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BUILDING LEADERS
FOR THE FUTURE

MISSION DISTRICT SCHOLARSHIP DRIVE, '74 COMMITTEE

invites you to come and meet

DR. JULIAN NAVA

member of the

Los Angeles Board of Education

and

author of **Perfiles Mexicoamericanos**
MexicanAmerican Profiles

Date: Saturday, September 7, 1974

Time: 6:30 p.m.

Place: Casa del Mexicano

1798 Great Highway

San Francisco, California

(Corner of Noriega)

Tel.: 664-9103 or 585-1163

No-host Cocktails

Mexican Buffet



R.S.V.P. by September 5, 1974



Women's Committee

Margaret Cruz
Co-ordinator
Evangelina Canales
Debra Lee Cruz
Amalia Diaz
Adela de la Rocha
Anna Dorado
Rose Dreyfuss
Rosemarie Fernandez
Patricia Garcia
Linda Marquez
Maria E. Martinez
Julie Montoya
Laurie Perez
Olga Rossell
Linda Salcedo
Maria Salcedo
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Treasurer
Roger V. Hernandez
Executive Director

Usted y Yo si contamos ...

The Latin American Scholarship Drive, '73 was an overwhelming success. Through last year's fund-raising efforts the drive was able to assist 16 students who are attending college today. We wish to encourage more young Latin American men and women to seek and complete a college education. To accomplish this, the Latin American Scholarship Drive, '74 will host a benefit autograph party for Dr. Julian Nava's latest book, **Perfiles Mexicoamericanos** (Mexican American Profiles). The book features 26 short biographies of notable Mexican Americans in our country today. It includes:

Arizona:
Armando De Leon

Colorado:
"Corky" Gonzales
Donald N. Pacheco

California:
Francisco Bravo
Vikki Carr
Sal Castro
Cesar Chavez
Margaret Cruz
Ernesto Galarza
Vera Gurrola
Dolores Huerta
Anthony Quinn
Edward R. Roybal
Danny Villanueva

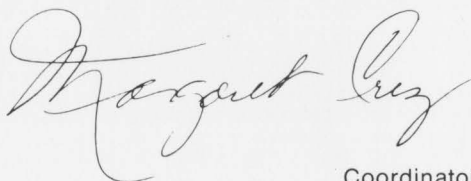
New Mexico:
Frank Angel
Roberto Mondragon
Reies Tijerina

Texas:
Jose Cisneros
Patrick F. Flores
Henry B. Gonzales
Jose Angel Gutierrez
George Sanchez
Lee Trevino

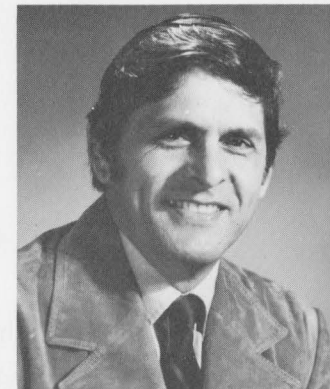
United States:
Romana Baelos
Jim Plunkett
Julian Samora

Dr. Nava, our guest of honor, will autograph free copies of his book in either the Spanish or English versions for those who attend. There will be a buffet, cocktails and music to complete this festive occasion. Donations are \$150.00 for sponsors with 10 guests, \$125.00 for co-sponsors with 5 guests and \$15.00 for a single guest. (Please see enclosed reservation card.) All proceeds will go to the Latin American Scholarship Drive, '74 and are tax deductible. Invest in the leaders of tomorrow, support the Latin American Scholarship Drive, '74.

Thank You,



Coordinator



DR. JULIAN NAVA

Dr. Julian Nava is a member of the Los Angeles Board of Education and a Professor of History at California State University, Northridge, California. He has not only taught in the United States, but also in Venezuela, Puerto Rico, Colombia and Spain. Dr. Nava's professional activities include memberships on several advisory committees such as Mexican American Legal Defense and Education Fund, National Urban Coalition, Bilingual Children's Television, La Raza T.V., and Educational Testing Service. He is also a member of the Mexican American Advisory Committee to the State Superintendent of Public Instruction.

Dr. Nava is the author of many educational books about Mexican Americans. He has written **Mexican Americans: Past, Present, and Future**, **Mexican Americans: A Brief Look at their History**, **Mexican Americans Today: In Search of Opportunity**, **The Mexican American in American History**, and **Viva La Raza! Readings on Mexican Americans**. Dr. Nava has also developed the **Bilingual Reading Series for Grades 1-8**. His most recent book is **Mexican American Profiles**.



MARGARET CRUZ

Mrs. Margaret Cruz has for many years been involved in a myriad of political and community service activities. She has been a member of the State Protocol Commission, the Volunteer Board of San Francisco and the National Friends Service. Mrs. Cruz is also a member of the State Personnel Board, representing the Spanish speaking people. She serves on the Board of Directors for the American Red Cross and the Board of Governors of the National Conference of Christians and Jews. Her educational involvement includes membership on the Board of Regents for Lone Mountain College and consultant to the Latin American Scholarship Drive, '74. Because Mrs. Cruz has always concerned herself with the election of Spanish speaking candidates to political offices, she was elected President of the Mexican American Political Association in California. She is the first woman to ever hold this important office in the history of the organization.



BUILDING LEADERS FOR THE FUTURE

259 MONTEREY BOULEVARD SAN FRANCISCO, CALIFORNIA 94131

All of the past success of MAPA, and our dreams for even bigger successes in the future, are nothing without your help. If MAPA has grown in influence, and if it has carried out some of its objectives, it is because thousands of Spanish-speaking people have rallied to its ranks. It will continue to grow only if YOU, and others like you, join us in our effort for the good of all. You can be part of our common cause! If you want action now, complete the attached membership application.

VIVA MAPA! VIVA LA CAUSA!

MEMBERSHIP APPLICATION

If you are interested in becoming a member of MAPA, fill out application and mail to:

Margaret Cruz, 259 Monterey Blvd.,
San Francisco, California 94131

NAME _____
NAME OF SPOUSE _____
STREET ADDRESS _____
CITY AND STATE _____
TELEPHONE _____
ASSEMBLY DISTRICT _____
CONGRESSIONAL DISTRICT _____
OCCUPATION _____

Give one of these applications to a friend and help establish strong chapters in your area.

STATE PRESIDENT

un-cooperative
MARGARET CRUZ
259 Monterey Blvd.
San Francisco, Ca. 94131
(415) 585-1163

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OFFICE: 714
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Cooperative
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(213) 949-5844

PAST STATE PRESIDENT

ARMANDO O. RODRIGUEZ
3340 E. Kerckhoff
Fresno, Ca. 93702
(209) 486-1479

Why MAPA?



If you believe that politics is where it's at, in the '70's, and that the destiny of the RAZA requires more political power, then... MAPA IS THE ORGANIZATION FOR YOU.

MAPA (Mexican-American Political Association) is committed to the appointment and election of Chicano and the Spanish-surnamed to positions of real decision-making power in the Government.

When MAPA was organized at Fresno in 1960, there were almost NO Mexican-Americans in appointive or elective posts of any significance in California, and very few nationally. At that time the RAZA in California was reeling from the shock of the disgraceful defeat of Mr. Henry "Hank" Lopez for Secretary of State when everybody else on the Democratic ticket that year was elected. Henry Lopez was the best-qualified man on that ticket! MAPA was a direct result of that bitter political lesson. MAPA took action and in the past few years we have seen a steady increase in the number of Chicanos appointed to high office. MAPA members have worked for the successful election of Mexican-Americans to the State Legislature: Alex Garcia, Peter Chacon, Richard Alatorre, Ray Gonzales and Joe Montoya. As recently as the special election in February, 1974, MAPA members from all over the State helped to elect Ruben Ayala as the first Mexican-American senator in California since 1919. Congressman Edward Roybal, seeking his ninth consecutive term from Los Angeles, was not only elected with MAPA support but was also a MAPA founder.

POLITICAL POWER

EDUCATION IS THE KEY

Political power in a democracy requires relevant education. In the city of Los Angeles, the largest concentration of Spanish-speaking people, MAPA was instrumental in the election of Dr. Julian Nava to the City Board of Education. With this breakthrough a whole new chapter in the education of our youth is being written. Attitudes are being changed, textbooks are being rewritten and curricula are being revised from kindergarten through the university. It was the leadership of MAPA that developed the Educational Opportunity Program as a tool for getting our Chicano youth onto the university campus for the first time in history. Presently 30% of the total Spanish-surnamed enrollment of 15,400 in our nineteen state universities' system are EOP students. We must continue to strive for higher enrollments if we are to reach parity of 50,000 students.

MAPA has had top leadership from the beginning. Its first president was Congressman Edward Roybal. He was succeeded in order by Julio Castellán, civil engineer; Sr. Eduardo Quevedo, beloved civic and community leader from Los Angeles, now deceased; Bert Corona, college professor and community organizer; Abe Tapia, insurance executive and political leader; and Armando O. Rodriguez, attorney and first Mexican-American to be elected to the Board of Supervisors in Fresno County.

In July of 1973, Margaret Cruz of San Francisco became the first woman leader of the organization. Our new president has a distinguished career as a public-relations consultant and has been a dynamic activist in civic and political affairs throughout the state.

Under this aggressive leadership MAPA has evolved into an interstate political force to be reckoned with. The leadership of all political parties seeks MAPA's counsel and support at each local, county, state and national election. On the solid foundation of a determined voter-registration drive and thorough precinct work, MAPA has built its membership and extended its influence to the halls of Congress in Washington, D.C.

MAPA WORKS IN MANY FIELDS

Although politics is our main concern, MAPA has never forgotten community action. Our business is wherever the people of our community need our help. MAPA has sponsored educational scholarships; emergency loan funds for students; consultant services to school boards and administrators; minority teacher recruitment; off-campus counseling service to youth, health clinics, immigration and naturalization service assistance; police relations; community relations; community cultural enrichment; coordination of local poverty programs; equal employment opportunity awareness and has always championed the cause of the farm workers.

A FAMILY ORGANIZATION

Women play an important part in MAPA. From our president, to voter registrars, to our fund raisers, dedicated MAPA women have always played an equal role. Our membership dues of \$15.00 per year include both husband and wife to encourage family participation. Experience has shown this is the most effective way to achieve total community participation in all MAPA activities.

Our membership is open to any citizen of the United States or any person who ascribes to the aims and purposes of MAPA and who is over 15 years of age. MAPA membership is open to all such persons without regard to race, color, creed, sex or national origin, with the exception of those who would advocate the overthrow of our government by force and violence.

MAPA chapters are organized according to assembly districts which are in turn combined into regional organizations throughout the nation. Any 15 persons interested in the purpose of MAPA may organize a chapter in their neighborhood. For information please contact any of the listed officers.

MAPA is an organization of volunteers. Although MAPA has no payroll and every member and officer works as a volunteer, it has been fortunate to attract some of the best talent of our community to serve as its officers and members. These people have freely contributed their time and their money with no particular personal benefit in mind except the welfare of our community.

September 19, 1974

Dear Margaret:

I received your most welcomed call. Thank you for sharing the names of talented professional women with me.

It will be a pleasure to meet with you on Thursday, October 24, at 9:30 a.m., as previously scheduled. I am looking forward to talking with you and learning about your activities in California. Also, I welcome the opportunity to discuss what you perceive to be issues and concerns of our Spanish speaking people. Please inform us in advance who will be with you so that we can clear them at the guard station.

I would appreciate it if the women you have referred would complete the enclosed Standard Form 171 so that we can have more complete information on file. Again, I look forward to hearing from you, Margaret.

Sincerely,

Fernando E. C. De Baca
Special Assistant to
The President

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



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Fernando E. C. De Baca
Special Assistant to
The President

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



rec'd 6/16



MEXICAN-AMERICAN POLITICAL ASSOCIATION

18

June 13, 1975

DS

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(209) 486-1479

Mr. Fernando E. C. De Baca
Special Assistant to the President
The White House
Washington, D.C.

Dear Mr. De Baca:

We are hereby returning your letter which
fails to recognize MAPA's participation in the
support of this bill.

Sincerely yours,

Margaret Cruz
Margaret Cruz
State President

MC/jbm

Enclosure



THE WHITE HOUSE

WASHINGTON

June 4, 1975

Dear Manny:

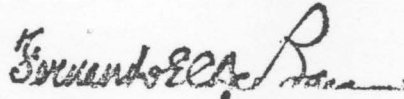
As you know, I have been following closely House action on the Voting Rights Act over the past few days. In monitoring Congressional activity on this vital issue, I was both pleased and proud to note the persuasive impact that El Congreso and MALDEF have had in shaping the views of individual Congressmen from throughout the nation.

Much of the success for garnering support for this essential legislative milestone for Spanish speaking Americans is directly attributable to you and the strong and courageous leadership of our national Hispanic organizations, particularly MALDEF, the American G. I. Forum, LULAC, IMAGE, the National Council of La Raza, RNHA, and LAMA. I, too, am pleased to have played a part in rallying the Republican Party and the Ford Administration in support of this important bill.

Now that the bill has cleared the House, we must concentrate all efforts on the Senate. I will be preparing letters to various key Senators, stressing the necessity for support of this important bill, and have scheduled a series of briefings for top White House staff to assure full Administration support for the bill.

Again, congratulations for a job well done.

Sincerely,



Fernando E. C. De Baca
Special Assistant to the President

Mr. Manuel Fierro
President of the National Congress
of Hispanic-American Citizens
400 First Avenue, N. W.
Washington, D. C. 20001

