

# LULAC



# NEWS

*Official Organ of the League of*

*United Latin-American Citizens*



## POVERTY U.S.A.

●  
Articles By

ANTHONY J.  
**CELEBREZZE**

Secretary of Health, Education and  
Welfare and

MICHAEL  
**HARRINGTON**

Author of "The Other America"

●  
—ALSO—

President's Poverty Message

Plans for LULAC NEWS

The National Home

And

"If I Had It My Way"

An Editorial By the  
President of the 1963-64  
Outstanding Council

●  
November, 1964

Vol. XXV, No. 14



# INTRODUCING A New Auto Insurance Program Exclusively For LULAC Members

*Agreement has been reached with Manufacturers and Wholesalers Indemnity Exchange concerning a new concept of the automobile insurance plan for LULAC members.*

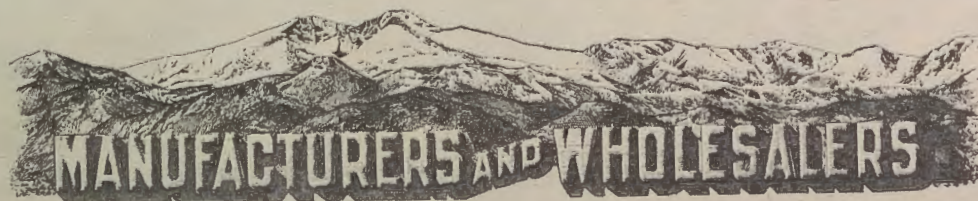
*I went to Denver late in September to meet with officials of the insurance company and agree on a new arrangement.*

*LULAC will supply M&W with a list of our members and M&W will contact everyone individually by mail in December, discussing what automobile insurance is available and how to obtain it.*

*All in all, I feel we have a fine working arrangement and one that will be mutually advantageous.*

*I recommend your earnest consideration of the automobile insurance coverage offered by M&W to LULAC members.*

**William D. Bonilla**  
NATIONAL PRESIDENT



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## LULAC NEWS

Official Organ of the League of United Latin American Citizens

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**THE COVER**—This month's cover is adapted from a sketch prepared exclusively for LULAC NEWS by Miss Duvina Moran of Laredo, Texas. Miss Moran, an art graduate of Texas Woman's University, teaches art at L. J. Christen Junior High School in Laredo, has exhibited drawings, sketches, and paintings, and does free-lance commercial illustrations.

**LULAC NEWS**—November, 1964, Volume XXV, No. 14. LULAC NEWS is published monthly by the League of United Latin American Citizens, a national civic and fraternal organization, for the information of its members.

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## National President's Message

# ON POVERTY

Poverty always will be with us. In a society which gives the individual an opportunity to excel and seek his own level of accomplishment, some one always will occupy the lowest level. To those in the higher levels, he will be poor.

The elemental problem facing the United States is not then how to eliminate "poverty" by managing its internal economy to do away with its lowest economic level. The problem is to provide reasonable alternatives the people who are kept at the lowest level because of reasons beyond their control.

The Economic Opportunity Act of 1964, the "War on Poverty" envisioned by President Johnson and enacted by the last session of Congress, provides workable solutions to this basic problem.

For this reason, this administration pledged its efforts from the very start to encourage action at the local level to implement and supplement the federal program. Poverty became one of the planks in the 10-point program which forms the base around which we are building our activities.

I hope this special issue of our national publication will spark interest throughout the League in taking action on the poverty program.

A later issue of LULAC NEWS will carry a step-by-step program for setting up a local-level committee to seek federal funds for community programs.

Statistics discussed at the time the bill was being debated in the halls of Congress showed that substantial "pockets of poverty" exist in almost all areas where LULAC is active. We need not be reminded that in many cases, the deprivation hits hardest among the Latin American citizens who have language as one additional handicap in their effort to attain a decent standard of living.

The federal program centers on improving education and encouraging participation, the cornerstones of the efforts of our League.

This administration asks the cooperation of every individual LULAC member in this national effort to give our fellow citizens a chance. You can help by organizing an appropriate committee at the local level or by joining individually or as a council in local efforts. The national office will assist in furnishing information and materials whenever possible.



Hon. WILLIAM D. BONILLA





# POVERTY IS EXPENSIVE

*From a Speech to the May, 1964, Convention  
United Packinghouse, Food & Allied Workers*

By MICHAEL HARRINGTON

You all know about the brotherhood arguments for the abolition of poverty and for civil rights—that we have a responsibility to our fellow-man, that there is a basic human decency that must be acknowledged, and so forth and so on.

## **The Practical Reasons**

I fervently believe in the ethical argument for these changes, but today I don't want to talk about the brotherhood argument or the ethical argument. I want to concentrate primarily on the practical reasons why we must abolish poverty and achieve civil rights in the United States.

Let me do this in terms of three ideas.

First, to suggest to you the cost of poverty in the United States; second, to talk a bit about the kinds of programs we are going to need if we are to abolish poverty; and third, to talk about the necessity in the United States of having practical men who are also dreamers.

It is going to take billions of dollars to eradicate poverty in the United States. The present Bill, which I hope will pass, is just a beginning of a beginning. It is a commitment of only one billion dollars to the solution of a multi-billion dollar problem.

Let me spell this out for you, and particularly if you are talking to people and they say on this poverty pro-

gram, "It is just another hand-out, it is just another dole, it is just another way to pay lazy people for doing nothing," I think you can answer them that that is nonsense.

The President has told us that today it costs us in federal taxpayers' money 12-billion dollars a year directly to maintain the poor in their misery.

Barry Goldwater's economic adviser, Milton Freedman of the University of Chicago—I take him because, if Barry Goldwater's man says it, it must be true—Barry Goldwater's man says it costs over 30-billion dollars a year for the custodial care of the poor.

The Mayor of the City of New York has told us that it takes one quarter of the budget of the City of New York just to meet the special problems of the poor, because poor people get sick more often than anyone else.

They live under unhygienic conditions. They stay sick longer because they don't have the money to pay for medicine and doctor care. They lose more work than anybody else. As a result losing more work they have less money the next time they get sick.

Poor people have more fires. Poor people have more juvenile delinquency and more adult crime. All of these things cost money.

## **Saving by Spending**

Therefore, when you talk about spending billions of dollars to abolish poverty, if you want to put it in a hard cash-and-carry sense and leave the human and the brotherhood argument aside, this society will save money and become a better society if it appropriates these billions of dollars.

Let me give you an idea of the kind of problems that we are facing.

In this decade the Department of Labor has told us there are going to be 26-million new workers in the American economy. The baby boom of the immediate post war period is now hitting the labor market. Of these 26-million new workers, 7.6 million will not have high school educations and 2.3 million won't have a grade school education. This in a period when the Secretary of Labor has told us that machines have high school diplomas now.

Now, what does that mean? It means that, right now, perhaps one-third of the young people in the United States coming into the economy are unprepared for that economy and are getting to be unable to function in it decently.

## **The Human Cost**

There is an enormous human cost involved. This is the fact that we are sending young people into a society in which they cannot possibly live as free, upright human beings; but in addition to the human cost, think of the financial and social cost.

The Department of Labor estimates that for every worker who comes into the economy unprepared it will cost the society, over his lifetime, \$40,000 in various benefits just to keep him miserable but alive.

That means that we are now sending a million such workers into the economy every year, that every year that these workers go into the economy we are contracting, over a 40-year period, a debt of 40-billion dollars.

So, when we talk, as your resolution talks, about investing 5-billion

## **Mr. Michael Harrington**

*Michael Harrington is an author and lecturer. His book, **The Other America**, is credited with being the inspiration for the President's war on poverty."*



dollars, and someone says that is a giveaway, that is not a give-away. That is an investment, because if you don't invest that 5-billion dollars now you are going to pay 40-billion dollars later, and even the biggest penny-pincher in the world can tell that is a screwy kind of political arithmetic.

But think for a moment of the human cost in the kind of society we are getting. The Department of Labor recently published an extraordinary and shocking pamphlet. One out of every two young Americans who goes before the draft board flunks the examination.

One out of every two of these, that is, one out of every four Americans who shows up at the draft board flunks the examination because he is not educated enough to be a private in the Army of the United States. That is to say he reads at less than a seventh grade reading level.

#### Where Can They Go?

Now, where in this society are those one-quarter of the young men who go before the draft board and who can't read up to seventh grade level, where are they going? What kind of lives are they going to lead in this society if we allow this to happen?

And isn't it true (and I am, emphasizing the practical argument not because I don't believe in the other argument, but because I think it is important to state it), isn't it true that right here and now, if we make a massive investment in these young people, it will save us not only human suffering but it will save money over the far distant future?

Thirdly, there is a political cost to poverty. When you say poverty in the United States most people immediately think of widows and orphans and everybody is against poverty.

Everybody gets a good warm sentimental, community chest kind of feeling, and we all link hands and we all say we are against poverty; but we are not, because there are powerful institutionalized political forces in the United States that are for poverty and we should name some of them.

#### Some Are for Poverty

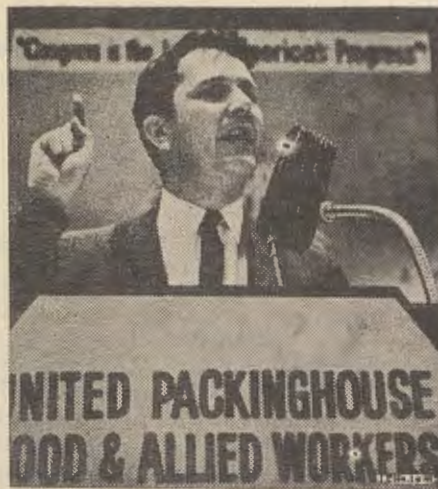
The National Association of Manufacturers, for instance, has an anti-poverty program. It is to reduce taxes for the corporations. That is being for poverty.

The representative of the Farm Bureau, the Georgia Farm Bureau, who testified before the House Committee on the Poverty Bill represents those rich American farmers who re-

ceive 4 to 5 billion dollars of subsidy a year, and they pay some of that money that they get from the government to see to it that no poor farmer gets a subsidy.

When he was testifying against the Poverty Bill he said, "I am against it because, after all, we have got area redevelopment and manpower development and training legislation. What do we need the Poverty Bill for?"

A shrewd Congressman there said to him, "Yes, but, Mr. Farm Bureau, weren't you against area development and manpower development and



Michael Harrington

training?"

He said, "Sure, we were, but you put them afloat, and now we don't need the anti-poverty bill."

The Farm Bureau is for poverty, the American Medical Association, insofar as it opposes giving the merest band-aid to people over 65 years of age who desperately need medical care (and Medicare is only a beginning, only a few bucks for the hospital, that is all), the American Medical Association, insofar as it takes that position, is for the maintenance of poverty in the United States.

Now, more than this (and this ties in very much with what Bayard Rustin said this morning), a generation ago you had a curious phenomenon

in the United States of America. You had a Dixiecrat politician who was against the Negro and for the New Deal; who appealed to the old southern populist tradition; who appealed to the poor farmers; and he backed Franklin Roosevelt and kept the Negro down at the same time. And part of Franklin Roosevelt's New Deal coalition was precisely the Dixiecrat.

Now, that has changed. The South has industrialized, there is a civil rights movement in the South now, and the Dixiecrat has become a

homogeneous reactionary instead of a half-reactionary.

That is to say, he is against the Negro and against social welfare programs now. Therefore, we have to understand that the forces of racism in the United States of America are for the continuation of poverty, not simply black poverty, but white poverty as well.

So I am saying that in terms of the political cost you have got all of these forces arrayed for poverty—which hold us back in every area of our great national life.

#### A Political Tragedy

But more than that, if we do not have a real program to fight poverty, then a political tragedy will occur in this country, and let's face it. There would be in this society a struggle between the black and white workers under conditions of chronic unemployment for scarce jobs.

That would mean that any hope of progressive political change would end, because it would mean that the mass movement for progressive political change would be fighting inside of itself instead of against the enemy.

Therefore, if we are to have any political change in the United States, this interconnection between the issues of poverty and unemployment on the one hand, and racism on the other, must be understood.

It is a practical point that there must be a united movement of black and white for decent change because if there is a divided movement there will be no decent change.

#### Social Cost

Fourthly, there is another cost of poverty in unemployment. It is the social cost. Let me give you some figures on how this works out.

In Sacramento, California, the 20% of the people who are poor live in a slum which covers 8% of the city area. They pay 2% of the taxes. They require 50% of the social services. They produce 36% of the juvenile delinquency and 76% of the tuberculosis.

Therefore, it is not simply that poor people are people without money. Poor people are also people leading chaotic lives without futures which they often take out on the rest of the society in terms of juvenile delinquency and crime.

And, finally, I think there is for our society the enormous ethical cost of keeping poverty. A few weeks ago in New York City a young woman was stabbed outside of a New York apartment house and quite a few people watched her being stabbed and heard her crying for help and no one picked up the phone.

Everybody said, "Why me? Why



## LULAC Can Join

# The War on Poverty

By Anthony J. Celebrezze

Secretary of Health, Education, and Welfare



I have had an opportunity in recent weeks to see a great deal of America at close range and to talk with a great many Americans at firsthand.

East and West, North and South - in our metropolitan centers and in their sprawling suburbs, in rural areas where industry is taking root there is abundant evidence that America is moving forward.

President Johnson is building on the legacy of John F. Kennedy building "An America that is on the march...an America that is moving, doing, working, trying, a strong America in a world at peace."

This is an America that is in the midst of the longest period of uninterrupted prosperity in its peacetime history.

Our gross national product is at an alltime high

Corporate profits are at an alltime high.

Employment and personal income are at an alltime high.

With these gains have come important advances in the well-being of most of our people. These advances, these forward moves in health, in education, in our standard of living, in human rights-will bring new meaning into the lives of millions of Americans. They will give new and needed momentum to our entire society.

But an ironic indictment of our society is that millions of Americans, through no fault of their own, have been bypassed in this advance to a better life. They neither share in the blessings of our 20th century America, nor do they have the opportunity to make the contributions they could to our Nation's advancement.

These are the "other Americans," the sometimes "invisible Americans." They are the Nation's poor

Our booming economy has little meaning for these Americans whose lives are blighted by poverty.

It has little meaning for workers whose skills have been made obsolete by changes on the farm or in the factory-who stand idle, unemployed, feeling useless and hopeless in a society of unparalleled abundance which is passing them by.

It has little meaning for the elderly whose life's savings have been wiped out by the high cost of an illness requiring prolonged hospital care.

It has little meaning for the children of our slums whose world is a prison of squalor, misery, and hopelessness.

For these Americans, life has been reduced to a sheer struggle for existence. For them, the American dream is a nightmare of deprivation and discouragement.

Their privations, their agonies, and their humiliations insult not only the dignity of their persons, but they mock the very principles of justice, freedom, and equality that all of us embrace.

Who are the poor? And how many Americans are poor?

There is no exact rule which can measure poverty, but by conservative standards we know that about one-fifth of our Nation

some 35 million American citizens-still do not share in this Nation's abundance.

More than 10 million of the poor are children-one-fourth of all children in this country.

More than 6 million poor families are headed by persons whose formal education did not go beyond the 8th grade.

Being poor is not a matter of their choice. It is wretched and rigid way of life imposed on them from generation to generation in a closed circle of inadequate education, inadequate health, inadequate housing, inadequate jobs, and frustrated ambitions.

It is not enough simply to lament this human tragedy. We must destroy once and for all the root causes of poverty.

The time has come to marshal our forces, to unite our will, and to expend our resources in an all-out attack against this ancient enemy.

President Johnson has committed his administration to this great effort.

There are some who refer to the President's war on poverty as a "cruel hoax." But this historic undertaking is demanded by the cruel facts of life in a nation where poverty persists in the midst of plenty

This effort is demanded by our dedication to human values. We believe that each individual should have the opportunity to develop his capacity to the fullest. This belief is the very foundation of our Nation and its democratic institutions. But for those who are born into the world of poverty, opportunities are inevitably limited. Poverty imposes handicaps-in health, in education, and in social and intellectual development-that are seldom overcome.

This effort is also demanded by our national interest, for the well-being of a democratic society cannot be divorced from the well-being of its individual citizens. The two are one and the same. America is the sum of its people.

This is a humanitarian program.

It is also sensible economics

Poverty is a costly drain on our economy. We pay twice over for poverty through the loss of productive capacity and increased welfare costs.

By eradicating poverty we could increase our gross national product by an estimated \$10 to \$15 billion annually.

We could avoid immeasurable costs resulting from physical and mental disease, delinquency, dependency, and crime.

The war on poverty will require the total mobilization of this country's resources-both public and private, both local and national.

President Johnson's plan for a concerted nationwide attack on the root causes of poverty has been enacted by the Congress.

The ultimate success of these efforts will depend to a large degree on local initiative. However large the commitment of Federal funds to these programs, they can be effective only if



they are based on sound planning and resolute action in communities where the problem -- and opportunities are formulated by local committees familiar with local social needs.

This is where your LULAC Councils can make an important contribution. You know the problems in your communities. You know the kinds of program that are needed--in education and training, and health and welfare services.

We in the Federal Government intend to see that the resources for meeting these urgent social needs throughout the Nation are made available to every State and every community. But the initiative and planning and energy required to apply these resources to the problems at hand cannot come from Washington alone. The first sparks must be struck by local citizens like yourselves who understand and can articulate a community's social needs.

I am confident that the members of LULAC will be quick to respond to the challenges before us. You have already demonstrated imaginative and aggressive local leadership in your efforts to improve the educational opportunities of children from Spanish-speaking families.

Nothing we can do to move our society forward is more important than our efforts to better the health, the education, and the general well-being of our young people. In their hands is held the future of our communities and the destiny of our Nation.

President Johnson's war against poverty will be waged on a broad front. But our greatest long-range efforts must be aimed at increasing and improving our young people's opportunities for education and training.

That poverty and lack of education go hand in hand can be readily demonstrated.

Millions of Americans fail to achieve their potential, not because they lack ability and ambition but because, for one reason or another, the opportunity for an adequate education is foreclosed to them.

The result has been a tragic waste of this Nation's human resources.

And this waste is continuing on far too large a scale in the face of the ever-increasing demands for trained minds, ever-decreasing demands for unskilled workers.

Today's factory worker has more need for mathematics and a fundamental understanding of automatic control than for the manual skills of his father. There is growing need for men and women with basic knowledge of science and mathematics.

We are faced today in education with both a backlog of unmet past needs and sharply increasing new needs arising from population growth and a rapidly advancing technology.

The education legislation passed by the first session of the present Congress reflects recognition of these needs.

Indeed, President Johnson said that session would be known as the "Education Congress."

Passage of the President's antipoverty program--the Economic Opportunity Act of 1964--will enable many communities to make special educational opportunities available to the children of the poor--the children who must be reached now if they are to have a chance of casting off the yoke of their inherited poverty.

Additionally, there remains an urgent need for legislation that would enable the States to make use of Federal funds for the strengthening of our elementary and secondary schools.

I am convinced that if communities throughout the land can catch the vision of a better and stronger America through education, we shall reach the high ground of educational accomplishment which will open great new vistas of social, economic, and cultural progress.

Our schools--from kindergarten up--must be staffed and equipped to meet the needs of all American children. We must

recognize that those needs may not always be exactly the same, for children do not come to school equally prepared to learn and to grow. Yet they must be given an equal chance, for without it there is no hope.

The darkest corners of our nation -- poverty-stricken communities and city slums--must therefore be illuminated with the brightest schools if the light of learning is to shine equally for all our young people. Those who bear the mightiest handicaps must now receive an extra measure of help.

It is not a question of favoring one group over another, or taking something away from someone and giving it to another. Our democracy has grown too old and wise for that kind of divisive politics.

It is basically a question of justice.

We are diverse people--a marvelous mixture of races and cultures--each of us proud of our separate roots and each of us glad that those roots are transplanted here.

We are a diverse but a unified people. We may be Chinese-American, Polish-American, Negro-American, Italian-American, or Spanish-American--but we are all Americans.

The common denominators that we share are freedom and justice and equal opportunity for all.

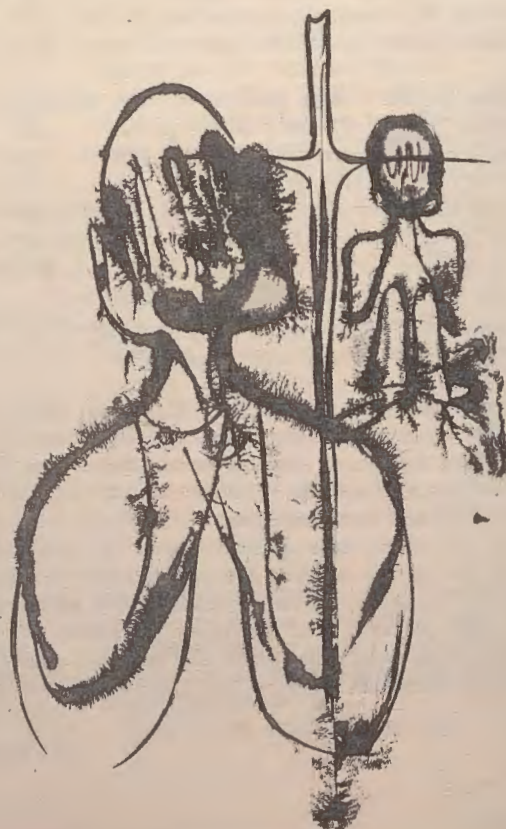
And the problems of injustice and inequality that exist in our land today are common problems that we must solve together.

America has everything to gain by meeting and mastering its social and economic problems. It has everything to gain by increasing its investment in education to the point where every American boy and girl has the opportunity for the fulfillment of his or her aspirations.

It has everything to gain by an all-out attack on poverty and the evils that poverty generates.

President Johnson has appealed to the Congress and to the American people to join him "in working for a nation . . . that is free from want and a world that is free from hate--a world of peace and justice, and freedom and abundance, for our time and for all time to come."

America and all Americans have everything to gain by working for such a nation in such a world.





# *If I Had It My Way...*

By PAUL GARZA, Jr.  
Member  
Laredo. Lulac Council No. 12

There are those who insist that Lulac's purpose as an organization has become obsolete and inconsistent with the changing times and conditions of our modern-day society. I have been in Lulac only since 1957, hardly enough to qualify as a seasoned veteran, but certainly sufficient to know the ins and outs of the organization which I dearly hold in my heart.

I have noticed in Lulac the desire by many of our members to be of service and assistance to their fellow man, if only someone could find for them the way and give their energies direction and guidance. I have also observed other members of this wonderful organization who are only active during the conventions - that is, a great deal of talk and very little action, and their local councils may very well just exist. There is also the mere believer, the member who is neither active on the local or national levels, but desires to belong for the sake of belonging, and does not wish to do anything else. From these observations, and I might add, some in my own council, I find that if I had it my way, there certainly would be numerous changes in this organization so dear to many of us beginning at the grass roots and on up.

I have a great deal of respect and admiration for the many wonderful leaders which our beloved Lulac has had in the past. To this extent, I might say that Lulac has enjoyed many fruitful years in the past, thanks to the untiring efforts and unselfish devotion to duty by our forebearers. Tradition, however, in any progressive organization, must not always be reason for the manner the said organization moves and acts. I do agree, however, that past experience and the traditional aspect should be carefully weighed in making new decisions or passing judgement. On many occasions, I have found Lulac to become stagnant only because we are too concerned about going against tradition.

In my humble opinion, Lulac needs to re-evaluate itself - its purpose, goals, and aims, and its overall organizational setup - in order to become more effective and efficient in meeting the challenges of our modern times. We seem to be too concerned with our internal affairs in handling the business of Lulac that we lose sight of the more important issues of our day and time, and in so doing, we have not been able to cope efficiently with the

problems of the less fortunate Americans, a great majority of whom are Americans of Mexican and Spanish descent.

## **PROGRAM OF ACTION**

If I had it my way, I would see to it that a definite program of activities be devised for the sake of the local councils to follow. Naturally, there would need to be a flexible program which the local councils could practically follow and one which would permit local initiative for the councils. In this manner, all of the organization would have a basic program which would assist the councils in determining their accomplishments and faults. State and national assistance in shaping up such a program would go a long way in making Lulac a more effective and coordinated organization. I am fully aware of the problems which this suggestion may bring forth, primarily due to the varying circumstances in the different sections of the country, but an attempt should be made which might help to energize some of the dying councils and bring in new sections of the country into the fold.

If I had it my way, I would establish a system of communications between the state and national offices and the local councils and required strict adherence. There is no doubt that our present organizational structure is suffering from a lack of communications, through no fault of our leadership. If I had it my way, I would devise a quarterly and annual report forms which the local council would have to submit and substantiate in order to maintain its good standing in Lulac, same reports to be submitted to the national, state and area officers.

If I had it my way, I would change the designation of District Directors to Area Directors and change their districts to correspond with larger areas and regions. Their true worth to the organization (and I have served as District Director) is meaningless with the degree of authority and responsibility which they possess now. I would delegate a little more responsibility to the Area Directors and State Directors so that their total contribution to Lulac would be more than "honorary" For example, the State of Texas should have

(Continued on Page 19)



## Notes From

# Supreme Council Meeting

Norwalk, California

November 14-15, 1964

## 5 New Council Charters

## Approved, One Suspended

Charter applications for five new councils were approved by the Supreme Council in Norwalk, Calif.

The new councils are in San Antonio, Houston (East End) and Houston (Northside), all of Texas; La Mirada, Calif., and Casa Grande, Arizona.

Brother David Adame, state director for Texas, said that the Baytown and Hitchcock councils have been reinstated and that dormant councils have been reactivated in Bryan, Navasota, and Kingsville.

Reporting to the Supreme Council, Brother J. C. Machuca, business manager, gave the following figures by states: Arizona, six councils, including one inactive; California, 22 councils, seven inactive; Illinois, 10 councils, one inactive; Indiana, four active councils; Iowa, five councils, one inactive; Minnesota, four councils, two inactive; New Mexico, nine councils, four inactive; Texas, 74 councils, 18 inactive, and Wisconsin, three councils, one inactive.

Of 400 councils which have been granted charters, one of every three is no longer on the roster, and of the remainder, one of every four is not active, Brother Machuca reported.

## Next Supreme Council Meeting

## Set For January 23 In El Paso

The next meeting of the national Supreme Council will be a special meeting in El Paso, tentatively scheduled for January 23, President William D. Bonilla announced at the Norwalk, Calif., Supreme Council meeting.

A proclamation and an agenda is to be mailed out of the national office sometime during December, the national president said.

Part of the purpose of the meeting will be to review the decisions and recommendations of a special committee of five past national presidents which will look into all corporations and fiscal matters of the League and the operation of the National LULAC Home and the low-rent housing projects owned by LULAC in El Paso.

Also scheduled to be on the agenda of the special meeting is certification of members appointed to the board or boards of directors of the corporations operating

under the auspices of the national office. Certification was withheld at the Norwalk, Calif., meeting to allow time for the study by the special past-presidents committee.

## Council Limits Scope

## Of Internal Disputes

The Supreme Council convened in Norwalk, Calif., adopted a resolution expressing its view that any dispute involving members of the Supreme Council should remain only between the parties directly involved until action is taken by the entire Council.

Action was taken at the request of President William D. Bonilla.

The president said he took exception to letters mailed by Vice President Mrs. Celia Martinez regarding his suspension of Arizona State Director James Sedillo.

## State Directors

## Report Progress

## In Their Areas

State directors reported continuing progress of the League at the Supreme Council meeting in Norwalk, Calif.

Among the reports made were:

Plans to extend the League to Michigan as early as January or February, reported by Brother Edward Modesto, state director of Indiana.

The administration's 10 point program will be presented to an Illinois state commission on problems of the Spanish-Speaking, and the commission is expected to concentrate specially on the problem of migrant workers, reported by Brother Robert Alaniz, state director of Illinois.

A campaign is underway to double LULAC membership in Texas, which has about 70 councils and 16 active districts, one of which has increased its membership this year by 80 per cent, reported by Brother David Adame, state director of Texas.

Six new councils have been organized. Council meetings have been held and two in California, where two state Supreme more are planned, reported by Brother Pete Villa, state director, who said he has had an opportunity to appear on television in behalf of the League.

## Miss Carmen Vela

## New Jr. President

Miss Carmen Vela of the Norwalk, Calif., Junior LULAC Council, has become national president of Junior LULAC upon the resignation of Mario Lewis of El Paso. Miss Vela was elected vice president at the Corpus Christi national convention.

Miss Vela and Rick Aguirre, a past national Junior LULAC President, also of Norwalk, were introduced at the California Supreme Council meeting.

Also at the meeting were Miss Irene Alva, newly appointed Junior LULAC national secretary, and Philip Fonseca, state director of Junior LULAC in California.

## \$50 Donations Sought

## From 100 Members

An effort will be made to get at least 100 brother members of LULAC to contribute \$50 each toward the retirement of outstanding debts for the purchase and maintenance of the National LULAC Home. The suggestion, made by Past President Hector Godinez, was accepted by President William D. Bonilla at the California meeting of the Supreme Council.



# 1965 National Convention Set July 1-4 In Bensenville, Ill.

The 1965 LULAC National Convention will be held July 1 through 4 at the Shara Inn, Bensenville, Ill., a Chicago suburb. Dates for the annual meeting were ratified by the Supreme Council at Norwalk, Calif.

On the recommendation of Brother Robert Alaniz, state director of Illinois, Brother Ernesto Gonzalez of the Bensenville Council was appointed convention chairman by the national president.

Brother Gonzalez's address is 241 Glen-

dale Lane, Hoffman Estates, Ill.

Charles Hayes, a prominent newspaperman in the Midwest, will handle convention publicity, Brother Alaniz said.

The national president said he will put approval of convention speakers on the agenda for the Supreme Council meeting scheduled for January 23, 1965, in El Paso. He said unless action is taken at that time, approval of speakers will have to wait until the regular April meeting of the Supreme Council.

The national president asked that the Bensenville Council keep the national office advised of all convention arrangements.

## Arizona Director Choice Left To State Council

Brother James Sedillo, state director of Arizona who had been suspended by the national president, was temporarily reinstated at the Supreme Council meeting, pending a meeting of his state Supreme Council, which will make the final decision.

The Supreme Council convened in Norwalk, Calif., Nov. 14, verbally backed the authority of President William D. Bonilla to remove a state director.

Members of the Council, however, decided to pass on the decision to the Arizona meeting after hearing stories from the different viewpoints of President Bonilla and Brother Sedillo.

The national president, after the Council action, appointed Brother Sedillo temporary state director of Arizona so he could vote at the Supreme Council meeting. He was the only Arizona representative at the meeting.

Specifically, the action of the Supreme Council, on a motion by Vice President Jess Vela, was to continue the suspension of Brother Sedillo until the Arizona Council could meet within 30 days to decide on its state director.

## Seven Members

### At Council Meeting

Seven voting members were present at the Supreme Council meeting in Norwalk, Calif., held Nov. 14 and 15 at the Tudor Inn.

Present were President William D. Bonilla; Vice President Jess Vela; Brother David Adame, state director of Texas; Brother Edward Modesto, state director of Indiana; Brother Robert Alaniz, state director of Illinois; Brother Pete Villa, state director of California, and Brother James Sedillo, acting state director of Arizona.

Other members of the national staff present were Miss Romelia Guerra, executive secretary, and David T. Lopez, director of public relations.

The Supreme Council authorized Sedillo to call the meeting of the Arizona Council.

The national president suspended Brother Sedillo on Sept. 16 for "being inactive and failing to report to the national office." The suspension followed a visit of the national president to Arizona.

## 5 Past Presidents

### To Do Fiscal Study

A committee of five past national presidents, headed by President Frank Valdez as chairman, will review all corporations associated with LULAC and will study the status of the National LULAC Home. It was decided at the Supreme Council meeting in California.

The committee will meet in El Paso at the same time a special Supreme Council meeting is convened in January. The date tentatively set by the national president is January 23.

Serving with Valdez are Presidents John Herrera, William Flores, Al Armandariz, and Hector Godinez. President Godinez made the recommendation for the committee, and the recommendation was accepted by President William D. Bonilla.

At President Bonilla's suggestion, the Supreme Council voted to prohibit the construction of any houses, buildings, or any other construction projects under the auspices of the LULAC National Office.

The special committee is to investigate all properties held by LULAC or any of its corporations. Directors of National LULAC Homes, Inc., will be asked to meet with the committee.

By the time of the meeting, the second phase of the El Paso low-rental housing projects, Villa del Norte Apartments, is to have been completed.

## Two Insurance

### Plans Announced

Two programs to provide LULAC members with a chance to secure life insurance and automobile insurance were approved by the Supreme Council in Norwalk, Calif.

Both programs were recommended by President William D. Bonilla, who said he had investigated the terms personally and that both programs would make money for the League without making it liable for any expenses.

The agreement for life insurance is with Girard Life Insurance Co. of Dallas, Tex. The company will offer a \$10,000 five-year term policy to LULAC members at a premium rate which the national president said is the lowest available of the firms which he was able to contact.

Manufacturers and Wholesalers Indemnity Exchange, a Denver-based company, will offer the automobile insurance.

Both companies will provide the national treasury with a percentage of all premiums paid under the terms of the agreements.

The Supreme Council voted to dissolve LULAC Managers, Inc., a corporation formed under a previous administration to administer an automobile insurance plan.

## Brother Nash Garcia

### To Organize In West

Brother Nash Garcia was appointed organizer for California and Arizona at the Supreme Council meeting in Norwalk, Calif. The appointment was made by President William D. Bonilla on the recommendation of Brother Pete Villa, state director of California.



# A New Lulac News...

By David T. Lopez

Director of Public Relations

The league has had serious problems with its national publication for many years. Year after year, LULAC NEWS has been published - sometimes regularly, sometimes sporadically; sometimes in excellent form, sometimes in utter mediocrity or worse—with the ever-present twin specters of lack of good, informative material and insufficient financial support.

For some time, the answer has seemed to be at hand. Place the magazine in professional hands and preserve its continuity by not moving it with every administration, many brother members have recommended.

This administration has recognized that in many ways the league can be only as good as its national publication. For this reason it intends to begin the New Year with a publication which will compare favorably with that of any other national civic or fraternal organization.

The idea has received favorable reactions at the last two meetings of the Supreme Council. Much of the groundwork has been completed. Some work still remains to be done. Every LULAC member can help, either individually, or as a part of a combined effort of his council or his district or state organization.

This article is intended to inform all members of the league of what is planned for its national publication, and in this manner solicit both support and questions and suggestions.

## THE PROBLEM

As Brother Paul Garza Jr. suggests in his editorial in this issue, LULAC NEWS should be in the hands of someone trained for the task. Brother Garza served as national director of publicity in the administration of President Oscar M. Laurel, and while a student at Texas A&M University he was editor of one of the student magazines.

Obtaining a professionally competent director of public relations or editor of LULAC NEWS, however, is only the first step. This administration and the previous one have had persons with journalistic training, but other problems have persisted.

At the very root of the considerations must be a policy decision on what type of publication LULAC members want and need. Changes in format make it exceedingly difficult to form a strong advertising base and make it impossible to arrange for long-term advertising contracts.

This administration was hamstrung from the start by commit-

ments made by the previous administration for publishing the national organ in El Paso. Type has been set for a first-class publication in Corpus Christi since last summer, and it will not be used until January.

Without going into the intricacies of publishing, the problem is this. In order to have a really good publication, LULAC must be able to attract national advertisers. Procuring all advertisements for LULAC NEWS locally not only is extremely unfair to the local council, but cannot provide sustained support for a top-class magazine. To get national advertisers, LULAC NEWS must be attractively produced, and it must have a large enough subscription list to warrant the advertisers' attention.

Finally, as Brother Pete Villa, state director of California, suggested at the Norwalk, Calif., Supreme Council meeting, LULAC NEWS must have more continuity. Brother Villa suggested a board of directors to set policy for the publication and to serve staggered terms.

## THE PLAN

This administration has made a firm decision to publish a first-class magazine, a magazine which not only will serve as the base for communications and as the source for project ideas and materials, but also will be an aid in obtaining new members and will present an attractive face of LULAC to a select mailing list of state and national officials.

The first issue in this series, one built around the administration's 10-point program, originally was scheduled for October, but has been postponed until January. The postponement was to allow more time for promoting the magazine and to permit a special Christmas Edition in El Paso to raise funds for the National LULAC Home.

LULAC NEWS, beginning in



January, will be costlier, but not expensive. Assisting the national director of publicity will be a staff of trained journalists and artists, most of whom will be donating their time to LULAC in exchange for the experience of working on a magazine which will be edited and produced aggressively, competently and imaginatively.

#### **FINANCING**

Last administrations have spent up to one-fourth of their budget on LULAC NEWS. This administration probably will spend more than previous ones, but it hopes to keep the cost to the league at a minimum. There is a chance that the magazine will turn over a considerable profit after its first six months of operation, when the term of this administration will expire.

To finance the magazine, advertising will be sought from throughout the nation, both from national concerns which sell to a widespread market and from industries, businesses, and establishments which sell to regional markets centered where LULAC is active.

Councils will be encouraged to solicit advertising and will be provided with materials when they pledge to make a serious effort at obtaining advertisements in their area. The balance of the advertising will be handled by Interamericana, Corp., an advertising and public relations firm of which the director of public relations is president. The firm will get a 15 per cent commission, the lowest rate in standard use. The previous administration in comparison granted a \$50 guarantee plus 50 per cent commission to the agency which represented the magazine.

The same commission will be paid to any LULAC member or any LULAC council sending in an advertising order for which the member or council encloses pay-

ment or agrees to be solely liable for payment.

To form a solid financial base, two fund-raising devices will be used. One will be a directory of services to be published in every issue. Listings for 12 months will be solicited at \$50. The directory is designed specially for physicians, attorneys, and other professional men whose ethical practices do not permit them to advertise, but allow directory listings. The directory also will be very useful to LULAC members seeking professional assistance or business services.

In addition, one-year subscriptions to LULAC NEWS will be solicited from non-members for \$5.

#### **HOW TO HELP**

The quality of the magazine will be enhanced tremendously if a majority of LULAC councils cooperate in the program. There are several ways to help.

First, to assist in providing potential advertisers with an idea of what LULAC NEWS readers are like, a survey is being attempted. Help by filling in and mailing the questionnaire, printed in this issue.

The questionnaire also has blanks provided for brother members who are willing to assist in

soliciting subscriptions and advertising. Both means are suggested as excellent money-raising projects for councils which will help both the council and the national publication.

To permit a really strong advertising program, LULAC members will have to procure an average of two or more subscriptions each. Working toward this end, the national office will undertake a subscription campaign to back up local level efforts.

Material available on request will show how to solicit advertising and earn the 15 per cent commission applicable to all advertising and to directory listings. The material will include contract blanks and some promotional material to help in making a sales presentation.

Suggestions on how to seek subscriptions also are available on request by filling in the appropriate blanks on the questionnaire. LULAC NEWS will allow \$1 commission, 20 per cent, on every subscription sold under the terms provided.

This issue is a step in the new direction, but the January issue is expected to be still better. The questionnaire has space for questions, criticism, and comments. All will be welcome.

# ... For The New Year



# MINORITIES AND THEIR FUTURE

## *From a Speech September 17, 1964 To Sunset Optimist Club, Corpus Christi*

By Hon. William D. Bonilla

National President

The years since World War II have brought about rapid progress among the American citizen of Mexican descent. The force behind this progress has been and will continue to be a sound education coupled with the recognition and exercise of the privileges of American citizenship.

In the last four decades, Latin American citizens have moved in large numbers from positions of scorn and discrimination, of economic necessity and social inequality, and of civic apathy and political unconcern, to take an equal and active part in the life of their communities and their nation.

These changes have come about through recourse to those citizenship privileges and those legal processes guaranteed every American citizen, without transgressions into violence, social discord or civil disorder.

As the head of a nationwide organization dedicated to provide the leadership for an even fuller achievement of their potential by the Latin American people of this nation, I am among the first to recognize that the job is not complete.

Today, we can proudly say, however, that the assimilation of the Latin American into the mainstream of American society has been due almost entirely to the efforts of Latin Americans to help other Latin Americans.

Ours is a peoples determined to chart the course of it own destiny, amiable to all, but beholden to none.

In the Southwest, and particularly in the southern part of Texas, we citizens of Mexican ancestry have for years been faced with a struggle for an equal chance to participate in the activities around us. Ours has been in this area the ethnic group which has most often suffered the sting of bias and intolerance.

Let us remember that many of these same frus-

trations and humiliations have been encountered by racial and nationality groups throughout our nation's history.

No one who truly believes in the word and the spirit of our government can condone the discriminatory practices bred of the ignorance and fear in the minds of some of our less fortunate fellow citizens.

At the same time, no one who is truly proud of the culture and heritage of his fathers can prefer to be tolerated as a camouflaged American when he knows he can enrich his country with the language, customs, literature, music, and character of his ancestral homeland.

This country would be drab indeed without pizza pie, chop suey and enchiladas; without the cha-cha and the bossa nova; without the French Quarter and Chinatown—and the very language we speak would be much less expressive and colorful without the thousands of words we have borrowed from the nations of the world.

The passage of the Civil Rights Act of 1964, which my organization commended by resolution at its national convention, will move the American people into a new era of fraternal cooperation between citizens from diehards who had delayed progress in human relations, Americans learned in the midst of worldwide conflict that they could work, live, and fight together. The federal legislation, as a persuasive influence to those few diehards who had delayed progress in human relations, will permit the brotherly spirit forged in the battlefields to become a reality in a world at peace.

At all levels of activity in the nation, American citizens are waking up to realization that every ethnic group has very definite contributions to make. From now on, our country will make increased use of its nationality groups in its diplomatic and commercial relations with other nations. Employment discrimination at the local and individual company levels gradually will disappear. Americans will learn to more fully enjoy not only the foods, but the other contributions which each group can make to our society.

The future, however, is the brightest for those groups who make a definite commitment to face the task of becoming good American citizens with pride, industry, and unity.

In the League of United Latin American Citizens, the stress has been on education and participation. These we believe to be the keys to a full and productive citizenship. We are promoting these aims in a national

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# OUR NATIONAL HOME

By Carlos Truan

Executive Director

"Our National LULAC Headquarters is located in El Paso, Texas", remarked one proud LULACer to a prospective new member. Obviously trying to win over the person, this LULACer couldn't help being proud that our beloved League had progressed to such a state that it required a National Headquarters to carry on its administrative work.

You, no doubt, have employed the above quotation in LULAC meetings and gatherings, as well as with your associates who want to know more about LULAC and its programs.

Yet, important as it may be to have a national headquarters, the responsibility of preserving it, and maintaining it is in my opinion equally as important, if not more important, both to our morale and to our prestige with our fellowmen.

In this respect, we as a League have failed to live up to our economic responsibility as owners of our Home! We boast of the fact that "we" have a National Home, but "we" don't show our faces when the quarterly payment of approximately \$1,700 is due! In fact, there hasn't been any donation from any member Council that has amounted to anything since the drive to reach \$10,000 during President Frank Valdez's Administration in 1962-'63!

Absurd you say? well, absurd it is! The League of United Latin-American Citizens, a 35 year old organization, still is using the tools of 1929 in the "space age" of 1964! At the 35th National Convention it was reported that we had to hire a full-time Business Manager at our National LULAC Home! We, as an organization, are just lucky to be blessed with the talents of J. C. Machuca, a loyal LULACer of many years, who is occupying

*All for One--One for All*



the position of Business Manager for a mere \$100 per month! He is doing a magnificent job

My only concern is about how long will this arrangement last?

Getting back to the National LULAC Home, I can remember back in 1961 at the 32nd National LULAC Convention in Phoenix, Arizona, at the Westward Ho Hotel when brother Albert Armendariz from El Paso presented the idea of a National Home in El Paso. In fact, Brother Armendariz showed us a blueprint of the proposed building for approval by the General Assembly.

Needless to say, the convention delegates went wild on the idea! I don't remember whether the idea was approved at this Convention or at the following one in El Paso, Texas, in 1962, but the idea found favor to buy a National Headquarters that would be owned and operated by LULAC!

Now, you new members may ask, why El Paso? Why couldn't it have been in some other city like San Antonio (the city with the largest LULAC District) or Corpus Christi (the birthplace of LULAC)? Well, as this LULACer remembers, a leading citizen of El Paso, a publisher in fact, promised the League a donation of \$10,000 for the National Headquarters as long as it would be located in El Paso, Texas.

Also, at that time, the whole El Paso District went on record that they would support the Home 100%! Yet, as time went on, there were two other "strings" attached to the \$10,000 donation, namely, that the membership of LULAC would match the \$10,000! This was all right.

At least it gave us an immediate incentive to get on the job.

During President Valdez's Administration, the League responded to the point that the \$10,000 was reached. No sooner said than done, another "string" was attached, that being that our League had to be declared a "non-profit" organization by the Internal Revenue Service (IRS) before the donation was completed. (In other words the donation had to be deductible before it was donated!) So that we could have the \$10,000 from this publisher three LULAC members had to sign a note that if the League was not declared "non-profit," they would be personally liable. These three members were Frank Valdez, Andy Maldonado, and Albert Armendariz.

They certainly deserve a lot of credit for having the fortitude to stick out their necks. They didn't have to, you know! Anyway, a Jewish temple was bought to become the National LULAC Home, a home away from home for every member of our League.

Since President William Bonilla's Administration took over June 28, 1964, many startling facts have come to light. First that the National Lulac Home had not been operated on a business-like manner. Immediately after the Nat'l Convention in Corpus Christi (in fact during the July 4th Week-end), I had the opportunity to travel with our Nat'l President to El Paso where I learned that the Home was being operated and treated as a "white elephant" of LULAC!

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## HELP TO NATIONAL HOME PLEDGE CARD

After reading Brother Truan's article in the November LULAC NEWS, I have decided to help in keeping our National LULAC Home in El Paso.

Hon. William D. Bonilla  
National LULAC President  
P. O. Box 907  
Corpus Christi, Texas

Name.....Member of Council .....

Mailing Address .....Council or other Office.....

City and State.....

I am enclosing..... to be used exclusively for payment and maintenance of LULAC Home.

I pledge to contribute ..... during..... for the National Home. My council is undertaking the following project on (Date):..... (Project).....



## ON POVERTY

(Continued from Page 4)

call the cops? Why should I do it?" There were editorials all over the country saying that this showed a tremendous defect in the American character, that more than 30 people could watch a human being stabbed to death and do nothing about it.

The American press congratulated itself on its morality and criticized these people.

But aren't we doing precisely this in terms of poverty and racism?

Isn't this society standing by, watching the maiming and the destruction and injury to the black and white poor—and doing nothing about it?

Doesn't it corrupt the society to be the richest society that history has ever known, and to produce poverty as one of its products?

### Alive and Miserable

I am suggesting then that poverty costs this society every way you look at it. It costs billions of dollars just to keep people alive and miserable.

It is a problem which is costing perhaps one-third of our youth, at the present time, the possibility of a decent future.

It is a problem which, if it is allowed to grow, will destroy any potential for progressive political change in the society.

It is a problem which is more and more making our cities, and particularly our slums, chaotic and violent places where people are afraid of their neighbors.

It is a problem, above all, which ethically corrupts that society which stands by while harm and injury is done to the millions and tens of millions of Americans; that does nothing, even if we write editorials that people should report stabbings in the street.

Let us also write some editorials about people reporting slums and unemployment and the kind of social standards we have in the society, day in and day out.

Second, in order to deal with a problem of these dimensions, a problem that costs us so much, we are going to have to invest money, energy and imagination. We cannot buy our way out of this one cheaply.

### Precondition of Success

Let me suggest some of the ways I think we are going to have to move.

It is an absolute pre-condition of the war against poverty which has been declared by the President of the United States, that we have full employment. We cannot abolish poverty with a high chronic rate of unemployment of the type we have been suffering since 1957.

Let me give you a specific case in

point.

Sargent Shriver has proposed to a young high school dropout to volunteer, and to put them into federal camps, and to educate them so they can take their place in our society.

To give you an idea of how extreme it is, he proposed to educate these young people up to a seventh grade reading level. And he also proposes to teach them how to speak, because we discovered under the manpower development and training act, that seven out of eight unemployed workers could not qualify for training, even when it was available, because they could not read, write and in some cases speak English.

There are men and women in this society who can't get jobs because they don't know how to talk to a personnel man, or fill out a form. We now have to invest federal money in teaching people how to speak their own language.

But suppose Shriver succeeds. Suppose he brings them up to a seventh grade reading level, suppose he gets them so they can speak English, their own tongue.

And suppose there is chronic high unemployment when they come out of that camp. Where are they going? Where is a young guy in this society with a seventh grade reading knowledge and a new ability to speak English? Where is he going to get a job? The answer is clearly, no place.

If we have unemployment, therefore, there is the danger that we will work a cruel deception on the poor people in our anti-poverty program; but we will take them off the streets, we will educate them, we will raise up their hopes and we will send them back to the streets with no more potential for the future than when they started. They will be doubly and triply bitter about that.

It seems to me that the lines of your resolution are clear and speak to the fundamental proposal which has to be made in terms of full employment.

That fundamental proposal is, "Let us put the unemployed and the poor to work tearing poverty down." Twenty per cent of the housing in this society, by official governmental definition is not fit for the people who live in it.

Let us take the poor Negroes of Harlem and the south side of Chicago and hire them to tear Harlem and the south side of Chicago down, and to build, in the place of those miserable slums, decent integrated housing.

### The 'Value' of Slums

Let us understand this; that there is a sense in which our slums are valuable because it gives us something

tremendously positive to do in the process of achieving full employment. If, as your resolution points out, if the private sector fails (and it has failed), then this will have to be done by a massive program of public works.

We have had in the United States since the end of World War II a housing policy which Charles Abrams has brilliantly described as socialism for the rich and free enterprise for the poor. That is to say, we have subsidized the middle class and the rich and let the poor people have the free market in housing, and that free market has completely failed the poor people of America, black or white—all Americans who are poor.

One of the things we can do in combating poverty and simultaneously making a better society is to build houses.

In 1949 Senator Robert Taft, a Conservative Republican, said, "The United States of America needs in four years 2,810,000 units of low cost housing."

In 1968, if Johnson's present program is successful, we will finally achieve Robert Taft's 1953 goal.

### Fifteen Years Behind

We are now—in terms of what a Conservative representative defined as the problem—we are now fifteen years behind in housing.

We have got that need. We have got this tremendous unemployment. We have got these poor people. We have a gross national income increasing last year at the rate of 25-billion dollars. We have everything to solve the problem, if we put the money and the people to work answering the needs. That key concept, it seems to me, is basic to your resolution.

Secondly, in terms of program it is clear to me that we are going to have to make social security something like a decent program. We have got to have it in this society. We are defining all kinds of adequate levels and then giving people one-half of adequacy or one-quarter of adequacy.

We now have a federal minimum wage in which a fully employed worker can be \$500 below the poverty line. That is to say, we say poverty is less than \$3,000 a year; but by law we allow a man to make only \$2,500 a year. We say that people over 65 need X amount of dollars, and we provide them with one-half of X or one-quarter of X.

I have a radical proposal to make to you. I propose that we raise our social security benefits all the way up to the level they had in the United States of America in 1937, because if we now doubled social security benefits, that would about bring them up to their relative position in the econ-



omy back in 1937. That is how far back we have slipped over all these years.

In doing this it seems to me that the social security tax, which is the most regressive tax we have in American society, can be increased. A millionaire pays social security tax on \$4,500 of income, that is all. And if we want to double the benefits I'd suggest that we can ask this poverty stricken millionaire to pay tax on even \$10,000 of income to contribute to the needs of the aging poor in the United States of America.

Thirdly, the comments upon planning in your resolution are extremely important. There is a conspiracy in the United States (and not an accidental one—one we will find by people who don't want social change).

There is a conspiracy to say that anyone who comes out for planning is proposing to bring the key to Khrushchev, and put him in the White House, and have some bureaucrat in Washington tell you what kind of toothpaste to use.

I think if we are serious about these problems we have to do away with that big well-financed lie. Let me give you a couple of ideas on this. I spent last year in Europe, most of it in France. In France they plan. They plan in almost every country in Europe. In France—under a conservative Nationalist general with a banker as the prime minister—they plan.

In Britain, the Conservative Party is going to run against the Labor Party this fall on the platform that the businessman can plan better than trade unionists.

In Italy the Vatican, through its support of the left wing party, has come out for planning. In Scandinavia they have been planning for years.

I was in France and went over to the planners' office. I talked to some of the men there, and they told me a surprising thing—that they came to the United States of America to learn how to plan.

I asked them where they went and their answer was simple. They went to the big American corporations. They plan. They do market analysis years ahead. They use input-output analysis. They use all these things, and then they take the enormous super-profits which they gain from planning, and they put some of those profits into a political movement which says the Government can't plan!

As a matter of fact, and here I find myself (since General Motors is one of the corporations that does great planning for itself but won't

let the country plan), I find myself in unexpected agreement with Charlie Wilson, Eisenhower's cabinet member who said, "What is good for General Motors is good for the country."

In this case I agree with him.

As a matter of fact, you delegates should know this as well as anybody else; if the meat packers can use computers to plan the formula for making sausage, why can't the government of the United States use computers to plan for full employment in jobs and housing and the like?

What this amounts to, as your resolution points out, is to take seriously a law we passed in 1946 which says it is the obligation of the United States Government to maintain maximum employment.

The Government has been breaking that law for several years, and we are simply demanding when we talk about planning, that the government live up to an obligation that has been on its books since 1946.

Finally let me talk about the practical necessity of having some dreams in this society. For years, for centuries, from the beginning of time up until perhaps this moment all human life was ruled by the fact that Economics was the allocation of scarce resources.

There was simply not enough to go around, and out of that fact we developed not only an economic theory but an ethic and a psychology.

We said, "He who does not work shall not eat."

We said a man establishes his worth in the eyes of his neighbor and his God by performing dirty, sweaty, onerous work. And we imposed upon society a discipline that was derived from the fact that resources were scarce.

#### Allocation of Abundance

We are now at a point, the first time man has reached this point in his entire history, where our incredible technology means that now Economics must become the allocation of abundance; that we have to change our thinking to keep up with our own inventive genius; that we have to be as smart in our social thinking as we are in designing our machines.

We have to come up with a new economy and a new ethic and a new way of looking at life.

We had last year a 20% increase in the gross national income, primarily in profit. We distributed the gains of our marvelous technology primarily to a minority; but now we have the possibility with abundance before us, of distributing these gains to the

whole people, and in order to do this I think we are going to have to think very imaginatively.

What happens to this society when automation progressively reduces and eliminates almost all of the semi-skilled and unskilled jobs, or almost all of the factory jobs? That is a possibility in the future. What do we do?

Do we just let those people starve? That is one answer. Do we make a commitment and say every citizen in American society has as his political birthright the right to an income allowing him to live decently, regardless of whether he works or not?

That is another answer, and it is a much better answer, and it is an answer I think we have to begin to make right now.

But, finally, I suspect that there is an even more important answer that we now have to think about—new kinds of work, new definitions of work.

If machines are more and more going to do this sweaty, routine miserable job, what is left for us human beings? I think there is a relatively simple answer, it is an answer that looks toward the far future and the immediate future. The answer is that one job you cannot automate out of existence is the human care of human beings.

As Seymour Melman put it at a recent conference in Washington, "The one thing a computer cannot do is take a child by the hand and talk to him about the sky."

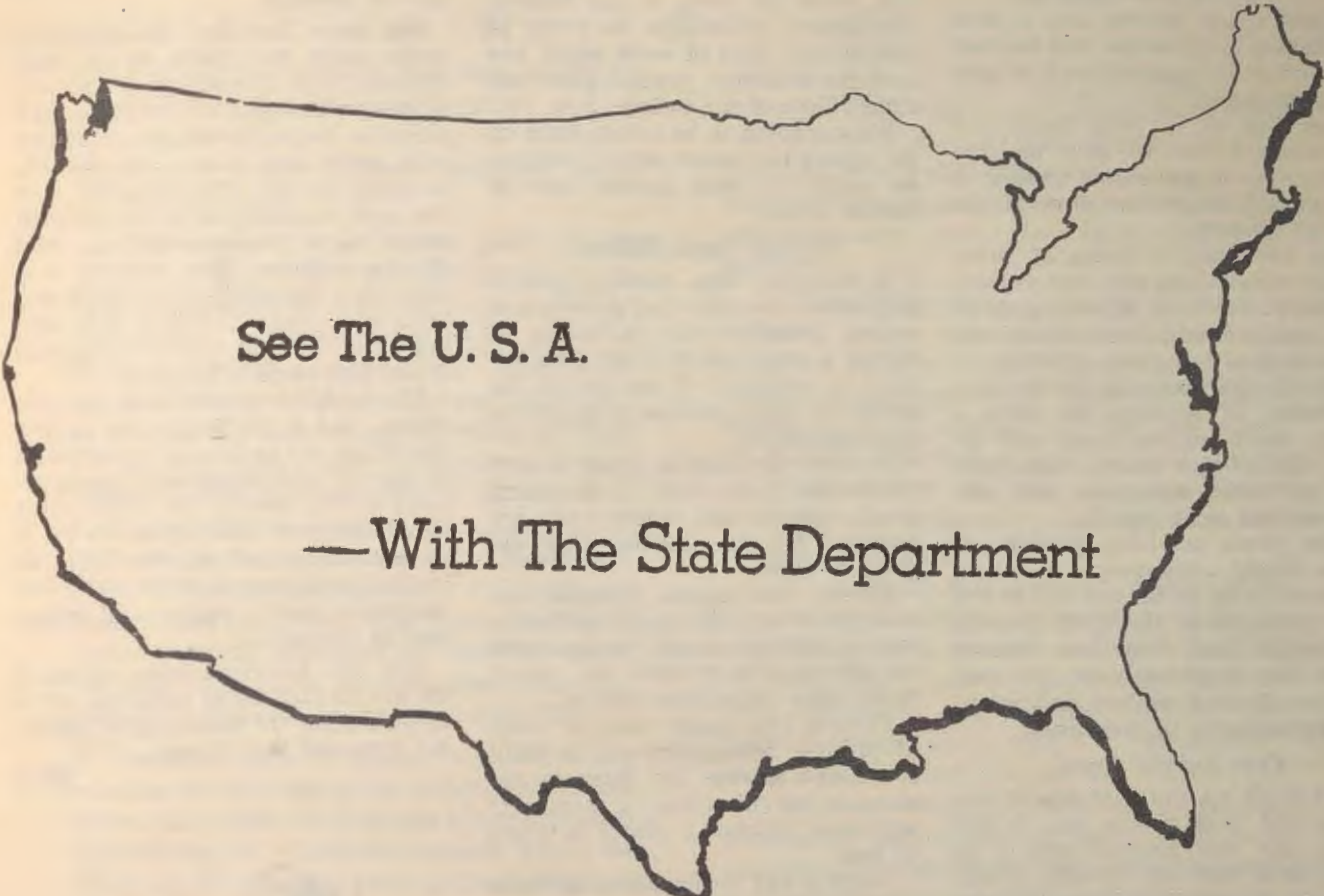
I am, therefore, suggesting that out of economic necessity—not out of visionary thinking, out of economic necessity—we more and more are going to have to make the human care of human beings the major growth industry; because, as we are liberated from the sweaty task, if we are going to work, if we are going to keep changing reality, if we are going to keep being a people standing up and doing something, that something will more and more be taking care of human beings.

#### Jobs for Poor People

Let me give you some ideas which I think apply right now. Bayard Rustin mentioned one—teachers' aides. Why not, in the war against poverty, take poor people who don't have to have PhD's to do it, poor women, and put them to work in our schools helping our teachers?

We understand, more and more each day, that the young, poor child is hurt, and hurt badly in terms of intellectual development, even before he gets to first grade. The psychologists,





See The U. S. A.

—With The State Department

Michel Cieplinski, Deputy Assistant Secretary of State for Administrative Affairs, has announced that persons interested in serving as escort interpreters for foreign leaders and student leader groups visiting the United States should send for an application as soon as possible.

Cieplinski said the number of visitors under the Cultural and Exchange Program has increased, the need for more escort interpreters.

Applicants should have a broad educational background. A college education or the equivalent of a college education is almost indispensable, Cieplinski said. Cieplinski was host to the meeting with President Johnson which President William D. Bonilla, David T. Lopez, director of public relations, and Eduardo Peña Jr., chairman of the legislative committee, attended in Washington, D.C.

In addition to one or more of the languages listed below the applicant must have a fluent knowledge of English.

Afghan Persian—	French	Japanese	Russian*—
Amharic—	German—	Korean—	Serbo-Croatian.
Arabic—	Greek—	Persian	Spanish
Bulgarian*—	Icelandic	Polish*—	Thai—
Chinese—	Indonesian	Portuguese	Turkish
Finnish	Italian—	Rumanian*—	

— US citizenship required

\* Men only in these languages

Application forms may be obtained from the U.S. Department of State, Division of Language Services, Room 2212, Washington, D.C. 20520. Applicants who appear possess the necessary background qualifications will be recruited to take further tests at the Department of State in Washington. No previous interpreting experience is necessary.

Cieplinski says that applicants who qualify may be called upon to accompany foreign leaders, student leader groups and technicians on their travels within the United States and to interpret for them at their professional interviews, meeting etc. Service will be rendered on a contract basis. The work is generally intermittent and the assignments usually last from one to three months. Depending upon the successful applicant's experience, education, and other qualifications and on the specific assignment, the beginning salary normally ranges from \$20 to \$24 per day worked which usually includes Saturdays and Sundays. Transportation is paid by the Government and the escort interpreter also receives an allowance amounting to \$16, \$18, or \$20 per day (depending on the program serviced) to cover hotels, meals, and incidentals when in travel status.

Men are generally preferred for these positions, although there are some opportunities in certain languages for well-qualified women who are free to travel.

United States citizenship is preferred and is required for some languages, though not all, so long as there is no legal restriction against the individual's earning money in this country.

There is a possibility of this employment leading to permanent employment at \$6,050 to \$8,650 per annum beginning salaries for a very few exceptionally well-qualified American citizens with ability on assignment. Of particular interest are persons with high-level proficiency in Greek, Turkish, or two or more of the Romance languages.



## ON POVERTY

(Continued from Page 16)

more and more, believe that a poor child begins to be warped and maimed by a slum at the age of three, or perhaps even earlier.

From this, it is being more and more realized that we have to have nursery schools, pre-school training if we are really to get deep down at the roots of poverty.

Why can't we, in terms of those nursery schools, use men and women, who don't have to be psychologists or social workers, who can perform the useful work of being with children.

Take another example. In the United States of America we have a society which adores youth and ignores death, and which, therefore, more and more segregates, not only Negroes, but older people.

Older people are being pushed out of the family, older people are more and more living alone, and one of the great problems of the aging poor is not simply that they lack income (which they desperately do), but that they lack human contact and relevance and meaning in their lives.

### Care for the Aged

Why don't we say that one of the things that poor people can do for pay in the war against poverty is simply to be with older people, to help to begin to create bridges between aging people and the rest of society?

Let me give you another example. The most socially productive thing that a young person between 16 and 21 years of age can do in this society is to go to school. If that is the case, why don't we pay them? We once had a program in this country. It was one of the most marvelous social reforms we ever had. It was called the GI Bill of Rights. We paid people for going to school because they had been shot at in World War II. Out of that investment we achieved a marvelous return. We are still getting it, because those young veterans who received the training are still performing useful functions in the United States of America. Well, then, do we need a shooting war to allow us to be intelligent? Why can't we have a GI Bill in the war against poverty?

What I am saying here is that it seems to me that, even now, in terms of having the war against poverty (not a war on the poor where we social engineer them to death, but a war of the poor where they actually participate) we have to start thinking about these kinds of ideas—of recruiting the poor to the war against poverty.

But, beyond that, in dealing with this kind of situation we are dealing

with the most fundamental questions of our society; because, if not tomorrow, or in ten years, in the foreseeable future automation is going to destroy that kind of work which has been the economic, psychological and ethical basis of our society.

We are going to be asked, what do we replace that work with? I suggest we replace it with human care of human beings.

### Poverty Costs Billions

In summary then, speaking practically about the subject of poverty and racism, poverty costs us billions of dollars a year; and if it will take billions to eradicate it, we should remember it takes billions of dollars to maintain misery.

Poverty, perhaps, is going to cost the future of one-third of the young people who at this moment are not prepared for the economy they are going to enter.

Poverty and racism, together, are a threat to any movement for fundamental political change, because until we get at this problem we cannot really hope for political change.

Poverty and racism cost, in terms of juvenile delinquency and in adult crime and disease and sickness and chaos in our cities, making them more and more unfriendly places in which to live.

Poverty and racism above all make us the uncaring spectators when injury is being done to our brother.

Therefore, I say to you, poverty costs us in every way that you can think of.

To get at this problem, this enormous problem of poverty, requires that we have practical programs for full employment so that there are some jobs we can train people for. It requires us to have social security and minimum wages and our various social benefits at a level of adequacy as defined by our own government.

### End to Foolishness

It requires us to get over our adolescent foolishness and to start doing common sense things in preparing for a technological revolution which is even now taking place.

Finally, it seems to me that poverty requires this society once more to dream because we are coming into an unprecedented age. We are living through a revolution of the machine, and the crucial question in our times is, will men be as revolutionary as the machines they make?

It seems to me that it is particularly fitting to say these things to a trade union audience.

The American trade union movement is the oldest and most successful institution in our society for the aboli-

tion of poverty. It has that historic and immediate stake in the war against poverty.

But more than that, the American trade union movement, in its most dynamic days, brought to this society a tremendous gift of practical men who also had a dream; practical men who could look ahead and see the necessity for the CIO; practical men who said industrial union organization would work; practical men who said we can organize these workers at a time when the middle class people and even some trade unionists were saying, "They will put coal in the bathtub if you give them a bathtub."

The trade union movement had this dream, and I am suggesting to you that if we are to face up to problems of poverty and racism and unemployment in our society the trade union movement must once again live up to its aspirations and not be simply an institution for wages, hours and better conditions of the worker—all important in themselves.

But the American labor union, if we are to face these problems, must again become the movement of practical dreamers that it was.

END



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## IF I HAD IT MY WAY . . .

(Continued from Page 7)



only 4 or 5 Area Directors, and they should be responsible to keep the councils active and in good standing, as well as serving as the communications media between national, state, and local councils.

If I had it my way, I would make an effort to put on a nationwide campaign for membership and establish a central office in Washington, D. C. There are too many pieces of legislation being considered in Washington which affect our daily lives and our people that an office in our nation's capitol is long overdue. I would also make a state by state survey of the population and leadership of Americans of Spanish descent to determine the potential in each area and map out plans for "maximum" effort in areas justifying same in attracting new councils and members. The present expansion committees and expansion chairmen are good, but their total worth is limited due to the ever increasing demands on their time and effort.

If I had it my way, I would establish strong standing committees on the national and state level to look after the interests of our organization and people. These committees would be made up of educated and trained members whose specialty and training may be in the fields represented by the committees, such as Housing, Education, Legislation, Unemployment and Training, Civil Rights, and Youth Activities.

If I had it my way, I would make *Lulac News* a truly professional magazine with a trained journalist in charge. Our news media has had its good and bad years, but a change in administration normally means a change in the entire structure of the magazine. An adequate news media is basic and necessary in carrying out the mission of *Lulac*. Many of the problems which we face in the publication of *Lulac News* will be solved if we are able to increase systematically our subscription and circulation list, and an increase in membership is our only salvation.

If I had it my way, I would organize annual or semi-annual area conferences in each state or region for all officers and key committee chairmen of each council devoted to "leadership training" and council management. There is a great deal of training needed on the local level in order to run the affairs of councils in an efficient and orderly fashion, as well as fully capitalizing on the existing membership of the



local councils to carry out the program of action initially discussed. Area conferences would be most effective if we were to take an attitude, there is still room to learn, and that it would be beneficial to know what other councils are doing and where they have failed or succeeded.

If I had it my way, I would establish a national system of supplies to councils and members on a business-like status. Report forms, membership cards, letterhead, roster forms, applications forms, and the like would be available from this separate central supply center at cost to the local councils. Order blanks would be sent out to all councils as well as listed in the *Lulac News*.

If I had it my way, I would create a Special Nominating Committee to report at National Conventions as to the best candidates for First National Vice-President and Second National Vice-President, not for the National Presidency, and do away with the "geographic" candidates. It seems that at our conventions we are more concerned with the geographic location of our candidates rather than their total qualifications for the job and what they may contribute to *Lulac*. Perhaps a Nominating Committee could clear itself of this obstacle and select candidates which they consider the most qualified for the posts. Of course, mere nomination by this committee does not mean Automatic election, but certainly would introduce to the convention the best candidates available.

If I had it my way, I would initiate a drive to attract more of the educated people into the organization in order to develop further the "leadership training ground" which is *Lulac*. Many of our prospective members who graduate from college do not join *Lulac* because the organization offers little to them, so was stated at a recent convention. Certainly *Lulac* has nothing to lose and all to gain by attracting some of these college graduates to join the ranks and begin their training for future leadership. *Lulac* councils should be organized in college towns and given special attention to recruit these people. In any organization, there is always room for improvement. Some of the suggestions and concepts heretofore discussed may seem either impractical or a dream in fantasy. Nevertheless, it is always good to discuss these matters out in the open. In the end, perhaps it may be proven, that if I had my way, something worthwhile and beneficial to mankind might be produced. After all, that is what *Lulac* stands for - for the betterment of mankind.

The End



## National Home

(Continued from Page 14)

There were no records presented to the new administration on the assets and liabilities or income and disbursements of the operations of the National Headquarters of League of United Latin-American Citizens.

Needless to say, this LULACer was disgusted to say the least. I thought immediately: "We have fumbled the ball again!" Through the efforts of our National President, William Bonilla and his staff we started to comb the operations of the Home with business like precision.

We discovered that we needed a Committee of dedicated LULACers to take charge of the Home with no personal gain at stake except the desire of seeing LULAC get ahead. Much to our chagrin, we learned that most of the LULAC Councils in El Paso were not using the facilities of the Home, instead they were going out to the Country Club and other places for their activities.

As of October 1, 1964, The National Home Committee reported a total indebtedness of \$1,354.48, including some debts incurred as early as April 4, 1964!

As if the problem were not already big enough, the past Manager of the LULAC Home advised us that there were some \$800 in debts that had to be cleared.

Following this, we learned that the Federal Housing Authority (FHA) had inspected our operations in El Paso with the apartments and had uncovered an irregularity on our part. It seems that the quarterly payments on the National LULAC Home had been made through funds belonging to the apartments! This, as we discovered, was illegal, and had to be repaid by a given deadline. The total amount was \$5,475.22. It was a good try on the part of our Brother members involved, but we were informed that we could not use any funds from the apartments for any thing else until they (the apartments) were paid for. This will take place in 40 years! (2004).

Therefore, Brother and Sister LULACers, the National Office of the League of United Latin American Citizens is in dire needs of funds to keep operating. If we are to continue to hold heads up high and if we are to continue to hold our heads up high and if we are to continue to practice our Motto: "All for One—One for All", you must answer the call and support this administration. Since you do not have an exact amount for which you can say that you are committed for a certain sum, may I suggest that each Council in the League hold a fund-raising project of some kind and let those profits derived from such activity be given to the National Office so that we may keep our National LULAC Headquarters at 103 Montana, El Paso, Texas. What do you say? Are you with me?

## Minorities

(Continued from Page 12)

program which has received the approval and support of President Johnson. I believe, however, that we must not leave behind the priceless blessing of our heritage.

As we encourage our Latin American citizens to make use of the English language in order to improve their educational and employment opportunities, we at the same time suggest that they maintain a knowledge of Spanish to broaden their understanding not only of themselves and their heritage, but of the people of the many nations in which this language is spoken.

In a like manner, we would hope that the many customs and practices of our forefathers not be forgotten, even though they may no longer form a part of our daily lives. We would hope to have the opportunity to acquaint our fellow Americans with that music which still holds a very special place in our hearts, with that art which has been in the vanguard of the world's artistic movements, and with that evocative literature of our beloved Mexico.

The United States of America, alone among the nations, has a little of virtually every nationality, religion, and race in the world. This is a bounty I truly appreciate.

Not long ago in the long history of our world, it was the privilege solely of kings and adventurers to see, feel, and know the many wonders which have come from every nook of the world to our very back doors. We should, I think, learn to appreciate them.



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- Read Plans For Improvement. Pages 10, 11.
- Fill Out and Mail Questionnaire and Volunteer Form Below.

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This questionnaire may be mailed individually without signature to assure its confidential nature.

Your Age:..... Occupation: ..... Yearly Income: .....

Spouse's Age: ..... Occupation: ..... Yearly Income .....

Circle Applicable Terms Below:

Invest in Stocks - Have Life Insurance - Have Checking Account - Savings Account Own - Rent House - Apartment 1 - 2 - 3 - More than 3 Cars in the Family.

Belong to: Church - Church Group - Civic Club (Other than LULAC) Women's Club - Political Party - Professional Society - Country Club .

Family Owns: Radio - Television - Washing Machine - Dish Washing Machine - Stereophonic Equipment - Typewriter - Movie Camera - Central Heating - Air Conditioning - Color Television - Tape Recorder - Swimming Pool.

1-2-3-4- More than 4 Children in the Family.

1-2-3-4- More than 4 Children in Primary Grades.

1-2-3-4- More than 4 Children in Junior High Grades

1-2-3-4- More than 4 Children in High School.

1-2-3-4- More than 4 Children in College.

Yes - No Children get a regular allowance.

In the last 12 months, family (has, has not) traveled more than

150 miles. Places visited out of the state: .....

..... Traveled for (Business, Recreation, Both) for (7, 14, more than 14) days of last 12 months by (Automobile, Bus, Train, Ship, Airplane). Prefer (specify hotel - motel prefer-

ence by name or type or description):.....

During the next 12 months, family or family members plans to buy. House - Automobile - Radio - Television - Color Television - Stereophonic Equipment - Tape Recorder - Typewriter - Washing Machine - Dryer - Dish-Washing Machine - Stove - Refrigerator - Still Camera - Movie Camera - Golf Clubs - Hobby Equipment.

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( ) A Council Committee

Would like to solicit advertising for LULAC News.

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\* \* \* \*

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( ) A Council Committee

Will solicit LULAC NEWS subscriptions.

( ) I

\* \* \* \*

( ) I am interested in being a regional correspondent for LULAC NEWS and would like to know how I can qualify

( ) I am interested in learning how I can do a better job of publicity and public relations for LULAC in my area.

Use the space below for questions, comments, or criticism of LULAC NEWS or the program for LULAC NEWS outlined on pages 10 and 11.

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36-41	4.30	12.80	24.40	46.25
41-66	7.20	21.30	40.90	77.40
47-50	10.60	31.50	60.40	114.40
51-55	14.80	44.00	75.75	159.50
56-60	22.50	67.20	128.10	242.70

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