

LULAC



VOL. XXX NO. 6 & 7 APRIL-MAY, 1968



NEWS

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Houston, Texas

Official Organ of the League of United Latin-American Citizens

AGENDA

**NAT'L CONVENTION JUNE 27-JUNE 30,
1968 SHERATON HILTON HOTEL,
SAN ANTONIO, TEXAS**

THURSDAY, JUNE 27, 1968

1:00 A.M. Golf Tournament, Fee \$5.00 Olmos Basin Golf Course P. G. Cabazos, Chairman
Registration

5:00 P.M. Mezzanine, Sheraton Hilton

8:00 P.M. Early Arrival Party, Mariachis

FRIDAY, JUNE 28, 1968

8:00 A.M. Registration, Mezzanine

9:00 A.M. Presentation of Colors. State Directors, Open

9:30 A.M. Opening of 39th National LULAC Convention
Hon. Roberto Ornelas, National President Presiding
Official LULAC Prayer by National Chaplain,
Father Richard Martinez
Pledge of Allegiance
Address of Welcome
Response - Immediate Past National President
Roll call of National Officers, Appointments
of Committees: Rules, Credentials, Resolutions,
Amendments, Budget, Auditing, Outstanding
Man, Woman Council of the Year with the
largest increase in membership (pro rata)

11:00 A.M. Seminars
Green 1. Education. Cultural Development*
Red 2. Labor. Employment
Black 3. Housing. War on Poverty
White 4. Civil Rights. Community Organization

12:00 A.M. Luncheon

2:00 P.M. Seminars, Continued

4:00 P.M. National Convention Bids

5:00 P.M. Adjournment. Buses to Hemisphere

8:00 P.M. Social

SATURDAY, JUNE 28, 1968

9:00 A.M. Report. Committees
Credential. Rules

10:00 A.M. Reports of National President, Hon. Roberto Ornelas

11:00 A.M. Seminars Continued

12:00 A.M. Noon Luncheon. Program*

2:00 P.M. Reports on Auditing Budget. Selection of 1970 Site

(continued on page 2)

LULAC Instrumental In New Ford Grant

NEW YORK, May 1-- Establishment of a Legal Defense and Educational Fund to enable the nation's four to five million Mexican-Americans to attack problems of discrimination and segregation through legal channels was announced today. It will be funded initially by a \$2.2 million grant from the Ford Foundation.

At the same time the Foundation granted \$450,000 to the Fund for Public Education of the American Bar Association in partial support of the legal education of students from three major racial minorities -- Negroes, Indians, and Mexican-Americans.

"In terms of legal enforcement of their civil rights, American citizens of Mexican descent are now where the Negro community was a quarter-century ago," McGeorge Bundy, president of the Foundation said. "There are not nearly enough Mexican-American lawyers, and most of them have neither the income nor experience to do legal rights work. Because the law has often been used against Mexican-Americans, as well as other minority groups, they are suspicious of legal processes. Such factors have combined to prevent them from using the courts and other legal apparatus as affirmative instruments to secure and advance their legitimate rights.

"Yet the Negro community's experience demonstrates that the law can help Mexican-Americans overcome a range of problems-- in education, voting, economic opportunity, the right to peaceful protest, decent housing prospects, and equitable immigration practices," Mr. Bundy added. "Legal process alone will not secure civil rights, but without skillful imaginative probes of the full range of laws and regulations, the path to full opportunity will be harder and longer."

The Mexican-American legal defense fund will be modeled generally after the N. A. A. C. P. Legal Defense and Education Fund, Inc. (LDF). Established in 1939 as a corporation separate from the N. A. A. C. P., THE LDF has been active in the cause of civil rights for Negroes.

The grant was announced at a news conference in San Antonio, Texas, attended by Mexican-American leaders in the Southwest and officials of the LDF-sponsored organization -- the National Office for the Rights of

(continued on page 4)



COMMISSIONER ANNOUNCES FORD GRANT

Bexar County (San Antonio, Texas) commissioner, Albert Pena is shown as he announces a Grant by the Ford Foundation of \$2.2 Million to be used in the establishment of a Legal Defense and Educational Fund for five million Mexican-Americans to attack problems of discrimination and segregation. The Announcement was made at the St. Anthony Hotel in San Antonio on May 1, 1968. Immediate person with back to the camera is the National President of LULAC, Mr. Roberto Ornelas, who traveled to the Alamo City at the invitation of the Ford Foundation to be present for the announcement. (LULAC Photo)



PROUD. MOMENT FOR LULAC AND FORD PEOPLE

Shown here from left to right are: San Antonio Attorney also prime LULAC responsible for funding and future Executive Director of the fund Mr. Pere Tijerina, Mr. Jack Greenberg with the Ford Foundation, Mr. Albert Pena Bexar County Commissioner, Mr. William Pincus also with the Ford Foundation and Mr. Roberto Ornelas National President of LULAC. This is indeed a proud moment for all Mexican-Americans in the Southwest but more so for the men seen above since the funding represents the fruits of their hard work. (LULAC Photo)

Arizona News

Matta Appointed To Commission



Manuel N. Matta

Mr. Manuel N. Matta, President of Mesa Council 251 has been appointed a Member of the State Civil Rights Commission, March 11th, 1968 by Arizona Governor Jack Williams.

Mr. Matta was the Lulac National Convention Chairman for the National Convention held in Phoenix, Ariz. last June 22, 23, 24, 25 1967.

Mr. and Mrs. Manuel Matta were instrumental in reactivating LULAC in Arizona in 1953, when Mrs. Matta served as Arizona State Director, under Past President Oscar Laurel. Mesa and Phoenix Councils were organized at this time.

Mr. Matta owns and operates his own business. He is a Member of the Board of Trustees of Mesa Southside District Hospital, a Board Member of the Catholic Social Service, A Board Mem-

ber of Adelante con Mesa, a Community Action Program, Vice President of the Optimist Club, a Third and Fourth Degree Member of the Knights of Columbus, serving as Deputy Grand Knight of the Third Degree.

Mr. Matta is the father of six Children, 2 married, 1 grandchild. A member of Christ the King Catholic Church and serves on the Finance Committee, and on the Boy Scouts Committee.

Mr. Matta is active in Community affairs and Mesa Chamber of Commerce.

Mesa Council 251 is active in the Community Action program, assisting with Adult Education Classes. Mrs. Albert Austin and Mrs. Frank Figueroa are Teacher's Aids. Mesa Council 251, and the Mesa Junior Council Donated 150.00 to the Christmas Coordinating Council for the Needy.

Mesa Council 251, is going to give Scholarships to students from Mesa High School and Westwood High School in May, and also, one to a Student from the Mesa Junior Lulac Council.

#1002 Had Picnic

The Efrida Council #1002 held their monthly meeting and extended an invitation to all LULAC membership to attend their an Easter Sunday picnic which was held in conjunction with the Arizona State Convention. The Picnic was held at the Cochise Stronghold which was located 10 miles west of Sunsites, Arizona.

All reports from the picnic indicate that everyone who attended enjoyed tremendously.

#2007 Has Banquet

Our sincere appreciation and thanks to all LULAC sisters and brothers who helped us to have a great successfully Installation Banquet. The attendance was a large crowd of happy people; the band played wonderful and we all there had a good time. Hope all those from Anaheim, Stanton, Paramount, La Mirada had enjoyed the evening.

Can you imagine! We even had visitors from Pico Rivera, Ventura and Mexico City and they too had a wonderful time.

Our thanks again, to each and all of you, and God bless our work.

#357 Given Award

The Paramount Council #357, has been awarded the Pride Award that is given yearly by the Coordinating Council of that city to outstanding citizens.

This marks the first year that this coveted award has been given to an Organization there. Jules Appleman Vice-President of the Coordinating Council presented the award at a regular meeting held on March 6, 1968. To accept the award was Ignacio Pacheco, President of the Paramount Lulac Council and Jose R. Pacheco, member of the same Council and Lulac National Vice President.

The (PRIDE) award was presented to the Paramount Council for the tremendous job done in the community during the past Christmas holidays by distributing one hundred and fourteen baskets to needy families in the area. This plus many other projects that this active Council are involved in towards the betterment of our people.

The Paramount Council #357 held its elections for the coming year at their last regular held meeting. Elected to office were: President, Amadio Tapia; Vice President, Frank Galaz; Secretary, Margaret Pacheco; Treasurer, Julian Medina; Chaplain, Jess Vela; Sgt. at Arms, Max Martinez; Historian, Mary Pacheco; Publicity, Mary Merino.

Elected as Woman of the Year was: Margaret Pacheco.

Elected as Man of the Year was: Ignacio Pacheco.

#316 Has Elections

Anaheim Lulac Council #316 held elections of officers for the coming year. The following were elected:

President, Jess Saenz; V. president, Henry Correa; secretary, Ruth Herrera; treasurer, Ioraine Ochoa; chaplain, Manuel Rodarte; sergeant at arms, Helen Lopez; historian, Beatrice Lykes, publicity, Gloria Flores.

This is Mr. Saenz' second term as president.

Past Jr. Killed in Vietnam

Services are pending at Paramount Mortuary for Pfc. Paul Duran who was killed in action in Vietnam, March 5. The 21-



LUCILLE SAENZ

Garden Grove Grill is Contestant

Pretty Lucille Saenz who is 18 years old and the daughter of Mr. and Mrs. Jess Saenz of 12381 Nutwood Street, Garden Grove, California will represent Anaheim Council No.316 of LULAC at the Miss California Lulac Contest in Palm Springs, California. Miss Saenz is a senior at Garden Grove High School. She plans to attend Orange Coast College. She would like to become an Airline Hostess or a Spanish Teacher. Presently Miss Saenz is employed part-time for Walt Disney Productions in Anaheim, California.

AGENDA

(continued from page 1)

- 3:00 P.M. Smoker. Final Reports on Seminars. Summary Report and Resolution Committee.
- 5:00 P.M. Adjournment art
- 6:30 P.M. Banquet and Dance Sheraton Ball Room. Program*

SUNDAY, JUNE 30, 1968

- 8:00 A.M. Attend Church of Your Choice
- 9:30 A.M. Resolutions
- 10:30 A.M. National Elections.

* (Special Program will be provided)

California State News



Deb Ball Announced

The Paramount Council #357, announces its Annual Debutante Banquet Ball honoring twenty five young ladies of the City of Paramount and surrounding areas that will be making their debut.

Said Banquet and Ball was held on Saturday, April 27, 1968 at the LaFayette Hotel - International Ballroom located on Linden and Broadway Sts. Downtown, Long Beach, California.

Special guest of honor for the occasion was the internationally

well known Singer - Actor Andy Russell. Music was provided by Oscar Saldana and his orchestra.

Pictured in the enclosed photograph are twelve of the young ladies that will participate in this gala affair. Standing left to right - Frances Baltazar, Ruth Salazar, Maria E. Castaneda, Phyllis Jimenez, Irma Pacheco, Lupita Santillan, Roberta Reyna, Susan Reyna. Sitting: Left to Right - Carmen Ortega, Maria Esther Blanco, Lydia Guerrero, Brenda Figueroa.

year-old soldier had lived most of life in Paramount, attending Wesley Ganes Elementary, Paramount Junior and Senior High Schools. Active in sports and youth groups in Paramount, he was a member of the Teen Post and president of the Junior LULAC.

Private Duran had been wounded twice previously, the first time in December and again in February. Shortly after the second mishap Paul wrote home: "If I get wounded one more time, I'll get to go home. . . this is a world of hurt. We have Charlie between us, C Co. at left flank, another company is to the right flank, and straight ahead is my company. We can't shoot for fear we might kill our own men."

Private Duran volunteered for the armed service in March, 1967 and took his basic training at Fort Ord. He had advanced training at Fort Polk, La. and then was assigned to the 25th Infantry Division in Vietnam.

Surviving are his parents, Mr. and Mrs. Joseph B. Duran of 13410 Earnshaw Ave., Downey; brothers, Joe, Ben, Andy and Leroy; sisters, Jennie and Mrs. Robert Herrera.

MAKE PLANS NOW TO ATTEND NAT'L Convention

LULAC NEWS
Published Monthly by The League of United Latin American Citizens

ROBERT ORNELAS NATIONAL PRESIDENT
MOSES "MOE" SANCHEZ NATIONAL DIRECTOR OF PUBLICITY AND EDITOR
DAVID ADAME NATIONAL BUSINESS MANAGER

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Picture Coverage of Judge Hernandez Appreciation Dinner

Immediate Past President, Alfredo J. Hernandez was honored on March 1968. Over 150 people attended the event. Alfredo has dedicated much time, energy, and work to National LULAC, but to our knowledge this is the first time has been honored for his work in our league. This dinner was hosted by Houston Council No. 60 and Ernest Eguia was the committee chairman.



National Business Manager, David Adame, is seen giving the Judge a plaque from the National Office as a small token of appreciation for all of the work and dedication Alfred has given to our league.



Judge Alfredo J. Hernandez is shown giving thanks to all of his friends present for such a wonderful tribute to his family. Sitting to Alfred's right is National President, Roberto Ornelas who did a tremendous job as the master of ceremonies.



Shown here are some of the 150 people who attended the dinner. To name a few, which you might recognize, Mr. and Mrs. Toby Hernandez, Mr. and Mrs. Gene Lozano, Mr. and Mrs. Tino Cervantez, Mr. and Mrs. Rudy Vara, Mr. and Mrs. Lenorad Lozano and standing is Judge A. D. Azios.



Alfred and Minnie give their sincere thanks to the hard working chairman of the committee who made the appreciation dinner a resounding success. His name and face are well known to many LULACS over the country, it is none other than Ernest Eguia.



Constable of Pct. 1, Walter Rankin, is seen as he tells the audience of his respect for Judge Alfred Hernandez and how honored he is to be a part of this appreciation dinner.



Shown here are the Judge and his wife, Minnie, just as they had been presented a beautiful silver tea set by Sammie Alderete in behalf of council No. 60. In the background is our National President Roberto Ornelas.



Shaking hands with Chairman Ernest Eguia is one of Council No. 60 life members and a real past hard charging LULAC, Brother Frank (Pancho) Bret. In the center is Council No. 60 treasurer, Bro. Joe Ramon.



Here is Alfred and Minnie with the two people who Alfred gives much of the credit for his success, his Mother and Father.

EEOC

(continued from page 4)
'barrio' situations by job placement and skill training."
According to James A. Price, Secretary-Treasurer of the NMBTC, "the pilot program will endeavor to train approximately 45 minority group persons to qualify them for the building trades. Building contractors will place an important role in the training and placement."
The EEOC role was "program development and advisory" according to Area Director Tom E. Robles.
Craig Jones (NAACP) helped develop the concept and will be on the advisory committee to the contractor.

Yea LULAC!



SPY

I SPY is a new column in LULAC NEWS which will be printed each and every month. This column will be written as an information media for all of the membership concerning social events, weddings, birthdays, anniversaries, births or anything which the membership would enjoy other than general news.

If you have something which pertains to any of the above mentioned subjects, please send them to: I SPY - P. O. BOX 53587 HOUSTON, TEXAS.



AT ALFREDO'S DINNER
(See Page 7)

Shown here are left, Mr. and Mrs. Antonio Alvarez Sr. (Mother and Dad of Tony Alvarez) listening to what Mrs. Roy Martinez is saying to Mrs. "Moe" Sanchez across the table. Standing with glasses is Roy Martinez National Director of Law Enforcement for LULAC National Office.

Wedding Bells rang for CORA REZA Daughter of Mr. and Mrs. TONY REZA of the Norwalk Council #344. The lucky groom is HILARIO TEJEDA. CORA and HILARIO were married March 14, 1968, however; by now the proud groom is on his way to Korea, (GAD, what a wedding present) CORA was voted Girl of the Year at the 1967 State Junior LULAC Convention.

All the way from ARTESIA we hear that ESTHER MARTINEZ, 21 years of age, and the daughter of Mr. and Mrs. RICHARD MARTINEZ, is now a Beautician. We understand that her hobby is dancing. What Else.

From COMPTON we learn something about IRENE CHAVEZ who is 18 years old and the little girl of Mr. and Mrs. DANIEL CHAVEZ. IRENE is now a senior at Dominguez High School. Her hobbies include working with little girls and sewing. IRENE plans to attend Woodberry College upon her graduation from High School. She is interested in getting her degree in Business Administration.

From the City of NORWALK we introduce Miss DORA OLVERA who is 17 years old and the daughter of Mr. and Mrs. VINCENT OLVERA. DORA is one of our Junior LULACS and a senior student at Excelsior High School. She plans to go into the world of business and be a Secretary. She too, likes to dance as a hobby.

From the City of PARAMOUNT we learn of Miss YOLANDA MEDINA who is 17 years old and the daughter of Mr. and Mrs. JULIAN MEDIAN. YOLANDA is a senior at Huntington Park High School and is planning to attend Los Cerritos College after High School. She wants to major in Elementary Education to become a Kindergarten Teacher (Boy that takes guts. Some of those kids are wild). Her hobbies are swimming and hair styling.

From the great state of Illinois, we hear rumblings that DOUGLAS CLARK has some political ambitions. He is seriously thinking of running for one of the LULAC VP Slots.

The Joliet Council #502 sponsored a Mother's Day Dance on Sunday May 12, 1968. All the MOTHERS had a swinging time.

At the Texas State Convention (Which was held in Galveston, Texas) all of the Juniors and their National President had an opportunity to hear a talk from the Senior National President. The talk was entitled WHAT PRICE FREEDOM.

Bensenville Council #326 hosted a benefit dance at the American Legion Post (What would we do without the American Legion and their Halls) in Des Plaines, Illinois, on Saturday, May 4, 1968. The dance was given to honor a wounded soldier of that area. He was wounded in Vietnam. All proceeds were contributed to his family.

Las Cruces Installs New Officers

The Las Cruces Jr. LULAC Council had their Installation and Award Banquet at Kays Cafeteria with Mr. Ruben Flores as the Installing officers and Hon. Sal Montes, National Director of Youth Activities, as the Guest Speaker. Mrs. Gracie Morales was presented a trophy by Mrs. Tony Yanez as the Councils Girl of the Year. Robert Rico was the Councils Boy of the Year and was presented by Supervisor Lencha Triste. Mrs. Tony Yanez was chosen the Councils Supervisor of the Year and was also presented a trophy by Robert Rico, the Councils Secretary, and boy of the Year.

Officers installed were Gracie Morales, President, Elva Benavidez, Vice-President, Robert Rico, Secretary, David Telles, Treasurer, Viola Morales Chaplain and Greg. Fielder, Guide-Guard.

Supervisors attending the banquet were Mr. and Mrs. Tony Yanez, Mr. and Mrs. Ernesto Morales, Mr. and Mrs. Arnulfo Gutierrez, Mr. and Mrs. Tommy Vasquez, and Mrs. Lencha Triste.

SEE YOU AT THE CONVENTION!



ALFREDO WOWS EM AGAIN

Seen here doing one of the things he really enjoys doing and which all will certainly agree that he does very well, is our Immediate Past President Judge Alfredo J. Hernandez. This picture was taken at El Paso District Convention's "SUPER" pool side party. Everything was great at the convention, but next time wear a topcoat. It can get really "Cool" in El Paso, Texas.

(LULAC Photo)



ONE OF THE LEAGUES MOST LOVED MEMBERS

Instead of taking pictures this quite a switch for "Uncle" Mike Romo in that his picture was taken. He is seen here at the EL PASO District Convention as he speaks to those that attended the convention. UNCLE MIKE is one of LULAC's greatest supporters and one of our most well known and loved members.

(LULAC Photo)

Galesburg Council #324 sponsored a dance (Just for the fun of dancing) on Saturday, April 20, 1968. Music by LOS REALES kept everyone jumping.

Junior Council #77 of Joliet sponsored a benefit dance on Thursday, April 18, 1968 for the SHARON GARCIA Hospitalization and Care Fund. Miss Garcia received injuries that cost her the sight of one eye and partial loss of the other during the racial disturbances in Joliet. This incident was highly publicized by all newspapers in the State of Illinois.

Another benefit for MISS GARCIA'S fund was a Mexican dinner by COUNCIL #502. All of the food and facilities were donated by Mr. EARL D'AMICO, Owner of D'AMICOS in Joliet. Thank you very much Mr. EARL. We all appreciate your nice gesture.

President JOHN P. CERVANTEZ (Elfrida Lulac Council #1002) writes to say that while he was in Tucson on personal business he met with the Tucson Lulac President ARMANDO ELIAS which gave them both an opportunity to discuss LULAC business.

Washington Report LULAC Council 11041

On April 11, President Johnson signed into law a historic piece of legislation. This was the Civil Rights Bill (HR 2516) which also included a strong open housing provision.

The open housing provisions of HR 2516, as passed by the Senate and accepted by the House of Representatives, prohibited discrimination on the basis of race, religion or natural origin in selling or renting housing.

The civil rights protection provisions of HR 2516 provided criminal penalties for injuring or intimidating a person because he was exercising specified rights including the right to vote, to serve on a jury, to participate in government or government-aided programs, to work, to attend school or college or to enjoy public accommodation.

However, before President Johnson could sign the Bill, the crucial question was the adoption of a resolution (H. Res. 1100) to agree to the Senate's amendments. The key vote that would pave the way for signature of the Bill was voted in the House of representatives. The roll call vote was 229-195 in favor.

Had the vote rejected the resolution (a NO vote), the Bill would have gone to conference with the Senate, and as most observers believe the Bill would have been weakened and the Senate opponents of the Bill might have been able to delay or obstruct a vote on accepting a conference report -- thus killing the legislation.

It is tragic, indeed, to note that in such times of national unrest, at a time when millions of Americans are imprisoned within the sweltering ghettos and barrios, and the doors of economic opportunity are closed to them, that legislators would choose to deal the death blow to such legislation that would free so many from an intolerable social condition, instead of enacting legislation that would alleviate their plight and do as President Johnson said " . . . strike for all time the shackles of an old injustice."

We are listing here the Congressmen that voted NO and that thus would send the Bill to conference. Those not listed voted Yes. How did your Congressman vote?

ARIZONA, John J. Rhodes, Sam Steiger.

ILLINOIS, Chicago-Cook Co. Pucinski, Collier, Derwinski.

CALIFORNIA, Clausen, Gubser, Mathias, Pettis, Talcott, Teague, Utt, Wilson, Clawson, Hosmer, Lipscomb, Reinecke, Smith, Wiggins.

COLORADO, Aspinall,

NEW MEXICO, Al Walker.

TEXAS, Burleson, Cabell, Casey, de la Garza, Dowdy, Fisher, Mahon, Patman, Pool, Purcell, Roberts, Teague, White, Wright, Bush, Price.

**MAKE PLANS
NOW
TO ATTEND
THE
NATIONAL
LULAC
CONVENTION**