

LA VOZ DE TEXAS

EL RESPECTO AL DERECHO AJENO
ES LA PAZ"

Lic. Benito Juarez

Vol. 3 |

VIERNES DIA 16 DE MAYO 1975 LUBBOCK, TEXAS

NUMERO 31



Esta semana el Sr. y Sra. Gabino Fraire anunciaron el proximo enlace de su hija la Srita. Maria Rosario Fraire al joven Catarino Mojica Jr. sobrino del Sr. Agustin D. Martinez de Lubbock. El Sr y Sra. Fraire son de Levelland.

La fecha para la boda sera el 24 de Mayo de este año y se llevara acabo en la Iglesia San Jose de aqui en Lubbock. La Srita. Fraire es graduada de la escuela Lubbock High y tambien del Commercial College. El joven Catarino Mojica tambien es graduado de Lubbock High School y al presente es estudiante de Commercial College.

Mr and Mrs. Gabino Fraire of Levelland announced the engagement and approaching marriage of their daughter, Maria Rosario Fraire to Catarino Mojica, nephew of Agustin D. Martinez of Lubbock. The ceremony will take place at St. Joseph Catholic Church on May 24 of 1975. The bride is a graduate of Lubbock High School and also graduated from Commercial College. The Bridegroom is also a graduate of Lubbock High School has attended Texas Tech and is at present attending Commercial College.

LA VOZ

Sponsors Being Sought For SPEDY

More sponsors are being sought for the Lubbock County Summer Youth Program for Economically Disadvantaged Youth (SPEDY).

Over 400 youths and only 50 sponsors have signed up for the program, scheduled to begin June 2, Ann Brownlow said. Mrs. Brownlow is the director of the South Plains Association of Governments (SPAG) Comprehensive Employment Training Act (CETA) programs.

"The objective of the program is to give economically disadvantaged youths more advance work experience than pushing lawn mowers and cutting grass," Mrs. Brownlow said. Students participating in the program are encouraged to use the money they earn to buy clothes and supplies to go back to school in the fall, she said.

Supervisors of the program are staff members of non-profit groups including schools, hospitals, government units and charity organizations. An orientation and recruiting program for supervisors will be held May 15 at St. Mary of the Plains Hospital in Lubbock. The session will begin at 1:30 p.m.

Persons interested in sponsoring students to work for their organization may

Graduation Rites Slated For 1,950 City Seniors

Mas de 1,950 estudiantes de las escuelas Secundarias de Lubbock terminaran sus estudios este mes de Mayo. Las ceremonias para estos estudiantes se llevaran acabo en la ultima semana de Mayo. Los graduantes de todas las escuelas se juntaran este domingo para el "commencement sermon" tradicional.

Las escuelas publicas de Lubbock empiezan la semana de graduacion el dia 24 de Mayo cuando 144 estudiantes terminaran de la escuela Dunbar. Las ceremonias seran en Auditorio Municipal. El mismo dia la escuela Monterrey terminara 634 graduantes y las ceremonias sera en el Coliseo. La siguiente ceremonia sera para los graduantes de la escuela Coronado el dia 27 de Mayo a las 8 de la noche. El mismo dia la escuela Estacado tendra sus ceremonias en el Auditorio. Estacado graduara 220 estudiantes y las actividades empiezan a las 8 de la noche. Lubbock High sera la ultima escuela secundaria que tendra su ceremonia y se llevaran acabo el dia 28 de Mayo tambien en el Coliseo Municipal a las 8 de la noche. Adulto que terminaron la escuela en escuela de noche tambien tendran sus ceremonias el dia 28 pero seran en el Auditorio de la escuela Smylie Wilson Junior High.

Este fin de semana tambien se llevaran acabo las misas en la diferentes Iglesias Catolicas de Lubbock.

LA VOZ FELECITA A TODOS LOS GUADUANTES Y LES RECUERDA QUE SI QUIEREN QUE SU FOTO SALGA EN NUESTRO PERIODICO DEBERIAN DE PASAR POR NUESTRAS OFICINAS Y DEJARNOS UN FOTO. CON MUCHO GUSTO SE LO PUBLICAMOS EN NUESTRA EDICION ESPECIAL DE GUADACION QUE SALDRA EL DIA 30 DE MAYO. NUESTRAS OFICINAS ESTAN EN 2823 CLOVIS ROAD O LLAMEN AL NUMERO 763-5869. SE NECESITAN TODOS LOS FOTOS PARA EL DIA 27 DE MAYO.

SER Starts Affirmative Action For More Women Professionals

Recent employment investigations and compliance reviews by such agencies as the U.S. Department of Justice have prompted employers to develop and implement effective affirmative action programs aimed at eliminating inequality of employment opportunities for all. Besides being backed by law, SER feels that these programs are a social responsibility that has long been neglected.

As a leader in the social and economic development of the Spanish-speaking, SER is fully committed to ensure equal employment opportunities for all its employees. As a result of the commitment, an in-house Affirmative Action Plan (AAP) to promote and achieve optimum utilization of female talents and skills at the professional level, was developed and is being implemented at the National Office.

The purpose of the Affirmative Action Plan is to make a total effort to ensure equal employment opportunities for females, including all actions required to guarantee that women are employed at every level of the organization to which their abilities and career objectives entitle them. The basic objective of SER's Affirmative Action Plan is the optimum utilization of women in all classifications and in all organizational units in numbers that approximate the female availability ratio in the respective professional categories.

Based on a projected chart of 40 National Office professionals, SER had three

female professionals employed at the National Office on Jan. 1, 1975. By July 1, 1975, it hopes to employ six women professionals, nine by the beginning of 1976, 12 by the middle of 1976 and 14 by Jan. 1, 1977.

SER Nacional has already gone above and beyond its goals. In addition, one-third of the SER National Board of Directors is composed of women.

SER is not only concerned about the National office employing more women, but the SER-CETA Project Directors have all received copies of the "Affirmative Action Plan - Women at SER" as well. The Directors were strongly urged by the National Director, Ricardo Zazueta, to "COUNT OUR MUJERES IN."

SER currently has eight Local Program Directors that are women. At SER-CETA programs, they are Norma Mendez Brahe, Redwood City, California; Ana M. Ortiz, Waukegan, Illinois; Lydia Nunez, Maywood, Illinois; Catherine Delgado, East Chicago, Indiana; Martha Grundy, New Orleans, Louisiana; and Annabelle Valle, Austin, Texas. For special SER programs, we have Amalia Rodriguez Mendoza, Texas Job Bank in Austin, Texas and Cynthia Manning, Ninos de SER Program in National City, California.

SER has established itself as a leader in upgrading the social and economic status of the Spanish speaking, and the organization feels that this is a significant step in keeping with this precedent.

Local Program

El Centro de Educacion para Adultos anuncio que se tomaran aplicaciones para clases de educacion basica para adultos y tambien para clases de personas quien quieran recibir su GED. Los clases empiezan el proximo 9 de Junio y terminaran el 25 de Julio. Toda persona arriba de 18 años y que esta sin trabajo o muy poquito trabajo es elegible asistir. Las personas asistiendo estos clases tambien tienen que ser de bajos ingresos si es que quieren que les paguen para asistir estos clases. Se tomaran aplicaciones el proximo 20, 21, y 22 de Mayo en el Centro de Educacion para Adultos que tiene domicilio en 2013 Calle 13. La aplicaciones se tomaran en el cuarto 31. Los aprendices seran escogidos por el Intake and Assessment Committee. Las personas elegibles seran pagados \$2.10 por hora. Los clases seran 3 horas por dia y un total de 100 horas. Para mas informacion llamen al numero 765-9338.

TEXAS BOYS RANCH

ACEPTE APLICACIONES

POR VICTOR GONZALES

El nuevo acabado Texas Boys Ranch esta aceptando aplicaciones para admision. Si usted sabe de un muchacho que necesita atencion antes de que se haga un delincuente contacte la oficina del Texas Boys Ranch para llenar los papeles necesarios.

El aplicante tiene que:

1. Tener edad entre seis y quince años
2. Tener inteligencia normal
3. No ser delincuente serio
4. Tener falta de recursos para un desarollo normal y saludable
5. Ser residente del estado de Texas
6. Estar en buena salud fisica
7. No tener problemas serios de personalidad
8. Tener habilidad para funcionar en las escuelas publicas
9. Que los parientes, guardianes, o agencia en cargo den derecho de custodia al Texas Boys Ranch si es necesario y posible.

The newly finished Texas Boys Ranch is presently accepting application for admission. If you know of a boy who needs attention and help before he becomes a delinquent, please contact the Texas Boys Ranch office in order to fill out the necessary papers.

The applicant has the following requi-

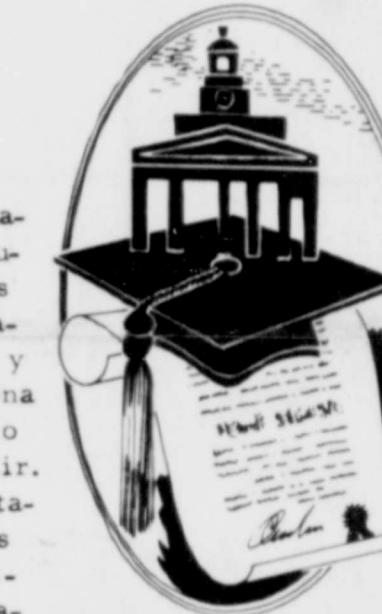
J QUÉ PAGA P

Lo siguiente es un comentario de Kenneth May en el periodico Avalanche Journal. En mi opinion una persona con una opinion como esta tocante la gente Chicana de Lubbock no deberia de estar en una posicion como escritor.

"Because another group was making noise, a bill was passed requiring that ballots be printed in both Spanish and English.

Opposition was muted, for fear of making a bloc of political enemies. Only the bravest dared point out that a person who can't read a name and office in English is unlikely to have understood enough of the debate and issues to cast an intelligent vote."

Me ofendio a mi y me imagino que si usted tiene queridos y amigos que no lean Ingles tambien le va ofender. Escribanle, hemos estado callados por bastante tiempo.



Otero County Savings and Loan Association Board of Directors: Front row, left to right, Dr. Joseph Springer, Almino Flores, Ethel Ortega Olson, Albert Sandoval. Back row, left to right, James E. Anderson, Daniel D. Ortega, Wesley Walker, and Denny O'Hara.

Alamogordo, New Mexico--The Otero County Savings and Loan Association opened its doors for business on Feb. 25, 1975. It began business with over \$1,000,000 in total assets. Fifty thousand shares of stock have been sold and Spanish-speaking individuals hold approximately 67% of the stock.

LA VOZ

irements:

1. Be between the ages of 6 and 15.
2. Have normal intelligence
3. Not be a serious delinquent
4. Lacking in resources in order to develop normally and healthfully.
5. Be a resident of Texas
6. Be in good physical condition
7. Not have any severe personality problems.
8. Have the ability to function in the public school system.
9. That parents, guardian, or public agencies give custody rights to Texas Boys Ranch if necessary and possible.

Mexican Looks Bad Again in "Freebie" NEGOCIANTE DEL MES

The mass media is not only a tool that can be used to train, educate and entertain us but it can also be used as a device which can cause a great deal of harm to a lot of people.

One of its more unfavorable qualities is that it can perpetuate the minority stereotypes. If one is not Anglo then he or she must suffer the consequences of being born what they are.

The Spanish speaking person has had to endure much through the years and even when he has made great strides in bettering himself he simply has to turn on the television, go to a movie or look around the world he lives in to see that too many others still think of him as a loose-moral, lazy, no account person who is dumb enough to enjoy what he is.

The Latins have started to make protests to the movies studios, the television networks and other official groups to let people know that this kind of thing can't go on because not only is it insulting but not true.

A few years ago, there was a *Granny Goose Potato Chip* commercial in which the goose was a cowboy held up on the trail by "The Frito Bandito." He was a scruffy, heavily armed outlaw with a toothy smile and a thick accent. He had been seen countless times before in movies and television shows, but this was the last straw. That commercial and defamatory commercials like it were taken off the air and the movies looked like they were going to stop with their stereotypes of the bandito, the ignorant hacienda servant and the slovenly cantina girl roles.

But this is not the case. The latest slap in the face for the Spanish speaking people is a new cop and robbers "comedy" from Warner Brothers entitled "Freebie and the Bean." The title alone lets you know what's going to happen in this film.

It stars James Caan and Alan Arkin as two San Francisco detectives who wreck half the bay city in their attempt to keep a key underworld hoolie alive over the weekend so he can be arrested on Monday and forced to testify against the mob.

Arkin is cast as a Mexican. He is a hard-working veteran police officer who wants to make captain on the force. He is married, has children and lives in a quiet middle class neighborhood. Here the posi-

tive elements end.

His character is a buffoon. Arkin allows his crude, violent partner to continually insult him about his wife, his ancestry, his efforts to better himself and his manner of dress. Arkin suspects his wife of being unfaithful, (Valerie Harper is almost believable as his spouse), but all he is disturbed about is the lover's dogs messing up his yard.

Arkin seems to be a better man than his partner Caan, but when both are interrogating a suspect or gunning down a criminal, Arkin takes as much sadistic pleasure in beating up somebody or pumping them full of lead as Caan does.

In an interview with the Los Angeles Times, Arkin said that he never actually knew what the director wanted. Both Caan and Arkin threatened to quit the film when shooting began because the director (Richard Rush whose meager screen credits are made up mostly of low-budget motorcycle films) wanted to change the emphasis in the film from serious drama to comedy and also concentrate more on stunts than the relationship between the two men.

Rush commented that Arkin got more involved with his character than anybody he ever worked with. He lives with the character 24 hours a day until he becomes the character Rush said.

After seeing the film one has to disagree with Rush's observations. Nowhere in the film does Arkin defend himself from the verbal attacks by his partner. Nowhere is there any indication that Arkin's relationship with his family is on a positive basis. Nowhere in the film does Arkin express any ethnic pride. Nowhere in the film is the life of a typical American Latin shown correctly.

"Freebie and the Bean" is a bad film cinematically. There is really no story, no building up of relationships. There is conflict of sorts. Arkin and Caan continually go at each other, verbally and physically, like two alley dogs. Warner Brothers thought so much of the film that they held up its commercial release for more than a year. The film is one long, continuous mishmash of car chases, fights and auto-related destruction.

Rush once told a Los Angeles Times reporter that filmmaking is one half vision or invention and the other half control. Control is what's needed to translate that

vision on film.

Yet Caan told a Times reporter after the film was completed in mid-1973 that "he (Rush) is so uncertain, it's hard to handle. The guy has no taste."

Perhaps this had been the problem all along. The people who have been depicting the stereotyped Latin have had no taste and no control over the subject.

One of the grossest examples of this kind of insensitivity is present in "Freebie and the Bean." In the final scene Arkin is shot and presumed to have died. Caan is himself badly beaten and shot up and as the ambulance is rushing him to the hospital he stares across at the blanket-covered body of his friend with a look of anguish on his face. The scene is about the only one in the film with some feeling. But this too is destroyed when Arkin pulls back the cover, sits up and announces he wants a taco.

It is no wonder that the Latin child suffers from identity crises and persecution complexes. On television, at the movies and more importantly on the playground, the Latin child many times must defend his or her origins and deal with prejudice and ignorance. The adult can usually handle this, the child cannot. The child hasn't learned enough yet to know that a person's worth is measured by his or her intelligence and common sense and not by his name or color of skin.

The Spanish speaking people have to band together to constantly combat stereotyping in all shapes and forms. It is only through a joint effort that the Latin can do something to alter his image to a more truthful and positive representation.



JULIO GONZALES y CHARLIE MONTEMAYOR son los que fueron escogidos por nuestro periódico como negociantes del mes de Mayo. El Sr. Gonzales y Sr. Montemayor son dueños del Graduate Barber Shop que está en 2630 34th Street. El negocio ofrece servicios competentes para su caballo y también para cavalleras. Los señores cortan el pelo de hombres y también de mujeres. Julio y Charlie han estado en el mismo local por 7 años y se consideran como profesionales verdaderos.

Heads Bank Board

American GI Forum Auxiliary member Ethel Ortega Olson is Chairman of the Board and Manager. Mrs. Olson is the first woman in New Mexico to hold the highest office in any financial institution. Another first is the fact that Mrs. Olson is a Mexican-American woman and a Certified Public Accountant. Five other members of the Board of Directors are Mexican Americans.

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JULIO GONZALES fue graduado del Lubbock Barber College en Septiembre 15, 1965. Al presente ademas de ser barbero tambien es estudiante de la Universidad de Texas Tech donde se esta especializando en estudio del Gobierno. El nacio en San Antonio y es hijo del Sr. y Sra. Jesus Gonzales quien viven aqui en Lubbock. Julio esta casado y tiene tres hijos. Su esposa se llama Connie. Su hijo es Julio Jr y sus dos hijas son Mary Helen y Angie.

CHARLIE MONTEMAYOR ha sido barbero por 9 años y tambien es graduado de Lubbock Barber College. El fue barbero en el Naval de los Estados Unidos y trabajo en el Reese Air Force Base como barbero por dos años. Charlie es estudiante de la Universidad de Texas Tech y se esta especializando en Educacion. Es estudiante de tercer año en la Universidad. Charlie es casado y su esposa es la Sra. Elena Montemayor. Tiene un hijo y una hija. El hijo lleva por nombre Jerry y tiene una edad de 7 años. Su hija se llama Cynthia y tiene 8 años de edad.

FELELCITAMOS AL SR. JULIO GONZALES Y EL SR. CHARLIE MONTEMAYOR POR SER ESCOJIDOS COMO COMERCIANTES DEL MES DE MAYO. Y LES DESEAMOS LO MEJOR EN EXITO EN SU NEGOCIO Y CARRERA PROFESIONAL. QUEREMOS QUE TODO NUESTRO PUBLICO LOS VISITE Y LOS FELELCITE EN SU LOCAL EN EL 2630 CALLE 34. SU TELEFONO ES 792-1853. LLAMELE O VISETELOS.

Congratulations!



EN ESTE FOTO JULIO GONZALES LE PREPARA EL CABELO A VICTOR GONZALES, COLABORADOR DE LA VOZ.

CHARLIE MONTEMAYOR SE ENCUENTRA DANDOLE UN CORTE DE PELO A UNO DE SUS CLIENTES.

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Tula y Tonan by Alurista

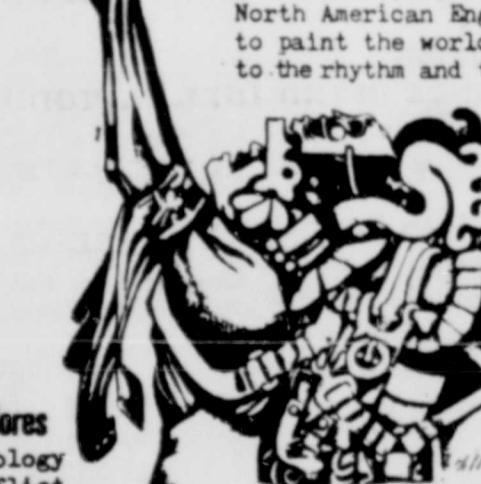
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Nationchild Plumaraja by Alurista

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LA FUERZA DEL FRIJOL PINTO
Por Nephtali De Leon

Asigun dice la gente, los frijoles del olla son los mejores. Y por yo quien soy pa decir lo contrario?

Pero si vemos bien los pinto beans, pos deveritas que sale cierto. Uste vera.

Hubo una vez una familia bien pobre. No tenia ni que comer -- mas que puros pinto beans.

Pues con pinto beans de almuerzo, comida y cena, postre y bebienda -- (caldo de frijoles on the rocks), esa familia crecio muy, pero muy sana.

En fin, la familia crecio, se casio, y con el tiempo y un ranchito, esa familia crecio a ser todo un pueblo; hiernos, hiernas, cuncos, y hasta sin cunas, -- hubo de repente un pueblo, y este pueblo se llamo pueblo Aztlan -- la Raza Chicaspatas.

Y pues como suelde suceder, este pueblo Chicaspatas pos se pone a ver que encuentra. Y pos uste dira. Pollo Soufle, Caviar Cagade, lonsogna y ponsona, piernas de frog legs, y hasta mollejas de tepocates aun gratin.

Y los frijolitos pintos? Los santos y benditos (lagrimas de un Jesucristo moreno!) Pinto Beans! Ay Jesus! Pues al olvido. Al meritito y lastimoso olvido.

Ah! Pero el cielo sabe que siempre va a haber fieles. Aun, aun, unos cuantos persisten en comer frijoles, casi religiosamente. Nopalitos tambien, tripas y rinconsitos -- pero de muy buen gusto son los frijoles. Se diria que hasta hay altares de frijoles. Dos velas eternamente prendidas.

Y esta gente -- hombres y mujeres que aun asi comen y conviven, se demuestran ahora como Pinto Bean Berets, o sea en terminos modernos, Brown Berets. Berets, sin duda, quiere decir algo asi como un tipo o clase de frijol, mientras que Brown, casi sin duda quiere decir, cafe.

Y es asi como los lexicografoes documentan que un Brown Beret es un frijol cafe.

Pero haciendo la sin importancia epistemologia de la palabra a un lado, el significado real para nosotros hoy en dia es que los de frijoles en las venas, y por consiguiente, el ineteres y bienestar del pueblo.

Y es tan facil de conocerlos, porque aquellos que no hacen un bien, un servicio, una defensa, una lucha, una protesta y una voz por nuestro pueblo -- no son Brown Berets. Todos los demas si son, no importa de que color, tipo de sangre, o lengua sean.

Como decia don Anselmito, el mero frijol, "Pinto Bean Power!"

PINTO BEAN POWER
By Nephtali De Leon

So the people say that beans from the pot are the best. And after all, who am I to say they aren't?

But if we really get down for a closer look it sure turns out to be true. Just you consider.

There was once a very poor family. They hardly had anything to eat -- except a few pinto beans here and there.

What with pinto beans for breakfast, supper and lunch; for dessert, and for drink (pinto bean soup on the rocks) the family grew up well and exceedingly healthy.

Finally the family grew in numbers, married, and with the tiempo y un ranchito (see appendix) the family grew to be an entire people; what with the children, great great grandnephews and miniminieces, inlaws and outlaws, grannies and relatives, no wonder they turned out to be a nation. This nation is known as the spirit of Aztlan -- la Raza Chicaspatas.

And as things do turn out, this pueblo Chicaspatas (which means dainty footed) kind of checks things out. You dig. Pollo Soufle, Caviar cagade, (form of deflected verb), lonsognas ponsonas, piernas of frog legs, and gizzards of tadpoles au gratin.

And the great pinto beans? The blessed and holy Pinto Beans? (Tears of a brown Jesus Christ!) Oh Lord! Lost and forgotten; doomed to sorrowful oblivion.

Ah, but heaven knows that there will always be believers. For still a few persons insist in eating frijoles -- almost religiously. To be sure, Nopalitos tambien, kidneys and chittlings; -- but, as a main dish in good taste -- are always los pinto beans. You could say that high votive offerings are made to the beans. Two large candles eternally lit.

And these people -- women and men who still eat thusly and insuch coexistence, are now highly visible as Pinto Bean Berets, or speaking in modern terms, Brown Berets. Berets, no doubt, means something like a type or kind of bean; while Brown, almost for certain means cafe. Thus it is that lexicographers document the meaning of Brown Beret as Frijol cafe.

But making this unimportant epistemology aside, the true meaning for us is that the Pinto Brown Berets are the only ones who

still carry the bean soup in their veins, and therefore the real concern for the peace and welfare of la gente.

And it is quite easy to distinguish them, for those who do not do a service, a defense, a struggle, a protest and a voice in behalf of the people -- these are not Brown Berets. All the rest are Brown Berets, no matter what color, blood type, or cultural background.

As Don Anselmito says, the real frijol chief, "It's all Pinto Bean Power!"

UN ROSARIO

BY NEPHTALI DELEON

Un Rosario -- Dos. Tres. Cuantos rosarios se tendran que hacer? Cuantos jovenes vidas tienen que perecer para que nuestro pueblo despierte?

Porque tanta violencia en contra de nosotros mismos? Que no hay ya suficiente violencia en contra de nuestro pueblo?

Cuando dejaremos de matarnos?

El pleito es contra otros. No contra nosotros mismos. El pleito es contra todo oficial que abusa de su posicion para hacerle la vida pesada a la Raza. El pleito es contra los vendidos de nuestra propia Raza, no contra nuestro pueblo pobre.

No es justo que nuestras madres, hermanas y hermanas, padres y familiares tengan que regar lagrimas por caprichos y pleitos sin consecuencias.

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Nephtali DeLeon
Juanita Aguero
Leandro Rivera

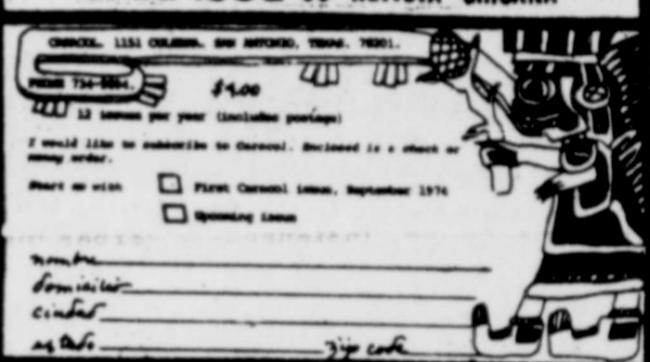
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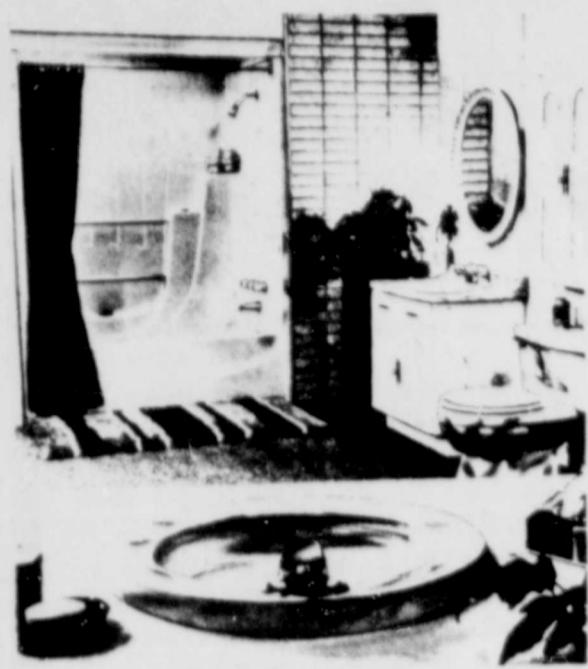
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U.S. ARMY R.O.T.C. WANTS CHICANOS



CAPT. JOSE RAMOS
Army ROTC
Fort Riley, Kansas

by Juan Jose Reyna
LA VOZ DEL GI FORUM - FT. WORTH

Young Chicanos are now offered better opportunities at academic endeavors. One of the channels through which young talent can be adequately developed is the new and expanded opportunities of Army ROTC programs.

Captain Jose Ramos, originally from Harlingen, Texas, recently spoke to LA VOZ about the ROTC opportunities he is publicizing. According to Ramos, "Back in 1970, the Army was trying to identify areas that created problems for in-service people". Problems that related to the rapid increase in size of the Army during the Vietnam War.

LA VOZ NEWSPAPER

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Ramos added, "It was brought to the Army's attention that there was a lack of a cross-section of officers-a lack of sufficient number of minorities as officers".

A subsequent study resulted in the task of starting Army minority recruitment. "The primary target-ROTC. 70% of the officers commissioned yearly are products of ROTC. The goals of ROTC are to train young people for leadership and management". And, the Army is looking for good men-Chicanos-to participate in ROTC scholarships.

Scholarships offered are 1, 2, 3, and 4 year entitlements. Applicants can be newly graduated high schoolers, non-veteran college men or veteran college students. Ex-GI's must meet the requirements of one-year active duty and 60 college credit hours.

A stipend of \$100 per month is available to some applicants.

A commission to 2nd Lieutenant comes after graduation. Capt. Jose R. Ramos represents HQ's Third ROTC Region at Fort Riley, Kansas 66442.

Anyone interested in additional information is urged to call area code (913) 239-7627/7672 or write him at Fort Riley.