

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

LULAC NEWS

JULY 1974

EL PASO TEXAS



NATIONAL CONVENTION ADDRESSES

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LULAC NEWS

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ABRAZAR



PETE VILLA
National Executive Director

AN OVERVIEW

(Part One of a Series)



MANUEL GONZALEZ
National Chairman of the Board

ABRAZAR is LULAC's elderly program. It is a "research and advocacy" program scientifically modulated to assess and evaluate the real and actual needs of the very much deprived Spanish-speaking "ancianos" (the aged).

ABRAZAR, from an operational point of view, is based on highly logical and sophisticated management systems . . . systems applied and proven on NASA's space and aerospace programs. We use a battery of management techniques to isolate, identify, analyze, and optimize (or modify)

our sociometric findings, anthropological evaluations, and tailor our approach accordingly.

At the "public contact" end of the scale, our program employs techniques uniquely adapted to the highly introvert, shy, and conservative Spanish-speaking citizen precisely calculated to encourage reliable responses, and to stimulate a productive "advocacy" program in concerned municipalities.

LULAC's 45-year experience has taught us what is necessary for a motivated, well-paced progress in the

barrio. Our standards and objectives are nothing more than goal-oriented, emphatic expertise that attracts a natural, organic cooperation. That comes only from a cultivated hard-to-come-by trust between peoples with a surprisingly unhomogenous mother tongue, with social structures, and even more complex values.

But it's not all lay work. We compare our discoveries with those of Latin American experts in education, social sciences, business, scholars, and intellectuals. There is one governing

(Continued on page 6)



At a workshop to train Outreach workers, Gil Munoz, right, and Joe Acevedo, left, explain functions to two team leaders.



Luncheon held during LULAC workshop in Carefree, Arizona, to train Outreach workers in survey methods.

State of the League...



Joseph
Benites

... message from the National President

As those of you who attended the National Convention in El Paso know, it was the most successful convention we have had to date.

Although we haven't received the official count yet from the Chamber of Commerce, we feel we exceeded ten thousand participants. From a financial standpoint, it looks at this time like we will probably clear over \$10,000.

I have interpreted my being reelected by acclamation as a vote of confidence for the programs and thrust we have established for the League in the last year.

I am happy to report that at the writing of this message we have been advised by the Internal Revenue Service that they have accepted the LULAC Foundation as a 501-C-3 and designated it to be a public foundation, which is more than we had hoped for.

We have also received the first disbursement of indirect funds, which is a historical first for a Spanish-speaking group.

For those of you who were not able to attend the convention: the speech by Miami Mayor Maurice A. Ferre set the tone for this year's theme—"UNITY." Mayor Ferre is recognized across the nation and in Puerto Rico as one of the top young Puerto Rican leaders.

Also present at the convention were Puerto Rican, Cuban, and Latin American delegates. All this points to what we have been saying this last year—that LULAC has become more than an organization; it has become a movement—and that by concentrating on economic and political involvement, we have already had sufficient suc-

cess to have shown our people that this is the right direction.

You will be receiving in the near future new plastic membership cards and a questionnaire from the National Office. This will be your notice that we have launched a nationwide membership drive to double our membership this year. I urge you to get all of your family, friends, and neighbors to join this great organization, not only for the benefit of our less fortunate brothers and sisters, but for your sons and daughters as well.

In education, manpower, housing, economic development, health, and other programs, LULAC is the leader. With your assistance, we will bring them all to your community.

I urge all of you to be prepared when the National Office calls upon you to have you address yourself to local or national politicians from your areas. We will make them respond to our needs by using a system that has always been used in this country, and that is by sending letters and telegrams and making phone calls to urge our representatives to vote for legislation which we need or against legislation we don't need.

1974-1975 promises to be a very exciting year for Spanish-speaking people, and with your help, all that we have dreamed about and talked about to benefit our people will begin to happen.

As I said in the last issue, LULAC will never be the same again.

Joseph R. Benites
National President

ABRAZAR

(Continued from page 4)

mother tongue in all communities we work with . . . Rural groups, migrant family sites, urban-trapped barrios and ghettos . . . all the way up to professional societies and associations . . . we are one people . . . hermanos, and we care . . . we are doing productive things for our "viejitos."

In researching the model program for use in service delivery to the Spanish-speaking elderly from coast to coast, our two most intensive activities are:

1. advocacy training of Spanish-speaking community leaders, elderly, and agencies serving their needs;
2. information research, gathering, and applied interpretation.

We begin with feasibility and needs-assessment studies in each co-operating community. We plan, milestone, PERT, compile, analyze, and immediately apply our interpretations of incoming data from our field operations.

We involve educators, social service agencies, city government officials, civic service groups, and relevant organizations and train them in the value of information gathering and evaluation. We motivate them to act, with such information in hand, to engineer solutions to their community problems.

We design information systems, managerial and staffing patterns, fiscal and accounting procedures, organization building, functional and work breakdown structures, planning, evaluation, and reporting techniques.

We fuse our collective knowledge to train inexperienced field personnel in sophisticated community action systems, backed by our own experience profile in necessary socio-economic structures, procedures, and solutions to problems. Once trained, we then encourage them to take the role of advocates for their own needs.

They then are their own best representatives in seeking to improve exist-

ing or planned service delivery systems for the Spanish-speaking elderly in their individual communities. We advise them in forging skilled advisory boards and groups to supervise these service delivery programs.

In the total national perspective, this will help alleviate most of the problems of the majority of older Americans. AND, using LULAC's coast-to-coast network of community councils, solve the problems and deliver social services achievable only through an understanding of the Spanish-speaking and their cultural heritages which only an organically conducive, historically productive, and trusted organization can. LULAC ABRAZAR is such a proven conduit . . . a natural.

California Gains 643,000 Latins

LOS ANGELES — California's official count of Spanish-Americans jumped by 643,000 as the U.S. Census Bureau corrected its earlier estimates of the minority population.

The decision was cheered by LULAC and other Spanish-American community groups who led a three-year campaign for a recount of the official census figures.

Beyond dry statistics, the higher census count could mean Spanish-Americans will get more jobs and federal funds, which are apportioned to minority groups according to the government population figures.

"The bureau is responding to the feelings of community groups about the adequacy of statistics," said Michael Long, Census Bureau regional director, in Los Angeles.

The figures were changed after a recount last March of 50,000 households across the country and 4000 in California, Long said.

The new estimate set the number of Spanish-Americans in California at 3,011,000, or about 15 per cent of the total population. The figure showed an increase of about 27 per cent over the 1970 census count.

The bureau had announced earlier that the national figure for Spanish-Americans had been increased from 8.9 million to a new estimate of 10.6 million persons.

A coalition of community groups called the Mexican-American Population Commission of California began lobbying for a recount three years ago.

The group filed suit, but the Census Bureau and the organization eventually agreed to negotiate their differences.

Robert Gnaizda, San Francisco attorney for the Spanish-American coalition, praised the "creative leadership" of new Census Bureau chief Vincent Barabba.

The bureau has "shed its image in minority communities of being more concerned with counting toilets than minority people," Gnaizda said.

The new count could mean \$300 million in federal funds to Spanish-speaking communities and up to 160,000 more jobs by 1980, Gnaizda said.

Both government funds and jobs in some industries are apportioned with an eye to census figures for minority groups, he added.

Chicago Library Opens Spanish Line

CHICAGO—A telephone information service for Spanish-speaking people has been opened by the Chicago Public Library.

The number for El Centro de Informacion is 269-2940. By calling that number, patrons will be connected with a librarian who will answer in Spanish and who is knowledgeable about problems that Latins encounter.

The primary function of the agency is to act as a referral service for Spanish-speaking people unfamiliar with government and private agencies. It is designed to answer such questions as where one can find a Spanish speaking doctor or how to get legal aid or who to see about employment counseling.



Annabelle Valle: SER's First Woman Program Director

Annabelle Valle

AUSTIN—Annabelle Valle's dream was to someday work for SER. She first came to know of SER while she was a Work Training Specialist for the WIN Program (Work Incentive Program) in San Antonio. Her dream came true four years later.

Annabelle pointed out, "I never applied to SER, while in San Antonio. I just thought it would be ideal to work for a Chicano program."

When Annabelle moved to Austin, a big Texas city with a large segment of unemployed Chicanos, she ran into a director of a Community Action Agency. She was unemployed and looking for a job.

She found out that "the LULAC organization was seeking assistance in writing a proposal to bring SER to Austin. The Director of the Community Action Agency asked me if I would do this. I gladly accepted and wrote a proposal for SER funding in Austin."

This is how Austin got a SER program.

Of course, when the program was funded, she was going to apply for a

Job Developers position. But someone said, "Why don't you apply for the Program Director's job?"

She pointed out that she noticed SER had never had a woman director. But she went ahead and applied for the Program Director's position.

Annabelle has a Master's degree in Social Work from the University of Michigan, School of Social Work. Her field of specialization is Administration and Policy.

She is also a graduate from the University of Texas where she received a Bachelor of Arts in History and Sociology. She received her Associate of Arts degree from the San Antonio College in May, 1967.

She worked as a JOB Developer for the Neighborhood Youth Corps in Austin. Her responsibility included developing jobs and placing enrollees in jobs. She maintained close contact with supervisors and evaluated the suitability of the training programs for the trainees.

As a Work Training Specialist for the WIN Program in San Antonio, she developed, maintained and evaluated

job training activities. She established contact with employers and non-profit organizations to develop training and educational opportunities. Annabelle worked closely with team members in counseling enrollees in an effort to upgrade their para-professionals in areas of training, education, and employment.

In Adrian, Michigan, Annabelle worked for the United Migrants for Opportunity, Inc. While there, she counseled, translated, interpreted, and provided supportive services to migrants, and other Spanish-speaking people. She also provided clients with a referral service to other agencies and assisted the Coordinator to set up a more efficient food stamp program.

Her hobbies are traveling, photography, and dancing. When asked what were her future plans, she said, "I plan to continue working for the betterment of Chicanos (well-being, social services, education, employment and economic development.)"

Annabelle was chosen as one of the Ten "Chicano Outstanding Women" in 1973.

Which Bonilla? Wrong Resume We Presume

EDITOR'S NOTE: With apologies to Mr. Tony Bonilla, we wish to correct an inadvertent error in the June issue of LULAC News. On page 16, as part of a story entitled "The Men at the Helm," a resume of Tony's brother, William D. Bonilla, was published by mistake. It is Tony, not William, who chairs the LULAC's National Educational Service Centers Board. Getting the record straight, the following biographical sketch should have been printed as part of that article.

Tony Bonilla was born in Calvert, Texas on March 2, 1936, Texas' Independence Day. He was educated at Calvert Public Schools and graduated from high school with honors. He was captain of his high school football team. He received a football scholarship to Del Mar Junior College in Corpus Christi. While there, he was selected as Class Favorite both years and served as Student Body President. He earned a B.A. in education from Baylor University and a law degree from the University of Houston.

Mr. Bonilla began practicing law in 1960 and simultaneously joined LULAC.

Referring to himself as a political independent, Mr. Bonilla has had an active political career, serving as South Texas Coordinator for Viva Kennedy-Johnson and as Southwest Coordinator for United Citizens for Nixon-Agnew in 1968. He was the first Mexican-American elected from Nueces County as State Representative and served in that position from 1964-1966.

Mr. Bonilla's public service record includes such positions as Corpus Christi Chamber of Commerce Board of Directors, Vice-Chairman of the Corpus Christi Planning Commission, member of the city's Charter Amendment Advisory Committee, and chairman of the Interracial Council. He



TONY BONILLA

was also appointed by the governor to a six-year term to the Coordinating Board for Texas Colleges and Universities, and was appointed by state officials to serve on the Texas Constitutional Revision Commission. In addition, he has served on the boards of numerous organizations such as the Boy Scouts, Cub Scouts, Goodwill Industries, Corpus Christi Symphony, Corpus Christi Arts Council, etc.

In LULAC, Mr. Bonilla has held nearly every local office—President, Vice-president, Secretary, District Director, and two terms as State Director (he was elected State Director of the Year in 1972). He was selected LULAC Man of the Year in 1970 on the local, state, and national level. He was elected National Vice-President in 1973 and re-elected in 1974.

Chavez Named Bishop

SAN DIEGO — Monsignor Gilbert Chavez was named by Pope Paul VI to become Auxiliary Bishop of San Diego. He will be the first Mexican-American auxiliary bishop on the West Coast and one of the two presently in the entire United States. The Consecration took place Friday, June 21, 1974 at 4:00 p.m. in the Golden Hall of the San Diego City Courthouse.

Gilbert Chavez was born May 9, 1932 in Ontario, California of a poor Mexican family. His father was a farmworker picking grapes, oranges, potatoes, vegetables in San Bernardino County. When Gilbert was fourteen, his father was killed in a train-automobile accident.

At nineteen he entered the seminary. After attending St. Francis and Immaculate Heart Seminary in San Diego, he was ordained in 1960. Father Gilbert Chavez's first assignment was associate pastor at Guadalupe Church in Riverside, California working mainly with teenagers. Then teaching geometry, algebra and Spanish at Aquinas High School in San Bernardino for two years he again worked with teenagers. After one year as associate pastor at St. Edward's Parish in Corona, California, he remained four years as chaplain of the State Rehabilitation Center for Drug Addicts in Norco, California. He then spent six months as associate pastor at Sacred Heart Parish in Redlands, California. From here Father Chavez went to St. Anne's, a poor Mexican American parish in San Diego. In 1971 Father Gilbert Chavez was named pastor of Our Lady of Mount Carmel Church in San Ysidro, a parish bordering Tijuana, Mexico.

May 22, 1972 Father Chavez was named Monsignor. January 7, 1974 Monsignor Gilbert Chavez was appointed Vicar-at-large for the Spanish-speaking of the Diocese of San Diego.

Bishop-Elect Gilbert Chavez states his goal:

To give power and dignity to a people especially to those who have not enjoyed these benefits in their personal lives. Impoverished people do not have political, economic and social power; hence they lag behind in education, employment, health. They have no true voice in the community since they do not have the power to participate in decision making. They need to be empowered to live with purpose, dignity and self-respect.

PERSONALITY
IN
PROFILE:



Senator Joseph Montoya

Democrat, New Mexico

Joseph M. Montoya, the senior Senator from New Mexico, is a member of one of his state's oldest families. His parents, Frances and Tom O. Montoya, now deceased, were life-long residents of Sandoval County, where the Senator was born in 1915.

He graduated from Bernalillo High School, attended Regis College in Denver, and received his Doctor of Jurisprudence degree from Georgetown University in Washington, D. C. in 1938.

Senator Montoya is married to the former Della Romero of Santa Fe. They have three children: Lynda, Patrick and Joseph, Jr.

The Senator's career in public service began early. In 1936, while he was still a twenty-one year old student at Georgetown University, he was elected to the New Mexico House of Representatives, the youngest State Representative in New Mexico's history. He-electd at age twenty-three, he became Democratic Majority Floor Leader. He served twelve years in the New Mexico legislature, both as a State Representative and as a State Senator. He served four terms as Lieutenant Governor of the state.

In 1957 Senator Montoya was elected to the first of four successive terms in the United States House of Representatives. During his career as a Congressman he served on the House Judiciary and Appropriations Committees.

Following the death of Senator Dennis Chavez in 1964 Governor Ed Mechem was appointed to hold the vacant New Mexico Senate seat until November. Montoya was elected on November 3 and sworn in on November 4, 1964, to fill the remaining unexpired term of Senator Chavez and to his own first full term beginning January 3, 1965. Re-elected in 1970, Senator Montoya presently serves on the following Senate Committees:

Appropriations Committee: On this Committee the Senator is able to work actively for legislation to help the average citizen and to improve conditions for disadvantaged groups. His service on education, health, labor, government construction projects, and taxpayer service has been particularly rewarding.

Public Works: Development programs like the Four Corners Regional Plan are the result of work on this Committee, which surveys legislation for the proper use of our natural resources.

Joint Committee on Atomic Energy: This important Committee supervises the development and use of Atomic Energy through legislation developed in both houses of Congress.

Select Committee on Presidential Campaign Activities: Senator Montoya was one of the four Democrats asked to serve on this special Committee of the 93rd Congress.

Bertha Manos Helps Others

By Ralph Saenz

When Bertha Manos bought her 1965 Buick in 1971 it had 53,000 miles on it. Three years later it had 106,000 miles! A good many of those traveled miles were used to help the Spanish speaking people of America.

Currently a program specialist with SER/Jobs for Progress, she volunteers much of her time serving on committees, attending functions, talking to business, government, political and industry officials. "I do this for one reason," she said, "to help the Spanish speaking people have an opportunity for better employment, better housing, better education and a better life."

Why does she do all these things?



"I came from Texas and that should explain why I'm so involved in programs to the Spanish speaking. I grew up in the El Paso barrio, in abject poverty, just four blocks from the border and Juarez, Mexico. I learned early what it was like to survive on a day by day existence."

She lived in the second ward, the poorest ward in El Paso. The people were 100 percent Spanish speaking and only the school teachers in the area spoke English.

"I went to a segregated school. The blacks, there was about a third of the population in my ward who were black, went to their own school and

the anglos went to their own," she said.

School was more than a learning experience, it was a lesson in prejudice. A law was passed that all Spanish speaking children must converse only in English while on the school grounds. It was difficult for children who had heard mostly Spanish spoken during their young lives. Sometimes they were beaten for inadvertently falling back to their native tongue in the classroom.

"Since our parents didn't know English and the teachers didn't know Spanish, the parents never got involved in school functions. No one understood anyone," Bertha said.

It was tough on the children even if they were graduated from school with the qualifications and attitudes for a good job. The only positions open to Mexican girls like Bertha at the time were in the laundries or in the sewing factories.

"I remember one incident when I went to apply for an office job. I had always wanted to work in an office. I had taken some commercial courses in typing, shorthand and things like that and had gotten good grades. But when I went to apply for the job, they made me wait in the reception room while they called in all the Anglo girls for interviews. When they finally got around to me, I was told there were no more jobs available," she said.

Fortunately, she was able to escape from El Paso and it took the Korean



War to do it. Her brother was getting out of the service in Los Angeles and her mother decided to take Bertha to California and start a new life.

"Guess where my first job out here was? In a laundry. I didn't feel I spoke English with enough confidence yet to try anything better. It wasn't too long before I got a job in a packing plant. After a year I went to work as a file clerk, my first office job, at a commercial finance company that made loans to businesses," she said.

Bertha worked for this company for ten years, raising from a file clerk to the position of assistant credit manager. Then she went to work for Wagner Electronic Company in El Segundo, handling their warehouse paperwork operation. While she was there the warehouse had its best bookkeeping record and Bertha was cited as the best person they ever had in that position.

She secured a better job at TRW Systems, an aero-space firm, and stayed there for seven-and-one-half years until coming to work for SER in May 1972. She became executive secretary for Ricardo Zazueta, national director of SER. Within a short time she was doing administrative assistant work. Eventually she reached her present position with SER.

In the position of program specialist Bertha is responsible for giving technical assistance and guidance to local SER project offices in the area of job development, such as the administration of the component responsible for employer interface, client counseling, interviewing, job placement and developing on-the-job training programs.

She also acts as advisor and counselor to Zazueta and any member of the SER national office staff on matters regarding affirmative action and opportunities in higher education that would benefit the staff or the community and then coordinates all activities dealing with a proposed skills bank of Spanish speaking to be centralized at SER.

Bertha spends the most time with IMAGE, an organization of which she is chairwoman, that was conceived to assist Spanish speaking Americans

who are interested in government service and advancement for those in civil service jobs.

She also is active on the Los Angeles Advisory Affirmative Action Committee, a group made up of Blacks, Asians, Chicanos and American Indians which looks into and tries to improve city employment practices regarding women and minorities. For her service she and five other members of the committee were recently presented awards of appreciation by Councilman Edmund Edelman.



For her work on the Advisory Committee, Bertha also recently received an award from the City of Los Angeles Civil Service Commission for outstanding service in bettering the status of minority employees in Los Angeles.

Among the other groups she participates in are the Los Angeles City Employees Chicano Association (LA-CECA), Council of Chicano Organization (COCO), Mexican Manpower Development Association (MMDA), Personnel Managers Association of

Aztlan (PMAA) and Employees' Bootstrap.

In regards to SER she would like to see the organization expand into other areas, cities and states. "It is difficult for the Spanish speaking to get into the American economic system," she said, "one must get into the system to become economically independent. The only way for Spanish speaking people to get a foothold on the economic ladder is for them to get an education and develop skills. Otherwise we'll never get anywhere, we'll never become self-sufficient.

"For instance, the Spanish speaking represent about 18 percent of the population of Los Angeles, but only about 10 percent of its work force. All other races are in parity with their work force-population. I want to look into the employment hiring practices in Los Angeles and find out what are the barriers that are keeping the Spanish speaking people from attaining their parity.

"In the last one and a half years I have been with SER, I have seen some exciting things happen. I have seen the Spanish speaking make an effort to speak out against discrimination. I have seen them get more involved with higher education. Organizations such as SER, IMAGE, League of United Latin American Citizens (LULAC), and the American GI Forum are really doing things to help the people," Bertha said.

Hopefully, Bertha's Buick will have a lot of miles left in it. For as long as the Spanish speaking people are being denied their rights, job and education opportunities, Bertha will be on the road doing something about it.

(Editor's NOTE: Since the writing of this article, Bertha Manos has left her position with SER/ Jobs For Progress, Inc. She is currently the Executive Assistant to the Executive Director to the Greater Los Angeles Community Action Agency, GLACAA. GLACAA operates on an annual budget of \$34 million, contracting with 80 delegate agencies to run several dozen programs, including manpower, programs for the elderly and Headstart.)

A HISTORY OF LULAC

Part 2

Growth and Achievements



BEN GARZA



M. C. GONZALEZ



A. de LUNA



LUIS WILMOT

The League of United Latin American Citizens was formally organized during a convention in Corpus Christi on May 18-19, 1929.

Lee Valenzuela describes the event as follows: "The LULAC Constitution was adopted; stressing the achievement of economic, social, and political rights for all Mexican-Americans as its major goal. LULAC would seek to end the discrimination and mistreatment of Mexican-Americans; achieve equality in government, law, business, and education; promote education in order to produce more doctors, lawyers, engineers, and other professional people of Mexican descent; promote the learning of English by the Spanish-speaking as a means of achieving a greater degree of equality; and to encourage the effective exercise of United States Citizenship by active participation in politics.

"In addition, the Convention elected LULAC's first General Officers: Ben Garza, President, from Corpus Christi; M. C. Gonzales, Vice-President, from San Antonio; A. de Luna, Secretary, from Corpus Christi; and Luis Wilmot, Treasurer, from Corpus Christi."

First Officers

Benjamin Garza, the first President General, filled the office with distinction for a year. During the five successive years he served as President of Council No. 1 in Corpus Christi. Garza's efforts in behalf of his community as well as LULAC were honored when a city park in Corpus Christi was named for him. He died at Kerrville, Texas, in 1937.

M. C. Gonzales, another Founder Member, elected First Vice President

General at the Corpus Christi meeting, went on to become President General at the Edinburg, Texas, meeting in 1932.

A. de Luna was appointed First Secretary of LULAC by President General Garza. He was honored by reappointment to the post by President General A. S. Perales the following year. de Luna went on in LULAC to become General Custodian of the Records and Property of the League, a position he held for the next seven years. During the first 11 years of the League's existence, de Luna was the only man to serve as a General Officer for nine of those years.

Luis Wilmot, a fourth Founder Member, became the League's first Treasurer General, an appointive office. The Hon. A. S. Perales reappointed him to the office in 1930.

Growth

By 1930 the League was promoting its work through 18 Councils in Texas. Shortly thereafter it spread into those Southwestern states with a large Mexican-American population: Arizona, New Mexico, Colorado and California, with a smaller scattering of members in other Mexican-American areas.

Early references to the League's membership usually employ the words "Mexican-American" since it was among this particular group that the pioneer efforts were concentrated. Later, memberships were actively recruited from all American citizens of Hispanic cultures who suffered a loss of citizenship privileges and were discriminated against but who were tied together by virtue of a common tongue—Spanish—and the problems

associated with having a Spanish surname.

Aims Broaden

Today, the League's aims have been broadened to seek greater social, economic and political equality for not just Latins but for all other underprivileged persons as well. Membership now includes blacks and other non-Latins. Many concerned Anglo civic leaders and elected officials up to the highest government levels have become interested in LULAC membership, recognizing the worth of the League's many past accomplishments and future goals.

Young people are encouraged to take an interest in the League. In the late 1930's, Junior LULAC Councils were developed. From their ranks have come some of the organization's most influential members.

Recognizing the importance of contributions which could be made by the distaff side, a woman's auxiliary was organized in the 30's. Women now enjoy full-fledged membership in the League and hold many LULAC offices at all levels.

LULAC burgeoned rapidly at the close of World War II. Its boundaries of influence extended from the Pacific and Gulf coasts to as far eastward as the nation's capital. Today membership has grown to some 300,000, with more areas, more Councils, more members joining the movement each month.

"Many things have happened," states Lee Valenzuela, "in the . . . years since these Founding Fathers of LULAC met at Obreros Hall. Things that we, in LULAC, and all freedom loving people, can look back to with

pride. For by their work and effort, LULACs have enhanced their Communities, their States, and our Nation. All men have benefited by their contribution."

The benefits have come in many areas. Some of these are recounted in the stories which follow.

LEGAL RIGHTS

Your name is Jesus Potrero. It is 1929.

You are a third-generation American, a citizen by birth and inclination. This is the only country you know and identify with.

It's true, you are more familiar with Spanish than English, and when you speak the latter, it is with an accent. It has been that way in your family ever since your great-grandfather came from Sinaloa to find work as a bracero in the fields of the great farms of the Southwest.

You do not vote, even though you are a citizen. You do not vote because no one has ever encouraged you to do so and you know in your heart that the Anglos do not want to see you at the polls.

And now, in this year of 1929, you are in trouble with the law. The Gringo law, so far as you are concerned. And you are about to be tried by a jury of your peers.

Jury of Peers?

Did we say "peers?" A mistake. A cliché we use when we speak of legal proceedings.

No, Jesús Potrero, you will not be tried by a jury of your peers, after all. You will be adjudged guilty or innocent by a jury made up not of your equals but of people who are different from you. They are richer and more powerful than you and your friends of the barrio. They went to different and better schools; they live in better homes and eat better foods. They have no real idea of what life in the barrio is like or what it was about your way of life that led you into trouble with their law.

They are all Anglos.

You'll look in vain, Jesús Potrero, for a Gonzales or a Mendoza or a Galvan on that jury. There will not be any Mexican-Americans to sit in judgment on your case.

Many Injustices

Exclusion from jury duty was only one of the many injustices practiced against American citizens with a Spanish heritage at the time the League of United Latin American Citizens came into being.

Few Mexican-Americans exercised their right to vote in those days. The literary barrier prevented many of them from reading the newspapers in which the issues were discussed. Not one candidate in a hundred had a Spanish surname unless he was a descendant of one of the old, landed families. The participation by Mexican-Americans in government at any level was discouraged by the so-called "white community" so that the Chicano of that time was most apt to shrug his shoulders in resignation when election time came around.

The situation was made to order for those in power who wished to perpetuate a minority for whatever reasons. It was a discouraging situation for Mexican-American leaders who realized that only by exercising his vote could the resident of the barrio pull down its walls.

One LULAC historian has written, "In order to have an effective role in the decision-making process, one must possess an understanding of institutions accompanied by skills and methods of penetrating or removing institutional barriers in order to effect change. A necessary ingredient is the removal of the target population's fear toward government, because they must see that they are masters of their own destiny. Fear must be replaced by confidence, ignorance by an awareness of issues, despair by hope for their future and lack of faith by faith in our system of government."

Political Awareness

Pioneer LULAC leaders made political awareness and education a prime target to be reached as quickly as possible by the greatest number of League members. Non-citizens were urged to earn citizenship as quickly as possible so that they would be eligible to join the cause and add the strength of their vote.

Local council members gave many hours of their time to holding classes

in voter education. The classroom could be and often was a neighborhood parlor, a church basement, an empty store, any place where people who were sincerely interested in exercising their rights as citizens could gather to learn how they should go about it.

LULAC's political instructors did not, however, confine themselves to urging citizens to register and vote. Imparting political sophistication was an important part of the program. Latinos were instructed in the workings of the American political system. They came to understand their government rather than simply wonder at and fear it. They were taught the difference between the desirability of achieving immediate needs as opposed to working for long-range goals.

Education in the proper use of the ballot became the League's most effective tool in the implementing of its long-range programs.

Aggressive Action

Aggressive political action by the League has taken it into many courtrooms in many cities and for many particular reasons. It has been instrumental in bringing about the desegregation of schools, in bringing an end to discriminatory hiring and firing practices, in seeing that issues concerning the Spanish-speaking are presented fairly and impartially to the public through the Media.

Latin Americans today have greater social opportunities, work at more and better jobs for greater pay, receive better educations, live in more comfortable and safer homes than ever before because of the League's political involvement.

That involvement goes to the very highest government levels. It was at the insistence of LULAC that the Inter-Agency Committee on Mexican-American affairs was created by President Lyndon B. Johnson on June 9, 1967.

Tony Bonilla

No history of LULAC's legal achievements would be complete without the name of Antonio Bonilla of Corpus Christi, a lawyer who has served the League in many capacities.

A fearless crusader, Bonilla has taken on all comers in his efforts to promote justice for the Latin American cause. His opponents have been some of the biggest and most powerful officeholders in government, and he has even called the President to task for failure to make promised high-level appointments of Latinos to not only administer Latin American programs but to participate in all aspects of government on an equal footing with other citizens.

Political education for League members is a continuous program, and few citizens are as politically aware as the well-read League member.

The League itself has no political affiliation. Indeed, its constitution specifically prohibits such affiliations. Now, as in the very beginning, LULAC works within the framework of existing laws and the nation's basic political organization to achieve the right for individuals to enjoy all the benefits of those laws and that organization.

The League of United Latin American Citizens has always prided itself upon being a "Good Neighbor."

ACHIEVEMENT THROUGH EDUCATION

"One . . . two . . . three . . . food . . . mother . . . and . . ." Simple words. Words that the Anglo child learned at an early age, but a mystery to the Latin American nina and nino in the United States of the early 1930's, particularly in the Southwest.

Latin American youngsters grew up in a bewildering world where they lacked the basic tools for communication with anyone except their own family and friends in the barrio. Even the alphabet and the pronunciation of certain letters differed from that which the rest of the country used. From his earliest years, the Chicano youngster found himself set apart from his fellow citizens by a barrier more formidable than physical separation.

The "Little Brown Schoolhouse" was a far cry from the school attended by Anglo children of the day. Administrators and teachers were underpaid

and often lacked the professional qualifications of non-Latin educators. The facilities and equipment were likely to be shabby and run-down; scarcely conducive to either good teaching or learning.

The damage of segregation was compounded by the fact that there was seldom, if ever, an attempt to establish separate-but-equal facilities by either states or local communities.

Major Goal

Education, then, was the crying need of the Latin American. Education at every level and for every age group from pre-schoolers through adults.

Education would breach the communications gap between the white and the brown world. Education would insure more Latin American doctors, dentists, lawyers, accountants, teachers, technicians. Education was the path by which the Latino could become a first class citizen in full possession of his birthright.

It was improved education, therefore, that became perhaps the first major goal of the League.

One of the educational programs, "The Little School of 400," became a model for the federally-funded Headstart program which proved so successful later. The Little School was aimed at teaching Spanish-speaking children a basic English vocabulary of at least 400 words that would enable them to enter public school on an equal footing with English-speaking children.

Service Centers

In conjunction with the Office of Economic Opportunity, the League has also established Education Service Centers in ten states and Washington, D.C. to assist young Latin Americans in obtaining an education beyond high school. The program complies and disseminates information on special admissions programs, financial assistance, fellowship programs and loans available through foundations, educational institutions, government and private industry. The young Chicano who seeks a higher education will find assistance from LULAC at every stage of his learning.

The League has been highly successful in interesting the Federal government in Latin American education. As of early 1974, more than \$122,000,000 was made available to Spanish speaking students who wish to further their education. The funds are administered through the Office of Education of the Department of Health, Education and Welfare.

LULAC's educational goals have not been achieved without a struggle.

Initial efforts were aimed at bringing an end to the discrimination which deprived Latin American children of learning, of opportunity and of dignity itself.

Desegregation

The State of Texas was the first to abandon its traditional policies. The landmark case of *Salvatierra vs. the Texas Del Rio Independent School District* was the beginning of the end of segregated schools in Texas. Following another class action suit known as the *Delgado case*, the Texas State Courts held in June, 1948, that segregation of Mexican-American children was unconstitutional. The Texas Board of Education thereupon issued a policy statement instructing local school districts to eliminate segregation of Mexican Americans (curiously, the statement did not include blacks).

Segregation in California ended with the close of World War II. In 1945, the League initiated legal action against four Orange County School Districts, alleging de facto segregation of Spanish American students.

A federal court decided the issue in the classic case of *Mendez vs. Westminster School District* which enjoined California from continued segregation. Following these legal patterns, New Mexico also capitulated and moved toward integration of children with Spanish surnames into the public education system.

Today, integrated education for Spanish American children is a fait accompli in every area where LULAC is active and strong.

EL PASO



LULAC National President Joe Benites introduces El Paso Mayor Fred Hervey who made the welcoming speech opening the LULAC National Convention, El Paso, Texas, June 26, 1974.

An estimated 10,000 persons attended the 45th Annual National Convention of the League of United Latin American Citizens held in El Paso June 26-30. LULAC National President Joseph R. Benites called it the most successful LULAC convention ever, and one official said it was the largest official gathering of Spanish-speaking individuals in the history of the United States.

Speakers at the convention included Sen. Lloyd Bentsen, D-Tex., House Minority Leader John Rhodes, Miami Mayor Maurice Ferre, EEOC Chair-Apodaca, El Paso Mayor Fred Hervey, and Federal Energy Administration Public Information Officer Hector Mimiaga in addition to LULAC officers.

Seminars were held throughout the convention on minority group access to the media, membership, constitutional revision, housing, education, mental health, civil rights, the elderly, women, youth, economic development, and manpower.

During the course of the convention, some 40 resolutions were adopted by the general assembly, some of which grew out of the seminars and meetings of working committees, and some of which were initiated by vari-

ous local or state LULAC constituencies.

The Supreme Council held several sessions during the course of the convention. One of the highlights of their action was the decision to establish a Spanish Surname Scholarship Fund as an arm of the National Educational Service Centers.

One of the most far-reaching of the convention's actions was the establishment of a constitutional revision committee chaired by Walter Herbeck. The plan was approved by the supreme council and then presented to the general assembly which also approved it. It is planned that a constitution revision convention be held this year with suggestions for revisions of the LULAC constitution coming from the local councils to districts, states, and then to the national revision convention. Special research, polling, drafting, and legal advisory committees were set up operating under the revision committee.

Next year's national convention was set as a target date for completing the revised draft of the constitution and so that it can be presented to the general assembly at that time for a vote.

In addition to business sessions, a variety of social events were enjoyed



by convention delegates, including a golf tournament, a poolside get-acquainted party, banquets and luncheons, a ball, a bullfight in Juarez, and attendance at a play, "Mi Marido No Me Entiende."

During the Saturday luncheon, trophies for outstanding contributions were presented by national president Joe Benites to Tony Bonilla, Bob Rodriguez, Gloria Perez; and Ed Pena, vice presidents; Richard Silva, national youth president, Fidel Davila.

A larger trophy was presented to Pete Villa, who received special recognition.

Framed certificates were presented to Michael J. Roma, "Uncle Mike," for his many years of contribution since the inception of LULAC, and to Roy Madrid, Hortencia Ortiz, Richard Trujillo, Father Jose Hurtado and Rudy Hernandez.

Richard Silva, national youth president, honored Vangie Jacques of El Paso as Girl of the Year and David Rodriguez as Boy of the Year. He presented another trophy to Council 14 of Racine, Wis., as Council of the Year, and also honored President Benites with a trophy. Cynthia Gutierrez was given an award for Supervisor of the Year.

During the luncheon a minifashion show with musical accompaniment was held; displaying regional women's costumes from throughout Mexico.

Another fashion show for non-delegates was held afterwards, while others attended business meetings.

The delegates considered reports on seminars, confirmation, nomination and election of future convention sites. The 1975 convention will be held in Milwaukee. Galveston was selected for 1976 and Los Angeles for 1977.

In the closing session Sunday, Joe Benites was re-elected national president by acclamation.

Richard A. Silva, son of Mr. and Mrs. Richard P. Silva of 4317 Cumberland, was re-elected national youth president. Silva, 20, is a student at the University of Texas at El Paso.

Manuel Villarreal was elected national vice-president in charge of youth.

Tony Bonilla of Corpus Christi was re-elected vice-president for the Southwest Region. Frank Galaz was elected vice-president for the Far West Region, and Manuel Juarez was elected vice-president for the Midwest Region.

CONVENTION

NATIONAL CONVENTION ADDRESSES

House Leader Draws Cheers

Report of a speech by Arizona Congressman John J. Rhodes

The Nixon Administration will soon announce appointment of a Spanish-speaking person as a high level staff member, John J. Rhodes, R-Ariz., House Minority leader, told delegates to the 45th LULAC Convention.

Rep. Rhodes' announcement was met with applause.

Defending Nixon Administration impoundment of funds and cutbacks of federal programs, Rhodes said he would continue to support the LULAC-sponsored job training program — SER.

"I know that many of you have voiced disappointment over what you consider curtailment of some federal programs that offer promise," he said.

"Don't blame the administration — or the budget makers, you can rightly blame inflation."

He called for keeping "good programs," defined as "the ones that create opportunity and investment that pay big dividends."

"Uncle Sam has limited resources," he said. "He can dish out only what he takes in — plus whatever deficit Congress decides to run."

He spoke on education:

"The golden key that unlocks opportunity in today's world is education — and LULAC has been in the forefront of emphasizing that education is the keystone of the future."

Rhodes, who has served in the House since 1952, lauded LULAC's Operation SER as "most effective and practical as a way to create new opportunity."

He warned SER as it starts its ninth year that it must adapt itself to provisions of the 1973 Comprehensive Employment Training Act.

He said: "It must demonstrate — more than ever, that its efficiency and effectiveness justify expenditure by local government from the categorical federal grant in competition with other agencies for local funds. This is

the challenge that faces its leadership."

Rhodes told the LULACs Congress could help. He said \$16.2 million in the last appropriations bill was earmarked for SER with 1975 seeing \$25 million for SER.

He said the language in the 1973 act called for special effort to be made to train persons of limited English speaking ability in their own language and that it defines community-based organizations, such as the one that runs SER.

He also told of "profound changes" being made in Federal education programs, including emphasis on vocational education, bilingual adult education and bilingual-bicultural education programs.

He outlined the progress made in hiring more Spanish surnamed persons for jobs with the Federal Government and cited accomplishments of minority enterprise loans and programs.

Quality Education A Fundamental Right

Report of a speech by Texas Senator Lloyd Bentsen

"The right of every school child to an equal chance for quality education is a fundamental right," Senator Lloyd Bentsen said in urging a more equitable basis for financing public education.

"As long as our school systems depend on the local property tax for their support, there will be more money to educate children in rich districts and less money to educate children in poor districts—where the need is just as great," the Senator said.

"The Supreme Court gave a landmark ruling on the issue of school financing, in the RODRIGUEZ case last year. And while I agree with the Court's majority view that education is primarily a state function, I also

agree with Justice Potter Stewart, that 'the method of financing public schools in Texas, as in almost every other state, has resulted in a system of public education that can fairly be described as chaotic and unjust.'

"There are those who say the RODRIGUEZ decision only guarantees that the system will continue to be 'chaotic and unjust,' and that a child's education will be determined by how many wealthy taxpayers there are in his school district.

"But I say that the RODRIGUEZ decision is not a cause for despair. It is an incentive to seek justice and equality through new avenues—to wage the battle on other fronts.

"As a result of the wide publicity given to the RODRIGUEZ case in Texas and the SERRANO case in California, public consciousness has been awakened to the issue of equality in financing public education. And state legislatures throughout the country are focusing more concentrated attention on the need to reform their systems of financing public education.

"The Texas Legislature has been seeking solutions to the existing imbalance.

"Other states, too are wrestling with the problem—which has been aggravated by increasing school costs in a period of unparalleled inflation in

(Continued on page 20)



LULAC Supreme Council Meeting



Above: National President Joe Benites and National Youth President Richard Silva at a press conference.

Right: Reverend Navarro; Fidel Davila, Special Assistant to National President; and Robert Ornelas, Chairman, National LULAC Foundation.



*Photos By
"Uncle Mike"
Romo*

Below: Texas State Director Manuel Gonzales and Dolores Alvarado.



Below: Mariachi Tapatio of El Paso liven up delegates at dinner time.



NATIONAL CONVENTION ADDRESSES

Sen. Bentsen

(Continued from page 18)

this country; and decreasing revenues for education, including funds anticipated through Federal aid.

"I am committed to finding a reasonable and workable way to close the gap. I do not believe it can be done by Federal subsidy alone. I do not believe it can be done by coercion.

"I do not believe it can be done by compulsory busing from one school district to another. I do not believe it can be done by an endless series of costly and time-consuming court actions.

"But I DO believe it can be done by a system that offers incentives to encourage states to adopt plans to improve educational opportunities for children in poorer school districts.

"I believe we should work toward a

system that encourages states to spend more money on education, so that educational opportunities for children in poorer school districts can be brought up to those of children in wealthier districts.

"Earlier this year, I proposed a system of incentive grants to encourage the states to equalize education opportunities. I offered it as an amendment to the Elementary and Secondary Education Act. And I am pleased that the Senate adopted my Equal Education Amendment.

"Unfortunately, there was no such amendment in the House Education bill, and House-Senate conferees have dropped it. But I will continue to work toward this goal and press for this approach to a solution. And I have been encouraged by leaders in both Houses of Congress to continue the effort.

"Basically, the Bentsen Equal Education Amendment offered incentives and rewards to those states which move to adopt statewide plans for public school financing. To qualify, a state would have to demonstrate that it has a strategy to insure that the quality of education does not depend on the wealth of individual school districts, but reflects the wealth of the state as a whole. The amendment authorized \$225 million over a three-year period.

"For too long we have penalized the child who happens to have been born in a poor school district by giving him an unequal chance for a quality education. This inequity must be corrected. It is a job to which all levels of government — state, Federal and local — must direct their best efforts," Senator Bentsen said.

Only In Unity Can We Succeed

Condensation of a Speech by Miami Mayor Maurice A. Ferre

I would like to share with you tonight some views about the present and the future of Spanish-speaking North Americans.

While it is essential to know where we are and how we stand on issues, it is imperative that we have a clear, precise idea of what our goals and aspirations are, and where we are going. Above all, we must know the means that we must employ to achieve these goals.

The present economic and social status of Spanish-speaking Americans, as you know, is rather bleak.

According to government statistics, persons of Spanish origin, in almost every economic and social area, lag behind the rest of the population of the United States. We are, for example, behind our Black brothers in most forms of socio-economic development.

The educational aspect is the most alarming. The latest Bureau of Census figures show that in the area of

education, Spanish-speaking Americans are far behind. Only 35 per cent of our compatriots completed four years of high school or more, compared with 65 per cent of all Blacks and 90 per cent of white Americans.

In the area of jobs, we have been discriminated against by the Federal and local governments. There is a patent discrimination in Federal employment of Spanish-speaking Americans. We hold now three per cent of some 2.5 million Federal jobs, although we total more than six per cent of the population of the United States.

The United States Bureau of Census has continuously affronted us all by underestimating our number. If steps are not taken, underestimating will continue through the 1980 census. The census says that there are only about 11 million Spanish-speaking persons now living in this country, while independent, conservative estimates put the figure at over 13

million, not counting 3,000,000 Spanish-speaking Americans in Puerto Rico.

The history of the Bureau's flagrant undercounting of the Spanish-speaking population of the United States — an action which has far-reaching consequences — has been clearly documented by the U.S. Commission on Civil Rights in its April 1974 Report.

While some cities, among them Miami, have adopted bilingual ballots, many have not, and thus, the report says, "It is clear that, without bilingual ballots and assistance at polls, Spanish-speaking persons will continue to be effectively disenfranchised."

In conclusion, the U.S. Commission on Civil Rights says: "The Bureau's (of Census) program has perpetrated the disregard of persons of Spanish-speaking background which is characteristic of so many public institutions in this country. The results have been disastrous.

(Continued on page 22)



*Left: Miami Mayor
Maurice Ferre*

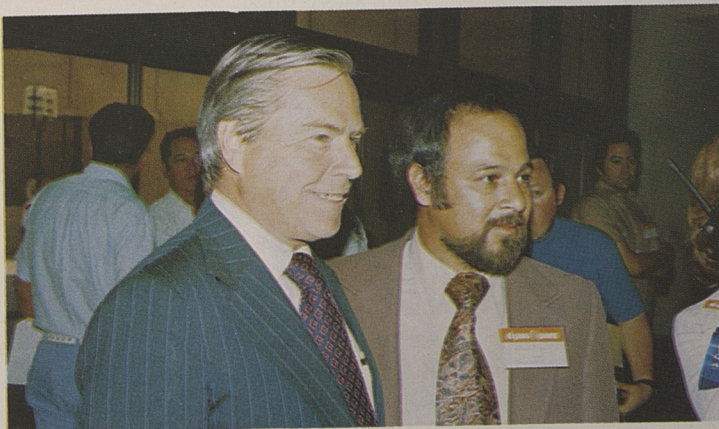


*Right: LULAC National
President Joe Benites*



*Below: House Minority
Leader John Rhodes and
Rassa President Manny
Fierro.*

*Roberto
Ornelas*



NATIONAL CONVENTION ADDRESSES

Maurice Ferre

(Continued from page 20)

This is just one of many facets of discrimination which we have to pledge to confront firmly, decisively and jointly.

But only in unity can we solve our problems.

There are two important issues affecting our lives today which we, in our quest for unity, have to resolve ourselves: fragmentation and identity.

Spanish-speaking Americans are divided into several groups which so far, have had limited contacts among themselves. Our detractors say that differences between, for example, Mexican-Americans and Puerto Rican Americans are profound, that we cannot find a common language.

THIS IS NOT TRUE.

Our differences are grossly exaggerated. There is more that unites us than divides us.

During my recent visits to various areas of the country, I have been struck by the evidence of how much a spirit of unity has begun to take root in the Spanish-speaking community. Our youth, especially, seems to be proud of our cultural heritage, and determined to preserve it and to nurture it.

Identity has for long been our major problem, compounded in recent years by fast changing values of our age of instant communications. The problem of identity and the correlated confusion, apathy, and alienation that confused identity causes, are the root causes of some of our inertia. "Who am I?" has been a question heard among Mexican-Americans, Puerto Ricans, and now Cuban-Americans. Is there a conflict between my Americanism and my Puertorriqueñismo?

Twenty years ago, there was a distinction between Americans. To be an American, one had to be either Anglo-Saxon or Anglo-Saxonized. This

is no longer true, although distinctions still exist in the minds of many.

I myself, know that I can be Puerto Rican, speak Spanish, have a Spanish culture, and at the same time be a full-fledged American citizen. Naturally, I must understand the basic premise and philosophy of my country, and that obviously is of an Anglo-Saxon heritage and tradition, but this does not conflict with my pride of being a Puerto Rican. In other words, there is a distinction between culture (or nationality) and citizenship. This is a single, but basic change in our direction as a country. We live in such a great country, precisely because it has and can evolve and change. The upward mobility of Black America, the increased liberation of women and the new and fuller involvement of our youth are but a few indications of our evolving democracy.

Thus, to those who ask themselves, "Who am I?" I can answer this: twenty years ago you had to be either a Latin or American. Today you can be both.

Bilingual and bicultural citizenship is an emerging social phenomenon and a major force that comes into focus in the country at this time.

The principal question that confronts us today, that bears heaviest on our future then, is how to take advantage of this new force, how to channel our numerical, economic and political potential into attaining our goals of improving our living conditions, of gaining our full citizen rights and respect that we rightfully deserve.

Let me be very clear.

We have been used for too long.

We have been patient for too long.

But, how do we succeed?

This country was founded on the premise of fair and equitable representation of all its citizens. Thus, we must demand as firmly and as loudly as we possibly can that Spanish-speaking Americans are fairly represented in all appointive official and

semi-official commissions, boards or groups, that electoral districts are fairly apportioned to ensure a just representation in elective bodies at every level.

Let me make four specific proposals:

(I) There is a necessity of forming, in the briefest time possible, a national leadership of Spanish-speaking Americans — where all of our groups would be represented.

As Mayor of Miami, I propose that within three months we hold in our city a preparatory conference leading to the creating of such a council of unity.

We propose to invite to Miami most of the elected or appointed Spanish-speaking officials around the country and other personalities.

(II) An important objective of the Spanish-speaking people of the United States should be to encourage the creation of a vigorous Spanish-speaking communications media. The media should be encouraged to instill in the communities around the country to preserve our national cultural heritage and the use of the Spanish language, thus truly creating multilingualism and more important, multiculturalism in our national conscience.

(III) We must insist, where we have the strength, on bilingual education for those who want it.

(IV) Wherever 10% or more of the population is Spanish-speaking, we must work for and persist in establishing bilingual ballots, thus fully franchising our Spanish-speaking citizens.

We cannot and shall not be taken for granted by any political party.

In our alliance lies our strength.

We cannot let small, unimportant differences divide us.

We must not be distracted by petty sectarian or partisan issues.

There is much that differentiates us, but much more that unites us.

Let us pledge tonight our allegiance to the goal of unity of all Spanish-speaking Americans.

The Energy Situation

Condensation of a Speech by Information Officer Hector Mimiaga

The Federal Energy Administration was created on December 4 of last year to respond to the energy shortages resulting from the oil embargo. Our mission was to deal first with the immediate problem of managing energy policy in the short term; and over the long term to direct the nation's resources toward a capability of energy self-sufficiency by the 1980's.

For the last seven months the energy problem has been America's leading topic of conversation, and with good reason. We have just experienced our most serious shortage of fuel since World War II. Unfortunately a large portion of our population thinks our problems are behind us and that we don't have to worry about them any more.

The American people represent 6% of the world's population, and yet we consume *one-third* of the world's energy output. We have been wasteful in the use of our energy resources.

SPECIAL IMPACT OFFICE

We know that the shortages of energy supplies and high price have an effect on the industrialized and less developed countries alike. The burden on the poorer nations, however, is more severe. Much as certain groups of people in the U.S. bear greater burden than others: the poor, the low income consumer, the handicapped, the old.

THE MIGRANT FARM WORKERS

Last February we faced one of the most critical situations when we received hundreds of inquiries about the migrants' transportation problem along with the Migrant Legal Action Program's petition on behalf of all U.S. migrant farmworkers requesting that the migrants be designated gasoline *priority users*. By the end of March, the Special Impact Office, in

cooperation with Department of Labor and other Federal agencies, developed a program to help migrant workers obtain gasoline at truck stops. The truck stops were selected because they are open 24 hours a day, 7 days a week.

To assist them in locating these truck stops the Federal Energy Administration published 80,000 copies of a truck stop directory in Spanish and English, and conducted a radio and TV publicity campaign in Spanish and English to let them know where to buy gasoline and how they could obtain copies of these directories in their home base states of Florida, Texas and California.

It took a lot of coordination, many meetings and the aid of governors, the National Association of Truck Stop Operators, the collaboration of the 66 migrant councils in the U.S. and a major public information effort. However, our efforts paid off: The system is working although there is still much to do.

PUBLIC AFFAIRS

Informing the migrants is a good example of the concern and sensitivity of a Government agency for the problems of a disadvantaged group of our society. The fact that we had a Spanish-surnamed bilingual cultural public information specialist helped.

Through a telephone line, we broadcast news spots daily to the major Spanish language radio stations across the country. In addition we have initiated a weekly column in Spanish, "Un Nuevo Enfoque en la Energia" (A New Outlook on Energy) which is distributed to editors and writers of Spanish language newspapers and magazines in the U.S. and Puerto Rico.

"... our major goal in the future and in coming months will be to increase our efforts to achieve energy

self-sufficiency. To accomplish this mission, the Federal Energy Administration is pushing forward with a full-scale effort called Project Independence. It has two major thrusts: (1) An Early Action Program, and (2) Long Range Program.

The Early Action Program consists of short term actions to reduce demand and increase supplies.

Conserving energy is important. I know you want to serve America by saving energy because I am also a member of LULAC and we take pride in helping our country in the time of need. Aside from that you save money when you save energy. It is estimated that a family of four, with a 3-bedroom house and a car — by practicing energy conservation — can save \$300 in one year.

The Long Range Program of Project Independence is to stimulate the development of domestic energy resources, reduce growing demand for energy and make U.S. less vulnerable to impact of future embargos.

Basically the goals of Project Independence are to accelerate the development of oil and natural gas in Alaska and on the Outer Continental Shelf. This can be done with existing technology. In the long run we can develop a new generation of energy sources such as solar energy.

HEARINGS ON PROJECT INDEPENDENCE

To achieve energy independence however, we must have the national participation. In order to develop a blueprint for achieving energy independence in the 1980's, beginning late this summer, the Federal Energy Administration is planning a series of public hearings across the country . . . to allow representatives from every dimension of American life to present *their* views on this vital issue.

(Continued on page 26)



**The
Delegates**





Newly elected National Vice-Presidents with President Benites. From left: Tony Bonilla, Southwest; Manuel Juarez, Midwest; Manuel Villareal, Youth; Joe Benites; Frank Galaz, Far West.



Schlitz Brewing Company was awarded a Certificate of Achievement by LULAC in recognition of their support to the National Convention. Pictured are (from left) Joe C. Hernandez, Schlitz Western Region Manager of Minority Affairs; Reuben Romero, Schlitz Sales Representative, Western Division; Joe Benites, LULAC National President; and Ernie Valenzuela, of Turks Distributing, El Paso.



Right: President Benites represents a plaque to "Uncle Mike" Romo, the inscription of which reads in part as follows: "Uncle Mike" Romo. A member of LULAC for 36 years. Guardian of our History, Vigilante of our Ideals, Always Faithful to our People. In Recognition of all you have done for LULAC Administration after Administration.



Left: Tony Bonilla (right) with Fred Diaz, Secretary of Houston Council 60, who was elected LULAC Man of the Year at the National Convention. Right: Mrs. Joe Benites and son.



Oppression is Worldwide

Report of a speech by EEOC Chairman John H. Powell, Jr.

Members of minorities in the United States should view themselves "not as oppressed minorities within the United States, but rather as a part of the majority of oppressed people throughout the world," chairman of the U.S. Equal Employment Opportunity Commission said in El Paso at the 1974 LULAC convention.

"It is in this world context that our battles for liberation are won," John H. Powell Jr. told delegates.

Equal opportunity has been "more illusion than reality for the nation's Spanish-surnamed Americans," Powell said.

"The history of unfulfilled promise began with the Treaty of Guadalupe-Hidalgo in 1848, whose empty promise of freedom and full citizenship for people of Mexican descent was never honored by the United States.

"Spanish-speaking peoples have suffered the tragic consequences of prejudice and inhumanity," Powell said.

"Many Spanish-surnamed Americans are victims of discrimination in employment, housing, education and economic opportunities. You are by no means strangers to the income gap and the power gap which separate the minority communities in this country from the anglo population, where money and power is concentrated."

Powell said unemployment rate for whites is 4.3 per cent, nine per cent for blacks and 7.5 per cent for Spanish-surnamed Americans.

Job discrimination in educational institutions, Powell said, had an add-

ed negative effect: "The stifling barrier to the chicano child's academic achievement has been school itself, which hammers in the dominant culture and encourages Spanish-surnamed students to develop as another anglo and abandon the great language and culture of his or her forbears," Powell said.

Citing a recent study by the National Education Association, he said there is one teacher for every 22.5 students in the nation's schools. This includes one Asian teacher for every 31 Asian children, one black teacher for every 36 black children and one native American (American Indian) teacher for every 86 native American children — but only one Spanish-surnamed teacher for every 107 Spanish-surnamed children.

He urged support for a system of bilingual education that would assure that the Spanish language and culture remain an integral part of the Spanish-surnamed community.

"Job discrimination, no matter where it exists, does untold harm to our society for it prevents men and women from different social and economic backgrounds from working together, sharing the same tasks and goals and growing in their understanding and respect for each others' needs and hopes."

He urged LULACs "to initiate programs for recruitment and training of minorities and where necessary become involved through the filing of third party suits.

"Inform people in the Latin communities through the nation what the

Equal Employment Opportunity Commission is and the kind of assistance it offers.

"Only through the help of groups like yours, working at the grass roots, can we begin to solve the complex problems of employment discrimination which confront us today."

But, Powell said, equal employment opportunity "is but a small part of the world struggle for human rights. It is our duty to concern ourselves with all policies and practices which deny any person his rights.

"We must free ourselves from the parochial visions which have so limited our struggle for equality.

"I cannot be concerned only with the rights of black Americans simply because I am black. Nor can you limit your efforts to the progress of chicanos because of your particular heritage and circumstance.

"Minority groups, instead of jousting with each other for available funds to correct injustices, and for time and space in the public mind, must begin to realize that our strength must ultimately lie in unity.

"We must impress upon the leaders of this nation that they cannot be justified in holding up the United States as the world standard of what a nation ought to be if they continue to support and institutionalize policies which do not apply equally to all Americans.

"As long as one American is denied his or her rights, this nation can lay no special claim to justice and equality."

Mimiago

(Continued from page 23)

The hearings will be open for anyone to testify or attend. What does this mean to all Spanish-speaking

Americans? It means you will have an opportunity to participate and make *your* recommendations or comments and, gain some insight into the problems we face. I encourage

your participation in these hearings.

In closing, I call on all members of LULAC to unite once more for a worthwhile effort to help our country to alleviate the energy shortage.

1974-75 LULAC OFFICERS

ELECTED NATIONAL OFFICERS

National President — Joseph R. Benites, Phoenix, Arizona (602) 263-5291
Immediate Past National President — Pete V. Villa, Phoenix, Arizona (602) 263-5406
National Vice President — Southwest — Tony Bonilla, Corpus Christi, Texas, (512) 882-8285, Bus.
National Vice President — Midwest — Manuel Juarez, Joliet, Illinois (815) 725-4237, Res. or (815) 729-5526, Bus.

National Vice President — Farwest — Frank Galaz, Inglewood, California (213) 755-1584
National Vice President Of Youth — Manuel Villareal, El Paso, Texas, (915) 598-3934, Res. or (915) 543-7579
National Youth President — Richard Silva, El Paso, Texas (915) 966-9014
National Youth Vice President — David Mascarenas, Chandler, Arizona (602) 963-6131

APPOINTED NATIONAL OFFICERS

National Secretary — Hortensia G. Ortiz, Phoenix, Arizona (602) 271-4130, Bus. or (602) 254-8145 Res.

National Chaplain — Rev. Jose Hurtado, Phoenix, Arizona (602) 253-6129
National Legal Advisor — Richard Trujillo, Phoenix, Arizona (602) 254-5008

SPECIAL APPOINTEES

National Parliamentarian — Judge Felix Salazar
National Sergeant At Arms — Raymundo Munoz
National Historian — Alfonso Kennard, Santa Monica, California (213) 399-5200
National Executive Director of Women's Affairs — Ada Pena, Silver Springs, Maryland, (301) 384-8416

National Conventions Chairman — Eduardo Pena, Washington, D.C., (202) 343-7341, Bus.
National Awards Committee Co-Chairman: Frank Montoya and Mary Inocencio
National Constitution Revision Chairman — Walter Herbeck, San Antonio, Texas, (512) 922-3187

STATE DIRECTORS

Arizona State Director — Joe Z. Macias, Tucson, Arizona (602) 886-0039, Bus. or (602) 296-0500, Res.
California State Director — Edward P. Morga, Huntington Beach, California (714) 842-7538
Colorado State Director — Paul J. Maestas, Aurora, Colorado (303) 837-4894, Bus. or (303) 451-8128, Res.
District of Columbia State Director — Felix P. Ortega, Jr., Fairfax, Virginia, (703) 968-6741, Res. or (202) 343-7401, Bus.
Florida State Director — Melvin "Skip" Chaves, Miami, Florida
Illinois State Director — Angelo Desoto, Calumet City, Illinois (312) 891-5429
Indiana State Director — Gustavo Zamora, Gary, Indiana, (219) 944-4851
Iowa State Director — Celestino George, Bettendorf, Iowa, (319) 355-0177, Res. or (309) 794-6649 or 794-3266 Bus.
Kansas State Director — Asencion Hernandez, Marrian, Kansas, (816) 374-2454 or (913) 262-0310
Louisiana State Director — Martha Grundy, New Orleans, Louisiana (504) 523-4895

Nevada State Director — Robert Agonia, Las Vegas, Nevada (702) 451-8417 or (702) 734-3821
New Jersey State Director — Walter Hass, Lodi, New Jersey (201) 943-3100, Bus. or (201) 845-3095, Res.
New Mexico State Director — Samuel Garcia, Deming, New Mexico (505) 546-2338, Res. or (505) 546-9461, Bus.
New York State Director — L. C. Diaz Carlo, New York City, New York (212) 869-9898, Bus. or (212) 255-4433, Res.
Pennsylvania State Director — John V. Diaz, Wynnwood, Pennsylvania, (215) 597-6818, Bus. or (215) MI-22980, Res.
Texas State Director — Manuel Gonzales, Waco, Texas (817) 754-2185
Utah State Director — Max Vigil, Kaysville, Utah, (801) 376-1002
Virginia State Director — Jess Quintero, (202) 343-4331
Wisconsin State Director — Mrs. E. V. Morones, Racine, Wisconsin (414) 637-5789, Res.



Liz Ramirez, Junior LULAC Sweetheart, President of LULAC Las Cruces Chapter #35.



Carmen Maymi, Director, Women's Bureau, Department of Labor.



At center: Mrs. J. (Enriqueta) Fierro, Secretary for U.S. Congressman Richard White. Holding trophy she won as LULAC National woman of the year at LULAC

Nat'l Convention, El Paso, Texas, June 26 to 30, 1974. She is survived by members of Ladies LULAC Council No. 335 of which she is a member.

Photo by Sal Berroteran

*Beckie Benites
National Liaison for
Women's Affairs*



WOMEN'S SEMINAR

At the National Convention

In the past, the voice of the Spanish speaking women have been meek and seldom heard even within LULAC but as of the LULAC Convention 1974, the voices of Spanish Speaking women have become clear and audible.

During the afternoon of June 28, 1974, 200 LULAC women participated in a woman's seminar sponsored

by the National Office. The seminar, coordinated by Gloria Perez, immediate past Vice-President of the Far West and immediate past National Executive Director for Woman's Affairs along with Beckie Benites, National Liaison for Woman's Affairs, consisted of a discussion dealing with the issues of women in LULAC, a new women's program for LULAC the Equal Rights Amendment, Women in

Community Service, "University without Walls," and women within the federal government.

The panelists consisted of Ms. Carmen Maymi, Director of the Women's Bureau for the Department of Labor (Washington, D.C.) and also Deputy Assistant Secretary of Labor. She discussed formulating standards and programs which would promote the wel-

fare of working women and advance their employment opportunities. Her main emphasis was on the Spanish heritage women.

Mrs. Olga Solis of Houston, Texas discussed the controversial Equal Rights Amendment as it relates to the Spanish Speaking Woman. A resolution was passed endorsing the Amendment and asking for action to be taken in those states which have not ratified the amendment to date. There is a needed five additional states' ratification for the ERA to become an amendment to the United States Constitution. In another presentation, an interesting option was given to those women who have not been able to

complete a college education. Ms. Anna Padilla of Denver, Colorado has received a Bachelor's Degree through the "University without Walls of Loretta Heights College in Denver. She related how she received credit towards her degree for the practical experience and volunteer work she had done in the community. A resolution was passed asking for assistance from Loretta Heights in setting up a similar program in those states in which LULAC women are present.

Women in Community Service (WICS) was another topic, Ms. Nelda Wyland, National Liaison for WICS of Anaheim, California gave a report to the percentage of Spanish

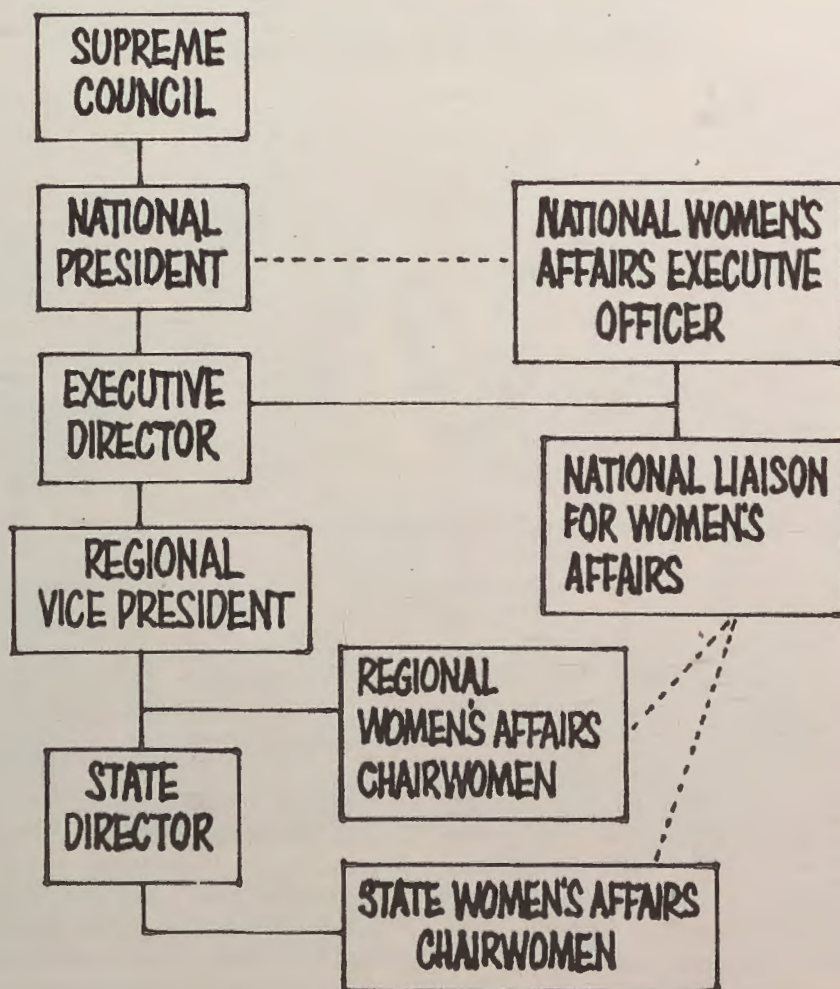
Speaking women employed by WICS National and Regional offices, (5 out of 18). At the present time, LULAC's status within WICS is one of an Associate member meaning that our two representatives Mary Olivas of Denver and Lupe Aguirre of Washington, D.C. have no vote in the matters of policy. As a result, a resolution was passed requesting that LULAC be given full membership status and more Spanish Speaking staff members to better serve the Spanish Speaking.

In still another presentation, the National Liaison for Women Affairs, Beckie Benites, who has been working on and researching a unique Woman's program for the Spanish Speaking women, presented her proposal. The program was described to the LULAC women and was characterized as promoting services for *women by women* themselves. The program is titled the "Triangle Concept" which deals with bringing bilingual/bicultural child care service, untraditional job training and placement to Spanish Speaking women. In addition, the program would include a resource center in which women could come together and receive counselling and much needed and wanted information. Within 1974 it will begin as a model program in Phoenix, Arizona to be expanded nationally. The audience endorsed the program unanimously and requested additional information from the National Office.

A presentation by Gloria Perez was made outlining a recommended organizational structure for the Office of Woman's Affairs. Ms. Perez along with Ms. Benites devised a structure which would work within the overall LULAC formal organizational administrative structure.

The administrative structure provides for a person on staff who will act as a liaison between the National President and the appointed Women's Affairs Director, and appointed Regional Chairpersons. As a result, the audience accepted the proposed structure and resolved that a committee should be appointed by the National President to make the structure a part of the LULAC Constitution including

WOMEN'S AFFAIRS ORGANIZATION



the appointments of women to these positions.

In addition there was a resolution posted recommending that the National President appoint a woman to fill the position of National Executive Director for women affairs at the first Supreme Council meeting immediately following the National Convention. It is with great pleasure that I announce that the recommendation was acted upon and Ms. Ada Pena immediate past state director for the District of Columbia has been named National Executive Director for Women Affairs by the Supreme Council. In addition Ms. Beckie Benites will, during 1974-75 administration act in the capacity of National Liaison for Women Affairs.

Still within the framework of the seminar, Ms. Gloria Perez circulated a questionnaire asking the women present how they would like to improve their status and participation in LULAC affairs, and whether they want a stronger voice in shaping the policies of the organization.

Out of the 40 questionnaires returned, it was answered unanimously that the members of LULAC should have greater emphasis on problems and affairs of women. Some of the needs of women for which LULAC, in general should encourage and endorse ranged from child care services, education and training, employment equality, counseling services, leadership equality in LULAC and over all self development.

Each woman filling out the questionnaire answered "yes" when asked, "Do you think women should have more visibility and hold policy making jobs in LULAC?"

In addition, every questionnaire returned, the women felt that they are *not* fully represented, "on Boards, civic affairs and other responsible functions which give them greater responsibility."

When asked whether "Women get the same support and authority as a man when they are assigned to a position or a project in LULAC", twenty-eight (28) women said "no," six (6)

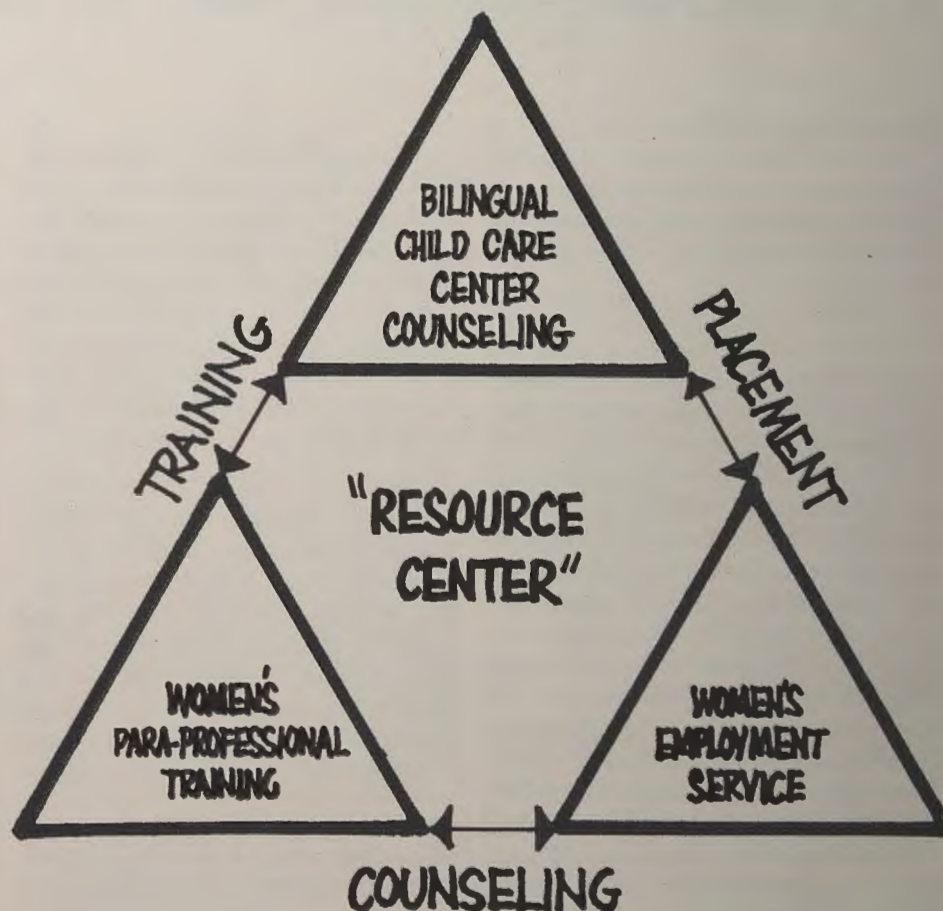
said "yes" and six (6) were not sure. Then asked how this problem could be remedied, the answers ranged from revised organizational structuring, more appointments on LULAC boards, more women elected within LULAC, leadership training, constitution revision to changing men's attitudes about women and "giving women a chance."

The last question which was asked dealt with whether "LULAC should provide training for women to improve their opportunities to assume positions of leadership and authority equal to men" and what type if any. All the women answered "yes" and the training most asked for are given in

order of preference: (1) Leadership training, (2) Public Speaking, (3) Self Awareness Sessions, (4) Management Training, and (5) Parliamentary procedure training.

After examining the questionnaires and recalling the seminar, the women present received the type of response from the present LULAC administration that it had asked for, namely, (1) revised organizational structure, and (2) a LULAC Program encompassing the needs of Spanish Speaking women (Triangle Concept). In essence, the overall tone of the comments were that the women of LULAC are getting themselves together, look out men here we come!

TRIANGLE CONCEPT



RESOLVE:

Resolving Clauses

Special Resolution

... that National LULAC and its citizens use all its resources to effect a pardon for Reis Lopez Tijerina from the governor of the State of New Mexico.

Special Resolution

... that the Honorable Judge Andrew L. Jefferson be honored by this convention and pursuant thereto that LULAC Council #402 be authorized to present an award in the name of LULAC; making known our appreciation for his courageous stand for purity in the law and justice for all.

#1

... that LULAC pay tribute and express its gratitude and appreciation to Louis L. Ruiz for making this 45th convention one of the greatest ever.

#4

... that the League of United Latin American Citizens, meeting in National Convention at El Paso, Texas, June 26-30, does hereby instruct the National President to work in cooperation with the National Chairman of the American G. I. Forum toward the resolution of this most urgent problem. (Coors Boycott)

#5

... that Dr. John Snedeker be ordered by the New Mexico State Board of Regents to implement a plan for the development of a truly comprehensive bilingual and bicultural institute at Western New Mexico University, that this matter be appealed to the Governor of New Mexico in the event the New Mexico Board of Regents fails to act on this resolution at its next regularly scheduled meeting.

#9

... that the Loretta Heights University at Denver, Colorado be commended for its efforts to give greater educational opportunities for the civic-minded women of this nation.

#10

... that the LULAC National Assembly urge the National President to

RESOLUTIONS

#2

... that this National LULAC Convention pass this resolution to use whatever resources are necessary to right the wrong to the native Americans.

#3

... that LULAC urges the Governor of the State of Texas to call a special session to give immediate relief to these financially burdened districts; that LULAC urges governors in other states to address themselves to this problem by initiating needed legislative reforms; that LULAC urges the Congress to enact legislation on a national level designed to give states and local districts financial assistance to assure equal educational opportunities for all Americans; and that all states be urged to implement single member districts for the election of school boards, thereby insuring equal educational opportunities for our children.

#6

... that the LULAC organization at this National Convention of 1974 at El Paso, Texas, hereby denounces the Kelly Air Force Base Administration for its arbitrary and discriminatory efforts to transfer Mexican-American employees summarily, and further we hereby commend United States Representative Henry B. Gonzales for his efforts to halt this gross injustice.

#7

... that National LULAC establish an Investigative Task Force to contact all states having migrant education programs so as to identify the services currently available to migrant children; that thereafter the United States Congress be urged to provide legislation to correct those deficiencies so determined by such Task Force.

#8

... that this LULAC National Convention adopt this resolution as a

pledge to serve the education needs of all our youth, especially in vocational-technical careers as provided by proprietary schools; also, that this Convention instruct its national officers, state directors, and local councils to disseminate the expressed wishes of this National General Assembly to all new media, legislators, public and private social agencies, and all persons concerned with the enhancement of business, vocational and technical career education.

#11

... that this assembly duly convened for the 45th National Convention urges the National Office appoint a task force to develop federal funding for the establishment of these Hispanic cultural centers throughout the United States.

#12

... that these allocated funds be made available to qualified male and female veterans and their offspring.

#13

... that local LULAC councils provide assistance in the implementation of the "Villa Alegre" series by contacting their Public Broadcast Television stations and their local

school system urging them to air "Villa Alegre" in their local area; that LULAC strongly opposes the withdrawal of federal financial assistance of their national effort for fiscal year 74-75 and urges the Secretary of HEW and the Commissioner of the U.S. Office of Education to continue federal funding of this vital effort; that local LULAC councils contact their elected representatives urging their support for the "Villa Alegre" bilingual childrens television series.

#14

... that the Equal Rights Amendment for Women be supported officially by this LULAC Convention; that all states that have not ratified the ERA amendment be immediately contacted by the national administration of LULAC and request the governors and legislatures of said states

#17

... that LULAC support the Chicano Alliance Drug Abuse proposal submitted to the National Institute of Drug Abuse, Washington, D.C.

#18

... that LULAC form national and state Committees on Mental Health and make it a part of the state organizational chart.

#19

... that LULAC support proposed Senate bill #S-3543 on Bilingual/Bicultural treatment of health and mental health services.

#20

... that LULAC supports the intent and efforts of the Migrant Community Project of the Girl Scouts of the United States of America.

nial in every community across the land and begin a continuous organized effort to assure the participation of Spanish-speaking women in every level of American life.

#24

... that all certificates of membership read as follows: "League of United Latin American Citizens, be it known to all person that _____ is a duly elected member of LULAC of Council No. XXX."

#25

... that this 17th Indiana LULAC State Convention go on record against this practice stating that people on strike are not criminals and they are not usually dependent on Welfare. They are by definition workers trying to improve their lot, they pay taxes and they support their own families;

ADOPTED BY THE 45TH

NATIONAL LULAC CONVENTION

to act on the Equal Rights Amendment.

#15

... that this convention pass a resolution calling for the LULAC National Office in cooperation with the City of Laredo, to make a determined effort to contact leading industrial concerns, governmental agencies, and responsible individuals to help create industrial development and afford the citizens with opportunities for employment to better themselves and their families.

#16

... that this 17th Indiana State LULAC Convention go on record in support of the United Farm Workers Union by boycotting Gallo Wines, California Table Grapes and Iceburg Lettuce not bearing the United Farm Workers label and by honoring farm workers picket lines at supermarkets.

#21

... that the LULAC national office request the National Board of Directors of WICS to provide Full Membership Status, forthwith, and further proportionate Spanish-speaking staff national and regionally so that the Spanish speaking are properly served.

#22

... that the LULAC structure include a National Liaison for Women's Affairs.

#23

... that LULAC recommend to the President of the United States that a White House Conference on Spanish-Speaking Women be convened this year in order to assure significant impact in the activities during the International Women's Year; and that such a Conference will provide the Spanish speaking women a viable participation in the America's Bicenten-

and that copies of this resolution be submitted to the LULAC National Convention to urge Congress to wisely reject this unfair practice.

#26

... that the League of United Latin American Citizens support the Community Services Act of 1974 and through this Act, the continuance of the LULAC National Education Service Centers; that the League urges each of its members and friends to contact their national legislators to express their support of HR 14449, the Community Services Act of 1974.

#27

... that the League of United Latin American Citizens strongly affirm the need for community action programs to remain separate and autonomous and urge Congress and the President of the United States to con-

(Continued on page 46)

Chicanos Alienated by American School System

By SHARON BOWMAN

Reprinted from the Escondido, California Daily Times-Advocate.

Seventy per cent of the Chicano population drops out of school by the eighth grade because the American education system is tailored for the white middle class child, say three Chicano instructors at Palomar College.

By the third grade level, Chicanos are behind one or two grades and by the time they are in the eighth grade, they are usually reading and writing at the fifth grade level so they drop out, the Chicano instructors said.

That's why Chicano studies are needed in all schools from the elementary to the university level, said John Valdez, chairman of the multicultural studies department; Richard Garcia, part-time instructor in the Chicano studies department and Delores Valverde, instructor in the English and Chicano studies departments.

In California, the average educational level for the Chicano is the eighth grade, compared to the 12th for Anglos and 11th for blacks, Garcia said. In Texas, the average is fifth grade for Chicanos, seventh for blacks and 12th for Anglos.

The reason is that most Chicano youngsters cannot relate to the teachers, the courses being taught or the culture the schools promote, the three said.

"People can get to such an oppressed state, they start believing all of the myths surrounding minority people," said Ms. Valverde. "They start believing because they are not succeeding in grade school or high school they are not college material. They put the blame on themselves. They fail to realize that the educational school system itself is not relevant to their world. A kind of inferiority complex

results because there are so many forces in society telling you this is so."

In most textbooks, the Chicanos role in history, politics and society have been virtually ignored.

"If society was able to incorporate the teaching of Chicano history in the teaching of American history there would be no need for Chicano studies. In Chicano history courses we teach the role of the Chicano together with all of the other people in American history. We don't want to do the same thing the Anglos did—to say this is our history. That is not right. We want to tell the reality of the situation," Garcia said.

Although most Chicanos come from homes where the predominant language is Spanish, most of the subjects are taught in English, Garcia, Valdez and Ms. Valverde said.

Because IQ tests are given in English and many Chicanos speak only Spanish, they score very low. If a person scores 30, he is classified as mentally retarded, Valdez said. But if he were allowed to take the test in Spanish, the instructor might find that the child is actually gifted.

Garcia said in one school he taught, the Chicano students were scoring in the 70s and 80s in IQ tests because of the language barrier. They were considered to be "illiterate or dumb."

Valdez said students are not able to relate to most of the teachers because they are not Chicano and do not understand the Chicano student's background, culture and language.

Ms. Valverde said Chicanos take many of her English courses simply because she is Chicano and they feel she can understand them better.

"When you are expressing yourself in different languages you are expressing a whole new culture and Chicanos can identify with the language and the culture," she said.

Garcia pointed out that another idea behind Chicano studies is "Chicano control of education; Chicano control of our communities; Chicano control of our lives; the ability to control our own lives."

Since most schools are run by Anglos, everything is directed towards the Anglo middle class child. The Chicano child is not able to say what he would like to learn or hear or see.

The Palomar multicultural studies department which include black and Chicano studies programs feels students ought to have a voice in the decision making of the department, Valdez said.

As a result the department has formed a multicultural council which includes black and Chicano students and faculty members who make the decisions for the department.

In many of the schools with a large Chicano population, Valdez said most of the staff are white except for the janitors. Most teachers come from affluent backgrounds.

Most of the students, however, are from pockets of poverty. They live in areas where there is high unemployment, bad housing, and crime.

"This is brought into the schools. They can't educate. They are mainly trying to keep order. A good teacher is measured by his ability to keep discipline. The students aren't educated. They are trained," Valdez said.

"This is why I feel so strongly that we ought to have people as teachers—regardless of their color—who can



CHILDREN'S PROBLEMS ARE TOLD

Discussing the problems of the Chicano children in the schools are three Chicano instructors at Palomar College. They are from left, Richard Garcia, part-time instructor

in the Chicano studies department; Delores Valverde, English department instructor and John Valdez, multicultural studies department chairman.

relate and have some understanding and sensitivity to work with children.

"If you can't reach the children at an early age it is very hard to control them when they reach high school."

Valdez said a lot of the educational problems could be solved if the economic and social problems were solved.

Many Chicanos are forced to drop out of school because they either have to go out and get a job to help support their families or they have to stay home to care for their younger brothers and sisters while their mother gets a job.

"A child in first or second grade would be happier in school if he heard Mexican music. He reads stories about a mother and father and two kids. Yet, he goes home and he only has a mother and maybe six to 10 brothers and sisters so that what he reads is divorced from reality.

"He is not able to see that the educational process is one that fits his needs when he hears songs and stories only in English. He feels left out instead of part of the school system," Garcia said.

Valdez said when he was a youngster he used to get angry when he read about the passive, lazy Mexican and would go home and see his parents, who were fruit pickers, working hard to make a living.

Speaking from experience, all three instructors said they were not encouraged by teachers to complete their education.

Valdez, who came from a family of six children, said school was such a "traumatic experience" for him from first grade when he couldn't speak English to high school when he was just speaking broken English. He was

so introverted and shy that he was absent most of the time.

"In my senior year I was so far behind and did so poorly that I didn't graduate. By the time I turned 18, they were happy to get rid of me. I had the most tardies and most absences of any kid in the school. I then went to a continuation school which was a joke. I pretty much just spent time there," Valdez said.

It was in adult school that he started learning. He was so excited to find out that he could learn that he went on to San Diego City College. But, Valdez said he got his real "push" when he was accepted into the seminary at St. Francis College in El Cajon.

From there, Valdez transferred to Immaculate Heart Seminary at the University of California at San Diego

where he got a bachelor's degree in philosophy. But when it came time to take his vows, Valdez said he wanted to get married so he left the seminary. Valdez is working on his doctorate at UCSD.

When he got a "D" in a test at San Diego City College, one of the instructors insinuated that he should drop out of the class to make room for a smarter student. But Valdez stayed and got his "D" for the semester.

Ms. Valverde was luckier than her nine older brothers and sisters. She had no pressure to quit school to get a job to help support the family. But she had no encouragement from her family, instructors or society to go to college. It took her eight years to earn a bachelor's degree in English.

"I was just ignored. Nobody came

up to me and said I should try something else or take home ec. But nobody gave me any encouragement. Anybody who has been oppressed has to get enough self confidence where they can say, I can do it and I don't care what anyone else says," she said.

Garcia was even luckier than both of them. He came from a lower middle class family with five children. His mother was a high school graduate who encouraged him to go to college and his father was an agricultural engineer.

He has a brother who has just completed his Ph.D., two other brothers with bachelor's degrees and a sister who is just completing her bachelor's degree.

Although he attended a Catholic school which was college oriented and

has a bachelor's degree and two master's degrees from the University of El Paso in Texas, Garcia said he had to face some discrimination and racism.

"For example when I got my B.A. at the University of El Paso, a professor in history told me I could never make it through graduate school because my writing was bad. Consequently, I worked on my writing and was able to get two master's degrees and get into a Ph.D. program.

"If I had problems you can imagine what poor Chicanos have to go through. The educational system as a whole does not teach students—Chicano, Anglo or black—to write. Many students enter college with a poor ability to write sentences, paragraphs, etc."

Survey Measures Chicano Attitudes Toward Education

GLENDAL, ARIZ—A survey was taken earlier this year by the Glendale Union High School District to sample the attitudes of Mexican-American families in the district toward education. The survey was taken in a one-square-mile area with a high concentration of Spanish surname families.

School Superintendent Bill Jones said that the survey indicated citizens living in the area wanted:

- Increased vocational programs.
- Alternate means of acquiring an education; a more flexible school schedule as opposed to the traditional 8 to 4 day, so that students could both work and get an education.
- Increased and more individualized counseling.

The sample area surveyed contained 910 families of which 719 had Spanish surnames, according to the 1970 census. Of those, 719 families, one-third were of poverty status. The average education of the total population in the area was 7.2 years.

The census also indicated that of the 216 high school-age youth, 185 had Spanish surnames.

The survey showed that of the 40 percent who had dropped out of high

school, 80 per cent did so because of the need to work.

District-wide, the student population of the Glendale School District is about 6.5 per cent Mexican-American, while the Apollo and Glendale High Schools have about 17 per cent Spanish surname students.

Superintendent Jones reports that the district is seeking to adjust its educational programs and services to better meet the needs of all students. A big segment of the 1973-1974 curriculum study presented to the District Board of Education was devoted to programs for minority students.

The curriculum committee recommended additional programs that would give students pride in their Mexican-American heritage, including:

—A series of cultural enrichment mini-courses on Mexican art, literature, folklore and poetry from Spain and Mexico, as student interest is expressed.

—A series of cultural appreciation weeks on black, eastern, Latin American, and Indian heritages.

Jones said board members took under advisement the findings of the

special survey. "The administration," he added, "together with the curriculum committee and other committees is at work analyzing survey data, drawing conclusions so that appropriate programs can be effected to meet the need not only of the Mexican-American but for all students."

Malcolm X Offers Latin Social Studies

CHICAGO—La Raza Studies, with emphasis on contemporary social movements of Latin Americans, was offered for the first time this Spring Semester at Malcolm X College.

The courses, each offering three hours of academic credit, were taught by the Rev. Alberto Gallegos, O.S.M.

The following courses were included:

"American Social Issues," a study of Mexican-American and Puerto Rican social movements, including boycotts, union organizing, and land disputes;

"History of Latin America," a survey of Latin American history and culture; and

"Modern Civilization and Culture," a bilingual course on contemporary Latin Americans.

Bilingual Teaching Proving its Worth

By PAT CONCES

PASADENA — The average Anglo-American child knows what and where his knee is by the time he enters school.

So does the Mexican-American child, but often not in English. And so this child begins his school years with a very basic handicap.

To give this student the same opportunity in education, a bilingual program came to the Pasadena School District three years ago. It was the result of a meeting between citizens of the Mexican-American community and school administrators.

"Actually, the term bilingual is a misnomer. The program used by the district is an English vocabulary enrichment and development program, concentrating on kindergarten through first grade," says Alfred Danheim, director of special services.

"Real bilingual teaching would be teaching reading, arithmetic, first in English, then in Spanish," say the teachers. "We were simply dubbed bilingual and it stuck."

The program, which is offered at South Houston, L. F. Smith, Pomery, Meador, and J. D. Parks Elementaries, began with one teacher. Now there are five and the program will be expanded next year.

Though methods may vary depending on the requirements of each school, the program is proving its worth.

Real progress is being seen by Cecil Brown, principal at South Houston Elementary. Forty-five percent of the 715 students there are Mexican-American and Brown is enthusiastic about the program's results in helping the youngsters with their other subjects. "We began on a somewhat limited basis here about four years ago," Brown said, "then Mrs. Julia Garza

came to us three years ago when the program was officially instituted."

Mrs. Garza, a quiet, relaxed teacher, is the veteran of the Pasadena program.

Most of her students come directly from Mexico or from homes where Spanish is the only language spoken.

Mrs. Garza and the other teachers work a full day, taking 45 minutes with those students who speak little or no English and 30 minutes with others who do speak English, but have problems with the language.

Some of the work includes going over the meaning and usage of such words as those, these, this, and that; for example, those means two or more at a distance, these means two or more close by, this means one close by, and that means one at a distance.

Some of the work also includes recognizing letters and sounds.

On Thursday and Friday Mrs. Garza makes home visits for those students who need further help.

"All of the boys and girls are anxious to speak English. They want their names pronounced in English and will try to answer in English as best they can."

Like Mrs. Garza, Mrs. Emma Cuellar, of Pomeroy Elementary, has students who come to her speaking little or no English.

She and the other teachers use the Language Master every day. The LM is much like a tape recorder. A card showing an object such as an airplane, puppet, or eraser is fed into the LM, which then asks, "Who has an airplane?" The student is to answer, "I do, I have an airplane." Then the LM repeats the correct answer. Teachers use the LM with groups or sometimes allow the children to use it individually.

Mrs. Cuellar and the others use

games to help children with their vocabulary. Her first graders particularly enjoy playing word Bingo and listening to records about colors. For instance, as the record mentions the color blue, all who are wearing blue stand up.

Singing with records is also getting good results in Mrs. Martha Leo's classes at L. F. Smith and Kruse. As a matter of fact, those records and some sign language have helped a good deal lately. Mrs. Leo has two Korean students at L. F. Smith who spoke absolutely no English. "We communicate a great deal through body language."

She also comments, "Some act ashamed of their Mexican-American ancestry. I teach them to be proud of what they are."

So does Mrs. Laura Smith, of J. D. Parks Elementary.

Emphasizing pride in her classes, she reports she's seen a big change in the students and "We'll soon have a Fiesta Day and invite the other classes to visit."

Mrs. Dee DeLeon teaches at Meador Elementary and morning classes three days a week at Pearl Hall Elementary.

Her students at Meador already know some English while those at Pearl Hall speak little English. Her first graders are currently working on recognizing shades and colors. One such way is asking each student, in turn, to bring her three cards from those lined up along the blackboard, "Elizabeth, bring me the yellow star, the green bell, and the blue heart."

Mrs. Leo expresses the feelings of all the teachers in the program with, "Although I've taught in an ordinary classroom situation, I particularly love this as I can see improvement every day."

15,000 Forgotten Women

Without a Country — Without Redress

By Aziz Shihab

Reprinted from the San Antonio Express-News.

Hundreds of Mexican women cross the border daily, flashing green cards and passes at inspectors. Many of them come to work illegally as housekeepers. Still others pay to be smuggled across in cars for hope of a better life in the United States. Some find that life. Others encounter problems and exploitation.

They live in fear, working 10 to 12 hours a day, six or seven days a week, at jobs most women disdain.

They earn \$15 to \$30 per week and sometimes they cannot collect their pay.

One Catholic priest called them "slaves."

These are Mexican women who enter the United States illegally in search of employment. They work as maids in San Antonio homes and send their earnings to their impoverished families back home.

Estimates put their number in the Alamo City at between 10,000 and 15,000. U. S. Immigration officials say the number is a "guesstimate."

Dr. Johnny McCain, a professor at San Antonio College who has made an extensive research on the subject, said, "There are about 35,000 illegal aliens in San Antonio and about 50 per cent of them work as domestics." This includes cooks and yardmen.

Fugitives

The maids live as fugitives and enjoy none of the protections guaranteed by the Constitution.

If they are subjected to abuse or exploitation, and many of them are, they can do nothing about it.

Many of the maids contacted for this story said they had worked for at least one employer who refused to pay them and threatened to have them deported.

One claimed her savings of about \$300 were borrowed by a "friend"

who threatened to call immigration officials when she asked for her money back.

Several maids claimed they were subjected to sexual attacks and were afraid to contact the authorities.

They are willing to withstand any abuse to keep their presence hidden.

They don't want to be deported because many lives are depending on their meager earnings.

Many local young men, mostly Spanish-speaking, prey on these girls at bus stops, principally along Broadway.

If the men can identify the girls as aliens, they threaten to turn them in if the girls refuse to have sexual relations with them.

Some of the girls take long and devious routes in attempts to escape this peril.

When they first arrive here, they are willing to work long hard hours for about \$15 per week.

After they get to know the ropes, they bargain for higher wages—often convincing their employers to pay them about \$25 per week.

Sometimes, they work in more than one home to earn a few dollars more. Some of them engage in prostitution.

Legal

It is not difficult to get a maid and it is not illegal to offer her employment.

Each maid working in a San Antonio home has at least one friend or acquaintance here or in Mexico will-

ing and anxious to get work. Dr. McCain said there are several "rings" in San Antonio engaged in the business of getting maids.

"It is a multi-million dollar operation here," the professor said, "and there are several groups, mostly Mexican-Americans, behind it." He described the operations as "close to organized crime" and said those arranging to furnish maids earn high incomes.

Operators

Joe Staley, director of the U.S. Immigration office in San Antonio, admitted there are "operators" offering the service here.

"We have prosecuted many of them," Staley said, "maybe 100 last year."

But the immigration director, who admitted it was "not a major problem for a Mexican native to get to San Antonio," said he does not have enough agents to wage an all out war against the problem.

Staley said about 1,000 illegal aliens are apprehended in the Alamo City each month. Of the some 12,000 illegal aliens apprehended last year, he said there were about 700 women and children.

Maids are not easy to locate, Staley said. Their employers, happy to get help at very low wages, don't inform about them.

"Occasionally," the immigration official said, "we get a call from a wife who says the maid is breaking up her

home and that she is a wetback. We go and pick the maid up."

Some of San Antonio's most prominent citizens have illegal aliens working in their homes. Even one immigration official in a border town has one working in his home. Most of them, however, work in upper income or middle upper income homes.

Employers

Dr. McCain said a large number of Mexican-Americans employ illegal aliens. And a large number of physicians, attorneys and businessmen have these maids.

"I know of one person who has five maids," Dr. McCain said. One prominent politician employs one and another former city official has another in his home.

Section 274 of the Immigration and Nationality Act states that "harboring, concealing or shielding illegal aliens is a criminal offense under the law."

Employing an illegal alien, however, is not against the law. A bill passed by the U.S. Congress last year will reverse this, but the bill has not been passed by the U.S. Senate and it is still not a law.

Some illegal aliens, including maids, get their jobs in San Antonio through the Texas Employment Commission.

Resident

"Basically, our operation is set up to get jobs for legal residents," the director of the commission said, "but it is difficult to establish who is a legal resident."

He said an illegal alien residing here for two or three years "and who establishes work history" can probably get employment through the commission.

"Anyway," he added "it is not our job to establish whether they are illegal aliens or not. We don't police this."

Dr. McCain, who said he has been working on statistics on illegal aliens for more than 10 years, said their numbers have increased greatly since 1969.

"In 1969," the professor said, "there began a tremendous unemployment in Mexico and this has caused the illegal immigration into the U.S."

Even those able to find jobs in their native country prefer to enter the U.S., Dr. McCain said, because their low

Ada Pena Represents U.S. at International Women's Seminar



Left to right: Ada Pena, D.C. LULAC Director, representing U.S., Mrs. Phil Sanchez, Ambassador from U.S. to Honduras; C.A. Phil Sanchez; Mrs. Ma. Luisa Tabora, Director of Seminar; Mrs. Otilia Tejeira, President of CIM (Comision Interamericana de Mujeres); Mr. Martinez, Minister of Public Relations.

Ada R. Pena, D.C. LULAC Director and member of Council 11041, was one of three representatives from the United States to the 5th Seminar "Incorporation of Rural Women in the Development of their Community" sponsored by the Inter-American Commission of Women, a specialized organization of the Organization of American States, and the Government of Honduras, on May 13-19.

The participating countries with three representatives were Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Dominican Republic and U.S. The topics of the seminar were the function of the Inter-American Commission of Women, the Socio-Economic Develop-

ment of the Community and participation of women, Development of the Community, Leadership, Educational Process, Family Planning, Agriculture Reform, the Arts & Crafts Industry, Co-Operatives, Legal Assistance, and the factors that prevent the development of rural women and their participation in the community.

The three delegates from the U.S. besides Mrs. Pena, were Mary Baca Olguin, Taos, N. Mexico, and Ana Johnson from Vermont. Ambassador Phil Sanchez and Mrs. Sanchez invited the delegation for a reception at their residence.

Ada was accompanied by her husband Eduardo Pena, National Vice President of LULAC.

pay in the U.S. is better than the pay in Mexico.

In Tijuana, one maid said, maids earn as little as \$1 for eight hours' work. In San Antonio, this maid is earning \$27.50 a week plus room and board. She has been sending \$100 a month to her family in Mexico "and

now they live like kings."

The story of some of these Mexican women is a sad one. Many of them have been tossed about at the mercy of money-hungry exploiters. Not a small number of them pay a very high price even before they get to San Antonio.

International Women's Year — 1975

1975 was proclaimed International Women's Year by a resolution of the General Assembly of the United Nations on December, 1972. This resolution outlined the aims of the Year as:

(a) to promote equality between men and women;

(b) to ensure the full integration of women in the total development effort, especially by emphasizing women's responsibility and important role in economic, social and cultural development at the national, regional and international levels, particularly during the Second United Nations Development Decade; and

(c) to recognize the importance of women's increasing contribution to the development of friendly relations and co-operation among States and to the strengthening of world peace.

President Nixon endorsed the UN resolution and established the U. S.

Center for International Women's Year 1975 with Dr. Ruth Bacon as Director. An Advisory Group was formed with some 30 members of National Organizations participating. Ada R. Pena, D.C. Director, was invited to be a member of the Advisory Group. This group meets once a month in Washington.

LULAC Council 11041 submitted a resolution Re White House Conference on Spanish Speaking Women. It reads:

Whereas, the United Nations has designated 1975 as International Women's Year, and

Whereas, women's long march toward equal rights and status in American affairs is still far short of full achievement and particularly to those women of Spanish speaking descent, therefore, be it

RESOLVED, that LULAC recommends to the President of the United States that a White House Conference on Spanish Speaking Women be convened this year, in order to assure a significant impact in the activities during the International Women's Year; and further, be it

RESOLVED, that such a conference will provide the Spanish speaking women a viable participation in the America's Bicentennial and begin a continuous organized effort to assure the participation of Spanish speaking women in every level of American life.

The participation of women in LULAC has had a tremendous impact in our organization. We can further our cause with unity, equality, understanding and perseverance.



Gas for Migrants Plan Approved

A program to help migrant workers obtain gasoline at truck stops has been instituted by the Federal Energy Office.

The program, called "Operation Harvest 74" was announced by Energy Chief John C. Sawhill at an FEO news conference. Henry M. Ramirez, Chairman of the Cabinet Committee on Opportunities for Spanish Speaking People, who had previously stated the migrant problem to the Energy Office and suggested recommendations for a fuel allocation program,

participated in the conference.

"Since the early days of the energy crisis," said Ramirez, "we at the Cabinet Committee have recognized the serious gasoline problems faced by the migrant workers. That is why we assigned a member of our staff with particular expertise in migrant farm-worker matters to work full time with the FEO and other federal agencies in this area."

Under the plan, migrants may buy gasoline at truckstops if regular stations are closed or out of gasoline.

"The plan is comprehensive as well as practical," said Ramirez. "It will enable migrants to obtain gasoline at truck stops in case of emergencies. They visit these stops frequently while en route to pick the crops."

Ramirez pointed out that most of the nation's estimated 180,000 migrant farm workers are Spanish speaking.

A directory listing available truck stops which are open around the clock is available in both Spanish and English and is being distributed by all mi-

grant councils, state employment service offices, and community action agencies in Texas, California, and Florida, the home base states of most of the migrant workers.

Farmers employing migrants are also being asked to assist them with fuel needs on-the-job and before migrants leave for their next destination.

The needs of the migratory farmer himself were of paramount interest to the federal government, Ramirez stated. It was determined that his needs included "equity of access" to the full variety of alternative educational and employment opportunities available to other Americans.

"We can now say with certainty that migrants will get their gas," said Ramirez. "We can now say with certainty that the crops will be picked."

"The cooperation between the FEO, the Cabinet Committee and the other federal agencies involved in the development of the gasoline plan is a prime example of how government can work to assure that federal programs reach the Spanish speaking."

GOP Suggests Solutions to Issues in Latin Communities

WASHINGTON — George Bush, Republican National Chairman, has reported on the recommendations made by the RNC's Spanish Speaking Advisory Committee (SSAC) on issues of major significance to Spanish Speaking Americans.

The SSAC was organized recently to assist in opening doors of the Republican Party at all levels to the ever-increasing number of Spanish speaking people who are becoming active in politics.

"The recommendations," Bush said, "were developed at the first meeting of the SSAC and are presently being studied closely by the National Committee. These recommendations dealt principally with a review of revenue sharing, U.S.-Cuban relations, the problems of illegal aliens and the appointment of a Special Assistant to the President to handle Spanish Speaking Affairs.

On the question of revenue sharing Bush said that the Advisory Committee indicated that the nation's 12 million Spanish Speaking Americans have needs that are unique and require special attention. "These needs," Bush pointed out, "have been met positively for the first time by a major political party — the Republican Party — through the present Administration."

The SSAC said in its report that "now under the General Revenue Sharing Act, the determination of priorities for the spending of federal funds is in the hands of state and local officials." Bush noted that "the decentralization of the federal government is good and we have supported it. However, the response of mostly Democratic-controlled state and local government to the needs of the Spanish Speaking leaves a lot to be desired." The report of the SSAC "urged positive action to change the thinking of state and local governments, predominantly Democrat-controlled, toward their obligation to the needs of the Spanish Speaking within their boundaries." In line with this, the SSAC asked in its recommendations to

the National Committee for a "complete review of the Revenue Sharing Act, its implications and its effects on the Spanish Speaking."

In assessing U.S. Cuban relations, the SSAC's report supports recent official statements by Congressman John M. Ashbrook (R-Ohio)—(Congressional Record May 1)—and Senator Edward J. Gurney (R-Fla.)—(Congressional Record May 6)—against a change in the U.S. policy toward Cuba, until such time Cuba changes her policy of exporting revolutions to the rest of the hemisphere.

The SSAC recommended in its report that "the Administration consult closely with leaders of the Cuban-American community in formulating any new policy the United States might consider toward the Cuban-Castro regime." The United States is not changing its basic policy toward Cuba until such time as the Castro regime changes its policy toward this country.

SER Jobs for Progress Receives OMBE Award

WASHINGTON, D.C. — SER/Jobs for Progress, Inc., the nation's largest Spanish speaking organization concerned with manpower, was recently awarded \$87,409 by the Office of Minority Business Enterprise (OMBE) to operate a one-year Business Management Assistance Program in Dallas, Tex.

The general purpose of the program will be to assist in the formation of minority business associations and alliances that would foster greater cooperation with minority business concerns and help with their development.

One of SER's major activities will be to make the SER program known to as many qualified Spanish speaking business candidates as possible. The organization will establish working relationships with existing businesses, schools, banks, trade associations, ma-

With regard to aliens who have lived and have paid taxes in America for many years, but whose entry was never recorded, the SSAC recognized that this is a high priority issue in the Spanish Speaking Community. The SSAC recommended in depth consideration by Congress of establishing a one-time opportunity for all aliens who have resided in and been taxpayers of this country for many years to become legal residents without fear of reprisal for their previous illegal status.

Bush, a long time resident of Texas who is quite aware of this problem, stated that the opportunity for such aliens to become citizens "would have great impact on bettering the living standards of Spanish Speaking families."

In another action, the SSAC commended Presidential Counsellor Anne Armstrong, former RNC Co-Chairman, for "her diligence and interest in the Spanish surnamed and their problems" and supported her proposal for the appointment of a Spanish Speaking Special Assistant to the President to handle Spanish Speaking Affairs.

for Spanish speaking organizations such as LULAC and the American G.I. Forum, OMBE-funded operations and other potential sources of Spanish speaking entrepreneurs.

Direct and indirect management services and technical assistance will be offered by SER in the areas of marketing, personnel management, production, legal affairs, purchasing, distribution, financing, accounting and business-government relations. SER will provide these services to 11 cities in New Mexico, Colorado and Texas.

The Office of Minority Business Enterprise was established in 1969 as an agency of the Department of Commerce whose mission was to develop and coordinate a national program for minority business development. In four years, federal funding for minority businesses has gone from \$345 million to approximately \$1 billion. Alex M. Armendaris is the current OMBE director.

LABOR/EMPLOYMENT

Union Group Promotes Latino Interests

With a new awareness stimulated by organized labor, Latino workers are discovering their potential power and, at the same time, a way out of their frustrations, an article in a recent issue of the AFL-CIO's monthly magazine, the *Federationist*, observes.

The article describes the new Labor Council for Latin American Advancement. The authors are J. F. Otero and Michael D. Boggs. Both are active in Latin American trade union affairs.

The LCLAA program is based on three principles, the authors report:

- Working with organized labor to encourage greater participation by Latino workers in the American political process.

- Supporting economic and social policies and legislation that are essential to the advancement of the mutual interests of trade unions, the poor, and Latin Americans.

- Working with the labor movement to strengthen trade unions by insuring equal benefits and protection of union membership for all workers, regardless of ethnic origin, color, or creed.

Perhaps the most difficult task in Latino advancement, the authors note, is that of raising the level of consciousness of Latinism throughout the Latino community.

"All too often, Latinos and especially the young among them feel a perplexing and self-denigrating confusion as to their heritage—They are uncertain whether to call themselves American or Latino," the authors observe.

"The challenge is to develop a sense of pride in being Latin and American wherever possible."

Otero and Boggs note that the median income of the more than two million Latino families across the nation is only 75 per cent of the national median family income of \$10,800. Two-thirds of Latino workers are employed in low paying blue collar and service jobs, and 4.3 per cent of all Latino families in the U.S. were in

poverty according to the 1970 census, compared with a nationwide poverty rate of 1.6 per cent.

It is clear that the needs of Latinos parallel the historic goals of the U.S. labor movement, the article indicates, adding that some of the Latinos' most noteworthy successes in this century were carried out in cooperation with the labor movement. The grape and lettuce boycotts of the Farm Workers and the Farah strike and boycott sponsored by the Clothing Workers are specifically mentioned.

"By combining the experience of the labor movement's political action programs and the aspirations of Latino workers and their families and communities, LCLAA is a potentially powerful and effective mechanism," the authors declare. "Labor's goals for generations past—a progressive America in public education, health care, civil rights, the plight of the elderly and many other areas of social improvement—are also the goals of the emerging Latino effort."

Spanish Speaking Lead Minority Job Gains

Minority employment in the federal government went up slightly last year with the largest percentage of gain among the Spanish speaking, despite a downward trend in total government employment, it was reported in a recent issue of "Hoy".

"Hoy" is a monthly newsletter, published by the Cabinet Committee on Opportunities for Spanish Speaking People.

The report quotes Cabinet Executive Director Reynaldo P. Maduro as saying that "Increasing Spanish speaking employment in the federal services has been one of the Cabinet Committee's on-going, major priorities." Maduro noted that the agency has cooperated closely with the Spanish Speaking Office at the Civil Service

Commission in efforts to place more Hispanics in government jobs.

Maduro cited figures released by the Civil Service Commission (CSC) indicating that jobs for Spanish surnamed federal employees increased during a year's period by 1,657, bringing the total number to 78,243.

"Admittedly the increase in Spanish speaking employment may appear small," Maduro said. "What is significant is that the federal government's stubborn inertia against hiring the Spanish speaking is being overcome."

"New federal patterns are being established. That trend cannot be reversed. In effect, the Spanish speaking are now getting jobs, and they are going to get more jobs in the future."

Spanish surnamed employees comprised 3.1 per cent of the total federal employment in May, 1973, and accounted for 2.3 per cent of the employment under the Civil Service Rating Schedule and similar pay plans, an increase of one tenth of one per cent over a year earlier.

"We at the Cabinet Committee have coordinated our efforts with the CSC Spanish speaking office and its director Gene Costales in an attempt to implement improvement of the employment standard for Spanish speaking in the federal government," Maduro said.

Those efforts include "Project California," a localized recruitment program for the Spanish speaking in public employment, the "Hoy" report stated. The project will include seminars for filling out the government employment application and will explain what exams to apply for.

As of May 31, 1973, total minority employment in federal government jobs was 515,123, up from 505,468 the preceding year. The figures include Spanish surnamed Americans, Negroes, American Indians, and Oriental Americans. These minority groups also comprised 20.4 per cent of the federal civilian work force as compared to 19.6 per cent the year before.

The most significant gains, it is reported, occurred in the better paying white collar jobs. There were 11,210 more minority employees holding these jobs in 1973 than in 1972.

CONSUMERSHIP

Consumer Fraud Charged In Sales to Latinos

MADISON, Wis. (AP)—Four operators of an English language training course in Milwaukee have been charged with violating the state law on door-to-door sales and consumer credit transactions, Atty. Gen. Robert Warren said recently.

Warren said the Milwaukee County Circuit Court action is the first formal court proceeding under the state's recently enacted Consumer Credit Act.

Charged are George de Gonzales Fortuna de Luna, Manuel Valdez and Irma Almazan, addresses unknown.

Warren said the four worked for the National Institute of Languages, Inc., a Chicago-based firm selling English language instruction to Spanish-speaking Milwaukee residents.

Among the charges, Warren said, are hiding interest rates in contracts, misrepresenting the price of a course, charging excessive interest and failing to honor a mandatory three-day "cooling off" period in which a customer has a chance to change his mind about a purchase.

Warren said a complaint filed with the Milwaukee court asked for restitution of money to consumers, civil forfeitures and injunctions against future violations of the law.

Whittier Joins Study of Consumer Needs of Latins

Whittier City Councilmen have approved Whittier Public Library participation in a federally funded program designed to provide consumer information to Spanish-speaking residents and determine the needs of those residents.

The objective of the project is to learn about information needs of the Mexican American community served by the libraries of Whittier, Santa Fe Springs, Azusa, Monterey Park and Pomona, and to interpret the needs into effective library service for the communities.

It is primarily directed at the 17 to 40 year Mexican American adult. Li-

brarian June Bayless reported, but it is designed to have an impact on all age groups and races.

Information about such subjects as legal aid, nutrition, health, personal finance, and landlord-tenant relationships will be distributed through existing agencies. The project also will attempt to identify groups and agencies providing social service to the target group.

A community representative will work in the field and report to the library.

"Mini-collections" of Hispanic heritage and Chicano literature will be placed in agencies serving the Mexican American community as well as other paperback books dealing with survival.

City Manager N. Keith Abbott had urged council approval.

"This is one of the areas of concern expressed by proponents of the Human Relations Council in both their appearances before the city council and the ad hoc committee (on community rights)," Abbott said in a communication to the council.

"With the increase in population of citizens with Spanish surnames, it would appear that this project merits a trial period."

Food Stamp Purchasers Pay 25 Cents on Dollar

Food stamp recipients paid out a quarter for each dollar of the \$2.1 million worth of stamps they received in September, the Department of Economic Security said.

William Mayo, DES director, said 23,101 Arizona households bought the stamps for \$717,624, with an average bonus to each family during the month of \$58.26.

Of the nearly 10,000 households receiving public assistance payments in September, 43.1 per cent purchased food stamps, Mayo said.

The September bonus of \$1.3 million was slightly more than the average monthly bonus of \$1.1 million in fiscal 1973 Mayo said. Between July 1, 1972, and June 30 this year food stamp recipients paid \$13.2 million for stamps with a market value of \$21 million.

Consumer Group Charged With Defrauding Elderly

Nearly 6,000 elderly Americans have been defrauded by a nationwide company called the "National Senior Consumers Corp.," Pennsylvania officials say.

The state's consumer-protection protection bureau filed suit this week against the company's Pennsylvania branch. Officials said other states are expected to move against the firm, too.

NSCC operates in 48 states and as far away as Mexico and Guam, offering "senior citizens" a long list of low-cost services and merchandise.

But it's really a "front" to sell insurance policies to men and women from 50 to 70.

The Pennsylvania Bureau of Consumer Protection's Philadelphia office is seeking an injunction against the firm for a variety of "misrepresentations" in newspaper, direct-mail ads.

NSCC, only 18 months old, has been conducting a heavy advertising campaign across the nation.

The company offers a wide variety of services including insurance, low-cost medicines, car purchases and rentals, vacations, "hobby kits," books, and a "senior consumer news letter."

But Assistant Atty. Gen. Judith W. Savitz of Pennsylvania says the firm either doesn't provide the "services" or else offers services available to anyone of any age.

NSCC charges the elderly a \$3 per year membership fee.

Because of its seemingly attractive features, she said, the company is of "potentially tremendous significance" as a consumer problem for the elderly.

Arthur O. King, NSCC's Pennsylvania-based president, denies the bureau's charges but also declines comment on the specific complaints.

"Our members can and do avail themselves of a wide range of money-saving goods and services . . . we are confident that when the case is fully aired, we will prevail."

■ "Jack Sprat could eat no fat and his wife could eat no lean" (a situation prevailing in many a household this very day).

News of what
is happening in
LULAC chapters

In The News

Gathered from
your local paper
and from you!



EL PASO COUNCIL 8 SCHOLARSHIPS

High School Grads who received \$200.00 Scholarships each, from LULAC Council No. 8, El Paso, Texas, at awards dinner held at Chelmont Lubby's Restaurant, May 23, 1974. From left: Victor M. Lopez, Martha Casas, Leticia Serrano, Maribel Bulves and David R. Loya.

Victor M. Lopez will attend Texas Tech, all the others will enroll at University of Texas at El Paso. Council 8 Education Committee Chairman Roberto Anaya said that these outstanding students are eager for higher education in order to be of service to our community of tomorrow.

LULAC NEWS Photos by "Uncle Mike" Romo



DISTRICT 4, EL PASO, SOFT BALL CHAMPIONS

Back row from left: Andy Villodas, 1st Base — Bert Herrera, Pitcher. Richard Sanchez, Right Fielder — Angel Valero, Left Fielder, District Director Ralph Murillo, Team Manager — Jesse Ochoa, Umpire. Council 8 President Javier Banales, 2nd Baseman — Henry Ayon,

Chief Umpire. ob Hanna, 2nd Base Relief — John Munoz, Shortstop. Front row, Armando Troche, Shortstop — John Montoya, Centerfield. David Puente, Catcher and David Montoya, 3rd Baseman.

California LULAC Helps Solve School Safety Problems

A recent edition of *El Vocero*, a San Juan, Puerto Rico newspaper, carried an article announcing a forthcoming visit of LULAC National President Joe Benites and describing the purpose of LULAC.

The article, which appeared in Spanish, stated that "the President of the League of United Latin American Citizens, Mr. Joe R. Benites, will visit the island within the next few days in an effort to extend this organization to the Puerto Ricans."

"LULAC was established in Corpus Christi, Texas, in 1929 and has extended throughout the United States and now has more than 270 million members."

"Since its inception, this organization has fought in defense of the poor Spanish-speaking with the hopes of obtaining the same rights and the same opportunities afforded to all on an equal basis."

A picture of Benites was published with the story.

Corona's Man of the Year

CORONA, Calif.—Robert Cruz says he's just doing his job when it comes to working with minority residents who have problems, but it's a job to which he's been willing to devote long hours.

Cruz's efforts recently earned him the title of Chicano Man of the Year for Corona from the League of United Latin American Citizens.

Cruz, 30, is administrative assistant to Corona City Manager Jim Wheaton.

The biggest problems facing his city's Spanish speaking residents, he believes, is in communicating their problems and finding someone to help solve them.

"I don't think there are any special problems in the Mexican-American community," he explains. "It's just that the Mexican-American seems to have more than his share."



San Antonio Council 2 Prize Float

This picture was taken at the Texas Cavaliers Annual River Parade April 22, 1974, in San Antonio, Texas. The 29th Float from LULAC Council #2 won first prize, reported float chairman Joseph E. Huren. The name for the float was Flores and Fiestas.

The green-eyed blonde beauty on the float is Miss Debby Brown, who was named New Orleans Playboy Club Bunny of the Year. Her escort is the Rey Feo from LULAC #2, Joe V. Cortez.

"This is due to the language barrier—not knowing where to go."

Cruz says he is pleased that more public agencies are beginning to hire bilingual people and feels this is particularly important in agencies that deal with minorities and low income families.

Honorary Members

SAN ANTONIO—John P. Holland, San Antonio district immigration director, and the Rev. Erwin A. Juraschek, archdiocesan Catholic Action moderator, have been made honorary members of the local LULAC Council.

Resolutions

(Continued from page 33)

tinue and increase funding of community action programs and insure the continued participation of the poor in the planning and executing of these self-help programs.

#28

... that the National Convention of LULAC does hereby support HR 14449, the Community Services Act of 1974, which provides \$3.7 billion over a three-year period, including \$1.5 billion for Head Start which was funded by LULAC and \$1 billion for Community Action for three years; that the House of Representatives be commended for their 331-53 vote in favor of this bill and we urge the Senate to likewise approve it by an equally veto-proof margin.

#29

... that LULAC strongly urge the FCC to deny the renewal of a license to La Fiesta Broadcasting Company,

MAES

CONSTRUCTION

General Contractor

MANUEL J. MAES

OWNER

**1022 Santa Fe Drive
Denver, Colorado 80204**

Inc., for its utter failure to meet the needs of the Mexican-American community in Lubbock County, Texas.

#30

... that the League of United Latin American Citizens establish the National Spanish Surnamed Scholarship Fund to assist students in gaining entrance into colleges and universities, and to render supportive services that will increase their chances of staying in school and completing their higher education.

#31

... that the National President appoint a compliance chairman and committee to enforce the plans of the Constitution Revision Committee; that the state directors be given authority to appoint a monitoring committee chairman for compliance of the plan on a state level.

#32

... that National LULAC bring to the attention of the President of the United States the above national problem and that the President of the United States be urged to issue an Executive Order to insure the selection and promotion of the Spanish-speaking within our Civil Service System and at all federal agencies, at all skill, unskilled, management, and policy-making levels.

#33

... that the 45th National Convention of the League of United Latin American Citizens send a letter to the State School Board members and to the Commissioners of Education of each of the other four Southwestern states studied in the Commission on Civil Rights' Mexican-American Education Study (Arizona, California, Colorado and New Mexico) asking them to identify their plans to be implemented in response to the recommendations of the Commission.

#34

... that the National Office of the League of United Latin American Citizens direct the Texas Chairman of the League of United Latin American Citizens to request each local LULAC Council to designate a committee to be responsible for monitoring the implementation of bilingual education in their individual school districts.

#35

... that the delegates duly assembled at this 45th LULAC National Convention in El Paso, Texas urge the LULAC National Office to undertake an immediate investigation of the discriminatory practices of public accommodations in Alpine, Texas and that appropriate authorities be contacted for the filing of a discriminatory suit against the public restaurant above mentioned.

#36

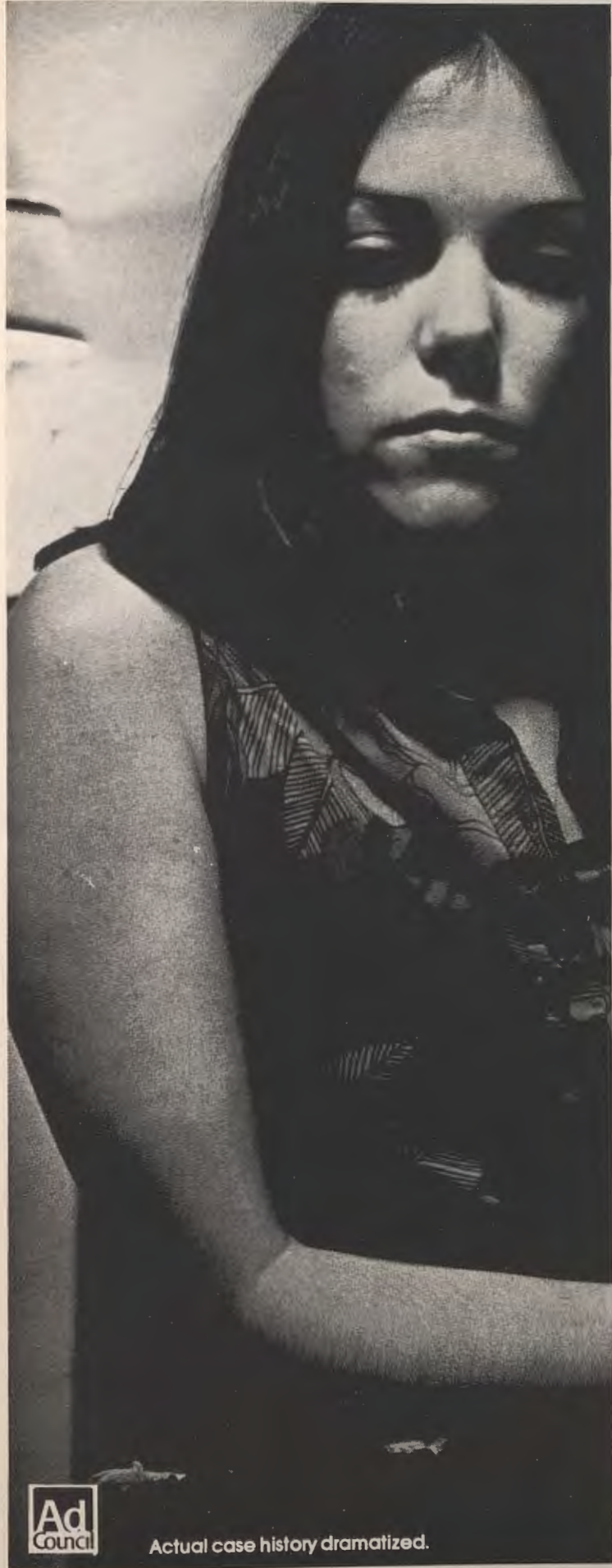
... that the FCC reject relicensing applications from Public Broadcasting stations that do not employ a proportionate number of Spanish-speaking persons at all levels throughout their operations; and that this organization strongly recommend immediate action by the FCC to implement this mandate; and finally that National LULAC urge the appointment of a Spanish-speaking Commissioner to the F.C.C.

#37

... that all persons who seek membership in the League who are legal residents of this Country be accepted as full fledged members of the League pursuant to the custom and tradition of the League and that local councils take it upon themselves to assist and encourage such members to become citizens of this Country; further, that the Constitution Revision Committee is hereby instructed to incorporate the spirit of the resolution in its Constitutional revision.

#38

... that the Congress of the United States be urged to complete its Watergate proceedings and impeachment inquiries with all due and deliberate speed; and further that the President be urged to comply with all requests of the Judiciary Committee and Court Orders; that the Congress of the United States be urged to proceed as a matter of priority to the establishment of a new federal Code of Conduct that will result in strict and open accountability to all Americans on the part of all elected national officers and their appointees.



Carol.
Hooked on heroin.
Never had a chance
at a real job.
Was welfare
her future?

We're the National Alliance of Businessmen. The JOBS people. We think people should have the chance to give to society, not take from it. We work with companies that care what's going on in our society and have the guts to hire people down on their luck. Like Hallmark Cards, who gave Carol a job with a future. And the faith in herself to get her off the habit.



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Actual case history dramatized.

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