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TELEGRAM

FULL RATE
(STRAIGHT TELEGRAM) ☐
NIGHT LETTER ☒

The White House
Washington

July 15, 1975

MR. MANUEL D. FIERRO
PRESIDENT
NATIONAL CONGRESS OF HISPANIC AMERICAN
CITIZENS
400 FIRST STREET, N. W. - SUITE 706
WASHINGTON, D. C. 20001 (TELEPHONE: 638-4483)

THE PRESIDENT HAS ASKED ME TO THANK YOU FOR YOUR KIND
INVITATION TO ATTEND THE SECOND ANNUAL SALUTE TO CONGRESS
HONORING SELECTED MEMBERS OF CONGRESS FOR THEIR
CONTRIBUTIONS IN IMPROVING THE SOCIO-ECONOMIC STATUS OF
OUR NATION'S SPANISH SPEAKING COMMUNITIES.

ALTHOUGH THE PRESIDENT'S SCHEDULE WILL NOT PERMIT HIM
TO PHYSICALLY JOIN YOU ON THIS AUSPICIOUS OCCASION, HE
HAS ASKED THAT I EXPRESS HIS BEST WISHES TO EACH OF THE
RECIPIENTS OF YOUR AWARDS AND HIS APPRECIATION TO YOU AND
TO THE MEMBERS OF THE EL CONGRESO BOARD FOR YOUR THOUGHT-
FULNESS OF HIM.

SINCERELY,

FERNANDO E. C. DE BACA
SPECIAL ASSISTANT TO THE PRESIDENT



APPROVED FOR DISPATCH

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APPROVED FOR DISPATCH



El Congreso

NATIONAL CONGRESS of HISPANIC AMERICAN CITIZENS

(FORMERLY KNOWN AS RASSA)

400 First Street, N.W. • Washington, D.C. 20001 • Suite 706 • Tel: (202) 638-4483

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June 27, 1975

President Gerald R. Ford
The White House
Washington, D.C. 20500

Dear Mr. President:

Enclosed please find a copy of the testimony El Congreso presented before the Senate Commerce Committee on June 25, 1975, regarding the eight nominees to the Corporation for Public Broadcasting (CPB) Board.

As you recall, on September 3, 1974, El Congreso expressed concerns to you on this very issue and urged you to seriously consider the nomination of a Spanish speaking, Spanish surnamed individual to the CPB Board of Directors. We also strongly urged you to reconsider the previous Administration's nomination of Mr. Joseph Coors to be a member of the CPB Board for two main reasons. First of all, we felt that his commercial interests in Television News Incorporated (TVN) conflict with the diversity of perspective mandated by Section 396 (c) (2) of the Communications Act as amended. Secondly, the Adolf Coors Corporation has historically been known for its discriminatory hiring practices against the Mexican American and other Spanish speaking groups. Therefore, we believe Mr. Joseph Coor's confirmation would be a serious set-back to our efforts to eradicate the discriminatory hiring and programming practices in the public broadcasting industry. Therefore, we are again strongly urging you to withdraw the nomination of Mr. Joseph Coors to the CPB Board.

Additionally, Mr. Neal B. Freeman of New York has resigned his position as a CPB Board member, thereby creating a vacancy on the Board. The withdrawal of the Coors nomination in conjunction with the current vacancy, would provide two slots on the CPB Board of which one could easily be filled by a Spanish speaking individual.



NATIONAL CONGRESS of HISPANIC AMERICAN CITIZENS

(FORMERLY KNOWN AS NASSA)

400 First Street, N.W. • Washington, D.C. 20001 • Suite 700 • Tel: (202) 638-4423

June 27, 1975

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Phoenix, Arizona
Ricardo Zamora
Los Angeles, California

President Gerald R. Ford
The White House
Washington, D.C. 20500

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WHITEHOUSE
MAIL ROOM

1975 JUN 28 AM 10 40



President Ford
Page two

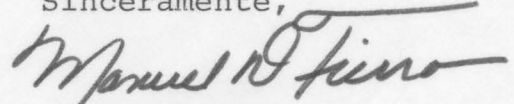
As you can see, we are still deeply concerned and very much involved in the confirmation of the nominees to the CPB Board. Also, it is our intention to oppose Mr. Coors' nomination throughout the entire confirmation process.

El Congreso feels your failure to nominate a Spanish speaking individual, coupled with your renomination of Mr. Coors is a demonstration of your Administration's insensativeness and unresponsiveness to the special needs and concerns of our nation's Spanish speaking community.

Mr. President, I sincerely urge you to positively consider our recommendation. It is becoming a matter of growing sensitivity and deep concern in our community which warrants your personal consideration and just resolve.

With best regards,

Sinceramente,



Manuel D. Fierro
President

MDF/jks

Enclosure

cc: The Honorable John O. Pastore
Fernando E.C. de Baca
Donald Rumsfeld
The Honorable John Rhodes
The Honorable John Moss
All Spanish speaking national organizations



El Congreso
**NATIONAL CONGRESS of
HISPANIC AMERICAN CITIZENS**

(FORMERLY KNOWN AS RASSA)

STATEMENT

OF

MANUEL D. FIERRO, PRESIDENT

NATIONAL CONGRESS OF HISPANIC AMERICAN CITIZENS

BEFORE

THE SENATE COMMITTEE ON COMMERCE

REGARDING

THE NOMINATIONS OF ROBERT S. BENJAMIN, VIRGINIA DUNCAN,

AMOS B. HOSTETTER, JR., JOSEPH COORS,

LUCIUS P. GREGG, JR., LILLIE E. HERNDON,

DONALD E. SANTARELLI AND W. ALLAN WALLIS TO

BE MEMBERS OF THE BOARD OF DIRECTORS OF THE

CORPORATION FOR PUBLIC BROADCASTING

JUNE 24, 1975



Mr. Chairman and members of the Committee, my name is Manuel D. Fierro. I am the President of the National Congress of Hispanic American Citizens (El Congreso) a national non-partisan citizens' lobby for the Spanish speaking.

On behalf of our 25 member National Board of Trustees and the 94 participating national, state and local Spanish speaking organizations, I want to thank you for the opportunity to appear before you regarding the eight nominations pending before you today to be members of the Board of Directors of the Corporation for Public Broadcasting (CPB). At this time, I would like to address myself to the various reasons why El Congreso has serious concerns and reservations about the eight nominees before you today to sit on the CPB Board.

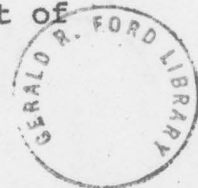
First of all, we are concerned over the fact that commercial broadcasting stations, located in areas of high Spanish speaking concentration, are currently not meeting the programming needs of that population who they are supposed to be serving. This is evidenced by the increasing amount of petitions being filed by Spanish speaking organizations with the FCC to deny the license of incumbent broadcasters who are known to practice discriminatory employment and programming practices. Public broadcasting has provided an alternative means to meet the programming needs of the Spanish speaking community, but the needs have either been blatantly overlooked or purposefully disregarded.



If you were to request CPB to provide this committee with a breakdown of how it applied its grants and awards resources in fiscal year 1974, you would find a minuscule amount of the \$48,056,292 it had for that purpose going to the development of programs to meet the programming needs of the Spanish speaking community.

Secondly, as you know, the CPB was organized under Title II. of the Public Broadcasting Act of 1967. Yet, in its seven years of existence, CPB has never had a Spanish speaking CPB Board member to reflect the experiences and viewpoints of the Spanish speaking community. Therefore, we feel that the failure on the part of the Executive Branch to nominate a Spanish speaking individual to the CPB Board is not in the true spirit of Section 396 (c) (2) on the Communications Act, as amended, which mandates that the CPB Board reflect the broad diversity of backgrounds, public concerns and viewpoints of the population served.

Thirdly, we are deeply disturbed that the current slate of nominees does not contain a Spanish speaking individual. El Congreso's interest in insuring that the current slate of nominees to the CPB Board contain a Spanish speaking individual is far from being impromptu. In September of last year, we wrote to President Ford asking that he reconsider the previous Administration's slate of eight nominees and to also include a Spanish speaking person on his slate. We also objected to the nomination of Mr. Joseph Coors for reasons which I shall briefly touch upon later on in my testimony. Nevertheless, despite our protests and that of



sundry other groups, the President renominated a practically identical slate. As you recall, the eight persons who were under consideration by the Senate at that time had their nomination lapse with the adjournment of the 93rd Congress.

On May 16th, the President nominated the current slate of nominees for five year terms which will expire in 1980. El Congreso is deeply concerned that our community is still not represented in the current slate of nominees.

Fourthly, we are concerned over the manner in which the confirmation hearings were conducted last week. We are especially concerned over the fact that questions were not asked about how these potential Board members felt about public broadcasting serving and meeting the programming needs of the Spanish speaking community. Also there were no questions asked concerning their position on affirmative action within the public broadcasting industry. Other questions El Congreso would have liked to have heard asked of each nominee are as follows:

1. Their level of advocacy for Spanish-type programming.
2. Resolutions they have passed or engineered to increase the minority (Spanish-speaking) ratio of employees in decision-making positions.
3. Guidelines they may have developed or supported to identify key administrators or production types to work at the CPB or PBS level.
4. Their level of commitment toward reconstructing CPB, giving the Latino community greater emphasis and visibility on the air-waves, and their funding attitude toward such programs as "VILLA ALEGRE."

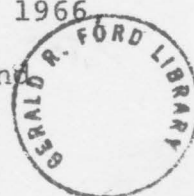


El Congreso therefore recommends that these nominees respond to the questions we have raised and that their responses be made a part of the hearing record.

The fifth concern I would like to address, deals with the nomination of Mr. Joseph Coors of Boulder, Colorado, to be a member of the CPB Board. It is my understanding that separate hearings will be conducted by the Commerce Committee regarding the nomination of Mr. Coors. I shall therefore briefly outline our objections to this particular nominee at this point.

Earlier in my testimony, I mentioned the insensitiveness of CPB to the programming needs of the Spanish speaking community. Also, we are deeply concerned over the discriminatory hiring and programming practices of the entire broadcasting industry. We also expressed our concern over the lack of any Spanish speaking representation on the past and current CPB Board which we feel is necessary to better reflect the cultural constituency of this country. El Congreso strongly believes that the confirmation of Mr. Coors to be a member of the CPB Board would represent a serious step backwards in our efforts to increase the responsiveness of CPB and its Board members to the special needs and concerns of the Spanish speaking community. The reasons for this are not without justification.

To begin with, one of our national Hispanic organizations, the American G.I. Forum, currently has in effect a national boycott on Coors beer due to the company's alleged discriminatory hiring practices. The G.I. Forum initiated the boycott in 1966 after all efforts by state and U.S. Government officials and

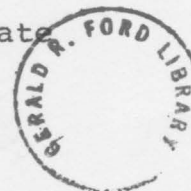


agencies to investigate and correct the alleged discriminatory employment practices of the Adolf Coors Company proved fruitless. For your information, I have attached some literature to my testimony concerning the Coors boycott by the G.I. Forum which I ask be made a part of the hearing record. I would only add that the American G.I. Forum boycott is alive and well.

The boycott has gained in momentum since 1966 and last year the Beer Drivers and Salesmens Local Union No. 888 of California joined in efforts to correct discriminatory employment practices in the Beer Driver's industry in that state. I have also included some literature in regards to this effort which I also ask be made a part of the hearing record. All this information is self-explanatory, but the point is that these issues and allegations have not been satisfactorily resolved. Given the current situation, it would seem highly inappropriate to confirm Mr. Coor's nomination at this time.

Mr. Chairman, I have briefly touched upon the alleged discriminatory hiring practices of the Adolph Coors Company and I hope to go into greater detail during the separate confirmation hearings of Mr. Coors. However, there are additional reasons why we object to the Coors nomination and we are not the only other group who feels the way we do.

Briefly, we feel that Mr. Coors' commercial interests in Television News, Inc., which supplies line-fed video news service to television stations throughout the contry, would present a conflict of interest if he were to be confirmed by the Senate.



to be a CPB Board member. Therefore, I strongly urge the Committee to thoroughly investigate this highly probable conflict.

Mr. Chairman, I could go into greater detail regarding the Coor's nomination, but as I stated before, I would prefer to defer detailed discussion until the separate confirmation hearings on Mr. Coors' nomination.

At this point, I would like to conclude by stating that we are deeply concerned over the fact that the current slate of nominees does not contain a Spanish speaking candidate. Therefore, we recommend that this committee indicate our concern to the Executive Branch and that it strongly urge the President to consider the nomination of a Spanish speaking, Spanish-surnamed individual to fill the vacancy of Mr. Neal B. Freeman of New York, who I understand has recently resigned his position as a CPB Board member.

Additionally, I ask that each of the nominees individually respond to the questions raised earlier in this testimony (page three).

Finally, we strongly urge you and members of the Committee to strongly oppose the nomination of Mr. Joseph Coors to be a CPB Board member for we feel he would be insensitive and unresponsive to the special needs and concerns of the Spanish speaking community.

Thank you Mr. Chairman. I would be glad to answer any questions that you or members of the committee may have.



FACT SHEET

BOYCOTT COORS BEER

On behalf of the Mexican-American people in the Southwest, the American GI Forum is asking for your support in a nationwide consumer boycott of COORS BEER. The American GI Forum has started this boycott because of the belief that Coors Brewery and other Coors industries systematically discriminate against Mexican-Americans in employment. This belief is based, in part, on the following facts:

In the Denver Metropolitan area of Colorado where Coors Brewery is located, the Mexican-American represents ten percent of the total population.

In 1966, Coors Brewery employed approximately 1330 people of whom only 27 had Spanish surnames. This represents about two percent of the total work force.

In 1967, Coors Brewery increased its number of employees to approximately 1650, an addition of 320 new employees. Only 3 of the 320 new employees had Spanish surnames.

Of the total number of Mexican-Americans employed at Coors in 1967, 22 were classified as laborers or semi-skilled while only 1 was classified as professional or in a supervisory capacity.

OTHER IMPORTANT FACTS

Coors Beer is distributed in 13 Western States. The Mexican-American is a major consumer of Coors Beer in at least 6 of the 13 states.

The Coors Corporation also owns a large porcelain plant located in Denver Metropolitan area. This plant employs approximately 1000 persons of whom less than 3 percent are Spanish surnamed. The Coors Corporation, in both the brewery and the porcelain plant have been successful in eliminating Mexican-Americans and Negroes from employment through their testing procedures which are designed to 'Weed Out' Minorities.

All efforts by State and U. S. Government Officials and Agencies to correct the discriminatory employment practices of Coors have been unsuccessful. For this reason, the American GI Forum has taken on this task of direct economic pressure to force Coors Companies to change their employment policies and practices.

STOP PUTTING YOUR MONEY IN COORS POCKET

SUPPORT OUR EFFORTS

STOP DRINKING COORS BEER

CHICANO'S UNIDOS - - - VIVA LA CAUSA

American GI Forum, Region 2



Beer Drivers and Salesmen's Local Union No. 888

Branches

OAKLAND, SACRAMENTO, STOCKTON, MODESTO, SAN JOSE, PITTSBURG, MARTINEZ,
SANTA ROSA, SAN RAFAEL AND VALLEJO



Robert T. Biggins
Secretary-Treasurer

September 26, 1974

Office and Headquarters
459 Fulton Street
Room 206
Phone 621-2395
San Francisco, Calif. 94102

173

Dear Friends:

Approximately two months ago Teamster Local 888 Beer Drivers and Salesmen, with the assistance of highly qualified minority people such as Mr. Peter Guitry from U. C. Berkeley Labor Relations Institute drew up an Affirmative Action Program with the intent of resolving long overdue discriminatory employment practices in the Beer Drivers' industry. This program was presented to all the beer distributing companies in Local 888's jurisdictional area which encompasses most of Northern California and covers approximately 1,000 employees in some 60 distributorships.

The representative for the Beer Distributors Association, after having considered the program, did make an offer to make a token gesture towards resolving the minority employment problem by hiring a few Black employees, only in the specific area of East Oakland, due to its high concentration of Black minority people. However, he emphatically refused to commit the Beer Distributors Association to a meaningful, industry-wide, community revued Affirmative Action Program. This attitude was unacceptable to the Union and resulted in a direct confrontation on behalf of the program.

In order to overcome the "Employers" enormous economic power and its attendant political influence, the Union had to reassess its position in the struggle -- and evolved, what we consider to be the most representative and potent approach, -- that of "Community involvement". Thus, at present, we are engaged in establishing channels of communication with the community for the purpose of a subsequent effort to bring coordinated pressure on the "Employers" by groups in the community, on behalf of the Affirmative Action Program, and thus bring this conflict to a successful conclusion.

For your evaluation, we are enclosing a signed copy of the Affirmative Action Program and additional current materials related to our struggle. Please contact us for the sake of implementing this program in the most expedient manner.

We sincerely feel you would have a tremendous advantage in terms of adding the necessary impetus to overcome the remaining obstacles.

Respectfully yours,

Andrej I. Girkelis
Andrej I. Girkelis

AIC/fm
ope 3



EDITORIALS: WHY BOYCOTT COORS BEER?

There are several reasons why many people have quit drinking Coors beer. Although many people boycott Coors, the reasons are not always clear to everyone. The boycott of all Coors products began in 1966. Boycott means to "refuse to have anything to do with the product or services" of a company or enterprise. The Colorado GI Forum began receiving complaints that the Coors Brewing Company in Golden, Colorado, was discriminating against Chicanos and Blacks in their hiring and promotion practices. When the GI Forum began looking into the problem, they found that there were 1330 people working for Coors, of which only 27 were Chicanos. At the time there were 120,000 Chicanos living in the greater Denver area, which includes Golden. The Colorado GI Forum appealed to other Chicano organizations for support of the boycott. The Crusade for Justice, UMAS, MECHA, Westside Coalition, MAYA, and MAP were some of the organizations that immediately took up the boycott. The national GI Forum also began actively boycotting Coors. By the end of 1967, there were 1820 Coors employees, and only 74 were Chicanos. One Chicano was in a supervisory capacity- 22 were semi-skilled and the rest were laborers. Coors continued to deny that they discriminated.

GUILTY OF DISCRIMINATION

In August 1970, the Colorado Civil Rights Commission ruled that the Adolph Coors Company was guilty of racial discrimination in the 1969 firing of a black employee. Booker T. Mays was fired for insubordination after he came to work when he was supposed to be serving a five-day suspension. Mays was suspended after the company charged that he had overstayed two relief breaks - three minutes on one occasion and seven minutes on another. Along with finding the brewery guilty of racial discrimination in the case, the commission ordered that Mays be reinstated in his job with full back pay.

NON-UNION LABOR

"We are still on strike against Coors," a spokesman for the 17 labor unions that went on strike against Coors on November 1, 1968, said this week. According to Roy L. Nylander, Business Manager of the Pipefitters Local Union No. 208, the problem is that the Adolph Coors Company does not use craft journeymen in the construction of new facilities. The handbill being circulated by the striking unions reads, "in the past the Coors container was usually one ounce less than the other major beers on the market." Among the unions that are still on strike against Coors are Bricklayers No. 1, Carpenters District Council, Electricians No. 68, Ironworkers No. 24, Painters No. 79, Pipefitters No. 208, Plumbers No. 3, and Roofers No. 41.

COORS ON STUDENT RIGHTS

As a University of Colorado Regent, Joseph Coors opposed student freedoms. On September 16, 1968, at a Regents meeting, Coors said, "free speech only goes up to a point, and has its limits." Coors is now Chairman of the Board of the Coors Porcelain Company. In reference to women students seeking birth control information, Regent Coors said, "This is the type of thing that certainly doesn't make people think well of the University. I think girls shouldn't go to school with the intention of needing the pill. I think they should exercise self-discipline until they're married."

STUDENTS VOTE DOWN COORS BEER

The students at the University strongly objected to Regent Coors' attitude. On Wednesday, October 16, 1968, an ASUC student assembly gave an overwhelming vote to a resolution by Jon Hillson that "Mr. Coors be censured by this assembly for his intimidatory approach to President Smiley and his politically motivated harassment of the SDS National Council." When the UMC in support of the AFL - CIO strike being waged against the Adolph Coors Company. The boycott also received official support of the National Student Association (NSA) at the National Student Congress held August 19 - 29, 1969, 500 students from western states (all NSA members) voted support of the boycott.

THE ENVIRONMENT

It is ironic that the Coors Company now claims to be concerned about the environment through their re-cycling program. On April 22, 1970, William Coors, President of Coors Brewing Company, said, "American industry wouldn't pollute except for the fact of competition." Maybe they should re-cycle the air.

SOME MORE STRIKEBREAKING

During the United Farmworkers grape strike in the late 1960's, Coors trucks were used to haul scab grapes. The strike breaking efforts of the Coors Company still exist today. This summer Coors trucks were seen hauling scab grapes again.

THE TASTE TEST

Many people still drink Coors because "they prefer the flavor." In May of this year, Frederick Meeker, Asst. Professor California State Polytech College in Pomona, California, revealed the results of a beer preference test he had conducted. He asked 20 students to identify a single brand of beer that was offered to them in unlabeled containers. Before the test, ten of the students claimed that they could distinguish one beer from another; 10 students said they could not. The students were asked to drink four different brands of beer. The results were: not one student could identify a single brand of beer. Some people will have to find another excuse.

BOYCOTT COORS BEER

Come on, brothers and sisters, let's get it together. The boycott of Coors products is far from over. In the last five years the Coors plant has almost doubled in size. This construction was done by non-union labor. Coors also joined in trying to break the UFW strikes. Coors claims to believe in a good environment but on the other hand believes in pollution. As a Regent, Joseph Coors continuously attempted to suppress student rights. The students did not hesitate to censure him. People who claim to "prefer the flavor" of Coors don't know what they're talking about. The policies and attitudes of Coors towards minorities are still the same. In a recent letter to the Coors Boycott Committee of the GI Forum, William Coors said, "With each passing day, more and more of your people discover what a total fraud it (the boycott) is. If your boycott committee people still possess the intelligence that God gave them, they will call this thing off without condition or consideration." Coors continued, "Do that, amigo, and then we will sit down and talk."

BOYCOTT COORS

RACEIST

HIREING PRACTICES



DEAR BROTHER AND SISTER

I support the COORS BEER BOYCOTT ☐

Please accept my donation for \$1.00 \$5.00 OTHER

I am a Union Member of AFL-CIO Union Local

I am a Union Member of Teamster Local

I am not a Union Member but believe in your cause

Please phone me. I will help the Boycott Phone

Mail your Check or Money Order To:

COORS BEER BOYCOTT COMMITTEE 450 Harrison St. Rm 203
San Francisco, Ca. 94105 CLIP OUT AND MAIL TODAY

WHY BOYCOTT COORS?

Coors is an outstanding example of arrogantly systematic corporate exploitation of workers, consumers and small businesses.

WHAT MAKES THIS ARROGANT EXPLOITATION POSSIBLE ?

1. Coor's is a family controlled multimillion corporate conglomerate beer, dog food, cans, bottles, military ceramics, ect.
2. Strong political and economic leverage through Coor's military ceramics industry.
3. Exploitive policy extended to distributorships through strong centralized organization.
4. Coor's has built an empire, (for example - Coor's controls approximately 50% of the beer market in the 11 Western states) by the economically competitive advantage of predominantly discriminatory non-union scab operations.

MULTIPLE CHARGES AGAINST COORS !

I. Consumer Abuse

Coor's convicted by F.T.C. for wholesale and retail price fixing, illegal anticompetitive practices, illegal territorial requirements on distributors, and illegal methods to coerce draft beer accounts.

II. Discrimination against minorities: Latinos, Blacks, Asians, and Native Americans.

1. Numerous charges and conviction by EOC in regard to discrimination in employment against minorities.
2. Out of numerous minority applicants, none has been granted distributorship.
3. Refusal to accept Local 888 Affirmative Action Program.
4. Refusal to agree with Community Ad Hoc Committees (composed of Latino, Black, Asian, Native American and white workers) proposal for Affirmative Action.

There has been a continuous boycott by minority organizations against Coors since 1967.

III. Union - Busting

1. Approximately 50% of Coor's employees are non-union.
2. Numerous "Decertifications" with the use of "scab" votes.
3. Thirteen unions on continuous strike at the brewery since 1968.
4. Persistent operation through workers strikes by use of scabs. and armed guards.
5. Coor's preference to pay scabs and armed guards; rather than decent wages to workers.
6. Exploiting unorganized workers by not paying for hours of daily overtime worked.
7. Coors joined in trying to break UFW strikes by transporting non-union grapes in Coors trucks.

In the last five years Coor's has doubled the size of its production plants by use of exploited non-union labor.

IV. Repression of Students & Women's Rights

1. As regent of University of Colorado Coors opposed student freedoms.
2. Restrictive policies towards rights of female students.
3. Intimidation to progressive student leaders.
4. Politically motivated harassment of S.D.S.

Coors has been censured by A.S.U.C. resolution and a call for boycott by national Student Association.

V. Phony concern for environment

1. Under the guise of a recycling program (a cheap source of metal for Coor's Can Factory) preferred consideration for industrial rather than environmental priorities.
2. Coors' policies - Press Statement (Sacramento Bee 9/7/74) "Industry cannot afford the costs of meeting environmental, consumers, and (Safety regulations !!!!!)."

Coors' empire was built by the greed of one family at the cost of the sweat and misery of thousands of exploited workers, consumers and small business people.

If we can recognize Coors as just another symptom of the inequities superimposed on the people-the workers, consumers, and small businessman, by the "corporate economic interests", then we can strike another blow for FREEDOM. For, what people can build, they can also tear down, if it does not serve their best interests.

LET'S STAND UP FOR OUR RIGHTS AND BE COUNTED - DOWN WITH COORS !!!!!



LABOR DONATED

COORS BEER BOYCOTT 450 HARRISON ST., ROOM 203 SAN FRANCISCO, CALIFORNIA 94105 PHONE (415) 495-3580



NATIONAL CONGRESS of HISPANIC AMERICAN CITIZENS

(FORMERLY KNOWN AS RASSA)

400 First Street, N. W. • Washington, D. C. 20001 • Suite 706 • Tel: (202) 638-4483

January 29, 1975

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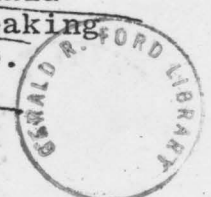
Estimado Sr. Rhodes;

As I mentioned earlier to you that the Heads of the eight-largest Spanish Speaking organizations will be in Washington, D.C. on ~~February 12 - 14,~~ 1975. These organizations and individuals are:

Joe Benites - LULAC, Tony Morales - American G. I. Forum, Ed Valenzuela - IMAGE, Ricardo Zazueta - SER Joe Aceves - LAMA, Raul Yzaguirre - National Council of LA RAZA, Jack Otero - National Congress of Hispanic American Citizens, Jose Carlos Gomez - NEDA. / *Jose Rodriguez*

In their behalf I would like to request your assistance in bringing about a meeting between these organizational heads and Mr. Donald Rumsfeld, Assistant to the President.

As you may well know, the Spanish Speaking community has not had a good relationship with the White House, inspite of the fact that Mr. Fernando de Baca was appointed to the White House as an advisor on Spanish Speaking Affairs. With the demise of the Cabinet Committee and Mr. de Baca with a limited staff make it almost impossible to be listened to. Additionally these organizational heads have had limited to no excess to the top White House staff. Our concerns and priorities have long been overlooked, and President Ford's earlier pronouncements of "openness and a reaching out to all segments of society" has been limited to other groups. Therefore, I believe that a meeting with Mr. Donald Rumsfeld and the leadership of these Spanish Speaking organizations to be appropriate and long overdue.



We greatly appreciate your taking the time to
assist us in this important matter.

Sinceramente,

Manny
Manuel D. Fierro
President

MDF:nu





El Congreso

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El Paso, Texas

Paul Sedillo
Washington, D.C.

Ed Valenzuela
Phoenix, Arizona

Ricardo Zazueta
Los Angeles, California

February 13, 1975

FEB 12 1975

Distinguidos Amigos;

Enclosed is the "Legislative Program" for the National Congress of Hispanic American Citizens (El Congreso) for the First Session of the 94th Congress. While the legislative priorities as outlined in the preceeding pages reflect our initial primary areas of concern, we, nevertheless, will assist and cooperatively work to support efforts to alleviate the critical economic and unemployment crisis facing our nation to-day, through Congressional and Administrative actions that will provide for;

- a) The creation of jobs for the unemployed
- b) A tax cut primarily for low and middle-income taxpayers to stimulate the economy through added purchasing power.
- c) The reduction of interest rates and allocation of credit for high-priority social and economic activities.
- d) The Protection of jobs from unfair foreign competition.
- e) Assistance to the unemployed to minimize their hardships.
- f) Measures that will establish a fair and equitable system of allocation and rationing that will conserve energy but that will minimize individual and industrial hardships.



"A CITIZENS' LOBBY FOR THE SPANISH SPEAKINGAT THE NATION'S CAPITAL"