

1615 Lanoitan Ave.
National City Calif.

October 23, 1969

Taco Bell Inc.
2424 Morton st.
Torrance, Calif. 90505

Gentlemen:

I am certain that your signs "Taco Bell" were not designed to denigrate those of Mexican descent, but rather as a business venture. But in your interest in selling your products you overlooked a very sensitive point of view shared by all of Mexican extraction. Your signs viciously perpetuate the stereo-typing of the Mexicans as being lazy by using the sloping back of the poon sleeping in the sun under a tilted sombrero. It depicts the old siesta cliché; not to mention the pictures on your wrappings with inevitable sombrero, sarape, and worst of all the barefooted Mexican.

If you had just taken the courtesy to consult with the Mexican-American community as to its sensitivities, you might have used instead the picture of the Mexican charro with his traditional suit which enhances the image of the Mexican instead of the objectional signs which you now have.

I hope that you receive this letter in the vein that it is intended as a sincere effort to see one another as human beings-- shed of all stereo-typing which perpetuates racial prejudices. I am hoping that you will take immediate action to rectify this gross affront to those of Mexican descent.

Sincerely yours,

Ernest H. Azhocar

cc: Star News

MEXICAN-AMERICAN ADVISORY COMMITTEE

SERVICE

EMPLOYMENT

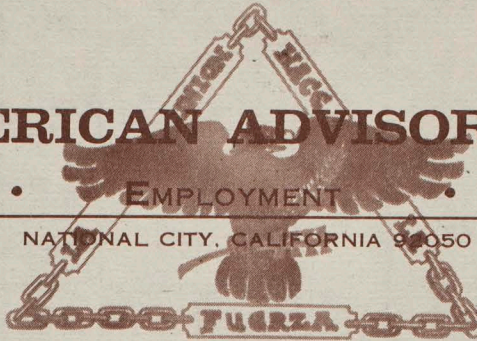
REFERRAL

825 "A" AVENUE

NATIONAL CITY, CALIFORNIA 92050

(714) 474-2232

VICTOR NIETO
PROJECT DIRECTOR



March 14, 1972

CHULA VISTA STAR NEWS
429 Third Avenue
Chula Vista, California 92010

LETTER TO THE EDITOR, STARNEWS

Dear Sir:

I have just now finished reading an article in the Star News entitled "Board stalls on decision - Chamber cartoon apology asked"

It is beyond me how our Anglo/American Society, in the mist of all the racial tension and unrest can allow one man to perpetuate an ideology that must be abolished. An ideology that never had any problem portraying George Washington, Abe Lincoln or for that matter any Anglo-American in proud statue.

Because of this ideology, once again the minority must stand back and hear the same pathetic excuses, to quote, "there was no offense intended" or "we didn't mean to be discriminatory"; to quote my fellow Mexican-American "YA BASTA"!!!

Through actions such as Mr. Niek Slijk, our children (yours and mine) have been and are being programed. Yours, to think that minorities are something less than equal and mine are made to think and feel they are not and never will be a real part of this country; unless they are willing to appease the White Society.

I have traveled to many parts of this country, and I have yet to see a slogan, a picture advertisement, or a symbol of a Mexican-American in proud statue.

An apology must be made. If not for the sake of this one advertisement, then for the reason of perpetuating an ideology that is destroying the American Society.

Sincerely,

Victor A. Nieto
Executive Director

VAN:sdr

CC: Chamber of Commerce
Human Relations Commission

Dear Editor:

In reference to the caricatures that appeared on the leaflets for the Irapuato Bound trip, I, as a conscientious and disgusted individual highly desire to state that I not only found the leaflet degrading, but also humiliating.

Mr. Niek Slijk was quoted as saying that the cartoons were "just like promotional material for trips anywhere else". He used an Eskimo in his igloo for a trip to Alaska and a girl in a hula skirt for a trip to Hawaii as examples of other stereotypes (and one cannot deny that they are not stereotypes).

Although these two examples are stereotypes they are ^{not} derogatory because igloo's and hula skirts are part of their culture and I am sure they are proud of it. However, what I have tried, but cannot understand, is how people like Mrs. Aruida Green, Mrs. David Garcia, and other Mexican Americans who do not find the leaflet insulting, can sit back and condone the portrayal of our people as a man sleeping with a sombrero over his head. Is this part of our culture? Are you condoning to the continuous portrayals that we are a lazy people? I ask of all unfortunately narrow-minded Mexicans and Mexican Americans, is this something to be proud of? Why can't a Mexican be stereotyped (if there must be stereotypes) as a proud caballero on a horse with a sombrero set up-right on his head instead of over his face? THAT is part of our culture, and, although needless to say, it was our people whom taught the "gringo" how to deal with cattle and horses....unless you Mrs. Green and Mrs. Garcia will be the first to admit that your father and great-grandfather were lazy.

Norma A. Mena
24 N. Clairmont
National City.