

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

# LULAC NEWS

OCTOBER/NOVEMBER 1975  
Vol. 37, No. 1

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# LULAC NEWS

October/November 1975 Vol. 37, No. 1

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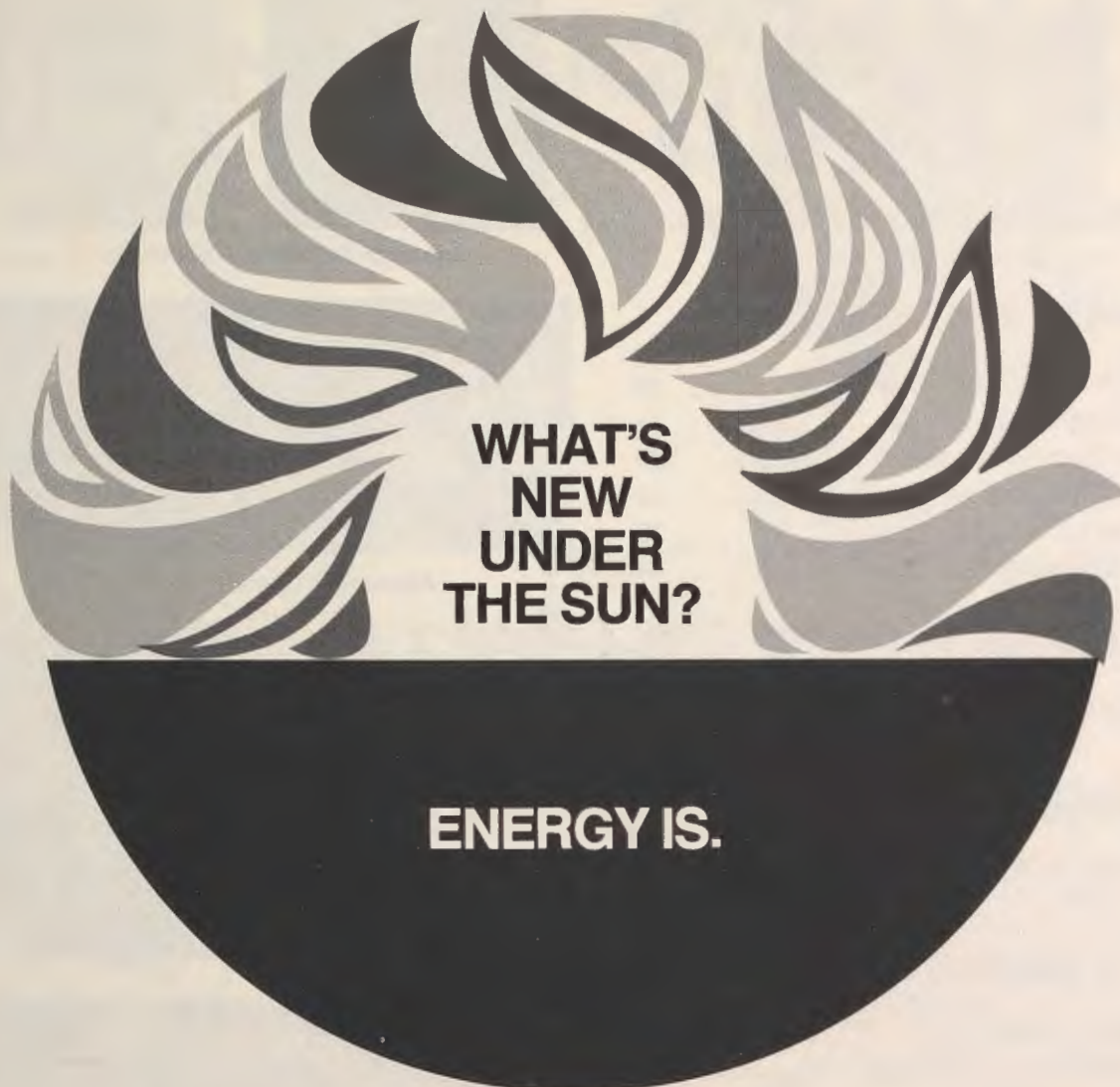
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MANUEL GONZALEZ  
LULAC NATIONAL PRESIDENT

## ***LULAC HAS HISTORY OF OVERCOMING OBSTACLES***

In 46 years, LULAC has come a long way. From the small group that founded it to the national organization representing the Spanish speaking in America. Our accomplishments are both great and small, but none of them came easy. There were obstacles all along the way. But each obstacle was cleared before we could continue to progress. This progress is not owed to one person. It was a million human hands working together that brought LULAC where it stands today.

LULAC was formed in a time when American society did not lend itself to the invasion of foreign organizations. It was against this background of vigilante committees that LULAC was born. These times were not easy.

No tougher soil than Texas could have been picked out to nourish the growth of an infant organization. Texas vigilante committees roamed wildly and were backed up by "the so-called law enforcement officers," a group of rugged men ruthless in their treatment of the Mexican American.

Between 1930 and 1941, hundreds of LULAC meetings were disbanded, broken up, and buildings burned. Some LULAC meetings were permitted to conduct business under the watchful eyes of armed law enforcement officers in the meeting rooms.

Yet, LULAC overcame these obstacles.

Some obstacles were overcome by individual sacrifice, but most obstacles were removed by the unified efforts of many individuals working as a group. Working as LULAC.

Today, LULAC still has many obstacles to overcome. LULAC is in substantial debt. It is an obstacle that LULAC will erase, but not without the cooperation of all LULAC members across the nation. This obstacle will not obliterate 46 years of glorious accomplishments, nor will it hinder LULAC from continuing to obtain the goals set out by the founding fathers of this organization.

It took many hours, that became days, that adds to months and finally years of continued sacrifice to build this organization to become the organization representative of all the Spanish speaking people in this country. LULAC is recognized by the national government, local governments and American business corporations.

LULAC has an unfinished task. And it is not the work of one man. Everyone is looking for a saint, or a miracle worker to straighten out things in LULAC. But it is going to take the cooperation of every member in the nation.

I took this office because LULAC needed me. Now, I ask for your help, not so much because I need you, but because LULAC is in its greatest hour of need. Will those who want to help LULAC please step forward?



# 1975-76 LULAC NATIONAL OFFICERS

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MANUEL GONZALES  
1712 N. 15th Street  
Waco, TX 76707  
(817) 754-2185

### IMMEDIATE PAST PRES.:

JOSEPH R. BENITES  
311 Trenton Way  
Menlo Park, CA 94025

### NATIONAL VICE PRES. —

#### FARWEST:

DAVID E. FLORENCE  
P. O. Box 751  
Oakland, CA 94604  
(415) 556-8592 (Bus.)

### NATIONAL VICE PRES. —

#### SOUTHWEST:

BELEN ROBLES  
3336 Fillmore  
El Paso, TX 79930  
(915) 565-8709 (Res.)  
(915) 543-7444 (Bus.)

### NATIONAL VICE PRES. —

#### MIDWEST:

ADA R. PENA  
13517 Collingwood Terrace  
Silver Springs, MD 20904  
(301) 384-8415 (Res.)

### NATIONAL VICE PRES.

#### OF YOUTH:

GIL MUNOZ  
429 North Washington Street  
Chandler, AZ 85224  
(602) 963-6131 (Res.)  
(602) 263-5406 (Bus.)

### NATIONAL YOUTH PRESIDENT:

SANDRA QUINTERO  
738 W. 43rd Street  
Houston, TX 77018  
(713) 697-0204 (Res.)  
(713) 227-0178 (Bus.)

\* Information not available  
at Press time.

### NATIONAL SECRETARY:

DEBORAH D. ALVARADO  
9707 Timberside Dr., #44  
Houston, TX 77025  
(713) 666-8821 (Res.)  
(713) 526-6151 (Bus.)

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# In The News

News of what is happening in LULAC chapters



Ralph Murillo, Jr. holding plaque presented to him by Vice-President Nelson Rockefeller and with Texas Cowboy hat presented to him by Mr. Woodrow Bean on arrival at El Paso Airport, Saturday April 5, 1975. From left: Mayor Protem Hon. E. H. Baeza, Woodrow Bean, Ralph Murillo, Jr. and Mrs. Ralph Murillo, Jr. with daughter.

## VICE PRESIDENT HONORS RALPH MURILLO



LULAC Council 8 Reception and Dinner honoring Ralph Murillo, Jr. at Holiday (Airport) Inn, El Paso, Texas, on April 10, 1975. From left: Mrs. Ruben (Dolores) Flores, Ralph Murillo, Jr., Ruben Flores and Mrs. Ralph Murillo, Jr.

EL PASO — Amid a standing ovation at an emotion-packed convention, District 4 LULAC's honored their district director, Ralph Murillo, and gave him the reins for another year by acclamation. They gave him a resounding mandate to continue the work he has started as district director, including continuing the struggle with El Paso Independent School District, continuing a fight against discrimination and seeking improvements in equal opportunity for those represented by the group.

Resolutions adopted Saturday at the Convention session in Hotel Paso del Norte include demands for open government, better housing, regulations governing zoning, immediate hearings by El Paso City Council to reopen hearings on utility rates, immediate action to improve transportation, condemnation of a local newspaper and editor (not The Herald-Post) for discriminatory practices and practicing tokenism in endorsements of nominees for public office and using the power of the newspaper to manipulate elections.



District members endorsed the LULAC National Supreme Council's decision to back the Equal Rights Amendment. The action was unanimous, with members pointing out that LULAC does not practice discrimination and believes in equal rights for everyone.

Others elected by acclamation were Memo Acosta, deputy district director, and Mrs. Joe Munoz, deputy director for youth.

District LULAC Man of the Year is Carlos Villescas of Council 613. Mrs. Antonio Inocencio of Council 664 was selected Woman of the Year. Ladies LULAC Council 335 was named Council of the Year.

District director's award went to council presidents for outstanding service to the organization. Outstanding service awards went to Mrs. Ramiro Robles, Mrs. Alex Acosta, Lelo Jacques, Manny Villarreal, Jesus Saavedra, Mrs. Alicia Villarreal and Ms. Alicia Rodriguez, and to Miss Marta Drusina, district secretary.

Col. DeRees Greene, human relations office, Ft. Bliss, received an award in behalf of Ft. Bliss commander Maj. Gen. C. J. LeVan for outstanding contribution to the National Convention Committee of LULAC and the district.

Council #5004, Kokomo, Indiana, in an effort to promote LULAC, in central Indiana has participated in several parades this past summer, according to Ruth Cantu, director of publicity.

A float designed by council member, Mrs. Elvia DeGollando, and built by several members, won several trophies including first place at Marion, Indiana. A new queen for 1974-75 was elected during the Sept. parade & Fiesta. She is Miss Yolanda Garza of Kokomo. The coronation took place during a dance held to increase our scholarship fund. The guidelines and application have finally become a reality for this council and we are looking forward to presenting our first scholarship to a needy Latino this school year.



*LULAC Council No. 8 President Henry Ayon, administers oath to new members. From left: Robert Alvarez, Frank Saenz and Rodolfo Pena, El Paso, Texas, April 10, 1975.*



*Ladies LULAC Council No. 9, El Paso, Texas. From left: Hilda Rasor; Teresa Silva; (Back) Alicia Villarreal; Angie Santos; Isabelle Padilla; Julie Parga; Connie Bejarano, and Julie Valles.*



## HISPANIC STUDENT TRAINEE WITH U.S. LABOR DEPARTMENT

WASHINGTON — Michael Vigil of Sante Fe, N.M., was hired this summer as an equal employment opportunity specialist trainee, it was announced by Velma M. Strode, director of the U.S. Labor Department's Office of Equal Employment Opportunity.

He will gain work experience with the complaint investigation unit of the Department's Equal Employment Opportunity (EEO) office.

Vigil, 24, a third year student at Georgetown University Law Center in Washington, D.C., was graduated summa cum laude from the College of Santa Fe in 1973.

Working under the supervision of EEO Specialist Kenneth Mills, Vigil will gain work experience and on-the-job training, including a thorough review of formal discrimination complaints. Based on file records, precedent, laws and regulations and other factors, he will make recommendations for action.

He will also conduct investigations and will work closely with Labor Department EEO counselors and other officials.

Vigil was field representative for community action program agencies for the New Mexico Office of Economic Opportunity while attending college in Santa Fe. He assisted in developing affirmative action programs and proposals for manpower programs.

He was a management analyst with the Public Employment Program of the Labor Department's Manpower Administration in Washington, D.C., and worked with the Service Department of the U.S. Senate.

Vigil and his wife, the former Patricia Delgado of Santa Fe, live in Alexandria, Va.

His parents, Joseph and Rose Sedlar, and three younger brothers are residents of Santa Fe.

## FAVORITE RECIPE

BUEN APPETITO!

Spanish food or Mexican food is very much a part of the American scene today.

Nutrition experts believe the natural spices and seasonings used in Mexican food are not only good for the taste buds — but are also good for you, providing low-cost but well-balanced nutrition to help whip today's spiraling food costs.

The November 1974 issue of LULAC News quoted food experts that stated residents of a small section of the Southwest hold three records:

1. They produce a record 55,000 tons of chili peppers a year.
2. They have the lowest death rate from heart disease in the U.S.
3. They have the lowest death rate from cancer in the U.S.

With this issue LULAC News announces a concerted drive to collect the best Spanish-American and Mexican-American family recipes for publication in a Southwestern Cook Book which will permit us to share with our fellow-Americans what we have known for more than 100 years.

Your family will be given credit in the book. In cases where the same recipe is submitted by two or more families, the one making the first entry as determined by the date and time of the postmark will be given credit.

Selected recipes will be published monthly in LULAC News. Prizes will be announced later for winners but for the present your greatest contribution will be the realization that the cultural and public image of this American minority will gain immeasurably by sharing this important knowledge with those less fortunate.

Sample of recipes wanted:

Very Easy Enchiladas

Pre-heat oven to 375

Ingredients needed:

Corn Tortillas (one dozen)

Las Palmas Enchilada Sauce (medium size)

Roast Beef in gravy (12-16 oz. size)

Medium Onion (chopped finely)

Monterrey Jack Cheese (shredded)

In frying pan melt shortening (enough to cover a tortilla), when hot place tortilla and saturate, drip excess shortening and place aside. When all tortillas have been saturated and excess

shortening has been removed, place roast beef, cheese, onion in center of tortilla and roll. Place these in a cake dish. When all tortillas have been stuffed and rolled, spread layer of shredded cheese on top and pour enchilada sauce. Place in oven until enchilada sauce has absorbed and cheese melted (about 20-30 minutes).

To serve, add more cheese, finely sliced lettuce (not necessary), and slices of tomato, to top off enchiladas. Arroz and frijoles go good with these enchiladas.

Submitted by,  
Elisa de la Vara

## BOOK REVIEW

### SPANISH CIVILIZATION AND CULTURE OF THE SOUTHWEST

Book Review: Spanish Civilization and Culture of the Southwest, by Nash Jaramillo, 2322 Cedros Circle, Santa Fe, N.M.

The historical account of the trials, tribulations and accomplishments of the Mexican American pioneers of the Southwest, whose assistance to the Yankee adventurers made possible the easy acquisition of the Southwest by the United States.

Translated by Mr. Jaramillo from the monumental history of Mexico, "Mexico a Traves de Los Siglos", and re-written in part from the classic Bancroft writings.

The author says of his book:

"The idea of this task is not to write a critical or analytical history of the country, but to present to our common people a truthful account of the events throughout the centuries.

"Its principal object is to remind the New Mexicans of the glorious pursuits and hardships suffered by their heroic ancestors; to nourish their hearts with proud sentiment which noble sons should always have of noble fathers; to bring out the forgotten which unjustly exists in regard to the benefits given to the Holy Barons in this land, the first missionaries; and to enliven in their souls the just pride of being one of the most noble, generous, and brave people of the universe, the Spanish and Mexican people."



## Statement On President Ford Proclamation

Washington, D.C., STATEMENT OF FERNANDO E.C. DE BACA, SPECIAL ASSISTANT TO THE PRESIDENT, ON THE OCCASION OF PRESIDENT FORD'S PROCLAMATION DESIGNATING SEPTEMBER 14-20, 1975 NATIONAL HISPANIC HERITAGE WEEK.

"As we prepare to celebrate our nation's 200th birthday, nothing could be more appropriate to begin our next centennial than by recognizing the many contributions Americans of Spanish heritage have made to our American way of life and culture.

"We must work to insure that discrimination and voting injustices suffered by Spanish speaking Americans and other minorities are not repeated.

"Now that President Gerald R. Ford has signed into law the Voting Rights Act of 1975, we must press for its vigorous enforcement throughout the United States. The right to vote is the foundation of freedom and it is our responsibility to see that it is safeguarded for all our citizens.

"We can be proud that we have a President in the American Bicentennial who believes in opening the way for every citizen of this country to express freely his political preference. There can be no surer way to truly celebrate National Hispanic Heritage Week and the Bicentennial than by involving each citizen in the political process of our country. This will give all American people the opportunity to have a voice in the affairs of our nation."

Mr. DeBaca, who is the youngest and highest ranking Federal executive of Hispanic descent in the nation, is a direct descendent of the Spanish explorer, Nunez Cabeza de Vaca, who landed at Tampa Bay, Florida in 1527. The 37-year old DeBaca was appointed by President Ford as his Special Assistant September 16, 1974, on the anniversary of the Independence of Mexico. The Presidential Assistant is from Albuquerque, New Mexico.



Opening of LULAC District 4 Convention. From left: Colonel DeReef A. Greene, Human Relations Officer, Ft. Bliss, Texas; Mrs. Mary Inocencio, President of Ladies LULAC Council No. 664; Mundo Moreno, President of LULAC Council No. 132; Joe Mata, President of LULAC Council No. 613. At extreme right is Carlos Villeseas, District 4 Man of the Year.

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## A Special Chicano Assistant to the President — DeBaca

Fernando E. C. DeBaca was appointed Special Assistant to the President of the United States by President Gerald R. Ford on the 16th of September 1974.

Prior to his appointment, he served as Regional Director of the U.S. Department of Health, Education and Welfare in San Francisco and as Chairman of the Federal Regional Council for the Western United States. As Regional Director, Mr. DeBaca was responsible for all HEW programs in California, Arizona, Nevada, Hawaii, Guam, American Samoa and the Trust Territories of the Pacific, totaling more than \$11 billion a year in scope. As Chairman of the Federal Regional Council, he served as the top coordinating Federal Official on the West Coast and as senior spokesman for the Administration on domestic policies and programs.

Mr. DeBaca has an impressive background and a record of achievements in private industry and public service. Prior to his appointment as Federal Regional Council Chairman and HEW Regional Director, he served as Special Assistant to the Chairman of the U.S. Civil Service Commission and as Director of the President's Spanish



Speaking Program. Prior to that, he served as Commissioner of the New Mexico State Department of Motor Vehicles, as Special Assistant to the Governor of New Mexico and as a District Tax Director.

Mr. DeBaca is a graduate in Public Administration of the University of New Mexico and a veteran of the Viet Nam Conflict. At age 36, he is the youngest and highest ranking Federal executive of Hispanic descent in the nation.

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MANUEL D. FIERRO  
President

## DeBACA BELIEVES LATINS WERE KEY IN VOTING RIGHTS PASSAGE

The Voting Rights Act of 1965 focused so closely on the South and on discrimination against black citizens that one senator charged that the law treated the South like "occupied territory."

President Ford signed legislation Aug. 6 expanding the act and extending for seven years its mandate for federal supervision of elections and election laws in Virginia, North Carolina and five other southern states.

The bill — once bitterly opposed across the South — garnered enough diversified support to win easily a three-fifths Senate majority for a cloture vote to end a filibuster, that once devastating device by which conservatives staved off civil rights legislation.

This time an important number of voices raised in support of the act spoke in staccato Spanish syllables.

Fernando E. C. DeBaca, special assistant to the President on Hispanic affairs, believes that the interest of Spanish-Americans in the act was a substantial aid to its passage.

The 1975 legislation contained provisions expanding the act's antidiscrimination protection to voters whose dominant tongue is other than English. It will require bilingual election ballots and voting instructions in areas where more than 5 per cent of the population speaks a minority language.

"This became a rallying cry for all factions of Hispanic Americans," DeBaca said in an interview. "It was one issue on which they could all agree."

Conservative southerners, traditional foes of the Voting Rights Act, did little to counter this new element among proponents.

In Virginia, for instance, the act has aroused continuing enmity of old-line

politicians, mostly from the states-rights viewpoint that abhors federal intervention in state affairs. Virginians sought both in Congress and in the courts to show that the state should be excluded because it has been free of discrimination against black voters since 1965.

The Supreme Court ruled that sufficient residue of old discrimination, especially from the literacy tests once required of voters, remained to bind Virginia under federal supervision.

In legislative maneuvers, Sen. William L. Scott, R-Va., sought first to amend the act to apply to states that had a literacy test after Nov. 1, 1972, instead of after November 1964. That would have cleared Virginia. Then he sought an amendment to permit states to take their cases to local federal district courts instead of the district court in Washington, D.C. Presumably, local courts would emphasize more with the local situation. Finally Scott offered an amendment to rule out adverse judgments against a state for discrimination that predated November 1964.

All of Scott's proposals were defeated by wide margins.

None of the proposals took notice of the provisions that widened the act's popular appeal by extending its protection to voters in Alaska, Texas, New Mexico and part of 11 other states where non-English speaking minorities live in substantial numbers.

According to DeBaca, Spanish-American leaders have been interested in expanding the Voting Rights Act almost since it was enacted.

But as late as last September, when he joined the White House staff, the act was regarded, he said, "as a piece of legislation dealing with the southern

black problem." He said, "I think that was wrong. It became apparent to me, there was a northern black problem, also a nationwide minority language problem."

He cited "terrible voting discrimination" in parts of Texas, Colorado and California. In California, he noted, where 20 per cent of the population is Spanish-speaking, only one of 43 congressional districts has a Spanish-American congressman. In Texas, under 20 per cent of the Hispanic population was registered.

Last September, President Ford wrote to the speaker of the House in favor of a five-year extension of the Voting Rights Act.

Powerful Spanish-Americans then were already mustering forces to expand, not just to extend, the act. A Texan named Manuel Rodriguez testified in February and May before congressional committees. He also conferred with Justice Department lawyers and lined up witnesses for them on voter discrimination. On the day of one such conference, Rodriguez was seized by Texas highway patrolmen and other officers in a tavern raid and beaten senseless.

An FBI investigation failed to establish a connection between Rodriguez' civil rights activism and the beating, but the incident gave rights proponents a psychological weapon, DeBaca said. The Washington Post editorialized on the incident and that helped, he said.

Many blacks at first were wary of expanding the act's provisions, fearing that expansion also would mean dilution of the protection they received. But blacks even were won over. Rep. Barbard Jordan, whose Texas district includes many Mexican-American voters, became an important House supporter.

Spanish leaders warned black politicians, DeBaca said, that unless the act were expanded to protect language minorities, they would oppose its extension. Finally, Clarence Mitchell of the Washington office of the NAACP remained the only influential black opposing the expansion.

DeBaca, himself, served as the Spanish-accented voice in the White House.

A former commissioner of the New Mexico Department of Motor Vehicles, DeBaca entered federal service as West Coast regional director for the Department of Health, Education and Welfare. He was appointed special

assistant to President Ford on Sept. 16, 1974. He is the first presidential special assistant to specialize in Hispanic affairs.

DeBaca works within the aegis of presidential counselor John Marsh, who as a congressman from Virginia, was a foe of the Voting Rights Act.

There was opposition within the Ford administration to either extension or expansion of the act, DeBaca said. But the President, early in his administration, made a personal decision favoring extension. Antiexpansion opposition was largely on technical grounds, he said, and was quieted in Congress with perfecting changes.

The bill to extend the act for seven years and to expand its coverage passed its final congressional step July 28 after a series of extraordinary maneuvers that reflected its broad support among black, Spanish-Americans, liberals, and the administration. Conservative opposition had so waned that the North Carolina House delegation supported it.

(In Virginia, the House delegation split 7-3, with two Northern Virginia liberals voting in favor. Rep. Dan Daniel of Danville, Democrat but perhaps the most conservative Virginia congressman, also voted aye. He confessed later that his astonishing vote was caused by a slip of the finger. He meant to vote nay.)

Legislation originated in the House to extend the act for 10 years and to expand it. The Senate amended the extension term to seven years and adopted one clarifying amendment. Supporters beat off 14 other amendments, most intended to be weakening.

Ordinarily, the Senate amendments would have necessitated a Senate-House conference to adjust the differences. But the bill's supporters in the House prevailed upon the Rules Committee the report out a resolution accepting the Senate changes. This passed 345-56.

In early backstage maneuverings on the expansion provisions, Spanish-Americans — long beset by splits and quarrels — proved that they have learned something about minority tactics. When black leaders balked at expanding the act as desired by the Latinos, Spanish-speaking leaders threatened not only to withhold their support for extending the act but to come out in the open opposition.

This "spoiling" menace proved enough of the bargaining ploy to bring the factions together.



## *TWO-HAT DeBACA*

### *NOTES IRONY*

When he applied for admission to graduate school several years ago, Fernando DeBaca was told a "second language facility" was a necessary requirement.

The situation struck him as being extremely ironic.

"When I was growing up in El Paso and New Mexico, my 'second language facility' was literally beaten out of me," he said.

He and his schoolmates were forbidden to use on the school grounds the Spanish language their parents spoke at home. The penalty was often corporal punishment.

#### **AIDE TO FORD**

DeBaca, 37, is now the first person of Spanish origin to serve on the White House staff. He is a special assistant — on Hispanic affairs — to the President.

He is also the first person to hold the position, which was created a year ago in part to take the place of the Cabinet Committee on Opportunities for Spanish-Speaking People. That agency was allowed to die Dec. 30, 1974, after a five-year existence when Congress refused to exercise the option of keeping it alive.

DeBaca, who lobbied hard for its continuation, said in a recent interview its demise was understandable.

"It had become a serving agency for individual complaints instead of being involved in long-range planning," he said.

DeBaca views his job in a different light.

"I wear two hats," he noted.

#### **EXPLAINS PROGRAMS**

"First of all I'm a spokesman for the administration. I must explain our programs to my people."

He also represents the Hispanic

community at the highest levels of government. He watches out for his constituency's interests at meetings of the Domestic Council, Office of Management and Budget, and the National Security Council.

His job is to advise the President on policies and programs that affect Spanish-speaking people in the country, and to take leadership in identifying major problems and developing programs, policies and solutions for the Hispanic community, he said.

It's not an easy assignment. The old Cabinet Committee had about 40 employees, he noted. He's operating with a secretary and a couple of part-time assistants.

#### **PUEBLO CUTBACKS**

He recently has been trying to get the Army to reconsider a decision to make major personnel cutbacks at the Pueblo Army Depot. The highest concentration of Spanish-speaking civilian personnel in Army installations is at the depot, and they will be hardest hit by the proposed cutbacks.

"I don't want to raise false hopes," he said, "but it is in a restudy stage and there is some hope for re-evaluation."

He went to Pueblo recently, DeBaca said, to assess the situation personally. He has been working closely on the matter with Rep. Frank Evans, D-Colo., and the two Colorado senators, Floyd Haskell and Gary Hart.

"I have nothing but praise for the work they've done," he said.

Personable and articulate, DeBaca, who can trace his lineage on this continent back to Nunez Cabeza de Vaca who arrived in Florida 100 years before the Mayflower got to Plymouth Rock, thinks encouraging bilinguality may be the key to solving many problems.

#### **DROPOUT PROBLEM**

"Our dropout rate is the worst in the country. Until very recently less than half our kids finished high school. Even now the number is probably up to only 50 per cent."

Spanish-speaking youths drop out because of their inability to communicate in the language spoken at home. That "beating it out of them" has literally beaten many of them out of school and has made them completely lose interest in education, he commented.

"Half the people of the Western Hemisphere speak Spanish," he pointed out. "Our Spanish-speaking people provide a natural link. It's a matter of national security interest and will become more so. We need Venezuelan oil, Bolivian tin and copper, Colombian coffee and Argentine beef."

The Voting Rights Act, which was signed by President Ford in August and which calls for printing bilingual ballots where there is a high concentration of those speaking another language, is a step in the right direction, DeBaca said. He also commended the push toward bilingual education in the public schools.

He also would like to see the instigation of bilingual court proceedings in Spanish-speaking areas.

"We have documented cases where people have been tried, convicted and sentenced and haven't understood a word of the whole procedure," he said.

He also said research is needed into the motivations that govern people.

DeBaca is a career bureaucrat, having come to his present job from a regional directorship in the Department of Health, Education and Welfare in San Francisco.

He also headed a 16-point program for the Spanish-surnamed created by Nixon in 1971 to help people of Spanish descent get better jobs in the federal bureaucracy.

"When I took that job, there were only 2.5 per cent of Spanish-surnamed people working for the federal government. Most of those were clustered in the GSI through 5 rating. Only eight were in the supergrades of 16 through 18," he noted.

"The percentage increased to 3.4 per cent, which doesn't sound like much, except it translates into about 4,500 jobs," he said.

There are now 61 Spanish-surnamed people in the executive and super grades of government.



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## HISTORIC FIRSTS:



Arizona Governor Castro



New Mexico Governor Apodaca

## MEXICAN DESCENT GOVERNORS IN TWO SOUTHWEST STATES

*(EDITOR'S NOTE: History was made when two Spanish surnamed men became governors of two southwestern states. The LULAC NEWS editorial department was flooded with requests on information for the biographical background on each of the Governor's from Arizona and New Mexico. LULAC NEWS is proud to meet this overwhelming request on its earliest published issue. Feature and news stories on what these governors are doing will follow in subsequent issues of the LULAC NEWS.)*

The sister states of Arizona and New Mexico now have Spanish-surnamed Governors — Arizona for the first time in its history and New Mexico for the first time in half a century.

Raul Hector Castro, 58, who started life as the son of a poor copper miner in Mexico, was sworn in at noon on Jan. 6 as Arizona's 14th Governor.

Jerry Apodaca, 40, Las Cruces businessman, assumed office on New Year's Day as New Mexico's 22nd Chief Executive. His family has lived in New Mexico for the past 100 years.

Governor Castro is an international lawyer from Tucson — a product of the American school system.

He won his Bachelor of Arts from Northern Arizona University in 1939 and in 1941 became an official with the U.S. Foreign Service in charge of immigration and accounting at Agua Prieta. From 1946 to 1949 he was a Spanish instructor at the University of Arizona while earning his law degree — awarded in 1949.

Following a stint in private law practice, he became Pima County Attorney from 1955 to 1959 and the following five years he was a Superior Court Judge. He gained a reputation as a "law and order" judge.

In 1964, President Johnson named

him to a four year term as American Ambassador to El Salvador and in 1968 the President appointed him Ambassador to Bolivia. In 1969 he returned to his international law practice in Tucson.

On Nov. 5, 1974, he won a significant victory at the Arizona polls in the gubernatorial race over prejudice for all Mexican-Americans.

At the swearing-in ceremony he promised to conduct the people's business in public view. "Arizonans deserve public officials who will serve the public rather than seek to protect the interests of friends, clients or their own selves," said the new Governor in his inaugural address.

A total of 4,000 friends, dignitaries and ordinary citizens attended the ceremony in the Capitol mall. Afterwards he accepted the kisses, hugs and well-wishing of several hundred persons during a post-ceremony reception in the State Executive Building lobby.

Present were newly-inaugurated Governor and Mrs. Apodaca of New Mexico, Fernando DeBaca, Aide to President Ford; the two living Democratic ex-governors of Arizona, Ernest McFarland and Sam Goddard; U.S. Rep. Morris Udall, D-Ariz., and Gov. and Mrs. Carlos Armando Biebrich of

Sonora, Mexico.

The enthusiastic crowd was so unrestrained that the new Governor was pinned against a window, and worried Department of Public Safety officers had to extricate him. They moved him to an outside patio where six uniformed patrolmen established a reception line.

Governor Castro ended his momentous day at the festive Inaugural Ball which was staged at the Phoenix Civic Plaza for 5,000 participants.

Governor Apodaca, who was in Phoenix, had just been sworn in himself as the New Mexico chief executive.

He stood without a topcoat in 17-degree weather at Santa Fe on New Year's Day to become the 22nd Governor. He is the first Spanish-American governor since 1919 when Octaviano Larrazolo held the post for two years.

Apodaca promised a "total commitment to serve our state, its people and its future." Forty per cent of New Mexico citizens are Mexican-American.

A small but enthusiastic crowd applauded frequently at the inaugural ceremonies and cheered "Viva New Mexico, Viva Jerry." The new Chief Executive is a Democrat.

Apodaca is a former football star at the University of New Mexico and still keeps in shape by running two miles a day. Married to the former Clara Melandres, also of Las Cruces, the couple has five children ranging from 9 to 16 years of age. He is an active member of LULAC.

He brings 13 years of business experience to his new task. He has been in the insurance and realty business since 1961, is a board member of a Las Cruces bank, and has recently established retail shoe centers in two New Mexico cities.

Both men won by narrow margins in the 1974 elections — Mr. Apodaca with a plurality of 3,742 votes against Republican Joe Skeen, and Mr. Castro by 4,100 votes against Republican Russ Williams.

Governor Castro's life history is a true rags to riches story in the best of American traditions.

He was born in Cananea, Sonora, Mexico (he is a naturalized American citizen) and his first home was a rough shack about the size of an average American living room.

His parents had to flee Mexico because they had backed the losing side in the Revolution of 1910. They settled in the little Arizona town of Pirtleville,

just north of Douglas.

The new Governor's mother was a midwife with a fourth grade education. It was she who taught her husband to read and write. She also taught her children the value of a good education.

"She delivered almost every baby in Pirtleville," the Governor explained. "Her pay was in the form of chickens, a sack of flour and some beans."

The family was not eligible for welfare so the members had to work to survive. At one time Raul's older brothers went into the Huachuca Mountains to pan for gold. His philosophy has always been that "adversity is a challenge, not a roadblock or a barrier."

Through hard work he graduated from Northern Arizona University in 1939, and from the University of Arizona law school in 1949.

"No one," says the energetic Governor, "has ever told me that I can't work to earn my own living. And when you get right down to it, this freedom is what America is all about."

He is married to the former Patricia Norris and the couple have two daughters, Mary Pat and Beth, both married and living in California.



## THE HISPANICS AS AMERICANS

MILWAUKEE — Assistant to President Ford, William J. Barroody, Jr. addressed the 46th Annual Convention of the League of United Latin American Citizens in June of this year.

Since Barroody represented the high office of the President, the address delivered to the 46th annual convention is printed in its entirety to provide the LULAC NEWS reader with a complete text of the original oral presentation, as he had been there:



WILLIAM BAROODY, JR.  
ASSISTANT TO THE PRESIDENT

"It is a great pleasure tonight to speak to the members and delegates of the 46th Annual Convention of the League of United Latin American Citizens. It is a particular pleasure to see so many familiar faces — people I have enjoyed working with over the years and people I admire for their efforts on behalf of your fine organization.

"I believe this organization tells the story of America. The people that you represent are America. President Ford put it very well when he stated last September: 'Our country's Hispanic heritage reaches back more than four centuries. When the pilgrim fathers landed at Plymouth Rock, hispanic

civilization was already flourishing in what is now Florida and New Mexico. Since then the Hispanic contribution to America has been a consistent and vital influence in our country's cultural growth.'

"For a moment, let me express my personal congratulations to you on this convention, on the gathering which reflects the giant steps that you have taken since the league of United Latin American citizens was established. Forty-six years ago you were just a gleam in the eye of history. Today, you are a respected national institution, the largest group representing the interests of over 10 million members of the hispanic community in the United States. This is a remarkable achievement and each and every one associated with LULAC should feel justifiably proud.

"Americans who share a common hispanic heritage, a sense of pride and above all a sense of community, should recognize that you are a significant element in a national mosaic. To me, that is the strength of the United States. It is in truth a mosaic. There was a period a few years ago when the United States was viewed somehow as a melting pot where, as one homogenizes milk, one would in the same fashion homogenize people.

"But people will not be homogenized. We are what we are and what we are we have voluntarily agreed to make a part of a greater whole — The United States of America. It is in this context that I say without qualification that the Jarave Tapatio is as truly American as the Polish Polka, The Irish Jig or The Austrian Waltz.

"Our strength lies in the pluralism of our society and our common commitment to the underlying values of the American system. These are the values — lest we forget — which attracted our fathers and our grandfathers to seek their destiny in this new land. These are the values — undergirding the constitutional system which is the American experiment — which made it possible for us to be where and what we are today.

"This is still a land of opportunity.

"This is still an open society despite those who in the name of openness seek to make it a closed society.

"As a land of immigrants, we are aware of the great contributions that different cultures and heritages have made to our society. And it is President Ford's desire to maintain a close two-way dialogue and communication with these many groups and their organizations.

"For the first time in any administration, President Ford has created a White House office to deal with private sector organizations on a co-equal basis to the other White House offices that have traditionally dealt with constituency groups. This office, which I head, is the White House Office of Public Liaison. The other two co-equal White House offices are the Press Office and the Office of Congressional Liaison. I like to say that President Ford is the first President to give the public equal status with the Press and the Congress. The President is very serious about establishing good two-way communications for two reasons: first, he wants a dialogue that will show him what representatives of the private sector are thinking and what their problems are and second, he feels strongly that open dialogue with all Americans is the best way to produce new solutions to public policy problems.

"I know that President Ford and the Hispanic community agree. Your participation in several meetings with officials in The White House and the President, in addition to your communication with high ranking members of the Ford Administration including the Secretaries of Labor, HEW, Agriculture and Interior, provide a good example of the cooperation which exists between the Hispanic community and The Ford Administration. Never before in the history of the Hispanic Americans have so many administration officials communicated with leaders of the Hispanic community.

"Since President Ford assumed office ten months ago, there have been several important meetings with members of the Hispanic community.

"On September 4th, the President met with the Spanish-speaking members of Congress. On October 17th he invited leading members of the Spanish-speaking community, including your national president Joe Benites, to meet with him at the White House. Last February, presidential assistant Don Rumsfeld and I had the pleasure of meeting with Hispanic leaders and in March, Tuesday White House meetings were held on equal employment opportunity and on the vital issues surrounding bi-lingual education.

"The Tuesday meeting on EEO served to underline the President's strong commitment to the Spanish-speaking and other minorities as expressed in his March 4th memorandum on EEO.

"The bi-lingual Tuesday meeting led to the establishment of an HEW task force by commissioner of education Terrell Bell to put greater emphasis on bi-lingual education programs.

"I think that it's safe to say that the relationship between the Spanish-speaking citizens of America and the federal government, in particular the President, is at the highest point in the 46 year history of LULAC. Let me assure you that the open door policy of The Ford Administration does not close when Hispanic relations are concerned.

"Let me now survey some of the public policy questions that concern you. In the field of education, we are aware of the fact that there is a strong language barrier among Hispanic citizens which contributes highly to the dropout rate. The Federal Government has made significant contributions in the area of education, in addition to existing programs which provide financial assistance for students.

"Since I last had the pleasure of meeting with members of the Hispanic community in March at the White House, an important piece of legislation has been enacted. Federal funds for bi-lingual education programs have been more than doubled from the present \$42 million allotment to some \$85 million. This substantial legislation is a fitting tribute to LULAC and all hispanic organizations who fought hard for this advancement in educational needs. It complements very well your own efforts in the field of education. Your eleven educational service centers serve as an excellent contribution in counselling young people in obtaining an education. The Spanish-speaking program adminis-

tered by the civil service commission has been fully supported by President Ford as evidenced by his recent memorandum to members of the cabinet and heads of agencies.

"In short, we are aware of the problems concerning education — and we are doing something about it.

"On the question of the aging, we are aware of the needs of the elderly and fully support the HEW Senior Citizens Demonstrations Project. I commend your efforts through this federal support in meeting the needs of the Spanish-speaking elderly in Arizona.

"On the financial front, we are aware of the high unemployment rate of Hispanics, who like most people are feeling the effects of our country's economic troubles. But in recent weeks, we have seen strong indications of improvement in our overall economic situation. Signs of recovery are very widespread and very encouraging. And while unemployment is still far too high — for Hispanics and for the rest of our work force — we are convinced that these other signs of progress will soon be accompanied by an improvement in the unemployment situation, as well.

"We want to provide new jobs in a growing, healthy economy. That is the President's goal and his strong commitment.

"To be more specific concerning Hispanic interests, The Ford Administration is deeply concerned and has supported and worked closely with the SER — Jobs for Progress Programs which are providing \$20 million a year in government funds through the Department of Labor for Manpower Training Purposes.

"We are also aware of the need for the Hispanic community to increase its position in the economic mainstream of the country. An important element is the development of minority businesses. The Ford Administration is currently spending over \$52 million to assist aspiring minority businessmen.

"While on the subject of manpower, I might also mention that the President's manpower planning board has Rudy Cervantes from Los Angeles as an able member.

"We recognize that you all have a concern over the appointment of even more Hispanics to top positions in the executive branch. It would not quite be fair if I failed to mention that some 61 executive level appointees in the Ford Administration are Hispanic Ameri-

cans. These include the Ambassador to Mexico, John Jova; Fernando Oaxaca Ohoch, Associate Director for Operations in the Office of Management and Budget; Manuel Ruiz, the Commissioner of the Civil Rights Commission; and Special Assistant to the President, Fernando DeBaca.

"A specific issue of concern to Hispanic Americans is the possible undercount of Hispanics by the census bureau. Your concern has not fallen on deaf ears. President Ford has requested that a Spanish-speaking advisory committee be created by the census bureau. Its members will be appointed soon and you can be assured that every effort will be made for a fair and accurate counting and representation in the 1980 census report.

"Senator Joseph Montoya, in his remarks to the press after a meeting with the President and Hispanic leaders last September, captured what I believe is a very important element in your relationship with the federal government. The Senator said: . . . The President . . . really convinced us of his awareness of the problems . . . and his attention was really very serious and very well intentioned and we are grateful to him . . .

"That awareness, that knowledge and concern for Hispanic Americans, has not and will not just result in rhetoric. I look forward, as does Fernando DeBaca and the rest of the President's team, to working with LULAC and other Hispanic organizations to further the goals, our goals, for a better America."



# LULAC 46TH ANNUAL CONVENTION



INSTRUCTIONS

## AWARDS



LUPE RODRIGUEZ  
DELEGATE

## ELECTIONS





**YOLANDA AYUBI**



**PRETTY GIRLS**

**SENATOR BIRCH BAYH  
ADDRESSING CONVENTION**



**CARMEN POYON  
DELEGATE**



## PRESIDENT FORD ADDRESSES LATIN LEADERS

WASHINGTON, D.C. — In a meeting with the national board of directors of SER (Service, Employment, Redevelopment), President Ford expressed confidence that the American people are in a position to meet the challenge of improving the economy and at the same time providing greater employment opportunities.

Among the Spanish speaking leaders who met with President Ford were LULAC National President Manuel Gonzalez, SER National Director Ricardo Zazueta, and American G.I. Forum Chairman Antonio Morales.

He told the group — leaders and representatives of the Hispanic American community — that economic conditions are getting better.

Noting that minorities had suffered much more seriously than others during the recession, he said:

"We hope that in the months ahead we can do something affirmatively and effectively in the way of job opportunities and responsibilities for those that you represent."

He added that we have to work on a "two track program" — one to improve the economy and at the same time provide greater employment. Just improving the economy is not enough, the President said.

"We have to make certain those that you represent, whether it is in government or whether it is in private employment, have an opportunity for a job and an opportunity for increased responsibility in the job."

Pointing out that some Hispanics are serving in his Administration, President Ford added:

"We are making a maximum effort to see to it that the Hispanic community is fairly and properly represented."



Left to right: Ricardo Zazueta, SER National Director; Fernando DeBaca, Special Assistant to the President; President Ford; and Antonio Morales, National Chairman of the American G.I. Forum and SER Board of Director.

A verbatim text of the President's message to the SER National Board of Directors follows below:

**THE PRESIDENT:** Thank you very, very much for the opportunity of coming over and meeting with you for a very few minutes and to make some observations and comments.

I understand that you are all active participants either on the Board of Directors of SER or people who are working with SER in an effort to improve the job opportunities and the job responsibilities of the members of Hispanic communities, some 60 million, as I understand.

I should say to all of you that over the last several months I had hoped that I might meet with other organizations that have a very close and deep connection with the members of the Hispanic community in the United States, but for one reason or another it was not feasible.

We do hope that in the months ahead we can do something affirmatively and effectively in the way of job opportunities and job responsibilities for those that you represent.

This is a very meaningful requirement, in my judgment, because historically I think it is recognized that those opportunities and responsibilities have not been available.

The situation we find ourselves in today, unfortunately, is the economic period of recession, although the record is quite clear at the present time that we have what some people allege to be a bottoming out and we are now starting upward.

What is the significance of that development? For a period of five or six months, we had nothing but bad news. At the present time, we are seeing much, much more good news

than bad news.

I am confident that in the third and fourth quarters of this year, and even beginning now, the situation is going to be considerably brighter.

What that means is that for the last five or six months, while we were in slide toward the bottom of the recession, we not only lost jobs for everybody, but for those in the minority areas of one kind or another suffered much more seriously than others.

The way that I think we can meet the challenge is in two directions: One, to make positive that our economy does recover, and I am completely and totally confident that it is going to happen. On the other hand, as we move out of the economic distress we have been in, we have to make honest and conscientious efforts to make certain that these job opportunities and these job responsibilities are available on a fair and equitable basis — in some instances kind of make up for the discrimination that existed in the past and to insure that there is security and opportunity in the future.

If I might take just a minute or two and talk about our economy because it does involve a reduction in unemployment, but more importantly, an increase in job opportunity, at the present time, we have roughly 84 million people gainfully employed in our society. We had, as I indicated a moment ago, a substantial job loss, as well as increased unemployment.

The job loss for a period of four or five months was roughly 400,000 per month. In the last two months, we have had an upturn, and we have achieved a job increase of about 450,000.

I think this trend is going to

continue, but in the meantime, we have been able to make some headway in other areas.

To refresh your memory just a bit, a year ago at this time we were suffering an inflation rate of approximately 12 to 14 percent, unbelievably high as far as by number of circumstance.

By doing the right thing, to the extent that man can control the economy, we have reduced that rate of inflation 50 percent — it is now the annual rate of about 6 percent. That is still too high, but it is vitally important to all of the people who are employed and, just as important, if not more so, to the people who are unemployed.

What I am saying is that we have to work on a two track program, one to improve our economy with inflation, and at the same time provide greater employment.

I am confident that the American people are in a position mentally and otherwise to meet this challenge, and I can assure you that your Government is going to do everything it can to meet the challenge. I think we have made substantial headway.

But, I reiterate that just improving the economy is not enough. We do have to make certain those that you represent, whether it is in Government or whether it is in private employment, have an opportunity for a job and an opportunity for increased responsibility in the job.

I am always an optimist. I condition it with effort. People such as yourselves who are participating can make a meaningful contribution to helping others than those that you represent.

I see here some people that I have met before in various organization meetings where I have met with a group such as this, and I am delighted to have the chance to renew those acquaintances.

I must say that in the White House we have in Fernando DeBaca a person that is working with me and trying to keep the communication lines going with all of you and with others. We have Alex Armendaris here and we have others in the Administration.

I can add one final subfootnote. We are making a maximum effort in the various boards and commissions and other job opportunities — an effort to see to it that the Hispanic community is fairly and properly represented, and this is essential.

**QUESTION:** Mr. President, one of the critical issues today that our community is very concerned about is the extension and expansion of the



President Ford autographs dollar bill for SER National Board Director Bertha Garcia, Deming, New Mexico. Special Assistant to the President (left) DeBaca looks with approval.

Voting Rights Act that for the first time will include the Spanish-speaking people in this country.

Are you supporting the expansion of that Act that would include and guarantee the same franchise to the Spanish-speaking people of the country?

**THE PRESIDENT:** I believe in protecting the voting rights of every American citizen, including any minority group, which in this case, of course, includes the Spanish speaking.

There is a serious problem that has developed in the United States Senate, as you well know. The Act expires August 4. I had a meeting yesterday, and again I talked with some Members of Congress this morning.

I am very concerned that the Senate, in the compressed time that is available, might not have an opportunity or won't conclude action on the extension of the legislation.

I think that legislation, its extension is of maximum importance. You really have one of four choices: The simple extension of the existing law, the approval, in the second option, of the House version, the third is to broaden the Act so it takes in everybody in all 50 States, and fourth, which is the option I would oppose most, is no action — but the last is a very serious possibility.

I can assure you that I am working with Members of the Senate to try and avoid the last option because if that takes place, you in effect have to start all over again. And with a law that has been on the statute book ten years, now, it is better to extend it, to improve it, than to start really from scratch again.

**QUESTION:** Do you expect the expansion to Spanish speaking?

**THE PRESIDENT:** I would accept it, of course I would. But I think it might well be in this period of time another option that might be preferable to make it effective in all 50 States rather than in the eight Southern States plus the seven additional States that have been added in part by the House version.

It might be better, quicker and more certain to make it nationwide rather than the 15 States that are now included in the House version.

Thank you all.

**COVER PHOTO: (L to R) National LULAC President Manuel Gonzalez, President Ford, G.I. Forum Chairman Antonio Morales, SER National Director Ricardo Zazueta.**



## LULAC ABRAZAR SUBMITS SUPERIOR CENTER PROPOSAL

PHOENIX-LULAC/ ABRAZAR issued a preliminary report on the assessment of the elderly needs in the state of Arizona. The ABRAZAR program identified Pinal County as the most critical county in lacking elderly services and has written a proposal designating the city of Superior for a multi-service center. The proposal includes transportation for the elderly.

The LULAC/ABRAZAR proposal applies for funds from the U.S. Department of Health, Education, and Welfare, under Title III.

### LOS RETIRADOS

A newly formed group, Los Retirados, has been formed to operate the multi-service center for the elderly in Superior. This group with a membership of 45 participants expects to serve the needs of 125 elderly in the coming year. Except for health services, the group will eventually provide a most needed service.

Los Retirados has applied for and will receive (1) DHEW, Title III and Title IX funds to operate the multi-service center; and (2) Department of Transportation (DOT) funds to purchase a 12 passenger vehicle and a radio communications system.

There are not sufficient funds available from DHEW/AoA to provide all the items needed to operate the multi-service center. Further, the DOT grant requires matching funds for the equipment purchase and additional funds for the vehicle operation and maintenance.

The multi-service center will provide services to the elderly in the community and in their own homes. The center through its programs helps the elderly become involved and continue to contribute to the community.

The center will provide social, recreational, educational, counseling, health, nutrition, employment and voluntary community service components, among others. It will serve as the resource for finding, recruiting and remotivating isolated, rejected, ill or problem-ridden older persons. It will help restore their identity and sense of

usefulness. It will create employment opportunities both on its own staff and in the community. It will be a focus for coordinating and creating community resources for the elderly poor. It will serve as an agent for change, for understanding, for service and for action.

The center, through the services and programs developed by and for its members, will help the elderly as a group and as individuals to deal effectively with some of their problems. It will provide them with opportunities to participate creatively in and enjoy the present, and plan with interest and anticipation for the future. The center will provide the older person with opportunities to prove to themselves and their communities that they have worth, that they can be productive and useful to themselves and to others, and to prove that they can be independent and self-directing and can express themselves both individually and through groups.

For the community, the center will provide a vantage point from which to focus on and coalesce its services to the aging. The center will act as the convenor for representatives of all agencies working with the elderly to coordinate and evaluate existing services, identify gaps, design programs to fill these gaps and alert and aid the community to meet the needs and use the abilities of its older residents.



*Elderly Center Included in the Abrazar Proposal.*

### THE FACILITY

The Los Retirados group has been meeting in a facility located at 336 Main Street, Superior, Arizona. The rent for this facility has been paid for by LULAC, Programs on Aging, Inc., and the owner of the facility Ms. Guadalupe Mariscal of Superior.

The facility is a one-story, air-conditioned building containing approximately 1500 square feet of floor space. It contains a kitchen, an office, a storage room, a restroom, and a large area for dining or holding meetings or having several activities. Plans are being made to construct another restroom as an attachment to the building. Heat, light, water, and sewage disposal are available.

### THE PARTICIPANTS

The majority of the elderly to be served by the center are Spanish-speaking surnamed individuals who are either retired or laid-off from the mining industry or the railroad. They live under rural conditions in an unincorporated town. About 50% have no transportation services. All suffer from the deprivations associated



*Elderly Meeting in Superior Center after Remodeling.*



with every low income. Some rely entirely on welfare payments or support from their children or relatives. These elderly people are suffering hardships which can be alleviated, in part, by the programs developed in the multi-service center.

### RESOURCES

Funds from DHEW Title III are available to support an Information and Referral (I & R) program. These funds will pay for the salary of an I & R Aide, will purchase one desk and chair, and will provide minimal operating expenses to support the I & R program.

Funds from DHEW Title IX are available to pay for the salaries of a Multi-Service Center Director and a Center Helper. No Title IX funds are available to provide for the operating expenses to support the multi-service center program.

Personnel and funds are available from LULAC - ABRAZAR to provide management and administrative functions, some items of equipment, part of the community organization and training services, and some janitorial services.

Funds from DOT are available to pay for 80% of the costs for purchasing a vehicle (van) and a two-way radio communications system. Matching funds of 10,000 will be provided by the Synod Presbyterian Church.

The Los Retirados group is developing plans to obtain income through programs of fund raising and membership dues. It is intended that the income obtained will be placed in a special account and be allowed to build up in order to have enough capital to pay for operating expenses when funds are no longer available from private sources.

It is estimated that to operate the multi-service center a total of \$40,000 is required. An amount of nearly \$30,000 as is presently available from the aforementioned sources as follows:

DHEW Title III	\$3,692
DOT	\$7,216
LULAC	\$8,282
LOS RETIRADOS	-0-
SYNOD	10,000
<b>TOTAL</b>	<b>29,190</b>

### STEWART UDALL FORMER SECRETARY OF THE INTERIOR ATTENDED



Ed Valenzuela, left, and Arizona Gov. Castro.

## IMAGE FOUNDER HONORED

PHOENIX — Edward Valenzuela, Phoenix District Director of the Equal Employment Opportunity Commission was honored in September by top ranking government leaders and several Spanish speaking groups.

Arizona Governor Raul Castro and Stewart Udall, former Secretary of the Interior in the Kennedy administration, spoke during the dinner.

The Union Graduate School West accepted Valenzuela this summer for a doctoral program. He will receive his Ph. D. in philosophy. His studies will be dealing with interdisciplinary governmental studies, and hopes to complete his Ph. D. program in 15 months.

Unless members of minority groups are treated fairly by the government, the country will never benefit from the leadership they possess, former Interior Secretary Stewart Udall told the group.

"As we well know," Udall said, "under any form of government, for people to make the contribution of which they are capable, they have to have a fair shake."

That translates into educational opportunities and chances for advancement, Udall told about 200 Mexican-Americans at the Towne-House who were honoring Edward Valenzuela for his work in support of minority groups.

Gov. Raul Castro commended Valenzuela for his sense of judgment and for working with his feet on the ground.

If progress is to be made toward equal job opportunities for minority groups, Castro told the audience, it will be made through negotiations by such men as Valenzuela.

While much progress has been made in opening government jobs to minority groups, Castro said, the task is not over.

Castro recalled that when he was a young employe in the Foreign Service, he was told by one of his supervisors that his career in the Foreign Service would be limited. He could never be sent overseas as an ambassador, he was told because he didn't look like an American.

About 25 years later, after he had left the Foreign Service and worked as a judge and college instructor, he was named an ambassador.

Udall agreed with Castro that more members of minority groups belong in important government jobs because "the quality is so high that some people are astonished."

Valenzuela is the founder of IMAGE, a Spanish speaking organization concerned with government employment. IMAGE was formerly known as Incorporated Mexican American Government Employees. Valenzuela is also Vice Chairman of the Board of Directors for national SER/JOBS FOR PROGRESS.





## Federal Government Closes Door to Spanish Speaking

WASHINGTON — The Cabinet Committee closed its doors December 30th, 1974 ending five years of advocating government programs for the nation's 12 million Spanish speaking.

"The loss will be felt sorely in the Hispanic community," commented Executive Director Reynaldo P. Maduro about the agency's demise.

"It was the only vehicle the Spanish speaking had at the national level that could document their real needs," he added. "Without facts based on statistics, it will be extremely difficult for Hispanics to effectively push their

causes in both executive and legislative branches of the federal government."

Maduro said that the Cabinet Committee, during its existence, since 1969 had made significant gains in helping increase Spanish speaking federal employment, in business development, in providing funding and technical assistance to Spanish speaking programs run by the Spanish speaking, for the Spanish speaking, and in giving information to the Spanish speaking on opportunities in government and how to obtain them.

"Despite the gains," Maduro added, "the Spanish speaking still need a federal vehicle similar to the Cabinet Committee because Hispanics need to fully organize at the national level, as are other minorities."

"As long as we are near the bottom of nearly every social index, we Hispanics need some federal vehicle," Maduro asserted.

He added, "The Cabinet Committee wasn't the only answer for Hispanic concerns, but what should be remembered is that the Committee assisted in establishing a Spanish speaking presence at the highest levels of government. My only hope at this moment is that the Hispanic American community can rally and reestablish that presence."



Gilbert Florence (LULAC) is sworn in as coordinator for the Labor Department's Program for Spanish Speaking. Administering the oath of office is Fred G. Clark, assistant secretary of labor for administration and management, while Ms. Wilma Espinoza, LULAC Council 3006, president Colorado Springs holds the Bible.

## Gilbert Florence Heads Spanish Speaking Program In Washington

WASHINGTON — Gilbert Florence, a long-time leader in the field of civil rights and equal employment opportunity, has been named coordinator of the U.S. Labor Department's internal job program for Spanish-Speaking people.

Florence, a native of Las Vegas, N.M., will coordinate the Department's program "to improve and increase employment opportunities for Hispanic Americans."

Florence will coordinate activities and provide leadership with designated program coordinators at the Department's national headquarters and 10 regional offices.

The program, stressing recruitment, promotion and upward mobility of Hispanic Americans, is an integral part of the Department's overall equal employment opportunity program.

Assistant Secretary of Labor Fred G. Clark said the appointment of Florence will greatly strengthen the Labor Department's program. Clark said the needs of the Spanish speaking in federal employment are pressing, and a full-time coordinator is needed.

Secretary of Labor Peter J. Brennan, Clark added, has given the Program for Spanish Speaking one of the highest priorities for Departmental action.

Florence was previously with Interstate Research Associates, a management consultant firm in Washington, D.C. As senior associate with the firm, he developed its affirmative action program. Another major responsibility was providing consultant services to sponsors awarded federal contracts, primarily in the manpower field.

He was executive director of the Pike's Peak Community Action Agency in Colorado Springs, Colo., from March 1970 to April 1971.

Florence has been closely associated with the national manpower program serving Hispanic Americans — Operation SER (Service, Employment, Re-development).

He became associated with Jobs for Progress, Inc., when it was initiated in Albuquerque, N.M. Florence was state director of Jobs for Progress, Inc./Operation SER from 1967 to 1968.



From 1968 to 1971, he served with Operation SER's national headquarters, which by then had been transferred to Los Angeles. He was responsible for promoting and developing Operation SER programs as well as administering national on-the-job contracts.

These programs, specifically designed to give disadvantaged Hispanic Americans greater employment opportunity, included the areas of apprenticeship outreach, job opportunities in the business sector, public service careers and others.

Florence, an Army veteran, belongs to the American G.I. Forum. He is a member of the League of United Latin American Citizens (LULAC), and other civic and professional organizations.

Before his association with Jobs for Progress, Inc., he established and operated the Florence Insurance Agency in Albuquerque.

A graduate of Las Vegas High School, he attended the University of New Mexico, East Texas State University and the extension center of the University of California at Berkeley.

Florence is single and a resident of Arlington. His mother, Cora P. Florence, lives in Albuquerque.

#### **Bicentennial Is for Everyone**

WASHINGTON, D.C. — Representatives of Washington's Spanish-speaking community want to help celebrate the nation's 200th anniversary but feel they are being ignored. So yesterday they took their complaint to the top.

Charles (Chico) Hernandez of POPE (People Organized For Progress and Equality), who got the delegation together, explained, "We felt they had overlooked some problems. All we want to do is help. The Bicentennial is for everybody."

Larry Stinchcomb, president of the D.C. Bicentennial Commission, assured the delegation the Bicentennial organization "wants input from all elements of the Washington fabric."

Charles Hemming, representing Las Mujeres, a national coalition of Hispanic women, pointed out that "what we're doing as Spanish-speaking groups are probably the very things we would be doing for the Bicentennial."

By the end of the meeting, an informal task force had agreed to write a column for the Bicentennial newsletter and offered to host a forum in 1976 on the Spanish-American presence here.

## **EDUCATION**

### **50 LULAC SCHOLARSHIPS ANNOUNCED**

WASHINGTON, D.C. — Fifty Spanish-surnamed students from throughout the nation were chosen as recipients of the 1975 LULAC SCHOLARSHIP, on August 7, 1975. The awards will serve to financially assist the minority individuals through the 75-76 scholastic year at the colleges or universities of their choosing.

Approximately three hundred and fifty applications filed into the headquarters of LULAC National Education Service Centers (LNEC). As anticipated, the majority of the applications were from Spanish surnamed students who are currently receiving counselling assistance at one of LNEC's thirteen field centers.

The selection of students for scholarship assistance was carried out in such a manner as to assure that worthy, deserving and qualified students capable of completing their educational career were chosen.

The students must have been:

- U.S. Citizens, or planning to obtain U.S. Citizenship as soon as possible.

### **TOPEKA TAPS REVENUE SHARING FUNDS FOR SCHOOL DROP OUTS**

Topeka — The Kansas LULAC Educational Service Center succeeded in acquiring \$23,974 in general Revenue-Sharing monies from the city of Topeka. The money will be utilized to establish a project geared towards identifying and counseling potential and actual high school dropouts.

Dr. Vincent Jimenez, a native of Colombia who holds a Master's Degree in education and a Doctorate in Spanish literature will be coordinating the project. Dr. Jimenez has authored two books, and his name appears in the Directory of American Scholars.

The idea for a Dropout Prevention Project came about when the Topeka LULAC Educational Service Center discovered that the dropout rate for Chicano students at one Kansas high

- Currently full-time preparing to complete their secondary school or have successfully completed their secondary schooling.
- Hispanic, Spanish surnamed and/or Spanish speaking residing anywhere in the U.S.
- Consideration also given to community/scholastic involvement and achievement.

Finalists were chosen by a special selection committee consisting of Frank Negron, LNEC Board Member, William Childress, President of D.C. Local LULAC Chapter, Pepe Barron, Executive Director of Congress Nacional de Asuntos Colegiales, Robert Solorzano, a Hispanic student attending John Hopkins University, and three LNEC staff members.

The LULAC Scholarships were made possible through contributions from eight major foundations and corporations. These included Exxon, Gulf, Levi Strauss and Company, Scott, Foresman and Company, Shell Oil, Standard Oil of California, Wells Fargo Company, and Stauffers Chemical Company. Amounts of the individual awards will depend upon monies allocated by the corporation/foundation to certain states and therefore were varied.

school was 34 per cent, compared to an over-all national average of around 13 per cent. Center personnel realized they were severely handicapped in meeting their goal of increasing the number of minority students in colleges and universities when these same students were not completing high school. To attempt to remedy this situation, the Center developed a proposal that was accepted by the city fathers of Topeka for a Revenue-Sharing allocation.

The Center plans to submit a larger proposal to other funding sources to combat the dropout problem in various areas of the state. The Office of Education in Region VII. has offered its technical assistance in developing such a proposal.



## ARTS . . .

### BALLADEER ROMERO KEEPS BUSY . . .

Buenas dias, amigas y amigos, and ponder un momento por favor the plight of Ralph Romero who needs rollerskates to get from one fiesta to another on Mexican holidays.

Romero, you see, is official national Mexican-American cantante (balladeer) by virtue of the endorsement of LULAC.

On Sunday a few months ago for instance, Cinco de Mayo celebrations began in commemoration of the day the out-numbered ragtag Mexicans defeated the French at Puebla.

Among Ralph's appearances during the day: Elena and Alvaro Corral's party beginning at 3 p.m. at their Hacienda Corral restaurant in Scottsdale, Az., the opening of Friends of Mexican Art exhibition at Heard Museum in Phoenix, at 6 p.m., and his usual stint at the same old bandstand in Woody's Macayo restaurant, also in Phoenix, before, between and after the others.

But the 33-year-old Chicano likes it that way. It beats the bejabbers out of the days when he slung his guitar over his shoulder and went from lounge to lounge asking club managers if he could sing for them.

"I was turned down again and again," he laughed. "I couldn't afford an agent. It was the only way I knew of getting a job. Finally, I got tired of walking around town and started calling managers on the phone. One asked me to sing over the phone — right then, just play the guitar and sing.

"I did and was hired. Over the phone. That first booking was at the old Adams Hotel. After that came bookings at Safari, Camelback Inn, Mountain Shadows — even the Biltmore. I've been at Macayo three and a half years now."

That first booking came when he was a Russian language student at Arizona State University.

"I had been playing club dates in my hometown of Santa Fe and in Gallup and Albuquerque since I was 13," he said. "I was so young I had to take my mom or dad along when I played. I was working with musicians who had



Mexican Balladeer  
Ralph Romero

nothing else — no other training — to fall back on and I watched them go through some bad times.

"I didn't want to put all my eggs in one basket. So I figured with fluency in Spanish, English and Russian, I could go to the United Nations and work as an interpreter.

"But my music career took off and I've let the academics go for the time being, though I'm hopeful of getting post-graduate degrees eventually."

Romero has cut his own record album — an album to showcase his 18 years of training in classical music as well as some Mexican, country and western, contemporary and folk — and some of his own original compositions.

Fees from convention and special appearances are ear-marked by Ralph for LULAC scholarship funds. "It's \$10 here and there right now, and I want to up that — to \$10,000 or \$20,000. Education — not movements and marches — is what Chicanos need most.

"Significant changes will happen when we are in policy-making positions in politics, business, management. But we've got to have the education — we've got to be qualified — before we can start calling the shots in response to the needs of our people.

"It really matters, you know, who you are when people start listening to you. You've got to have earned the clout."

## HOUSING . . .

### HUD NEGLECTS FERRE CHARGES

MIAMI — The U.S. Department of Housing and Urban Development has been guilty of conscious negligence in meeting the needs of the Miami Latin community, Mayor Maurice Ferre charges.

"The disregard by HUD of this community cannot be classified as benign neglect, but rather as conscious negligence," Ferre said in a letter to U.S. Rep. Dante Fascell.

"I apologize for using heavy adjectives," the mayor wrote, "but I feel that this community has been overlooked and that the situation should be remedied."

While the report centered on the

### LATINS NEEDS,

problems in the Latin community, Ferre said, its findings are equally true for the housing situation of the city as a whole.

"Miami is one of the worst examples of under-housing in the country," Ferre said.

Ferre's criticism was prompted by HUD's decision to change a hearing on housing problems in the Latin community from Miami to Tampa. The hearing, originally scheduled for Miami last May, was canceled after HUD received a report charging that the federal agency was responsible for an "unbearable" shortage of public housing here.

At that time Dr. Gloria Toote, HUD's assistant secretary for Equal Opportunity, said the Miami hearing

was canceled because much of the testimony would go beyond the scope of the question to be considered, which was the administration of the FAIR housing law. Dr. Toote said then that another hearing would be held in Miami.

Instead, a hearing was held in Tampa last month. Only four representatives from Miami, who received only one or two days' notice, spoke at the hearing.

The four were Skip Chavez, state director of the League of United Latin American Citizens (LULAC), Armando Lacasa, a member of the Dade County Fair Housing and Employment Commission; Mario Molins, representing the Spanish-American League Against Discrimination (SALAD), and

Arturo Hevia, chairman of the board of Accion, a Little Havana community organization.

Not invited was Manuel Mendoza, a Miami-Dade Community College professor who, at the request of HUD, directed a study that criticized that agency for the lack of public housing here. That study, prepared specifically for the May hearing, represented the main background study for the meeting which was subsequently canceled.

Chavez protested strongly against the meeting being held in Tampa, where the Latin community, he said, is not typical. He spoke of the "resentment caused by the neglect to address the problems and issues of the Miami community."

Lacasa, who is also director of SABER, a manpower training program for Latinos, said he agrees "totally" with Ferre's comments and accused HUD of discriminating against Latinos.

Hevia said Dr. Toote promised him to arrange for a housing hearing in Miami in 1975.

## SELF-HELP PERMITS LOW-INCOME FAMILIES TO HAVE OWN HOUSING

"I AM STILL POOR, but I live a little better because I live in a good home of my own. Now, I can be a better citizen," says Jesus Larius of Visalia. Larius was explaining what the Self-Help project has meant to him. The Larius family is one of more than 1800 low-income families who have completed or are now completing construction of their own homes.

More than 300 participants and officials from throughout California gathered in Galt to participate in California Self-Help Housing Day. Program activities included a tour of the completed Self-Help homes and those presently under construction in the community. A sense of pride and accomplishment was evident as the homeowners showed their homes and explained their building experiences. Galt is the site of eight completed homes with eight others presently under construction.

Henry Kloss, Elk Grove dairy farmer and a member of the Sacramento County Board of Supervisors, addressed the crowd and explained the importance of the Self-Help program to the local communities and the employers. "Families have for the first time become identified with the community. They now remain in their work for a long period of time," Kloss explained.

The Federally funded program for rural communities was instituted in Tulare County in 1963 and has since been extended to 19 other counties. Families wanting to participate must: work or live in a rural community, be without adequate housing, have the ability to repay the loan and consent to work in a group and receive technical assistance.

The program brings together six to ten qualifying families to form a group and participate in weekly class meet-

ings for a period of six months. The classes are conducted by housing aides and building supervisors who offer instruction in building supervisors who offer instruction in building techniques, terminology in building and budgeting during and after building (taxes, insurance, etc.)

Qualifying families receive low-interest long-term loans from the Farmers Home Administration. Through the "Sweat Equity" of doing most of the work themselves, families reduce the usual construction costs. Their loans are repaid over a 33-year period. The monthly payments are figured at a percentage of the total family income — usually \$50 to \$60 per month (plus utilities, taxes, and insurance).

The homes are constructed as a group, with the families combining their labor. Each family contributes a designated amount of family time. A

professional builder supervises the work and provides on-site instruction as each new phase begins. Through instruction the Self-Help builders are capable of performing nearly every building procedure. (Exceptions may be the wallboard and stucco operations.)

Typical building costs are: \$9500 for building materials and \$3500 for the land acquisition. The cost of administration and technical assistance approximates \$3500. When completed, the 2- to 5- bedroom homes (900 to 1200 sq. ft.) can attain a value in excess of \$20,000, depending upon the area.

Despite wide-spread support and the success of the Self-Help Housing Program to date, there is concern that Federal budget cuts may reduce the effectiveness of the program in the future.



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## FERNANDO DeBACA SPEAKS UP ON ILLEGAL ALIEN LAW

President Ford's special assistant for Hispanic affairs believes illegal alien employment legislation endorsed by the administration could result in discrimination.

The bill, sponsored by Rep. Peter Rodino, D-N.J., and pending before the House, would penalize employers who knowingly hire persons not legally authorized to work in the United States.

"My personal view is that the bill has every potential for resulting in job discrimination against Spanish-speaking persons in its present form," Fernando E. C. DeBaca, Ford's highest-ranking Hispanic aide, said recently.

He said the administration's position, as stated early this year by Atty. Gen. Edward H. Levi, is still in support of the bill.

That position is under examination by other administration officials, he said, but emphasized that he has no indication that it will change.

The U.S. Commission on Civil Rights and several Hispanic organizations also have expressed concern about potential discrimination.

They argue that employers, faced with possible criminal penalties for hiring illegal aliens, might shy away from hiring persons of Spanish surname or appearance whom they suspect could be in the U.S. illegally.

Even employers who did hire Spanish-speaking persons might require a different standard of verification of legal status from those minorities than

of Anglos who speak English without an accent, DeBaca said.

The Rodino bill, as approved by the House Judiciary Committee in July, does not specify what kind of proof employers should require to determine whether a job applicant is eligible to work in the United States.

"The crux of the problem rests with the kind of verification process you employ," DeBaca said. "Whatever process is used should apply to everybody. That's the only way to protect the interests of Spanish-speaking Americans."

He said he would like the bill to include a specific standard of proof that could be applied equally, although he was unsure what that standard would be.

DeBaca said he would oppose any uniform identification card or internal passport, but thought existing documents, such as Social Security cards, might be used.

However, DeBaca said that not until last year was proof of legal status required for obtaining a Social Security card.

DeBaca said he supports the basic idea of the Rodino bill, to reduce the incentive for job hunters to enter the U.S. illegally, but said his support of the bill was contingent on some guarantee against job discrimination.

Another provision of the Rodino bill added in subcommittee allows illegal aliens who have lived here since 1968 to adjust to legal status under certain conditions.



# El trabajo "part-time" más importante de Estados Unidos



Los Nuevos "Minutemen" del Army Guard comparten con Manuel S. Gonzales un singular patrimonio americano. Durante la invasión de cabeza de playa de Sicilia, en Salerno, 1943, el Sargento Gonzales—a pesar de estar herido en la espalda y en el brazo—silenció, por sí solo, cuatro posiciones de ametralladoras y morteros nazi, por lo cual se le otorgó la Cruz de Servicios Distinguidos.

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