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Fiesta San Antonio debuts Hispanic parade, King Ugly

United Press International
SAN ANTONIO — Fiesta San Antonio, a 10-day party which used to start slow and gradually build to a crescendo, begins with a bang this year due to the addition of a fourth major parade that for the first time pays tribute to the city's large Hispanic population.

The 85-year-old celebration previously has been dominated by the city's social elite epitomized by the Texas Cavaliers, a de facto segregated organization that has never chosen anyone but an Anglo-Saxon non-Jewish person as King Antonio to rule over the festivities.

But this year El Rey Feo, the Ugly King, in a show of amistad (friendship) will make joint appearances with King Antonio. And the first major Fiesta event is the Paseo El Rey Feo, an Hispanic-flavored parade set for 1:30 p.m. Saturday. It will feature Miss Mazatlan, mariachis, charros on horseback and marching bands among its 125 entries.

Heretofore, King Feo — the person who raises the most money for a League of United Latin American Citizens scholarship fund — has played a rather subdued role in the celebration.

"I'm really looking forward to it," said Sam Doria, general chairman of the Hispanic parade. "We started this parade because the Fiesta

"We're in a whole different ball game now," said Dave Burnett, executive vice president of the San Antonio Fiesta Commission. "Fiesta is no longer just a hometown celebration — and we couldn't be happier."

needed to be a two-weekend event. Until now the first weekend of Fiesta was pretty well like a wet firecracker, nothing going on.

"We wanted to open Fiesta with a bang," said Doria, a member of

LULAC, a group which over the past several years had criticized the closed nature of the Texas Cavaliers who choose King Antonio. "Since our (LULAC) council has a king, we wanted to name it after him. We really didn't raise all kinds of hell about it, but we are very happy with the way he's been accepted by King Antonio."

Ironically, the first King Feo to reign over the parade will be bilingual veteran radio newsman Logan Stewart, but Doria says that shows the openness of the Hispanic community as opposed to the snobbish Texas Cavaliers.

"I think one of the things that created problems was the Cavaliers is a closed organization and not everyone can be a King Antonio. However, our Ugly King is solicited through the business community and just about anyone who wants to run, can," said Sam Doria, general chairman of the Hispanic parade.

and the Fiesta Flambeau, billed as the nation's largest nighttime parade.

James S. Maverick, who rode in the first Battle of Flowers Parade on April 24, 1891, as a 4-month-old baby in his mother's arms, will be grand marshal of the parade this year at age 89.

Dave Burnett, executive vice president of the Fiesta San Antonio Commission, said Pip Martin, presi-

Bloomingtondale's Christmas logue. "It sold out immediately."

"It's too late to find a room town," despite the opening of new hotels in the past year might get a room on beyond 410, but I doubt you would room inside or along the La

Operating with a budget of \$250,000, the Fiesta Commission coordinates the activities of 78 full-time jobs and generates \$1 million for the economy.

"Actually 142 events for people is really inexpensive amounts to pennies per costs to put on the festival," said Burnett.

The city estimates it will spend \$350,000 in taxes and fees, with \$200,000 it has to pay to police and other workers during the celebration.

Gasoline shortages and prices did not keep visitors from enjoying the Fiesta a year ago, as sale tickets to tour groups and agencies indicate an event turnout this year than last year.

Last year's sniper tragedy, which resulted in two women being gunned down by a sniper, affected ticket sales to the parade, said Burnett. He noted that shooting at the parade, Night San Antonio, a major Fiesta event, still drew its largest in history during 1979.

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dent of the 500-member International Festivals Association, would be present at this year's event, an indication Fiesta is growing in stature.

"We're in a whole different ball game now," Burnett said. "Fiesta is no longer just a hometown celebration — and we couldn't be happier."

Burnett said out-of-town visitors make up 25 percent of Fiesta goers and the number is increasing yearly. He noted a three-day all-expenses-paid Fiesta holiday listed in a

U.S. buys embargoed corn

United Press International
WASHINGTON — Agriculture Secretary Bob Bergland Tuesday said the government paid \$63.4 million for 25.8 million bushels of corn in an on-going effort to remove from the market an equivalent to the amount denied the Soviet Union.

The latest purchases by the Commodity Credit Corp. raised corn purchases to 59 million bushels, or 1.5 million tons, at a total cost of \$142 million.

Officials are removing from the marketplace grain equivalent to the 13 million tons of corn and 4 million tons of wheat that President Carter embargoed in retaliation for the Russian invasion of Afghanistan.

By law, the corn must be held by the government until prices reach \$3.15 per bushel. Under a new law, government-owned corn may be sold for a lower price if it is used to produce alcohol fuel at new plants. Officials are attempting to remove

corn from the market in the service of government purchase with county elevators and grain bins, and by enticing farmers to sell corn into the farmer-owned elevators.

So far 5 million tons of corn have been placed into the farm reserve. Officials predicted that it would begin sometime this year to accept corn that was not produced last year's farm program, and to get more corn into the market.

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