

# EL MAPISTA

"Adelante Con MAPA"

Vol. II

JANUARY, 1969



No. 1

## FELIZ AÑO NUEVO

### ROBERT GONZALES APPOINTED

San Francisco Mayor Alioto appointed Attorney Robert E. Gonzales to the Board of Supervisors. Gonzales will serve out the term of Supervisor Leo McCarthy, who was elected to the State Assembly. That term expires in 1972.

Considerable pressure was put on Mayor Alioto to appoint an Irishman for the vacancy.

McCarthy's departure and Gonzales' appointment leave the Board without an Irish member for the first time in the city's history.

Robert Gonzales, 31, was born in Fresno, son of Mr. and Mrs. Bernard Gonzales.

Gonzales attended Selma High School and entered the University of California on a football scholarship.

In 1959, he played cen-

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First Mexican-American appointment to the Board of Supervisors.

### NATIONAL ORGANIZATION

In New Mexico, Fidel Lavato, the chairman of the East Valencia County Chapter, has been conducting an organization drive in that State. He now has a committee working in Albuquerque to organize a Chapter there. He has appointed Steve Benevidez, in Malaga County, to organize a Mapa Chapter there.

In 1969 New Mexico is going to hold its First Annual MAPA State Convention. The corporate papers are being put in order and one of the articles requires that it shall be a member of a national Mexican - American Political Association. This article has been suggested by the former Calif. State MAPA General Counsel to all these organizations in New Mexico, Texas, Washington, Indiana, and

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A "Viva Cranston" Fiesta was celebrated by the Roseville MAPA Chapter. Speakers were: Center, Mr. Manuel Olivarez, "Viva Cranston" Northern Co-ordinator; Mr. Rudy Cuellan, on the left, President of Roseville MAPA Chapter, and Joe Montoya, "Chicanos for Cranston," Upper Northern Counties Committee.



"Solidarity March" for the farm workers, staged by the Roseville MAPA Chapter.



## SALUDES AMIGOS

This is the first of a series of educational articles designed to inform the Mexican-American community of the various educational opportunities available to us.

These articles will introduce many of the programs which are now in effect in promoting education for low income and minority peoples, while concentrating mainly on those which are aimed at Mexican-Americans.

Previously, some of these programs have been criticized for not having a representative number of Mexican American participants. To which officials of these programs have replied, "Mexican-Americans are difficult to recruit into educational programs and many times we have to go into their communities and seek them out".

Armed with the knowledge of the many programs and their requirements, we can insure Mexican-American youths the opportunity to further their education and become contributing members of the community.

The Newsletter is a reflection of MAPA's membership and for this reason I encourage your contributions to this section regarding any news or announcements in the field of education pertaining to the Mexican-American community, or in which we can partake.

Address all contributions or inquiries to:

EDUCATION EDITOR

c/o MAPA Newsletter.

**Adelante con MAPA**

— MAPA —

## FUTURE

In our zeal to increase the membership of MAPA let us not forget an important faction within our reach, the high school and college students who has not yet reached the "legal" age of making rational and intelligent decisions. These people can make many contributions to MAPA, while becoming knowledgeable in issues regarding Mexican-Americans. Today's students are tomorrow's MAPISTAS.

—J.E.

**Adelante con MAPA**

— MAPA —

## ADVERTISERS WELCOME

With the start of the new year many businessmen have prosperity in mind. We at the NEWSLETTER realize this and we are prepared to offer them the opportunity to advertise in our periodical. We are very happy to announce that copies of the NEWSLETTER are being sent as far as New York, Chicago, St. Louis, and many other cities throughout the United States.

Any inquiries will be welcomed. Please direct them to:

ADVERTISING MANAGER

**MAPA NEWSLETTER**

Post Office Box 2948

San Diego, California 92112

## EL MAPISTA

Co-Editors .....George Vasquez  
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Charlie Ortiz  
Jesse M. Vasquez

## BOYCOTT GRAPES!

Is your grocer selling grapes? If he is he is promoting poverty. Every grape sold helps keep a farm worker's child hungry.

The farm workers in California have been on strike for three years seeking justice and dignity which they cannot obtain through other means. The past and the present have been unjust to the farm worker.

The Grape Growers have responded to their simple demands by refusing to negotiate with the Union, and by answering peaceful picketing with violence and terror tactics. Illegal recruitment of alien strike breakers from Mexico has made it impossible to win justice in the fields. The government does little or nothing to stop it.

We appeal to you, the people.

The Farm Workers are asking for recognition of their Union for decent wages and an end to degrading working conditions. They seek such basic deficiencies as toilets in the fields, hand washing facilities, cool drinking water in hot weather and eliminating of racial discrimination in promotional considerations.

Remember, when you refrain from buying grapes you are telling the growers that you do not wish to take the food from the mouth of a hungry farm worker's child.

DANIEL CHAVEZ, Co-Editor

— MAPA —

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## ROBERT GONZALES

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ter for University of California in the Rose Bowl, he received his B. A. in Political Science.

Gonzales was graduated from Hastings College of Law in 1962, was admitted to the Bar in 1963, and practiced Law the following year. He now has his offices at 1231 Market Street, San Francisco, California.

Mr. Gonzales lived most of his life in the small family home in Selma. His father's family was among the earliest residents of California under Mexican rule. His mother's parents were natives of Mexico.

The young attorney, a Past President of the Mexican American Political Association, ran for the Board in 1964, but was unsuccessful.

"I'm very nervous and very proud," he told the Mayor and the crowded press conference, "not only for myself, but for my community".

Gonzales noted that the city's substantial Mexican community has seldom had a voice in government during the more than 100 years since the end of Spanish Rule in California.

— MAPA —

## VOTING STATISTICS

Voter registration rose in the South during the last four years and declined in other areas of the nation, says a Census Bureau study.

In the North and West, the voter percentages fell from 75% in 1964 to 71% in 1968.

Voting habits among non-whites (Mexican-Americans?) outside the South, showed the sharpest decline—an 11% drop in four years to 61% in 1968.

Of the 35 million Americans of voting age who failed to cast ballots, 77% said they were not registered. However, 91% of those who were registered went to the polls.

Residence and citizenship requirements prevented many citizens from registering.

— MAPA —

## GRAPE BOYCOTT WORKING

The following is the latest in the growing number of stores to support the "grape boycott":

Helix Mesa Market, 8693 La Mesa Blvd., La Mesa, California.

Hometown Markets, 914 Palm Ave., Imperial Beach, Calif.; 6145 Lake Murray Dr., Lake Murray, Calif.; 2221 Linda Vista Rd., Linda Vista, Calif.

Moraga Mesa Market, 4340 Moraga Ave., San Diego, Calif.

**Support the stores that support the "grape boycott."**

All persons wishing to donate some of their time in support of the "grape boycott" are urged to contact Mr. Carlos LeGerrette, 2422 Congress St., San Diego, Calif. 92110.

## NATIONAL ORGANIZATION

(Continued from Page 1)

other states with MAPA chapters.

In New Mexico we had a very, very close race for the governorship. Fabian Chavez, who was endorsed by MAPA there, lost by 2100 votes out of approximately 168,000 votes. Chavez was very grateful for the help MAPA gave him. Something like three or four thousand dollars were raised by MAPA and given to the Fabian Chavez campaign.

In Dallas, Texas, there is a group called MACA, Mexican American Civic Association, primarily a youth group, which began to organize over the issue of no Mexican American representation on the City Council. Through demonstrations and mounting pressure in the press and so forth, the City Council finally had to pass a resolution indicating that they would add two new Councilmen, one from the Chicano District and one from the Negro District. They appointed a house hand Chicano and MACA was not happy about this, so they have protested. They want to have something to say about more independent and representative Chicanos being appointed.

In the State of Washington they formed an Association of already existing Clubs. They call themselves the Mexican-American Federation affiliated to the National Mexican-American Political Association. They have religious and social organizations, having taken the thirty-eight existing groups in Washington, of Spanish surname people and formed them into a federation and then turned the whole federation into a MAPA tie association.

There is a registration drive taking place in Washington and it is facing the same problems that were encountered in the Valley Counties: refusal of the registrar of voters to give them books and to permit them to register. They have to register before the hour of five, they have to be in the Court-house . . . this sort of "jazz." Nevertheless, they sued under the Civil Rights Act and had a very significant victory.

In the State of Indiana, there is a very active Chapter in Gary. The Vice-Chairman got elected State Legislator. The first Mexican-American to be elected to the State Assembly in the history of Indiana.

George Dominguez is president of MAPA in Gary, Indiana. They have been very active in support of the Grape Boycott. They put out a Newsletter in Spanish and have obtained an agreement from every chain store in Lake County for getting rid of the grapes.

— MAPA —

## WAR UNPOPULAR

The Mexican-American War was one of the most unpopular in American history. In his memoirs, President Ulysses S. Grant wrote that, had he any sense of honor or responsibility as a young Army officer, he would have resigned from the service rather than fight against the Mexicans in what he considered an unjust war.



## ITEMS OF INTEREST

By Daniel Chavez

As you all know, MAPA has long needed a State Headquarters. The National Maritime Union has made this need a reality by donating an office to MAPA which is located at 2745 Brooklyn Ave., Los Angeles, Calif., telephone (213) 263-9692.

We are sure all Mapistas will join in extending to the Maritime Union our sincerest thanks.

MAPA chapters in Arizona have announced a new chapter which was organized in the Phoenix area. This makes a total of seven chapters in Arizona.

Also, from Needles, Calif., comes the news that they have the required membership to qualify for a state charter.

### Adelante con MAPA

Ed Valenzuela has officially announced his candidacy for the Oakland School Board. The election will be held in the month of April. A campaign has been initiated. All Mapistas are urged to support Ed in his venture.

A state-wide Brown-Black Coalition Conference is being planned for the month of March. Legislative issues and many other issues will be discussed. Detailed information will be in the next issue.

In order for the MAPA NEWSLETTER to be truly reflective of its membership, we invite your contributions of news and topics of interest. Please address them to:

EDITOR

MAPA NEWSLETTER

P. O. Box 2948, San Diego, Calif. 92112

— MAPA —

### — EDITORIAL —

We, the staff of the MAPA NEWSLETTER, extend to all of our readers the best of the new year.

With the new year also comes the resolutions which we will make. We hope that a collective resolution by all Mapistas will be to increase the membership and to take a more active part within the Association: MAPA is only as effective as the membership.

Adelante con MAPA

## GENERAL INFORMATION

The State Executive Board, which met in Los Angeles on November 29th, gave approval to unseat George Herrera, State Secretary.

Louis Flores, of the Canoga Park Chapter, was approved by the board to fill this vacancy, which will expire in June of 1969.

Jack Ortega, MAPA's legislative advocate, is organizing a community house in Sacramento. The purpose of the project is to encourage all Mexican-Americans to spend a couple of days in Sacramento to participate in and to see for themselves the way Bills are carried through the legislative process. More activities of Mr. Ortega's will be printed in the near future.

The southern region of the Mexican-American Political Association will hold its annual southern region elections on January 19th in Colton, California. All members of the southern region are encouraged to attend and to vote for the offices of southern region director, vice director, treasurer and secretary.

It will be held at the El Sombrero in Colton, California, starting at 10:00 A. M. Registration will be \$1.00 and Lunch, \$1.50.

The Oakland Chapter will host the 1969 MAPA Convention July 11th in Oakland, Calif.

The members are preparing a MAPA convention that will not be soon forgotten by attending Mapistas.

Progress of the convention will be printed next month (Milton, send the progress report.)

State President Abe Tapia stated that a MAPA Chapter in Mexico City is now being organized at the University of Mexico.

We have one State Representative in Sacramento . . . Mr. Alex Garcia of the 40th Assembly District, recently won a seat. Congratulations, Alex!

Adelante con MAPA

### STATE EXECUTIVE BOARD

A February meeting in San Francisco is being planned for the 22nd of that month. All MAPA Chapter Presidents should receive notices in the near future.

EL MAPISTA

c/o Mexican American Political Association

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# EL MAPISTA

*"Adelante Con MAPA"*

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FEBRUARY, 1969



No. 2

## PRESIDENT'S MESSAGE

MAPA rejects the California Democratic Party and the National Democratic Committee appointees because of the lack of representation from the Spanish-speaking community. MAPA heavily blames the members of the Democratic State Central Committee of California for its failure to insure that Mexican-Americans in California and throughout the Southwest were appointed to the National Committee. And the rejection of the Texas delegation is another insult to the Spanish-speaking people.

MAPA will ask for a redress of this situation with the Democratic Party, and if the situation is not corrected in a reasonable period of time, MAPA will work very, very conveniently with the Republican Administration of Richard M. Nixon to insure that, other avenues are opened to the Spanish-speaking people.

MAPA had made known to the California Democratic Party its desire for representation from the Spanish-speaking community, and an end to Colonialism in our national politics. However, failure on the part of the National Committeeman and the National Committeewoman to actively support the resolution which was passed by the California Democratic Committee was again a neglect to fight for the right of the Spanish-speaking people seeking recognition within the party. Failure to actively support the resolution that was passed by the Democratic Committee has, in fact resulted in going back to the traditional way of selecting individuals for the National Democratic Committee, and it will, in fact, mean the possibility of new moves on the part of the Spanish-speaking community within the incoming Republican administration.

I am urging that every MAPA member write to Senator Fred Harris, Chairman of the National Democratic Committee, expressing to him rejection of the prejudicial way in which the selection of the committee was made, including known racist Democrats from Georgia. MAPA will not accept racism and we reject it totally, as well as the complete lack of representation from the Spanish-speaking community.

ABE TAPIA, State President

**Viva MAPA!**

2745 Brooklyn Avenue  
Los Angeles, Calif.  
(213) 263-9692

## Colton Scene of Election Meeting

On January 19, 1969, the Southern Region held its election of officers in Colton, California. The general meeting was held at "EL SOMBRERO" in Colton. Chris Carlos was again successful in his bid for the office of director.

About his defeat to Chris Carlos, Loya stated, "I think he (Chris Carlos) will do a good job."

Chris Carlos was very thankful to the people who turned out to vote for him. As for the future, Chris commented, "The future will be chartered by all the members. The Southern Region will move to form a coalition with all community groups. We seek to support the newly organized UMAS (United Mexican-American Students) Chapters throughout the Region. The youth need our support."

Some of the other comments by the newly elected officers were:

Rudy Castro, Banning Chapter, Secretary: "I would like to thank you for voting for me. I will do the best job that I possibly can. Once again, thank you very much."

Miquel Figueroa, Blythe Chapter, Sergeant-at-Arms; "I accept the position without any mental reservations or purpose of evasion. I am the policeman of the organization's structure and I hope the membership understands that my liberal attitudes will be consistent with the wishes of the Chairman and Board of Directors."

Both Rudy Castro and Miquel Figueroa were the only new officers elected. Chris Carlos, Redlands Chapter; Phil Usquiano, San Diego Chapter; and Ray Villa, Orange County Chapter, were all re-elected to serve again in their previous capacity.



State Administrator of Southern Region Albert R. Usquiano, gives oath of office to newly elected officers of MAPA's Southern Region. From left to right, Miquel Figueroa, Sergeant-at-Arms; Chris Carlos, Chairman; Phil Usquiano, Vice Chairman; Rudy Castro, Secretary; and Ray Villa, Treasurer.



## Editorial:

### AN OPEN LETTER TO CHICANOS!

At a convention that I recently attended, I became aware of one of the Chicano's foremost problems. The lack of true identification on the part of some Chicanos to LA RAZA. This made me realize that there was a need for me to write this article regardless of how many feelings were hurt in the process. Besides, if we Chicanos are afraid to face the truth, then we are in trouble!

To be successful is one of the most sought after goals of most people, even us Chicanos (which will surprise many people!) This goal is the reason for me writing this article. We as individuals have to take a good look at ourselves, our leaders, and our representatives to see if this sought after goal is interfering with the responsibilities that we owe to our people, LA RAZA. We as representatives, leaders, and individuals have to make many sacrifices if we are to overcome the adversity and injustice that has been made part of the Chicano's life. We have faced that decision of either becoming a true Chicano who is dedicated to improving the lot of the Chicano; or a sell-out who is more interested in what he can become (many times at the expense of LA RAZA). Many Mexican-Americans believe themselves to be "almost" white, these are the ones who are ashamed to introduce their parents to their friends, apologize for serving beans to guests, and claim to be "dark" Spanish-Americans. I'm willing to bet that they have forgotten the hardships that many of their fellow Chicanos have faced at the hands of the "just, honest, and virtuous" gringo. We must realize that we do not have to be grateful to the gringo for the little that we have attained; be thankful to the strong backs, the calloused hands, and the determination of Chicanos who have lived their own "hell" to make a place in the sun for their families. These are the people to whom we owe our allegiance, for these are truly LA RAZA; but again, some of us chose to pledge our allegiance to the white establishment . . . its values . . . its prejudices . . . its material wealth, even to the point of denying our heritage, our culture, and even our people. I can appreciate some of the gringo's values, but not at the expense of denouncing that what has cost so many so much heartache.

Some of us are in positions where we can influence people to appreciate the contributions of the Chicano to the "great society," but because of fear to offend someone with the mention of Chicano, all this influence goes to waste. Some of us have access to the "tools" with which we can form the Chicano image into one of equality, economically and culturally; but again, we will not jeopardize our positions for LA RAZA.

Since 1848, the Chicano has been searching for his place in this society, only to have the door of hope constantly slammed in his face. Now that many Chicanos have attained positions through

. . . Continued on Page 4

## GENERAL INFORMATION

### STATE EXECUTIVE BOARD

February 22, 1969

Oakland, California

Holliday Inn (Next to Airport) — 9:00 A. M.

### WELCOME

### TWO NEW MAPA CHAPTERS

1. Lincoln Heights
  2. Pico Union District
- Both in Los Angeles Area

**Adelante con MAPA**

A joint meeting with the Metro and Southern Region is being planned. This is in regard to chartering buses to Oakland for the Fourth Annual Convention—July 11, 12 and 13, 1969. Further details in forthcoming issues.

**Fernando de la Pena** has resigned from the Director's position of the Metro Region. A March meeting is anticipated to elect a new Director.

**Marcelino "Marso" Vasquez**, Mayor of Pittsburg, and a member of the Pittsburg Chapter of MAPA, has declared his candidacy for the State Senate, 7th District, Democratic Primary. He is going to need money, support and influential contacts within the Senatorial District. Support him and get others to support him by sending your personal contributions to:

### VOLUNTEERS FOR VASQUEZ

365 El Dorado Drive

Pittsburg, California 94565

**Adelante con MAPA**

— MAPA —

## STUDENT AND YOUTH EMPLOYMENT

A major activity of Inter-Agency Committee on Mexican-American Affairs is to seek more Spanish surnamed Americans for Federal employment. This committee feels that now is the time to inform the young "Chicanos" of opportunities for summer jobs with the Federal government. Many times many "Chicanos" are not aware of the few summer jobs that are available.

The committee calls to our attention two of the major routes to summer employment:

- (A) One for college students interested in special agencies.
- (B) One for youngsters from families of limited incomes.

"A" pertains mainly to high school seniors, college students, or graduates. These positions vary from office jobs to Park Rangers, and they are located throughout the United States.

"B" is a special program supported by agencies of the Federal government which is aimed at youths from 16 to 21 years of age, under the President's Youth Opportunity Campaign. This is an annual program which produced opportunities for approximately 70,000 youths last year.

All of you that are interested in this program, PLEASE contact: Mr. Vicente T. Ximenes, Inter-Agency Committee on Mexican-American Affairs, 1800 "G" Street, Washington, D.C. 20506.



## OUR PLIGHT WITH THE MOTION PICTURE AND TELEVISION INDUSTRY

Recently the Mexican-American Political Association (MAPA) requested a series of meetings with representatives of the Motion Picture and Television Producers Association. MAPA's express purpose in requesting these meetings was to discuss the Motion Picture and Television Industry's long-standing record of discrimination and excluding from equal opportunity, Americans of Mexican and Spanish ancestry.

We submitted to the representatives of the Association a long list of grievances against the Motion Picture and Television Industry and proposals for rectifying those grievances. We were given to understand by the representatives of the Association that our grievances and proposals for rectifying them would be made known to the Industry at large with the expectation the Industry would change its policies and practices of discrimination against us of the Mexican-American Community and open the door of equal opportunity to us for all time.

Despite our meetings with members of the Association and their assurance that efforts would be made to enlighten the Industry, nothing concrete and specific has been forthcoming. Apparently our protest to the Association fell on deaf ears, or presumably, if the representatives of the Association have informed the Industry as promised, the Industry at large prefers to ignore us and remain recalcitrant.

It has become apparent to us that our meeting with the Association was an exercise in futility; the "status quo" against us continues unabated.

To assure that Twentieth Century Fox as a member of the Industry be informed of our protests at those meetings we enclose copies of those grievances as well as proposals for rectifying them.

Having failed to get our message across through the Association to the Industry, we of MAPA have undertaken to inform the Industry. MAPA is serving notice, specifically to Twentieth Century Fox and to the Motion Picture Industry in general, that tactics of duplicity, deceit, harassment, indifference, or whatever tactics the Industry chooses to employ to thwart our goals for equal opportunity, are doomed to failure. While we are for the moment "quiescent" at the Association's failure to act in good faith in our behalf, we will not be the least bit discouraged or dissuaded from achieving our goals of equal opportunity for Mexican-Americans.

Subsequent to the meetings with the Association, MAPA stepped up its efforts in monitoring all production activities of the Industry to assure the Industry change its policies of discrimination against the Mexican-American Community and accede to its demands. Apropos to this monitoring activity our office has just been informed that Twentieth Century Fox will commence filming the life story of General George S. Patton Jr. This film is of great interest to us of the Mexican-

American Community, not because of General Patton "per se," (although most of us acknowledge and admire his military genius) but because no story of General Patton would be complete without including the heroic deeds of countless thousands of Americans of Mexican and Spanish ancestry who made up and fought in all units the famed General commanded. Americans of Mexican and Spanish ancestry made up in large numbers all units which General Patton commanded in Europe and Africa during World War II. They served with valor and distinction and paid highly and dearly in life and casualties to defend the "so called" ideal of American Freedom and Democracy, Mexican Americans fought and died and sustained heavy casualties in all the following units the famed General commanded:

Nov. 1942—Second Armored Division landing in Morocco in the invasion of North Africa.

Nov. 1942—Second U.S. Army Corps—Africa.

July 1943—Seventh Army—Invasion of Sicily.

July 1944—Third Army—Frend Campaign—St. Lo.

December 1944—Battle of the Bulge.

Mr. Zanuck, the above account of the Mexican-American as a defender of this country and its ideals tells but one small part of his history in defending the Colors. We have participated in all wars to defend freedom starting with World War I up to the present conflict in Vietnam. We have traveled thousands of miles to the four corners of the world in all wars (World War I, World War II, Korea and Vietnam) to defend this country.

Our fathers, sons, daughters, and other dear ones have served and died in disproportionate numbers to the population to defend the ideal of freedom and democracy for the free world and for all Americans; an ideal of freedom which still eludes us Americans of the Mexican Community, eludes us because of a hypocritical, dishonest system which preaches freedom and democracy but practices discrimination and oppression against us; a system made up of corporate, private, political and social groups such as your Industry, which tells us that we can't or don't belong because we are "Mexican."

At this very instant as this letter is written to you, Mexican-Americans are dying seven thousand miles away in the jungles and rice paddies of Vietnam. They are dying in disproportionate numbers to our population, they are dying to permit our free way of life to go on, to permit you to sit securely behind your large desks in the comfort of your plush, oak-paneled offices, planning million dollar spectacles that will bring you millions in profit.

Mr. Zanuck, knowing this, how calloused, immoral and inhuman can your company and the Industry be to persist in its policies of discrimination against our people? What is it going to take to convince your company and the Industry that we are members of the human race and full Americans only asking to participate and share in the main stream of American life.

... Continued on Page 4



## Our Plight With . . .

. . . Continued from Page 3

Mr. Zanuck, the disease of discrimination against us is of long standing, and so widely spread and deeply embedded in your company and in the entire Industry, that for us to attempt to discuss and propose a cure is impossible within the pages of this letter. Let us, therefore, confine ourselves to the purpose of this letter, which is to inform you, the producers of the picture, that "we want in" on the picture.

Knowing the Industry's practices and policies of excluding us from participation on Motion Picture and Television Screens in the past and present, we know that we will be excluded in the filming of the General Patton Story, if we leave it up to your company to voluntarily include us in the story. We want to inform Twentieth Century Fox that we will not have or tolerate this gross insult. We want to inform you that we will not permit your Company to desecrate the graves and memory of our fathers, sons, and other dear ones who fell on the field of battle fighting under General Patton to defend this country by having you exclude from the picture, the Mexican-American fighting men's contribution to defending this country.

In addition we demand the following: a substantial representation in numbers of Mexican-Americans in the picture because we are historically part of it. We of the Mexican-American Community will no longer tolerate or permit Twentieth Century Fox or anyone in the Motion Picture and Television Industry to pervert or distort history to our detriment, particularly when we are the makers, participants or contributors to that history. We demand that, in addition to substantial representation of us in the picture and on the screen, we be accorded our rightful identity, by image closeup, surname and dialogue participation.

These demands are reasonable and justifiable inasmuch as, without the vast numbers of Mexican-Americans fighting and dying in World War II and in all of Patton's forces, victory for our country and fame for General Patton would not have been possible.

This letter would not have been necessary had the Industry, through the years up to the present, not abdicated its responsibility to the public by not representing us of the Mexican-American Community accurately as a constituent group in our society.

We of the Mexican-American Community are nowhere to be found in any and all phases of Industry. We are seldom seen on Motion Picture and Television Screens. Furthermore, when we are included on Motion Picture or Television Screens, we are cast in a demeaning, derogatory, stereotyped image which the Industry has created, fostered and perpetuated.

While we live in a society which holds to an ethic that judges all things by their profit, appeals to your company's and the Industry's morality and conscience are useless; therefore, our approach of necessity to combating your Company's and the Industry's discriminatory practices against us will

## An Open Letter . . .

Continued from Page 2

which they can help LA RAZA, they too are slamming doors in the faces of their "hermanos." Is this what blood, sweat, and so many tears were shed for? Our padres lived in miserable conditions, did menial tasks, were belittled and made fun of so that their families could walk with their heads held high, proud of who they were!

For those of you who believe in MI RAZA PRIMERO, I'm indebted, for because of you mi hijos have a chance; those of you that are so wrapped up in your material wealth and "token" positions, thank those great Chicanos who put LA RAZA before themselves. Chicanos as well as gringos say, "Once a Chicano, always a Chicano," although both may mean entirely different thoughts.

Your comments will be greatly appreciated, regardless of whether they are in agreement or disagreement. Address them to J. Estrada, c/o EL MAPISTA.

be through the language of economics. Perhaps we should inform your Company and the Industry that it has never been economical to discriminate; furthermore, whether you agree or disagree with this fact, your Company and the Industry are no longer permitted that privilege by virtue of the 1964 Civil Rights Act. In addition to having the law on our side to effect a change in your Company and the Industry's discriminatory policies, we have available to us the instrument of direct confrontation (sit-ins, lie-ins, boycotts, etc.)

Mr. Zanuck, this is to inform you that failure by your company to accede to our demands in this letter will leave us no alternative but to apply the Civil Rights Act as well as direct confrontation as described above. In addition, we as tax-payers won't permit your company in this picture and the Industry in future military or armed-service connected productions to use government facilities in military equipment; men, government property or any other government facility while continuing your policies and practices of discrimination against us.

We are submitting a petition to the Secretary of Defense requesting that such use of military facilities be denied unless your Company's and the Industry's policies of discrimination are forthwith changed and we are accorded our rightful participation in the picture and all future productions and in all phases of the Industry.

Our office will be expecting to hear from you and your Company promptly to negotiate the demands of this letter. We look forward to participating in the picture as outlined in this letter and we will assure that if it becomes a box office attraction and success should we be accorded our rightful due in the picture.

Yours truly, Ray Martell

Chairman Motion Picture and TV Committee  
Mexican-American Political Association  
2743 Brooklyn Avenue  
Los Angeles, California 90033  
Phone 262-9692



## CHICANOS FACE OBSTACLE

In the January 24th (1969) issue of "Life Magazine," an advertisement came to the attention of many Mexican-Americans in San Diego County. This was an advertisement paid for and approved by the San Diego Gas & Electric Co., whereby it stereotypes the Mexican-American.

The term such as "who needs it" and "for those who prefer to stay small," are very degrading to the Mexican-American. As if that wasn't enough, they had a picture of a Mexican with a sombrero pushing a taco cart.

Since then, a newly formed group of 39 Mexican-American organizations (of which MAPA is a member), who call themselves the "Federation," have taken the bull by the horns and put up an informational picket line as a protest to this gross act by the guilty ones.

Mexican-Americans of all ages are manning the picket line as well as persons from all walks of life.

The behaviors and conduct of those on the picket-line merit attention. According to the "fuzz," it is the best informed picket-line that they have ever seen.

Anyone wishing to participate on the picket-line is more than welcome. Please contact the co-ordinator, Mr. M. Hernandez, 4235 National Avenue, San Diego, 92113—262-0841, ext. 219.

You can write a letter to SDGE and "Life" magazine (see addresses below) expressing your individual indignation over the offense heaped on you and your fellow Mexican-Americans.

President, San Diego Gas & Electric Co., 101 Ash St., San Diego, California 92101.

"Life" Regional Office, c/o Joe Scott, 5657 Wilshire Blvd., Los Angeles, California 90036.

You can send a telegram to add urgency to your request. You can enlist the aid of others to help us with our struggle.

VIVA LA RAZA! VIVA LA CAUSA!

— MAPA —



Raul Loya congratulates Chris Carlos for his victory in the Southern Region elections. Loya was defeated in a very close race for the Chairmanship by Carlos.

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## EL MAPISTA

Co-Editors .....George Vasquez  
Daniel R. Chavez  
Education Editor.....James Estrada  
State Publicity Chairman.....Albert R. Usquiano

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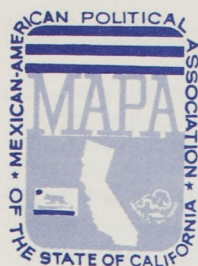
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# EL MAPISTA

"Adelante Con MAPA"

Vol. II

MARCH, 1969



No. 3

## IN MEMORIAM

### Victor Ornelas-Arellano



Sr. y Sra. Juan Ornelas, Escondido, California . . . The Chicano Community extends its sincerest sympathy."

During WW II 37% of all the Medal of Honor recipients were Chicanos. This fact is very significant when you consider the hardships that are still being faced by the Chicano community. Our fathers, brothers, uncles, and friends fought for the ideals of the United States of America so that people in the USA would be accorded every right they are guaranteed under the Constitution.

Presently, the United States is in another war in which the struggle is supposedly for "guaranteeing people freedom and equality throughout the world." But, when the persons that are carrying the arms for the USA are not accorded the same rights at home, then we must question the validity of this action.

To perpetuate the valor and bravery that the 37% during WW II exhibited to the world, the Chicano soldier of today is still exhibiting that valor and bravery that has been a characteristic of LA RAZA's soldiers.

On October 3, 1969, another Chicano protector of the "democratic ideals" laid down his life. Spec. 4 Victor M. Ornelas-Arellano, of Escondido, California, died as a result of wounds received while assisting wounded companions to an evacuation helicopter in a combat operation in Vietnam. The 22-year-old hero was born in Ciudad Juarez,

(Continued on Page 5)

## Alex P. Garcia Speaks Out



ASSEMBLYMAN ALEX P. GARCIA  
40th Assembly District

Alex P. Garcia, freshman legislator (D-Los Angeles) recently expressed "bitter disappointment" that as the only Mexican-American serving in the State Legislature he was not named to fill a vacancy on the Commission on the Californias.

Assembly Speaker Robert Monagan appointed Assemblyman Henry Arklin (R) of Mission Hills to represent the lower house on the commission. The purpose of the commission is to improve California's relations with Baja California in Mexico.

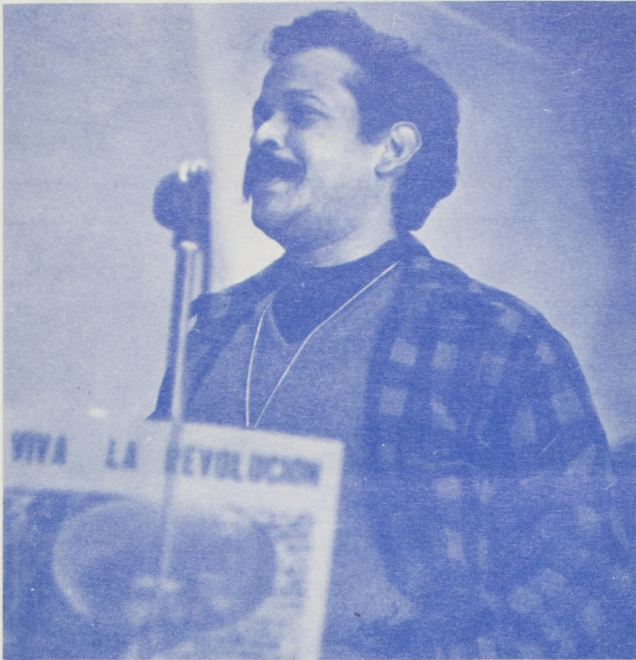
Garcia said, "This seems to be another clear indication of negligence on the part of the Republican leadership to make appointments of Spanish-speaking persons on the basis of qualifications. I realize the speaker is new in his position, but you would think he would give consideration to a person who knows the culture and speaks the language of Mexico.

"After all, the commission was established to further and develop favorable economic and cul-

(Continued on Page 5)



## Chicano Student Conference



**ELEIZAR RISCO**

Director, Chicano Studies, Fresno State Editor, "La Raza."

The freshness and enthusiasm of young Chicanos filled Aztec Center at San Diego State College on March 1st. The Chicanos were high school students from all parts of San Diego and from as far away as Brawley (in Imperial County) and San Jose. We had come to attend the 1st Chicano Student Conference, spearheaded by the Justo Sierra Club of San Diego High School. It was put on for La Raza by La Raza.

There were over 600 Chicano students who came to find out what was going on. By the time the Conference ended, we not only knew what was going on but we knew that we were really part of it.

Bert Rivas, Director of the EOP Program at San Diego State College, spoke on the theme of the Conference—"THE SIESTA IS OVER."

Gracia De Pick, a teacher at Mesa College, discussed the topic of education in San Diego.

Eliezar Risco, Director of Chicano Studies at Fresno State and editor of the Chicano paper, "La Raza," talked about "El Sexto Sol," mixing ancient legend and prophecy with the promise of the Chicano today.

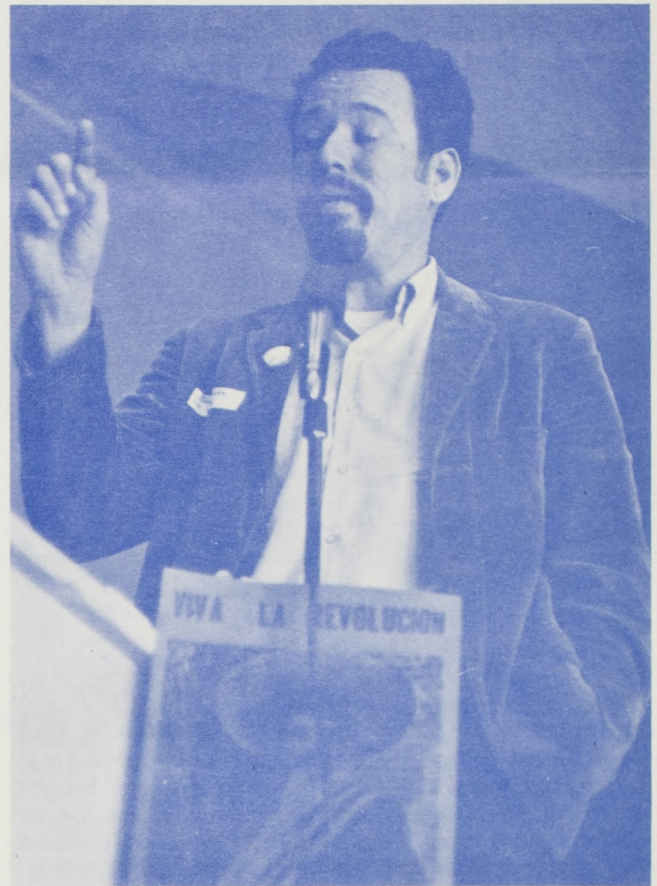
Rene Nunez, Director of the Educational Clearing House in East Los Angeles, placed the responsibility for La Raza mainly on the consciences of those in front of him and urged them to go on to college so that they might eventually help their own people.

Minister of Information for the Brown Berets, Alurista and his enthusiasm was catchy as he spoke of the beauty of the Chicano people and as he led the entire Conference in a Chicano clap.

However, it was not all "Viva La Raza" and "Viva El Grito." The high school students had to

do a lot of soul-searching within themselves. At the Conference we heard the bitter truths about the deception and fraud that has been played upon the Chicano people.

The speakers discussed the exploitation of La Raza by the very society that pays lip service to the "ideals" of dignity, freedom, and equality for ALL men. But the bare realities that the Chicano must face are the bigotries, hypocracies, and outright racism of the majority society that values so highly the "white, middle-class" way of life. The Chicano is told that he must conform to that way



**RENE NUNEZ**

Director of E.C.C.L.A.

of life before he can be accepted.

To the students who attended the Conference, these statements were not shocking or unbelievable, because these are the problems that young Chicanos must live with daily.

One of the goals of the Conference was to make the Chicanos aware of the necessity to unify for the common concern of "La Raza de Bronce." With strong pride in their rich cultural heritage, Chicanos can protest against the indignities they have suffered as individuals, and as a people.

In the discussion groups, the students had the opportunity to ask questions and discuss any topics they chose.

One of the discussion groups proposed certain resolutions to the total Conference members. These resolutions were unanimously accepted.



## One More Problem To Alleviate

It has been brought to the attention of many people lately that there is an area within the Chicano community that has been entirely overlooked by those persons seeking to improve the lot of the total Chicano population.

Thanks to Robert "Beto" Villalobos, EMPLEO Representative of East Los Angeles, and Jesus Nájera, member and Youth Organizer of LUCHA, San Diego, we are able to present another facet of the Chicano community which needs our total support.

A statement often made by the so-called committed organizations is, "We are having enough trouble with the Chicano who has never been in jail, let's not spend time on the ex-convict." Both EMPLEO and LUCHA are in accord with their answers. "These Chicanos left your Chicano community and are coming back to the community. With help from La Raza they can assist in the unification of Chicanos and keep the 'movimiento' alive; or they can come back to increase and perpetuate crime, poverty, and disunity within the 'colonia' or 'barrio.' The choice lies with you!"

EMPLEO lists seven areas concerning released convicts which Chicanos should be aware of. They are:

1—A Chicano is released from prison and has no place to go, other than the environment in which he became involved with the activities which got him "busted."

2—The parolee has a very hard time finding suitable employment other than with employers who thrive on hiring parolees at ridiculously low wages.

3—The parolee is released with approximately \$50.00 and a suit of clothes, which must last him until his first payday, if he finds a job.

4—A serious handicap in finding and keeping a job is caused by lack of transportation. (EMPLEO suggests a transportation pool.)

5—EMPLEO members are prepared to become active in the community. A dedicated, active Chicano is an asset to the whole community.

6—Many members of EMPLEO have discovered the importance of education while in prison and want to continue but are faced with the financial problem.

7—There is a need for a less restrictive job training program outside as well as inside the prison.

EMPLEO requests that all concerned organizations take an active and sincere part in compiling methods by which to alleviate the problems posed by the aforementioned points. Please direct all correspondence to Robert Villalobos, in care of EL MAPISTA.

— M A P A —

## LUCHA To Help Addicts

This organization consists of ex-drug users whose objectives are to help drug users released

from institutions (pinta), honor camps, and to help young Chicanos in the barrios keep away from narcotics and out of trouble.

LUCHA has been active in the San Diego area for approximately a month. We get telephone calls from concerned parents and drug users themselves, seeking help. LUCHA tries to help each individual with his own specific problem. LUCHA knows that the stuff (araga) in the San Diego area is much stronger than in any other area. We want to help addicts stop using drugs by making it easy for them to seek help.

LUCHA needs a house or a building of some sort in which to house these users. They can come to us there and let us help them with their problem.

We feel that we should have a house, not the usual jail, for these people who are calling for help to fight and overcome their dope addiction and start a decent life.

LUCHA members are out locating a job and a home for the individual and his family. LUCHA wants to talk to Chicanos who are in the joints (pinta) with narcotic problems. We know that when a man is released from the pinta he has a desire to stay away from narcotics, but facing the "Anglo Society" and being a Chicano poses a big problem to him in trying to meet the set standards of this society. One problem ex-addicts have is in seeking employment, another is his lack of identity with the Anglo because of the language barrier, this rejection by the society might induce him into escaping from it and taking drugs again. LUCHA is also asking for the help of a licensed physician who would be willing to give us medical advice. We Chicanos feel that the Anglo is not helping us to be accepted in our own barrios. We feel that the Anglo is trying to strip us of our culture. We have a need for better housing and better communications, by television and radio, among the Raza. We strive for equality and justice now, so that our younger generations and those yet to come will not have to suffer what we are suffering at the hands of his Anglo society. The Chicano addicts are a minority, and therefore have a big problem struggle in their hands.

LUCHA's main obstacle at the moment is the lack of funds. Anyone interested in helping La Raza, either in seeking us out for help, for information, or to make a contribution can call any of the following numbers — 277-3062, 477-4174, 232-4889 — San Diego Area Code 714, or send contributions to LUCHA, c/o EL MAPISTA, P. O. Box 2948, San Diego 92112.



## An Apology to La Raza

Chicano Federation:

The Chicano Federation of San Diego City and County, has pointed out to us that our floodlighting advertisement in the San Diego edition of the January 24, 1969, issue of LIFE magazine was offensive to Mexican-Americans.

In the light of your criticism, we agree that the advertisement did not fairly represent Mexican-Americans. The Company apologizes to you and the Mexican-American community for the advertisement. We regret that we were not sensitive enough to your point of view to have foreseen its impact on your people.

Let me assure you that we had absolutely no intention of presenting an unfavorable image of any person or group. Our intent was simply to interest businesses in floodlighting. As you have pointed out, we picked a poor example.

Every effort shall be made to prevent similar affronts to all those who, like the Mexican-American members of your Federation, are not only customers, but also our neighbors.

Meeting with the representatives of the Federation was most helpful. We hope that as a result we have a basis for a continuing development of mutual trust and understanding between the Mexican-American community and the Co.

Together, our two organizations can do much to focus the attention of the entire community on the great economic and cultural potential offered by its members who are Mexican-Americans. Please feel free to contact us at any time concerning any problems of mutual interest.

Thank you for sharing with us your concern for this matter.

Sincerely,  
J. F. SINNOTT, President  
San Diego Gas & Electric Co.  
— MAPA —

## MAPA State Executive Board Meeting

Mayor Joseph L. Alioto, of San Francisco, was the guest speaker at the MAPA State Executive Board Meeting on February 22, 1969, in Oakland, California. In his speech he emphasized that he is not a candidate for governor at the "present time." Alioto, an Italian-American, was raised in a Chicano neighborhood. He made known his many appointments of Chicanos in key positions, "sensitive positions," as he calls them, and told Mapistas that the Chicanos are no longer a minority in San Francisco.

On education he stated that there are no educational programs among the Democrats that are distinguishable of Max Rafferty. "Education is not a privilege, but a necessity," he went on to say. He encouraged labor unions, MAPA, and other Chicano organizations to consider San Francisco for future conventions. He stated that, because of the city's support for the grape boycott, the agri-

## AMAE State Convention

The Association of Mexican-American Educators held its annual convention here in San Diego, March 14, 15 and 16. The convention was held at the Le Baron Hotel in Mission Valley. The guest speaker was Armando Rodriguez, from the Office of Education in Washington, D.C.

The main topic under discussion at the convention seemed to be that of commitment and how AMAE could approach it more meaningfully.

The convention was highlighted by the appearance of Chicano students from throughout California, who were there to present a proposal which would show how committed AMAE was to improve and revolutionize education for Chicanos.

The students showed that they had planned the encounter very well, by the timing which was used to gain the most impact on the audience, which was gathered for the banquet. After all the educators and their guests had been seated and had begun to eat, the activity began. People entered the banquet room carrying placards and shouting, "Que viva la raza," and "Huelga, Huelga, Huelga," the rest of the students and their sympathizers joined in the activity by initiating the now formidable, Chicano clap. The group surrounded the speaker's table and proceeded to make their intentions to speak to the group known.

The students proposed that members of AMAE commit themselves to the Chicanos who are interested in educational reform by taking the responsibility upon themselves to raise, by any means, \$25,000.00 by Cinco de Mayo. This money would be turned over to the Chicano Legal Defense Fund to assist the Los Angeles Thirteen who put themselves and their positions on the line to implement change and reform within the education system.

AMAE accepted the responsibility . . . and only the Cinco of Mayo will be the judge of their commitment. The students set the guidelines for them, now it is up to AMAE.

Although this proposal was presented to AMAE, it pertains to all those organizations which profess to be in existence for the improvement of all the problems that are faced by the Chicanos.

cultural businessmen have boycotted San Francisco. "Well, if they want to walk out of San Francisco, then let them walk out. I think they are wrong in not recognizing the Farm Labor Union," he said. He also urged the establishment of a Chicano Culture Center, such as the Japanese and the Chinese Culture Centers. He pledged to help Chicanos in getting a center, because there are no people that are more entitled to a center than the Chicanos; looking at the name of San Francisco, the history of California, and the part the Chicano has played in the development of Calif.



## Support Solicited

The Bakersfield Chapter of MAPA is actively working to elect Edward Rivera, a local Mapista, to the Kern Joint Union High School District Board, on April 15. However, with very limited financial resources it will be difficult to launch any meaningful campaign, particularly in an area where a Mexican-American has never held public office.

We would therefore like to solicit **emergency campaign contributions** state-wide by having this letter placed in the next issue of EL MAPISTA.

Contributions should be sent to the following address:

CITIZENS TO ELECT EDWARD RIVERA  
P. O. Box 3428, Station "A"  
Bakersfield, California 93305  
— MAPA —

## VICTOR ORNELAS-ARELLANO . . .

(Continued from Page 1)

Chihuahua, Mexico, and had settled in the United States in 1959 and was not yet a US citizen.

Victor's parents, Sr. y Sra. Juan M. Ornelas, posthumously received the Silver Star, Bronze medal, Purple Heart, and the Good Conduct Medal which Victor had earned. Prior to his death, Victor had received the Army Commendation Medal, National Defense Service Medal, Vietnam Service Medal, Vietnam Campaign Ribbons and the Combat Infantry Badge.

With all the achievements and courageous deeds performed by Victor it would only be humane that the United States give some consideration to Victor's parents for their contribution to society, their son. The irony of all this is that Sr. Ornelas has been unable to work on certain jobs. He has been dispatched by his labor union, San Diego's Laborer's Local 89, to various job locations and has been denied employment in several public works projects on the grounds that he is not a citizen of the United States of America. Recently, Governor Ronald Reagan vetoed a bill which would allow legal residents to be employed in public works projects.

Once again the Anglo system has dismembered a Chicano family by: in one hand, using a Chicano as an instrument of war; and on the other denying his father the right to work in the profession or job of his choice.

What did Victor Ornelas-Arellano die for?

## EL MAPISTA

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Daniel R. Chavez  
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## ALEX P. GARCIA . . .

(Continued from Page 1)

tural relations with our neighbors in Baja Calif. Evidently, unless you dance to the Republican tune, your qualifications, experience and background are disregarded."

Garcia said Mexican-Americans have been similarly slighted so far also by President Nixon, "who has not made any significant appointment to high level positions from among the Mexican-American populace."

Following is the letter sent to the Committee Chairman:

"Dear Mr. Speaker:

"I cannot with all honesty to myself as a legislator and Mexican-American accept the Vice Chairmanship of the Urban Affairs and Housing Committee.

"I do not intend to be the victim of any compromise which relegates Mexican-Americans to second-class status; this applies to me, personally, as a legislator and to the Mexican-American community as a whole.

"Since I was not extended the courtesy and privilege of discussion normally granted to prospective Vice Chairmen, I considered it an insult to have first learned of my appointment from the news media.

"I am convinced that my appointment as Vice Chairman was nothing less than an afterthought and not an expression of confidence of my qualifications. My refusal is based in the firm conviction that Mexican-Americans can no longer consider positions previously rejected by honorable men.

"I am requesting that I be removed from the Vice Chairmanship, but be allowed to remain on the committee."

Sincerely,  
"ALEX P. GARCIA"

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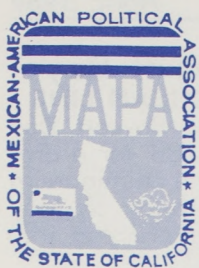
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MEXICAN - AMERICAN POLITICAL ASSOCIATION

# EL MAPISTA

"Adelante Con MAPA"

Vol. II

APRIL, 1969



No. 4

## VOTE BRADLEY

### WHY MAPA IS FOR BRADLEY

MAPA, the Mexican-American Political Association, endorsed TOM BRADLEY FOR MAYOR before it was popular, before the band wagon started, before Tom Bradley beat not only Sam Yorty, but 12 other candidates in the April 5th primary.

The reason for the UNANIMOUS ACTION of the over 200 MAPA delegates at the Metro Region endorsing convention on March 1st at CASA DEL MEXICANO was clear and simple. Out of the 14 candidates in the primary not one, and especially not Sam Yorty, comes anywhere near TOM BRADLEY IN HIS HISTORY OF WORK FOR LA RAZA AND LOS NUESTROS. TOM BRADLEY DIDN'T START HELPING US YESTERDAY, OR EVEN 8 YEARS AGO, TOM BRADLEY has been with us for the past 20 years.

#### SOME ACHIEVEMENTS

It's difficult to sum up the history of a man such as Councilman Tom Bradley in one story, but here are a few of the best known facts of his life:

#### HELPED ED ROYBAL

When the professionals in the Democratic Party said no in 1954, but the people said yes, and Edward R. Roybal was the Democratic Party candidate for Lieutenant Governor in 1954, Tom Bradley was one of the coordinators in his campaign.

When Edward R. Roybal tried to gain us representation on the Los Angeles County Board of Supervisors in 1958, Tom Bradley was there again, as a key figure in the campaign.

#### LOPEZ AND NAVA

Also in 1958, Tom Bradley helped to organize the Democratic Minorities Conference and

was on the Executive Committee of the Henry Lopez for Secretary of State Campaign. Undaunted by that narrow defeat, Tom Bradley came back again in 1966 and moved as a member of the steering committee to elect Dr. Julian Nava to The Los Angeles Board of Education.

#### MORE THAN HISTORY

But as much as a long history of solid help to our community by Tom Bradley means, even more important is his present program for us. TOM BRADLEY'S BILL OF RIGHTS FOR MEXICAN-AMERICANS indicates a clear program to end the century of exclusion of our people from the life of our city. Through Tom Bradley's program we will gain full representation in the political and economic bodies of Los Angeles, the third largest in Mexican population in the world but where we have no one in top city administration at the present time. Through his efforts we stand a good chance of getting at least one representative on the City Council and many of the city contracts for work in our community for which we have never been considered.

By contrast, Sam Yorty has been in office for the past eight years, and we can see no visible progress in the enforcement of decent sanitation and health standards in the rented housing in our area, no decrease in the

Continued on Page 3





## Fresno MAPA Chapter No. 2 Elects Officers for the Coming Year

The Mexican American Political Association, Chapter II, met Friday evening, April 25, 1969, at the Board of Supervisors Room for the purpose of electing new officers for the coming year.

Outgoing officers were: Maria Rodriguez, President; Bernice Rincon, Vice President; Hope Lopez, Secretary; Albert Ramirez, Treasurer, and Jess Quintero, Sergeant-at-Arms. The newly-elected officers are: Jess Quintero, President; Rupert Osuna, First Vice President; Bernice Rincon, Second Vice President; Josephine Mena, Secretary, Albert Ramirez, Treasurer; Joe Ceja, Sergeant-at-Arms.

Several items were discussed at this meeting after the election, such as the forthcoming State MAPA Convention to be held in Oaklnd, California on July 11, 12, and 13th. All members were urged to try and attend this convention as several important issues will be discussed at that time, along with election of State officers. A report was also given by the MAPA Legislative Advocate, Jack Ortega, concerning educational bills in Sacramento.

— MAPA —

## State MAPA President Abe Tapia Arrested in Los Angeles

The newly elected chairman of MAPA No. 2, Jess Quintero, announced, at the MAPA meeting held Friday night at the Board of Supervisors Room, the arrest of State Chairman of MAPA, Mr. Abe Tapia, in Los Angeles, California.

The arrest of Mr. Tapia was made Friday, April 25, 1969, at 4 P.M., while making a speech at the Biltmore Hotel for the "Nuevas Vistas Conference" in Los Angeles.

Mr. Tapia was denied the right of free speech because he opposed the power structure. He was physically abused in full view of his audience which consisted of over 500 people.

Mr. Tapia was the invited guest of Mr. Gene Gonzales, Assistant Superintendent of Instruction for the State of California under Mr. Max Rafferty, and had been placed on the agenda to speak at this conference. Ironically, the person that initiated the arrest, was Mr. Gene Gonzales. The arrest occurred when Mr. Tapia stated that "Governor Reagan was full of -- -- --". He was arrested and charged with Penal Code No. 415—"The use of profanity in a public place."

It seems as if the preparation by the Los Angeles Police Department for the "Nuevas Vistas Conference" was pre-planned to the utmost detail. In the basement of the Biltmore Hotel, there were over 100 policemen with riot equipment, and all the necessary equipment for booking—from fingerprinting to mug shots.

The communication was so well planned between Gene Gonzales and the police in the basement, that by a mere signal by Mr. Gonzales, Mr. Tapia was physically pulled from the podium.

Mr. Tapia now has intentions of filing suit

## International Grape Boycott Day FARM UNIONISTS TREK TO MEXICAN LINE

INDIO — International Grape Boycott Day (May 10) will also serve as the kickoff for a dramatic march by farm workers that will culminate in an international solidarity demonstration on May 18 at the Calexico-Mexicali border crossing into Mexico.

As their supporters throughout the United States, Canada and other countries demonstrate at retail stores to support the grape boycott, several hundred farm workers are to set out on a 101-mile, eight-day trek through rich farm lands and barren desert.

At the end they will make a direct appeal on behalf of the grape strike to workers on the Mexican side of the border in the spirit of "international solidarity and interdependency of farm workers."

To Coachella grape growers, who have refused to recognize the United Farm Workers Organizing Committee, the march will demonstrate the union's determination to eliminate the main source of recruitment of strikebreakers at the Mexican border.

To Imperial County growers it will serve notice that the farm workers, who in years gone by were mobbed and driven from the area they attempted to organize, are no longer afraid to march through the county—proud, determined and without fear.

To Mexican farm workers it will convey the appeal of union farm workers who say, "We do not seek to prohibit poor workers from coming to the U.S., rather we want to put an end to the use of these brothers as strikebreakers."

This is the way Pete Velasco, UFWOC leader in the Coachella drive, described the mission of those who will march to the border.

In the work camps and communities of Coachella Valley the overwhelming majority of grape pickers have joined the union.

The pilgrimage to the border represents the final hope of the union to avoid a strike in the Coachella fields in coming weeks. Cool and rainy weather has delayed the harvest and possible strike. But the strike could begin within the week following the conclusion of the 101 mile pilgrimage, a union spokesman said.

On the first day of pilgrimage, May 10, the expected several hundred pilgrims will interrupt their walk to the border to picket the Safeway, three miles away.

The marchers expect their ranks to be swelled on the final day, May 18, for the last 10 miles from El Centro to Calexico.

against Mr. Gene Gonzales, the Los Angeles Police Department, and the State of California.

Both MAPA Chapters condemn the action taken by Mr. Gene Gonzales and the Los Angeles Police Department. They strongly feel that such action should not go by unnoticed.

The action taken by the Los Angeles Police Department and Gene Gonzales is a fine example of the suppression of one of the American ideals known as the freedom of speech.



Dear MAPA Members:

The people of La Raza in Oregon are getting ready to fight unfair conditions in our state with all of our energies.

One of the ways that we intend to do this is to provide la gente in Texas, New Mexico, Arizona and California with information about the conditions here. We will supply the names of growers who do not keep their promises to the people they bring to Oregon from the South. We will also have persons in each area to supply information about which growers maintain good housing, pay the best wages, and treat the workers most fairly. This is information not provided by any state or federal offices at present.

Since we are not equipped to provide a news letter todavia, we will have to rely on the 'grapevine' method for the time being. We would appreciate the aid of MAPA y El Mapista.

To start the ball rolling, here are the names of some growers who may be looking for help in the South very soon:

Fujii: Fujii hires many winos, has many drunks in his fields, pays low wages and rents his buses to contractors who are hiring for other growers who are even worse than he is.

Tankersly: Has five or more camps, pays very poorly, treats his workers like animals, has no respect for the women and the bosses are often drunk on the job.

Northwest Harvester: Has one large, many small camps. Camp conditions in the large camp are crowded and there are not enough toilets, showers or clothes washing facilities. The small camps are as bad or worse than the large one. The pay is among the lowest in this area and the workers are often cheated. Latterell, the operator of these camps, has a bad reputation for mistreating the people who work for him.

This is a sample of the information we can provide to stop the people from being cheated and mistreated when they come to Oregon. We have some good growers here along with the bad. We only want to stop the workers from being hurt by the crooks.

If you can pass such information along, we will supply you with more details as soon as they are available to us. We want to do all we can for the benefit of La Raza y los trabajadores del campo.

Sincerely,  
PAUL SAUNDERS, Lobbyist  
United Farm Workers  
of Oregon  
1611 N.W. Lovejoy  
Portland, Oregon 97209

## MAPA For Bradley . . .

Continued from Page 1  
crime and drug problem, no improvement in public transportation and the never ending smog.

No wonder that when a few wealthy bank owners and self seekers in our community tell us Yorty deserves support, MAPA and all other sincere people in our area are just not interested.

## A LETTER TO MR. FOX

From Board of Supervisors,  
City Hall, San Francisco, Calif.

As per our telephone conversation this is to notify you that I will not be able to speak before the Congress for Community Progress luncheon, March 1, 1969.

I recognize the position that this leaves the Conference in, however I have no alternative in view of the City of Selma's position regarding the Grape Boycott.

I am sure that the Selma City Council, after due deliberation, felt that it was in the best interest of Selma and its citizens to oppose Cesar Chavez and his social movement. Without questioning the motives of your City Council, I have taken the opposite position since the strike began on September 16, 1965 and hold to that belief at the present.

If I were to speak at the Conference, I would have no alternative but to challenge the philosophy of your City in regards to progress of its people. I can not see any community or city ever progressing until such time as all its citizens are guaranteed living wages for a day's work. At the present, I do not feel that the farm workers' rights as employees are being protected in their dealings with their employers.

As discussed on the telephone, if I had known of Selma's position on the Boycott prior to this date, I would not have placed myself in the embarrassing position of declining the invitation at this late date.

Hoping that in the near future all segments of our community will be able to work towards humanitarian goals,

Yours very truly,  
Robert E. Gonzales

Enclosure—Plane tickets

— MAPA —

### RESOLUTION

Submitted by U.S. Rep. H. Gonzales (D-Texas)

RESOLVED, That there is hereby created a special committee of seven Members of the House of Representatives who shall be appointed by the Speaker. The members of the special committee shall elect one member of the special committee to be chairman. Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized and directed to conduct a full and complete investigation and study into the legal, political, and diplomatic status of lands which were subject to grants from the King of Spain and from the Government of Mexico prior to the acquisition of the American Southwest as a result of the Treaty of Guadalupe-Hidalgo concluding the Mexican-American War in 1848. The committee shall inquire into all pertinent issues, soliciting expert advice when required, including, but not limited to, the question of the obligations to and rights of those persons now resident of the area and descendants of the original beneficiaries of articles 8 and 9 of the treaty and of the protocol thereto.

The committee shall report to the House within one year the results of its investigation and study, together with such recommendations as it deems advisable.

(Note: This Bill was introduced at the request of the Alianza when an Alianza delegation visited the Capitol in Washington, D.C., in early March, 1969. U.S. Rep. Manuel Lujan (Republican - New Mexico) and U.S. Senator Joseph Montoya (Democrat - New Mexico) were the first given the opportunity to introduce the bill but they would not do so. The struggle by the Alianza to get such a bill introduced in the Congress goes back several years. If you desire to help the Alianza get a Congressional hearing, contact: Alianza de los Pueblos Libres, 1010 3rd St NW, Albuquerque, New Mexico, (505)243-3155.



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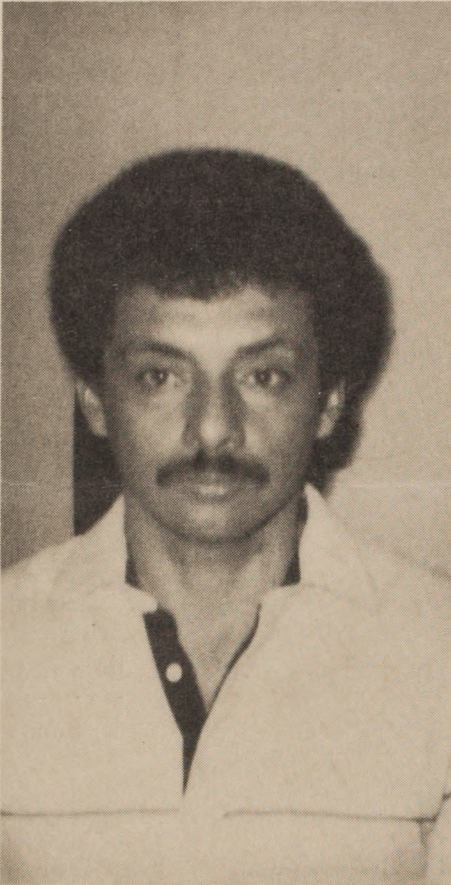
VOL. 1, NO. 1

NEWSLETTER

FEBRUARY-MARCH, 1984

## REGIONAL DIRECTOR'S MESSAGE

by Carlos Batara



On behalf of the Mexican-American Political Association let me begin this premiere issue of the San Diego County MAPA newsletter by welcoming you and yours to 1984. I hope that you enjoyed the recent holidays, and pray that the New Year brings you prosperity, happiness, and good health.

Yes, it is now 1984. I find it hard to believe that MAPA San Diego was merely reborn in 1982. For in less than two years MAPA San Diego has come a long way. This year should show continued progress. Having set aside November and December for "internalizing", goals for the new year are now finalized. With renewed commitment and vengeance, MAPA will again be on the move in early January.

The publication of this newsletter, SAN

DIEGO MAPISTA, illustrates an improving administrative structure. The contents have been designed to promote a better understanding of MAPA for the general community. I am especially proud of the MAPA PROFILES and MAPA HISTORY REVISTED sections. In PROFILES we will highlight the unsung heroes, the true warriors, of contemporary political struggles. These are special people, and we want you to know them. These are MAPISTAS. And in the MAPA HISTORY REVISTED series we will trace the story of MAPA from its' earliest beginnings to the present, on a year-by-year basis. The history of MAPA, in its good and bad periods, reflects a microcosm of contemporary Chicano politics. And this is our story, a story all of us share.

In 1984 MAPA will be at the forefront of a major political battle to be fought in the courts, not the streets. The outcome of this case will have consequences throughout California for decades to come. With the legal and financial support of the Southwest Voter Registration Education Project, MAPA hopes to challenge the constitutionality of the City Charter pertaining to citywide elections under the Equal Protection Clause of the 14th Admendment and Section #2 of the Voting Rights Act. It has taken San Diego MAPA almost twelve months to build the foundation for this suit, which could cost as much as 1.5 to 2 million for the litigants. We don't expect a quick or easy battle. In fact, the case could eventually be decided by the Supreme Court, of the United States. But win or lose one fact is clear: Chicano Politics in San Diego will never be the same again.

On a statewide basis, for MAPA, the San Diego law suit symbolically represents the entry into a new, more sophisticated age of Chicano activism. Over the past few years a new core of young and highly educated Chicanos have been perfecting their skills, preparing themselves for political battle. And in 1984 these young Chicanos will advance to the forefront of challenges upon the status quo, wherever the status quo operates to the detriment of their

communities. If the elder Chicano statesmen (and stateswomen) can willingly join forces with these new community leaders, the potential for political success in 1984 will be greatly enhanced.

Any strategy of impacting the body politic in 1984, however, is incomplete without reference to the upcoming Presidential Elections. Never before has the media focused upon the HISPANIC VOTE with such intensity. As a result, MAPA occupies an ideal position. The key, of course, is that we Mapistas must be prepared to capitalize on the opportunity of 1984. Other communities, or special interest groups, will attempt to affect the outcome of this year's elections. Nonetheless, if organized properly, Hispanics and Chicanos will constitute the ultimate "swing vote".

Over the past few months, due to all this sudden media attention, our national and state leaders have stumbled over each other in haste to claim leadership credit for their organization. But it is now 1984, and talking will no longer suffice. The pre-game show is over. Words must now covert into true commitment and action. The burden of national and state leadership in 1984 is to generate participation at the local level by dedicated volunteers, hoardes of dedicated volunteers.

The most obvious need is to increase the number of registered voters in our communities. In California the goal is to add 400,000 newly registered Hispanic and Chicano voters to our present figure of 988,131 by October. To meet this goal, all MAPA chapters must do their share. It won't be easy. It will take much effort — not by the few, but by the many. But think of the consequences if we fail. Without such effort, the social position of Chicanos could be worse at year's end.

All-in-all, 1984 will be a big year for us. It allows us an opportunity to shape history. On the other hand, this opportunity is also our burden. Because either way — whether we actively participate or we idly spectate — we will shape future history.



# REPUBLICAN NEWS

by Young Republicans — Robert Schuman, State Chairperson

The California Young Republicans are one of the largest and fastest growing volunteer political organizations in the United States. One of the reasons is that we are taking our message to groups which traditionally have not been Republican, such as Hispanics, and that message has been well received. More importantly, perhaps, is that we are listening to the concerns of these groups and using our organization to help find political solutions for those concerned.

I am most grateful to the local chapter of the Mexican American Political Association for giving the Young Republicans the opportunity to write a column in your newsletter. Because this is our first article I thought it would be important to tell you a little about YRs and how to get involved.

Our membership is limited to registered Republicans between the ages of 21-40. The group is about 50% political and about 50% social. Not only is it a political education and activist organization, it also is a great way to make new friends and have fun. There are clubs in virtually every major county in California, and several of the smaller more rural counties as well.

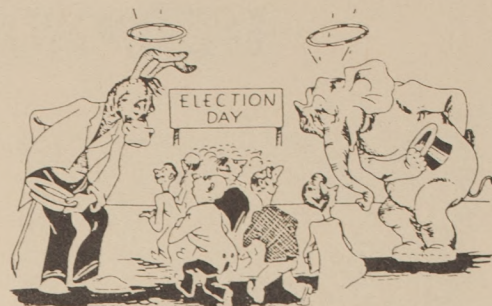
In 1984, our major focus will be working on the re-election campaign of President Reagan and participation in the Republican Convention in Dallas.

This year our number one priority is

expanding our membership even more. To this end we have established a statewide outreach committee which, as mentioned earlier, focuses on recruiting those who have not traditionally been Republican. This committee is chaired by San Diegan, Dave Jasan.

We, also, have established a women forum. This group of working women address the issues of concern to them. Because more and more young women are working, the issues that are important to them differ somewhat from the housewife. This committee has sparked a great deal of interest and should prove to be one of our most important.

Within the next few weeks we will begin running radio ads on stations in San Diego County to recruit new members. If you would like to join or get more information, please call 236-1984.



## DEMOCRATIC NEWS

by Phil Connor, San Diego County Chairperson

With Democrats the majority party in the United States, California, and the plurality in San Diego County, one would think that we would be winning more races. Unfortunately, we have lost far more than our share of political campaigns in the last years. The basic reason is lack of cooperation and party discipline among Democrats.

We can leave to the political scientists the myriad of reasons as to why Democrats squabble amongst themselves so frequently and so disastrously, but we can't leave to others the job of making a commitment to cooperate in 1984 to retake the White House.

Republicans have become very scientific in their efforts to pick and choose groups within the Democratic Coalition (like Democratic Neighborhood groups), target them and focus on them for particular elections. And, of course, then later leaving them for the more fertile financial grounds of conservatism. A quick look at Reagan Republican overtures to some labor in 1980 and one sees what happens to those who dare to consider stepping into the clutches of conservative cooperation. Yet we can expect the same overtures again in 1984; this time perhaps in the form of a tune that sounds attractive to Hispanic voters, but we can only guess.

Most Democratic voters do have specific Democratic appeal to their notions of leadership and opportunity, and that is why it is so important to work very, very, hard in the caucus primary and convention struggle to nominate the best candidate we can find. It is equally important for **ALL DEMOCRATS** to pledge to work as hard for the nominee as they do for their favorite candidate. This is the pledge and the approach that will bring us victory in November of 1984.

In closing, I would like to thank MAPA for allowing us a column in their newsletter, and congratulate them on their newsletter.



"A person entitled to register to vote must be a U. S. citizen, a resident of California, not in prison or on parole for the conviction of a felony, and at least 18 years of age at the time of the election."

"Para que una persona tenga derecho a votar, éste debe ser ciudadano de los Estados Unidos, residente de California, no estar preso ni ser reo libre bajo palabra por haber cometido un delito mayor, y debe haber cumplido 18 años de edad para la fecha de la elección."

# 565-5800



# MAPA PROFILES



EDWARD SANCHEZ, A San Diego Transit Corporation bus operator, considers himself a rare breed: a native San Diegan. Born in 1953, Edward graduated from San Diego High School in 1971, where he participated in both football and baseball.

After attending San Diego City College for one semester, Edward was drafted and went into the Marine Corps from 1972-1975. Although he willingly served during the Vietnam War, Edward knew even then that it was a "political war". Looking back, Edward feels fortunate he was not directly involved in combat, instead serving as an overseas supply clerk.

Returning home, Edward re-entered SDCC, pursuing a Business Administration degree on a part-time basis, and took over the family-owned restaurant and retail clothing store in the area now called the Gaslamp District. Soon afterwards a bad economy forced Edward to close his doors. Being involved on a firsthand basis, Edward is critical about the City's efforts in Gaslamp. "For several years the City refused to acknowledge the needs of the area south of Broadway. Then, when they decided to revitalize, they treated the smaller merchants very poorly". But Edward doesn't quit. Edward plans to re-enter the merchandising business after completing his studies at SDSU. As he sees it, "There is a lot of business talent and opportunity in our Latino community".

Today Edward works for the Transit Corporation, a position he has held since 1979. He believes that more attention, more money, should be allocated to public transportation. And with the strong push for more Trolley routes, he worries about programs for displaced employees in the future.

An active worker in Mario Obledo's campaign for Governor, Edward joined MAPA in August 1981. He openly states racism is still our #1 problem. It's the real reason for the high unemployment in Southeast San Diego. And our officials aren't doing much for us".



Until the advent of a Student Representative position, NORMA LANGOHR, 26, was the youngest Executive Board officer in the most youthful MAPA chapter throughout California.

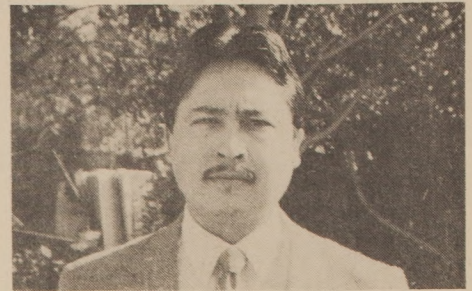
Age, however, has not limited Norma's ability to speak out on issues or to fulfill her duties. Last June, for example, Norma was chosen as co-reipient of the President's Award which is annually given to the hardest worker in MAPA over the past year.

Born in San Diego and adopted by her step-father, Norma has lived in Point Loma, Pacific Beach, and East San Diego. She graduated from University High School in 1977 and later attend San Diego City College from 1979-1981, earning her degree in Bilingual Education. While at SDCC, Norma was president of the Social Latin American Club (SLAC).

After SDCC Norma was employed by the Student Affirmative Action Transition Project of the San Diego Community College District as a Project Assistant for Internships from 1981-1982. In this position, Norma helped students transferring from junior college to San Diego State acquire relevant work experiences with various agencies and companies, including IBM, Xerox, ARCO, and others.

Today Norma works as the Placement Director for Pacific Coast Junior College Extension in Southeast San Diego. She has held this position since mid-1983. Her immediate goals are to complete her education at SDSU, which she attends on a part-time basis, and to eventually move to San Francisco.

Norma joined MAPA in fall 1982, as part of her continuing "Political awareness" process. In MAPA for almost two years Norma feels furious. She explains that, "When you look at all of MAPA's talents and energy, it is surprising that we don't receive much help from our older leaders. What should happen, is not occurring. As a result, I'm disappointed with the lack of cooperation by certain Chicano organizations".



One of the leading joke tellers (ask about "BUNJI") in the local MAPA chapter, STEVE CASTANEDA is actually an ambitious professional looking towards the future.

Born in Santa Rita, New Mexico in 1953, Steve's family moved to San Diego when he was five years old. He grew up in National City and Encanto, graduating from Morse High School in 1971. After attending San Diego City College from 1971-1973 where he played a major role in the Chicano Consortium, Steve transferred to San Diego State. At the time a pre-law student, Steve earned his B.A. in History in 1976. Because of his work in creating SDSU's Chicano Placement Center, the I.R.S. hired him soon after graduation, precluding Steve's plans to enter law school.

Eight years later, Steve is now a Revenue Officer Group Supervisor with the I.R.S. He spent four years in New Mexico working with special groups for the I.R.S. Steve moved to Los Angeles in 1982 and finally back in San Diego in 1983. Today Steve looks forward to moving ahead in the I.R.S. hierarchy to the highest possible position, preferably at the Executive level.

He advice to all Mapistas is, "There is so much that one can claim as income tax deductions. Out of ignorance people pay unnecessary taxes. Talk with experts in real estate, investments, etc." Steve adds that he's not talking about avoiding taxes, but about legal write-offs.

Steve is married to Maria Eloise Nunez and has two children, Joaquin, 10 and Edica, 6. Both Steve and his son, Joaquin, are avid motorcross riders. In fact, Joaquin has raced in several national competitions. Steve also enjoys playing a good game of racquetball.

Steve feels that it is easier to get politically involved in New Mexico than California. Over there, Steve says, it is not uncommon to see politicians visiting ordinary neighborhoods and people. Having much political interest, Steve plans to increase his local involvement with M.A.P.A.



# MAPA History Revisited

## Chicano Politics in California

by Kenneth Burt  
Harvard University

Over the past eighteen months, for various reasons, the Mexican-American Political Association (M.A.P.A.) has experienced a dramatic resurgence on the local, region, and state levels. Aware of our increasing influence in San Diego—and of the need to maintain, indeed accelerate, this momentum—the San Diego County Chapter of MAPA has begun an extensive outreach with both individuals and organizations in our community. Because misperception or misrepresentation of purposes can easily occur, MAPA adheres to an “open-door” policy.

But MAPA is now new. Rather, MAPA has existed since 1960. Like the Chicano movement itself, MAPA has experienced both good times and bad times. Falling upon hard times in the late 70s, MAPA has regrouped and looks towards the 80s as a period of renewed, and perhaps more sophisticated, activism. As a result of this history, the aims and purposes of MAPA can only be misperceived when the true story is unknown.

Basically, the story of MAPA is about the emergence of California's largest ethnic minority and its efforts to achieve political power. An interesting aspect of the story of Chicano political power has been an uneven historical development. Originally poor, powerless, and aligned to the Democratic Party, many Chicanos are now middle-class professionals, some Republican, but largely still powerless. Between these stages, in the late 60s and early 70s, there was the attempt to steadfastly abstain from endorsement of any Democrat or Republican.

An important part of this history of Mexican-American politics will be to illustrate that some gains have been made over the years. To be sure, the road to political and economic advancement has been cruel and, at times, discouraging. Yet MAPA and Chicanos have continuously overcome the obstacles confronting them. Today there are evergrowing numbers of Chicano elected officials, business persons, lawyers, and other professionals—although several are not entirely free to speak their conscience. Hence, the necessity of strengthened reactivism.

Progress, in other words, has not yet brought us to parity in all areas of American society. Our focus, however, is

not only the route, but also the distance, travelled. We know—without any doubt—that Chicanos comprise an important political constituency, one that can make demands and promote individuals within their ranks.

Analyzing our past, one easily notes that our political experience has been unique, due to time and place. And looking towards our future, Mexican-Americans, unlike the other waves of ethnic migration in American history, are now confronted with a new economic structure, a new post-industrial economy, which will offer fewer and fewer educational and employment opportunities for many years to come. Again, one easily sees the need for a resurgence of activism. And whereas this ongoing migration makes MAPA's task immediately harder, this same factor makes for opportunity greater.

### THE EARLY BEGINNINGS

World War II was a historical landmark for Mexican-Americans. Mexican-Americans had fought, and fought bravely; in fact, they were over-represented within the ranks of the armed services (350,000 enrolled) and in the casualty figures. Mexican-American GI's were also, on a per capita basis, the largest group of Congressional Medal of Honor Winners.

Upon returning home, the GI's no longer tolerated second-class status. After all, they had fought in the war and seen many close friends die for the freedom and equality “guaranteed” by the United States. No longer did they wish to be treated differently from a Mr. Smith or Mrs. Jones.

The war, however, had a greater impact than merely radicalizing the expectations of Mexican-Americans. The war also provided the first large-scale public assistance “program” for them. Now, unlike before, Mexican-American families of returning GI's were given educational and financial assistance. The G.I. bill allowed them preference in job hirings, the possibility of purchasing a home (often in developing suburbs), and benefits for attending college. In essence, then, World War II generally advanced the material and social welfare of Mexican-Americans, as well as creating the conditions necessary for a generation of Mexican-American activists.

But racial discrimination, as we well know, did not end. Despite these gains,



Recent Sacramento meeting. MAPA leaders (Carlos Batara and Angel Diaz, State Vice-President) with Presidential Candidate Alan Cranston.

discrimination continued—and in some cases, became more pronounced. In Texas, for example, a deceased Private, Felix Longoria, was denied access to local cemetery facilities. After appeals by Mexican-Americans veterans, U.S. Senator Lyndon B. Johnson of Texas and President Harry S. Truman intervened. Through their efforts, Longoria was finally buried in Arlington, Virginia with full military honors. This instance became the battleground upon which the G.I. Forum (an organization of Mexican American veterans) was formed.

In Los Angeles, meanwhile a new organization called The Community Service Organization (CSO) was created in the need for local political power. After Edward Roybal was defeated for City Council in 1947, the CSO decided to initiate the meet massive voter registration drive ever conceived up to that time. Within the next two years, CSO registered 10,000 new voters in the 9th City Council district. As a result, Roybal defeated the incumbent in 1949 by a huge margin.

Roybal's election was a turning point for CSO. Assuming that Roybal could survive on his own and, indeed, help other Mexican-American candidates, CSO decided to de-emphasize political and instead focus upon the social service needs of their communities. With this reorientation, local CSO chapters were organized throughout the state. Some of the leaders included Bert Corona in Oakland, Herman Gallegos in San Francisco, Cesar Chavez in San Jose, Hector Abeytia in Sanger (near Fresno), and Tony Rios and others in Los Angeles.

In the 1950's a third organization was formed, which would become important to Chicano Communities and to MAPA. It's

Cont. on page 5



## MAPA History Revisited

Cont. from page 4

name: the California Democratic Council (CDC). Although CDC was an umbrella organization for local Democratic clubs, it remained outside the official Democratic Party structure. As a result, CDC soon became the most liberal voice within the party.

Alan Cranston, a current (1984) candidate for President, served as CDC's first president. Born in 1953, CDC had 500 clubs and 40,000 members by 1957. For Mexican-Americans, CDC represented the first real opportunity to become involved in partisan politics on a large scale, particularly on a statewide level. Some clubs, in fact, were entirely Mexican-American (East Los Angeles and East San Jose). As could be expected in the 1950's, CDC became a favorite target of McCarthy. For this reason, conservative Chicanos maintained their distance from CDC.

The reason for CDC's birth was simple: Republicans had dominated California state politics for over 50 years. In 1950, for example, the only Democrat to win a statewide office that year was Pat Brown, who was elected Attorney General. Since CDC was just born in 1953, the elections in 1954 were seen as part of a building process.

At the 1954 CDC Convention, with no candidates for Lieutenant Governor, the Convention drafted Los Angeles City Councilman Edward Roybal. After winning the primary, Roybal ran a successful—albeit losing—campaign, receiving two million votes. Again, Pat Brown was the only Democrat to win statewide office.

As time passed, 1958 began to look like a Democratic year. Roybal desired to run again for Lieutenant Governor; Attorney General Brown did not want Roybal as his running mate. Brown used the superficial excuse that two Catholics on the same ticket would be political suicide. It remains unclear to this date, what influence Brown used—either threats or payoffs—but Roybal eventually decided not to run for statewide office in 1958.

Although Roybal decided not to run,



1947: The first meeting of Edward R. Roybal's unsuccessful campaign for the Los Angeles City Council. Roybal lost by only 370 votes.

another Mexican-American, Henry "Hank" Lopez, chose to seek statewide office. Lopez had been the first Mexican-American to graduate from Harvard Law School. Moreover, he was an active member of CDC, the CSO, and the G.I. Forum. As with Roybal, as the 1958 CDC endorsing convention drew near, the Democratic Party leadership wanted to nominate Lopez's opponent. Inside the convention a major battle took place, party professionals against rank-and-filers. In the end, having secured CDC's support, Lopez won the endorsement.

After winning the primary election, Lopez was the only Democrat to lose in the general elections that year. With five million votes cast, Lopez lost by less than 50,000. The Chicano community blamed Brown. After all, the Democratic candidates supported each other—except Pat Brown, himself, had won by over one million votes.

By 1959, Mexican-American activists were unhappy with Pat Brown and his relationship with their community. Within CDC two prominent power brokers, Governor Pat Brown and Assembly Speaker Jess Unruh, had started taking the Mexican-American community for granted. At the CDC convention in March, therefore, Roybal called a meeting of the Mexican-American delegates. Analysing the Lopez defeat, the conclusion reached was that Governor Brown and others on the party ticket did not fully support him. To prevent a recurrence, the delegates decided to form a political organization independent of the two major parties: MAPA.

The delegates agreed to hold an organizing convention for MAPA in the near future. Roybal was appointed as the Organizing Committee Chairman, due to his statewide stature. As 1959 progressed, Brown made a few Chicano appointments: Municipal Court Justice Carlos Teran to the Los Angeles Superior Court; Hector Abeytia and Dolores Huerta of the CSO to the Industrial Welfare Commission's Agricultural Wage Board. The major breakthrough for MAPA was the appointment of Juan Acevedo, a social worker in Riverside and East Los Angeles, to the California Youth Authority Board. As he traveled throughout the state, Acevedo, a close Roybal ally and the Secretary for MAPA's Organizing Committee, began to put together the statewide Chicano network that was soon to become MAPA.

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## FAMILIA DE MAPA

The best wishes of all Mapistas are with TOMAS VIGIL, who plans to return to his native New Mexico this summer.

Yes, MAPA will be represented in the 1984 Olympics. Rumor has it that JESUS FERNANDEZ will carry tradition in his hands as he runs through the streets of San Diego with the Olympic Torch prior to the beginning of the games.

Could there be another MAPA Student Chapter on the horizon? SYLVIA REBOLLEDO is back from her internship in Sacramento and now attends SDSU. And don't forget that JOSE LOPEZ, JR. is also returning for his senior year.

JOHN RAMOS, SDCC MAPA President, was recently selected as SDCC's Homecoming King.

And MARIA MARISCAL, another SDCC Mapista, is a finalist for next year's Sacramento Internship Program.

MARIA CALDERA, former MAPA State Organizer, has moved to San Diego and is the head of the Registrar of Voters' Outreach Program.

Watch those drinks at Casa De Pedrorena. Newest bartender in town is Mapista RAY DEL RIO.

Welcome back. Your spark was missed in your absence. Don't rest too long. The world needs you. Welcome back RACHEL WONG.

Back at work compiling voter registration data and forms is THOMAS MEZA. Looks like the San Diego Voter Registration and Education Project is alive and well.

What would Supervisor Hamilton say if he knew that Mapista TERNOT MACRENATO lives within hearing distance?

Pushing for major reforms in City of San Diego's minority business standards is RAY GUERRERO. We're proud of you, Ray.

EDDIE AMADOR is in and DANIEL HERNANDEZ is out at Ambos. They're roommates, not rivals.

Couple of the Year: LUIS and LUPE SANDOVAL.

MANUEL SAVIN recently participated in a major conference regarding Congress and Immigration Reform.

Conspicuously missing on New Year's Eve: NORMA LANGOHR and BERTA DE LEON.

Anybody in the market for a new (used) car? JOSE CRUZ (420-9837) has a three-speed 1972 Chevy Nova and ED SANCHEZ (589-9950) has an automatic 1978 Oldsmobile Tornado for sale.

## RENEW YOUR MEMBERSHIP

**Jose Lopez, Jr., Treasurer**

1984 is now upon us and with it comes many challenges, some which are new and others which have plagued us for decades.

In order that MAPA continue to become the political educator and registrar of our fellow Hispanics — so that our community too many share in political, social, and economic equality — memberships must be renewed. As has been stated time and time again, "Money is the mother's milk of politics". And even though we are a volunteer organization, our strength is limited to an extent by our financial foundations.

1984 brings this new eight-page newsletter with the latest in MAPA's role in local, region, and state politics. A MAPA brochure has also been designed, which will inform Hispanics about MAPA's history, philosophies, and ultimate goals.

Since MAPA's inception many

accomplishments have been savored by those persons already involved. But many problems remain for our community. If MAPA is to continue its' historical role of taking firm stances, no matter what the consequences may be, support must be had by one and all in joining and rejoining MAPA.

On this note, I strongly urge you to renew your membership and become part of Hispanic future. To join, simply fill in the enclosed membership application and mail it with your check payable to MAPA, c/o Chapter Treasure, P.O. Box 126265, San Diego, CA 92102. Muchas gracias por su apollo!

(1984 dues are as follows: Individuals \$30.00; Couples \$45.00; and Low-Income \$10.00. Membership includes a subscription to the MAPA newsletter, discounts to MAPA events, and a membership card.)

## FOR REGISTERED VOTERS ONLY

**by Ray J. Ortiz  
Registrar of Voters**



The secret to a successful voter registration effort in the minority communities can be stated in one word, "COMMITMENT." History has proven that a cause can be won only when there is true commitment.

In order to make this election year a significant one, we must first speak to the issue of "Community Involvement" as it pertains to voter registration. There are numerous ways to do voter registration: telephone banks, churches, and shopping centers. The most effective method, however, is still the grass-roots door to door campaign using community volunteers who are committed to increase the political clout of the Spanish speaking.

In order to do this there must be an organized plan which will provide you with the tools necessary. We should have a political awareness to share with the people that we will be registering. The message can be that the Presidential Election can be a turning point for Latinos. Both parties realize that the Hispanic vote could be decisive. Never before has so much consideration been paid to us by Presidential Candidates and this is because they acknowledge our growing political clout!

In San Diego County the Hispanic is the largest minority, 14.07% with approximately 130,000 citizens eligible to register to vote, but - only 73,000 are registered. Voter turnout efforts have met with some success, but only on an individual, election by election basis.

We have all heard the excuses "my vote does not make a difference" or "I didn't have time to go vote" or even worse; I have very little tolerance for this kind of statement. Registering to vote is a very simple method, plus it doesn't cost a thing!

We have a goal to reach and we should register 100,000 by May 7, 1984, which is the deadline to be eligible to vote in the Presidential Primary. If this goal is to be met we all have to get involved and do our share. I respectfully urge you to join us in this task that can certainly benefit all of us. Otherwise, it will be like going to a big event and not having a ticket!



# DID YOU KNOW?

Thirty percent of Latinos are non-citizens and ineligible to vote. Only 2.2% of Mexican Americans eligible to naturalize in the last eight years chose to do so.

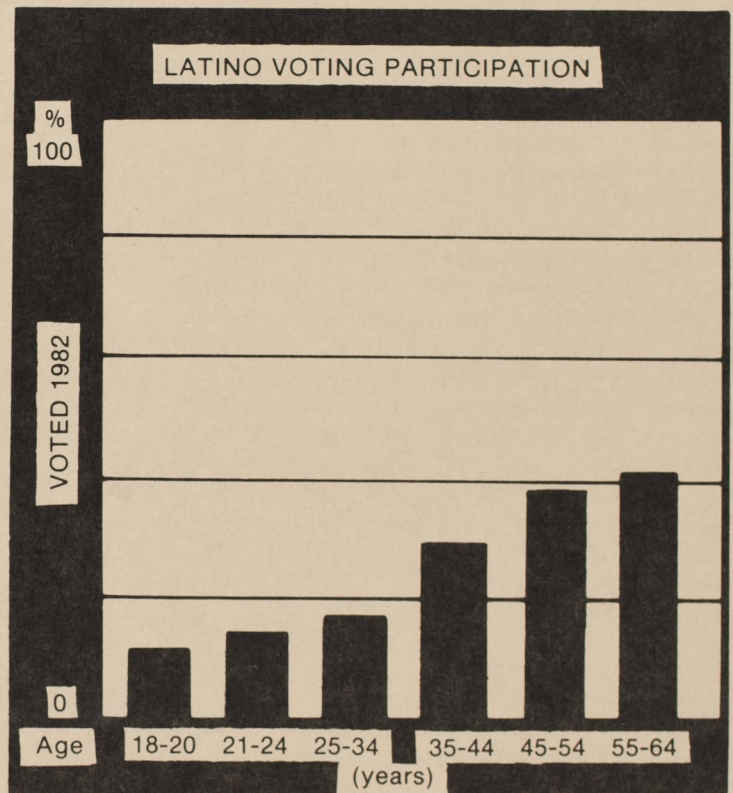
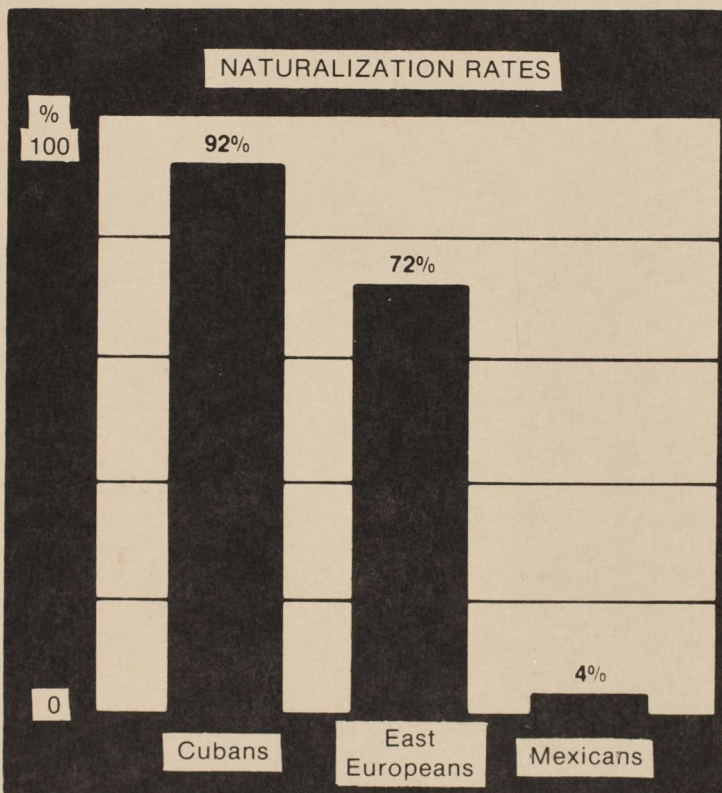
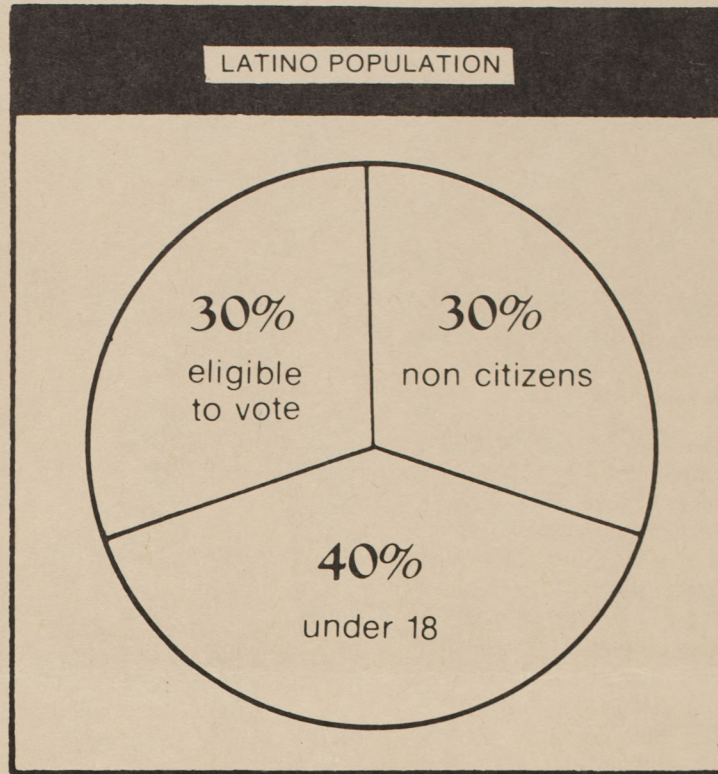
Some organizations have begun to research this population to determine why these people have not taken the relatively simple steps to become citizens. Pilot studies reveal that the traditional explanation—apathy—is incorrect, and that the real reasons are lack of information about what is required to become a citizen; fear that citizenship will require a repudiation of their homelands and culture, and other misconceptions. For example, a recent Los Angeles Time poll found that many Latinos in this country fear they will be required to tread on their home country's flag while pledging allegiance to the U.S., as a requirement of citizenship.

Interestingly, among those who become naturalized, voting rates are actually higher (71%) than the national average. This suggests that naturalization increases the understanding of the U.S. system and the willingness to participate.

Forty percent of Latinos are under 18 and ineligible to vote. This group will be eligible to vote by 1990 at the rate of 300,000 per year for the next ten years. Yet our research shows that they won't vote in great numbers until they reach age 25.

In fact, 61% of Latinos in this age group are not registered, according to Census Bureau data. Since studies of the Hispanic community show a very youthful population—nine years younger than the national average, with a median age of 22

years old—the voter participation of our youth is especially important. Therefore, political education must begin before a person reaches 18, in order to build momentum and encourage early participation.





# CHAPTER REPORTS

## SAN DIEGO COUNTY

by Greg Sandoval, Vice-Chairman

As we start the new year with much vigor, enthusiasm, and high hopes for continued success, MAPA San Diego County will again take the lead role in the political arena to represent our community on those important matters that affect our lives.

Activities scheduled for 1984 include the Monthly Legislators' Breakfasts, the Community Forums, and fundraisers. For

## SAN DIEGO CITY COLLEGE

(or a chance for the Hispanic student to grow politically)

by John Ramos, President

A new chapter of the Mexican American Political Association was born this past semester at City College. The student chapter promises to be just as active as the M.A.P.A. adult chapters. Through M.A.P.A.'s student chapter, the Hispanic student will have a full opportunity to become politically educated and aware of the issues that face the Hispanic community. The student will also have the opportunity to take part in political campaigns and learn about politics from the ground level.

During the student chapter's first week of being activated, they co-sponsored a political rally at City College. The purpose of this rally was to give student voters a last look at the candidates before the election. In attendance were Mike Garrett and Celia Ballestos, amongst other candidates who turned up for the rally. For the most part the rally was a big success.

Since then M.A.P.A.'s student chapter has taken a firm stand against tuition. They have sent letters to their respective officials. The student chapter realizes it is going to take a lot more than letters to stop tuition at Community Colleges, but they are willing to help out however they can. The Chapter has also done a little fundraising. The Student Chapter has a Bake sale and raised \$75.00. Another Bake sale has been scheduled for January 19, 1984. The club is hoping to double the amount of the last bake sale.

The current Executive Council should be commended for the effort put out this past semester to make M.A.P.A. a reality at City College. The members are Norma Barajas Vice President, Liz Duenas Secretary, Terri Diller Treasurer, Lisa Hernandez ASB Representative.

the Breakfasts, we plan to host State Senator Wadie Deddeh, Councilman Uvaldo Martinez, Mayor Roger Hedgecock, Assemblyman Pete Chacon, Assemblywoman Lucy Killea, Congressman Duncan Hunter and possibly some leading presidential candidates. Our community forums will again be arranged for our raza to ask hard questions of candidates campaigning for office. Likely forums will be the San Diego Mayor's Race, Board of Supervisors District I race, and the National City Council races.

Since it is widely acknowledged that



Cruz Rangel, Jose Lopez, and Edward Garcia at MAPA press conference.



Eddie Amador and Juan Castallenos recruit new Mapistas at SDSU.

money is the mother's milk of politics, fundraisers will be planned to generate the funds necessary to promote our cause to elected officials, government personnel and the media. With a sound financial base, we can continue to sensitize the public to our needs, and to demand those services that our community justly deserves.

Yes, 1984 will be an important and active year. But here is one mandatory condition: your support and involvement is needed for our raza of today and our children in the future! Join us in the challenge to uplift our raza to the top and to receive what is in our destiny. Your membership dues, plus a few hours per week, will have a tremendous impact when we COLLECTIVELY work towards the same goals.

Once we have specific information on events, we will announce them in our newsletters. Attend our monthly meetings. Join our committees and participate in the planning stages of all events. Remember: your personal input can make the difference!

## NORTH SAN DIEGO COUNTY

by Erendira Madrid, Chairperson

The Chapter in the northern part of San Diego County has held two meetings since our formation in November.

The first membership meeting was held December 2, 1983. The guest speakers for the meeting were; Joe Angel, Carlsbad School Board member; and Mark Roybal, recent candidate for the Vista School Board. The topic was "Running a Campaign: Do's and Don'ts".

The January meeting was highlighted by the enthusiastic information presentations of the San Diego County Registrar of Voters, Mr. Ray Ortiz, and the well-known MAPISTA Maria Caldera. Nomination and elections of officers were the order of business at the January meeting. Congratulations to Vice-President Andy Pino from Escondido; Secretary Gloria Carranza; Carlsbad; Treasurer Gene Ramos, Oceanside; and Parli; amentarian David Martinez from Carlsbad.

The next meeting is scheduled for February 15, 1984 at 7:00 p.m. at the Vista United Methodist Church. Like other MAPA Chapters, North San Diego County has received requests to join the Democratic Party's effort for Hispanic participation. The North Central Democrat Club has invited MAPISTAS to meetings. We will hear what they have to offer!



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*Roger Cazares*  
*Executive Director*

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on your newsletter.



Continued success,  
**Assemblyman Steve Peace,**  
80th District

## EL MAPISTA

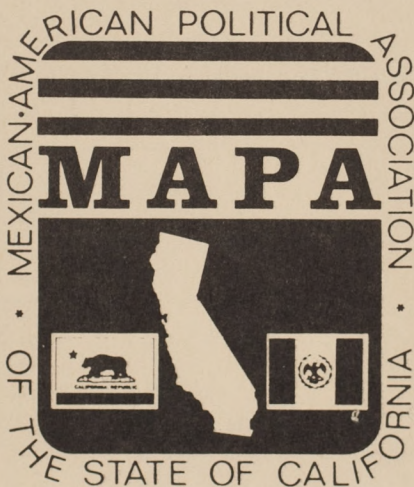
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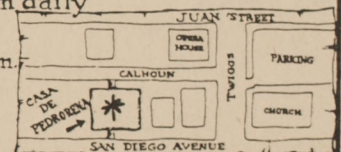
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# MARK YOUR MAPA CALENDAR

- Mon., Feb. 20 Political Action Committee, Bea's Rancho Chico, 4857 El Cajon Blvd., 5:30 p.m. (Carlos Batara, 691-0230)
- Tues., Feb. 21 GENERAL MEMBERSHIP, Otay Community Center, 1671 Albany Avenue, 6:00 p.m. (Berta De Leon, 232-2405)
- Thur., Feb. 23 Special Events Committee, Salazar's Restaurant, 1502 Market Street, 6:00 p.m. (Augie Sandoval, 286-5542)
- Fri., Feb. 24 Recruitment Committee, Salazar's Restaurant, 1502 Market Street, 4:30 p.m. (Jose Castillo, 230-2242)
- Tues., Feb. 28 Student Fundraiser and Voter Registration Kick-off, San Diego City College, 1313 12th Avenue, 10:00 a.m.-1:00 p.m. (John Ramos, 264-3243)
- Communications Committee, 6:30 p.m. (For more info, call Carmen Fernandez, 426-1617)
- Wed., Feb. 29 MAPA Legislator Breakfast with **Deputy Mayor Mike Gotch**, Casa De Pedrorena, 2616 San Diego Avenue, 7:15 a.m. (Esther Garcia, 291-4231)
- Endorsement Committee, Salazar's Restaurant, 1502 Market Street, 6:00 p.m. (Greg Sandoval, 421-6700, ext. 252)
- Thur., Mar. 1 Voter Registration Kick-off, Casa Bonita, 1510 Sweetwater Road, 5:00 p.m. (Maria Caldera, 565-5280)
- Sat., Mar. 3 MAPA-MECHA softball game, San Diego High School, 1405 Park Blvd., 11:00 a.m.
- MAPA-MECHA disco fundraiser, Golden Hill Hall, 2210 Broadway, 8:00 p.m. (John Ramos, 264-3243)
- Tues., Mar. 6 EXECUTIVE BOARD, Casa De Pedrorena, 2616 San Diego Avenue, 6:00 p.m. (Esther Garcia, 291-4231)
- Wed., Mar. 14 Endorsement Committee, Salazar's Restaurant, 1502 Market Street, 6:00 p.m. (Greg Sandoval, 421-6700, ext. 252)
- Thur., Mar. 15 Special Events Committee, Salazar's Restaurant, 1502 Market Street, 6:00 p.m. (Augie Sandoval, 286-5542)
- Fri., Mar. 16 Recruitment Committee, Salazar's Restaurant, 1502 Market Street, 4:30 p.m. (Jose Castillo, 230-2442)
- Mon., Mar. 19 Student Meeting with **Lieutenant Governor Leo McCarthy**, San Diego City College Cafeteria, 1313 12th Avenue, 11:15 a.m.-12:15 p.m. (John Ramos, 264-3243)
- MAPA Legislator Luncheon with **Lieutenant Governor Leo McCarthy**, Jimmy's On The Green, 4475 Bonita Road, 12:30-2:00 p.m. (Norma Langohr, 262-4617 or Lupe Sandoval, 690-5312)
- Student Committee, 719 Cotton Street, 7:00 p.m. (John Ramos, 264-3243)
- Tues., Mar. 20 GENERAL MEMBERSHIP, Neighborhood House Association, 841 S. 41st, 6:00 p.m. (Berta De Leon, 232-2405)
- Thur., Mar. 29 Political Action Committee, Roberto's Restaurant, 2414 Hoover Avenue, 5:30 p.m. (Carlos Batara, 691-0230)
- Tues., April 3 EXECUTIVE BOARD, Casa De Pedrorena, 2616 San Diego Avenue, 6:00 p.m. (Esther Garcia, 291-4231)

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