

El Excentrico

Vol. 26, No. 19/January 5, 1976

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Angie Martinez



**Elisa Martinez
Joins CSW Staff**

Elisa Martinez is the new Administrative Assistant replacing Esther Medina Gonzalez. Ms. Gonzales has accepted a position with Economic & Social Opportunity, Inc., as Project Director of Women's Concerns.

Elisa will keep the community informed of issues and events surrounding the plight of women. She will be available to meet with all groups to discuss the interests and concerns of the Chicana.

Her main goal is to keep in close communication with her Chicana sisters by working together—Chicana helping Chicana—in an effort to establish equal rights for women.

For further information contact her at 70 West Hedding, Room 408, San Jose, Ca., Telephone 299-3131.

The Commission on the Status of Women (CSW) will be sponsoring 2 workshops in January which are designed to help women to better understand the law and to learn how to use their rights to their own advantage.

On Saturday, January 10th, from 9:30 to noon, there will be a workshop on Community Property. Participants will learn about the laws and how the laws affects them. Two leading expert lawyers will be providing the information: Anne August, J.D. and Elizabeth P. Mulford, J.D.

On Saturday, January 24th, from 9:30 to noon, there will be another workshop on Child Support Laws. People attending the workshop can learn all about the legal procedures involved in the collection of child support payments. Participants will include experts from the District Attorney's Office, the Department of Social Services and the Commission on the Status of Women.

Both these workshops are free and the public is encouraged to attend. They will be held in the County Administration Building, at 70 West Hedding, in the Board of Supervisors Chambers.

The Commission on the Status of Women joins me in wishing the readers of El Excen-trico a Happy Holiday Season y Prospero Año Nuevo.

Workshop leader, Rina Rosenberg, Director For The Commission On The Status Of Women" (topic) "How The Commission Meets The Needs Of The Emerging Woman." □

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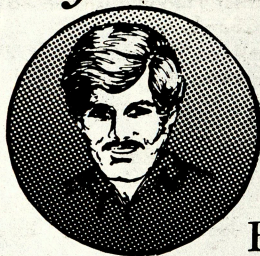
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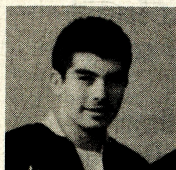
where we're going. To speak clearly about what you're doing is already a major accomplishment. The questions in my mind are the same as those in the minds of the people. The real need is to find the consensus that binds a large enough group together and articulate it. The last time that happened was in 1932, I guess.

America's Future

This is still a very wealthy country. The failure is of spirit and insight. I don't know what's going to happen. I think we're up for grabs. All I can promise is to go to work early and stay very late. It's very dangerous to assume there is a final solution.



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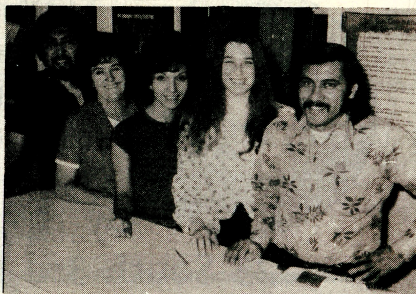
New Sex, Pot Laws

Among the hundreds of new state laws which went into effect on January 1, there were several that mark a welcome acceptance of varying forms of personal conduct by Californians.

For the first time, for example, consenting adults will be free to participate, in private, in the sex act of their choice without

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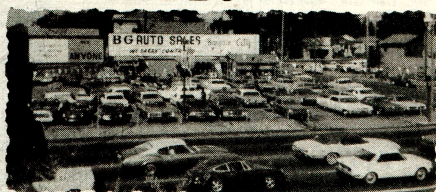
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fear of criminal prosecution. EL EXCENTRICO feels that this particular piece of legislation was long overdue and we highly applaud the legislature for their insightful action and in particular Governor Jerry Bown for his signature of the narrowly passed bill.

The most controversial of the new laws will eliminate arrest in minor marijuana possession cases and reduce the maximum fine for use of less than an ounce of marijuana to a \$100 fine.

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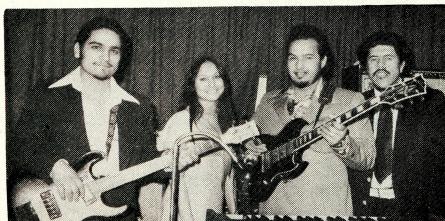
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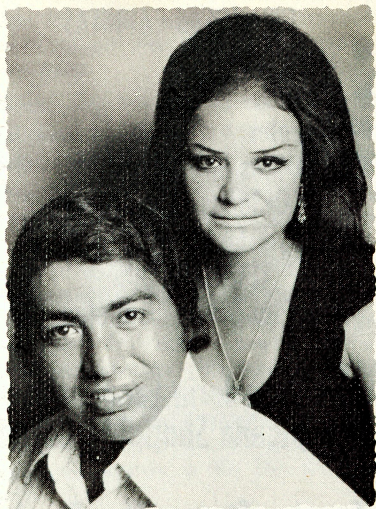
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Governor

Jerry

Brown

Jerry Brown, onetime Jesuit seminarian, believes that sin is original and selfish instincts natural, and he also suspects that American is experiencing a "counterreformation"—against the expansive governmental policies of past years. What makes these views especially striking, of course, is that Brown, 37, is the Democratic Governor of California. In his first year in office, he has curbed the growth in this state's burgeoning governmental employment and spending. He has admonished Californians to lower their sights, prepare to make needed sacrifices instead of slaking the urge to consume, and accept unaccustomed notions of inherent limits instead of boundless growth.

That dialectic has made Brown, for the moment, at least, the most popular Governor in California history. By a margin of more than 7 to 1, voters polled recently by Mevin Field approved his performance—a level of support well above Ronald Reagan's at his peak.

Brown was interviewed by Henry Grunwald and Jess Cook in Los Angeles at El Adobe, an unpretentious restaurant featuring the Jerry Brown special (arroz con pollo). His thoughts on a variety of topics:

America's Limitations

There is a limit to the good things we have in this country. We're coming up against those limits. It's really a very salutary exercise to learn to live with them. Everybody looks for politicians to come up with the solutions to the society's problems. It really is a rather totalitarian urge if you analyze it. Maybe the answer is the Ten Commandments.

Defining Priorities

We're still going at things the way we went at Viet Nam. We haven't clearly defined our goals. Take the schools. If we funded all the proposed programs in California, we would be spending \$5.4 billion more on education than we spend right now.

You want a liberal program to deal with that? I'll give you one. Double the income tax. Watch the tax base decline as people move to Kansas.

State Spending

I'm doing everything that's been suggested other than spending money we don't have. I'm just not giving off a barrage of propaganda to make people think we're doing more. We'll take whatever the revenue is spend it—and that's it, folks.

Higher State Support For the Elderly

In our society, the level is completely inadequate. But the assumption is that by moving their incomes up a grand or so, you can make a big splash. I wonder about that because it's a qualitative more than a quantitative problem. The income supplement is never going to be enough if people are estranged from society. But if you have children to take care of you, friends, a nice community, it's a winner.

Ronald Reagan

Reagan was anti-intellectual. I'm not. His rhetoric doesn't match his reality. He was Governor for eight years. He didn't slow anything down. He raised taxes three times. The difference between this and other states was imperceptible.

Creating Jobs

How to create full employment—that's the big question. Unless private enterprise can put people to work, the Government is going to have to hire them. It's best to do it indirectly, but I don't really know how. Government could invest, as it did with the space program. Or Government could loosen the money supply, use tax policy or public works. There is no one thing, but Government has to play a major role.

Government Planning

It's like setting up a commission. It just buys time and treads water. Unless you know where you want to go, it's an illusion. Run a plan out of a Washington computer as they do in Russia, and you get a monster. We have our own tradition that combines both governmental intervention and a very diverse private sector. It should be respected.

Consensus Politics

The political need right now is for clear definitions and statements about where

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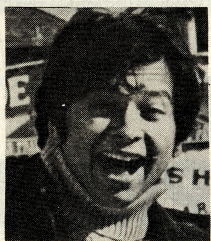
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AT
THE
MOVIES

★
TONY SAENZ



LUCKY LADY

Period Actioner/Comedy. 20th Century Fox Release, produced by Michael Gruskoff. Stars Gene Hackman, Liza Minnelli, Burt Reynolds. Directed by Stanley Donen. Camera, Geoffrey Unsworth. Running time, 120 minutes, MPAA Rating: PG.

"Lucky Lady" is a bootleg film, so to speak, about prohibition booze smuggling that combines an amusing two guys/one gal romantic menage. Stanley Donen's film is a slick polished fictionalized account of what happened during prohibition.

Donen's successive vignettes take our heroes through a series of expansive smuggling routines. Reynolds, a anglo on the lam in Mexico, figures he can assume the dual role of major smuggler and lover of Minnelli when her old man dies. Hackman, also on the run, assumes the leadership and the trio try to start the runs on the hooch.

They encounter the likes of Michael Hordern, an urbane ship capt. who selects his booze customers with flair/style; John Hillerman as the baddy of the sea. He wants to control the entire coast with rum running; Geoffrey Lewis, a zealous, trigger happy Coast Guard skipper and Bobby Benson, as the hero's ship hand. His part is so unlike anything else that really attracts attention itself. I mean this in a very positive way.

Some very smart looking production work stands out. I works very well with the top notch script, acting, direction and editing.

It looks as though Donen has a very meritorious career ahead of him. Unlike other film makers who lose their touch through the years, Donen is still way out in front. Paul Staders second unit work of the action is nothing less than excellent.

For an exciting evening of popcorn enjoyment, I strongly suggest this on your list of must see's.

Now playing at the Fox Town & Country Theater, Town & Country Village, San Jose.

THE MAN WHO WOULD BE KING

Melodrama, An Allied Artists Release of a Allied Artists/Columbia production. Produced by John Foreman, Directed by John Huston. Stars, Sean Connery, Michael Caine, Christopher Plummer and Saeed Jaffrey. Screenplay, Huston and Gladys Hill. Running time, 130 minutes, MPAA Rating: PG.

"The Man Who Would Be King" is about two former English soldiers turned con artists. Sean Connery and Michael Caine decide that Victorias India is no longer big enough for them and their growing reputations. So they decide to carve out their own kingdom in Kariristan. Disguised as a holyman and his servant, they climb mountains and cross glaciers to penetrate the forbidden territory where, "No white man has evre gone in and come out alive." Through luck and a series of coincidences, they realize their wildest dreams.

Connery gets himself crowned king and recognized as a god, the ligitimate or illegitimate son of Alexander the Great (The only white man ever to penetrate the area some two thousand years before.) And Michael Caine becomes the chief of armed forces and all the gold in the kingdom. But while Caine keeps his eye on a chance to abscond with the gold, Connery begins to take his business as king seriously, which is their downfall.

"The Man Who Would Be King" manages to be great fun. It's a tall tale, a legend, of steadfastness, courage, gallantry, greed and lust, though not necessarily in that order.

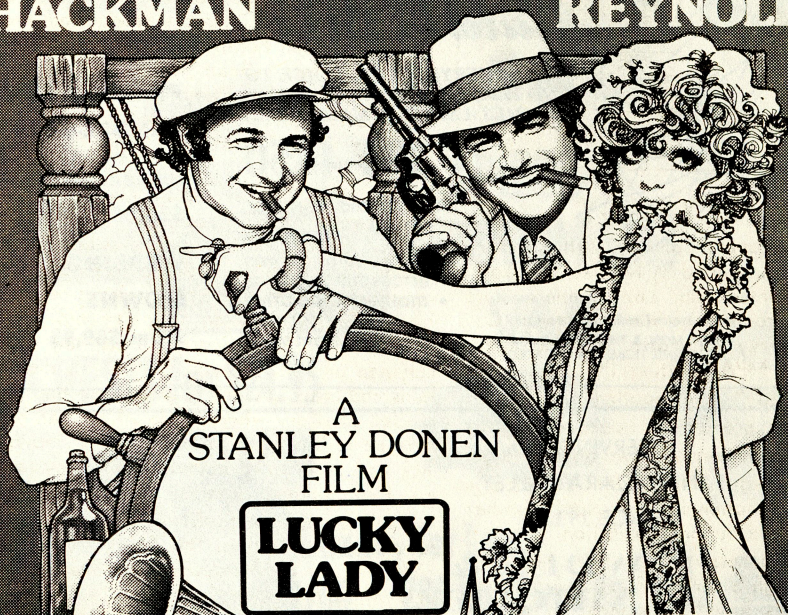
In those great old movies like "Lives of the Bengal Lancers" and "Gunga Din" it's good to know that you can still go to movies and "go to the movies." John Huston is very much in command of his subject and this is one project that could have very much gone astray but it didn't. Three very good reasons that helped it stay within the focus were, Connery, Caine and Christopher Plummer. The latter played a young Rudyard Kipling, to whom the story is told to. All definite pluses. But, I might add the one surprise is Saeed Jaffrey. He plays the Indian guide that helps our heroes through the different regions of the forbidden territory. He is brilliant as the "Gunga Din" of the picture.

The movie was shot in Morrocco. If high adventure with finding gold at the end of

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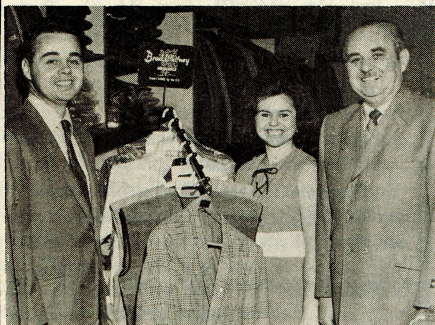


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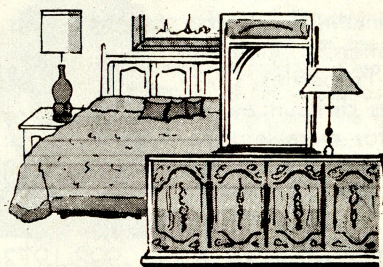
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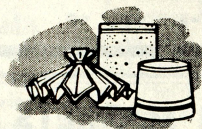


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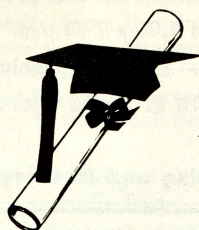
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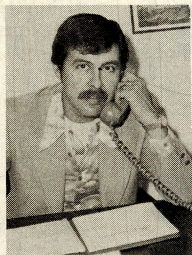
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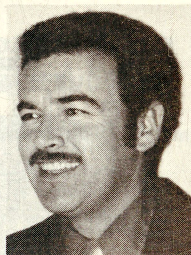
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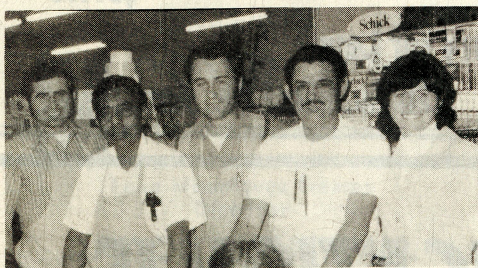
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Latino Expression

by RUTH CORONA

Where do you go if you are Young, Gifted, and BROWN?

There are many fields of industry which Chicanos are entering whether in the field of law, medicine, or even politics. One field that has yet to open up for Chicanos is in the field of communication and the media (broadcasting, television, radio, etc.). There has been, and is, much racism that exists in this field, which is why many Chicanos have yet to make a definite impact in it.

There are some Chicanos who are fighting to break open this invisible screen of racism that lies hidden within the media.

Any new project or idea must always start out in embryo form. With a little hope and a lot of hard work, chances are that it will grow and develop. Such a program is striving to do just that. The show, "Latino Expression" has very high hopes of growing and expanding within the media. The show is televised on cable TV Ch. 2-B, LIVE on Fridays from 5:00 to 7:00.

Latino Expression was first telecast Jan. 3, 1975 and since then it has been striving toward achieving definite goals for itself and its future. Two Chicanos who are helping the Latino Expression dream become a definite reality, are Esteben Hernandez and Luis Viniegra. Together they co-direct and plan out the shows' format. The goals which they try to bring out through Latino Expression are:

- 1) Training of Chicano youth in mass media field
- 2) Exposure of new Chicano talent
- 3) Positive cultural information and events
- 4) Community communication output.

The show also strives towards bringing on guests that will speak on issues which are relevant to the Latino community. Guests who have already taken part in Latino Expression would include:

- Latino Police Officers Association
- Los Monitors
- Coors Boycott Speaker
- C.A.S.A. - Illegal Immigrants
- Dr. Sylvia Gonzales - Prof. at SJSU
- Teatro De La Gente
- Folklorico Dance Groups
- Local Chicano Bands

Manpower is an important factor here and Esteben and Luis have opened the media field to young Chicanos from high schools, junior colleges, and even students from SJSU. The recruiting of students has mainly concentrated in the area of high schools. Once here they give a little background of Latino Expression and how students who are interested may take part in it. The cameraman, set and floor directors of Latino Expression are all young Chicano students who give 100 per cent of their energy and talents to the show—they ARE Latino Expression.

Like any new program that is trying to be, the subject of money must always arise. Lack of funding has made it next to impossible for Latino Expression to further expand. They must pay their own bills since they have no sponsors to back them up. Even while Esteben and Luis are of MACSA components, MACSO itself does not fund the show. Here is where community input is necessary. The Latino Expression staff are also in the process of planning out dances to help raise funds to keep their show going.

It is said that dreams are for those who sleep, for they will always remain just dreams, but the Latino Expression people are far from asleep. They are awake to what's happening. It is the rest of the Chicano community who must "wake up" to reality and stop waiting around for others to do the job.

Communication is the lifeline of society, and if we as Chicanos ever hope to advance toward self-determination for ourselves in the media field, or any other field for that matter, we must all work to make it a reality . . . or forever live in dreams.

*For further information on Latino Expression, you can contact Esteben Hernandez or Luis Viniegra at MACSA 275-8506.



LOS MEREQUETENGUES

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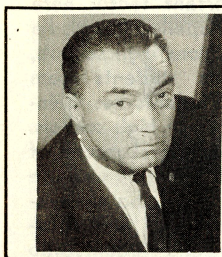


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Nuestra Meta debe ser en este Año: ECONOMÍA y AHORRO

De la economía y el ahorro mucho se ha escrito. Es un tema inagotable. Desde luego no hay que confundir la economía y el ahorro con la avaricia y la pichicatería. La economía y el ahorro son medios que se usan para no desperdiciar aprovechando en forma organizada todo aquello que al usarlo en forma desorganizada se convierte en desperdicio.

Estamos en los primeros días este año y si no ponemos orden haremos un mal uso de nuestro dinero y nuestro tiempo y en consecuencia de nuestras energías.

May muchas formas para aplicar la economía y el ahorro, esas formas van de acuerdo con las personas y sus ocupaciones. Relataré un caso concreto: Hace un año me dijo una persona que conozco y que encontré la última noche del año. "Voy a ahorrar este año que viene para ver cuanto junto para el 31 de diciembre." Se hacen tantos propósitos a la entrada de cada año, que lo que me dijo mi amigo se me olvidó, nos encontramos varias veces durante el año pero nunca me dijo de sus ahorros, ni yo se lo pregunté. Antes de terminar el año lo encontré casualmente y despues de desearnos muchas felicidades, como de costumbre, me dijo: "Este año si creo que va a ser feliz para mi familia y para mi". Hombre ya sabes que te lo deseo de todo corazón. Me preparaba yo para despedirme y seguir mi camino cuando me detuvo y me preguntó. "Quieres saber por qué?" Si naturalmente, le contesté, por qué? "Te acuerdas que hace un año hoy excatamente te dije que ahorraría todo el año para ver cuánto juntaba?" Claro que si recuerdo y espero que hayas podido ahorrar una buena cantidad "Así es, pude ahorrar para dar el primer pago de una casita para mi familia, desde el mes que entra ya no pago más renta, ahora doy los abonos de mi casa".

Nos despedimos despues de que me ex-

pliqué que a pesar de su salario que no es muy alto, suprimió todo lo que no era completamente indispensable para el bienestar de su familia.

Me retiré pensando, este es un hombre feliz, porque supo economizar. Dentro de algunos años, sus privaciones de hoy se convertirán en bienestar para él y para su familia. Esta persona supo organizar sus gastos y logró realizar el sueño de su vida, tener su propio hogar.

Hay otras clases de economía y ahorro que se convierten en los peldaños que nos conducen a la estabilidad económica.

Pero no todo se reduce a los asuntos monetarios. Tambien hay economía y ahorro en el factor tiempo, aquellos que lo desperdician, llegan al final de la jornada lamentándolo lastimosamente.

Recuerdo de mis ya lejanos días de estudiante, entre los compañeros de escuela había dos que llamaron mi atención por lo diferente de sus situaciones. El primero lo llamaremos A, un joven hijo de una acaudalada familia que con facilidad podian soportar los gastos de la educación de A y además darle dinero para satisfacer sus gustos de niño rico. A sabía y usaba la última moda en sus trajes, conocía los restaurantes más elegantes y caros de la ciudad y gustaba de hacer viajes costosos a diferentes lugares. Entre sastrerías, comilonas y paseos se gastaba el tiempo que otros dedicaban a estudiar, el resultado era que varias veces fue reprobado al final del curso; cosa que a él no le importaba, al fin y al cabo su familia tenía dinero.

El otro estudiante al que llamaremos B, era hijo de una familia pobre, había venido de uno de los Estados cercanos, su padre era peón en una hacienda y no podía darle una educación escolar a su hijo. El dueño de la hacienda en donde trabajaba su padre le pagó el pasaje para que viniera a la capital y recomendó con sus amigos al joven para que le dieran trabajo como mozo. B se dio cuenta de que si no estudiaba, acabaría sus días como mozo o cuando más como peón igual que su padre. Todo su capital era tiempo, tenía una vida por delante, se hizo el propósito de economizar tiempo, ahorrar horas de su trabajo para dedicarlas al estudio, B pidió permiso para asistir a la escuela nocturna y su patrón se lo concedió encantado y más todavía le pagó la matrícula en la escuela, pero en sus horas libres seguía haciendo trabajos como mozo.

(Continuara en la siguiente plana)

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Saldaña (continuación)

B no sabía de modas, se vestía con las ropas que descartaban los hijos del patrón, él no sabía de comilonas, comía en la cocina donde comía toda la servidumbre, no conocía otros lugares más que el camino de la hacienda en donde nació y el camino a la escuela desde la casa de su patrón, pero cada minuto que tenía libre de su trabajo lo dedicaba a estudiar.

Pasaron los años, dejé de ver a los compañeros de escuela. Ha empezado a caer la nieve en mi cabeza y creo que en la de ellos también. En uno de mis viajes a México, sin proponérmelo me enteré de que A es un fracasado nunca terminó su carrera, vive arrimado con los parientes que lo toleran por lástima, su pade murió y la cuantiosa herencia se esfumó entre francachelas y malos negocios hasta que quedó en la calle. Vive sólo de recuerdos, de cuando él tenía y aburre a todo el mundo con sus pasadas glorias.

También me enteré que B se recibió de doctor en medicina, sigue siendo humilde, inteligente y activo. Su patrón que lo ayudó en sus estudios, al morir lo considero igual que a sus hijos y le dejó una buena herencia.

A que era rico ahora es pobre, porque desperdició tiempo y dinero.

B que era pobre ahora es rico, porque no desperdició ni tiempo ni dinero.

Lector trázate una meta y síguela hasta el final del año que ahora comienza y cada año alcanza metas superiores, nadie como tu disfrutará de muchos años felices.

Les deseo un feliz año a todos mis lectores y amigos.



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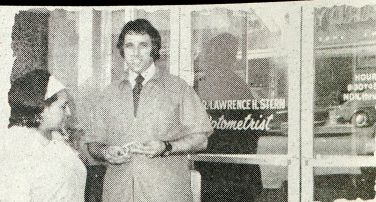
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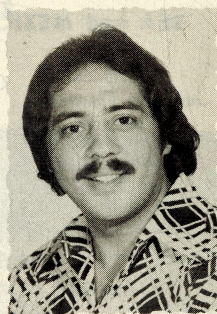


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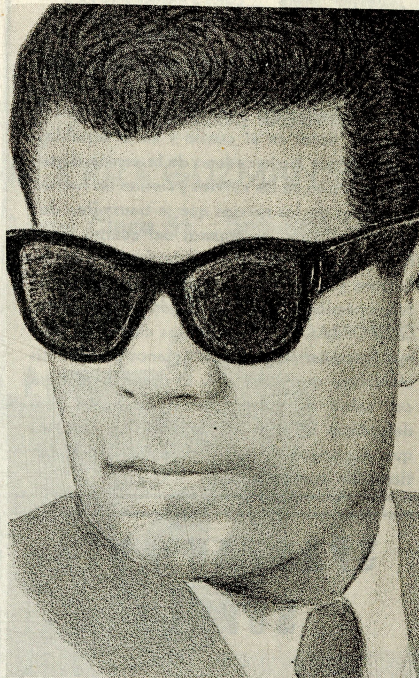
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Teacher

Robert Acosta was born into a family whose history in California goes back several generations. They once owned vast sections of what is now the Pomona Valley in southern California. Due to a congenital condition, Acosta was born completely blind, but his parents wisely urged him to participate in as many normal activities as possible. During this formative period in his life he rode horseback, played a number of outdoor sports, and attended summer camp. Acosta's accomplishments are the result of his own energy and determination, aided by the positive atmosphere created by his family as he was growing up. One of Acosta's favorite extracurricular activities now is sponsoring the Future Teachers of America, an organization he founded while teaching at Chatsworth High School in the San Fernando Valley, California.



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Los Angeles (1961)
B.A. in English, California State College at
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- Highlights:** Founder, The Blind College Students of
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Minorities Own Seventy-One Banks

by LUIS G. JUAREZ

According to information from the Office of Minority Business Enterprise, the number of banks designated by the U.S. Treasury Department as minority-owned increased from 57 in June of 1974 to 71 in June in 1975. Total bank deposits also increased by about \$133 million during that period. Alex Armendaris, director of the U.S. Commerce Department's Office of Minority Business Enterprise (OMBE), said that compares with 31 minority-owned banks in 1969, with total deposits at that time of \$396.5 million. Deposits today have reached \$1.3 billion. The U.S. Department of Treasury and OMBE are joint coordinators of minority-owned banking under the Administration's Bank Deposit Program. Banks are designate minority-owned when 50 per cent or more of the outstanding common stock of the bank is owned and controlled by members of racial minority groups.

"Minority-owned banks are important," Armendaris said, because they open up financial resources in their community and provide opportunities for minority ownership groups.

The most recently designated minority-owned bank is Plaza del Sol National Bank, Albuquerque, New Mexico, of which Paul R. Hernandez is president.

Of the 71 banks, 43 are owned by black or multi-racial groups, with deposits of \$663 million; 25 by Spanish-Americans with deposits of \$619 million; two by American Indians, with deposits of \$11 million; and one by Chinese-Americans, with deposits of \$2.5 million. Total deposits of all minority-owned banks are \$1.3 billion.

In terms of deposits, the three largest banks are Republic National Bank of Miami, with deposits of \$123 million; Banco de Ponce in New York City, with deposits of \$120 million; and the Bank of Miami, with deposits of \$114.5 million.

The Office of Minority Business Enterprise was created in the Department of Commerce in 1969 to serve as the coordinating agency of the federal government for minority business affairs and to assist in both federal and private efforts with the development of minority-owned businesses throughout the nation.





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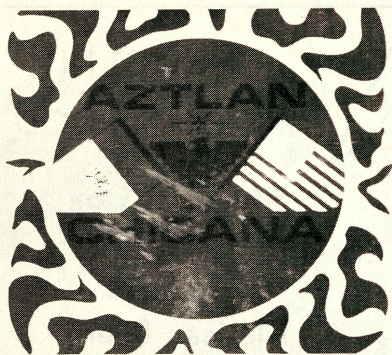
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History of Chicanos and Chicanas On This Emblem

1. Aztlan, the Southwestern U.S.A. where the majority of the Chicanos and Chicanas were born, the states of Arizona, California, Colorado, Texas, and New Mexico. Also, Aztlan is the original home of the Aztec Indians according to a codex found in the Aztec ruins in Mexico City. A codex is a manuscript or written record.
2. The cross is, for the Pachucos, the first Chicanos to protest oppression, police brutality, injustice, racism, job discrimination and hatred. (Pobres Camaradas). The Eagle is the Aztec Eagle, representing the Chicano and Chicana farm workers who want only a chance to improve their economic life in the United States. The Sun is the father of the solar system that we know for a fact gives this sphere life as we know it.
3. The outer circle is for the universe, the spirit of all things as we know it, the father of the galaxies, planets, meteors, comets, satellites, animals, plants and man.

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NOTA DE DUELO

Muy sentido en esta ciudad, donde cultivaba numerosas amistades, fue el fallecimiento del estimable caballero D. Rafael Sanchez Reza, ocurrido el día 5 del mes que transcurre, en esta ciudad de San José. El desaparecido, quien contaba al morir con la edad de 77 años, sirvió con gran voluntad a la Logia Mexicana. Amado Nervo Número 54 de esta ciudad, en la que desempeñó varios importantes cargos, entre otros el de tesorero. Le sobreviven su viuda la Señora Merceditas Reza, su hijo Frank, sus nietos Sonia y Juanito, sus hermanos Gabriel, José,

Carolina, su hermana política Polin, y algunos familiares y parientes más, La familia Reza, quiere agradecer, desde las populares columnas de EL EXCÉNTRICO, las muestras de condolencia recibidas de parte de sus amigos, parientes y conocidos con tan triste motivo, así como las oraciones, ofrendas florales, cartas de pésame y su presencia en los funerales y sepelio de su muy amado deudo, que en paz descanse. Con toda la gratitud de su adolorido corazón, muchas gracias a todos los que los acompañaron.

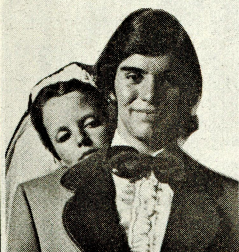


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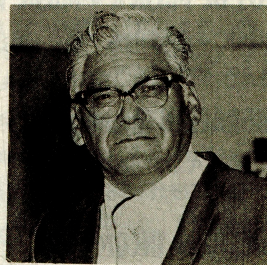
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The Rising Power of Mexican-Americans

by JOSEPH ALBRIGHT

Washington

There is one political trend on which both Democrats and Republicans seem to be betting: LATINO power is on the rise.

A White House official went so far as to assert that by the year 2000 Mexican-Americans will replace blacks as the nation's largest minority.

A Democratic official offers a more immediate predictions that the next presidential election could turn on whether the Democrats succeed in registering another 200,000 Mexican-Americans in California.

While neither of these forecasts is a sure thing, they are being taken seriously among professionals in both parties. This is happening for a variety of reasons, both political and demographic:

- The recent Voting Rights Act Amendments will create hundreds of Spanish speaking vote registrars in California, Texas and other states with high concentrations of Spanish speaking voters. On paper, this could produce a dramatic increase in the Latino electorate, since the voting rate among Adult Mexican-Americans was only 23 per cent in the 1974 congressional election, compared to 44 per cent among Americans as a whole.

- The Latino birth rate in this country is approximately twice as high as that of the rest of the population, and the legal immigration rate is higher than average. As a result, official statistics indicate that the number of Mexican-Americans in this country is increasing at the rate of three per cent a year, roughly twice nations average growth rate.

- Federal spending for bilingual education is increasing.

- A system of easy voter registration by postcard has already been adopted in California and is under consideration in several other states as well as in Congress.

As might be expected, both political parties are hurrying to get out in front of the growing Latino power movement.

Republican efforts, to date, seem to center around one overworked White House official, Fernando de Baca, who serves as President Ford's special assistant for His-

panic and other minority language groups.

de Baca, former regional director of the Department of Health, Education and Welfare in San Francisco, has become a sort of Hispanic ombudsman.

He reports candidates for federal jobs, keeps an eye out for minority business contracts, and he tries to unsnarl bureaucratic tangles. And, he seeks every possible opportunity to be quoted on television and in turn the newspapers.

"We have gone unnoticed, ignored, and neglected but we're destined to become a very potent political force in the next two decades," he said in one such interview this week.

He also said the Spanish-speaking Americans will "certainly" outnumber blacks before the year 2000.

Statisticians at the Census Bureau said later they strongly doubted this, but they conceded their figures on the Spanish-American population were very imprecise because of the difficulty in enumerating illegal aliens.

On the Democratic side, the appeal to Latinos is being orchestrated in large part by Joe Aragon, a staffer at the Democratic National Committee.

It is Aragon who is in charge of putting together a Democratic campaign to register large numbers of Mexican-Americans in marginal states.

"I would hope we can register at least 200,000 more Mexican-Americans in California alone," said Aragon. "After all, John Kennedy lost California in 1960 by only 36,000 votes, and eight years later Humphrey lost the state by only 228,000 votes. Next time, new Spanish-American voters in California could decide the whole election."



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OPINION

By **LUIS JUAREZ**



Civil Rights Advances Made Quietly In 1975

1975 was a quiet year for the Chicano civil rights movement in Santa Clara Valley. There were no strong demonstrations of protest—physical written, or verbal from this group. This was particularly noticeable when we look back to the 1960s when the Chicano civil rights activities were more evident. The 1960 presidential elections saw the birth of Mexican - American political action groups. Most Chicano political activities were instinctively supporters of the Democratic Party.

The Viva Kennedy campaign put together by early Chicano political leaders reached every corner of the Southwest and many parts of the nation.

The Mexican - American Political Association was born in 1960 and played an important role in the political thinking of many Chicanos.

The Economic Opportunity Act of 1964 (War on Poverty) provided the Chicano civil rights movement with its first formal organization and trained staffs to battle the "old establishment."

Emotions were running high in those days. Suppressed feelings emerged causing a chain reaction of explosions in all levels of government and established structures.

Chicano leaders openly denounced long established discrimination practices in education, housing, health, and other basic services.

There were physical and verbal confrontations with law enforcement agencies. There were mass appearances before local legislative and administrative bodies.

The beginning of this decade saw a change in strategy by the Chicano civil rights movement. Once the initial anger was released, the Chicano was ready to use different and more effective tactics.

The courts were used effectively to stop unfair practices in employment. The addition of Chicanos to responsible positions in government opened the door to Chicano grievances.

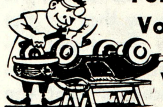
Participation by numerous Chicanos in local government commissions and boards provided a stronger voice to the needs of poor ethnic minorities.

Chicano leaders sat side by side with policy making people. There was no need for noisy meetings and demonstrations. In this new year, I feel confident the Chicano will again break new records in social growth in its newly found identity.



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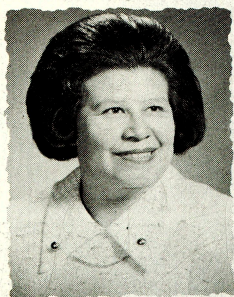
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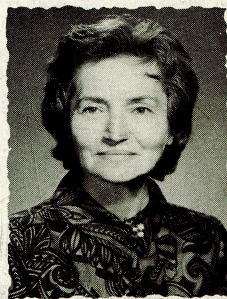
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