Capitol," the acting director said.

"However, we were unable to find any office space in that vicinity.

"As far as uptown Springfield is concerned, we spent three weeks looking for a space and found it wasn't practical because it is still too far from the Capitol for the elderly to walk to and parking uptown is practically nonexistent."

The office decided upon is new and is big enough for expansion. At present, 25 persons are on the staff including members of a Chicago office and seven field men working out of Springfield.

"Our office is big, and we have room to grow. We're open to the public but are not designed as a senior citizen facility for Springfield only," Swank commented. "Most of our traffic comes in from out of town. I'm sure if there is a big enough demand for it, what with the Environmental Protection Agency across the street and the Illinois Bureau of Investigation upstairs, a bus line might be arranged."

At present, the thrust of the department's activity centers around the first meeting of the Council on Aging. The council consists of 31 voting members, eight appointed by the House and Senate leadership and 23, of which at least 16 must be senior citizens, appointed by the governor.

"Over 200 candidates were submitted for consideration to the governor," said Swank. "Most of them were recommended by local and state groups involved in programs for the aged."

The council will review and make recommendations concerning the full range of the department's activities.

"The council is not an executive committee but the commitment of the department is to listen to what they have to say because they represent the grass roots feeling of Illinois' senior citizens," the acting director stated.

The council shall also be aided by members of the non-voting Technical Advisory Committee comprised of the

lieutenant governor who serves as chairman and directors of 14 state departments or agencies.

One responsibility delegated to the council is to recommend candidates for director to the governor. When a permanent director is named, he — or she — will serve in this capacity for two years at \$30,000 per year. He — or she — must be a senior citizen "who has sufficient experience in providing services to the aging." The governor's nomination must receive Senate confirmation.

"I retired as director of Public Aid, a post I held for 10 years, in 1971," Swank said. "I really didn't have much time to rest, but I'll stay here for a few months until a permanent director is named."

Since its inception, the department has received many inquiries from seniors throughout the state.

"We have one person in charge of inquiries," Swank explained. "If we are unable to help them in this department, we will send the request to the proper authorities."

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Combined with good insulation, the heat pump can help us meet the Energy Challenge. For more about it, call Arizona Public Service. In Phoenix, dial C-L-I-M-A-T-E.

aps.
WE CARE HOW YOU LIVE

Local social security offices are now taking applications from people who aren't getting assistance now and think they may be eligible for the new Federal payments. People who need more information to decide whether they might be eligible for supplemental security income, can call, visit, or write any social security office. "If you're unable to do it yourself, a friend or relative can make the call for you," a social security spokesman said.

Federal supplemental security income payments will be made by the Social Security Administration, but the new program will be financed by Federal general revenues not by the contributions made to social security by workers and employers.

Eligibility for Federal payments will depend on the amount of income people have and the value of their assets. "If you're single — or married but not living with your husband or wife — you can own cash or other goods worth up to \$1,500 and still get Federal payments," the spokesman said. A couple can own things worth up to \$2,250 and still get payments. Not everything you own counts as an asset, however."

A home generally won't count, and the Federal Government won't put liens on the homes of people getting Federal payments. Personal effects and household goods won't count in most cases. Insurance policies or a car may not affect eligibility either, but that will depend on their value.

"The first \$20 a month of income usually won't affect the Federal payment," the spokesman said. "In addition, people who are working part time should know that the first \$65 a month of earnings won't count as income and only half of any additional earnings will be counted.

"Aside from your earnings, your other income above the first \$20 a month usually will reduce your Federal payment," he said. "This includes such income as social security checks, veterans payments, workmen's compensation, pensions, annuities, and gifts. If you live in someone else's household, your Federal payments will be reduced."

LULAC Pilot Programs for Aged

PHOENIX — Over the year, LULAC has developed, designed, and put into action many programs to serve the needs of Spanish-speaking people. One of the newest such programs is ABRAZAR, aimed at providing services for the Spanish-speaking elderly. Executive director of the program is Pete V. Villa, with Gil L. Enriguez serving as Deputy Director and Fred Ochoa as Director of Operations.

As a direct result of Pete Villa's relentless pursuit in 1972, LULAC was awarded a six-month contract beginning July 1, 1973, from the Administration on Aging, Department of Human Development, HEW, to conduct a study and submit a comprehensive aging proposal for Spanish-speaking elderly.

LULAC will propose an intensive demonstration and training project to the Administration on Aging to:

- Ensure the knowledgeable involvement of elderly Spanish American citizens in local and state level program planning;

- Increase the number and quality of services available to elderly Spanish Americans;

- Promote leadership from within the ranks of the Spanish American elderly;

- Develop a cadre of bi-lingual community volunteers, trained and skilled in the arts of community organization, information and referral and job development;

- Create a group of highly-qualified and skillful bi-lingual professionals in the field of gerontology, available to assist in and promote responsive planning and program development for the elderly Spanish-American population.

In addition to these major program aims, LULAC in its proposal efforts will produce two further benefits:

- The creation of capabilities to deal with the problems of the Spanish American elderly in the AOA itself, in the state Councils on Aging, throughout Planning and Service

Areas (PSA) and within above area agencies on aging (AAA) that deal with significant numbers of elderly Spanish Americans throughout the country, and

—The integration of project efforts with those of the various public and private, national, regional, state and local organizations and agencies charged with the responsibility for dealing with the conditions of older Americans of all ethnic groups.

To fulfill its contracted obligations to the AOA, it will be necessary for representatives of LULAC to meet with the Regional Commissioners of AOA, Directors of the State Offices on aging and local area agency on Aging Directors in order to review the state and local plans.

Pilot programs are under way since early in 1974 on a state-wide basis, working with each state's director of programs for the aged/elderly in the states of New Mexico and Arizona with eventual spread into the present 33 LULAC states including New York, New Jersey, Connecticut, Massachusetts, Florida, and other Eastern seaboard states.

It is projected that the growth of the present program for the aged, depending upon local councils' initiative and organizational strength, may reach as high as \$40 million.

Mattie Montoya Heads L.A. Service Center

Los Angeles Council #2004 is pleased to announce that "feminine chauvinism" has taken another stride in this community with the appointment of Mattie Montoya as Project Director of the Aliso-Pico Multi-Purpose Service Center.

Since Mattie took over the reins of this project, there has been a marked up-swing of activities attributed to this project. Community life has never been so well regimented. Ex-Marine Capt. Mat sets a good pace and gets matters accomplished.

EDUCATION

Chicano Center Funded

HOUSTON — The Chicano Training Center, in peril since last April (1973) because of a reorganization of the National Institute of Mental Health, has continued its operations. Not only have funds been renewed, but the budget reflects a 20 per cent increase over last year, amounting to \$157,000 annually for the next two years.

An interview with CTC Director Federico Souflee Jr. in the September issue of *Community Topics* conveyed hope for continuation of activities. Now, he terms the group "quite fortunate to be included in this cycle of funding."

He feels a deluge of letters from trainees to NIMH were convincing enough to get CTC re-funded for two more years.

The Center is charged with designing and disseminating materials in curriculum development. Programs train social service and mental health personnel serving Mexican-American individuals, families and communities. The programs reflect the identity, life-style and heritage of Chicanos.

Souflee announces additional staff personnel. George Valdez is the new Director of Training; formerly he was Executive Director of the Child Care Council of Harris County. Rene Mendias, previously with MHMRA's Psychiatric Diagnostic Clinic at Jefferson Davis Hospital, is a new training assistant, with another yet to be hired. Elena Gonzalez is editor of CTC's bi-monthly newsletter, *Mano a Mano*.

Several new projects have joined the Chicano Training Center in participation with the Universities of Houston, Denver, California at San Jose, and Washington Schools of Social Work.

Also participating are the Council on Social Work Education, Detroit Latino Mental Health Center, National Chicano Projects Council, Texas Chicano Educators, Texas Chicano

Social Work Students, Southern Regional Education Board, Texas Association of Undergraduate Social Welfare Educators and University of Texas Medical Branch in Galveston.

And, the Harris County Juvenile Probation Department, Veterans Administration Hospital in San Antonio, and a tricultural conference to be held next February in El Paso.

Souflee expressed an "interest in providing more training at the local level," and requested groups to contact his office at 524-0595 for literature on scholastic offerings.

Harvard Recruiting Minorities for School of Business Studies

Minority students, particularly Mexican-Americans, are being recruited by the LULAC Educational Service Center for the Harvard University graduate school of business administration.

Carmen Cosca, graduate college placement counselor at the education center in Corpus Christi, Tex., said the center is trying to place Mexican-American students in the Ivy League school in an effort to "train highly competent professional administrators for positions of authority and impact. The school seeks to increase its exposure among the Spanish-surnamed, thereby hopefully stimulating further interest in Harvard."

She said that two of the national administrators for the educational centers were graduates of Harvard "and we do not expect much trouble in having a student admitted."

Students also will be eligible for financial aid if they request it, she said.

"Applicants do not have to be business majors. We have some who are not. The master's degree program at Harvard would deal primarily with management," she said.

Information on the master's program and financial aid may be obtained at the LULAC Education Service Center.

Dropouts Get Chance for H. S. Diplomas

DALLAS— Six hundred youths from migrant and seasonal farmworkers families in Texas will have a chance to finish their high school education under the Labor Department's High School Equivalence Program (HEP), R. L. Coffman, regional director of Manpower Administration, announced in Dallas.

A total of \$688,490 will fund four nine-month grants to help youths 17 to 24 years of age pass the General Education Development (GED) Examination.

HEP students will live on college campuses, with access to all student facilities as well as health and medical services. Throughout the grant period they will receive intensive tutorial, counseling, and pre-vocational service.

Enrollee's will be recruited from among poverty-level families by the colleges and universities running HEP, as well as through local Texas Employment Commission offices and other local social agencies.

The four grants to Texas are part of a national program of 13 grants totaling \$2,339,840.

Each project maintains a staff recruiter and a placement officer. Successful completers of the GED will be placed in permanent jobs, vocational training or college. Once placed, the youths will receive regular follow-up services, including continued counseling.

Texas institutions funded under the new grants are:

—Pan American University, Edinburg, Texas, will train 150 youths with \$218,000;

—Lamar University, Beaumont, Texas, 150 youths, \$158,825;

—The University of Texas at El Paso, 150 youths, \$186,265;

—University of Houston, 150 youths, \$125,400.

The average length of stay in HEP is about five months. No more than 55 students are enrolled at any given time, and each student works at his own rate.

LULAC Helps College-bound Students

By ANN DODSON

CORPUS CHRISTI — There are 149 Mexican-American students going to college in Texas who have been helped by the LULAC Education Service Center here since it was started in April, 1973.

Ricardo Gonzalez, 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.

The local office will be a model for the other centers being started across the country, said Rodolfo H. Castro of Washington, D.C., who is the national LULAC director of field operations.

"We plan to use this program as a model for the other 10 centers being established across the country," Castro said.

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 Califor-

nia, 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 parents can see that an education is the key to the problem."

The national LULAC field office was started last year and 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 local office has a budget of \$142,000 for the 15-month period of the grant, Gonzalez 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," Gonzalez 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," Gonzalez 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," Gonzalez said. "But you have to go to the college which is offering the scholarship, and this may be in the east or middle west."

Gonzalez 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 and will probably be stationed in the Valley.

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

Education Center Opens in Northwest

SEATTLE — An education center created to help Chicano youth get a college degree opened in February with an open house for the public and a parade of important educators.

The new center, federally funded and operated by LULAC (League of United Latin American Citizens), was opened formally by the national director of LULAC, Ernest Robles.

Attending the ceremonies were the mayor, Wes Uhlman; the superintendent of Seattle Public Schools, Loren Troxel; acting president of the University of Washington, Philip W. Cartwright; Dr. Samuel Kelly, UW vice president for minority affairs, other educators and a representative of Gov. Dan Evans.

The new LULAC center offers career planning and educational counseling, recruits Chicano students and helps them obtain financial aid but provides no educational subsidies.



The American Red Cross

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ARTS

A Chicano Literary Landmark

BLESS ME ULTIMA has been acclaimed by many as a monumental work in Chicano literature. It has been the number one best seller in New Mexico for over a year and is continually being recognized not only locally but nationally.

BLESS ME, ULTIMA

By Rudolfo A. Anaya

Quinto Sol Publications

Berkeley, California

(264 pages) \$3.75

Reviewed by Herminio Ríos C.

University of California, Berkeley

Bless Me, Ultima is the highest artistic achievement by a Mexican American in the genre of the novel. It is a landmark in Chicano letters in that it goes far beyond the Mexican American novels of the last fifteen years which were, to a large extent, journalistic in style, and sociological in their nature. At times these past novels reflected a pathological view of the Chicano and as such attributed final causality of whatever problems befell the Chicano to an intrinsic cultural defect, while simultaneously attributing final causality of success to Anglo American cultural traditions.

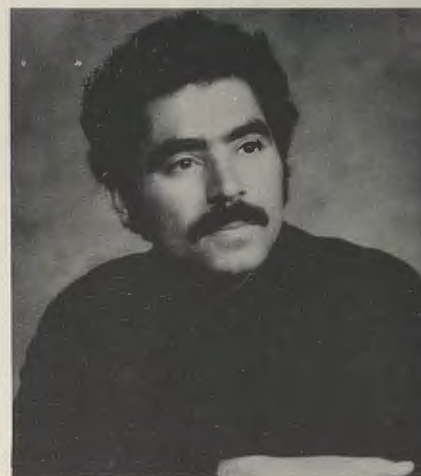
In contrast to these works of the recent past, *Bless Me, Ultima* reflects the deep love and respect with which the author Anaya approached the people about whom he writes. He shares and respects the collective intellectual reservoir that is manifest in his profound knowledge of a people and their relationship to the cosmos and its forces. It is only with this deep respect for a people that Anaya has been able to create in literary form a character such as the curandera Ultima and develop her into a symbol of the ultimate good that transcends formulated religious doctrines, and as a true woman of knowledge. *Bless Me, Ultima* is a multidimensional and profound novel, but certainly in its fundamental aspect it is the metaphysical, intellectual, and emotional odyssey of a seven year old boy, Antonio Juan Luna Márez. It is also the artistic weaving of myth, dream, and realism; it is the embodiment in the curandera Ultima of a cosmic power and an understanding of the intricate and ele-

mental relationships between the human microcosm and the macrocosm of universal forces, for *Ultima* sees into and understands the inner self of man and the secret soul of things.

For those people still totally within the straight jacket of Western concepts of objective reality, a reading of the works of Carl G. Jung, and the works of Carlos Castañeda, especially his book, *The Teachings of Don Juan: a Yaqui Man of Knowledge*, may be useful in illuminating Anaya's great work, but these works would be preliminary steps only, for above all, *Bless Me, Ultima* has the added dimension of being the work of a critical and creative imagination. This critical and creative imagination has constructed and sustained throughout the novel a tension between myth and realism; existential or vertical time as reflected in the oneiric aspects of the novel and cosmic or cyclical time as reflected in man's link to the primal and cyclical nature of universal change; objective reality varifiable by the senses and experience, and non-objective reality accessible only to a Seer; personal history in that we are presented with an odyssey, and collective history in that there is constant reference to the individual's connection with primal forces; Christian religious doctrine and paganism.

Bless Me, Ultima is written in English but Spanish is also used as the artistic sensibility demanded. The Spanish is not simply to add color; it is woven into the very fabric of the novel.

It is quite clear that Mr. Anaya would not have been able to create such an outstanding literary work had he adopted past socio-pathological models of Chicano Existence, for then his work would not only be bad sociology but would also fail to reach the elevated plane where universal literature resides.



Rudolfo A. Anaya

About the Author

by Jose Efren Garcia

Rudolfo A. Anaya is the winner of the \$1,000 second annual Premio Quinto Sol, a national Chicano literary award. The prize was awarded to this young author for his recently published novel, *Bless Me, Ultima*. The novel is already being praised as a classic by Chicanos across the land as they encounter in this moving story the shock of recognition.

The author of *Bless Me, Ultima* began writing while he was an undergraduate student at the University of New Mexico in Albuquerque. It was during that time that shared with other carnales the idea of a Chicano Renaissance. It would be artists like themselves, they believed, that would take their heritage and experiences and give them a modern form and meaning. And the ideal was to do it with an artistry that would create a new chapter in world literature.

"It was this idea more than any other which instilled in me the discipline I needed to keep writing during those ten long years when I was getting absolutely nothing published. We were young and like most young men we dreamed of fame and recognition, but in the end what made us artists was the belief we had that a new wind was blowing across the land, a wind sweeping all of us towards the definition of a new man, a new justice. And this definition of a new man and a new justice would be

based on the self-determination Chicanos have historically pursued, and it would be based essentially on Chicano concepts. As an artist, it was when I turned inward into the source of my life that I could begin to create out of that source the new dreams and myths and literature that in a sense become the new truths."

"The context of expression becomes modern, of course, but the roots are in our history, in our myths and cuentos, in our people who are timeless, enduring, eternal. I was born to these gente, on October 30, 1937 in Pastura, New Mexico. I have haunting memories of the small pueblo. I remember the people, the bright sun and limitless sky, herds of cattle grazing in the grass of the llano, brilliant blood-red sunsets, and the immense nights that brooded over the pocket of life that our village affirmed with farole-lit windows. It seemed to me that we were an old people, as old as the earth, one with the land, embarking on a new adventure . . . My family moved to Santa Rosa, New Mexico when I was very young. I went to school there, I mixed into the herd of cabroncitos of the town and we daily sang the sun on its way in a tempestuous, dumb-beautiful way. Childhood was a fantastic experience . . ."

Rudolfo Anaya's family moved to Albuquerque during his high school years. Here he was tempered by the fast changing, unpredictable, fascinating and sometimes brutal life of the Barelas barrio. He attended business school for a few years, then the University of New Mexico. He worked part-time while attending school, submerged himself in literature, and began to write.

He graduated in 1963 and was employed as a teacher in the Albuquerque school system. Anaya continued his education and has since completed two master degrees. He is currently the Director of Guidance and Counseling at the University of Albuquerque. Along with his professional duties, Rudolfo is working on another novel, is a landscape artist, and frequently travels to fulfill engagements at universities to discuss the art of writing and his novel, *Bless Me, Ultima*.

Rudolfo and his wife, Patricia, make their home in Albuquerque. They both have been teachers in the Albuquerque Public Schools and now are both in the counseling field. "We have traveled to many places in the country and talked to many people, but we are always happy to come

back to the sun and the barren beauty of New Mexico. This is our home and the source of my creative spirit," says Mr. Anaya. It is this love of the land and its people that make this man not only a vital and aware Chicano author, but a literary author of universal scope and perception.

Story Color Book "Little Bit of Mexico"

Kids can learn while they're having fun with the new story-color book "A Little Bit of Mexico" released recently by Emby Originals.

The 32 page book was created by Kimberly Millett, M.C.C. student and artist who has now collaborated on four different story-color books.

The book illustrates the story of two children and their family on a Mexican farm. It tells of their home, a trip to the market and a Mexican fiesta.

Assisting in telling the story was Mesa writer Paul Crandall, who got the help of his Mexican "neighbors" John and Mike Norzagaray, in adding Spanish vocabulary and pronunciations of many common words and phrases.



Kim Millett (right) artist and creator of the pixie-eyed children in the new "Little Bit of Mexico" story-color book, compares the finished product with John (center) and Mike Norzagaray, Westwood High students who gave the Mexican know-how to the story, adding the Spanish vocabulary and pronunciations.

The book introduces more than 100 words in the story and offers an English-Spanish glossary for references.

John and Mike are active in student affairs and sports at Westwood High School. John is student body vice-president and was mascot for the football team. Mike is a member of the varsity wrestling team.

Kim introduced her pixie-eyed characters first in a story-color book of Arizona State Parks and also has a new one out centering around the Phoenix Zoo.

Kim, together with her father, Clair Millett, recently had a show in a Phoenix gallery of oil paintings and water colors that completely sold out. She also appeared in Mesa recently during National Library Week speaking to school children on creating the coloring books and other fine arts.

The "Little Bit of Mexico" story-color books are being sold in book and department stores throughout Arizona and are stirring considerable interest on a national scale.

New Councils

Two new LULAC councils were recently organized in northern California. They are located at Vallejo and in Redwood City.

We need you.

If you can spend some time, even a few hours, with someone who needs a hand, not a handout, call your local Voluntary Action Center. Or write to "Volunteer," Washington, D.C. 20013.
The National Center for Voluntary Action.



Movie Actors Filming 'Wildcats' TV Movie Startle Border Visitors

NOGALES (AP) — Early morning border crossers in Nogales did a double take and agreed that, yes, that was actress Angie Dickinson combing her hair with the aid of a mirror perched on top of a car.

She, William Schatner and Marjoe were shooting scenes at the Grand Street border crossing for a television movie which was released in January.

Andy Griffith and Robert Reed also are in the cast of "Pray For the Wildcats," completing eight days of location filming in the Nogales area, at Old Tucson and Rio Rico.

The movie tells what happens to three California advertising executives when they decide to take a motorcycle ride to Baja California. Additional scenes were shot in Los Angeles and at Camp Pendleton.

The production executive for ABC Entertainment, Ron Fury, producer of the movie, says "excellent cooperation" by state officials was enabling

the company to meet the tight production schedule.

Old Tucson and the neighboring desert was chosen for the Baja California scenes. Nogales masquerades as the Tijuana border crossing because it was close to Tucson.

The closed Morley Avenue border crossing in Nogales was reopened for scenes of the executives crossing into Mexico, and two lanes of the Grand Avenue crossing were blocked off to show Miss Dickinson and the other wives greeting their returning husbands.

The same reaction overtook Chandler, Arizona citizenry last month during the filming of Taylor-Laughlin Productions' "The Trial of Billy Jack," starring Tom Laughlin.

During crowd scenes at the stadium, which took almost the entire population of the tiny town, a helicopter used for aerial shots hovering over the middle of the stadium almost blew out all the candles which the extras held in hand for the night scenes — candles especially flown in from L.A., there having been none in Chandler. Talk about a frustrated production manager.

\$2 Million Granted for In-School Arts Program

WASHINGTON (AP) — The first round of grants for the 1974-75 artists in-school program totaling about \$2.06 million was announced by the federal government.

The program finances appearances in elementary and secondary-school classrooms for varying periods of painters, poets, sculptors, musicians and other professional artists. It is estimated that more than 5,000 schools in all 50 states and five special jurisdictions are now participating.

The new grants were announced jointly by Miss Nancy Hanks, chairman of the National Endowment for the Arts, which finances the current grants, and Dr. John R. Ottina, commissioner of the U.S. Office of Education, which will put up money for a second round.

The program started in 1969-70 when \$100,000 was allocated to six states. It has grown to approximately \$3 million in the current school year and is expected to top that in its sixth year.

The current grants are in the fields of architecture-environment, dance, film, music, poetry, theater and visual arts. Each of the 50 states received grants in one or more categories, as did Puerto Rico, the Virgin Islands, Guam and the District of Columbia.

"We are pleased to announce these grants nearly a year in advance," Miss Hanks said in a statement. "By doing so, state arts agencies and state departments of education will be able to cooperate in the planning of programs well ahead of time, and to find new matching sources of funds."

"They will also be able to use these grants to encourage other private and school money to establish independent artists-in-schools programs."

The top four Latin artists lauded by the League for championing the Latino image and status in America were Ricardo Montalban, Vikki Carr, Gilbert Roland and Henry Darrow.

El Paso Dedicates New Cultural Center

EL PASO, Tex. (AP) — A handsome new cultural center occupying land over which the United States and Mexico long disputed ownership has been formally dedicated.

It is the \$2.6 million Chamizal National Memorial, built near the Rio Grande which shifted course in 1867 and set off a boundary dispute that wasn't settled until 1963.

Secretary of the Interior Rogers C. B. Morton was among those here for the dedication ceremony.

The memorial is on 54.9 acres of land that was part of the U.S. acquisition from Mexico in a Chamizal Strip settlement involving more than 600 acres.

Since 1968, the Rio Grande has been routed down a concreted channel which will prevent further shifts in course.

The memorial includes a visitor center which houses an auditorium and a museum. The National Park Service,

a unit of the Interior Department, designed Chamizal National Memorial as a cultural-urban park.

"The development of Chamizal National Park as an urban park, presenting the lessons of the past as an introduction to the future and celebrating the growth of greater understanding between friendly nations, is a departure from traditional patterns of development and use," said Ronald A. Walker, its director.

The auditorium will have a dual function. During the day it will show a new park service film, "This Most Singular Country," a bilingual documentary which tells the story of the history and development of the Chamizal.

At night professional entertainment will be presented under direction of the Festival Association for the Performing Arts. The theater seats 466 persons.

LA POLITICA

Illinois Officials Champion Latinos

By Ing. Javier Navarro

- Lt. Gov. Neil Hartigan and his Administrative Assistant Manuel Toledo are two officials in search of a better future for the Latin community.

- Roberto Noda and Abigail Quinones of the office of the state's attorney general assure protection for the Latin victim of fraud.

- The work of Sheriff Richard Elrod is praiseworthy.

* * *

When a person is elected by popular vote to public office he is committed for 24 hours daily to find ways and means for the betterment and progress of not only those who placed their confidence in him but also of the general public. Public office confronts the office holder with adverse circumstances.

The future of the government employee depends upon his intelligence, feelings and understanding; if his work flourishes, his future as a leader becomes attractive. Otherwise, if his performance has been mediocre, poor and devoid of interest for the public, then his problems start.

The lieutenant governor of Illinois, Neil Hartigan, has proven that he belongs to the first group mentioned above. Hartigan is a sensible man who owes people who he understands more each day. During these times when political scandals monopolize the headlines of newspapers and TV the image of Hartigan presents a clean profile. His administrative assistant, Manuel Toledo, travels the same road.

They recently came back from a brief visit in Puerto Rico with the aim of stretching further the bonds of friendship between the Puerto Rican population of both states.

Their tour couldn't have been more opportune and advantageous; they were jubilantly received by local personages. Hartigan and Toledo accomplished their purpose. They shared information about the situation in Illinois for all those who wish to come, so that the immigrant in this way

knows what to expect and how to ease himself in the rhythm of local life. Plans will be made by them that we'll soon bring to the attention of the reader. A lot of work awaits these two officials, but they do not rest.

The Latin office of the Attorney General that is well represented by Roberto Noda, investigator, and Abigail Quinones, solves more than 300 fraud cases perpetrated on Latins each month. The office at 1104 N. Ashland, serves the public of any area and does this with efficiency and speed. During last October alone they recovered the sum of \$62,574.69 for clients defrauded by unscrupulous merchants.

All those who believe they had been victimized in a deceptive scheme or fraud may simply call 793-5638, and a questionnaire will be sent to the caller by return mail. In this way the complainant loses no day of work. All the office personnel speak Spanish and their attention can't be more expeditious. There is friendly help in these offices.

More about the office of Sheriff Elrod. Trainees for sheriff's police learn about firearms in the classroom before they are allowed to shoot targets. Actual target practice is done with blank bullets before the trainees use live bullets in the training halls of the academy.

After the conclusion of firearms training the trainees get a card with their photo on each and then may carry firearms.

The training for service in the courts began March, 1961 and is now conducted in the service office for the courts of the sheriff at 33 Grand, Chicago. This comprises two classrooms, one area for gymnasium, some offices, a lounge.

The budget for the program is only \$10,000 exclusively for salaries and building rental. All the furniture was fixed or reconditioned by officers of the sheriff's office.

The training academy's service for the courts section is also used to train suburban law officers as well as all those who work in the downtown courts. Classes for suburban officer trainees continue at night after the regular training programs conclude during the day.

La Raza Unida Organizes In Racine, Wisconsin

RACINE, Wisc. — Racine's La Raza Unida organization recently ratified resolutions approved at a state La Raza Unida meeting in Milwaukee, according to Jubentino Gonzalez, Spanish Center director and interim chairman of La Raza Unida in Racine.

The resolutions deal with such areas as appeals for better bilingual and bicultural programs for Chicanos, health and medicine, migrant worker conditions, housing, employment and the law.

One also called for the impeachment of President Nixon.

About 200 persons met at the Milwaukee session to devise resolutions to be presented to the La Raza Unida national convention.

About 15 persons from Racine attended the state meeting, and about 50 came to the Monday night follow-up session for Racine persons at the Racine Spanish Center, 1226 State St., Gonzalez said.

He said Chicago persons in 12 Wisconsin counties are involved in the state group, and added, "It's a lot of effort to get together to create a political bloc. The Chicano in the past has always voted Democratic, but things are going to change now."

He said the local La Raza Unida group agreed Monday "to get out and get people registered to vote."

La Raza Unida, which means "the people united," was organized in Texas and has emerged as a national political party of Mexican Americans, Latins and Puerto Ricans.

The national leader of La Raza Unida, Jose Angel Gutierrez, attended the state meeting.

Hispanic Panel in NYC

NEW YORK (UPI) — Mayor John V. Lindsay has announced the formation of a task force to deal with "problems confronted by the Hispanic population of the city in the criminal justice system."

The mayor appointed Victor Marrero, now executive director of the City Planning Commission, as the chairman of the group.

No Campaign Money Help Muniz Says in Texas

SAN ANTONIO, Tex. — Ramsey Muniz said recently he did not receive any help from the Committee to Re-elect the President when he ran unsuccessfully for Texas governor on the Raza Unida Party ticket in 1972.

A spokesman in Corpus Christi issued the denial by telephone, reading a telegram which he said Muniz was sending to Sen. Sam Erwin, D-N.C., chairman of the Senate Watergate Committee.

The telegram, which referred to testimony before the committee recently read: "We are amazed that what began as an investigation into a coverup has now turned to testimony which is perjurious and false.

"Since my name and the honest name of Raza Unida were brought up in testimony, we are anxious for the opportunity to testify under oath to disprove false accusations and assertions that we were helped by CREEP," said Muniz.

Reverend Amazed at Opposition to Coed Named to Illinois Board of Education

Noted Rev. Ruben I. Cruz relates great surprise among many Republican state legislators opposing Gov. Walker's nomination of Miss Felicitas Berlangas, a young Latin co-ed, to the Board of Governors of State Colleges and Universities.

Dr. Diego Redondo, an acquaintance of Mr. Cruz, lobbied in Springfield for her nomination. Mr. Cruz reports that Dr. Redondo was "completely amazed" at the attitude of some of the legislators.

Certain state senators said that "since (the Latin) community didn't have any political impact, they didn't have to listen to our complaints," Mr. Cruz relates.

Sen. Karl Berning (R-Deerfield) allegedly labeled students as "parasites" in explaining his opposition to the naming of Miss Berlangas to the board, Mr. Cruz writes.

Although Walker's assistant, Dan-

iel Alvarez, and Dr. Redondo claim to have the necessary votes for confirmation, Mr. Cruz asserts that "if this appointment does not materialize, it will be a tragedy."

"We would almost be telling our youth in general that the opportunity for them to work within the system and to evoke necessary changes is not so," charged Rev. Cruz.

"Berning's opposition is particularly ironic," says Mr. Cruz, "because the north suburban legislator sits as president of the Spanish Speaking People's Study Commission of Illinois."

"By calling students 'parasites,' he (Berning) forgets that many of those 'parasites' have to work to support themselves in addition to studying," Mr. Cruz writes. "It could be that everything was handed to him on a silver platter. . . ."

Mr. Cruz produces the WLS-TV (Channel 7) program Oiga Amigo, seen at noon on alternate Sundays. He is also a contributing editor of the WMAQ-TV (Channel 5) program Everyman, seen at 9:30 a.m. Sundays and rebroadcast at 1 a.m. Wednesdays.

New Mexico General Fund Surplus Will Allow Tax Cut; Chicanos Unidas Para Justicia Organized

Rep. Alvino Castillo, D-Raton, says the 1974 Legislature will cut taxes or adjust levies because of the big expected state general fund surplus.

Castillo is on the Tax Study Committee that is looking at adjustments in the 1972 income tax credit law that benefited low income brackets and welfare recipients.

The committee heard testimony this week from Dr. Gerald Boyle of the University of New Mexico. Rep. Castillo, a certified public accountant, says: "We need equalization types of adjustments."

Castillo said 65,000 taxpayers were eligible for a tax credit on 1972 tax but only 29,000 claimed the credit.

The TSC dropped a proposal to tax treasure trove found in New Mexico. Rep. Castillo said the tax would be "too unwieldy."

The tax would be aimed at treasure

recovered on state land on White Sands Missile Range at Victorio Peak.

Castillo says Gov. Bruce King will not send public employee collective bargaining and general branch banking to the 1974 Legislature. He notes both proposals were introduced in the 1973 Legislature by Sen. Jerry Apodaca, D-Las Cruces.

King is cool toward Apodaca, an announced Democratic governor candidate.

Chicanos Unidos Para Justicia Inc. and LaEscuella Jose Antonio Martinez Inc. of Las Vegas were incorporated in Santa Fe. The stated purpose: To undertake research, analysis and education in areas pertinent to the social environment of the Hispanic-Southwest. Incorporators of both non-profit corporations were David Montoya, Arcenio Garduno Jr. and Sandra Solis of Las Vegas.

Raza Unida to Hold Texas Primary Election

SAN ANTONIO, Tex. (UPI) — The Raza Unida party will hold primary elections next year, instead of nominating candidates by convention.

The party's state executive committee has voted 4-2 to conduct primaries, although Raza Unida used the convention process in its first statewide race in 1971.

Mario Compean of San Antonio, party chairman for the predominantly Mexican-American party, said the committee voted after three hours of discussion.

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U.S. in the Hemisphere

WASHINGTON (UPI) — American diplomats are engaged in a low-key struggle to preserve remnants of the Monroe Doctrine.

Originally the Monroe Doctrine was a warning to Europe to stay out of the Western Hemisphere. Since the 1830s it has been modified substantially although there remains a special relationship between the United States and the area south of the Rio Grande.

One of the outcroppings of that special relationship is the Rio Treaty, a 1947 pact formally called the Inter-American Treaty of Reciprocal Assistance.

The pact has been invoked 13 times, only once involving armed conflict between nations. Mostly it has been used to deal with perceived threats to hemispheric peace.

The Rio Treaty is now under intense review in the Organization of American States headquarters, a short walk from the White House.

In a message to the OAS last April, President Nixon said: "The days of paternalism have ended. I am convinced that we have now laid the foundation for an entirely new and beneficial relationship, for what I some time ago called a 'mature partnership' in the Americas."

Now Latin American leaders want to harvest what Nixon sowed in the spring, and some significant changes have been recommended for the Rio pact.

The U.S. representative of the treaty review committee, Ambassador

Joseph J. Jova, appears to be engaged in a holding action.

"We regard it of utmost importance to avoid changes that might impair the treaty's effectiveness as a collective security and peacekeeping instrument for this hemisphere," he told the committee.

Jova rejects a suggestion that the treaty be narrowed to deal only with hemispheric problems, leaving threats from extracontinental sources to the United Nations. If the hemisphere's peace is threatened from abroad, steps to preserve it should not be frustrated by a U.N. veto, Jova has said.

Another problem reformers face is Cuba: how to effect a change in a hemispheric decision when there has been a change in the political climate. The OAS has been unable to get all members to go along with its anti-Cuban position.

This is a problem for Jova, too.

Crackdown on Cocaine Pushed by Chile, U.S.

SANTIAGO, Chile—A major crackdown on cocaine traffic destined for the United States is under way here, with close cooperation between Chilean authorities and American narcotics officials.

Among the 14 major cocaine traffickers whose detention was officially requested by American narcotics officials, the Chilean police have apprehended 10 in the last few weeks and are in the process of extraditing them to the United States, where indictments are pending.

Chile is the biggest exporter of processed cocaine to the United States. American drug officials here conservatively estimate that shipments to American dealers during the last two years have reached 500 kilos a month, worth \$12.5 million.

The junta apparently desires to better its image in the United States in the wake of extensive reports on the executions and imprisonment of Marxists.

The junta has also publicized its crackdown on narcotics traffic as part of a campaign to discredit the Aliende government for alleged corruption and immorality.

San Diego Businesses to Try Dollar-Peso Exchange

SAN DIEGO — Several years ago, the San Diego Chamber of Commerce launched a program urging San Diego firms to set up peso exchange programs. The reason is simple: the San Diego Visitors and Convention Bureau estimates that visitors from Mexico spend approximately 100 million dollars in San Diego each year. The Bureau is actively soliciting retailers to join the exchange program by giving firms peso exchange charts and decals for their store windows. Shopping Centers like Fashion Valley are currently putting forth concerted efforts to encourage retailers to join in Peso exchange. Among the Fashion Valley retailers who are cooperating in the effort are The Broadway, Robinsons, Yardage City, The Rebel Shop, Chic Accessories and Penneys. In addition to money exchange, many of the stores now have interpreters or bilingual sales people to help Mexican customers.

The Chamber stresses, "It is important that we extend a hearty welcome to these visitors. Ready acceptance of their easily convertible currency is a sure way to do this and at the same time, increase trade in San Diego." For conversion tables, decals, and information, call the San Diego Chamber at 232-0124, Ext. 24.

Cayman Corp. Meeting Ecuador Pollution Marks

Cayman Corporation of Palos Verdes, Calif., announced that it has renegotiated its association contract with the government of Ecuador to conform with that country's new hydrocarbon law.

Cayman is the operator for an American Consortium which has an 827,000 acre concession in the Oriente region in northeast Ecuador, South America. The group — City Investing Company (55 per cent ownership); and Cayman (20 per cent ownership) — has drilled a total of seven wildcat wells, five of which have been productive.

Increased Oil Shipments from Latin America Could Cut Shortages Caused by Arab Embargo

MEXICO CITY — A spokesman for a major U.S. oil company operating in Latin America said that if all Arab oil to the United States is cut off as much as a third of the shortage could be made up within a year by increased shipments from Latin America.

While he emphasized that the world's major new reserves of oil are in the Arab countries and Iran, he said that for a period of some years shortages from Arab countries could be made up by increased production from other parts of the world.

The major supplier of new oil production would be Ecuador, which is now the second largest producer of oil in Latin America. The Mexico Gulf Trans-Ecuadorian Pipeline carries 250,000 barrels of oil per day but is capable of being modified to carry 400,000.

In addition, oil companies have plans to build another pipeline for newly discovered oilfields in Ecuador's Orient Province that would carry 100,000 barrels a day or more. The two moves would represent an increase of 250,000 barrels a day in Ecuador oil exports.

A spokesman for Venezuela's *Economia Petroleo* said that while Venezuela is operating near capacity, its production could be increased. He refused to comment on whether there would be an increase, saying the question was political and would have to be decided by the government.

Nevertheless it is believed that Venezuelan production could be increased by nearly 100,000 barrels per day. Experts estimate that production from other Latin American and Caribbean countries could be increased by at least 50,000 barrels per day. Thus production from Latin America could be increased by a total of 400,000 barrels per day, a spokesman said. The United States has been consuming 1.1 million barrels of oil per day from the Arab states and North Africa.

Increased production of crude oil alone would be meaningless without

additional refining capacity. Much of Latin America's oil supply is heavy crude, and the United States is geared to processing primarily light and medium crude. However, almost half the oil being refined in the Caribbean is from Arab countries, and loss of Arab oil would free these facilities for production of petroleum products from Latin-American oil.

Ovid Fernandez, special adviser to the minister of petroleum in Trinidad said that nearly two-thirds of the 450,000 barrels of oil refined in his country each day is from Arab countries. Cutoffs of oil from the Arab world would permit the refineries in Trinidad to process large quantities of oil from Latin America. An expert on Latin-American oil production said other refineries in the Caribbean would be in a similar position.

Ramada Inn Schedules 10 Franchises in Brazil

Ramada Inns, Inc. reported to its annual national convention the signing of an agreement for 10 franchised Ramada Inn motor hotels in Brazil.

The announcement came as the convention reached mid-way of its four-day program at the Phoenix Ramada Inn, 3838 E. Van Buren, Phoenix.

The agreement was made with Rede Nacional de Hotéis S.A. (OASIS), a Brazilian corporation with offices in Sao Paulo. OASIS agreed to begin construction of the motor hotels within four years, spending \$18 million to \$20 million on the sites and construction.

Ramada said OASIS plans hotels in Sao Paulo, Rio de Janeiro, Porto Alegre, Recife, Salvador, Belo Horizonte, Brasilia and three other locations to be selected.

More than 600 Ramada Inn licensee owners and managers from all parts of the country, including Canada and Mexico, attended the convention.

The meetings are pegged to "Vin-

tage 74 — a Very Good Year," a concept that now is the time Ramada must give better services and courtesies to travelers because Ramada now has come of age.

From a fledgling corporation with a few roadside hotels and restaurants in the early 1960s, Ramada Inns, Inc., has grown to 656 hotels open or under construction in its international chain.

University Closed After Raid Reveals Arms Cache

MONTEVIDEO, Uruguay (UPI) — Uruguay's national university was closed indefinitely by government decree after a weekend police raid uncovered arms caches and led to the arrest of 150 persons, including the rector and deans.

Police searched university buildings after the explosion Saturday in the engineering school of a bomb that killed a chemistry student who was apparently working on the device.

The search revealed supplies of arms, ammunition and explosives as well as publications of the underground Tupamaro leftist guerrillas, according to authorities.

President Juan Maria Bordaberry, cabinet members and the commanders of the armed forces met for four hours Sunday night and decided to take over the administration of the University of the Republic.

Mexico Curbs Credit to Aid Smaller Companies

MEXICO CITY (AP) — Mexico has ordered public and private banks not to grant credit to companies "which have sufficient resources, which can ask for loans abroad, which hoard or speculate with their products or which take money out of the country."

Finance Minister Jose Lopez Portillo made the announcement over the weekend. He said it is government policy that loans should only be given to "small companies which want to grow and invest within the country."

LULAC Leaders Enter New Phase of Activity

By VIRGINIA TURNER

EL PASO — Leaders of the League of United Latin American Citizens are entering a new phase.

Their key words are "help for others."

Ralph Murillo, president of Council 8, has been talking about it for some time.

"LULAC has come of age," he says. "The sleeping Mexican has awakened in the form of a united people . . . a people mindful that success is within reach only if we move hand in hand willing to support and help each other."

Mr. Murillo, on the staff of the Small Business Administration, joined LULAC four and a half years ago. He entered into the work with the same enthusiasm and vigor he has shown in all his endeavors, and enjoys talking about LULAC and its objectives.

"It's no secret to most people that LULAC is a respectable organization based on the concepts and ideas of pure Americanism," he said. "LULAC was started in 1923 in Corpus Christi with the intent of establishing an organization that could effectively solve the problem of discrimination against the Spanish-speaking citizens of the U.S."

"The organization grew into a carefully planned pattern of behavior and success. Using all the possible resources of its loyal members, the foundation was laid in local councils; councils that could reflect the attitudes and ideas of the people at the grass root level.

"Through council presidents, a district was formed to provide co-ordination for local councils. A state structure emerged to co-ordinate the state organizations. Its structure closely resembles that of the American government, from city to county, to state and to the national office.

"LULAC meetings are also unique in that every member takes part in deciding the future course of its council. Herein lies the success of LULAC, a truly American-oriented organization.

"During the past few years, LULAC has continued to move with its snail-like pace but with a confident manner. Although its movement is slow, its successes are many and it has established for a particular segment of its society a reputation of being civic minded and responsible.

"The history of the organization has definitely proven that Mexican-Americans from all walks of life can work together toward a common goal. Herein lies the success of LULAC, an organization of its people and for its people; an organization that has learned the quiet success of patience and the awesome force of its power.

"With this as a base and background, modern LULAC leaders are striving to inform the masses that it too is ready to move forward and stop all discrimination against its people.

"Modern LULAC leaders are also striving, sometimes at great cost, to inform society at large that LULAC is fast becoming the shield of its people and that its capabilities and resources of its members is such that all channels will be exhausted to achieve success. More important and above all, present leaders strongly believe in turning back and sharing their knowledge with those coming behind."

Mr. Murillo says he was "lucky" in his education, his achievements and his job.

"Lucky" is hardly the word to describe the obstacles he faced; they started early for him. He got polio at the age of 3.

"I made the front page of The

Herald-Post that day," he said. "There were 17 cases of polio reported at the same time. It was during the epidemic of 1947."

Rehabilitation took a long time. He didn't get to start school until he was 10, and then he was instructed by a teacher assigned to home-bound students once a week.

He entered Burges High School at age 18 as a freshman. (He phrases it this way: "I was given the opportunity to go to school at Burges"). He said he was lucky because Burges was operating a pilot program for the handicapped at the time and he adjusted well.

He "adjusted" so well he made the Honor Society and was elected president of the student body. He went on, easily, to U.T. El Paso. At first friends picked him up and brought him back from classes. But after two years, he learned to drive himself although his limbs are affected by the results of polio.

He enjoys speaking — a teacher at Burges encouraged him; and he was a director of Americanism in Government for the Jaycees.

He also was in charge of the Jaycees international portfolio, sponsor of the Banco de Leche, a program which provides funds for milk for needy children. He is a member of the board for the Assn. for the Physically Handicapped, and active in church work at Our Lady of Assumption Catholic Church.

He credits the State Vocational Rehabilitation Commission for its work, helping him along the rocky road to his education and career. He was named "Outstanding Handicapped Worker in the County," in 1971.

He and his wife are the parents of a daughter, Laura, two and a half. They live at 3609 Monroe Avenue with Mr. and Mrs. Murrillo's parents, Mr. and Mrs. Rafael Murillo Sr.

Latin-American Manufacturers Association

In this exclusive LULAC News interview, Joe Aceves, Executive Director of the Latin-American Manufacturers Association (LAMA) describes the activities and goals of his organization.



Joe Aceves

LULAC News: What is LAMA doing to help get major manufacturing contracts for Latin American manufacturers?

Joe Aceves: We have a computerized system in which we accrue data on the particular types of work or service our members do. When a contract is released, we push some buttons and feed the information into it, and cards will come out listing all of the facilities of the individuals that are set up to do this type of work. This way we will be able to get some of the bids.

We are looking into putting together a conglomerate — getting six or seven companies together to try to tackle a multi-million-dollar contract. So in areas we will be able to supply a complete package of whatever it might take to meet the contract. By combining sheet metal manufacturers, precision machine shops, electronics, and other areas in manufacturing, we will be able to form one corporation to satisfy a contract. There has been quite a bit of interest expressed by the big corporations in Washington, D.C.

We have opened our congressional relations office in Washington, D.C. Now we will have access to congressional offices of large corporations that

are going after some government work — military and aero-space work.

LN: How do you plan to enter into their contracts? By inserting clauses or going through the government or what?

Aceves: They will be coming to us for support. We just recently met with one corporation. They were asking for our support in line with their equal opportunity and other programs in going after a particular contract. We asked them to make a commitment to subcontract to us a percentage of the work, and we would set aside a percentage of that for minority businesses — and in this case we are talking about Latinos, Spanish-speaking people in business. By maintaining good relations with all of these corporations, we will be able to have this work equally distributed as far as minority participation is concerned.

LN: Right now where does the bulk of the support from the minority business enterprises come from? Where is the largest concentration of minority businesses in this area?

Aceves: Primarily California — Los Angeles, and also the bay area. In Chicago there is some business. In Miami they are doing a good job,

and small shops are involved in the aero-space program.

LN: How is New York?

Aceves: We do not have the figures in New York yet.

LN: What about the Southwest? Say, Arizona and New Mexico and Texas? This is where the largest concentration of Spanish-speaking Americans exists. Are there many private enterprises there?

Aceves: In the manufacturing field, no. There are a few. We know of a few people in business in Tucson, and we know people in Phoenix, and there are quite a few in Albuquerque. San Antonio and Dallas have a few businesses, but most are not really manufacturers.

The biggest concentration of Latino manufacturers, I would say, is in the Los Angeles area where they are more urbanized and industrialized.

This is a field few Mexican-Americans have gone into in the past because they never had the opportunity, first of all, to learn the business. And until that happens, they are going to be staying with other types of businesses — real estate, restaurants, and so forth. But the way LAMA feels about this — we know that the biggest percentage of the work in the United States lays in manufacturing.

This is an area that is still a virgin that we have to tap and no one has really gone into yet.

Three years ago, when I was at an MMDA meeting in Los Angeles . . .

LN: What is MMDA?

Aceves: MMDA is Mexican Manpower Development Association. It is a state-wide group. I told them we would not be able to cut our own future or predict our own destiny until we are competing with the large manufacturing companies. I'm talking about electronics, diesel, aircraft, weapon components, whatever. Until we can compete with these biggies, we are not going to be able to have a good economic base.

LN: You have your goals apparently pretty well set up. Now, how would you tap, for example, the space program?

Aceves: That would be with the space shuttle — that would be a good source to hit. But there's a lot of cut down on it now. The space program has just wound down. Research was cut down. The Congress cut down quite a lot of money.

But regardless, there are other new industries that are coming out; there are a lot of other areas of manufacturing that we can get into. Now the government just released a contract to a dealer in Utah for the space shuttle. They are going to spend over a billion dollars in this project out of which we expect to get a percentage of the contract. So we can get these contracts for qualified Spanish-speaking manufacturers throughout the country.

LN: How are you going to get into these contracts?

Aceves: They open their doors to us. And if they don't we kick them open. At this point we've got our stuff together. We know the areas in which contract compliance affects them in the event they refuse to do business with us. But of course we will use the soft approach. If it works, we'll stay that way. If not, we will use whatever means we have to be sure that they do comply with these things, because you're talking about a group that has been ignored — completely ignored in the past. We're talking about a group that has not partici-

pated in anything, other than spending money. We Latinos represent better than 25 billion dollars of purchasing power throughout the country. So this is very significant and very important to the rest of the economy. But if we don't go out for these things, they are not going to come and bring them to us.

LN: Of course these companies that have government contracts are obligated to meet certain affirmative action plans and quotas. What kind of trouble are you going to have with the unions?

Aceves: No problem at all. Regardless of what type of manufacturing plan one of the members has — whether it is union or non-union — it is not going to make any difference. They are entitled to participate. The unions will not affect us in any way, because we are going after contracts, forming a corporation that will be releasing the contracts to a small business, union or non-union, it doesn't matter. We do not step on their toes, and they do not bother us. If you were talking about contracting for construction, that is an entirely different story.

LN: Can you explain the structure of what you have set up for LAMA in the major impact areas and what your enforcement procedures would be?

Aceves: First of all, one of our major objectives is to be able to provide technical assistance to some of these manufacturers that are not developed to the level of requirements set by some of these contracting corporations.

LN: You mean quality control and contract interpretation?

Aceves: I mean teaching them methods of winning contracts, so that they would not over-bid, yet they would get the contract and not lose money on it. There's a percentage of contracts that you just don't get because there is someone that will make a mistake on a bid. We are going to be holding seminars in which we will be dealing with cost analysis, purchasing, marketing of our own products, and the areas of accounting and administration.

LN: Who is going to conduct these seminars?

Aceves: We have the qualified personnel to conduct these seminars in the primary staff. We would also be getting input from a private sector. Individuals that have knowledge in these areas. Some banks have offered the use of some of their economists to come in and speak to our groups. We also have individuals that have been manufacturing for years that will have something to contribute, and we will be working with a lot of big corporations in this area.

LN: I take it for granted that the government won't be the only source you will go after for contracts. You will be going after the big corporations. How are you going to work with them in recruiting your talent?

Aceves: Most of these big corporations at this point do have in their PR programs people available with this type of expertise. They will be making some input for commercial purposes or whatever so it can be said that they have been working with Latinos.

LN: Do you think the impact of the distribution of heavy contracts will be that great?

Aceves: I would say so, yes. Let me say that the National Association of Latin Manufacturers last year was responsible for quite a few million dollars that were released to their members because they have organizations and these people were headquartered in Washington, D.C., and they know what they are doing. They have their stuff together.

LN: How are you getting your stuff together?

Aceves: We have a lot of input from our own members. We know what we need so we can reach our goals to be successful in the manufacturing field. Some of those individuals have expertise. They are actually in business. Most are in specialized fields.

LN: How do they subscribe to you? If there is a minority person just setting up business, or he's been in business for ten years and needs to get new monies to revitalize his business, how can he list himself with you?

Aceves: We haven't gone out for membership, as a matter of fact, because we have been working on con-

tracts with the office of minority enterprise. Now the minute the contract becomes a fact, the office of minority enterprise as well as ourselves will publicize this information. Any individual that does have any kind of problem with his contract, we can make a study of his contract and determine how much money he is going to need to perform the contract.

LN: Where did you get your present operational funds?

Aceves: We have a person here that has been working very close with us, who has helped out in areas where we have needed money for traveling and to pay some of our staff. I have put in a few thousand to the association. Plus membership dues, and private contributions we have received.

LN: What kind of money are you looking forward to from OMBE? For setting up your governing body, your board, and your corporate headquarters?

Aceves: They have committed to us \$127,000. This will not cover all of our expenses, but it will cover the major portion of them.

LN: How many personnel will you hire, and in what areas?

Aceves: We will be hiring a specialist in marketing and a public director who is knowledgeable in management as well as loans and feasibility studies. We have another individual that will have an accounting background to help maintain our books. In all, we will have 8 or 9 people, and they will all be specialists in one area or another.

LN: Do you plan to go to private foundations for help?

Aceves: Definitely, yes.

LN: Are you going to set up some kind of committee or board as a sort of clearing house or to establish who is eligible for membership?

Aceves: Any Spanish-speaking individual who has a business that is

involved in manufacturing or related fields qualifies for membership provided he is not manufacturing something that is illegal. There are no restrictions.

LN: If they don't come up to par with quality control on production, are you ready to assist them in that area?

Aceves: We are ready to assist, to help them develop a quality control manual. We are developing an advisory board that will be advisors to the Board of Directors. With one exception, they will be Latinos. This advisory board will deal with problems in areas where we have members. If a member in San Diego, for example, has a technical problem or a quality problem, we will contact one of the large corporations in that area that have agreed to assist us with some of their technical men who have the expertise that we need.

El Paso Fiesta de Las Flores Queen Crowned

Miss Rosie Carreon, right 1793-1974 Fiesta de Las Flores Queen, was crowned at a LULAC Council No. 132 Coronation Ball at the El Paso Country Club. Pictured with Miss Carreon are, from left: Valerie Camargo, outgoing queen; Imelda Garcia; and Beto Bautista, queen's escort. The large framed picture in the center of the photograph, showing Miss Carreon dressed in Spanish Toreador attire was taken by M. J. "Uncle Mike" Romo, enlarged to 2x3 feet, and presented by Council 132 to Miss Carreon. Both the new and outgoing queens have been sponsored by LULAC Council No. 8.

(Photo by M. J. "Uncle Mike" Romo)



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... 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.



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... 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

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