

The original documents are located in Box 5, folder “National Hispanic Heritage Week (1)” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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November 12, 1975

MEMORANDUM FOR

GENERAL JOHN R. DEANE, JR.

On behalf of President Ford, I thank you and the Army Materiel Command for your outstanding efforts in initiating and implementing a remarkable program in observance of National Hispanic Heritage Week.

Your action in arranging a visit by Actor Cesar Romero and other well-known Hispanic Americans to commemorate the contributions of Hispanics to the greatness of America is commendable.

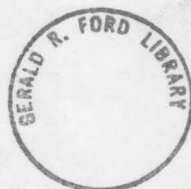
I take great pride in congratulating you, the Department of the Army, the Army Materiel Command, and especially your dedicated employees Manuel Nieves, Joe Ramirez and Elenita Scarola for making that special effort to give true significance and meaning to the President's Proclamation on National Hispanic Heritage Week 1975.

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

FECDeB:mmmd:11/12/75

BCC: Military Assistant to the President ✓
Chief of Staff of the United States Army ✓

also: (Deputy) General D'Ambrosio ✓
Manuel Nieves ✓
Elenita Scarola ✓
Joe Ramirez ✓



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

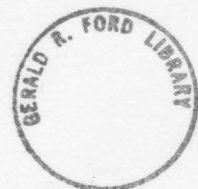
August 19, 1975

MEMORANDUM FOR: FERNANDO E. C. DE BACA
FROM: RONALD A. KIENLEN *R. Kienlen*
SUBJECT: National Hispanic Heritage Week
Proclamation

Reference your memorandum of July 8, 1975. Attached draft proclamation just received from the Department of State. Time is now short and it needs to clear Justice prior to being submitted to the President. May I have your comments (ph. 5600) by late tomorrow afternoon?

Enclosure

Ernest.
(Col.) Paul Montemayor
Nick Reyes 703-780-1331
Rick Inzunza 730-3900 ext. 2254
Sgt. OX 5-9859 [657-8111] *Paul Montemayor*
OX 7-2064 *ERNEST.*
(695-9855)



THE WHITE HOUSE
WASHINGTON

August 26, 1975

MEMORANDUM FOR:

STAFF SECRETARY
Attention: Judy Johnston

FROM:


FERNANDO E. C. DE BACA

SUBJECT:

Proclamation - National
Hispanic Heritage Week

I have carefully reviewed the proposed proclamation pertaining to "National Hispanic Heritage Week" and recommend its approval with respect to form, style and substance.

The proclamation is worded so as to give just recognition to both men and women of Hispanic origin. It recognizes the three major Hispanic sub groups-- Mexican American, Cuban and Puerto Rican and recognizes not only the historical contributions made by these groups to our nation's birth and to its development but acknowledges the significant contributions of Spanish speaking Americans in such varied fields as American music, religion, architecture, law, medicine, literature and education.

Finally, the proclamation is worded so as to reflect a justified pride by Hispanic Americans in the past while expressing a strong sense of confidence in the future.



THE WHITE HOUSE

ACTION MEMORANDUM

WASHINGTON

LOG NO.:

Date: August 26

Time: 230pm

FOR ACTION: Fernando DeBaca
Max Friedersdorf
Ken Lazarus
Paul Theis

cc (for information):

Jim Cavanaugh
Jack Marsh
Warren Hendriks

FROM THE STAFF SECRETARY

DUE: Date: August 27

Time: 500pm

SUBJECT:

Proclamation - National Hispanic Heritage Week

ACTION REQUESTED:

☐ For Necessary Action

☐ For Your Recommendations

☐ Prepare Agenda and Brief

☐ Draft Reply

☒ For Your Comments

☐ Draft Remarks

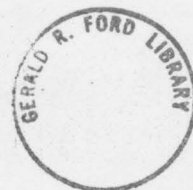
REMARKS:

Please return to Judy Johnston, Ground Floor West Wing

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

James H. Cavanaugh
For the President





Office of the Attorney General
Washington, D. C. 20530

25 AUG 1975

The President,

The White House.

My dear Mr. President:

I am herewith transmitting a proposed proclamation entitled "National Hispanic Heritage Week."

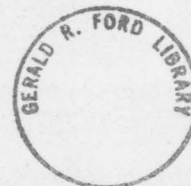
This proposed proclamation was presented by the Department of State and has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after revision in that agency.

The proposed proclamation is approved as to form and legality.

Respectfully,

Leon Ulman
Leon Ulman

Acting Assistant Attorney General
Office of Legal Counsel



Department of Justice
Washington, D.C. 20530

25 AUG 1975

MEMORANDUM

Re: Proposed proclamation entitled "National
Hispanic Heritage Week"

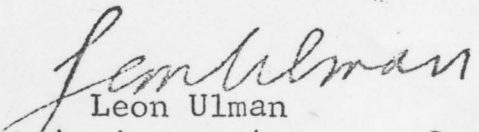
The attached proposed proclamation was presented by the Department of State and has been forwarded for the consideration of this Department as to form and legality by the Office of Management and Budget with the approval of the Director, after revision in that agency.

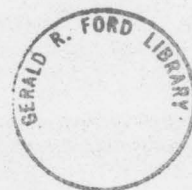
The proposed proclamation designates the week beginning September 14, 1975, as National Hispanic Heritage Week and calls for its observance with appropriate ceremonies and activities.

Issuance of the proclamation is based on the joint resolution of September 17, 1968 (82 Stat. 848; 36 U.S.C. 169f) which requested the President to issue annually a proclamation designating the week including September 15 and 16 as National Hispanic Heritage Week.

The Office of Management and Budget has requested that this proclamation be submitted for the President's consideration as soon as possible.

The proposed proclamation is acceptable as to form and legality.


Leon Ulman
Acting Assistant Attorney General
Office of Legal Counsel





EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

GENERAL COUNSEL

August 22, 1975

Honorable Edward H. Levi
Attorney General
Washington, D. C. 20530

Dear Mr. Attorney General:

Enclosed, in accordance with the provisions of Executive Order No. 11030, as amended, is a proposed proclamation entitled "National Hispanic Heritage Week."

This proposed proclamation would designate the week beginning September 14, 1975, as National Hispanic Heritage Week. Its issuance is authorized and requested by a joint congressional resolution (82 Stat. 848, 36 U.S.C. 169f), for the week including September 15 and 16 of each year.

The proposed proclamation was submitted by the Department of State. It has been slightly revised in this office to conform to the request of the joint congressional resolution; other changes have been made at the suggestion of a member of the White House staff.

Since September 14, 1975, is but three weeks away, we request that this proposed proclamation be submitted for the President's consideration as soon as possible.

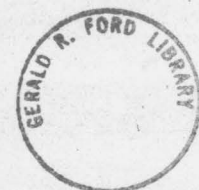
This proposed proclamation has the approval of the Director of the Office of Management and Budget.

Sincerely,

(Signed) William M. Nichols

William M. Nichols
Acting General Counsel

Enclosures

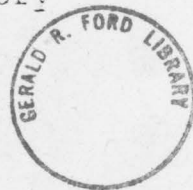


A PROCLAMATION

Men and women of Hispanic origin--Mexican Americans, Puerto Ricans, Cubans and other Spanish Speaking Americans--have contributed enormously to the growth of our country and have served with distinction in our Armed Forces in peace and war. In fields 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. For it was the activity of military forces under the control of Spain which preserved and protected the Colonies' southern front and which 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. In life, however, the name Galvez has enjoyed commemoration through the Texas City we know as Galveston.

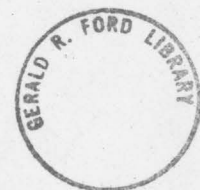


We can look forward to discovering other vital and useful contributions - past, present, and still to come - from the Hispanic civilization so long and well established in our land and from the millions of Americans of Hispanic origin who enrich our society.

The Congress, by a joint resolution approved September 17, 1968 (82 Stat. 848, 36 U.S.C. 169f), 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 day of , in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.



September 9, 1974

MEMORANDUM FOR:

MARGUERITE MCAULIFFE

FROM:

FERNANDO E.C. DE BACA

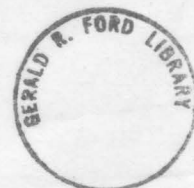
SUBJECT:

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. 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

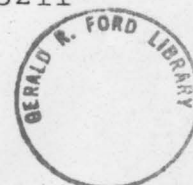
Dr. Alfred Marquez
191 Hill Street
Colma, Calif. 94014

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

Honorable 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



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. 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

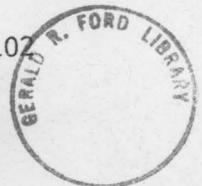
Mrs. Romana Acosta Banuelos
President, Ramona's Mexican
Food Products, Inc.
13633
Gardena, Ca.

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



THE WHITE HOUSE

WASHINGTON

August 26, 1975

MEMORANDUM FOR:

STAFF SECRETARY

Attention: Judy Johnston

FROM:


FERNANDO E. C. DE BACA

SUBJECT:

Proclamation - National
Hispanic Heritage Week

I have carefully reviewed the proposed proclamation pertaining to "National Hispanic Heritage Week" and recommend its approval with respect to form, style and substance.

The proclamation is worded so as to give just recognition to both men and women of Hispanic origin. It recognizes the three major Hispanic sub groups-- Mexican American, Cuban and Puerto Rican and recognizes not only the historical contributions made by these groups to our nation's birth and to its development but acknowledges the significant contributions of Spanish speaking Americans in such varied fields as American music, religion, architecture, law, medicine, literature and education.

Finally, the proclamation is worded so as to reflect a justified pride by Hispanic Americans in the past while expressing a strong sense of confidence in the future.



THE WHITE HOUSE

WASHINGTON

August 26, 1975

MEMORANDUM FOR:

STAFF SECRETARY

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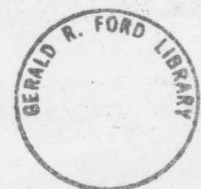
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Finally, the proclamation is worded so as to reflect a justified pride by Hispanic Americans in the past while expressing a strong sense of confidence in the future.



SEP 26 1974

City of Miami, Florida



MAURICE A. FERRE
MAYOR

September 20, 1974

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

Dear Mr. De Baca:

Thank you for your letter of September 13th, 1974, wherein you enclosed a duplicate of the President's Proclamation designating the week beginning September 10th as National Hispanic Heritage Week, 1974.

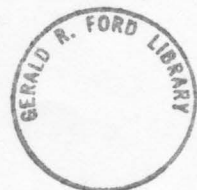
On behalf of myself and the citizens of the City of Miami I want to express appreciation and thanks to the President for recognizing the Spanish heritage which pervades the greater Miami area.

Please extend my best wishes to the President.

Sincerely,

MAF/s

Maurice A. Ferre



HENRY B. GONZALEZ
20TH DISTRICT, TEXAS
BEXAR COUNTY

2446 RAYBURN OFFICE BUILDING
WASHINGTON, D.C. 20515
202-225-3236

MEMBER:
BANKING AND CURRENCY
COMMITTEE

SUBCOMMITTEES:
HOUSING
CONSUMER AFFAIRS
INTERNATIONAL FINANCE, CHAIRMAN
SMALL BUSINESS

WHIP:
TEXAS DEMOCRATIC DELEGATION,
U.S. HOUSE OF REPRESENTATIVES

SEP 25 1974

Congress of the United States
House of Representatives
Washington, D.C. 20515

September 24, 1974

STAFF

GAIL J. BEAGLE
KELSAY R. MEEK
MRS. BONNIE CALDWELL
RAYMOND I. CANTU
ELLA M. WONG
LUCIA GONZALES
MRS. LORRAINE G. INMAN
MRS. EDDA C. GARZA
ARLETT L. HARTIE

HOME OFFICE:
203 FEDERAL BUILDING
SAN ANTONIO, TEXAS 78205
512-225-5511, EXT. 4389
OR 512-223-8851

MRS. LUZ G. TAMEZ
MRS. CORA FAYE CLAYTON
MRS. MARY JESSIE ROQUE

FILE REF.: F1

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

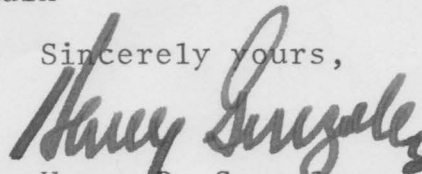
Dear Mr. De Baca:

May I convey my thanks to you for the duplicate
of the President's Proclamation of National
Hispanic Heritage Week which you so kindly sent me.

Also, may I extend a word of appreciation to the
President for his thoughtfulness.

With all my good wishes, I remain

Sincerely yours,



Henry B. Gonzalez
Member of Congress



THE WHITE HOUSE

WASHINGTON

July 8, 1975

MEMORANDUM FOR:

RONALD A. KIENLEN

FROM:

FEB
FERNANDO E. C. DE BACA

SUBJECT:

National Hispanic Heritage
Week Proclamation

Thank you for your helpful guidance with respect to the issuance of a National Hispanic Heritage Week Proclamation for the week of September 14-20, 1975.

As I mentioned during one brief telephone conversation, we would like to schedule a formal signing ceremony at the White House sometime during the first week of September and invite top Hispanic Administration appointees and Spanish speaking community leaders from throughout the country.

At least one major television network and several local affiliates have expressed an interest in providing TV coverage of the event. Additionally, several Cabinet departments and agencies, and universities and school districts have announced plans to hold Hispanic Heritage Week observances at local installations and school campuses in many parts of the country.

Since the State Department will be drafting the language for the Proclamation, we will be relying entirely on your good offices to let us know when the initial draft is completed. We would very much appreciate the opportunity to look over the draft and share our comments with you. In the meantime, if there is anything we can do to help or expedite this matter, please do not hesitate to call on us.

Again, mil gracias.



PHONE: 371-2165
ARMANDO LACASA
DIRECTOR

SABER, INC.
WORKING WITH SPANISH AMERICANS FOR SPANISH AMERICANS

953 S. W. 1st STREET
SUITE #2
MIAMI, FLORIDA 33130

SEP 23

September 20, 1974

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

Dear Fernando:

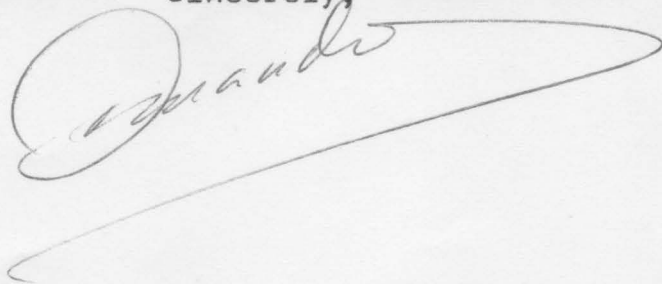
I would like to thank you very much for your hospitality during my recent visit to your offices.

You were indeed very helpful and I am very pleased to know that a person of your caliber is taking care of our affairs at the White House level.

Upon my return to Miami I found your letter of September 13, together with duplicate of the Proclamation signed by President Ford, for which I also thank you very kindly.

I am looking forward to continue our relationship and you can count on me to cooperate with you in any way I may be of service to you.

Sincerely,



cc/



THE WHITE HOUSE

WASHINGTON

July 8, 1975

MEMORANDUM FOR: RONALD A. KIENLEN
FROM: FERNANDO E. C. DE BACA
SUBJECT: National Hispanic Heritage
Week Proclamation

Thank you for your helpful guidance with respect to the issuance of a National Hispanic Heritage Week Proclamation for the week of September 14-20, 1975.

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Again, mil gracias.



THE WHITE HOUSE

WASHINGTON

July 8, 1975

MEMORANDUM FOR:

RONALD A. KIENLEN

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

National Hispanic Heritage
Week Proclamation

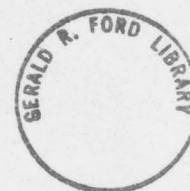
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Again, mil gracias.



THE WHITE HOUSE
NATIONAL HISPANIC HERITAGE WEEK

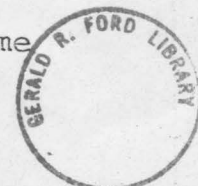
State
Dept. draft
1975

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

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. For it was the activity of military forces under the control of Spain which preserved and protected the Colonies' southern front and which 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 received the recognition it deserved in our history books. In life, however, the name Galvez has enjoyed commemoration through the Texas City we know as Galveston.



We can look forward endlessly to discovering other vital and useful contributions--past, present, and still to come--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.

NOW, THEREFORE, I, GERALD FORD, President of the United States of America, in accordance with a joint resolution of Congress approved September 17, 1968, do hereby proclaim the week beginning September 14, 1975, and ending September 20, 1975, as National Hispanic Heritage Week.

DEIS Y SEIS

Misa Del Obispo ... Patrick J. Flores 16 de Septiembre 1976

Entrada

Solo: El Angel del cielo Anuncio a Maria, que Dios la escogia, toda la tierra callaba porque mi Dios la escogia!

TODOS

Es mi Dios, mi Salvador, me salta el alma de gozo, es El Santo y Poderoso, ha hecho en mi maravillas por ser pequeña y sencilla!

2.

SOLO: Como lo tendré, si no estoy casada, y solo desposada con el Señor San Jose? Mas a mi Dios créere! El Angel Contesta; "No temas Maria, para Su venida te cubrirá con Su manto el Espiritu Santo."

3.

Solo: Se inclino la Virgen con Santo temor, en adoracion y respondio: "Que asi sea, segun el Señor lo Desea." Y el Verbo Divino encontro morada en Niña guardada entre todas las mujeres una sola Inmaculada!

KYRIE

Solo: Señor ten piedad, ten piedad de nosotros. (2 veces)

Todos: Señor Ten piedad, ten piedad de nosotros. (2 veces)

2.

Solo: Cristo ten piedad, ten piedad de nosotros.

Todos: Cristo Ten piedad, ten piedad de nosotros

Kyrie

SOLO: Cristo ten piedad,

TODOS: Ten piedad de nosotros!

3.

SOLO Señor ten piedad, ten piedad de nosotros! (2 veces)

Todos: Señor ten piedad, ten piedad de nosotros.

" G L O R I A "

SOLO Gloria a nuestro Dios en lo alto de los cielos y en la tierra paz a los por El amados!"

Todos

Gloria a nuestro Dios en lo alto de los cielos, y en la tierra paz a los por El amados.

SOLO

1. Señor Te alabamos, Señor Te bendecimos, todos Te adoramos, gracias por Tu inmensa gloria!

2. Tu eres el Cordero que quitas el pecado, ten piedad de nosotros y escucha nuestra oracion.

3. Tu solo eres santo, Tu solo Altisimo, con el Espiritu Santo en la Gloria de Dios Padre!

kelly AFB, Texas



PROCLAMACION EVANGELICA

SOLO: ALELUIA, ALELUIA, ALELUIA!

TODOS: Aleluia, Aleluia, Aleluia!

SOLO

1. La diestra del Señor ha hecho prodigios, la diestra del Señor me ha salvado!

2. Domina Cristo todo el universo, Cristo Señor reina en Su trono!

(SEGUNDA OPCION)

TODOS

Alelu, alelu, alelu, ALELUIA
gracias Señor. (2 veces)
Gracias Señor, Aleluia
Gracias Señor, Aleluia,
Gracias Señor, Aleluia,
Gracias Señor!

Alelu, alelu, alelu, Aleluia,
Resucito! (2 veces)
Resucito Aleluia,
Resucito Aleluia,
Resucito Aleluia
Cristo El Señor.

OFERTORIO

1. Viva la Virgen de Guadalupe
Que en nuestro pecho tiene su altar
y reine siempre triunfante Cristo
en nuestro pueblo noble y leal.

2.

Siempre Seremos tus fieles hijos
nuestra Abogada siempre seras,
y con tu ayuda perpetua siempre
derrotaremos a Satanás.

OFERTORIO

3. Siempre seremos tus fieles hijos
Nuestro Rey Siempre sera Jesus
Hoy te lo juran los hombres todos
arrodillados ante la cruz.

OFERTORIO # 2. "FLORES GUADALUPANAS"

1.

Me gusta cantarle al viento,
porque vuelan mis cantares,
llevandole a mi morena,
mis contento y pesares.
Por eso le canto a Ella
que es la Reina de las flores
La Virgen Guadalupana
la dueña de mis amores.

2.

Bendigame cada día,
esas tus manitas bellas
y cubreme con Tu manto
azulado y con estrellas.
En mis horas de tristeza
y en las que tiene la vida
a ti vuelo yo mis ojos,
Madrecita tan querida.

3.

Me gusta cantarle al viento
porque vuelan mis cantares
y digo lo que yo siento
por toditos los lugares.
Venimos desde muy lejos
a traerte nuestros dones
recibelos Virgencita
que son nuestros corazones.

4.

De Jerusalem la Gloria
De Israel la alegría.
La honra de nuestro pueblo
Eres tu Virgen Maria ! (2 vs)



S A N T O

TODOS: Santo, Santo, Santo, Señor
Dios de los ejércitos! (3Vs.)

Solo: Llenos estan los cielos y la
tierra de Tu Gloria!

Todos: Hosanna, hosanna, hosanna
en las alturas,
Hosanna, Hosanna
en las alturas.

Solo: Bendito el que viene en
nombre, en nombre del Señor!

Todos: Hosanna, hosanna, hosanna,
en las alturas!
Hosanna, hosanna,
en las Alturas!

P ADRE NUESTRO

Padre Nuestro que estas en el cielo
Santificado, santificado sea Tu hombre.

1.

Venga Tu Reino Señor, hagase tu Voluntad
En la tierra en el cielo, haremos Tu
Voluntad.

Padre Nuestro que estas en el cielo,
Santificado, santificado sea Tu nombre.

2.

Danos hoy nuestro pan, que día a día te
pedimos, y perdona mis ofensas, así yo
perdonare.

Padre Nuestro que estas en el cielo
Santificado, santificado sea Tu hombre.

3.

Dame tu ayuda, Señor, cuando estoy en
tentación y libera de mal, de todo mal.
Amen.

Padre Nuestro que estas en el cielo
Santificado, santificado sea Tu nombre.

CORDERO DE DIOS

Solo: Cordero de Dios
Todos: Cordero de Dios

Solo: Que quitas el pecado del
mundo, ten piedad de nosotros.
Todos: Ten Piedad de nosotros.
(2 veces los anterior)

Solo: Cordero de Dios
Todos: Cordero de Dios

Solo: Que quitas el pecado del
mundo, danos la paz.
TODOS: Danos la!

COMUNION: "LA CALZADA DE EMAUS"

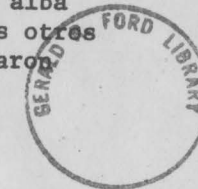
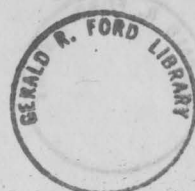
Solo I.

Me llevabas conversando me
dijiste buen amigo, y me detuve
asombrado a la vera del camino:
"no sabes lo que ha pasado, ayer
en Jerusalem, de Jesus de Nazareth
a quien clavarón en cruz? Por eso
me vuelvo triste a mi aldea de
Emaus."

CORO = TODOS
POR LA CALZADA DE EMAUS
UN PEREGRINO IBA CONMIGO
NO LE CONOCIA AL CAMINAR
AHORA SI, EN LA FRACCION DEL PAN.

SOLO 2.

Van tres días que se ha muerto
y se acabo mi esperanza,
dicen que algunas mujeres
al sepulcro fueron de alba
me dijeron que algunos otros
hoy tambien alla buscaron



solo 2
mas se acaba mi confianza
no encontraron a Jesus,
por eso me vuelvo triste
a mi aldea de Emaus.

Solo 3.
Que tardios corazones,
que ignorancia a los profetas
en la ley ya se anuncio
que el Mesias padeciera
y por llegar a su gloria
escogiera la prision.
En la tarde de aquel dia
yo senti que con Jesus
Nuestro corazon ardia
a la vista de Emaus!

Solo 4.
Hizo señas de seguir
mas alla de nuestra aldea,
tal la luz del sol poniente
parecio que se muriera
quedate forastero
ponte a la mesa y bendice
Y al desecho de tu luz,
en la bendicion del pan
mis ojos conoceran
al Amigo de Emaus.

CANTO FINAL

SOLO
Jerusalen esta en fiesta
canta la esposa del Rey,
alzan todos sus coronas
felices cantando al Rey.
Hoy Brillan sus cinco llagas
mas puras que el mismo sol
cantan de gozo los martires
por el triunfo del Señor.

Todos
Aleluia, aleluia, Cristo sube
a las alturas.
Aleluia, aleluia, el Señor
entra en su mansion.

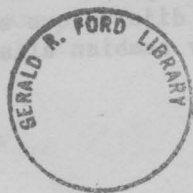
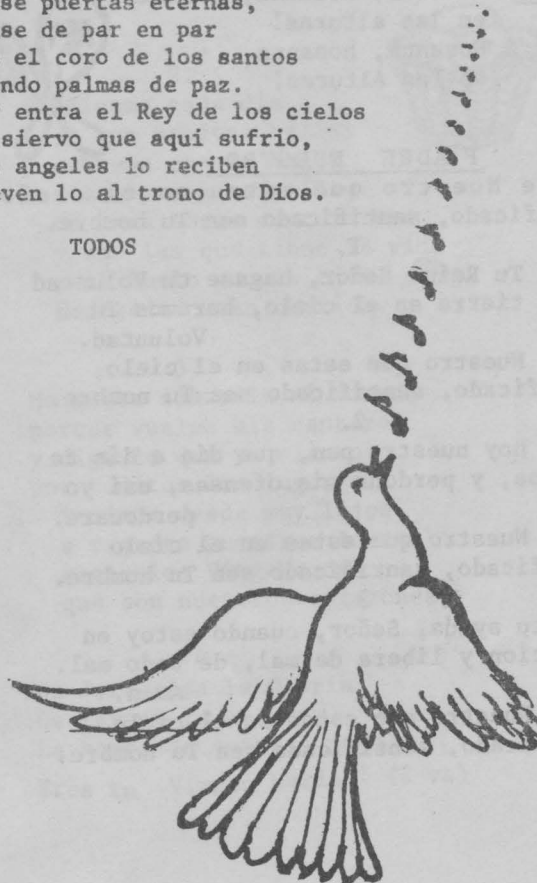
Solo
Abranse puertas eternas,
abranse de par en par
cante el coro de los santos
batiendo palmas de paz.
Hoy entra el Rey de los cielos
el siervo que aqui sufrio,
los angeles lo reciben
lleven lo al trono de Dios.

TODOS

Bishop Flores

*illiterate
welfare
drug addiction
1/3 world hungry
oppressed*

*where
why we
in Mexico
America &
the world
are not free.*



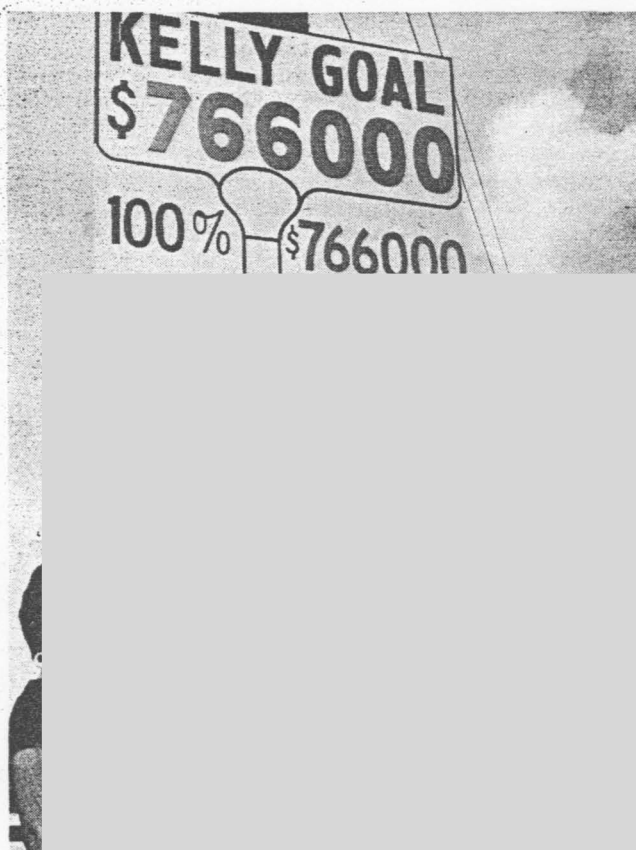


Kelly Observer

Vol. 10 San Antonio, Texas No. 50 September 25, 1975

Inside Observer

- Page 4 Big M man \$835 richer.
- Page 12 Flying high.
- Page 15 Col. Siderens new procurement director.
- Page 16 Are bright lights, warm offices needed?
- Page 19 Kelly's small business is tops.



President shows appreciation

President Ford has asked me to convey his warmest

Temperature's rising

Toni Duarte, secretary in Base Civil Engineer, calls attention to progress of the Base Combined Federal Campaign. As of Sept. 19, \$527,222 has been pledged which represents 68.8 per cent of the Kelly goal. (USAF Photo by Sammy Perales)

for all of you, and it is to you, General Kelly, and all personnel at the logistics center, who are celebrating that I send my own warm wishes and congratulations along with the President's.

Sincerely,

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





Mexican-American Profiles

He develops manpower models

Nestor Trevino Jr. is a GS-12 management analyst for the AFLC Management Engineering Team.

In that capacity his objective is to develop manpower models for Air Force use through application of the

Nestor Trevino than 300 Kelly employees.

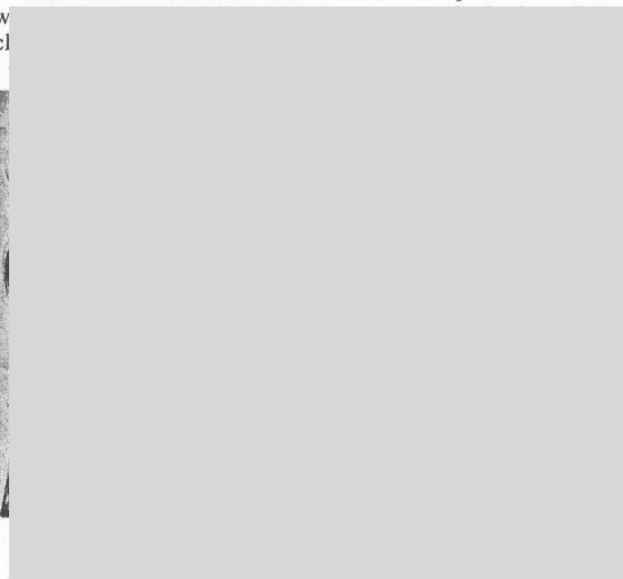
Kelly Observer

TV personality works in OI

A familiar face to viewers of KWEX-TV channel 41 belongs to Anna Marie Leal-Guzman.

Mrs. Leal-Guzman is the hostess and producer of a

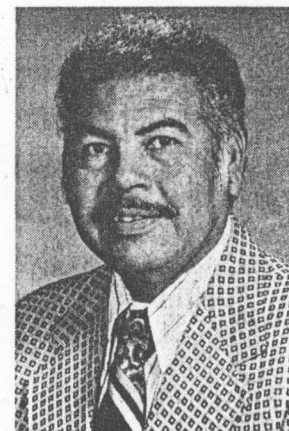
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**USAF
Photos by
Jesse
Estrada**

International Guild of Accredited Interior Designers and professionally she is an interior designer.

She has served as both mistress of ceremony and commentator at numerous civic and social events.



Olegario Tijerina

Education helped contribute to Vidal's success

Rudy Vidal has a personal success story.

Today he is a production management specialist of the Interceptor/Tactical/Trainer Aircraft SM Division in the Materiel Management Directorate.

But he started his Kelly

October 9, 1975

Religion is important to analyst



ver

October 9, 1975

Know your EEO officer

San Antonio native

Joel G. Pacheco Jr. is the Equal



Joel G. Pacheco Jr.





October 2, 1975

Moreno works as quality chief

Julius Moreno began his work at Kelly in 1958 when he was an industrial engineer and since then has

\$1.1 million in 1970. Among his many firsts is his serving as the first chairman of the AFLC

Rodriguez quality education's friend

Demetrio P. Rodriguez has been a sheet metal worker for 23 years at Kelly.

But his fame comes from the controversial Rodriguez vs School Financing case in San Antonio.

It wasn't until his son, David, transferred from parochial school to Edgewood Junior High School that Rodriguez

between districts in the Texas public school system. He then decided to do something to correct the situation and was the first to sign the suit against the State of Texas in June 1968.

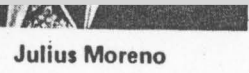
The case remained in the courts five years, during which time it served as an eye-opener for

Kelly Observer

Mexican-American Profiles

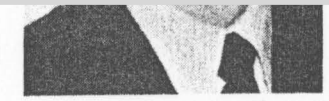
Camacho holds top engine grade

standardization program resulted in AFLC's saving



Julius Moreno

2954th man wins base table crown



Carlos Camacho

engine helper. He is currently a WS-14. Camacho is a graduate of Sidney Lanier High School. He and his wife, Anita, have four sons.



Kelly Observer

October 9, 1975

Reflections on Hispanic Week

HENRY WAS
YOUR REPLACEMENT & A
VERY GOOD ONE



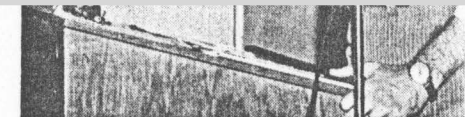
Women's Day

On Women's Day during Kelly AFB's celebration of National Hispanic Heritage Week, these two Mexican-American women spoke. They are Dr. Blandina (Bambi) Cardenas, left, director of Management of Innovation and Multiculture Center in San Antonio, and Gloria I. Gamez, director of the Office of Education for Bilingual/Bicultural Programs, Austin.



Merienda participants

Kicking off activities of National Hispanic Week at Kelly was a merienda with Maj. Gen. John R. Kelly Jr., left, SA/ALC commander. With him were Mary Espiritu, member of the National Hispanic Committee, Bexar County Commissioner Albert Bustamante, Mary Alice Castro, secretary of the local Hispanic Committee, Brig. Gen. B.D.G. Flores, assistant adjutant general of the Texas Air National Guard, and Samuel Idrogo, chairman of the local committee.



Enthusiastic councilman

Dr. Henry Cisneros, San Antonio city councilman, also spoke on the base during Hispanic Week activities. (USAF Photos by Sammy Perales)



Kelly AFB celebrates National Hispanic Heritage Week

By Frank Valdez

National Hispanic Heritage Week, proclaimed by President Ford for Sept. 14-20, will be highlighted at the SA/ALC with a series of events beginning with

for Mexican-American Affairs, and Henry Guerra, newscaster and chairman of the Mexican-American Friendship Committee.

Operations.

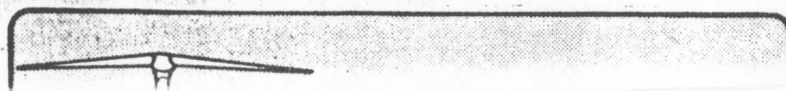
On National Speaker's Day a well-known Mexican-American will speak from 11:45 a.m. to 12:45 p.m. at the

to 12:45 p.m.

The theme for Friday evening's entertainment, scheduled from 6 p.m. to 1 a.m. at Base Operations Bldg. 1610,

Special!!!

Hispanic Week Section See Pg. 11



Kelly salutes National Hispanic Week

National Hispanic Heritage Week will be observed Sept. 14-20 throughout the Nation "to honor a people who have, by their actions and deeds, enriched the quality of American life."

Texas? To Mexican-Americans in Texas celebrating Sept. 14-20 has been a tradition of historic significance.

Diez y Seis is one of the most important events in Texas history because it marks the beginning of the total move toward freedom which was to affect the present Southwestern United States, according to Ramon Sanchez, founder of the Gutierrez de Lara Historical Society.

Hispanic Week traveling exhibits displayed on base

Two traveling exhibits dealing with Mexican-American

Seis.

School named for Rodriguez

Prominent speakers, a flag-raising ceremony and the premiere of a new school song will mark the official dedication Tuesday morning of the newly named Cleto Rodriguez Elementary School. Folk dancing and mariachi music will round out the event which coincides with the Diez y Seis observance of Mexico's independence.

The 9:30 a.m. dedication, an outdoor event in front of the school at 3626 Durango St., will be conducted by students, according to principal Ruben Sierra. The school's namesake, Cleto L. Rodriguez, World War II hero, will be present to acknowledge the honor.

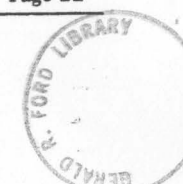
Among dignitaries to attend will be Maj. Gen. John R. Kelly, Jr., SA/ALC commander, who will present one of the keynote speeches, and State Rep. R.L. (Bob) Vale, who will read a proclamation citing Rodriguez's heroic

in Diez y Seis

Tuesday 8 a.m. -4 p.m. Comptroller
Wednesday 8-9 a.m. Maintenance

Bldg. 1623
Bldg. 375

a name change in honor of Rodriguez.
Also named for Rodriguez are an Army rifle range



in Drez y Seis

downtown parade

Kelly AFB is not only celebrating National His- reads in Spanish "Kelly AFB celebrates the Inde-

Tuesday 8 a.m. -4 p.m. Comptroller Bldg. 1623
Wednesday 8-9 a.m. Maintenance Bldg. 375
9:15-10:15 a.m. Bldg. 361,363,365
10:30-11:30 a.m. Bldg. 329, 341, 344, 347
11:45 a.m.-12:45 p.m. Bldg. 324, 326, 258, 259
1-2 p.m. Bldg. 308, 323

Also named for Rodriguez are an Army rifle range in Ohio, a small forest outside of Washington, D.C., and a street in Rodriguez's native San Marcos. Rodriguez is married with two sons and two daughters. Rodriguez is a San Marcos native who attended Ivan-

Simone C. Vargas, Mar-
ilyn K. Pfeiffer, Irma Gar-
cia and 2nd Lt. Marta Corda.

Kelly's court will wear a
charro queen costume.

The Kelly float, with a
scroll at the front which

The parade is at 10:30
a.m. Saturday.

NATIONAL HISPANIC HERITAGE WEEK SEPT 14-20

President Ford in establishing

National Hispanic Heritage Week

joined the Union State Bank and it's officers and directors in
recognizing the tremendous contribution of Americans of

Mexican descent to the
culture and economy
of San Antonio and
South Texas.



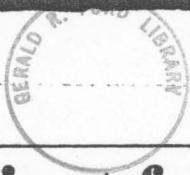
Union State Bank

3570 S. W. Military Drive • 78211

923-3451

Member FDIC





She's a first for women in Spanish programs

By Mary Espiritu

A former Kelly employe with a Hispanic heritage has made it big nationally as a representative of the Spanish-speaking population.

of Arts degree.

She has been actively involved in the movement to improve employment, schooling and housing of the Spanish-



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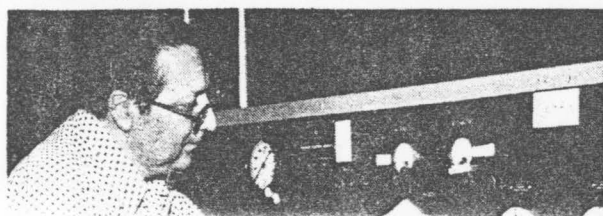
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Sanchez named top employe

Meliton D. Sanchez has been honored as Employee of the Month in the Maintenance Auxiliary Power and Engine Related Components Division.

Sanchez, an electrical-equipment and fluid systems components repairer in the hydraulics and bearing shop of Bldg. 375, earned the title for new and im-

proved work methods in the



Former Kellyite

Evangeline (Vangie) Elizondo is greeted by Gen. John R. Kelly Jr., SA/ALC commander, on her return visit to the base. She formerly worked in the Social Actions Office here and now is the national coordinator for the Spanish-speaking program of the U. S. Customs Service, Department of the Treasury.

Madrid chairs UW division

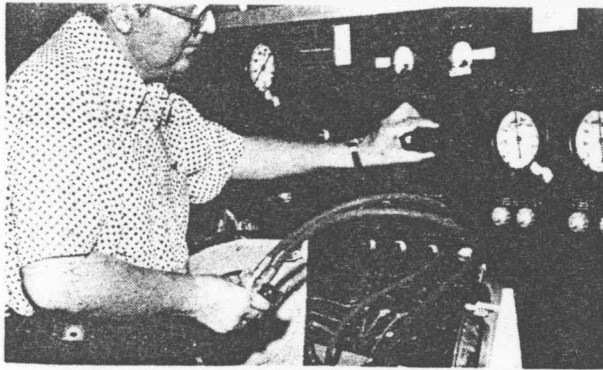
Sam Madrid, chief of Aerospace Ground Equipment Division, Maintenance, is observing the 1976 Combined Federal Campaign with a special interest in hopes that a large per cent of the United Way goal will come from the CFC at Kelly.

The SA/ALC's goal this year is \$766,000.

As chairman of the 30-member Plan-

in assuring the efficient use of contributor's dollars. The 30-member Planning Division, which he chairs, does this by conducting evaluations of the service programs of United Way member agencies. The division also acts as a sounding board for community service needs.

Madrid has also served as chairman of the Budgets and Admissions Committee, chairman of the Agencies Oversight



Switch tester

Meliton D. Sanchez tests a switch for the J-79 engine utilizing electrical test equipment set-up he fabricated. Sanchez fabricates all types of electrical and pneumatic set-ups required to test electrical and pneumatic components. (USAF Photo by Sammy Perales)

the proper overhaul procedure of various switches and valves overhauled by his activity."

with inflation and this figure does not call for an expansion of services. It simply maintains the level of services. Madrid pointed out that to expand services significantly would require

spurring him on toward higher education.

Madrid, also on the Executive Board of United Way, plays a significant part

Sam Madrid

Congratulations to Maj. Gen. Kelly and his staff

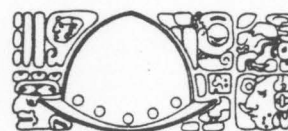
for their recognition of "National Hispanic Heritage Week". This week, corresponding with San Antonio's annual "Diez y Seis" activities, will effectively honor the impact of the 10,000 hispanic employees at Kelly Air Force Base.



Frost Bank

One of the FrostBank Corporation family of banks.
Frost National Bank, P.O. Box 1600, 100 West Houston St.
San Antonio, Texas 78296. Member F.D.I.C.

Educator to participate in week's activities



Dr. Joe Cardenas, an educator, lecturer and author, will speak at the Kelly NCO Club from 11:45 a.m. to 12:45 p.m. Monday.

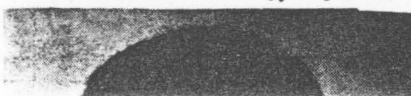
Dr. Cardenas, executive director of the Intercultural Development Assn. will be among other speakers highlighting National Hispanic Week at SA/ALC. His topic will be "Education and Finance."



Dr. Jose Cardenas

Almaraz to speak on 'Our Heritage'

Dr. Felix D. Almaraz Jr., associate professor of history in the Division of Social Sciences at the University of Texas in San Antonio, will speak on "Our Heritage" as part of Hispanic Week activities Thursday, Sept. 18.



Dr. Cardenas served as superintendent of the Edinburg Independent School District.



Dr. Almaraz will be heard at the NCO Club from 11:45 a.m. to 12:45 p.m.

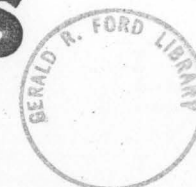
The speaker has been an historical information analyst for the U.S. Atomic Energy Commission, and held associate, assistant and visiting professorships at St. Mary's University, Pan American University at Edinburg and the University of Texas at Austin.

His teaching fields include Texas his-

Hispanic events

Sunday

Merienda with
Gen. John R. Kelly Jr.



Time: 2:30-3:30 p.m.

Place: Kelly AFB Officers Club

Activities: General Kelly, SA/ALC commander, will kick-off the base's participation in National Hispanic Week by giving the welcoming address and reading the proclamation from President Ford naming the special week. Proclamations from Bexar County and the City of San Antonio will be read by local officials.

The program will also include mariachis and Spanish dancers.

Monday

Education Day

Speaker: Dr. Jose Cardenas, executive director of Intercultural Development Association

Time: 11:45 a.m. to 12:45 p.m.

Place: Kelly NCO Club

Topic: "Education and Finance"

Tuesday

Religion Day

Activity: Mariachi Mass

Time: 11:45 a.m. to 12:45 p.m.

Place: Base Operations

Celebrants: Bishop R. J. ...

Texas in San Antonio, will speak on "Our Heritage" as part of Hispanic Week activities Thursday, Sept. 18.



Dr. Felix D. Almaraz Jr.

The speaker has been an historical information analyst for the U.S. Atomic

Time: 11:45 a.m. to 12:45 p.m.

Place: Base Operations

Celebrant: Bishop Patrick Flores

Wednesday

National Speaker Day

Speaker: A nationally known personality

Time: 11:45 a.m. to 12:45 p.m.

Place: Base Theater



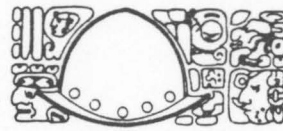
The newly established "National Hispanic Heritage Week" when added to San Antonio's annual "Diez y Seis" celebration fills the week of September 14-20 to our favor. Kelly AFB is to be commended for its organization of week long programs & masses to highlight the impact of the ten thousand hispanic Kellyites on the productivity of this great installation

Proudly Presented By...

**Handy
Andy**

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Week schedule



Thursday Heritage Day

Speaker: Dr. Felix D. Almaraz Jr., associate professor of history, Division of Social Sciences, The University of Texas at San Antonio

Time: 11:45 a.m. to 12:45 p.m.

Place: Kelly NCO Club

Topic: "Our Heritage"

Friday Women's Day

Speaker: Dr. Blandina (Bambi) Cardenas, director of Management of Innovation and Multiculture Center, San Antonio

Time: 11:45 a.m. to 12:45 p.m.

Place: Kelly Officers Club

Topic: "A Look Into the Future of Bilingual/Bicultural Progress"

Speaker: Gloria I. Gamez, director of the Office of Education for Bilingual/Bicultural Programs, Austin

Time: 11:45 a.m. to 12:45 p.m.

Place: Kelly Officers Club

Topic: "Questions We Have on Bilingual/Bicultural Education But Were Afraid to Ask"

Evening Entertainment Program

Place: Hangar 1610

Religion Day has Mariachi Mass



Bishop Patrick Fernandez Flores will celebrate a mariachi Mass at 11:45 a.m. Tuesday in the Base Operations as part of...

ligious committees in the diocese.

March 18, 1970, Father Flores was appointed titular bishop of Belluno, Italy.

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ment for almost nine years. In addition, he served as diocesan director of the Christian Family Movement, and as diocesan director of the Bishop's Committee for the Spanish-speaking. He served in many diocesan, civic and re-

Bishop Patrick Flores

Idrogo heads group

Samuel Idrogo heads the steering committee at Kelly for National Hispanic Week activities kicking off Sunday.

Idrogo heads the Quality and Reliability Assurance Division in Materiel Management. The division is responsible for providing specialized services to Materiel Management.



Program

Place: Hangar 1610

6-7 p.m. Mariachis

7-7:30 p.m. Mexican Folk Dancing

7:30-8:30 p.m. Dance with Fred Zimmerle and Band

8:30-9:15 p.m. Mexican Folk Dancing

9:15-9:30 p.m. Introduction of Personalities

Henry Guerra, master of ceremonies

General Kelly, SA/ALC commander

Henry B. Gonzalez, U. S. representative

Sam Indrogo, chairman of Kelly's Hispanic Week Committee

9:30 p.m.-1 a.m. Dance with Paul Elizondo and Orchestra

day.

Idrogo heads the Quality and Reli-



Samuel Idrogo

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ THIS PAGE PROUDLY SPONSORED BY GOVERNMENT EMPLOYEES CREDIT UNION ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

We at GECU salute Major General John Kelly and his staff in the recognition of "Diez y Seis" and National Hispanic Heritage Week Sept. 14-20th. Most of the ten thousand Americans of Mexican descent employed at Kelly are members of Government Employers Credit Union and have contributed tremendously to the current high level of efficiency to which Kelly AFB is recognized.



**GOVERNMENT
EMPLOYEES
CREDIT UNION
OF SAN ANTONIO**

Your Money Store



Sec. 12. (a) Section 3 of the Organic Act of Guam (64 Stat. 384; 48 U.S.C. 1421a), as amended,³⁶ is further amended by deleting all after the words "Federal Government" and inserting in lieu thereof the words "in all matters not the program responsibility of another Federal department or agency, shall be under the general administrative supervision of the Secretary of the Interior."

(b) Section 28(c) of the Organic Act of Guam (64 Stat. 384, 392; 48 U.S.C. 1421f(c)), as amended,³⁷ is amended by deleting the words "head of the department or agency designated by the President under section 3 of this Act," by deleting from the proviso the words "head of such department or agency," and by substituting in each such instance the words "Secretary of the Interior".

Sec. 13. Those provisions necessary to authorize the holding of an election for Governor and Lieutenant Governor on November 3, 1970, shall be effective on January 1, 1970. All other provisions of this Act, unless otherwise expressly provided herein, shall be effective January 4, 1971.

Sec. 14. This Act may be cited as the "Guam Elective Governor Act."

Approved September 11, 1968.

NATIONAL HISPANIC HERITAGE WEEK

PUBLIC LAW 90-498; 82 STAT. 848

[H. J. Res. 1299]

Joint Resolution authorizing the President to proclaim annually the week including September 15 and 16 as "National Hispanic Heritage Week".

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That:

The President is hereby authorized and requested to issue annually a proclamation designating the week including September 15 and 16 as "National Hispanic Heritage Week" and calling upon the people of the United States, especially the educational community, to observe such week with appropriate ceremonies and activities.

Approved September 17, 1968.

NATIONAL FAMILY HEALTH WEEK

PUBLIC LAW 90-499; 82 STAT. 848

[H. J. Res. 1404]

Joint Resolution authorizing and requesting the President to proclaim the week of November 17 through 23, 1968, as "National Family Health Week".

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That:

The President is authorized and requested to officially proclaim the week of November 17 through 23, 1968, as "National Family

36. 48 U.S.C.A. § 1421a.
37. 48 U.S.C.A. § 1421f(c).



NATIONAL HISPANIC HERITAGE WEEK, 1974

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

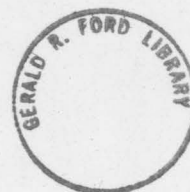
A PROCLAMATION

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 has been a consistent and vital influence in our country's cultural growth.

More than ten million Americans of Hispanic origin today add meaningfully to our national diversity, enriching the quality of our daily lives. In recognizing these contributions, we encourage these Americans to continue to make available to their fellows the fruits of the Hispanic heritage and rich culture.

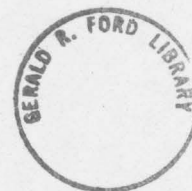
To acknowledge these important contributions, the Congress by a joint resolution approved September 17, 1968, requested the President to issue annually a proclamation designating the week which includes September 15 and 16 as National Hispanic Heritage Week.

Gerald R. Ford
NOW, THEREFORE, I, ~~RICHARD NIXON~~, 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 educational community to



observe that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand
this day of , 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.



REMARKS OF THE PRESIDENT
ON SIGNING A PROCLAMATION
ON
NATIONAL HISPANIC HERITAGE WEEK, 1974

THE CABINET ROOM

Let me sign this Declaration or Proclamation and then I will make sure that you all get a pen, Joe.

In 1968 the Congress passed a resolution which provided for the recognition of Hispanic Americans, that we should have a week once a year where their contribution to the American society would be fully appreciated and totally recognized.

This week begins on September 10th and runs through the 17th and this Proclamation is predicated on that resolution which was approved six years ago.

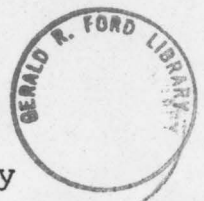
It is a pleasure for me to be in the company of the Members of Congress who are here and I understand that Congressman Manuel Lujan is flying in from New Mexico but will be a few minutes late, but will be joining us shortly.

In the group here are some leaders of the Spanish-speaking Americans who will be here to give me the benefit of their observations and comments and recommendations as to how we can very appropriately and properly recognize the many, many contributions that have been made from the very beginning of our Nation's history to the great accomplishments of America.

I think history shows that before Plymouth Rock there were Spanish-speaking individuals who had made settlements in not only Florida, but New Mexico and Puerto Rico and possibly California, I am not sure.

I think it illustrates the fact that Spanish-speaking Americans were in the very vanguard of the settlement of this new world and they have contributed significantly with their deep religious conviction. They have contributed unbelievably to a better America by their dedication to an outstanding family life.

We believe in this Administration, as others have, that this important growing part of our American population should be recognized for what they can do for all of us and for what they have done for America over the 200 years, nearly, of our Nation's history.



So, without any fanfare, I will undertake this. I have learned how, Ed, to do this with a few letters instead of doing it with one pen.

END



50
201-2900

presidential documents

Title 3—The President

PROCLAMATION 4310

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

[FR Doc. 74-20737 Filed 9-4-74; 2:58 pm]

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1974

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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.

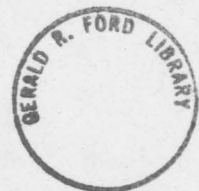
NOW, THEREFORE, I, Gerald R. Ford, President of the United States of America, do hereby proclaim the week beginning September 10, 1974, and ending September 16, 1974, as National Hispanic Heritage Week. I call upon all the people of the United States, especially the education community and those organizations 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

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MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 9, 1974

MEMORANDUM FOR:

MARGUERITE MCAULIFFE

FROM:

FERNANDO E.C. DE BACA

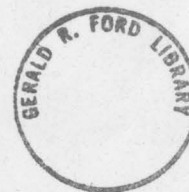
SUBJECT:

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



SEPTEMBER 7, 1973

Office of the White House Press Secretary

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1973

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

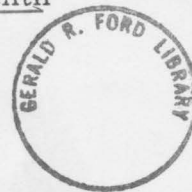
A PROCLAMATION

As America's bicentennial celebration draws near, it is particularly fitting that we pay tribute to the different ethnic groups that have worked together to build our Nation. Americans of Hispanic origin have played an instrumental role in our country's history since the days when America was first opened by European explorers, and the lives of all Americans have been enriched by the lasting and diverse contributions of Hispanic culture.

In the fields as varied as music, architecture, language, education, politics, medicine, literature, industry and religion, Hispanic Americans have contributed wisdom, beauty and spiritual strength. American life today would be infinitely poorer without these contributions. With them, Americans continue to work toward the realization of a dream that is as old as the earliest Spanish explorers -- the dream of a new world on a new Continent -- a world in which men can reach new heights of freedom and achievement.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, do hereby proclaim the week beginning September 10, 1973, and ending September 16, 1973, as National Hispanic Heritage Week. I call upon all Americans, particularly those in the field of education, to observe that week with appropriate ceremonies and activities, and I urge all Americans to extend a cordial welcome to the recently arrived immigrants and visitors among us who represent the rich heritage of Hispanic lands.

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



RICHARD NIXON

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FOR IMMEDIATE RELEASE

SEPTEMBER 7 1972

Office of the White House Press Secretary

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1972

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

As we approach the bicentennial of the founding of the United States of America and consider the elements of our national life, the contributions of men and women of Hispanic origin stand out among those which have enriched our heritage and made our land the great country it is today.

Americans of Hispanic origin or descent have enriched the culture of both this Nation and the world -- as scientists, as statesmen, as artists, as soldiers, as labor leaders, as bankers, and as humble workers. Throughout our history they have helped to build America. We take special pride in the talented men and women of Hispanic origin who today serve in our government.

To acknowledge these important contributions, the Congress by a joint resolution approved September 17, 1968, requested the President to issue annually a proclamation designating the week which includes September 15 and 16 as National Hispanic Heritage Week. It is for me a welcome privilege to pay homage to Americans of Spanish origin, for in honoring them we honor our Nation's vigorous diversity.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, do hereby proclaim the week beginning September 10, 1972, and ending September 16, 1972, as National Hispanic Heritage Week. I call upon all 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 seventh day of September, in the year of our Lord nineteen hundred seventy-two, and of the Independence of the United States of America the one hundred ninety-seventh.

RICHARD NIXON

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September 13, 1971

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1971

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

From the earliest explorations of the New World, men and women of Hispanic origin and descent have contributed significantly to the development of our American nationality. The geographic names of our country fully attest to that contribution. In fact, the oldest city in the United States, St. Augustine, Florida, was founded by Spanish explorers in 1565 -- 406 years ago. Amerigo Vespucci, the man whose name graces our land, came to this hemisphere on a Spanish ship.

Our Hispanic heritage touches our everyday lives as well -- our music, our architecture, our currency, and our cuisine. The voyages of Spanish explorers to the New World are a common starting point for the study of American history in our schools. Americans of Hispanic origin and descent have served our country with distinction throughout our State, local, and national governments -- and continue to do so today.

In the past, men and women of Hispanic origin and descent helped to discover, develop, and people this land. We are fortunate that today they are our own people.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, in accordance with a joint resolution of Congress approved September 17, 1968, do hereby proclaim the week beginning September 12, 1971, and ending September 18, 1971, 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 which call attention to the richness of our Hispanic heritage and the contributions to our diverse society by our citizens of Hispanic origin.

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

RICHARD NIXON

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AUGUST , 1970

Office of the White House Press Secretary
(San Clemente, California)

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1970

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

For more than two centuries Americans have taken great pride in the contributions which men and women of Hispanic origin have made to the development of the United States.

The careful work of early Spanish explorers, teachers, and agriculturalists built a solid and graceful foundation for progress in many parts of our country, and their legacy is one of gentility and art. The striking churches and homes they built long ago are monuments to their vision; the lovely Hispanic names they gave to the lands they explored and tilled are epitaphs of their taste. More recent generations have helped to give new dimensions and fresh vitality to our music, our literature, and our food, and have brought a particular warmth and openness to our spiritual values and to our style of living.

In recognition of these gifts to our national life, the Congress requested in 1968 that the President designate a week to include September 15 and 16 as National Hispanic Heritage Week.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, do hereby proclaim the week beginning September 13, 1970, as National Hispanic Heritage Week. I call upon all Americans, particularly those in the field of education, to observe that week with appropriate ceremonies and activities, and I hope that the week will encourage many Americans to extend a cordial welcome to the recently arrived immigrants and visitors among us who represent the rich heritage of Hispanic lands.

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

/s/ RICHARD NIXON

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SEPTEMBER 12, 1969

OFFICE OF THE WHITE HOUSE PRESS SECRETARY

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1969

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

One of America's great strengths is her diversity. A wide variety of peoples have made contributions to our nation; each has added its own strength and charm to American life, and each provides an ongoing link between our culture and those of other countries around the world.

The Hispanic culture is one to which this nation is particularly indebted. Men of Hispanic origin were among the first Europeans to explore this hemisphere. For four centuries men and women of Hispanic descent have provided distinguished leadership in our country and in other New World countries, both in government and in other walks of life.

Today the people of the United States are reminded of this rich heritage in many ways. Millions of our citizens speak Spanish, and Hispanic names and traditions grace many parts of our landscape, including both the town where I was born and the place where I am making my new home.

This country's Hispanic heritage is particularly important because it reminds us of the great traditions we share with our neighbors in Latin America. <In fact, when the Congress, just a year ago, requested the President to issue annually a proclamation setting aside one week as Hispanic Heritage Week, it designated the week which includes the dates of September 15th and 16th, when five Central American nations and the Republic of Mexico celebrate their Independence Days.>

The Hispanic culture is one of depth, excitement, and beauty. It has crossed borders and mountains and oceans, and has made its influence felt in all parts of the globe. In honoring it, we give strength to that international understanding which is indispensable to world order.

NOW, THEREFORE, I, RICHARD NIXON, President of the United States of America, do hereby proclaim the week beginning September 14, 1969, as National Hispanic Heritage Week. I call upon all of the people of the United States, and especially the educational community, to observe that week with appropriate ceremonies and activities.

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

RICHARD NIXON

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SOME HIGHLIGHTS OF ACTIVITIES
of the
NATIONAL CONGRESS OF HISPANIC AMERICAN CITIZENS

1. Voting rights act/expanded coverage to include Mexican-Americans and other Spanish origin groups.
2. Analysis of the Financial Institutions Act of 1975.
3. Creation of jobs for the unemployed.
4.
 - a. A tax cut primarily for low and middle-income taxpayers to stimulate the economy through added purchasing power.
 - b. The reduction of interest rates and allocation of credit for high-priority social and economic activities.
 - c. The protection of jobs from unfair foreign competition.
 - d. Assistance to the unemployed to minimize their hardships.
 - e. 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.

El Congreso is an effective delivery system providing an essential and unequalled service for Spanish-speaking people. Its valuable contribution is made possible by membership contributions and support.

by Daniel Archuleta

APR 4 1975 -3

THE WHITE HOUSE
WASHINGTON

March 6, 1975

MEMORANDUM FOR HEADS OF DEPARTMENTS AND AGENCIES

Chairman Hampton of the Civil Service Commission recently reported to me on progress to assure equal opportunity in Federal employment. I have also reviewed the most recent statistics on the employment of minorities and women in the Federal Government.

Minorities and women have demonstrated their ability to compete successfully under merit principles. Over one-fifth of the jobs in Government agencies are held by Blacks, Spanish-speaking Americans, American Indians and Asian Americans. Nearly one-third of all Federal employees are women.

While I am encouraged by these figures, our efforts must continue. For example, within the general schedule and similar grade groupings, minorities represent only 5.2% and women only 4.5% of Federal employees at GS 13 and above. I therefore want you to know how I view equal employment opportunity. I urge you to provide strong leadership in your own organization.

Our Nation's strength is based upon the concept of equal opportunity for all our citizens. Decisions motivated by factors not related to the requirements of a job have no place in the employment system of any employer and particularly the Federal Government.

But more is required than non-discrimination and prohibition of discriminatory practices. What is needed are strong affirmative actions to assure that all persons have an opportunity to compete on a fair and equal basis for employment and advancement in the Federal Government. Affirmative action includes recruitment activities designed to





FOR IMMEDIATE RELEASE

Contact: Sandra Wingfield or Andrew Bergstein
686-4050

September 2, 1975

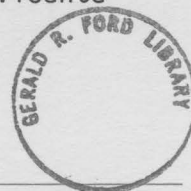
"VISTAS" FESTIVE CELEBRATION OF SPANISH HERITAGE WEEK, ON LOCATION AT
"LOS GITANOS," AIRS ON WRC-TV4 SUNDAY, SEPT. 14TH, 6:00 - 6:30 PM.

"VISTAS" celebrates Spanish Heritage Week and focuses on Hispanic contributions as they should be honored during the Bicentennial, in a SPECIAL FEATURE presented on WRC-TV4, Sunday, Sept. 14th, 6:00 - 6:30 pm.

This "VISTAS" Special presentation was originally presented July 26th on WRC-TV4 and is being repeated as a salute to National Spanish Heritage Week.

Filmed on location at Washington's Los Gitanos Restaurant, "VISTAS'" salute to Spanish Heritage Week will be presented in a festive atmosphere as flamenco performers appear before an audience of local community leaders and members of Washington's diplomatic corps.

Los Gitanos' flamenco performers entertain and the WRC-TV4 Minicam captures highlights of the table conversations. Ways to commemorate Hispanic contributions to the development of the Nation and the status of Washington's Hispanic community today are among the topics. Featured among the audience are Venezuelan Ambassador Jose M. Machin, D. C. City Councilman Dave Clark, Special Assistant to President Ford Fernando de Baca, Barbara Gordon, a member of the D. C. Bicentennial Commission, Mariano Sanchez, correspondent for "Voice of America," Jose Gomez-Sicre, Director of the Organization of American States' Visual Arts Division and Vicente Guerra, Director of Cultural Activities, D. C. Department of Recreation.



-more-

WRC TV 4 4001 NEBRASKA AVE., NW, WASHINGTON, D.C. 20016 (202) 686-4050

"VISTAS" - Spanish Heritage Week Show

Add one

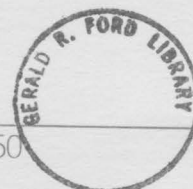
Presidential Assistant de Baca details Administration attempts to relate to the Hispanic community while Councilman Dave Clark discusses housing and other problems facing the Hispanic community of the Adams-Morgan area within Ward One.

V. O. A.'s Mariano Sanchez narrates a short historic segment as "VISTAS," the regular bilingual feature of WRC-TV4, "Salutes Spanish Heritage Week" with moderator Josephine Ades and Los Gitanos' proprietors Antonio and Regina Espina Vega.

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4001 NEBRASKA AVE., N.W. WASHINGTON, D.C. 20016 (202) 686-4050







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DRAFT OF HISPANIC PROCLAMATION

As we celebrate the Bicentennial of our nation's independence, all Americans must recognize that the Hispanic-American roots of our national heritage were already flourishing at the time of the signing of the Declaration of Independence.

In the West and Southwest of what is now the United States, there had been created an extensive network of agricultural, educational and religious communities. This magnificent civilization gradually became an integral part of the emerging United States. The descendants of these pioneers of Hispanic origin are now a vital and energetic part of our nation's human resource.

Often this important part of our national heritage has been forgotten. Often the descendants of these early Americans have been forgotten. It is essential that the Hispanic-American tradition of our history and the contributions of their descendants be fully recognized and honored.

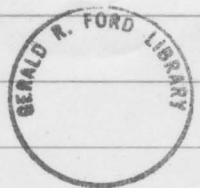


HISPANIC PROCLAMATION

As we celebrate the Bicentennial of our nation's independence all Americans must recognize that the Hispanic American roots of our national heritage were already flourishing at the time of the signing of the Declaration of Independence.

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Often this important part of our national heritage has been forgotten. Often the descendants of these early Americans have been forgotten. It is essential that the Hispanic-American tradition of our history and the contributions of their descendants be fully recognized and honored.



COPY OF MEMORANDUM SENT TO MR. WILLIAM J. BAROODY, JR.
July 8, 1975
FROM Mr. Fernando E. C. De Baca, Office of Hispanic Affairs
SUBJECT: National Hispanic Heritage Week.

As you are probably aware, all Presidents beginning with Lyndon Johnson in 1968 have issued annual proclamations declaring the week of September 16 as National Hispanic Heritage Week pursuant to Joint Resolution 1299 dated September 17, 1968.

President Ford on September 3, 1974, you will recall, signed such a proclamation in a ceremony at the White House (Cabinet Room). Present at the ceremony as guests of the President were Senator Montoya and five of the six Hispanic Members of Congress (Lujan, Roybal, Benitez, Badillo and de la Garza). Also present were the top 14 Hispanic appointees of the Administration. Despite a White House press briefing following the event and a follow up news release, very little publicity was accorded the event by the press and almost no radio and television coverage was experienced.

This year we hope to change all that. A special ad-hoc Hispanic Heritage Week advisory committee has been formed on the initiative of various Spanish speaking community leaders. As a result, several Federal departments and agencies and universities and school districts have announced plans to hold special Hispanic Heritage Week observances. Public celebrations are also planned in Los Angeles, San Francisco, San Diego, Dallas, Albuquerque, El Paso, New York, Miami, Chicago, Phoenix and in other parts of the country. In addition, at least one major television network (NBC) and several local network affiliates have expressed an interest in covering the event.

Since the time for issuance of this year's proclamation is rapidly approaching, we need to move quickly to insure Presidential participation for this event and maximum media exposure for the President in the Spanish speaking communities of the nation.

I have contacted Ron Kienlen in the General Counsel's office of OMB and Eliska Hasek to assure the timely preparation of a draft for clearance with the Department of Justice Legal Section and with the Federal Register Review Section. The State Department has agreed to prepare the draft Proclamation and Ron Kienlen will track and secure all of the customary clearances. In the meantime, I will prepare a Schedule Proposal for you review prior to submitting it to the Scheduling Office.

