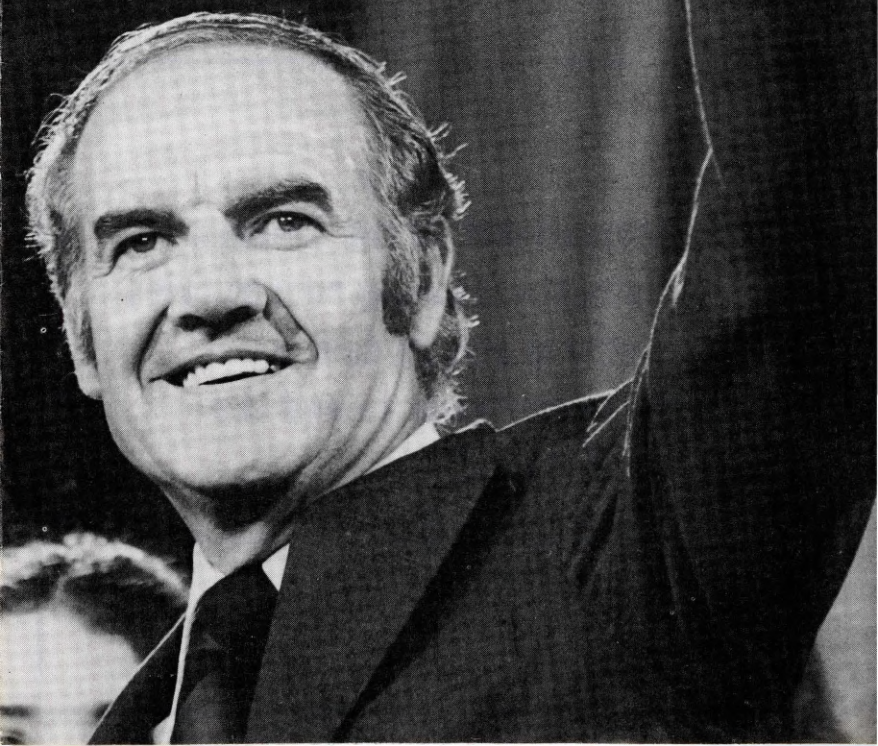


McGOVERN
...justice
for the
people



We are still the forgotten people

■ Richard Nixon, four years ago, made many, many promises to us. He said he would improve our schools and neighborhoods and create jobs for us. He said he would appoint Mexican Americans who would represent us. He said he would protect the rights of farm workers and hold a White House Conference on Mexican Americans to stop discrimination against us and our culture. He said he had a secret plan to end the war that is killing and maiming our youth.

But four years later we are still the forgotten people. Richard Nixon has broken every promise he made to us. And now he is again making promises. Let's not give him another opportunity to ignore and neglect us.

Unidos Con McGovern is working to elect George McGovern President because he is a man of honor and integrity. He will work for our people and the needs of our country. He has a proven commitment to justice, equality and truth.

"My commitment to the Chicano and Spanish-speaking communities is as strong and as deeply felt as my commitment to end the war in Vietnam."

— Senator George McGovern



McGovern is a man the people can trust

■ George McGovern backs up his promises with action. When he tells us that he will work to improve opportunities and our standard of living, we have only to look at his record to know that he is telling the truth.

McGovern introduced in the U.S. Senate the Full Opportunity Act of 1969 to stop discrimination in jobs, housing and education.

McGovern was principal sponsor of the School Lunch Act that is feeding many of our children and the Food Stamp Reform Act that helps low-income families.

McGovern was sponsor of Senate Resolution 13, requiring that federal employment must reflect the percentage of persons with Spanish surnames in our population.

But McGovern has done more than just introduce legislation to protect our rights. He has been on the picket line with striking farm workers. He is speaking out against Proposition 22 on the California ballot — an attempt by the giant agricultural interests to destroy Cesar Chavez's United Farm Workers Union. And for this and other reasons he has the endorsement of Cesar Chavez and his union.

What McGovern will do as President

■ Just as George McGovern has kept his promises in the past, he will honor his commitments to us as President. He has made the following pledges to the Mexican American community:

■ To create, by Executive Order, a system of fair employment in the federal government that will create more than 100,000 jobs for Chicanos, including at least 29,000 in California.

■ To appoint at least one Mexican American to his Cabinet and others to executive positions in federal agencies and departments.

■ To name a Mexican American to the next federal judgeship in California.

■ To channel federal funds into local school districts for bilingual education; to construct a Chicano University, and to invest more federal dollars in new and better schools in low-income districts.

■ To institute a system of low-interest loans to stimulate new home building in the barrios and to undertake redevelopment of slum areas.





This is the year we can elect a President

■ We have had four years of Richard Nixon. In that time, we have had fewer job opportunities in our community. For us that has meant unemployment five times greater than the national average. For our returning Vietnam veterans that has meant almost no work at all.

While prices in supermarkets are going up every day, Nixon is holding our wages down. We are paying more in taxes, while many millionaires and big corporations are paying nothing or very little.

UNIDOS CON McGOVERN. Citizens from all walks of life in our community have come together because we believe that four more years of Nixon politics would be a disaster for all of us. That is why we have formed Unidos Con McGovern.

Join us in working and voting for George McGovern. He has positive plans, not just promises, for guaranteeing a job to everyone who can work. He will put an end to the wage controls that punish the working man but profit big business. He will force the rich to pay their fair share of taxes. And he *will* put an end to the meaningless war that has taken so many of our young men's lives.

If we stand together behind George McGovern, we will achieve together a better life for ourselves and our children.

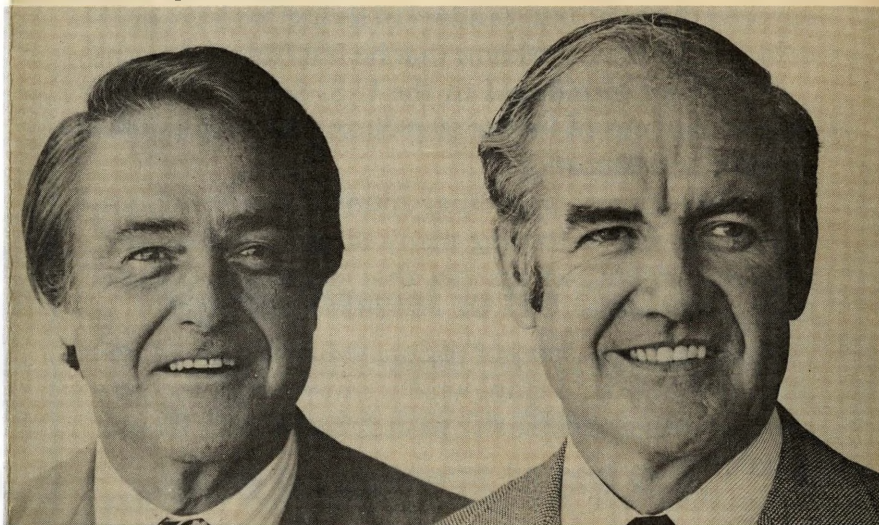
If we stand together with our millions of votes, we will elect a President. George McGovern.



Unidos Con McGovern!

Richard Alatorre
Manuel Aragon
Alvania Carrillo
Cesar Chavez
Natividad Chavira
Ernest Cortes
Moctezuma Esparza
Trinidad Flores
Assemblyman Alex Garcia
Dr. Juan Gomez-Quinones
Al Hernandez
Dolores Huerta
Henry Lacayo
Otto Lacayo
Mary Ledesma
Victoria Loya
Father Roger Luna

Rev. Vahac Marderosian
Dr. Miguel Montez
Senator Joseph Montoya
Dr. Julian Nava
Ralph Ochoa
Ramon Ponce
Alejandro Rey
Tony Rios
Congressman Edward Roybal
J. J. Rodriguez
Mayor Tony Sanchez
Joe Serna
Arturo Sifuentes
Herman Sillas
Arthur Torres
Al Villa
Lupe Villegas



McGovern / Shriver ...for the people

Unidos Con McGovern, 1250 N. Western Ave., Los Angeles; Herman Sillas, Chairmar