

these twin objectives are the crux of the emerging Chicano movement, also called Chicano Power or Brown Power, the struggle for Mexican American civil rights, it seems reasonable to see this decade in terms of Chicanismo.

THE MEXICANO COMMUNITY IN THE MIDSIXTIES

A portrait of the Mexicano population on the eve of the Chicano movement is helpful in explaining why Chicanismo became so appealing to large segments of the population. The best source of information on Mexicanos in the early sixties, indeed the most comprehensive work on the subject up to this time, was *The Mexican-American People: The Nation's Second Largest Minority* (1970) by Leo Grebler, Joan W. Moore, and Ralph C. Guzmán, a product of research conducted by the Mexican American Study Project at the University of California at Los Angeles in 1964–1968. The UCLA study was based on data taken from the 1960 US census, so the information is very appropriate for our purposes.

The use of government statistics was not without its pitfalls. Since the census had no separate category for Mexicanos but identified them on the basis of "Spanish-surname," a rubric that would include Cubans, Puerto Ricans, and others, it was difficult to interpret the findings. Furthermore, this census, like most government statistical records, was criticized for heavily undercounting Mexicanos, mainly because of the difficulty in keeping track of migrant workers and illegal aliens. Still, the 1960 census and the Grebler study based on it are invaluable demographic sources useful in tracing emerging trends. Making allowances for the deficiencies alluded to, they present a fairly clear and complete portrait of the community.

The total Mexicano population in 1960, according to Grebler and his colleagues, who interpreted and adjusted the official census figures, was 3,842,000, of which 87 percent (3,344,292) resided in the Southwest and the remaining 13 percent (497,800) in other parts of the country. Texas and California, with about equal numbers, accounted for over 80 percent of the southwestern total. Urbanization was advancing at a brisk pace. By 1960, about two-thirds of the population was urban. Somewhat surprisingly, urbanization was more pronounced in the Southwest, where the proportion approached 80 percent. Roughly one-third of all Mexicanos lived in four cities in this region: Los Angeles, San Antonio, San Francisco, and El Paso. Whether living in cities or the countryside, however, Mexicanos displayed a striking tendency to reside in segregated ethnic communities. Some of these barrios were in the middle of large cities, as was the case in Los Angeles and Albuquerque; some were on the periphery, as in Fresno; some encompassed the entire community, as was true of many agricultural towns of the Lower Rio Grande Valley and, to a lesser extent, the San Joaquin Valley.