

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

LULAC NEWS

June 1974



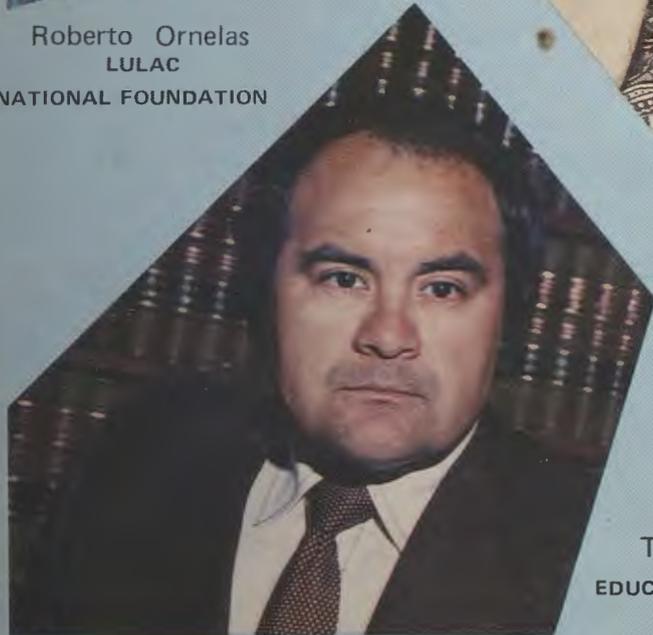
Pete V. Villa
SER



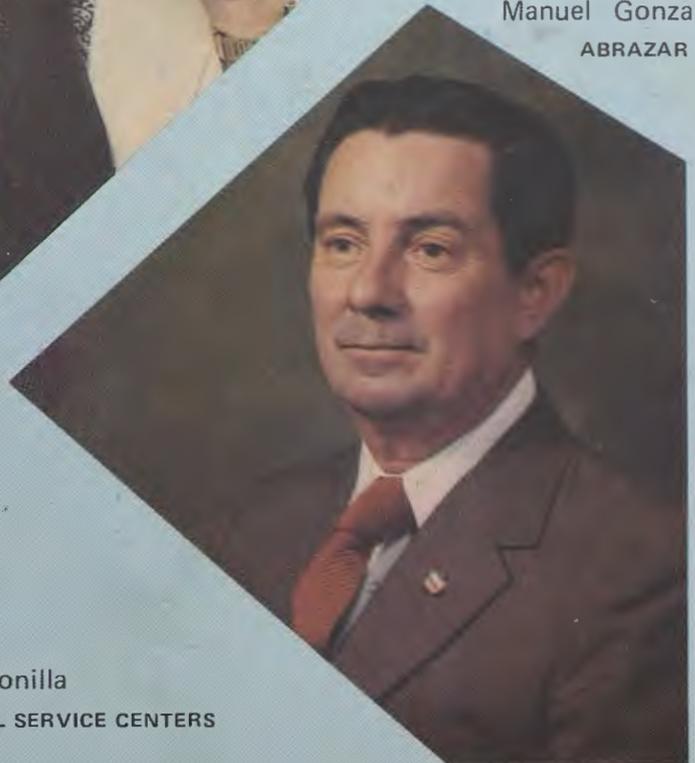
Joe R. Benites
LULAC
NATIONAL PRESIDENT



Roberto Ornelas
LULAC
NATIONAL FOUNDATION



Tony Bonilla
EDUCATIONAL SERVICE CENTERS



Manuel Gonzales
ABRAZAR

The Men at the Helm

LULAC STATE CONVENTIONS

See
Photo
Story
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Eight states held their state conventions during the past eight weeks. The eight states are Arizona, California, Colorado, Indiana, Iowa, Kansas, New Mexico and Texas. A Midwest Conference was held in Illinois and included the states of Iowa, Wisconsin and Indiana.

Wichita, Kansas held its first state convention on May 11, 1974. Ascension Hernandez was elected State Director, Mike Rosales, Deputy State Director; Julie Ramirez, Deputy State Director for Youth.

Congressman Bill Roy, announced the appointment of Hank Avila from Garden City, Kansas to his campaign staff. Dr. Bill Roy is running for U.S. Senator for Kansas.

Jasper Garcia, Administrative Assistant for U.S. Senator Bob Dole represented the Senator. Garcia is the former Deputy Director for the LULAC Education Service Center in Topeka, Kansas.

(Continued on page 20)



Joe Benites, LULAC National President, addresses Arizona State LULAC Convention.



*Arizona State
Convention Delegates*



LULAC NEWS

June, 1974
Vol. 36, No. 3

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Another Quality  Publication

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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LULAC National Convention

"The Turning Point"

The LULAC 45th Annual Convention in El Paso has been described by LULAC National President Joe R. Benites as "the turning point for the Spanish-speaking people in this country this century."

For 45 years, the LULAC organization has grown gradually, slowly capturing the interest of Spanish-speaking Americans in creating LULAC councils in city after city.

State after state has joined the LULAC organization. There are currently 33 states where LULAC councils are found. The face of the U.S. map is beginning to look like it was hit with an epidemic of measles, with LULAC councils prevalent and spreading rapidly among many people of many nationalities at the same time.

LULAC has grown from a 250,000 membership organization to almost 300,000 in one year alone! Many are old LULAC members that for some reason or another had dropped LULAC activities, but now came back



Judge Alfred Hernandez, right, and Pete V. Villa, both past national presidents of LULAC, discuss LULAC politics and the upcoming El Paso Convention.

like the prodigal son, always being welcomed into the LULAC fold.

Cuban, Puerto Ricans and other Latin Americans have taken a great interest in the organization this year. Over 250 Cubans joined to form a

LULAC Council 2131 in Union City, New Jersey this year.

Although LULAC was formed to serve all Spanish-speaking people, the organization has primarily dealt with the needs of Chicanos (Mexican-Americans). "The convention will be the turning point for Spanish-speaking people in this country this century" because it is the first time LULAC has actively gone out to seek out other Spanish-speaking Americans in cities in New York, New Jersey and Florida. Benites, who devotes 100% of his time to the National President post, has personally gone and met with Spanish-speaking leaders from the Cuban, Puerto Rican and other Latin communities.

As one of this year's campaign pledges, Benites has gone on record to double the LULAC national membership to 600,000. Each member's name is being fed into a computer and will be billed directly for the LULAC membership dues.

Each member will receive a plastic LULAC membership card, denoting name and date card expires. It is the same size as a credit card with red, and blue on a white background. All the cards are printed and in storage. The systems will be implemented in July 1974, after the National Convention.

LULAC has come a long way from the tall square wooden building that held the early meetings in Corpus Christi, Texas, to the new commercial LULAC owned office buildings, currently under construction. The first of ten LULAC buildings has broken ground in Phoenix this month. It will have facilities for Public Information service to the mass media.

It will be the time members of LULAC can say with pride that they are walking into a building that they actually own. That is why this convention will be the turning point.



Los Magos de Mexico will be playing for the National Convention in El Paso June 27-29.

State of the League...



*National
President
Joseph
Benites*

The LULAC National Convention is a reminder that once again another year has gone by. But this year will leave a trail of major accomplishment for LULAC. It has been a year as no other.

The LULAC 45th Annual Convention in El Paso, Texas from June 26th through June 30th will be the turning point for the Spanish-speaking people in this country this century.

My last year campaign commitments to develop a full time National staff, a professional LULAC magazine, a LULAC Elderly program, a LULAC National Foundation, a LULAC economic development venture, to contribute 100% of the National President's time to LULAC business and to re-assess the LULAC National corporate structures have all come to pass as promised. The only item being held up by legal technicalities is the LULAC National Insurance Company.

LULAC is working hard to become the strongest and the largest organization this country has ever known to champion for the Spanish-speaking's civil rights.

Next year's projections include the following:

— All LULAC housing programs will come under one umbrella. LULAC owns approximately 700 housing units worth over \$14,000,000. Under one corporate direction, the wealth can be used as leverage to obtain additional monies for more housing and other construction loans.

— LULAC will construct the remainder of the 10 LULAC Commercial buildings. One building is under construction in Phoenix. Three others are close to construction in Corona, California; Galveston, Texas; and Colorado Springs, Colorado.

— A major thrust next fiscal year will be to get the LULAC NEWS magazine to be self-sustaining by generating \$400,000 in advertising per year.

— Double the LULAC membership during this coming fiscal year. Innovative membership drives, now underway, will be implemented in July 1974. They

... message from the National President

are the corporate membership drive and the direct billing and membership card identification system.

— The legal problems which slipped implementation dates of the LULAC National Insurance Program will be resolved and the insurance program implemented this year.

— Plans are now underway to establish National Staff in EACH state that has LULAC membership, with three persons per state, we expect that we can staff 15 states during the next fiscal year. This task should be completed within a three-year period for all states. Corporations have already given commitment to the LULAC National Office to support staff in two states: Colorado and Louisiana.

— The corporate Membership Drive is a new concept. New membership packages are being developed for presentation to major U.S. Corporations employing large numbers of Spanish-speaking persons. Some companies are still hesitant, but some are accepting the idea enthusiastically. Some companies have given commitments to allow LULAC membership presentations. Mountain Bell Telephone Company has agreed to permit the LULAC National Staff to make a comprehensive LULAC presentation to their Spanish surname employees during company working hours. Mountain Bell has 1,700 Spanish-surnamed employees. The presentation includes film, slide and chart presentations. All persons who sign up during this time, Mountain Bell will pay for their first year's membership and present a check to LULAC in the form of a cash donation. This means that besides having a new Mountain Bell LULAC Council, the new members will have one year free LULAC membership.

— My administration will develop a plan that will allow for local LULAC Councils to share some of the wealth with the National Office in accordance with the size of council membership.

LULAC will never be the same again and the convention will be the turning point.

Joseph R. Benites
National President

PROFILE:

National Convention Speaker



Senator Lloyd Bentsen

Democrat, Texas

Lloyd Bentsen was born February 11, 1921, in Mission, Texas.

Bentsen attended the University of Texas and the University of Texas School of Law, receiving an LL.B. degree in 1942.

With W.W. II underway, Bentsen enlisted in the U.S. Army as a private on receiving his law degree. He served in the Army Air Corps as a squadron commander, flew 50 missions over Europe and rose to the rank of colonel before culminating his military career. He was awarded the Distinguished Flying Cross and the Air Medal with three oak leaf clusters.

Following the war, Bentsen returned to the Rio Grande Valley of Texas to be elected County Judge of Hidalgo County at age 25. Following a successful race for the U.S. House of Representatives in 1948, he became the youngest member of the Congress at 27.

After three successive terms of office Congressman Bentsen declined to seek re-election in 1954 and the following year he moved to Houston to enter business.

By 1970, when he decided to seek election as U.S. Senator from Texas, he had become President of Lincoln Consolidated, a financial holding institution and was serving on the Board of Directors of a number of major corporations.

Senator Bentsen is assigned to two of the Senate's major Standing Committees—Finance and Public Works — and to the prestigious Joint Economic Committee. He serves as Chairman of the Public Works Subcommittee on Transportation, the Joint Economic Subcommittee on Economic Growth, the Finance Subcommittee on Financial Markets, the Democratic Senatorial Campaign Committee, and the NATO Subcommittee on Mutual and Balanced Force Reductions.

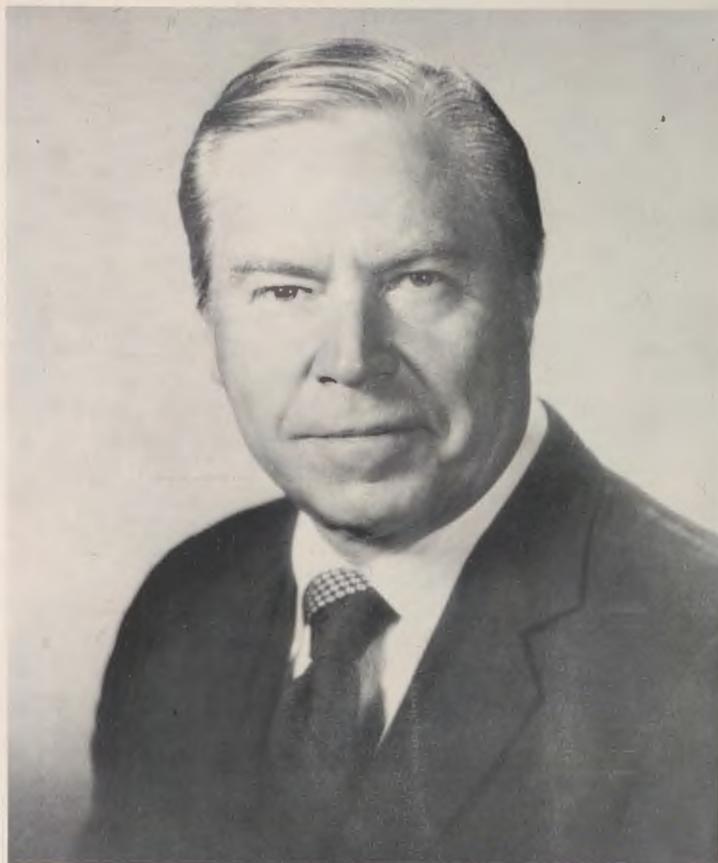
In 1971 Senator Bentsen was selected to lead Freshman Senators in their dealings with Senate leadership of the 92nd Congress.

Bentsen has served on the governing board of: The Society for the Performing Arts, in Houston; the United Fund of Houston and Harris County; the Houston Chamber of Commerce; the Board of Trustees of the Texas Presbyterian Foundation; the University of Texas Development Board; and numerous other civic organizations. He has also been active on behalf of such organizations as the YMCA, Salvation Army, and the Boy Scouts.

Mrs. Bentsen, known informally as B.A., is the former Beryl Ann Longino of Lufkin, Texas. The couple has three children: Lloyd M., III, Lan Chase and Tina Ann (Mrs. Eric Maedgen).

PROFILE:

National Convention Speaker



Congressman John Rhodes

Republican, Arizona

John J. Rhodes was born in Council Grove, Kansas, on September 18, 1916. He received a Bachelor of Science degree from Kansas State University in 1938 and continued his higher education at Harvard Law School, from which he graduated in 1941. He is a member of the bar in Arizona, Kansas, and Washington, D.C.

John Rhodes was the first Republican ever elected to the House of Representatives from the State of Arizona. He was first elected in November, 1952, to the 83rd Congress. As the dean of that State's Congressional delegation, he is currently serving his eleventh consecutive term, longer than anyone in Arizona history.

He was elected House Republican leader in December, 1973. Prior to his ascendancy to the top House GOP leadership position, he served five and one-half two-year terms as Chairman of the House Republican Policy Committee.

During the 1972 Republican Convention, Rhodes served as Chairman of the Platform Committee.

Rhodes was a member of the House Appropriations Committee and three of its subcommittees — Public Works, of which he was ranking Republican member, Defense and Legislative. In addition, he was a member of the Joint Study Committee on Budget Control and

remains active on the issue of Congressional budget reform.

He is a veteran of World War II, having served in the U.S. Air Force for four years and nine months. It was during this period that he came to Arizona, having been stationed at Williams Air Force Base near Chandler. He was released from active duty with the rank of Lt. Colonel and was subsequently a Colonel in the Arizona National Guard.

Following his release from the Air Force, Congressman Rhodes and his family moved to Mesa, Arizona, where he opened a law office.

He is a former member of the Arizona Board of Public Welfare, past president of the Mesa Chamber of Commerce, and a past senior vice commander of the Mesa Post of the American Legion. He is a member of the Free and Accepted Masons, Scottish Rite, Elks, Moose, Rotary, Chamber of Commerce, Beta Theta Pi, Blue Key, and Sons of the American Revolution. He is also a member of the Board of Visitors of the U.S. Naval Academy.

On May 24, 1942, John Rhodes married Mary Elizabeth (Betty) Harvey. They have four children: John J., Thomas H., Elizabeth C., and J. Scott.

PROFILE:
*National
Convention
Speaker*



MAURICE A. FERRE
MAYOR OF MIAMI

Mayor Maurice A. Ferre is the first Puerto Rican to be elected mayor in a large metropolitan city. He was born on July 23, 1935 in Ponce, Puerto Rico.

Mayor Ferre received his Bachelor of Science in Architecture from the University of Miami. Prior to becoming Mayor of Miami, he had served as Interim Mayor from April 17, 1973 to August of that same year. Mayor Ferre ran against six opponents and a re-election had been expected. He won the mayor's race with one of the largest majorities.

He served in the Florida legislature. He served in the House of Representatives. He was also a Miami City Commissioner from 1967 to 1970.

Making reference to the LULAC 45th annual convention in El Paso, Mayor Ferre said, "I think that the LULAC 45th annual convention will be the first step, an important step toward unity," among the Spanish speaking people in this country. On unity, he said, "I think that Blacks have done it, and now it is our (Spanish speaking) turn."

He said that one of the largest problems facing his

city is "proper housing." He said that his city needs to establish a "proper relation with youth and social services for all citizens, the young, the old and the indigent."

Mayor Ferre is president and director of Maule Industries, which is the parent corporation of a series of subsidiary corporations, dealing in credit and other areas of business in the United States and the Caribbean. He became president of his corporation at the age of 24.

He serves on the Board of Trustees for the University of Miami. He also serves on the Board of Trustees for Barry College District. He is Vice Chairman for Inter-American Center Authority, and is the Director of Young Presidents, an association of young corporations presidents.

Mayor Ferre is married to Mercedes Malaussena. They have six children: Maria Eliza, Jose, Carlos, Maurice, Francisco, and Florence.

LULAC National President has described Mayor Ferre, as "One of the most dynamic, if not the dynamic young shining star on the political horizon representing the Spanish speaking community in this country."

University of Texas Center Views Life of Chicano

AUSTIN — America's image as a "melting pot" is quickly giving way to a new, somewhat uncertain era in our history, says Dr. Antonio Ugalde, acting director of the Mexican-American Studies Center at the University of Texas.

The question he asks is:

"How much can we develop cultural plurality without destroying national unity?"

The answer to that question will be one of wait-and-see, but Dr. Ugalde feels that ethnic studies programs, such as the center, can contribute to the future of minorities in the U.S. by developing and reinforcing their cultural identity.

He adds that the study of minorities also can add "important dimensions to theoretical aspects of various disciplines," which could go toward "the formulation of policies which would alleviate our societal problems."

It's quite an order to fill, but Dr. Ugalde sees the center and other ethnic studies programs working toward that goal.

A good sign is the increasing interest shown by University students — Chicano and Anglo, alike — in the center's offerings.

Two of the most popular, Chicanos in American Society and Chicanos and Their Culture, began with less than 60 students in the fall of 1971. Spring, 1974, shows more than 400 students enrolling in those courses.

The Chicano student, in particular, wants to "know more about his heritage and culture," says Dr. Ugalde.

Dr. Ugalde also notes that it is important for Anglos "to understand the culture of their neighbors and friends."

Like the African and Afro-American Studies and Research Center, the Mexican-American Studies Center offers five courses under an Ethnic Studies classification, while its other subjects are offered in conjunction with other academic departments.

For example, the English Department has a course in freshman English for Mexican-American students; Sociology, a course which deals with Mexican-Americans in the Southwest, and

Spanish, Mexican-American dialectology.

Backing up its academic offerings, the center also works in the area of research. The center offers a human resources group that can aid others in their research, or perhaps in the solution of a social problem.

Persons associated with the center have conducted research in the areas of illegal immigration, rural poverty, political socialization and other vital areas.

SER Supports Bilingual Training Amendment

LOS ANGELES—Ricardo Zazueta, National Director, and Pete Villa, National Chairman of the Board of Directors, SER, Jobs for Progress, Inc., expressed their support for the Bilingual Vocational Training Amendments contained in the Senate's Education Bill, S-1539.

Senate and House conferees are meeting this month to negotiate a compromise between the differing House and Senate education bills. "Unfortunately," Zazueta said, "the House bill does not contain provisions for bilingual vocational training. In this area of difference we urge the conferees to consider the greater issue of equal employment opportunities and training for all Americans severely handicapped in the labor force by their limited English-speaking ability."

"The enormous economic and employment problems faced by the bilingual community," stated Mr. Villa, "can only be addressed if Congress makes a strong national commitment in every major piece of legislation that it considers. In this way, equal opportunity to work, equal opportunity to own housing, equal opportunity

to get educated, equal opportunity to pay fair taxes, and equal justice in our judicial system will be assured."

Mr. Villa explained that "Senators Tower, Dominick, Cranston, Kennedy, and 16 other Senators originated the Bilingual Vocational Training Amendments earlier this year in a bill they co-sponsored, S-3156, the Bilingual Training Act of 1974. These senators must be recognized for their continuous activities in Congress to assure that every major piece of legislation addresses itself to the issue of limited English-speaking Americans."

Mr. Zazueta concluded by saying, "The need and justification for these amendments can be found in many millions of words of testimony given before congressional committees over the years. Congress can no longer ignore the issues important to the limited English-speaking, and these next few weeks, as House and Senate conferees finalize the Education Bill, Spanish-speaking citizens will urge their congressmen to assure that Bilingual Vocational Training becomes a reality."

A HISTORY OF LULAC

Part One

Texas, 1929

The hot, dry wind stirred the sagebrush and sent the tumbleweeds rolling across the endless plains as it had since time began. It swirled the dust in humble dooryards along the Pecos and the Rio Grande and set the long strings of chili peppers rattling against adobe walls. It dried the skin day and night so that a man exposed to it long enough became dried out and wrinkled like fine old leather.

It was a Texas wind, all right, but in this year of destiny there was something different about it. For now, in 1929, with the great social upheaval

of the Depression just ahead, the Texas wind carried a whisper of hope to the most native of all Texas' sons, the Mexican Americans. The U.S. citizens of Mexican heritage. The Chicanos.

To people with surnames like Garcia, Gonzalez and Echeverra the Texas wind blew a little more freely that year.

That was the year the most influential brotherhood in Latin American history, the League of United Latin American Citizens, was formed in Texas, down by the Rio Grande.



Obreras Hall, Corpus Christi, Texas, Birthplace of LULAC.

In 1921 the war to end wars had been history for three years. The world had, at last, been made "safe for democracy" and the League of Nations, sitting at the Hague would make sure that democracy became a reality. America's arms had insured it and America's statesmen had voiced the phrase. Yet, for a large, loyal group of American citizens, democracy — real democracy, that is — was still a long-sought dream that had no substance yet.

Thousands of Mexican Americans had donned their country's uniform to fight in World War I. Thousands more had manned ships in enemy waters, worked long hours in war plants, bought victory bonds and, all-in-all, given the best of their muscles and minds to the war effort. Yet, in the Southwest and especially Texas, they were citizens virtually without a country they could call their own.

Background of Discrimination

United by a common cultural background, more comfortable with the Spanish tongue than with English, they clung together in their own communities, in barrios where they remained aliens in their native land.

They had jobs, some of them — menial jobs that never paid quite enough: stoop labor on the farms, unskilled work in factories located especially to take advantage of low wages, housework for the women and girls. Only a very few could be counted successful by Anglo standards.

Their children went to segregated, substandard schools; many of them scarcely ever learned English. And if the Chicano child learned less than his Anglo counterpart across the

Beginnings

tracks or if he was forced by circumstances to drop out of school, who cared? The brown-skinned youngster who saw all of his brothers and sisters grow up was an exception. Poverty, sickness, squalor and rejection — the Mexican Americans of those days knew them all. And in spite of his birthplace and his full citizenship he was, more often than not, referred to as a Mexican.

It was against this background of discrimination, prejudice, legal inequality and unequal opportunity; indeed, it was precisely because of it that the Order of the Sons of America was founded in 1921 in San Antonio, Texas.

Sons of America

The name, Order of the Sons of America, was indicative of the organization's aims. The Sons were never intended as a disruptive or revolutionary group. The organization was founded to achieve greater social and economic opportunity for Latinos within the existing democratic processes.

The Sons' goals were simple, direct and certainly reasonable; but in order to achieve social, economic and political equality with all groups, representation of Spanish Americans at all local, county, state and national levels would be necessary. This was, of course, one of the reasons why membership was restricted to American citizens of Hispanic descent. Equally as important, the requirement of citizenship demonstrated loyalty to the United States.

From the outset, the group recognized the importance of communication with the Anglo community. Mem-

bers were encouraged to become proficient in the English language and to encourage non-member Latinos to learn it and work for U.S. citizenship.

Local groups of the Order of Sons of America were organized as Councils, a designation that was adopted by and has been retained to this day by the League of United Latin American Citizens.

Within a relatively short time, seven councils were actively promoting the organization's aims among the Mexican Americans of Texas. The membership at that time was almost exclusively of Mexican descent; citizens of all Latin cultural descent were

added to the organization's roster later.

Dissension Arose

Two Councils quickly rose to a position of eminence: Council One in San Antonio, as might have been expected, and Council Four in Corpus Christi. And, as might also be expected, dissension arose.

It was at this stage that some of the members of Council One in San Antonio split from the Order of Sons of America which it had been instrumental in founding. This splinter group was reorganized as the independent Knights of America.



Artist's conception of LULAC office building now under construction in Phoenix.

If it is true that there is a time for every man, it is also true that there is a man for every time. In the history of the long, hard struggle of Latin Americans for justice and equality, no man made a greater contribution than Benjamin Garza of Corpus Christi. His time arrived in the late 1920's and Garza was ready for it.

Father of LULAC

It was he who was the driving force behind the ultimate founding of the present League, and it is he, more than anyone else, who qualifies for the honor of recognition as the Father of LULAC. One could do worse than place his name alongside those of Bolivar, Hidalgo, Carranza and other heroes of the Spanish New World.

Unity of all Latin American citizens was his passion, his goal and his achievement.

A dedicated, hard-working member of Corpus Christi's Council Four of the Order of the Sons of America, Garza viewed the defection of some members of the San Antonio Council One as a disaster for the Spanish speaking cause. He was convinced that unified organization with common aims for all was absolutely necessary to achieve social, economic and political betterment for the Chicano. Dissension within the ranks could only weaken and slow down the whole program.

Council Four had been in correspondence with the Knights of America in San Antonio, urging a common organization with common goals when Luz Saenz, Alonzo S. Perales and Felipe Herrera issued a call to Mexican American leaders for a meeting in Harlingen, Texas in August, 1927, to form a new Latin-American organization in the Rio Grande Valley.

Council Four invited the three, together with Mauro Machado, M. C. Gonzales and Johnny Solis, all of San Antonio, to meet with them in Corpus Christi. The intent was to dissuade Perales from forming another group which would only serve to further scatter the forces available to the Latin-American.

Harlingen Delegation

Perales, unswayed by the arguments, suggested that Council Four

should send a delegation to Harlingen to present their suggestions for organization. Council Four immediately contacted the San Antonio organizations with the proposal.

The Knights of America named M. C. Gonzalez and Mauro Machado. Council One of the Sons of America sent James Tafolla, Sr., and a second delegate whose name, unfortunately, has been lost to posterity. Council Four named Clemente Idar and Teodora Gongora as delegates.

The Harlinger meeting, called with such high hopes, almost ended in disaster before it began. Early in the proceedings, the eminent Mexican American jurist J. T. Canales (he was to become the fourth president of LULAC) announced from the podium that the purpose of the convention was to form an organization for U. S. citizens of Latin descent only.

Most of those assembled in the hall were Mexican citizens and they erupted in a noisy demonstration at the announcement. Practically the entire assemblage — more than ninety percent — stalked angrily out of the meeting, leaving only a few delegates and visitors from Corpus Christi, San Antonio and Brownsville to carry on the organizational program.

Latin-American League Formed

From that meeting in Harlingen came a new organization — the Latin-American League, which appointed an eight-member committee. This so-called "Harlingen Committee" was vested with the powers contained in the following resolution, adopted on August 14, 1927:

"RESOLVED that the chair shall appoint a committee consisting of one delegate from each of the towns here represented, of which the chair shall be the chairman, and that this committee shall have full and plenary powers from this Assembly to study the Constitution and By-Laws of the Order Sons of America and make suggestions tending toward their amendment. If they see fit to amend their Constitution and communicate with a committee from the Order of Sons of America with equal powers, to the end that this organization may be

incorporated into the Order Sons of America.

"It is further resolved that the Chairman with four members shall constitute a quorum to transact business."

A period of organization maneuvering followed the Harlingen meeting. Council Four of the Order of Sons of America met with the delegates of the Knights of America and agreed that in the event the merger between the Latin American League and Council One of the Order Sons of America failed to materialize, Council Four of Corpus Christi would merge with the Knights of America.

Proclamation for Unity

Slightly more than a year had elapsed since the Harlingen Resolution when E. H. Marin was authorized to issue a proclamation in EL PALADIN. The proclamation called for all Latin-American civic organizations to merge their talents and political strength into one group which could then effectively espouse the cause of the Spanish-speaking citizen.

A committee was appointed to bring the merger to reality. By this time the student of LULAC history will recognize the names of many committee members: Ben Garza, A. de Luna and E. H. Martin represented Corpus Christi; Johnny Solis and Mauro Machado came from San Antonio. A. S. Perales and Judge J. T. Canales were there from the Rio Grande Valley. All went on to high office in the organization they were instrumental in founding.

Meanwhile, negotiations between Council One of San Antonio and the Latin American League had broken down. A year of indecision and inaction prompted the Corpus Christi Council to present an ultimatum to Council One. A committee traveled to San Antonio December 2, 1928, suggesting that action be taken within 30 days to prevent the separation of Council Four from the Sons of America.

Council Four Takes Action

The trip was disappointingly fruitless. The thirty days came and went without action on the part of the San Antonio Council, so a letter was dis-

patched to that group. It read, in part: ". . . in view of the fact that you have not called the convention that was agreed on . . . Although we know that to do this means to sever relations with the Order Sons of America Council Number One . . . consequently please accept our segregation to take effect immediately. (Signed) A Group of Friends from Corpus Christi, formerly Sons of America, Council Number Four."

The letter was dated January 28, 1929. It marked the end of the first modern-day beginnings for Latin American equality and the beginning of one of the great social-political-economic ethnic groups of all time, the League of United Latin American Citizens.

Obreras Hall

History, in its capricious way, picks humble places for those events which may change the destinies of nations and people: an obscure old church in Boston, a log cabin in Kentucky, a tree house in Kenya.

And an old frame building in Corpus Christi, Texas.

Even by the standards of the day, the Obreros y Obreras Hall would hardly have taken a prize for architectural beauty. Old photographs reveal a clapboard-sided rectangular building on short pilings with an ornamental balcony off the second story. A single tree, sharply trimmed back, guards the front entrance which is reached by two flights of four wooden steps each leading to a common platform. Lipan and Carrizo Streets (it is a corner building) were innocent of either pavement or curbing in those days.

You have seen its like in a thousand American towns and cities; places where the B.P.O.E. and the Eagles and the Grange have their meetings and their social gatherings.

And where LULAC was born.

Birth of LULAC

The "Group of Friends from Corpus Christi, formerly Sons of America, Council Number Four" invited

Latin American leaders and groups to a convention in Obreros Hall, Corpus Christi, to be held February 17, 1929.

The meeting convened at 1:00 p.m. as scheduled. Benjamin Garza, as Chairman of the "Group of Citizens and Former Members of Council No. 4," called the meeting to order and was unanimously named Chairman of the Convention.

Delegates and visitors were present from San Antonio, Brownsville, La Gulla, Encino, McAllen, Alice, Robstown and Austin.

A certain professor from Austin University, Douglas Weeks, was there to make a study of the merging of the three organizations into one overall and more effective Latin-American organization.

In the Convention's opening address, A. de Luna of Council No. 4 explained the details of how the merger could be accomplished and formally proposed the establishment of a committee to set up the rules of order under which it should be done. The



League of United Latin American Citizens, Alice, Texas 1930.

new organization was, at that time, to be called United Latin American Citizens.

Preliminary Constitution

The Committee was composed of Juan Solis and Mauro Machado from the Knights of America, Alonzo S. Perales and J. T. Canales of the Latin American Citizens League, E. H. Maria and A. de Luna from the Council of Sons of America.

These men drew up a preliminary constitution. This was their preamble:

"WHEREAS: for many months of untiring efforts a group of citizens of the City of Corpus Christi, Nueces County, Texas, and former members of Council No. 4 of the Order of Sons of America have struggled along using their best means of friendship and accord to unite into one solid and great organization two other organizations (the Knights of America of San Antonio and the Latin American Citizens League, of the Rio Grande Valley) that by principle were pursuing the same identical ideals, and,

"WHEREAS: this group of members had the only thought in mind to render the best undivided help to our brethren throughout the great States of Texas, Arizona, New Mexico, and California and knowingly beforehand that neither one of these organizations alone, single-handed and divided could render such help: then, IT IS RESOLVED by this group of citizens of Corpus Christi and former members of Council No. 4 of the Order Sons of America to issue a call to all these organizations and to use their best efforts to bring about the merging of the three organizations into one and on the 17th day of February A.D. 1929 that long expected reunion was accomplished to wit:"

There follows a minute record of the meeting by A. de Luna, Secretary.

Under the provisions of the preliminary constitution, the committee recommended that a general convention be held May 18 and 19 in Corpus Christi, at which time a permanent constitution would be framed and permanent officers would be elected.

Dedicated Leadership

The names of the Executive Committee appointed to make the arrangements for the upcoming organizational meeting had a familiar ring: Garza, Gonzales, Saenz, Canales.

These were the founding fathers of LULAC. Dedicated, hard-working, visionary, they gave unstintingly of their time, their efforts and their money to bring about the establishment of the most forceful and influential society ever organized for the cause of the Latin American in his native United States.

For them the motto they adopted that day, "All for one and one for all" became more than just a slogan; it became a working creed which each observed in spirit and action in the many years of service he gave to the movement.

Frank Garcia Named Survey Chart Chief

Frank V. Garcia has been appointed chief of the Radio Facility Chart Branch in the National Ocean Survey's Aeronautical Chart Division. His responsibilities in this capacity will be to supervise the production and maintenance of instrument navigation charts for low and high altitude flying, radar video, controller and other charts required for air traffic control.

He was also recently elected to the Takoma Park, Md., City Council. He is active in NOAA's Equal Employment Opportunity Committee. He is a native of El Paso, Tex., and has been with the National Ocean Survey and its predecessor, the Coast and Geodetic Survey, for over 31 years.



A YUMA SER GRACIAS — Three Yuma (Ariz.) LULAC members and a national SER administrator were singled out for their dedication, hard work and active employment with YUMA SER/Jobs for Progress, Inc. Certificates of appreciation were presented to (l-r) Ruben Perez, education committee chairman; Manuel Mercado, field officers administrator, national SER Office, Los Angeles; Ruben Lopez, agency representative for YUMA SER, Manpower Area Planning Council, Council of Government; and Gilbert Meza, press liaison with the Yuma media. The four have continually assisted SER since its inception. Perez, Lopez and Meza are all members of the SER board of directors. (LULAC photo by Ray Flores)

The Men at the Helm

This month's cover features the national president of LULAC and four able members of his team who are spearheading the LULAC programs. A little background is given below on each of these gentlemen, followed by a summary of the purposes of each program. Major feature articles are planned for LULAC News which highlight the programs and explore each in depth. The series began in the last issue with the first installment of a three-part story on SER. (See page 26 of this issue for part 2.)

JOSEPH R. BENITES

National President

League of United Latin American Citizens

Born in Phoenix, Arizona, on June 7, 1938, Mr. Benites received his education at Phoenix College, The University of New Mexico, and Arizona State University.

He is presently the Executive Director of the Arizona Housing Development Corporation, and in this position is directly responsible for implementation and administration of board policy and programs, supervises and coordinates the staff, and has the responsibility of preparing monthly financial and narrative reports for submission to the boards of the sponsoring organization. He also must develop new sources of funds for financing the program and develop ways of increasing the number of families served by the Washington Housing Development.

In Federal Programs, Mr. Benites has been Assistant Regional Director for the Non-Profit Housing Center, Training and Research Administrator for the Migrant Opportunity Program, Head Counselor for Operation Growth, for the Migrant Opportunity Program, Housing Consultant, National Urban Coalition and the Cabinet Committee on Opportunity for the Spanish Speaking, Neighborhood Council Advisor for LEAP, Community Action Program.

His present community participation activities include: State of Arizona Civil Rights Commission (appointed by Governor as Chairman), Young Power, Inc. (a corporation dealing with inner city youth), Chairman of the Board; Arizona Mexican American Opportunity Foundation, Chairman.

SUPREME COUNCIL

In order to carry out its aims and purposes, LULAC has been organized into a corporate structure, with a National Executive Board (Supreme Council) as the parent corporation and four subsidiary corporations operating to execute the LULAC programs. Joe Benites, National President, is chairman of the National Executive Board.

ROBERTO ORNELAS

Chairman, LULAC National Foundation

Born 41 years ago in San Antonio, Texas, Mr. Ornelas holds Associate of Arts degree from Laredo Junior College and a Bachelor of Law degree from St. Mary's University. He makes his home in Houston.

He is presently the Regional Director of the Office of Federal Contract Compliance of the United States Department of Labor. He is a past president of LULAC and as such served two one-year terms.

Mr. Ornelas has served as the Manpower Administrator's Representative for Mexican-American Affairs for the U.S. Department of Labor and as Director of Mexican American Programs for the Department of Defense - Office of Contract Compliance.

Mr. Ornelas was instrumental in the formation and development of SER.

LULAC FOUNDATION

The LULAC Foundation is a non-profit corporation created by the LULAC National Office as a vehicle for receiving donations. Its non-profit status enables major companies and foundations to make tax write-offs for donations. The Foundation receives and disperses all money coming to LULAC through donations.

Foundation Chairman Roberto Ornelas said that the purpose of the foundation is "to solicit the contributions from foundations, corporations and individuals desiring to contribute to the LULAC organization."

Ornelas said that this is the first time they (contributors) will be able to claim donations on their income tax. "This is a crucial item that has been needed for a long time - crucial because our organization has needed these funds to continue its growth."

"Our number one priority will be to make LULAC programs self-supporting," continued Ornelas, "without raising, or reassessing the membership dues."

"LULAC does not intend to limit grants to LULAC programs only, but will extend funding to programs assisting the Spanish-speaking people and sponsored by other organizations.

Ornelas said that the LULAC Foundation will become operative at the LULAC National Convention this month. "We are going to have a national meeting on June 27th in El Paso to launch operations of the LULAC Foundation," said Ornelas.

"Local councils will now be able to receive donations and benefits from the LULAC Foundation corporate charter since companies will be able to deduct their donations. The best part of the LULAC Foundation," explained Ornelas, "is that the real beneficiary will be

the Spanish-speaking that need help through the whole country."

The LULAC Foundation is in the early stages of development. The Foundation anticipates minimal permanent staffing, but expects considerable voluntary support from the Spanish-speaking communities across the nation. The Foundation plans to allocate only a modest proportion of any resources it gathers to the acquisition of corporate assets, preferring to allocate them to program activities.

Since the Board of Directors for the Foundation is made up of past national presidents, each succeeding past president will become a director on the Foundation's Board of Directors.

MANUEL GONZALES

*Chairman, LULAC National Elderly Corporation
(ABRAZAR)*

Mr. Gonzales was born in El Paso 47 years ago and has filled those years with public service. He served for six years as President of LULAC Council #273 in Waco where he makes his home, and for seven years as District Director. He was elected State Director in 1973.

He is a member of the McLennan County Aid Board of Directors and is the first Mexican-American to serve on the Board of Directors of Boys Club of America in Waco.

For the past five years, Mr. Gonzales has served as President of the Holy Name Society of St. Francis Church in Waco, and he is a member of the Parish Council. He is founder and promoter of Fiesta De La Raza at St. Francis.

Mr. Gonzales is one of the persons responsible for the transition of LULAC. He has taken part in having two Educational Centers located in the state of Texas, and he is presently working on rehabilitation and training programs for Mexican-American prisoners in Texas.

Gonzales was recently named to the Urban League Manpower Planning Council for the City of Waco. From this, Texas Governor Dolph Briscoe appointed Gonzales to the Governor's Manpower Planning Council.

Gonzales sits on the board of the Equal Opportunity Advancement Corporation. Besides serving as Secretary-Treasurer, he is on the Elderly Committee.

Gonzales has long had an interest in developing a program for the Spanish-speaking elderly. "There have been so few elderly programs for the Spanish-speaking," explained Gonzales, "that this has been my prime reason for attempting to get an elderly program started."

ABRAZAR

The purpose of the ABRAZAR program is to identify the Spanish-speaking elderly, their needs, and the degree to which existing services and program planning are responsive to their needs, while advocating, promoting,

and assisting in the design and development of optimally responsive approaches. The methodology includes documentary research, surveying, and case study. Personal, educational, medical, social, and transportation needs are taken into consideration.

Referring to the LULAC Elderly program, ABRAZAR, Manuel Gonzales said, "It is a research program. Hopefully, it will develop into the type of structure of such programs as SER, Jobs For Progress, and the current national LULAC Educational Service Centers."

"I have always stressed," continued Gonzales, "that I consider the elderly to be a very important part of our society. They should have the dignity of their age. But you know, there are nursing homes. And many of the elderly Spanish-speaking persons are even lonelier, because of the language barrier."

Speaking from experience, Gonzales believes, "One of the most important features of an elderly program is nutrition. Gonzales witnessed a "Meals on Wheels" program where the elderly are transported to a local neighborhood community center and served warm meals.

"After the ABRAZAR passes its research stage," Gonzales expressed, "I would like to see a similar type of program as "Meals on Wheels" as part of the ABRAZAR program.

"From these luncheon meetings, said Gonzales, "the elderly share a much needed companionship that leads to a continuing friendship among the elderly. This is important because the elderly must feel wanted."

WILLIAM D. (TONY) BONILLA

Chairman, National Educational Service Centers Board

Born August 6, 1930, in Calvert, Texas, Mr. Bonilla holds a BA degree from Baylor University and a law degree from the University of Texas Law School. He lives in Corpus Christi.

He founded the law firm of Bonilla, Read, Rodriguez, Beckman & Bonilla, and is presently a partner in that firm. He is a member of the Nueces County Bar Association, the Texas Bar Association, the American Bar Association, Nueces County Trial Lawyers, Texas Trial Lawyers and American Trial Lawyers.

Mr. Bonilla has held every LULAC office on the local level, was State Director for two terms, National Legal Advisor, National Secretary, and was elected National President in 1964. He is currently the chairman of the Civil Service Board.

He has served on the Board of Directors of many organizations, including: The City Solicitations Commission, the Committee on Human Relations, and the Texas Good Neighbor Commission. He was Chairman of the Board of KIII-TV, Channel 3.

Mr. Bonilla served as the Texas Delegate to the Democratic National Convention in 1964. He was appointed to the National Advisory Council of the OEO in 1966 by President Lyndon Johnson. He has served as con-

sultant to the Equal Employment Opportunity Commission and the National SER Board.

LULAC NATIONAL EDUCATIONAL SERVICE CENTERS, INC.

National Educational Service Centers is a \$2 million program established to act as a conduit to get Spanish-speaking American youth into colleges around the nation. Its function is twofold: to find potential students and channel them into the colleges, and to locate funding for scholarships to finance college educations for needy students.

PETE VASQUEZ VILLA *Chairman, National SER Board*

Mr. Villa was born April 15, 1922, and studied business administration at Santa Ana College and Chaffey College.

A resident of Phoenix, he is presently a Business Consultant with the Office of Minority Business Enterprise in Phoenix, Arizona. Previously he worked as a consultant for Nick Juarez & Associates coordinating and establishing lines of communications with governmental

agencies and industry. Mr. Villa is a past National President of LULAC and presently is Treasurer of National Jobs for Progress, Inc.

Mr. Villa's current recognitions include among others: Member of President Nixon's Rent Advisory Board; Treasurer of the National SER Board; Representative of the National Association of Community Development; California State Chairman of the Migrant Committee; Member of the Advisory Board for Project Head Start and Member of the National Non-Profit Housing Board in Washington, D.C.

Mr. Villa has received many awards, among which are: the District Director of the Year award from LULAC; Optimist of the Year award for Outstanding Service to Youth; Distinguished Service Key award from LULAC; American Legion District award for Community Development; Americanism Award from the American Legion and Man of the Year Award from the City of Corona.

SER/JOBS FOR PROGRESS, INC.

See the SER Story, page 26, this issue.

Hispanic Success Predicted in New York

Editorial condensed from El Tiempo, New York

As we turn the page on the calendar for the new year what can we realistically expect for the Hispanic community here during 1974? How much further along on the road towards accomplishing our goals of a life of peace, progress and prosperity will we be when we reach the 365th page on this calendar?

There are some factors which augur well for our future here as we can discern them. Herman Badillo will be heading a new city committee for the identification and relief of racial and ethnic tensions, a much needed entity in this city.

The City Council will benefit from the presence of Ramon Velez and Luis Olmedo and so will we because that body has long been lacking in an informed source of input on matters concerning the Hispanic community here.

A new private foundation for the arts and humanities with an announced commitment to minority artists has been formed giving hopes to our cultural community. Advance programs we have received indicate

that Spanish-language theater and performing artists will have even greater opportunities here during 1974 than in 1973 an admittedly banner year.

Returning to the political arena, the gubernatorial election scheduled for New York will give us another opportunity to make our presence felt as a significant voting bloc and we should be able to extract some strong, positive commitments from the candidates. None of the announced, or almost announced gubernatorial candidates has got a lock on our votes nor is the Rockefeller mystique transferrable like a mantle of rule.

The new major, Abe Beame, in an unguarded moment recognized that this is a bilingual city and such recognition will be important for us in the coming year as we focus on the areas of housing, education, public safety and economic development. Mr. Beame strikes us as a pragmatic realist who will deal with the reality of a bilingual city rather than the prejudicial hopes of the "way it used to be" clan which occasionally surrounds him.

And so we expect many fine things for Hispanics in 1974 here in New

York. We expect them from such as Velez and Olmedo, from state legislators García, Nine, Montano and Alvarez, from Joseph Monserrat and Alfredo Matthews at the Board of Education, from Amalia Betanzos at the Housing Authority, from Irma Santaella in the Major's office; from Lic. José Rodríguez Erazo, Director of Special Programs and Assistant to the Mayor; from the thousands of Hispanics who took the police exam and whom we expect will soon be appointed to the force; and from the various state and federal commissioners of Hispanic origins.

So, too, we expect to be delighted by the many performing and graphic artists from among our community; by conductor Jose Lliso, singers Daniel Bonilla, Rafael Lebron and Irem Proventud; by directors such as Mario Peña and René Busch; by actors such as Raúl Dávila and Amelia Bences (like poets we do not believe actors should have genders); by popular arts performers such as the whole galaxy of stars we have too numerous to mention; and, of course, by those visiting Hispanic artists who do so much towards reestablishing our roots to our native lands.

Benites Visits MIAMI

MIAMI — LULAC National President Joe R. Benites met with several Latin leaders to discuss the possibility of an alliance at the national level — in the spirit of unity in Latin minority advocacy, last month.

The leaders included Mexican American, Cubans, Puerto Ricans and other Latins.

“We would like to have a (LULAC) chapter here if the Latin Community wants,” Benites said. “But if they don’t, we can still give them backing.”

Benites met with some local Anglo officials and said that his idea of Latin unity got “a fantastic response” from them, but they want more information.

Benites met with County Manager Ray Goode, Miami City Manager Paul Andrews, Miami Mayor Maurice Ferre and County Manpower Director Harvey Lincoln. Mauricio was also among Latin leaders Benites met.

Travelling with another LULAC officer Rogelio Nieves, Benites said that LULAC is also lining up three permanent offices, one in South Florida, Washington, D.C. and on the Pacific coast.

R. Ray Goode, County Manager, Dade County, and Tony Ojeda, Assistant County Manager, visit with Joe Benites.



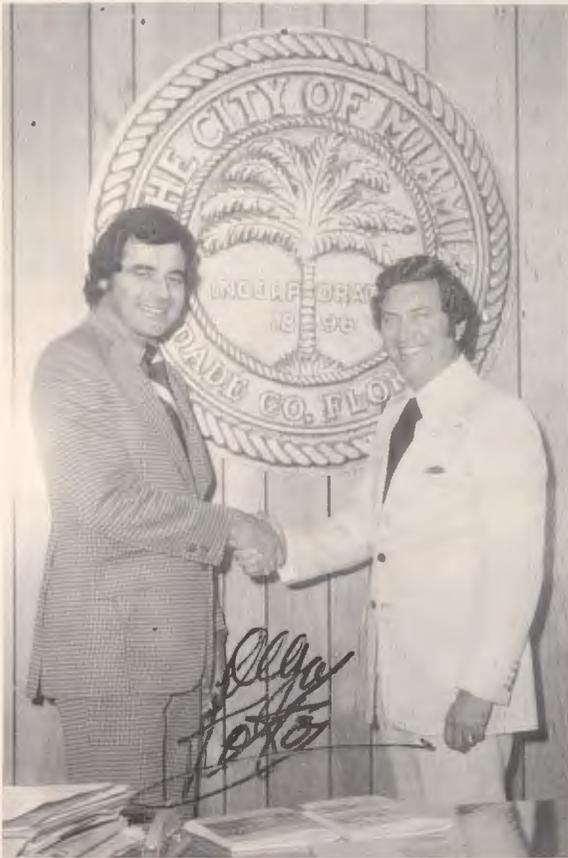
Mr. Paul Andrews, Manager, City of Miami, shakes hands with Joe Benites.



Dr. Arturo P. Hevia, consultant to the Cabinet Committee on Opportunities for the Spanish-Speaking People and chairman of the Board of Directors, Community Action Programs, listens to Benites' ideas on unity.



Below: Manolo Reboso, City Vice-Mayor, welcomes Joe Benites to Miami.



Dr. Edgardo Buttari, consultant to the Cabinet Committee on Opportunities for Spanish-Speaking People and a Miami community leader, exchanges friendship with Benites.



(Left to right) Melwin "Skip" Chavez, Puerto Rican community representative; Miami Mayor Maurice A. Ferre; Joe R. Benites, LULAC National President; and Victor R. Ildefonso, also a representative of the Puerto Rican community in the State of Florida.

Montalban Helps SER Honor Business

BEVERLY HILLS, Calif.—Ricardo Montalban, famous motion screen actor, was the guest speaker at a Beverly-Hilton Hotel luncheon sponsored by SER/Jobs for Progress, Inc., to honor some of the national business corporations for making SER the success it is today.

Montalban paid tribute to SER for providing opportunities in job training to the Spanish-speaking segment of America and for changing the stereotype image of the Mexican-Americans.

Awards were presented to six national corporations for "recognizing SER's efforts to enhance the Socio-economic endeavors of the Spanish-speaking," and "for outstanding service and performance in the area of equal employment opportunities for Spanish-speaking Americans."

The awards went to American Telephone and Telegraph, International Business Machines, TRW Systems Group, General Telephone Company, Rockwell International, and Lockheed Aircraft Corporation.



National SER Queen Mary Perez and actor Ricardo Montalban.

State Conventions

(Continued from page 2)

In employment the State convention released a list of 134 boards and commissions in the State of Kansas that reflected small number of Chicanos working for state agencies.

Kansas LULAC has devised a plan to cut operation costs and increase the number of students being served by the LULAC Educational Service Center in Topeka. The Plan calls for volunteers to process students in their respective LULAC council area to the Center.

Other reports included the activities in the social services and youth areas. The report charged that the "City Commission" decided to table the Topeka LULAC Council 11071 proposal for a Social Service Center in Oakland because it was a "duplication of services." LULAC is planning a comprehensive investigation and analysis of revenue sharing funds to determine if the Spanish speaking have been excluded in Oakland, under provisions of the 1964 Civil Rights Act.

State Directors

Arizona elected Joe Macias as State Director; California State Director is Ed Morga. Shone Martinez is Deputy State Director. Colorado elected Paul J. Maestas; Illinois, Angel De. Soto; Indiana elected Gus Zamora; Iowa, Celestino George; Kansas, Ascension Hernandez; New Mexico, Samuel Garcia; Texas, Manuel Gonzales, and Wisconsin, E. V. Morones.

Other Officers elected at the LULAC Arizona State Convention are Sylvia Trujillo of Tempe as Deputy State Director. The Arizona convention voted to back National President Joe R. Benites for re-election at the June national LULAC convention in El Paso.

Macias said that he hopes to encourage schools to increase the reading level of Mexican American children and to give local councils the task of gathering information on the needs of the Spanish speaking for the elderly program, ABRAZAR.

Awards went to Robert Pulido, of Flagstaff, as the Man of the Year; Rose Carrillo of Tempe, Woman of the Year; and the Chandler group, local Arizona Council of the Year.

LULAC State Conventions

ARIZONA

Arizona State Director Joe Macias.



Chandler Mayor Raul Navarette, keynote speaker, addresses Arizona convention.

Two convention delegates, Philip Duenes, Chandler City Councilman and Salvador Rodarte, Attorney & State Parliamentarian, listen intently.



Silva Trujillo was elected Deputy Director.

CALIFORNIA

Jeannie Munoz, dynamic and active member in California.



Benites addresses California State Convention.

Frank Galaz, past California State Director, announces candidacy for Far West Vice President.



COLORADO

Colorado State Director Paul Maestas and Benites.



Doroteo de Leon listens to Diane Chavez as she discusses notes on one of the workshops.

KANSAS

Jasper Garcia, Administrative Assistant to U.S. Senator Bob Dole, Kansas. Garcia is former Deputy Director of Topeka LULAC Educational Service Center.



William Gomez elected Kansas State Director.



Tom Rodriguez, Director, Topeka SER program.



Tony Bonilla, Chairman, Educational Service Centers; Benites; and Bob Rodriguez, National Vice President of Youth hold news conference.

IOWA



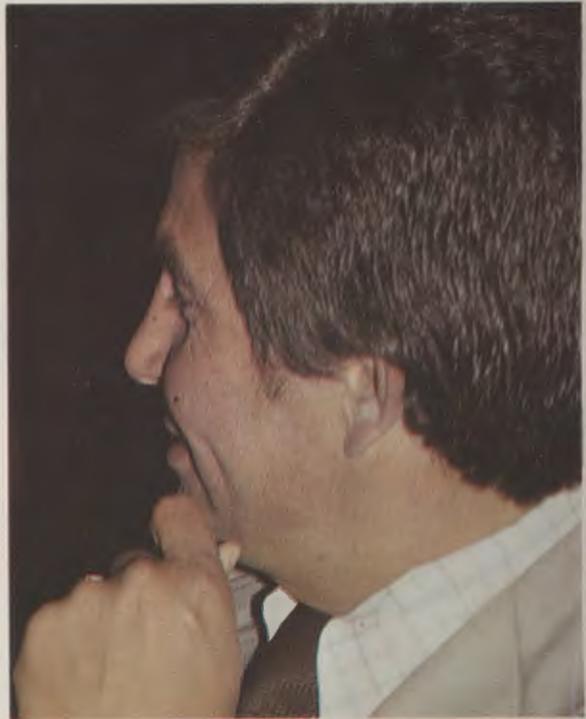
Celestino George was elected State Director.

NEW MEXICO

Jerry Apodaca, Democratic candidate for Governor attended the convention.



Pete Villa, Judge Alfred Hernandez and Ramiro Robles.



Sam Garcia, New Mexico State Director.



Las Cruces Youth Charter #53. Left to Right. Victor Apodaca, Chaplain; Linda Garcia, Secretary; Liz Ramirez, President; Liz Vargas, Parliamentarian; and Ernie Rivera, Treasurer.



TEXAS



Rosemary Ostron, Texas State Secretary.



Benites with Texas State Director Manuel Gonzalez.

PROFILES IN COMMUNITY ACTION

Posters displayed in local merchant's window demonstrates the support the project has garnered in the business sector.



(left to right) David Florence, Deputy Director, Office of Civil Rights, San Francisco with John Rodelo, Chairman, El Colegio de la Mision and Counselor Manuel Larez.

Counselors discuss information given by enrollees that will be used to improve the counselling program.



To a high school student living in San Francisco's Mission District in 1970, prospects of attending college would have seemed bleak. Less than five per cent of the youth of that densely populated Latino section were completing the trip from the high school freshman year to higher education.

Today, a Mission District mother of three children who range in age from 10 to 14, is a political science major who is determined to earn her doctorate. "It might take me 15 years," she said, "but I plan to do it."

Her friend and schoolmate, Helen Castenda, would like to work with Spanish language families in psychology or social work. She is enrolled in college courses which she hopes

will qualify her for admission to California State University at San Francisco. Mrs. Castenda has two sons and two daughters. Her oldest child was recently accepted for UC-Berkeley's Boalt Hall law school.

Marti Schultz is of Polish and Lithuanian descent and received his basic education in La Raza communities in New York State. He has been living in the Mission District for the past 20 months, and is working his way through college anticipating a career in social sciences.

Four years ago, one would have to search laboriously to find more than a handful of such stories in the Mission District. Today, the list could easily be extended into the hundreds.

Today, in fact, many students — such as pert Frances Manzanares, a Nicaraguan coed whose primary scholastic interests are racial and cultural sciences — come to the Mission District specifically seeking the educational opportunities available there.

LULAC-sponsored

The instrument of this remarkable transformation is El Colegio de la Mision, a semi-autonomous Latin-oriented night school which is co-sponsored by the League of United Latin-American Citizens San Francisco Council No. 2008, the San Francisco Community College District, and the San Francisco Unified School District.

El Colegio de la Mision, which has just completed its sixth semester of

El Colegio de la Mision



Left: John Rodelo, director of El Colegio de la Mision and the LULAC Educational Service Center, San Francisco.



LULAC Educational Service Center, presently located alongside El Colegio in San Francisco's mission district. John Rodelo, director of the center, feels that close-quarter rapport with the Latin populace engenders a harmony and confidence that aluminum and glass buildings would alienate.

Below: Counselor Manuel Larez interviews an enrollee.



operation, was launched on Monday, September 13, 1971, as the result of the efforts of John Rodello and some other University of California at Berkeley students who were giving volunteer service as counselors for the LULAC Citizens' Council.

Rodello, now chairman of Colegio de la Mision, observed that higher education had not enjoyed much priority among the Mission's working class Latino people, nor have Mission District schools given Latino students sufficient motivation to direct them toward college.

Close to Home

"We figured that if we were going to wait for people of the Mission to go outside the district to seek higher education," said Rodello, it would be

a long wait. "There are hundreds of talented and intelligent people who could really advance themselves with advanced education. They're hungry for it. But they work. That takes most of their time. To get them started in college level work — to make the first step — it's got to be at night and close to home."

Rodello and his co-workers approached San Francisco City College officials to underwrite a night school curriculum offering ten college credit courses designed to help members of the Spanish-speaking community adjust to Anglo life and to provide a practical approach to education composed of language skills and basic business techniques, seasoned with ethnic studies. City College agreed to

grant them \$25,000 for a one-semester trial program.

Relevant Courses

It was the intent of the founders that courses offered at El Colegio "be directly relevant and helpful in getting jobs." The courses for that initial semester were all chosen after a street corner survey of more than 1,000 people in the Mission to determine their preferences. Course titles reflect the practical choices. They included "Small Business in Minority Communities," "Problems of Career Orientation," "Basic Business Math," and "Practical Public Speaking."

"Most of these are essential services," Rodelo explained. "We have to get right down to what is there for us

(Continued on page 42)

JOBS FOR PROGRESS INC.



The SER Story

Part 2 — How SER Works

By

Miguel V. Calderon

Editor-in-Chief

Adelante SER Newspaper

It is not uncommon for people to ask "Why is SER so successful?" Many SER graduates will tell you that they were **unsatisfied with the service they were getting from the state employment service or other organizations.** SER provided services according to individual needs.

SER graduates point out that sometimes good paying jobs go to the friends of the interviewer. One of the employment service interviewer's tasks is to find jobs for the unemployed, but there always seems to be more people than positions. There

were many times, SER graduates said, they waited several hours in long lines, only to be referred to another window. These procedures were time consuming, tiring and discouraging. The graduates realized that when looking for a job, there is no alternative but to wait in line. They were made to feel so unqualified when months went by and no one called them. At this point they came to SER.

The SER Applicant and SER Services

What happens when an applicant first walks into a SER office? First,

he or she is greeted by the receptionist. The applicant is asked if he is looking for a job and what kind of job. Some applicants come in with some type of training in mind, because they have heard of the various areas of training that SER offers. The applicant is given a form to fill out, and his name is recorded on a master roster. Some non-English speaking persons are unable to fill out the application without help, but the receptionist assists them in completing the form. This is the kind of personal and

(Continued on page 29)

SER National Director
Ricardo Zazueta meets
with top national
corporate employees.



Left: Advance Adult Education student hard at work to pass examination.

Below: Mrs. Alfonso Ortiz, LULAC Venice Chapter, inspects SER bulletin board.



Above: Adult Basic Education instructors Alice Zamarripa (left) and Martha Garcia look through one of the books in the Denver SER Program's library.

Right: Two of the Chicana airline stewardesses placed with Continental Airlines participate in a Los Angeles parade.





Above: SER Trainee learning a vocation in cabinet making.

Below: English-as-a-second-language class.



individual service that a SER graduate will never forget.

Once the form is complete, the applicant is referred to a SER interviewer. The interviewer carefully goes over the application, noting work history and earning record. The interviewer's primary function is to determine if the applicant is eligible to enroll in the SER program.

Eligibility Criteria

The eligibility criteria are issued by the U.S. Department of Labor (DOL) and conform to poverty guidelines. Many persons who need training, but earned more than the DOL specifications allow do not qualify for SER services.

Those applicants that do not qualify for SER are not always turned away. They are sometimes referred to jobs. SER local programs have established an artery of daily communication with employers in the area they serve. Through this system employers are notified of the latest applicants, and many times employer and applicant get together. Applicants are also referred to other supportive services, training programs available through private employers, state employment services and other public agencies.

Many applicants take SER training at night and study for the General Education Development certificate (GED), which is equivalent to a high school diploma. Applicants do not have to meet DOL requirements to obtain their GED.

After the applicant is interviewed at length, or gone through what manpower specialists call "Observation and Assessment," they are given an appointment for testing. Testing does not disqualify anyone from participation in the SER program. The testing component only determines the academic functional level of the applicant.

Once the applicant is tested, an appointment is made for him to meet with the Employment Development Team (EDT). The EDT is composed of three members. One member is from Education, another from Counseling and the third one is a Job Developer. This committee serves as a screening committee on all applicants

and has final authority to approve participation in the SER program. One of the main determinations made by the committee is that the candidate be successful material for a SER graduate.

After Acceptance

Once an applicant is accepted by the Employment Development Team, this enrollee is assisted by the EDT throughout his training period in SER. **Counseling will be an extensive part of his training and will extend six months after graduation.** The enrollee can be referred for more education at any time during his enrollment. The Job Developer begins working with the enrollee from the time he is accepted, making all attempts to place him in a job at the end of his SER training.

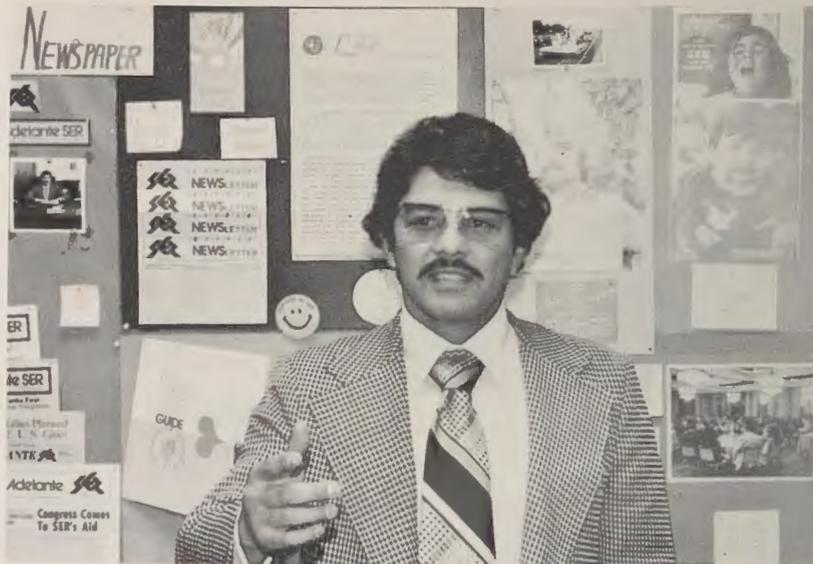
The SER enrollee can go into one or more of the following components:

- **Job Preparation Course**
- **English as a Second Language**
- **Adult Basic Education**
- **Adult Advance Education**
- **Vocational (Institutional) Training**
- **On-the-Job Training**

The Job Preparation Course (JPC) actually prepares the enrollee to look for a job. The emphasis is how and where to look for a job. A total of 2,788 persons, or 31% of all SER trainees went through JPC during the last fiscal year.

English as a Second Language (ESL) is a course designed primarily for monolingual students who do not speak sufficient English to obtain a job. The course includes an extensive study of English vocabulary to provide proficiency in daily conversational English. Some courses may add words that are unique in a particular industry, if it is known in advance that the enrollee is going to be placed in that industry. Last fiscal year, 1,154 persons (13%) went through the ESL course. ESL is a component within itself, but it is part of the Basic Adult Education program.

Adult Basic Education (ABE) is a program that deals with the very basic fundamentals of education from first grade through the sixth grade. 1,372 persons (15%) were enrolled in ABE during the last fiscal year.



Editor-in-Chief Miguel V. Calderon explains new procedures for obtaining national publicity for SER/Jobs for Progress, Inc.

Galveston SER Job Developer Pete Enriquez (left) and Board Chairman Pat Padilla sign OJT contracts.



SER trainee building offshore oil drilling rig.



SER trainees in an Advance Adult Education class studying to receive GED Certificate, equivalent to high school diploma.

Adult Advance Education (AAE) which includes GED certification, is the second part of the adult educational program and deals with educational requirements from the seventh grade to the twelfth grade. A total of 988 persons (11% of the trainees) were enrolled in AAE courses during the last fiscal year.

Vocational Training

Vocational (Institutional) Training is the training of an enrollee into a specific vocation, such as welding, nursing, machine work, drafting, secretarial, or any of approximately 50 other vocations. Some of these courses, such as typing, are offered right in the SER classroom. Others are sponsored by government agencies, such as the Federal Aviation Agency training program for flight tower control operators. Many employers have special internal courses they offer to their employees as in-house training — for example, electronic soldering. With special arrangements, SER refers people for this training, and at the end of the course they are placed with the employers. Most of the Vocational Institutional training is given by professional schools in whatever vocation may be in demand with the local labor market. This includes computer operators, truck drivers, and accountants.

In the last fiscal year almost a third (32% or 2,845) of the trainees were given some type of Vocational Training.

The other component is On-the-Job Training (OJT). An enrollee may go into any of the above training components before going on OJT, or he may go directly to On-the-Job Training. This determination is made by the Employment Development Team.

On-the-Job-Training means that the SER enrollee goes directly to the employer and trains on the job while he is employed. An individualized course is designed between SER and the employer as to how many weeks of training are required for the trainee to be proficient on the job he will be doing. How the enrollee will be trained and the duration of the training are spelled out in a contract between SER and the employer.

The unique feature about the OJT program is that SER reimburses the employer 50% of the trainee's wage for the duration of the training period. This unique feature serves as an incentive for employers to hire SER enrollees and graduates because it defrays training expenses. The OJT program did not suffer during the energy shortage and employment layoffs. Last year, 24% of the trainees, or 2,110 persons participated in the OJT.

CETA Legislation

Where does the money come from: The funds used in SER training are public monies. They were authorized and appropriated by law, the Comprehensive Employment & Training Act of 1973 (CETA). CETA replaces the Manpower Development & Training Act of 1962 (MDTA). The monies are funded through the Department of Labor (DOL).

Besides public monies, SER receives smaller amounts of contributions from employers. The contributions are donations, tax-exempted under the Internal Revenue Service code for non-profit corporations. Other employer contributions come in from training and equipment that is donated to local programs.

The major difference between the new legislation and MDTA is that under the old legislation SER received funding directly from DOL, at the discretion of the U.S. Secretary of Labor. The SER National Office contracted with each local program for the kind of manpower services and number of persons to be trained. The local SER programs are subsidiaries of the parent corporation, Jobs for Progress, Inc.

Under new CETA legislation, the SER National Office no longer receives monies for training but does get a modest Training and Technical Assistance (T & TA) contract from DOL, Manpower Administration. Under this contract SER National provides technical assistance to the existing local SER programs and any new ones during the contract year. The T & TA Contract for fiscal 1974 came to \$1.25 million.

502 Eligible Sponsors

What will happen to the local SER programs? Under CETA, the local SER programs have to apply for funds from the local government with jurisdiction over their area. The local government unit may be the city, county or state, and known as the Prime Sponsor. A Prime Sponsor must have 100,000 population to qualify for CETA funds. Currently, there are 502 eligible Prime Sponsors in the United States.

Cities with a population of 100,000 or more can sponsor a comprehensive manpower planning program. If the city does not have the population requirement, then the county is eligible for prime sponsorship. The rural areas with less than 100,000 population come under the state. The state sets up a comprehensive manpower planning program to meet the needs of these areas that do not come under the city or county.

Colorado SER/Jobs for Progress, Inc. has the first balance of state monies which came to \$431,625 for fiscal 1974. It is the first SER program to carry the balance of state monies. The statewide program is the first of its kind and is headquartered in Denver, Colorado. Its seven outreach offices serve 28% of the Spanish speaking population in the state of Colorado.

Under this new concept of local government establishing their own priorities, SER local programs will require strong leadership. So far, local SER programs have done exceptionally well. Under this transition from direct federal funding to local government funding, SER has lost only one program. According to SER National Director, Ricardo Zazueta, SER is gaining additional programs and expanding into new cities at the rate of two new programs a month.

Cornerstone of Future

Zazueta has termed CETA "as the cornerstone of future manpower training for years to come." It is the first time the U.S. Congress has included SER/Jobs for Progress, Inc., in the national legislation that became law. This significant legislation will open new avenues and opportunities for Spanish speaking people. It will start a new era for manpower programs to have SER included in national manpower legislation, but the bill was vetoed by the President.

One of the goals that Ricardo Zazueta had when he first became SER National Director was to expand into the midwest and east coast. In January 1972, when Zazueta first came to head the national organization, his first priority was to expand SER so that it would be better able to serve the Spanish speaking people across the country.

In January 1972, SER local programs were in 12 cities in five states. In January 1974, SER was operating 42 local programs in 43 cities with 65 offices in 15 states, and the District of Columbia. "I certainly feel that I have accomplished one of my goals," Zazueta says proudly. "Of course, with expansion comes more funding and more monies to train more people," he explains.

More Local Programs

Under the old MDTA legislation,

DOL had to approve any SER expansion into new cities. The expansion for each new SER city was long, arduous, but slowly each city was approved. The demand for additional SER services into new cities has always exceeded the available financial and human resources.

One year ago, more than 100 cities had requests for SER programs. SER had approximately 40 local programs, which means that more than 60 per cent of the cities have been waiting for a SER program. Under CETA, expansion of local SER program is restricted only to the degree to which local leaders desire a program in their city. The number of new SER programs that can be created under CETA is unlimited. SER is hoping that there will be close to 100 local SER programs by the end of 1974.

Many Prime Sponsors are responding positively to the idea of SER program in their city or county. Prime Sponsors are pointing out that they have not funded a SER program in their city because manpower funds were not in the budget to begin with. It is anticipated that many new cities will be bringing a SER program once the monies are appropriated under the CETA legislation. There will be a gush of new SER programs after July 1st, the beginning of fiscal 1975.

Next month: The Future of SER under CETA.



8,560 heads of Household were trained last fiscal year, taking over 24,000 children off the streets. The economic base of the family goes hand in hand with the educational attainment of these children. Thousands have better homes and are doing better in their community schools. The photos was taken in East Los Angeles which has the largest concentration of Chicanos outside of Mexico City.

ZAZUETA

A Biography of SER's National Director

What the SER organization does is obvious. It is an organization that cares what happens to those who have been forgotten. SER offers hope to this forgotten segment of Americans. The leaders of the SER organization are people who have become successful in life without forgetting the origins of their once humble beginnings. Ricardo Zazueta is such a man.

Ricardo started working as a shoeshine boy when he was eight years old. He shined shoes in Phoenix skid row area between Second and Third streets near Madison, Washington and Jefferson streets.

"I was concerned with making a dollar," Zazueta recalls. There were a lot of winos, Indians, Blacks and Chicanos. Perhaps this morbid picture of hobos, vagrants and the lowest segment of deprived human beings, left an unconscious impression so deeply imprinted in Zazueta's young mind that it led to the determination to improve himself and the dedication to help improve the economic status of other Americans, especially the unemployed. This is the kind of experience that SER leadership has. The dedication is a profound attribute of the SER leadership that continues into other forms of public service after they leave SER.

But this was not Ricardo's only influence. In his early years, Ricardo helped his father drive farm workers to the fields. His father contracted to harvest lettuce and watermelons sold at the market place, which was called "La Marqueta." Ricardo was influenced by the businessmen that came to the marketplace to sell their agricultural products. To young Zazueta the business transactions that took place held the same fascination as the stock market.

During the summers of his youth, Ricardo picked cotton and harvested potatoes, onions, carrots, celery, cantelopes and watermelons. With his

family, Ricardo followed the migrant stream up to northern California, around Fresno, San Jose and Stockton. There he helped his family pick peaches, apricots, plums and other fruits.

Ricardo was a box boy in a grocery store, an iceman in an ice plant, a gas station attendant. He loaded ice in box cars on freight trains. He continued to perform seasonal work by cleaning sheds and performing other agricultural jobs, since most of the people he knew were involved in farm work.

Something began to occur within him during high school. He played football, baseball and basketball. He was named Athlete of the Year, and to the State All Star Team. "I started enjoying a little bit of popularity, and I began to develop a stronger image of myself," Zazueta recalls. He points out that he never had a poor image of himself, since he never thought much of discrimination. "I always lived in the barrio, and most of us were in similar conditions."

Ricardo joined the Marines when he was still a freshman in college. He recalls that during the service, "I didn't appreciate the jobs they (service) put me in." He was cleaning up mess halls. He, nevertheless, went from a private to a corporal in a short time. He graduated second out of a class of 44 non-commissioned officers.

He started thinking of teaching. He liked the teaching systems the service had. He became a map instructor and received meritorious promotion to Corporal.



Ricardo
Zazueta

After he got out of the service, he applied for a draftsman's position. He was classified as a topography draftsman in the service, but he still didn't have enough classes or schooling in drafting.

He worked for a cooler company. He landed his first big full time job driving a truck for O'Malley's Lumber Company, a local business in Phoenix. The first thing he started to do was to save his money to go to school. He got another part time job as a Park and Recreation Aide. When he had enough money, he quit the daytime job and went to school, while continuing to work as a Park and Recreation Aide at night for six years.

Ricardo learned something very basic: he learned that the economic base of the family had a lot to do with the educational attainment of the child. "I seemed to me that everything revolved around the economic base of the family: housing, education, etc.

"If I were going to be able to make a contribution to solve the problems of the Chicano, it would be necessary to raise the economic level of the family to raise the education level." This is one of the reasons he was so impressed with the operation of the SER organization.

"I worked for SER as a volunteer in 1964-65. I always agreed with the objectives of SER. A Chicano organization designed, developed and administered by Chicanos." Little did he know at the time that he would someday return to head the SER organization.

M.V.C.



Census Ups Count of U. S. Citizens of Spanish Origin

WASHINGTON (AP) — There were 10.6 million persons of Spanish origin living in the United States in March, 1973, an increase of 1.4 million over a year earlier, the Census Bureau reported.

The bureau was unable to completely explain the big increase in its figures, but said it may partly be based on changes in census procedures.

The 1970 census reported there were nearly 9.1 million persons of Spanish origin in the United States, and the new total of 10,577,000 represents an increase of 16.6 per cent in the three-year period.

Included in the latest counts of persons of Spanish origin are 6.3 million of Mexican origin, 1.5 million of Puerto Rican origin, 700,000 of Cuban origin and 2 million of Central or South American, or other Spanish origin.

The number of persons of Mexican origin showed the biggest percentage increase from the 1970 census, rising 38.8 per cent, while persons of Cuban origin increased 34.6 per cent.

The number of persons of Puerto Rican increased 8.3 per cent, reflecting lower migration from the Caribbean island to the United States.

In attempting to account for the big increase in the 1973 estimate over the 1972 estimate, the Census Bureau gave the following reasons:



LULAC leaders met recently with Texas Senator John Tower in Washington, D. C., to discuss national problems of Spanish-speaking people. The group discussed refunding of the LULAC Elderly Program, ABRAZAR. Shown are, from left: Ernest Robles, director, LULAC National Educational Service Centers; Ada Pena, LULAC State Director, D.C.; Sen. Tower; Toni Bonilla, LULAC Southwest Vice-President; LULAC National President Joe R. Benites; and Manny Fuiro, Director, RASSA.

—It has changed the way of classifying children under 14 years of age from classifying them according to the origin of the head of household to the origin of other household members, such as the wife.

—Updating the census report with new information from the 1970 census, which alone added about 545,000 persons to the Spanish origin category of population.

—An approximate rate of increase of about 1.8 per cent in population from birth minus deaths. The Census Bureau said the increase since 1970 has been about 5.5 per cent.

—The flow of new immigrants from Spanish-speaking countries, totaling about one half million for the three-year period ending June 30, 1972.

About 159,000 persons immigrated from Mexico during the period to become permanent residents, the Census Bureau said.

It said population growth may account for about two-thirds of the difference between the 1970 census piled in March, 1973.

The Census Bureau gave the following numerical breakdown for its 1973 census report, compared to 1970:

Mexican origin, 6,293,000 in 1973 and 4,532,435 in 1970; Puerto Rican origin, 1,548,000 in 1973 and 1,429,396 in 1970; Cuban origin, 733,000 in 1973 and 544,600 in 1970; Central or South American origin, 597,000 in 1973 and 1,508,866 in 1970, and other Spanish origin, 1,406,000 in 1973 and 1,057,305 in 1970.



(Left to right): Congressman Barry M. Goldwater Jr., (R) Calif., Congressman John J. Rhodes, (R) Arizona, LULAC National President Joe R. Benites, and SER National Director Ricardo Zazueta discuss the needs of the Spanish-speaking Americans in a recent meeting in Washington, D. C. Both Congressmen have been supportive of SER in its training efforts.

Montoya Attacks "Grantsmanship"

WASHINGTON — The White House apparently took unfair advantage of Spanish-speaking minorities during the 1972 presidential election campaign, according to Sen. Joseph M. Montoya, D-N.M.

Montoya released confidential White House memoranda early this month which he said disclosed plans to reward friends and punish opponents in the awarding of federal grants. He said the six documents appeared to support "the expenditures of federal funds for purposes that were essentially political."

"Not only were plans made," said Montoya, "but they were consummated."

Montoya said he was particularly concerned about the unfair treatment of Spanish-speaking minorities.

In a hearing before the Senate Appropriations subcommittee of which he is chairman, Montoya stated that "Much of the conduct appears violative of civil and criminal law."

In one memorandum, dated March 17, 1972, Fred Malek, former deputy director of the Nixon re-election campaign, allegedly urged for each department of government a program to "discreetly seek out opportunities for improving services to target groups and geographic areas and then ensure that appropriate action is taken."

The memorandum, marked "extremely sensitive — confidential," was addressed to H. R. Haldeman, then White House Chief of Staff.

Responding to the allegations, Malek, currently deputy director of the OMB, told Montoya "There was nothing illegal or unethical intended."

Another memo, which Malek said was prepared by a member of his staff "to suggest talking points" for a campaign meeting at Camp David, Md., May 26, 1972, referred to the program as "grantsmanship," according to Montoya, and names Bill Gifford, then head of legislative affairs for OMB, as the "key White House contact on this program."

The memo describes the two "principal thrusts" of the program as follows:

—"All major grants and construction decisions for the next fiscal year (72-73) were reviewed prior to the finalization of the budget to ensure

to the extent possible the impact on politically beneficial areas . . .

—“On a continuing basis, as other grant opportunities come to attention, Bill works with the department to ensure that, if possible, the decision is favorable to the re-election effort.”

The March 17 memo from Malek said that the Department of Commerce had already acted favorably on about a dozen requests from Gifford to expedite project grants, totaling about \$1 million, and added that as much as \$1.4 billion in funds for the fiscal year “could be redirected in some manner.”

LULAC Honors Congressman Henry B. Gonzalez

WASHINGTON — The League of United Latin American Citizens recently honored U.S. Representative Henry B. Gonzalez of Texas at a testimonial dinner-dance in Washington, D.C. Guests included Speaker of the House Carl Albert and Representatives John Young (Texas), Charles Vanik (Ohio) and John Brademas (Indiana). Representatives Young and Vanik and Postal Service Commission-

er Carlos Villarreal spoke at the testimonial.

Joe Ramirez, immediate past president of the Washington LULAC Council, presented Congressman Gonzalez with a plaque in recognition of his outstanding public service. Gonzalez thanked LULAC for the honor and praised the organization for its outstanding accomplishments in more than 40 years of service.

LA POLITICA

Federal Jurists' Panel Re-Districts El Paso County

EL PASO — A three-judge federal court in Austin divided El Paso County into five single-member districts, adopting a re-districting map submitted by Rep. Ronald Coleman.

The new re-districting map virtually assures the election of two Mexican-American lawmakers from El Paso and creates another district that probably would have a Mexican-American voting majority in a few years, according to The Associated Press.

The map was submitted by Coleman and was adopted after El Paso

County Republican Leaders agreed to the map and Republican lawyers withdrew their own plan, Coleman said.

The “Republican-Coleman plan” was approved by the Republicans Coleman said, “because they agreed that it was as fair as theirs.”

The Court ruled two to one that at-large election of representatives in each county unconstitutionally deprived minority groups of political influence.

Six other counties were also divid-

ed into single-member districts including Travis, McLennan, Jefferson, Lubbock, Tarrant and Nueces.

Presiding Judge Irving Goldberg of Dallas said the court would issue an opinion giving the reasons for its decision.

According to the plan Reps. Luther Jones and Charles Tupper would be paired in one district and Reps. Coleman and Ralph Scoggins in another. Jim Kaster’s predominantly rural district in eastern El Paso County would not be affected.

Court Okays Voter Forms in Spanish

CHICAGO — An agreement calling for the Chicago Board of Election Commissioners to print election day material and voter registration forms in Spanish was approved in U.S. District Court.

Judge Philip W. Tone signed a consent decree between the board and the Puerto Rican Organization for Political Action which had sought an order to aid Latin-American voters.

The material was distributed to 1,900 precincts in 38 Chicago wards in time for the March 19 primary election.

Shone Martinez Named Region 9 GSA Director

SHONE MARTINEZ APPTMNT—

Shone Martinez, an Air Force veteran and former representative of the San Francisco Human Rights Commission, has been named the Spanish speaking program coordinator for

Region 9 of the General Services Administration. More than 3,200 people are employed in GSA’s Region 9, which includes California, Nevada, Arizona and Hawaii. Martinez is a native of Del Norte, Colo. and holds a bachelor’s degree in communications from Lone Mountain College, San Francisco. For the past two years Martinez has served as a community organization representative for the San Francisco Human Rights Commission where he coordinated public relations programs. He is Deputy State Director of LULAC.

EDUCATION

HEW's Committee Member Dedicated to 'Involvement'

By TWILA A. BARTLETT

PALMDALE, CALIF. — "Constructive involvement" should be read "total", when it comes to how Senor Thomas De Aquinno Roybal feels about education generally and bilingual education specifically.

Better known among his constituents as "Tom" Roybal, the bilingual faculty member of the Keppel School District is one of 15 persons recently named to the national Advisory Committee on the Education of Bilingual Children by the U.S. Department of Health, Education and Welfare.

An invitation to serve as a committee member for a term "effective with your acceptance and ending June 30, 1976" was extended in a letter to Roybal from HEW Secretary Caspar Weinberger. Roybal's subsequent acceptance sent him to Washington, D.C. in January, where he attended the first meeting of the new advisory body.

Roybal teaches a "self-contained" class at Antelope School in Littlerock, where he is in his 11th year as a faculty member. He also has been involved with the Outreach Program at AV College since 1969, and further serves as an Extended Day instructor.

His "spare time" is devoted largely to the Latin-American organizations serving the Valley, or other community services. This includes being one of the founders of the League of United Latin American Citizens (LULAC) in Antelope Valley, and vice president of the national Spanish-speaking organization.

He also was among the founders of the Latin Club of Edwards AFB and, through LULAC, is working on other programs such as new services for the elderly or, as he calls them, "the forgotten people".

The roots of the Roybal family in America grow deep. He is an eighth generation American citizen removed from the ancestors who first came from Spain to "New Mexico" in 1598.

While he is not "too eager" for it to become known, Educator Roybal came to his Valley faculty position from one as a District Superintendent in the state of New Mexico. He explains:

"I just didn't like the politics rife in the area I was in there . . . I really just wanted to teach. So, after talking it over with my family we decided to follow Horatio Algers advice and 'go West'.

"Have I ever been sorry? No. I love teaching, and I want to keep right on teaching just as long as I can," he explains.

Another little known fact, locally, but one which may have had quite a lot to do with his being selected to serve the national level advisory group is that Sr. Roybal is a lifetime National Educators Association (NEA) member.

What is this Advisory Committee and what will it do?

It is composed of 15 persons . . . educators and laity . . . with national backgrounds from Korea, China, Philippines, France, American-Indian and American-Mexican. They represent many spectrums, from Randolph Hearst of the news media to an attorney and a Catholic priest.

While they come from all areas of the nation, three each were chosen from California and Texas as being those states with the largest numbers of bilingual children.

Funded under legislation enacted in 1968 as ESEA, Title VII (The Elementary, Secondary Education Act), of Bilingual Education Act, the current program is paying for 209 projects from a \$50 million fund through a "grant" procedure. Specifically, it will serve the three to 18-year-old age group.

The Advisory Committee will be working to advise the national Department of Education on guidelines

for bilingual education under this ESEA, Title VII, federal program.

The first, or organizational meeting, of the committee was held in January, in Washington, D.C.

Bilingual education to Roybal means helping a bilingual child struggling to learn in English to first learn in the tongue of his origin.

"Too often we find the student with learning difficulty in English goes back to a similar difficulty in his first language," he explains.

Schools To Have Bilingual Classes

SANTA MARIA — A five-year bilingual project financed by federal money is expected to begin in September at Santa Maria and Righetti High Schools.

Preliminary plans call for the instruction of several classes at each grade level to be in both English and Spanish, said Dr. Wil Wheaton, district superintendent.

"It would enable students with limited English ability to improve their knowledge of the language and it may provide greater opportunities for any student to gain competency in Spanish," Wheaton said.

The courses that will be taught bilingually have not been selected, but all such courses will be offered on an optional basis, the superintendent said.

The project has not been priced yet, said Wheaton, who expects the amount to be anywhere between \$30,000 and \$70,000.

A district ethnic survey shows that the enrollment at both high schools is 74.2 percent Anglo, 21 percent Mexican-American, 2.5 percent Oriental and 1.95 percent black.

The project has been considered for the past two months but nothing has been developed or presented to trustees, Wheaton said.

Parents, community organizations or persons interested in working with a project team to formulate the program for submission to the federal government are being asked to contact Ed Guhl, director of special projects for the high school district.

Committee Okays Bilingual Funding

DENVER (AP) — Members of the House Education Committee voted approval to a bill that would appropriate \$3 million for programs to help Colorado's Chicano school children become proficient in reading and speaking English.

The vote was 11-1 for the bill, which was approved 63-2 in the House last year, but died in the Senate.

The dissenting vote was cast by the committee chairman, Rep. Austin Moore, R-Englewood. Moore said he favors the bill, but wants to know specially how the money will be spent, and what programs will be initiated.

Rep. Ruben Valdez, D-Denver, the measure's sponsor, said he would have some figures ready when the bill is considered by the Appropriations Committee.

The measure does not clearly spell out how the money would be spent, or what programs would be initiated. It points out, however, that the U.S. Supreme Court has recently ruled that there is illegal discrimination where the public schools require proficiency in English, but fail to help non-English speaking students attain that proficiency.

The Valdez bill also noted that the high court recognized a non-English speaking student may be denied any meaningful opportunity for education even though he is provided the same facilities, textbooks and teachers as an English-speaking student, if he is not afforded special instruction.

Valdez said he did not want to use the supreme court bill as a "whip" over the legislators, but pointed out that if some form of measure was not drafted and passed, a lawsuit would surely be filed in the state supreme court.

The Supreme Court opinion dealt specifically with schools in San Francisco which failed to pay special attention to the educational needs of Chinese-speaking students. Valdez said California state law is very similar to Colorado law in the education

area, and on that basis assumed some sort of legal action might be brought.

The bill would appropriate the funds to the Department of Education for allocation to school districts to begin programs of bilingual education.

The measure does not specifically say that the programs are to be implemented for Spanish-speaking students only. Presumably, Indian students in southwestern Colorado could benefit also.

Minorities to Be Represented on Certification Committees

NORTH LAS VEGAS, NEV. — The State Board of Education here voted to give minority groups representation on an ad hoc teacher certification committee. The board agreed to seek representatives from the Spanish speaking, blacks and American Indians to serve on the committee, which recommends criteria for certifying teachers. The board action followed an address by Robert Agonia, education committee coordinator for the Nevada Spanish Speaking Coalition. He said it was important to have teachers who could understand and work with minority students because ethnic children are often deprived of an equal opportunity to participate in school.

Kansas Center Plans Expansion

TOPEKA, Kans. — Attempting to reach many of our people in the Midwest is difficult because of distance and cost. Therefore, the LULAC Educational Service Center of Topeka is in the process of establishing Satellite Projects which will assist the Center in reaching more people and thereby increase the effectiveness of its services.

Initially, the Topeka Center has proposed to the Kansas LULAC Councils a plan where conjointly they can assist in the educational effort being made for LA RAZA. Once this plan is placed in operation, the assistance of LULAC Councils in neighboring states will be sought in order to increase the geographical area being serviced by the Center.

Additionally, the LULAC Educational Service Center in Topeka, Kansas, will provide full-time summer employment to its present part-time outreach employees, in order to accelerate the pace of its development. This will not only provide additional income for these student employees to meet their college expenses next semester, but will also proportionately augment the number of students the Center will be able to assist.



Students in a Spanish bilingual education program at Fairmont School, San Francisco, learn to make tortillas.

Brennan Presents Award of Merit To Women in Community Service

Secretary of Labor Peter J. Brennan presented the Department of Labor's Award of Merit to Women in Community Service (WICS) and praised the nationwide volunteer group for its "vital role" in helping young women in the Job Corps.

Brennan spoke at the Annual Conference Dinner of the WICS Board of Directors in College Park, Md.

Referring to the fact that the placement rate for Job Corps women remaining 90 days or longer was 93 percent last year, Brennan said the rate would have been much lower without the help of WICS volunteers.

"Job Corps gives young men and women the skills and the motivation to reverse the odds against them," Brennan said. "And members of WICS — who recruit young women for Job Corps and help them through their Job Corps careers, and then through that difficult transition from Job Corps to Jobs — are one of the most important parts of this uniquely American success story."

WICS and the volunteer support organization for Job Corps men — Joint Action in Community Service (JACS) — both perform an important function in aiding the Labor Department as it assists some 20,000 disadvantaged young people at 65 centers throughout the Nation, Brennan said.

Since WICS was established about 10 years ago, more than 20,000 women have worked as volunteers.

"For women in Job Corps," Brennan said, "WICS volunteers are the links who form the full circle — from home, through training, and back home again to a job and a more fruitful life."

"WICS and the volunteer support organization for male Job Corps graduates — JACS, Joint Action in Community Service — have played an outstanding role in helping Job Corps assist nearly a half-million disadvantaged young people since 1965," Brennan stated.

"Recruitment is an important part of WICS' volunteer work. Of the cur-

rent Job Corps enrollment of about 20,000 young people at 65 centers, nearly 6,000 are young women. About one-third of these have been recruited by WICS volunteers. But the role of these volunteers does not stop with recruitment. WICS volunteers aid Job Corps enrollees in so many important ways:

— "By staying in contact with them throughout their Job Corps experience.

— "By counseling them and providing assistance to them when things get rough.

— "By helping them upon completion of training, find jobs and adjust to working life.

WICS volunteers have a broader concern than just the young women in Job Corps. They also work with the recruits' families when there is need. They help locate community resources and advise on health and education services for members of the family.

"I cannot help but attribute this highly motivated brand of successful doing-for-others to the basic interfaith, interracial and civic structure of the WICS organization," he continued.

"WICS' affiliation with Church Women United, the National Council of Catholic Women, the National Council of Jewish Women, the National Council of Negro Women, the American GI Forum Auxiliary, and the League of United Latin American Citizens indicates clearly to me the ultimate source of strength and resolve that moves this unique organization to perform good deeds.

"I am confident that with the 27 million women members represented by these organizations rooting for WICS' continued success, and otherwise supporting its efforts, this group simply had to come up with a good batting average — and an impressive one, indeed, it has been," Brennan said.

Woman to Attend Academy

Regina Francesca Rivera of Cashion, Arizona, has become the first Arizona woman and the 16th girl in the nation to be accepted by a U.S. service academy.

Senator Paul J. Fannin, R-Ariz., announced that Regina, 17, was officially accepted as a cadet in the U.S. Merchant Marine Academy, Kings Point, N.Y., and will report for duty July 16.

"I'm extremely proud to have nominated Regina," Fannin said. "She's truly an outstanding person in every way."

The academy has a four-year undergraduate program leading to a bachelor of science degree and a merchant marine license as a third mate or third assistant engineer. Graduates are also commissioned in the U.S. Naval Reserve.

Regina is the daughter of Mr. and Mrs. O. R. Rivera. Last month she graduated sixth in a class of 202 at Tolleson Union High School where she was commanding officer of the Marine Corps Junior ROTC female contingent and served as commander of the Women's Drill Team. Her father retired from the U.S. Air Force.

She has a private pilot's license and has been active in the Civil Air Patrol for the last two years.

Regina was named outstanding senior girl at Tolleson High recently. She earned membership in the National Honor Society for three years. She has been a member of the student council, won an American Legion scholarship, served as editor of the school yearbook, and was chosen outstanding French Student. For the past two summers she has worked in the Neighborhood Youth Corps.

Casa de Amigos Health Center Combines Inspiration, Services

HOUSTON, Tex. — There are neighborhood centers and there are ministries. *Casa de Amigos* is a self-proclaimed social ministry by combining inspiration with services.

"It's an attempt to say we ought to go about God's business in a more comprehensive way," feels the Reverend Arturo Fernandez, Executive Director of *Casa de Amigos*. Winner of the "Churchman of the Year" award last year (bestowed by the National Conference of Christians and Jews), he opened the community center-health clinic in 1966 in an old abandoned church building.

Casa is part of the United Methodist Urban Ministries program, which also operates McAshan Community Center, Larkin Community Center, Anchor House, Sloan Community Center and others.

Casa directly administers a family referral service, a folklorico dance group, Operation *Amigos*, drug education courses and a childhood education community participation program for high schoolers.

The vision clinic is staffed by volunteer optometrists, with all services offered to citizens at no cost, save lenses, which may be purchased at wholesale prices.

A legal center is co-sponsored with the Houston Legal Foundation, a health center with Model Cities, a free clinic with the City Health Department, Basic Adult Education with the Houston Independent School District and a clinic with the Harris County Hospital District.

When the new building, adjoining current facilities at 1234 Lorraine, is completed in the spring, another center will open at *Casa*, sponsored jointly with the Mental Health Retardation Authority.

A multi-media project is training participants to produce videotaped documentaries on consumer and educational projects. *Casa* now produces

its own monthly public affairs TV show, "*Reflejos del Barrio*," airing over KPRC-TV, Channel 2, usually on Saturday afternoons.

Fernandez was born a Catholic but found his most meaningful contacts with the Methodist Church. "The greatest task of the church is to provide the means by which a man may be ministered to," he said.

He sees agencies as a good thing to serve the citizenry. His community of citizens is three-quarters Mexican-American, and, thusly, the need for long term family counseling is a priority on his proposed projects list. Fernandez was instrumental in initiating urban ministries in Dallas as well as Houston.

Casa de Amigos will work closely with media to provide programming from the cultural awareness point of

view. The city clinic, run by Anita Garcia, offers all testing and outpatient treatment facilities. The success of the city clinic brought the county-operated one, headed by Dr. Carlos Speck, into the neighborhood center. Preventative service is stressed, and nutritional maternity is offered.

Fernandez feels *Casa* started the movement in Houston toward branch clinics. He wants to develop a bookstore at *Casa de Amigos*. His drug abuse program is the only one on the city's north side. Ministry with service, to him, adds a "human dimension, to convey more than medicine, more than consultation."

Casa de Amigos boasts an average monthly attendance of 8,000 from its community. The city health clinic sees another 2,000. Volunteers garnish the work of 25 staff members.

Health Services Studied for Spanish-Speaking

BEVERLY, Mass. — A major study of health services for Spanish-speaking North-Shore, Mass., residents following a meeting of providers and consumers of medical services earlier this year.

The study is being conducted by the Impact Project Salud at the North Shore Community College for the communities of Salem and Peabody.

Impact Project Salud is being fund-

ed by the program IMPACT, Title I of the Higher Education Act of 1965 through the Massachusetts Board of Higher Education to the college.

These groups have been working on formulating a study which would identify the health needs of Spanish-speaking communities as the residents view them and identify problems of access to health care for Spanish-speaking populations.

Speech Handicap Workshops Held

The American Speech and Hearing Association sponsored workshops in the prevention of speech and language handicaps of children in 14 cities during March. The association has demonstrated an interest in the problems of Spanish-speaking children and emphasizes the fact that this country experiences language problems.

Association members include Roy Fuentes, Cabinet Committee staff

member, and Vidal A. Rivera, Jr., of the Migrant Programs Branch of the Office of Education.

The workshops were held in Washington, D.C., Minneapolis-St. Paul, Minn.; Chicago, Ill.; St. Louis, Mo.; New Orleans, La.; Atlanta, Ga.; Wheeling, W. Va.; Albuquerque, N. M.; Denver, Colo.; Seattle, Wash.; Syracuse, N. Y.; Dallas, Tex.; and San Francisco, Calif.

IN THE HEMISPHERE

Mexican Officials Talk Selling Companies Back

MEXICO CITY (AP) — The Mexican government is studying a plan to sell some state-owned companies back to the private sector but says this does not mean a change in the policy of maintaining a "mixed economy."

Finance Minister Jose Lopez Portillo said studies of which businesses to sell and how to do it were in an advanced stage.

He said the sales would be through stock auctions or "tripartite" participation of the private sector, workers and the government.

The government has said that the companies sold will be of "medium and small size, not the major iron and steel, mining, petroleum and chemical industries."

The private sector long has pressured the government to sell companies that some businessmen consider the state has no reason to own or that compete with private enterprise.

Recently Roberto Guajardo Suarez, a prominent figure in the private sector, said state-owned companies include clothing and textile firms, banks, hotels, bars, restaurants, movie theaters and bakeries.

Some companies were created by the government to fill gaps left by the private sector in production of basic goods, Lopez Portillo said. He said these were "key" sectors of the economy and would remain in the hands of the government.

The most recent government acquisition was Heinz International food processing plant that threatened to close when the company decided to sell its Mexican operations due to large deficits.

Peru Pushing Industrial Status to Create Jobs

LIMA — Peru's military regime plans to try a new kind of business venture in its drive to push this mostly agricultural nation toward industrialization and more jobs for its 13.5 million people.

Called "Propiedad Social" — "Social Property" — the plan is aimed at employing more workers than either the state-owned firms or the private sector, which divide the work force about evenly now.

A "Social Property" firm could be set up either by a group of workers or a private promoter with financial help from the national treasury and from the nation's banks which would be required to invest a portion of their assets.

The banks would be reimbursed by selling "share bonds" to the general public and the treasury would be reimbursed from the new firm's profits. Also, the government would take 10 per cent of the profits to create a fund to start new "Social Property" firms later.

Although a hired manager and staff would run the new firms, they would answer to a worker committee which in turn would answer to a national commission. Wages would be based on the size of a worker's family, and productivity bonuses. Profit-sharing plans are planned to add to worker income.

The plan would make it difficult for present firms to expand and also would encourage private firms to become "Social Property" companies by selling out to worker committees in times of labor strife.

Peru has also entered the world market to purchase 720,000 tons of wheat to make up for poor crop yields this year. A government decree authorized the state agricultural agency to effect the purchase and contract the necessary freight agencies.

Latin Americans Discuss Future of U. S. Relations

BOGOTA, Colombia (AP) — Latin American foreign ministers held a three-day meeting to discuss cooperation among their countries and future relations with the United States, the foreign minister of Colombia said.

The meeting was held without U.S. Secretary of State Henry Kissinger, who has encouraged greater U.S.-

Latin dialogue but said he could not attend the gathering.

Kissinger has promised to "work with a spirit of dialogue together with countries of the hemisphere aimed at permitting a pacific solution to differences and solving problems among nations."

Mexico, Too??

Neighboring Mexico, also suffering from economic inflation, may find price controls on at least 500 items of consumer goods if recommendations by the president of the Puebla Economists Association are approved.

Antonio Ceballos, head of the group, has warned that 18 to 20 per cent wage boosts for workers throughout the country will be worthless unless vendors of essentials are prevented from hiking retail prices to match the pay increases.

He said Mexico's workers are demanding new pay hikes of 30 to 33% per cent. The workers are contending that prices of essential consumer items have jumped 40 to 50 per cent in the last two years.

The Puebla economist noted that government appeals for vendors to hold prices in line have been ignored and stiffer measures such as federal controls may be necessary.

Philco Expands Sao Paulo Production for Export

Philco facilities in Sao Paulo have seen a rapid expansion in the production of TED chassis and auto radios for export to the United States.

Philco-Ford Brazil makes its own metal parts, coils, transformers and semi-conductors, employs 4,400 people and sells to a population of 100 million with an annual average income of \$600. Claiming 30% of a 150,000-unit yearly color tv market in Brazil, it leads the country in black-and-white sales as well.

Philco-Ford and Ford Motor Co. have established an expansion program involving investments in excess of \$200 million in Brazil, according to Edward Launberg, executive group manager, Philco-Ford Brazil.

EMPLOYMENT

SER Head Calls Federal Hiring Programs Weak

LAS VEGAS — Chicano Civil Right Leader Ricardo Zazueta told a group of Mexican-American government employees that the President's 16-point program is just beginning to work and that they have to want to obtain federal jobs "bad" enough to get them.

The 16-point program is a directive from the President to federal agencies to hire more Spanish speaking persons.

"After 4 years," Zazueta said, "the 16-point program is barely getting started. It seems that we are always in the beginning stages."

Zazueta, head of SER, the largest Spanish speaking manpower organization in the nation, said, "The 16-point program needs to show effective results." He attributed the ineffectiveness of the program to "the whole federal structure that is too ready to deny good positions to the Spanish speaking."

Addressing IMAGE, a national or-

ganization concerned with government employment, Zazueta said, "IMAGE must find more ways to get more federal positions. Anyone who wants something 'bad' enough, if it's important, they will find a way to get what they want."

"Ironically," continued Zazueta, "after four years the 16-point program remains without any teeth, since it does not have 'enforcement powers.' This is self-evident because it is just beginning to work," Zazueta concluded.

THE ARTS

Chicano's Influence on New Mexico History Exhibited

ALBUQUERQUE — In an effort to acquaint the community with the artistry and life style of the Mexican-American in New Mexico, a new kind of art exhibit was recently presented in the Zimmerman Library at the University of New Mexico.

The exhibit displayed the works of seven New Mexico artists and attempted to show through means of painting and sculpturing the influence of Mexican-American or Chicano artists on the history of the state.

The works of Glynn Gomez, Joseph A. Chavez, Ruben Gonzales, Margaret Herrera Chavez, Joel Tito Ramirez, Edward Chavez and Pedro Cervantes depict local history and transmit personal experiences to their audiences.

The exhibit was reportedly the first of its kind.

The display also marked the publishing of a book by Dr. Jacinto Quiarte entitled, "Mexican American Artists."

The book depicts three decades of Mexican-American artists in the United States from the first settlements to current times.

The works of the artists are also exhibited and illustrated in Dr. Quiarte's book.

On considering the musical arts in Mexican-American culture, let's not forget that that music which a lot of modern Latin youth now shun in favor of "rock is our own — is an art — music exclusively originated, arranged, produced, and performed by our own artists and writers.

Although it is very much a part of the world which many a Latino and Latina wishes to erase and escape from, it is in their heart. Nonetheless, eventually their heart comes home.

Here is a listing of some of the most played music of our Spanish culture. These numbers range from ballads to "corridos." Someday soon this music will be incorporated and well accepted in mainstream American culture as was the blacks' soul music, blues, and jazz. Hang in there.

(Data courtesy of Fort Worth's all-Spanish station, KBUY, and its effervescent Director de Programas, Gustavo Perez. Thanks, Gus.

TITLE	ARTIST	LABEL
Alma Rota	Los Peppers	Zarape
Yo Quistera Que Te Fueras	Manuel Vela	Musart
El Taconazo	Los Amigos	BSR
Vuela Paloma	Ray Camacho	Cal. Artists
Sin Fortuna	Charro Avitia	Orfeon
Llorando Poruqe	Big Lu Valeny	BSR
Por Ningun Motivo	Roy Montelongo	BSR
Dos Cosas	Josue	ARV
Carinito (Norteno)	Sunny Ozuna	Key Loc
Pobrecito Huerfanito	Joe Mejia	Sonido Int.
Ferrocarril Pasagero	Tremendos Gavilanes	Zarape
Lejos De Ti	Johnny Canales	Freddie
Todo Es Diferente	Palito Ortega	International
La Enredadera	Mario Garza	CR
Por Quien Me Dejas	Hermanos Carrion	Orfeon
Morenita Mia	Los Grillos	Orfeon
No Esperes Que Sea Tu Amigo	Los Tempers	Orfeon
Quiereme Mas	Hilda Ibarra	Orfeon
Un Engano Mas	Rene Y Rene	Orfeon
Le Platique A Mi Madre	Irene Rivas	Cash
Tango Negro	Irene Y Fidel	Rovi
Tres Hijos Ausentes	Federico Vasquez	Musimex

(Continued on next page)

"Our Music," continued

TITLE	ARTIST	LABEL
El Rogon	Gregorio Zarate	Capri
Una Luna Para Ti	Los True Kings	Capri
Chicana Baila Guajira	La Tribu	Orfeon
El Riki Riki	Tremendos Gavilanes	Capri
Amor De Lejos	Juan Manuel	Rol
Dame La Mano	Joe Chavez Y Los Chavos	Cristy
Me Agarro Contigo	Cornelio Reyna	Bego
Chiquita Pero Picoso	Nene Cadena	Ritmo
Yo Te Amo Maria	Mundo Miranda	Del Rio
Voy A Rifar Mi Corazon	Mickey and The Mex Tex	Orfeon
Por Tal Que Seas Feliz	Charley and The Jives	Tear Drop
Retonito De Amor	Carlos Guzman	Falcon
El Marrano	Del Monicos	Romi
Usted	Orquesta Aztlan	Chicano
Laverinto	Carlos Miranda	Mr. G
La Preferida	Sunny Ozuna	Key Loc
Se Me Hizo Facil	Los Brillos	ARV
Corazon	Neto Perez	BSR
Tu No Eres Culpable	Roberto Ledesma	Musart
Quinto Patio	Olimpo Cardenas	Latin
Solo Yo Seguire Siendo Tuyo	Jose Jose	RCA
Nada Ni Nadie	Juan Gabriel	Arcano
Amor Imposible	Jose Manuel	ARV
Quien	Los Sheekanos	Falcon
Ay Paloma	Invacion Chicana	Mex Melody
Esta Tristeza Mia	Oscar Martinez	Supremo
Sabor A Mi	Marco Antonio Muniz	Arcano
Graciela	Apocalipsis	Latin
Mira Como Son Las Cosas	Sylvia	TVT
Eres Tu	Mocedades	Tara
Llorando Por Dentro	Fernando Allende	Musart
Estrellita	Carlos Blanco	Gas
Tu Regreso	Salvador Huerta	Sonido Int
La Rosa Negra	Dario Silva	Del Bravo
Lagrimass De Mi Barrio	Mariana De La Cruz	Magda
Manana Cuando Amanezca	Fernando Rios	Peerless
El Solterito	El Barrio	Mr. G
Guiri Guiri	Latin Image	Falcon
Rete Celosa	Los Faros	Chicano
Ambicion	Hermanitas Nava	Orfeon
Corazon Vagabundo	Alberto Vasquez	Gas
Todo Por Ti	Lalo Rodriguez	Musimex
Quiero Volverte A Ver	Jose Antonio Raeza	Musart
Solo Un Camino	Hermanas Paniagua	Tuna
La Carta Que Hoy Te Escribo	Antonio Alfaro	Miami
Calles De Amargura	Jorge Lerma	Latin
La Conoci Una Tarde	Henry Zimmerle	Falcon
Carino	Mariachi Monumental	Zarape
Badajos	Manclivio Contreras	Gas
Un Presentimiento	Ramon Ayala	Tex Mex
Azucena	Carlos Y Jose	Rovi
Por Ningun Motivo	Los Gamblers	Ritmo
Si Un Dia Me Faltas	Palomo Y Gorrion	Zarape
Que Seas Muy Feliz	Los Brillantes	Mex Melody
Lagrimas De Sangre	Los Bakers	Rebelde
No Quiero Saber De Ti	Los Buenos	Zarape

EL COLEGIO

(Continued from page 25)

right now and what we can do about it."

Not only courses, but instructors and the school site were picked by LULAC with an eye to making further education visible for the residents of the barrio as well as practical in a low-education, job-oriented community.

Classes were held in the Samuel Compers School in the heart of the Mission District, taught by volunteer instructors from City College and other nearby institutions. No tuition was charged.

Some 290 students completed courses during that first semester. The number increased to 400 the following spring, and has grown steadily since. The trial semester was an obvious success, and El Colegio has become an established institution.

Expanded Curriculum

El Colegio now offers an expanded curriculum of 20 courses, all accredited by City College, in both employment oriented and theoretical fields. They range from business administration, political science, and English to sociology, psychology, history, and art.

Business classes cover such subjects as principles of accounting and preparation of income taxes. English classes emphasize grammar, phonics, and developing abilities "to read rapidly and critically and to express oneself in speaking and writing."

"Problems of Career Orientation" and "Psychology of Women" are among the courses offered through the Psychology Department. The Political Science course is entitled, "American Institutions and U. S. Government."

There is a strong emphasis on the Latin culture of most of the students. Sociology courses deal with "The Latin American Community" and "The Latin American Family." "Latin American Literature in Translation" is taught by the Spanish Department. The art course focuses on Latin American art and architecture. Mexico and California are studied in history classes.

Most of the classes are conducted in English, but the teachers are bilingual.

The faculty comprises instructors from University of California, Golden State College, and San Francisco State College as well as City College.

In addition to credit courses, El Colegio also offers a number of "supportive services," including child care, job and educational counseling, tutoring, and a college readiness program.

Eager Students

Many of the enrollees are "South and Central American enthusiasts who need to further their academics," said Rodelo. "Some of the Mexican Americans are drop-outs who come to the college with a renewed appetite for the classroom. It's quite rewarding to see how eagerly they tackle their studies, evidenced by the high scholastic standing of our enrollees" when they leave El Colegio to enter four-year colleges. It is hard to imagine, he observes, that these former drop-outs "were once frustrated with campus life."

Many of the South and Central Americans, he adds, are "green-cards" (here on student visas) who come to the States specifically to take advantage of the better educational system here. Most are under exchange programs of one kind or another. A lot of them are female. Some, unable to digest the language fast enough, take classes in English as a Second Language while matriculated in other courses.

Most of the students are older than the typical collegian — 27 or 28 on the average. They are inclined to take courses that have some practical application. They insist that learning be related to their lives and their jobs in a personal way.

Commenting on the success of the program, Rodelo said, "We weren't getting any benefits from educational institutions around the Bay Area." City College's Inglewood campus, for example, is viewed by many Latino students as an impersonal, hectic monster. Now, higher education is available to working people, older people, and "those who just couldn't get along at other schools."

TITLE	ARTIST	LABEL
Quien Te Regalo Esas Flores	Freddie Martinez	Freddie
Al Baile Me Fui	La Ralea	Falcon
El Diablo Y Yo	Tony Hernandez	Capri
Te Quiero Carinito	Agustine Ramirez	Zarape
Estando Yo Contigo	Little Joe	BSR
El Rebelde	Los Diablos	Musimex
Senora Princesa	Ricardo Rey	Musart
La Consentida	La Herencia	Impacto
Yo Vendo Unos Ojos Negros	Latin Breed	GC
El Rancho Grande	Los Unicos	Zarape
Los Animalitos	Bandoleros	Chicano
Euscando Unos Amores	Debbie Martinez	M.O.R.E.
Crei	Fabulosos Cuatro	Falcon
Frente Al Altar	Al Hurricane	Hurricane
Sin Ti	Vicentico Valdez	Tico
Se Me Escapa La Vida	Elio Roca	Miami
Tu No Eres Culpable	Roberto Ledesma	Musart
Lagrimas De Amor	La Leyenda	Musimex
Por Amor	Leonel Vaccaro	International
Cuando Tu Te Vas	Jorge Lavat	Sonido Int
Nomas Por Celos	Zully Cristal	Gas
Imagenes	Victor Yturbe	Miami
Mis Noches Sin Ti	Nino Bravo	Miami
Por Creer En Ti	Estrellita	Raff
Corazon De Roca	Los Fresno	Capitol
Sonreir	Los Saylor	Raff
La Paloma	Estela Nunez	RCA
Cuatro Vidas	Sola	Arcano
Vete En Silencio	Angeles Negros	Ua Latino
Te Amare	Los Terricolas	Lamar
Abrazame	Alfonso Ramos	Capri
Volvera El Amor	Chucho Avellanet	Ua Latino
Siempre Te Quiero	Los Grecos	ARV
Ya Me Las Pagaras	Roberto Guinar	Musart
Punales De Fuego	Federico Villa	Arcano
Anda	Hermanitas Nunez	Sonido Int
Carga Blanca	Dueto Monclova	Mex Melody
La Guera Y La Prieta	Agapito Zuniga	Zarape
Te Traigo Estas Flores	Perez Prado	Raff
El Sonsonete	Alfonso Ramos	Capri
Las Mellisas	Mexican Revolution	Revolution
Juego De Amor	Los Marineros	Latin Soul
Febrerino	Monsanto	Chicano
La Rajita De Acnela	Freddy Salas	East Bend
El Entricado	The Brotherhood	Mex Melody
La Choza	Estrellas De Plata	Pacapital
La Loca	Ruco Villareal	Falcon
Melaque	Balboa Brass	Bego
Dolores Del Corazon	Pepe Nava	CR
Redencion	Dueto Dominante	Dominante
Sangre Caliente	El Remolino	Zarape
Infarto	Salomon Ordonez	Sog
Mi Querida Alicia	Felipe Alvarez	Raff
Tantas Lagrimas	Jorge Valente	Columbia
Indita Mia	David Gallegos	Musart

(Continued on page 44)

"Our Music," continued

TITLE	ARTIST	LABEL
Parece Que Dios	The Fire Sound	Anahuac
La Ultima Cancion	Rondalla Fronteriza	CR
Y Volvere	Trini Lopez	Capitol
Noches Y Dias Perdidos	Yndio	Miami
Tema De Los Pobres	Los Pobres	Falcon
Entrega Inmediata	Los Paisanos	Mr. G
La Dormida	Mexican Breed	Capri
Abre Los Ojos Morena	Bandidos Mexicanos	Freddie
El Silencio De La Noche	Alfonso Ramos	Capri
Ni Por Todo El Dinero	C. Reyna/Latin Breed	CR
La Novia Blanca	Estrellas De La Frontera	Mex Melody
El Tirador	Los Populares	Falcon
La Gaita	Hermanos Alemas	Mex Melody
Aires Del Norte	Phoenix Cuatro	Anahuac
Sabrosa Guarare	Astros De Monterrey	Mex Melody
Amorcito Chiquitito	Truenos De Texas	Zarape
Un Pedacito	Tony De La Rosa	Bego
Los Caracoles	Flaco Jimenez	DLB
La Tia Borlotes	Los Socios	Ormigo
Tu Sigues Siendo La Misma	Carlos	CR
Nadie Como Tu	Hermanas Hernandez	Latin Int
La Cancion Que Escribi	Silvana	Ua Latino
Perdon	Royal Jesters	GC
De Que Te Quejas Mi Amor	Latin Breed	GC
El Toque	Los Illusions	Latinglow
Sopita De Camaron	Rudy Ray Y Los Chicanos	Latinglow
Mana Mana	Lito Barrientos	Latin Int
Falsa Moneda	Lupe Mejia	Musart
El Yerno	Chelo	Musart
No Me Vengas A Llorar	Lucha Villa	Musart
El Tiempo Que Te Quede Libre	Flor Silvestre	Musart
Te Eusco Y Te Extran	Mercedes Castro	Musart
La Retirada	Los Kasinos	Uniko
Escaleras De La Carcel	Conjunto Sabinal	TVT
Mi Lindo Texas	Pete Morales Y Orq	TVT
Corazon Amigo	Carlos Miranda	Mr. G
16 Anos	Julio Iglesias	Alhambra
Se Va El Caiman	Los Dreamers	Anahuac
Tanta Tristesa	Luceros Cuatro	Freddie
Malaguena Salerosa	Los Angeles	Miami
El Mosquito	Banda Sabinas	Musimex
Riverside	Los Momentos De Bryan	V.R.C.
El Juego De Las Escondidas	Martitha	Musart
Son Cositas	Isidro Lopez	Impacto
Tu Traje Blanco	Jose Alfredo Jimenez	Arcano
Cosas De Ayer	Miguel Calzada	Anahuac
La Cosquillosa	Ruben Vela	Bego
La Brujita Rumbera	Chilo Martinez	Mex Melody
Que Le Vas A Dar	Los Mexicanos De Villa	V.R.C.
Muneca	Los Buenos	Impacto
Mi Chatita	Lalo Rodriguez	Musimex
Tu Sigues Siendo El Mismo	Alicia Juarez	Arcano
Plegaria De Ano Nuevo	Arturo Jauregui	Angelo
Este Amor Si Es Amor	J. Bravo/E. Chamizal Band	Chamizal
El Ostioncito	Juan Morales	Impacto

Guzman Describes

Life at West Point

Tom Guzman, past president of Junior LULAC Council, Fort Madison, Iowa, has just completed his first (plebe) year as a cadet at the United States Military Academy at West Point.

A State of Iowa Scholar and a football letterman at Fort Madison High School, 18-year-old Guzman is the son of Mr. and Mrs. Jesse Guzman, members of LULAC Council 304, Fort Madison.

Guzman decided to try for entrance to the academy about the middle of his junior year at high school. He began writing letters, and eventually received double appointment from Senators Harold Hughes and Jack Miller, based on competitive examination. He is in the upper third of his class.

In the following interview, condensed from an Evening Democrat story by Stuart Frohm, Guzman describes life as a West Point cadet.

"Right from the start, it (the academy) is a whole new world," compared to civilian life, said Tom Guzman.

Guzman says that as of now he would like to stay at the military academy for the four years required to graduate with a commission as a second lieutenant and the degree of bachelor of science.

He says a cadet has two years to decide whether the academy and military life are for him. Up to that point, he can resign from the Corps of Cadets without a military obligation, Guzman said.

Some members of Guzman's class at the academy made that decision to leave even before the end of Beast Barracks — a two-month summer period before the start of academic classes during which the young men were oriented to military life with physical exercise, orders from upperclassmen and some military training.

After Beast Barracks, the men were accepted into the Corps of Cadets, which left Guzman with a feeling of accomplishment.



Tom Guzman

Physical exercise and orders were then joined by a heavy load of academic classes.

Guzman is now taking mathematics (calculus and analytic geometry), engineering, military science, advanced Spanish, English composition, physical education and a course called planetary science which deals with the environment and physical phenomena such as earthquakes.

Mathematics class meets daily, except Sunday, with the others meeting half as often.

Cadets and others evaluating West Point should realize, Guzman said, that the academy exists to train leaders — military officers — and that it is not a normal college.

"Up to this point, I like it. I feel that I've learned quite a bit and quite a bit about myself. I've done some things I never thought I could do before," he said.

"I'm glad that I decided to go," Guzman said.

With a combination of discipline, academic and other challenges, comradeship, history and attractive surroundings, "You really feel a lot of pride in being there," the cadet said.

It costs the taxpayers approximately \$60,000 to keep a man in the academy for four years, Guzman understands.

After graduation, a young officer is committed to five years of active duty, Guzman said.

"It's not meant to be an easy place," he added.

The academy, he explained, is "impressive — it just looks perfect and everything is in its proper place."

Established in 1802, the academy overlooks the Hudson river. Buildings are of grey stone, and additions have been designed harmoniously so that it is difficult to tell the new from the old, Guzman said.

There are approximately 4,000 men in the corps of cadets.

Physical harassment of cadets is not authorized by the regulations, Guzman said. He has personally encountered no physical harassment and knows of none, although there might have been isolated incidents of it, he said.

At West Point, he said, competition for grades is intense.

But there is also cooperation. Roommates help one another to keep their room in shape for inspections and in other ways. Fellow plebes cooperate to help one another and have some fun as well. And members of individual platoons and companies compete for unit honors.

Particularly impressive to Guzman is the honor code of the Corps of Cadets, which is administered by the cadets themselves.

The code says that a cadet shall not lie, cheat, steal or tolerate those who do.

Rooms at the academy are left unlocked in the spirit of the code.

An honor committee of cadets holds hearings on alleged violations of the code.

Cadets are permitted to study during class breaks and from 8 p.m. to 1 a.m. Assignments are made available at the beginning of the courses and cover the entire course, so a cadet knows what is expected of him, Guzman said.

Sometimes Guzman is able to finish his nightly studies in a couple of hours. Overall the classes are challenging and "never boring," Guzman said.

There are no more than 15 students in a section of a single course, so there is a good ratio between cadets

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ART DIAZ

Art Diaz, 17-year-old senior honor student at Trevor Browne High School, Phoenix, Ariz., has earned prestige for Arizona Golf y La Raza with his fine golf play in 1973.

Art won the 1973 PGA Junior Tour Championship and also the Ben Hogan Junior Golf Tournament, both held in Tucson, Ariz., last summer. He had the best score of the group of Arizona young golfers participating in the World Junior Golf Tournament in San Diego, Calif., in August.

In December, Art was one of two youngsters from Arizona selected to play in the Annual Orange Bowl International Junior Golf Tournament in Miami, Fla. He finished sixth among 152 entrants in the four-day, 72-hole event.

Art hopes to receive an academic scholarship to attend a university with a golf team next fall.

Art Diaz lives at 4110 North 63rd Drive, Phoenix, with his parents, Carmen and John Diaz, both members of LULAC Council 284.

Tom Sandoval, president of LULAC Council 2, says the Supreme Court's ruling requiring public school systems to take positive action to help children who do not speak English "paves the way for bilingual-bicultural education as a basic right of Spanish speaking students."



MELINDA FLORES OLSEN

Wings No More: SER Success Story

From SER, to air, and then marriage sums up the success story of the former Melinda Flores.

Melinda obtained her Air Stewardess position with Continental Airlines through SER's placement services of the West Los Angeles SER, under the directorship of Rick Sanchez. She is the second Mexican American airline stewardess to be placed by SER.

Melinda lost her wings to gain a husband. She has no regrets, only the fondest of memories from her flying experience. She will never forget SER.

Melinda was one of 3,000 applicants that applied for the Continental positions at the same time. Only 30 candidates were selected to attend a special

air hostess training school. Of the 30 candidates, 17 graduated to become Continental Airlines stewardesses.

So charmed were the airline's customers by Melinda that mail began to pour into Continental's office. "Miss Flores' personality epitomizes the quality a hostess should portray," read one of many complimentary letters received.

It was on one of these Continental flights that Melinda met her husband, David Olsen.

Melinda and David were married at the Latter Day Saints Temple in Los Angeles. They make their home in San Francisco where he is currently employed.

West Point

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and the instructor, who is always a military officer, Guzman said.

A cadet receives pay of \$300 a month, part of which he can use for personal expenses and to build up his savings.

During Beast Barracks, the plebes or "fourth classmen" would get up about 5 a.m., go through calisthenics or run, eat breakfast and be guided through marching, drills, the rifle manual.

It was "more or less an orientation" to academy requirements, Guzman said.

"You get used" to being yelled at by upperclassmen as a plebe, Guzman said.

It is important to heed the directions and corrections issued by upperclassmen, but not to take their criticism as a personal offense, the young cadet said.

"You have to have a good sense of humor — keep from losing your head," he said.

Guzman views the plebe year as a lesson in leadership.

It can teach you how to get men to do what you want them to do by giving you a chance to observe different ways in which the cadet leaders handle their leadership roles, he said.

Plebes have such assigned duties as mail distribution and delivery of laundry.

Guzman said a plebe can find some comfort in the knowledge that when he advances to second year (yearling) status, the next class of plebes will be handling such jobs for his class.

Chairwoman Elected

The LULAC Educational Center is pleased to announce that Meda Rosado, Director, District IX, was elected the Chairwoman of the Educational Center Board of Directors.

Meda has been Director of District IX for several years and has made in-roads for female leadership in many areas of LULAC concern and we are happy to know that the chair is in capable hands and will have the Center well organized.

Phoenix Girl, 7, Named Miss Petite

Tiny Michelle Carrillo, a 7-year-old bundle of personality, walked off with the title of Miss Petite International at a pageant held recently in Portland, Maine.

Michelle was named Miss Petite Arizona in October, and was sponsored at the international pageant in April by the LULAC National Office.

As winner in her age division competing against 12 other youngsters, she received a crown and banner, flowers, trophy and a \$500 scholarship.

Michelle is the daughter of Mr. and Mrs. Mike Carrillo and the granddaughter of Mr. and Mrs. Albert Carrillo, all of Phoenix.

Her dance teacher encouraged Michelle's mother to enter the pretty miss in the contest, which is judged on poise, appearance, personality, and ability to follow directions.

For the pageant, Michelle modeled a white jumpsuit sports outfit and a pink party dress.

"They asked a lot of questions," she said. "It was fun."

Asked what she liked best about the pageant, she responded, "I liked it best when I won. And I loved being in the pageant." What was her reaction when they told her she won? "I almost started to cry, but decided to smile because I was so happy," she said.

The precocious youngster, who just turned seven March 30, already had won several other titles, including Little Miss Majorette of Arizona.

Her mother said she will encourage her if she decides to enter other contests, so Michelle may be just beginning a long career of winning beauty titles.

"We're all very proud of her," said Mrs. Carrillo. She expressed thanks to LULAC for "helping our daughter Michelle get to Portland, Maine. We had a great time."

"I loved it," Michelle sighed.



Phoenix Councilman Rosendo Gutierrez congratulates Michelle Carrillo, 7, on her selection as Miss Petite International. (Photo by Al Ruland)

Michelle's success came early at 10 months when she was crowned Princess of Baby Festival of 1968. She went on to become Little Missy South Mountain at the age of 3. When she was 5, she became Miss Miracop Majorette of 1972 and Peewee Majorette of Arizona of 1972. She is found in Who is Who in Baton Twirling of 1973-74.

The second grader at St. Catherine Catholic School has received two Certificates of Achievement in reading and phonics.

At St. Catherine, Michelle is the school cheerleader and school mascot. She has taken modeling, tap dancing

and acrobatics. She also sings and does a few numbers in Spanish.

Besides having been in numerous parades, Michelle has made several television appearances, including such programs as "Ester Eres Tu" and Mexican Carrousel." Last March she auditioned for the Dick Van Dyke Talent Show.

Michelle was named Girl of The Month for five consecutive months this year by the National Baton Twirling Association.

When asked what ingredient caused early success, her mother Cecilia concluded, "It was so easy for her to get in front of people."

LULAC NEWS

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