



LA VOZ DE TEXAS



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Programa SER En Lubbock

Matriculacion



PARA RECIBIRLO CON UNA SONRISA ESTA LUISA RUIZ



ROBERT NARVAIZ Y DAVID D. GARZA TAMBIEN ESTAN PARA SERVICIOS

What Is SER?

DEVELOPMENT OF SER

In the Spring of 1965, job placement centers for the Spanish speaking were operated in Houston and Corpus Christi by the League of United Latin American Citizens (LULAC).

Under the banner of "Jobs for Progress", the centers were funded and staffed exclusively by Spanish speaking volunteers. They did more for the Mexican American in their short existence than permanent public agencies had been able to accomplish over the years.

JOINT VENTURE

Based on the lessons learned, the two national organizations, LULAC and the American GI Forum, joined forces to form "Jobs for Progress, Inc." in a massive drive to eliminate poverty in the Southwestern United States with special emphasis on the culturally different.

The large scale program to tap the manpower resources of the Spanish speaking community was given the name "TO BE" in Spanish - Operation SER.

SER was designed by the sponsoring American GI Forum and LULAC organizations to break down cultural and economic barriers through full employment for Mexican Americans by involving Mexican Americans themselves in the effort.

SER is staffed exclusively with bi-lingual personnel who are not only well qualified in their respective specialties, but whose experience and motivation make them cognizant and adept at dealing with adverse cultural differences. By developing and administering manpower programs in this manner, effective gains are already being made.

THE SPONSORS

LULAC (The League of United Latin American Citizens) was founded in 1929 in Corpus Christi, Texas, by the merger of three Mexican American organizations.

LULAC was founded at a time when American citizens of Mexican ancestry were the victims of a very high degree of discrimination. The League was formed for the purpose of eliminating the segregation of Mexican Americans and elevating their social, economic and educational status.

LULAC led the legal battles which have eliminated overt segre-

gation of Mexican Americans in public schools, public facilities, and public employment; and it was LULAC who initiated and financed the court battles that led to the United States Supreme Court decision which declared unconstitutional the then prevalent practice, in Texas, of omitting American citizens of Mexican descent from service in Grand and Petit Juries.

At present, LULAC members are very much involved in eliminating the more subtle, covert, segregation that now operates to hinder the socioeconomic progress of the Mexican American in Southwestern United States; and in operating a vast system of scholarship awards to worthy young people who are otherwise financially unable to attend college. Many of these young men and women do not get adequate counseling and scholarship assistance from school boards and public colleges indifferent to their educational problems.

AMERICAN GI FORUM

The American GI Forum is a nationally established veterans family organization founded in 1948 in Corpus Christi, Texas, by Dr. Hector P. Garcia for the purpose of abolishing discrimination practices against returning World War II Mexican American veterans.

The GI Forum has since broadened its scope of objectives to include a program of improvement of the social, economic and political conditions of the Mexican American community.

The organization has among its objectives: Leadership development, intergroup understanding, preservation of basic principles of democracy, veterans' rights, non-discrimination, education, and motivation of youth.

LABOR AND OEO HELP

On June 10, 1966, U.S. Secretary of Labor Willard Wirtz and Office of Economic Opportunity Director Sargent Shriver announced the first funding of Operation

SER's Regional Office in Albuquerque, New Mexico.

On October 3, 1966, Mr. George J. Roybal was installed as SER's Executive Director, with a small staff hired to implement the program and to man the Skills Bank to begin placing people in non-traditional jobs.

By the Spring of 1967, the arduous task of community survey

and development yielded program outlines and active volunteer SER Boards in the targeted areas.

The State Offices were established in June, with a Skills Bank in each, and the first five local SER projects became operational that Summer.

The Regional Office expanded its resources for research and added a Data Processing Center to the Skills Bank when it moved from Albuquerque, New Mexico to Santa Monica, California, in September, 1967.

TWENTY-ONE PROJECTS

Twenty-one local SER projects were at various stages of implementation by January, 1968, and the Skills Bank had placed three thousand in gainful and productive

employment.

In March 1968, a third major function was added to the Program Development and Skills Bank services when On-The-Job Training coordinators were attached to the Regional and State Offices.

ORGANIZATIONAL STRUCTURE

SER is administered by Jobs for Progress, Inc., with an eleven member Board of Directors, presently chaired by Daniel Campos of Campbell, Calif.

The Jobs for Progress Corporation is a voluntary, non-profit, incorporated organization with its principal objectives being the social and economic betterment of the Mexican American poor of the U.S.

— Continued on Page 3 —

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El ramo del campo de la Universidad de Mexico cual se dedico en San Antonio por el Presidente de Mexico se abriera en Agosto 21.

Pre-matriculacion en persona, sera para la semana de Aug 14. Matriculacion por carta ya esta en efecto dijo el Sr. Fernando Larios, coordinador de la sesion del verano.

El Ramo de la Universidad es parte del Instituto de Cultura, un edificio que incluye un museo, un edificio de arte y un auditorio que completara despues.

El Presidente Echeverria dedico el instuto en ceremonias el Lunes ante una cantidad de 3,500 personas.

El programa academico este otono dara a enfasis en cursos del idioma Espanol, en grados elementarios a niveles avanzados.

Otros cursos que seran ofrecidos se anunciaran en el futuro.

Como la session de verano, la session del otono sera intuida por miembros de la facultad de la Universidad para estudiantes extranjeros en la Ciudad de Mexico.

Los creditos de esta Universidad pueden ser traspasados a muchos de los colegios y universidades de los Estados Unidos.

El ramo del campo, sera el primero que se establece afuera de Mexico por la Universidad. Se abrio con mas de 130 estudiantes en Junio el cinco.

The branch campus of the National University of Mexico, dedicated in San Antonio this week by Mexican President Luis Echeverria, will open its fall semester on Aug. 21, it was announced Wednesday.

Pre-registration in person is scheduled for the week of Aug. 14. Registration by mail is already open, summer session coordinator Fernando Larios said.

The University branch is part of the new Mexican Cultural Institute, a three-building complex that also includes a museum and art building and an auditorium to be completed later.

President Echeverria dedicated the institute in gala ceremonies Monday before a crowd of up to 3,500.

The academic program this fall will emphasize courses in the Spanish language ranging from elementary to advanced levels. Others courses to be offered will be announced soon.

Like the summer session now under way, the fall term session will be taught by faculty members from the university's school for foreign students in Mexico City.

The university's credits are transferrable to most U.S. colleges and universities.

The university's branch campus, first ever established by the university outside of Mexico, opened June 5 with more than 130 students.

Jamica En Lubbock

Los parroquianos de Nuestra Senora de la Gracia le invitan a una Jamaica que tendra lugar el 16 de Julio en el terreno de la misma parroquia. Amenisaran dos conjuntos y todo esto es para reunir fondos para la misma parroquia.

for 69 school-based Right to Read centers. Thus the total amount awarded this year under the overall program has reached approximately \$8.8 million. The newest grants bring to 107 the total of

Centers funded for elementary and secondary pupils, including more than 20 that are located in large cities and have two satellite schools each. Cont 22

Special Meeting

SCHOOL

El Distrito de las escuelas publicas de Lubbock tendra su junta reglamentaria el Lunes 26 de Junio y tendra lugar a las 7:15 de la mañana en el Assembly Room en 1628 19th Street.

Esta sera una junta especial de 105 miembros del Board, para discutir los gastos escolares del ano 1972-73, asi como otros asuntos.

HEW NEWS

Right to Read grants totaling more than \$4.9 million have been awarded by HEW's Office of Education to 74 community-based and 39 school-based projects, and 11 State education agencies U.S. Commissioner of Education Sidney P. Marland Jr., announced today.

"These 124 grants represent the broadening efforts of the Right to Read program to reach our goal for eradicating illiteracy in this country by the start of the next decade,"

Dr. Marland said He called the action, "a direct result of President Nixon's interest in the Right to Read program and his determination to eliminate illiteracy."

The Commissioner also that each grantee will work with a number of person whose problems range from difficulties with reading to total illiteracy.

Award of the grants to community-based projects marks the first Right to Read funds earmarked for raising

the Nation's level of literacy through work with adult education, higher education, and community centers. Most of these grants are being awarded to projects administered by local colleges and universities in cooperation with community groups. Some are based in correctional institutions, public libraries, and rural centers for migrant workers or Indians.

Last January grants totaling \$3.9 million were announced

Juan Sandoval Designado Vice-Presidente De Avionics Engineering

L. M. "Mike" Weeks, Vice Presidente y Gerente General de Vought Missiles and Space Company-Texas Division de LTV, anunció el establecimiento de Avionics Engineering y la designación de Juan Sandoval como vice-presidente de la mencionada organización.

Weeks dijo que la nueva organización fortalecerá la división en un área de actividad que presenta uno de los más grandes desafíos a la industria y que es de vital importancia a la defensa y a los programas espaciales de la nación.

En su nuevo puesto, Sandoval dirigirá el diseño, análisis y desarrollo de cohetes guías, de navegación y sistemas de control tácticos y estratégicos, como también para vehículos espaciales y otros sistemas.



Sandoval pasó a prestar servicios en la compañía en Noviembre del pasado año, como director de sistemas electrónicos. Anteriormente había sido director para sistemas tecnológicos de General Dynamics Convair

Division de San Diego, California.

Al unirse a General Dynamics en 1956, él ocupó importantes posiciones en áreas de dirección, navegación, control y sistemas de lanzamiento de cohetes. Desde 1967 hasta 1971, fué gerente de proyecto para Mark II y de otros sistemas para aviones F-111 como también para los sistemas de misiles SRAM.

Nacido en Nuevo Laredo, México, Sandoval recibió su B.S. en Ingeniería Eléctrica de la Universidad de Texas, donde se graduó con altos honores. Posteriormente el ejecutivo intensó trabajo post-graduado en electrónicas en la Southern Methodist University.

Sandoval, su esposa Norma, y sus seis hijos son residentes en Fort Worth.

NIXON - EL OJO PUESTO EN LAS ELECCIONES

MOSCU, junio

Un diario soviético hizo por primera vez comentarios causticos sobre los motivos que impulsaron al presidente Richard M. Nixon a las reuniones Cumbre de Moscú y criticó a los líderes norteamericanos que como él —dijo el periódico— "edificaron sus carreras en el anti-sovietismo".

Komsomolskaya Pravda, órgano de la liga juvenil comunista, agregó que el arribo del "nuevo realismo" a la política norteamericana fue provocado por el año electoral que se acerca en Estados Unidos —con elecciones presidenciales en noviembre próximo— y por temores a lo que los soviéticos podrían hacer.

Fue la primera interpretación difundida por una "línea dura" comunista sobre las reuniones de Nixon con los jefes del Kremlin.

En un artículo publicado en la primera página del periódico, el comentarista Alexander Pumpyansky dijo que Nixon "no hace ningún movimiento de política exterior sin un ojo puesto en las elecciones".

"Hace 10 o 15 años —agrega— algunos líderes norteamericano edificaron sus carreras en el antisovietismo.

Y ahora algunos de esos mismos líderes entienden que únicamente actitudes constructivas hacia la Unión Soviética pueden brindarles popularidad ante los ojos del público".

El tono del comentario del órgano juvenil comunista contrastó marcadamente con todos los artículos sobre las reuniones Cumbre impresos anteriormente en la controlada prensa soviética, que las describió como "un paso de tremenda significación" y el "amanecer de una nueva era".

Komsomolskaya Pravda tiene un tiraje de varios millones de ejemplares. Diplomáticos occidentales interpretaron que el ataque del periódico pudo haber sido una respuesta a comentarios de algunos círculos norteamericanos que describieron a las reuniones como negociaciones de Nixon "con el enemigo".

Lea "La Voz"

unch a Right to Read program.

Funds for the grants were made available from one or more discretionary Federal programs, including Titles III and VII of the Elementary and Secondary Education Act, the Adult Basic Education Act of 1966, Title IV of the higher Education Act of 1965, Parts E and D of the Education Profession

Development Act Sections 402 and 412 of the General Education Provisions Act, and the Cooperative Research Act.

Major goal of the national Right to Read is to increase functional literacy throughout the United States. Functional literacy is defined as possession and employment of reading skills

HISTORIA MEXICANA



1722 La Villita

Once the site of an Indian village, La Villita or "Little Village" was a small settlement outside the walls of the Presidio of San Antonio de Bexar. Occupied by the families of soldiers at the Presidio, the residential district soon became a mixture of Mexican and Italian, German, French, Negro and Swiss families. It served as a haven for refugees from East Texas who fled the Casas Revolution. La Villita has now been restored, and the houses reflect the Indian, Spanish, Mexican culture of the Southwest.

Father Antonio de Arteaga A Mexican priest, Father Antonio de Arteaga, was a graduate of the University of Mexico and founder of the Mission of Senecu in New Mexico. In 1639, he began christianizing the Indians of El Paso area.

With Father García de San Francisco, he undertook the building of the first mission, Our Lady of Guadalupe. Although the mission was actually located

in Juarez, it was the forerunner of the religious and civil settlements of the Texas side.

1686 Alonso de Leon Alonso de Leon made five attempts to explore and colonize Texas from 1686 to 1690. When he became governor of Coahuila, he sent an Indian named Augustin to Texas in search of allies against the Toboso Indians. Augustin brought back news of a Frenchman, who had become an Indian chief, and de Leon set out on an expedition to find him.

De Leon crossed the Rio Grande on April 1, 1689, and on the twenty-second found the ruins of Fort St. Louis. Because of adverse weather, he returned. De Leon wanted to establish a line of forts, but Spanish officials decided that missions would be better and cheaper.

In 1690, he entered Texas for the fifth time. This time Father Damian Massanet accompanied him and established San Francisco de los Tejas, the province's first Spanish mission.



Eleazar Gaona y Baltazar Rodriguez, integrantes del conocido Conjunto Durango, que tambien integra la conocida cantante Eufemia Calderon, El Conjunto Durango de Baltazar Rodriguez es uno de los conjuntos que por mucho tiempo se a popularizado, con su estilo unico.

Sus grabaciones que han sido muy populares ya alcanzado una gran cantidad en la venta disquera en el estado Tejano. Muchas de la Grabaciones, echas de el Conjunto Durango an sido a través del sello izquierdo Gilguero, con interpretaciones de Baltazar y Eufemia.

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Rib-eye Steak \$2.59

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PIGGLY WIGGLY



Recien graduada la Simpatica Senorita Mary Rodela hija del Sr. y Sra. Isabel y Betty Rodela Residentes en Petersburg, Texas. Esta Foto fue tomada en Los Estudios Roberts de Lubbock.



Este es Cleto Esparza hijo del Sr. Sra. Cleto y Maria, Esparza, de Petersburg Texas. La foto tomada por Roberts Studios de Lubbock en su reciente graduacion de la escuela secundaria.



Elmo Martinez hijo del Sr. y Sra. Chencho y Elida Martinez de la Ciudad de Petersburg Texas en su reciente graduacion.

WHAT IS SER?

PROGRAM DEVELOPMENT by Regional Coordinators uses the resources of the Regional and State Offices to maintain contact with federal and state agencies, and to provide technical support to the local SER Boards in the design and execution of effective programs.

OJT COORDINATION staff provide technical assistance to all programs of On-The-Job Training operating in the U.S., in order to develop their greater effectiveness in dealing with the Spanish speaking.

SUPPORTIVE SERVICES include Research and continuing

Evaluation of all SER projects. Computerized Data Processing supports the Skills Bank and new data on the Mexican American is compiled. Purchasing and Accounting is centralized, and a continuing program of Public Information is maintained.

ANALYSIS AND INTERVIEW determine the type of services provided. The underemployed at any level are given maximum exposure while others are placed in the pool for ready reference. Entry level jobs or training opportunities are sought for the unskilled and unemployed. The OJT staff helps to develop On-The-Job Training, and volunteer advisory committees are active throughout the Southwest.

PLACEMENT of personnel results from specific requests from employers, or searches for specific jobs. The Regional Skills Bank of SER often proves to be a definite asset to employers in helping them meet their growing manpower needs from the relatively untapped resources in the Spanish speaking community.

THE REGIONAL SKILLS BANK maintains a reservoir of manpower ranging from the unskilled to the professional, recruited primarily from among the Spanish speaking Americans of the southwestern states.

The central records system is computerized for quick referral and a minimum lag time in processing registrations and returning the information to the point of origin.

STATE OFFICE - Liaison with state agencies and regional federal offices is provided by a small staff under the supervision of a State Director. It extends the ser-

vices of the Regional Office in direct assistance to SER projects in the state, and its central location allows some response to increasing demands from outside the SER designated areas, but these are first priority. OJT Coordinators are attached to State Offices.

THE STATE SKILLS BANK maintains manpower records for the state. It establishes contact with large employers in the state, with the emphasis on the target areas, in order to assist them in filling their needs from the state pool of skills, and the State Skills Bank Director promotes and assists local registration drives. Volunteer recruitment and placement efforts outside the target areas are serviced as time permits.

LOCAL PROJECTS - The Board of Directors of the local Jobs for Progress Corporation, or "SER Board", administers local programs with the assistance of Regional and State Office technical services. It

plays an important role in the overall SER operation, which builds on the resources of the parent organizations to expand its capability for recruitment. The Skills Bank relies heavily on this source.

SERVICES provided in most areas include projects for remedial education, for providing vocational or on-the-job training opportunities, and for direct job placement. Through these programs, Operation SER also brings to bear the existing services by assisting them in reaching the bilingual. It has joint working agreements with each State Employment service, and it coordinates closely with local public and private agencies.

Biografía De Romana Acosta Bañuelos Tesorera De Los Estados Unidos



La Sra. Romana Acosta Bañuelos fue nombrada como la treinta y cuarta Tesorera de los Estados Unidos, el día 17 de diciembre de 1971 por el Secretario de la Tesorería John B. Connally.

Como Tesorera de los Estados Unidos, la Sra. Bañuelos es responsable por el recibo, custodia y desembolso de los fondos públicos, por el mantenimiento de los récords concernientes al origen, localidad y composición. La nueva emisión de billetes llevará su firma en el lado bajo izquierdo opuesta a la del Secretario Connally. El reemplaza a la finada Sra. Dorothy Andrews Kabis, quien falleció en el mes de julio de 1971.

Cuando el Presidente Nixon la nominó para el puesto de Tesorera en septiembre de 1971, la citó como poseedora de una "iniciativa excepcional, perseverancia y habilidad" y su "extraordinaria carrera de éxito como una mujer de negocios formada por sí misma".

La Sra. Bañuelos, una mujer de negocios formada por sí misma, de Los Angeles, es la sexta mujer y primera americana de descendencia mexicana que ocupa uno de los puestos más antiguos en el Gobierno Federal, que data desde el año 1789.

Nacida el 20 de Marzo de 1925 en Miami, Arizona, la hija de Juan Francisco y Teresa Lugo Acosta, la Sra. Bañuelos pasó su niñez en Sonora y Chihuahua, México. Regresó a Los Angeles en 1944, una mujer joven, y estableció su firma con un

de la firma, quien pasó a ser Presidente de Ramon's Food Products, cuando la Sra. Bañuelos tomó posesión de su puesto.

Bajo la Fundación Becaria de Ramon's Food Products,

la compañía patrocina tres becaos anuales a calificados estudiantes de secundaria de familias humildes de descendencia mexicana, durante cuatro años de colegio. Los primeros tres estudiantes, todos graduados de las escuelas secundarias del Este de Los Angeles, se encuentran actualmente asistiendo a la Universidad de U.C.L.A.

Aparte de haber recibido muchos honores personales, incluyendo el Nominamiento de la Mujer de Negocios Más Sobresaliente del Año de 1969, por el Alcalde de Los Angeles, Sam Yorty; la Sra. Bañuelos es también poseedora de "Los Angeles Hermoso" honor otorgado por la Cámara de Comercio por su contribución al diseño y construcción del Pan American National Bank en el Este de Los Angeles.

En 1949, Ramona's Mexican Food Products Inc. es ahora una firma de más de \$5 millones de dólares anuales

que procesa más de 25 diferentes variedades de comida y que emplea más de 300 personas.

En 1964, la Sra. Bañuelos ayudó a fundar y fue director del Pan American National Bank en el Este de Los Angeles, organizado para servir a la comunidad méxico-americana de ahí. Fue seleccionada Presidente de la Directiva en el año de 1969 y fue reelegida dos veces a este puesto. Los recursos del banco en 1971 sobrepasaron a los \$22 millones de dólares con el 86 por ciento de los depositantes de descendencia latina.

La Sra. Bañuelos es la madre de dos hijos por su primer matrimonio, Martín A. y Carlos A. Torres, oficiales ambos en la manufacturadora de productos alimenticios, y una hija, Ramona, de 16 años, estudiante de secundaria. La Tesorera es la esposa de Alejandro Bañuelos, tesoro-secretario

ABC Films Adquiere Los Derechos Mundiales De

ABC Films, Inc. ha adquirido los derechos mundiales de distribución del musical especial de una hora titulado "Raphael" y la serie de 13 semanas con el internacionalmente famoso cantante español, Raphael como estrella. El anuncio fue hecho hoy por Kevin O'Sullivan, Presidente de ABC Films.

Ambos el especial y la serie serán producidas en tres

Alema. El programa de una hora a colores es filmado en cuatro localidades a través de España, las Islas Canarias, y el Sahara Español. Las series de 13 media-horas principiarán su producción en julio y serán filmadas en España y Europa

presentando muchos de los astros internacionales como invitados.

Al hacer el anuncio, el Sr. O'Sullivan afirmó, "estamos orgullosos de poder presentar a una estrella joven y dinámica como Raphael, quien se ha ganado los corazones de las audiencias "Raphael" es una co-producción entre International Video Productions (E.E.U.U.) y

Francisco Bermudez Espectáculos Internacionales (España) en asociación con Televisión Española (TVE). Productor-director de ambos el especial y la serie es Milton H. Lhr. Productor Ejecutivo es Francisco Bermudez.

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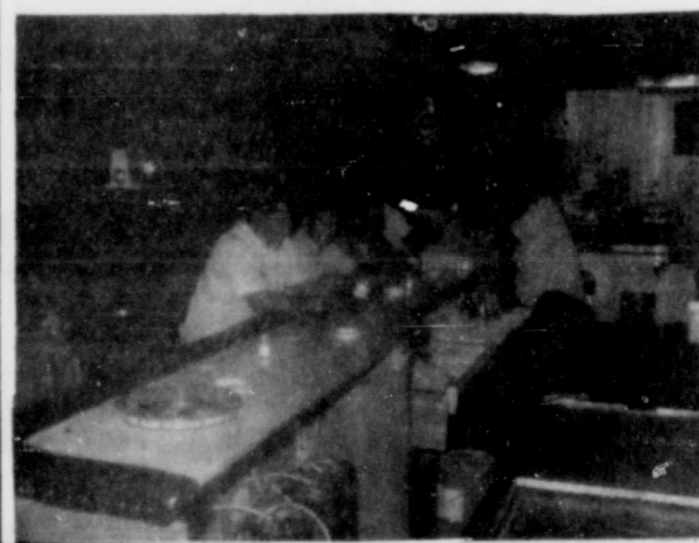
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RAZA UNIDA

En la conferencia de la Raza Unida Party la semana pasada el editor del Papel Chicano tomo retratos que no nos legaron en tiempo a nuestras oficinas para publicarlos en la edicion donde aparecio el reporte de la conferencia. Aqui aparecen los fotos que nos mando Carlos Calbillo, editor del Papel Chicano en Houston. El Papel Chicano es una publicacion de los Barrio de Houston que opera para informar la jente Chicana.

En los fotos aparecen (esquerda a derecha) delegados a la conferencia, Jose Angel Gutierrez, (abajo) Ramsey Muniz candidato para Gobernador y Mario Compean -Executive Chairman.

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