

The original documents are located in Box 35, folder “National Hispanic Heritage Week” of the William J. Baroody Files at the Gerald R. Ford Presidential Library.

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National Hispanic Heritage Week, 1974

By the President of the United States of America

A Proclamation

Our country's Hispanic heritage reaches back more than four centuries. When the Pilgrim Fathers landed at Plymouth Rock, Hispanic civilization was already flourishing in what is now Florida and New Mexico. Since then the Hispanic contribution to America has been a consistent and vital influence in our country's cultural growth.

More than ten million Americans of Hispanic origin today contribute to our national diversity, enriching the quality of American life in the arts, the sciences, sports, religion and the small but important things of everyday living.

NOW, THEREFORE, I, Gerald R. Ford, President of the United States of America, do hereby proclaim the week beginning September 10, 1974, and ending September 16, 1974, as National Hispanic Heritage Week. I call upon all the people of the United States, especially the education community and those organizations concerned with the protection of human rights, to observe that week with appropriate ceremonies and activities.

In celebrating this occasion, I also call upon my fellow Americans to rededicate themselves to the principle of full and equal opportunity for all citizens, and to seize upon the broad spectrum of skills and abilities of those individuals of Hispanic heritage who have so significantly contributed to our Nation's growth and prosperity.

IN WITNESS WHEREOF, I have hereunto set my hand this fourth day of September, in the year of our Lord nineteen hundred seventy-four, and of the Independence of the United States of America the one hundred ninety-ninth.

Gerald R. Ford



National Hispanic Heritage Week, 1974

By the President of the United States of America

A Proclamation

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Gerald R. Ford



National Hispanic Heritage Week, 1975

By the President of the United States of America

A Proclamation

Men and women of Hispanic origin—Mexican Americans, Puerto Ricans, Cubans and other Spanish Speaking Americans—have contributed significantly to the growth of America. They have served with courage and distinction in our Armed Forces. In endeavors as varied as music, architecture, medicine, law, education, literature and religion, Hispanic-Americans have contributed wisdom, beauty and spiritual strength.

No manner of tribute to our country's Hispanic heritage could be more appropriate in this Bicentennial year than to acknowledge the importance of the Spanish contribution to the success of our own War of Independence. Spanish-led military forces protected the Colonies' southern front and kept the Mississippi River open for navigation and the delivery of supplies to the Americans in the southwest. Don Bernardo de Galvez, Spanish Captain General and Governor of Spanish Louisiana, led these successful campaigns and, in 1781, captured the heavily fortified city of Pensacola from the British.

The assistance to our Revolution from Galvez and the Hispanic troops he commanded has not always received the recognition it deserved in our history books. But the name Galvez has enjoyed commemoration through the Texas city we know as Galveston.

We can look forward to discovering other contributions from the Hispanic civilization so long and well established in our land and from the millions of Americans of Hispanic origin who enrich our society.

The Congress, by a joint resolution approved September 17, 1968 (82 Stat. 848), requested that a period in September be annually designated in recognition of that heritage.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate the week beginning September 14, 1975, as National Hispanic Heritage Week. I call upon the people of the United States, especially the educational community, to observe that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of September, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

Gerald R. Ford



National Hispanic Heritage Week, 1975

By the President of the United States of America

A Proclamation

Men and women of Hispanic origin—Mexican Americans, Puerto Ricans, Cubans and other Spanish Speaking Americans—have contributed significantly to the growth of America. They have served with courage and distinction in our Armed Forces. In endeavors as varied as music, architecture, medicine, law, education, literature and religion, Hispanic-Americans have contributed wisdom, beauty and spiritual strength.

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IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of September, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

Gerald R. Ford



National Hispanic Heritage Week, 1976

By the President of the United States of America

A Proclamation

The America whose Bicentennial we celebrate this year was created and made great by the efforts of people who came to the shores of the new world in search of a future in which their opportunity would be determined by their own industry and desire to make better lives for themselves and their children. At the same time, they brought to this continent their own cultural heritage and, in so doing, contributed immeasurably to the formulation of the American spirit and character.

America's Hispanic heritage was strong even before we achieved our independence. Men and women of Hispanic origin fought in the Revolutionary War and in subsequent conflicts. They have enriched our culture, arts and scholarship. They have used their talents to help America build a society based on ideals of freedom and equality.

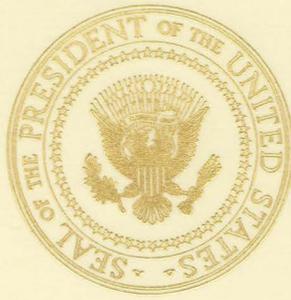
This year is also the sesquicentennial of the Inter-American System, begun 150 years ago with the Congress of Panama. America's Hispanic heritage strengthens the ties of friendship and interdependence that bind the nations of the hemisphere. In celebrating it, we celebrate our mutual commitment to peace and amity.

In recognition of the invaluable contributions to our society of men and women of Hispanic origin, the Congress, by joint resolution approved September 17, 1968 (36 U.S.C. 169f) has requested the President to issue annually a proclamation designating the week including September 15 and 16 as National Hispanic Heritage Week.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate the week beginning September 12, 1976, as National Hispanic Heritage Week. I call upon the people of the United States, especially the educational community, to observe that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord nineteen hundred seventy-six, and of the Independence of the United States of America the two hundred and first.

Gerald R. Ford



National Hispanic Heritage Week, 1976

By the President of the United States of America

A Proclamation

The America whose Bicentennial we celebrate this year was created and made great by the efforts of people who came to the shores of the new world in search of a future in which their opportunity would be determined by their own industry and desire to make better lives for themselves and their children. At the same time, they brought to this continent their own cultural heritage and, in so doing, contributed immeasurably to the formulation of the American spirit and character.

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IN WITNESS WHEREOF, I have hereunto set my hand this tenth day of September, in the year of our Lord nineteen hundred seventy-six, and of the Independence of the United States of America the two hundred and first.

Gerald R. Ford

THE WHITE HOUSE

WASHINGTON

September 29, 1976

Dear

President Ford recently signed a Proclamation designating the week of September 12th as National Hispanic Heritage Week, 1976. In his Proclamation the President states, "Men and women of Hispanic origin . . . have enriched our culture, arts and scholarship. They have used their talents to help America build a society based on ideals of freedom and equality."

The President has asked that I send you the enclosed duplicate of his Proclamation as a small remembrance of this occasion. It comes to you with his very best wishes.

Sincerely,



William J. Baroody, Jr.
Assistant to the President



Enclosure

- 530
Milw
9. Association for Advancement of Mexican-Americans
3518 Polk Street
Houston, Texas 70003
Mr. Luis Cano, Executive Director
713-236-0174
10. Association of Cuban-American Government Employees
P.O. Box 4325
Takoma Park, Maryland 20012
Mr. Gilberto Machin, President
202-383-6151 Residence: 301-270-6072
11. Association of Mexican American Educators
P.O. Box 4302
San Diego, California 92104
Helen Diaz, California State President/Judy Clemmons (Alternate)
714-281-3413, 234-7407 or 714-282-2076 (Residence)
12. Association of Psychologists for La Raza
Floyd Martinez, Chairman
Mental Health Center of Boulder, Colorado
1333 Iris Avenue
Boulder, Colorado
303-443-8500
13. Association of Western Spanish-Speaking Community
Development Corporations
David Lizarraga, Chairman
1330 S. Atlantic Blvd.
Los Angeles, California 90022
213-268-6745, 331-5640 (Residence)
Jake Alarid, Board Member (Alternate)
515 Carr St.
Lakewood, Colorado 80226
303-297-2508
14. Chicano Studies Program
Graham Hall, Box 328
The University of Texas at El Paso
El Paso, Texas 79999
Dr. Carmen Ramirez, Director
15. Chicano Teachers of English
Carlota Cardenas Dwyer, President
c/o English Department
University of Texas
200 W. 21st Street
Austin, Texas 78712
512-447-2272
16. Comision Femenil Mexicana Nacional, Inc.
P.O. Box 22212
Los Angeles, California 90022
Ms. Gloria Molina, Vice President
213-728-8882

Salari, R. Car 7

330
Milw

17. Confederacion de Profesionales Cubanos
436 S.W. 8th Street, Room 208
Miami, Florida 33130
Dr. Cristobal Gonzalez-Mayo, President
305-854-5313 Residence: 305-858-6072

18. Cuban National Planning Council
P.O. Box 650667
Miami, Florida 33165
Rev. Mario Vizcaino, Chairman
Office: 305-552-2186 Residence: 223-4561
Sergio Pereira
119 E. Flagler St., Suite 207
305-358-3833

19. El Congreso Nacional De Asuntos Colegiales
1 Dupont Circle, N.W., Suite 400
Washington, D.C. 20036
Attn: Mr. Pepe Barron

20. Hispanic Bicentennial Commission
P.O. Box 28597 Central Station
Washington, D.C. 20005
Reynaldo Macias, Executive Director
202-659-1838 or 659-1839

21. Hispanic Organization of Professional and Executives
1625 K Street, N.W., Suite 103
Washington, D.C. 20006
Stanley Valadez, National Chairman
202-566-0456

22. IMAGE
Mr. Gilbert Chavez, National President
Office for Spanish-Speaking American Affairs
U.S. Office of Education
400 Maryland Avenue, S.W.
Washington, D.C. 20202
202-245-8467

23. Institute of Contemporary Hispanic Arts
14 E. 60th, Suite 901
New York, New York 10022
Susan Katzenberg, Executive Director
Ms. M. Hernandez, Chairman
212-688-2210

24. Labor Council for Latin American Advancement
815 16th St., N.W., Suite 707
AFL-CIO Building
Washington, D.C. 20006
Paul Montemayor, Executive Director
202-637-5327 or 637-5328

25. La Raza National Lawyers Association
Mario Obledo, National Chairman
Department of Health and Welfare
915 Capitol Mall, Room 200
Sacramento, California 95814
Attn: Ms. Esther Lujan, 916-445-6951 (after 5PM, call 445-1722)
Rodrigo Mayorga (Alternate)
721 11th Street
Sacramento, California 95814
916-442-4981

26. Latinos Unlimited
2536 W. 102nd St.
Chicago, Illinois 62223
Ms. Maria Fiore

27. League of United Latin American Citizens
1712 N. 15th St.
Waco, Texas 76707
Manuel Gonzalez
817-754-2158

28. Mexican-American Engineering Society
P.O. Box 41
Placential, California 92670
Sam Buttner, Executive Liaison
213-572-1286
Manuel Castro, President (Alternate)
213-864-6011 or 714-524-8893 (Residence)

29. Mexican-American Legal Defense and Education Fund, Inc.
145 Nineth Street
San Francisco, California 94103
Vilma S. Martinez, President
Al Perez (Alternate)
MALDEF, Suite 1007
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036
202-659-5166

30. Mexican-American Women's National Association
P.O. Box 656, L'Enfant Plaza
Washington, D.C. 20024 *Elizondo*
Evangelina (Vangie) Elizondo President
202-343-5304 or 703-569-2451

31. National Academy of Chicano Arts and Letters
David Conde and Philip Ortego, Chairmen Pro-Tem
c/o La Luz Magazine
360 Monroe St.
Denver, Colorado 80209
303-388-5807
32. National Alliance of State and Governor's Commission
and Committees for Mexican-American Affairs
Attn: Stan N. Porras, Director
Mexican-American Commission
State of Nebraska
State Capitol
P.O. Box 94848
Lincoln, Nebraska 68509
402-471-2791
Mr. Pete Urdiales (Alternate) (Same phone number)
33. National Association of Chicano Social Science
Francisco Hernandez, Coordinator
Chicano Fellows Program - The Nitery
Stanford University
Stanford, California 94305
34. National Chicano Health Organization
827 Sherman St.
Denver, Colorado 80202
Jim Lopez, Director
303-837-0504
35. National Coalition of Spanish-Speaking
Mental Health Organizations
1019 19th Street, N.E., Suite 730
Washington, D.C. 20018
Rodolfo B. Sanchez, National Director
Juan Acededo, Chairman (Alternate)
213-685-5370
36. National Conference of Puerto Rican Women
Ms. Lourdes Miranda King
Chevy Chase Center
35 Wisconsin Circle, Suite 416
Washington, D.C. 20015
301-656-8689 or 8685
37. National Congress of Hispanic American Citizens
400 First St., N.W., Suite 706
Washington, D.C. 20001
Manuel D. Fierro, President
202-638-4483
Hank Lacayo, Chairman
Solidarity House
8000 E. Jefferson Avenue
Detroit, Michigan 48214

- 330
414
38. National Council for Chicano Social Linguistics
Attn: Sergio D. Elizondo, Chairman
Department of Spanish
New Mexico State University
Las Cruces, New Mexico 88001
39. National Council of La Raza
1025 15th Street, N.W.
Washington, D.C. 20005
Raul Yzaquirre, National Director
202-659-1251
John Lopez (Alternate)
114 W. Adams, Suite 629
Phoenix, Arizona 85003
602-245-5028
40. National Economic Development Association
1730 M. Street, N.W., Suite 707
Washington, D.C. 20036
Ruben Estrada, President
202-296-7000
41. National Education Task Force De La Raza
Attn: Mr. Henry Casso
School of Education
University of New Mexico
Albuquerque, New Mexico 87106
42. National Fund for Minority Engineering Students
Evelyn Cendan
220 E. 42nd St.
New York; New York 10017
212-867-1100
43. National Latino Media Coalition
Miguel S. Barragan
Executive Director
Desert Enterprise, Inc.
120 South 6th St.
Brawley, California 92227
44. National Mexican-American Chamber of Commerce
Mr. Joe Flores, National Executive Director
State OEO Office
555 Capital Mall, Suite 325
Sacramento, California 95814
916-322-2940
Alfonso Quevedo, President (Alternate)
Allied Office Equipment
5974 S. Atlantic
Maywood, California 90270
213-582-6428
45. Texas C
S. Jan. 11, Cap 7

45. National Puerto Rican Development and Training Institute, Inc.
186 East 116 Street
New York, New York 10029
Juan Rodriguez-Munoz, President
212-369-6013
46. National Puerto Rican Business and Marketing Association, Inc.
9 E. 41st St., 12th Floor
New York, New York 10017
212-682-6560
Dennis P. Garcia, National Director
47. National Puerto Rican Forum
450 Park Avenue South
New York, New York 10016
Hiram C. Cintron, National Executive Director
Miguel Martinez, President (Alternate)
2120685-2312 553-6301
48. National Spanish-Speaking Commission on Alcoholism
Mr. Louis Garcia, President
c/o Northeast Valley Health Corporation
14935 Rinaldi St.
Mission Hills, California 91345
213-365-0861
49. National Spanish-Speaking Coalition on Domestic Affairs
P.O. Box 12801
Fresno, California 93779
John A. Flores, National Chairman
209-485-6290
50. National Tradajadores de La Raza (National Organization of
Professional Social Workers)
1801 W. Durango Bldg.
San Antonio, Texas 78207
Mr. Al Abrego, President
512-226-6178
51. Operation SER
9841 Airport Blvd.
Los Angeles, California 90045
Ricardo Zazueta, National Director
213-649-1511
52. Pan American Bankers Association
Eliu Romer, Chairman of the Board
Centinel Bank of Taos
P.O. Box 828
Taos, New Mexico 87571
505-758-4201 or 505-758-2297
Leveo Sanchez, Vice President (Alternate)
Hemisphere National Bank, 815 Connecticut Ave., N.W.
Washington, D.C. 20006
202-332-5293

53. Personnel Management Association of Aztlan
500 E. Organethorpe Ave.
Anaheim, California 92801
Fred Rodriguez, National President
714-871-5000, Ext. 301
54. Puerto Rican Engineers and Scientists Society
c/o Chemico
1 Penn Plaza
New York, New York 10001
Angel Rivera, President
212-239-5300
55. REFORMA National Spanish-Speaking Librarians
City College Library
4901 E. Carson St.
Long Beach, California 90806
John Ayala
213-599-4241, Ext. 548
56. Society of Hispanic Professional Engineers
P.O. Box 48, Main Office
Los Angeles, California 90053
Rodrigo T. Garcia, President
213-485-4563 or 213-721-0616 (Residence)
George Esquer (Alternate)
1053 Wandering Drive
Monterey Park, California 91754
213-262-8044

THE WHITE HOUSE

WASHINGTON

October 5, 1976

Dear/:

President Ford recently signed a Proclamation designating the week of September 12th as National Hispanic Heritage Week, 1976. In his Proclamation the President states, "Men and women of Hispanic originX...have enriched our culture, arts and scholarship. They have used their talents to help America build a society based on ideals of freedom and equality." ✓

The President has asked that I send you the enclosed duplicate of his Proclamation as a small remembrance of this occasion. It comes to you with his very best wishes.

Sincerely,

William J. Baroody, Jr.
Assistant to the President

Enclosure

September 29, 1976

Dear

President Ford recently signed a Proclamation designating the week of September 12th as National Hispanic Heritage Week, 1976/ In his Proclamation the President states, "Men and women of Hispanic origin . . . have enriched our culture, arts and scholarship. They have used their talents to help America build a society based on ideals of freedom and equality."

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Sincerely,

William J. Baroody, Jr.
Assistant to the President



Enclosure

September 10, 1974



MEMORANDUM FOR: ROLAND ELLIOTT
FROM: MARGUERITE MCAULIFFE
SUBJECT: National Hispanic Heritage Week

Please arrange to have the attached letter robo-typed to the individuals on the enclosed list.

September 10, 1974



Dear

President Ford recently signed a Proclamation designating the week beginning September 10th as National Hispanic Heritage Week, 1974. In his Proclamation the President states, "In celebrating this occasion, I . . . call upon my fellow Americans to rededicate themselves to the principle of full and equal opportunity for all citizens, and to seize upon the broad spectrum of skills and abilities of those individuals of Hispanic heritage who have so significantly contributed to our Nation's growth and prosperity."

The President asked that I send you the enclosed duplicate of his Proclamation as a small remembrance of this event. It comes to you with his very best wishes.

Sincerely,

Fernando E. C. DeBaca
Special Assistant to the President

Enclosure

9/4/74

Marguerite:

National Hispanic Heritage Week, 1974 --

week beginning September 10, 1974
and ending September 16, 1974.

Katie



MEMORANDUM

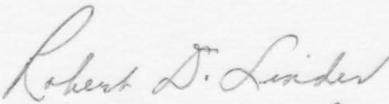
THE WHITE HOUSE
WASHINGTON

September 4, 1974

MEMORANDUM FOR: Marguerite McAuliffe

The President has signed a Proclamation entitled:

"National Hispanic Heritage Week, 1974"


Robert D. Linder 2.

THE WHITE HOUSE

WASHINGTON

Sept. 11.



Mr. Basody -

Mrs. Armstrong's office
wanted this to go from
Al Bica, if possible, to
help introduce him to
the Spanish-speaking
community.

Marguerite

Five @

MEMORANDUM

THE WHITE HOUSE
WASHINGTON



September 9, 1974

MEMORANDUM FOR: MARGUERITE McAULIFFE

FROM: FERNANDO E.C. DE BACA

SUBJECT: National Hispanic Heritage
Week Proclamation

Attached is a listing of recipients for the Proclamation designating September 10-16 as National Hispanic Heritage Week. As Fred Slight indicated in his telephone conversation with you, it would be appreciated if these items were sent out under my signature to serve as an initial introduction to the Hispanic community in my new post.

Please call me at extension 2701 should you have any questions regarding this mailing.

Attachment

Mr. Jose Aceves
Executive Director
Latin American Manufacturer's Assn.
1728 East 14th Street
San Leandro, Ca. 94577

Mr. Joe Benites
National President
League of United Latin American Citizens
3033 North Central Avenue
Phoenix, Az. 85012

Mr. Hector Vasquez
Executive Director
National Puerto Rican Forum
214 Mercer Street
New York, New York 10012

Dr. Edgardo Buttari
102 North Biscayne Blvd.
Miami, Fla. 33132

Mr. Manuel Almaguer
800 United Fidelity Building
Dallas, Texas 75202

Mr. Benjamin Fernandez
19913 Blackhawk Street
Chatsworth, Ca. 91311

Mr. Martin Castillo
205 South Broadway
Los Angeles, Ca. 90015

Mr. Ed Valenzuela
National Director
IMAGE
112 North Central Avenue
Phoenix, Az. 85003

Mr. Willie V. Ortiz
President, La Tertulia
119 W. Lupita Street
Santa Fe, New Mexico 87501

Mr. Rudy Cervantes
President, Cervantes Tie Co.
2516 South Main Street
Los Angeles, Ca. 90010

Mr. Manuel Montez
3815 North Broadway
Kansas City, Mo. 64111

Mr. Bill Orozco
202 South Broadway
Los Angeles, Ca. 90012

Dr. Delfin Pupo
214 Mercer Street
New York, New York 10012

Mr. Edward Lucero
735 Curtis Street
Denver, Colorado 80204

Mr. Armando La Casa
Director, SABER
953 SW First Street #2
Miami, Fla. 33130

Dr. Daniel T. Valdez
Publisher, La Luz
360 South Monroe St.
Denver, Colorado 80211

Mrs. Romana Acosta Banuelos
President, Ramona's Mexican
Food Products, Inc.
13633
Gardena, Ca.

Dr. Eugene A. Marin
525 West Edgemont
Phoenix, Az. 85003

Ms. Gilda Bojorques Gjurich
23 E. Santa Clara Street
Arcadia, Ca 91006

Mr. Ignacio Lozano
Publisher, La Opinion
1436 South Main Street
Los Angeles, Ca. 90012

Mr. Antonio Morales
National Chairman
American GI Forum
9010 Houston Street
Fort Worth, Texas 76102

Dr. Gilbert Ortiz
Chairman of the Board
Aspira of America, Inc.
245 Fifth Avenue
New York, N.Y. 10016

Mr. Danny Villanueva
President, KMEX-TV
721 N. Bronson
Hollywood, California 90038

Mr. George Rios
520 West 190th Street
#2B
New York, N.Y. 10040

Mr. Frank Casillas
1432 W. 63rd Street
Downers Grove, Illinois 60315

Mr. Tirso del Junco
4924 Sunset Boulevard
Los Angeles, California 90015

Mr. Alex Gonzalez
308 Camino Encantado
Santa Fe, New Mexico 87501

Mr. Oscar Gutierrez
1110 El Paso
San Antonio, Texas 78207

Mr. Ruben Cruz
American Broadcasting Corporation
190 N. State Street
Chicago, Illinois 60601

Mr. Rudy Galiana
1516 Xavier Street
Suite 200
Denver, Colorado 80204

Ms. Marina Berkovitz
Chairman of the Board
Puerto Rican Congress
250 Prospect Street #308
East Orange, New Jersey 07013

Ms. Paquita Vivo
President
National Conference of
Puerto Rican Women
Watergate East
2510 Virginia Ave., N.W.
Washington, D.C. 20037

Dr. Arturo Hevia
2411 S.W. 83rd Ct.
Miami, Florida 33155

Ms. Rhea Mojica Hammer
Vice Chairperson
National Women's Political
Caucus
2624 S. Central Park
Chicago, Illinois 60623

Honorable Maurice Ferre
Mayor of Miami
3500 Pan American Drive
Miami, Florida 33133

Mr. Ricardo Zazueta
National Director
Operation SER
9841 Airport Blvd.
Los Angeles, Calif. 90045

Mr. Manuel Gonzalez
10B DeFoe Place
New York, N.Y. 10475

Mr. Bolivar Rivera
Executive Director
Governor's Council on Opportunities
for Spanish Speaking
1709 State Office Building
Philadelphia, Pennsylvania 19130

Dr. Graciela Olivares
Institute of Social Development
and Research
University of New Mexico
Albuquerque, New Mexico 87106

Dr. Rene Cardenas
Executive Director, BCTV
4265 Bemis Street
Oakland, California 94605

Ms. Anita Ramos
Chairperson, Comision Feminil
2115 9th Street
Berkley, California 94710

Ms. Margaret Cruz
President, Mexican-American
Political Association
259 Monterey Blvd.
San Francisco, Calif. 94131

Dr. Angel Collado
Publisher, El Hispano
900 Silver S.W.
Albuquerque, N.M. 87101

Mr. Ted Martinez
New Mexico Union University
Albuquerque, New Mexico 87106

Dr. Alfred Marquez
191 Hill Street
Colma, Calif. 94014

Mr. Pete Rios
President, Spanish Speaking
Political Association
4004 Beyer Blvd.
San Isidro, Calif. 92073

Honorable Joseph M. Montoya
U.S. Senate
Washington, D.C. 20515

Honorable Manuel Lujan
U.S. House of Representatives
Washington, D.C. 20515

Honorable Jaime Benites
U.S. House of Representatives
Washington, D.C. 20515

Honorable Edward Roybal
U.S. House of Representatives
Washington, D.C. 20515

Honorable Herman Badillo
U.S. House of Representatives
Washington, D.C. 20515

Honorable Eligio de la Garza
U.S. House of Representatives
Washington, D.C. 20515

Honorable Henry B. Gonzalez
U.S. House of Representatives
Washington, D.C. 20515

Honorable Carlos Romero Barcelo
Mayor of San Juan
La Fortaleza
San Juan, Puerto Rico

Honorable Rafael Hernandez-
Colon
Governor of Puerto Rico
La Fortaleza
San Juan, Puerto Rico

Mr. Brownie Trevino
Chairman of G.I. Forum
501 Kramer St.
Dallas, Texas 75211

Mr. Jose Aceves
Executive Director
Latin American Manufacturer's Assn.
1728 East 14th Street
San Leandro, Ca. 94577

Mr. Joe Benites
National President
League of United Latin American Citizens
3033 North Central Avenue
Phoenix, Az. 85012

Mr. Hector Vasquez
Executive Director
National Puerto Rican Forum
214 Mercer Street
New York, New York 10012

Dr. Edgardo Buttari
102 North Biscayne Blvd.
Miami, Fla. 33132

Mr. Manuel Almaguer
800 United Fidelity Building
Dallas, Texas 75202

Mr. Benjamin Fernandez
19913 Blackhawk Street
Chatsworth, Ca. 91311

Mr. Martin Castillo
205 South Broadway
Los Angeles, Ca. 90015

Mr. Ed Valenzuela
National Director
IMAGE
112 North Central Avenue
Phoenix, Az. 85003

Mr. Willie V. Ortiz
President, La Tertulia
119 W. Lupita Street
Santa Fe, New Mexico 87501

Mr. Rudy Cervantes
President, Cervantes Tie Co.
2516 South Main Street
Los Angeles, Ca. 90010

Mr. Manuel Montez
3815 North Broadway
Kansas City, Mo. 64111

Mr. Bill Orozco
202 South Broadway
Los Angeles, Ca. 90012

Dr. Delfin Pupo
214 Mercer Street
New York, New York 10012

Mr. Edward Lucero
735 Curtis Street
Denver, Colorado 80204

Mr. Armando La Casa
Director, SABER
953 SW First Street #2
Miami, Fla. 33130

Dr. Daniel T. Valdez
Publisher, La Luz
360 South Monroe St.
Denver, Colorado 80211

Mrs. Romana Acosta Banuelos
President, Ramona's Mexican
Food Products, Inc.
13633
Gardena, Ca.

Dr. Eugene A. Marin
525 West Edgemont
Phoenix, Az. 85003

Ms. Gilda Bojorques Gjurich
23 E. Santa Clara Street
Arcadia, Ca 91006

Mr. Ignacio Lozano
Publisher, La Opinion
1436 South Main Street
Los Angeles, Ca. 90012

Mr. Antonio Morales
National Chairman
American GI Forum
9010 Houston Street
Fort Worth, Texas 76102



Dr. Gilbert Ortiz
Chairman of the Board
Aspira of America, Inc.
245 Fifth Avenue
New York, N.Y. 10016

Mr. Danny Villanueva
President, KMEX-TV
721 N. Bronson
Hollywood, California 90038

Mr. George Rios
520 West 190th Street
#2B
New York, N.Y. 10040

Mr. Frank Casillas
1432 W. 63rd Street
Downers Grove, Illinois 60315

Mr. Tirso del Junco
4924 Sunset Boulevard
Los Angeles, California 90015

Mr. Alex Gonzalez
308 Camino Encantado
Santa Fe, New Mexico 87501

Mr. Oscar Gutierrez
1110 El Paso
San Antonio, Texas 78207

Mr. Ruben Cruz
American Broadcasting Corporation
190 N. State Street
Chicago, Illinois 60601

Mr. Rudy Galiana
1516 Xavier Street
Suite 200
Denver, Colorado 80204

Ms. Marina Berkovitz
Chairman of the Board
Puerto Rican Congress
250 Prospect Street #308
East Orange, New Jersey 07013

Ms. Paquita Vivo
President
National Conference of
Puerto Rican Women
Watergate East
2510 Virginia Ave., N.W.
Washington, D.C. 20037

Dr. Arturo Hevia
2411 S.W. 83rd Ct.
Miami, Florida 33155

Ms. Rhea Mojica Hammer
Vice Chairperson
National Women's Political
Caucus
2624 S. Central Park
Chicago, Illinois 60623

Honorable Maurice Ferre
Mayor of Miami
3500 Pan American Drive
Miami, Florida 33133

Mr. Ricardo Zazueta
National Director
Operation SER
9841 Airport Blvd.
Los Angeles, Calif. 90045

Mr. Manuel Gonzalez
10B DeFoe Place
New York, N.Y. 10475

Mr. Bolivar Rivera
Executive Director
Governor's Council on Opportunities
for Spanish Speaking
1709 State Office Building
Philadelphia, Pennsylvania 19130

Dr. Graciela Olivares
Institute of Social Development
and Research
University of New Mexico
Albuquerque, New Mexico 87106

Dr. Rene Cardenas
Executive Director, BCTV
4265 Bemis Street
Oakland, California 94605

Ms. Anita Ramos
Chairperson, Comision Feminil
2115 9th Street
Berkley, California 94710

Ms. Margaret Cruz
President, Mexican-American
Political Association
259 Monterey Blvd.
San Francisco, Calif. 94131

Dr. Angel Collado
Publisher, El Hispano
900 Silver S.W.
Albuquerque, N.M. 87101

Mr. Ted Martinez
New Mexico Union University
Albuquerque, New Mexico 87106

Dr. Alfred Marquez
191 Hill Street
Colma, Calif. 94014

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U.S. House of Representatives
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Honorable Edward Roybal
U.S. House of Representatives
Washington, D.C. 20515

Honorable Herman Badillo
U.S. House of Representatives
Washington, D.C. 20515

Honorable Eligio de la Garza
ATTN: MRS. AMIDON
U.S. House of Representatives
Washington, D.C. 20515

Honorable Henry B. Gonzalez
U.S. House of Representatives
Washington, D.C. 20515

Honorable Carlos Romero Barcelo
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