

# LULAC



# NEWS

*Official Organ of the League of*

*United Latin-American Citizens*

FORM 1040

U.S. Treasury Department  
Internal Revenue Service

## U.S. INDIVIDUAL INCOME TAX RETURN—

or taxable year beginning \_\_\_\_\_, 196 , ending \_\_\_\_\_, 19.

First name and initial

Last name

If joint return of husband and wife, use first names and middle initials of both

Home  
address

Number and street or rural route

City, town or post office, and State

Postal ZIP code

Your social security number

Occupation

Wife's number if joint return

Occupation

Did you file a return for 1962? ☐ Yes ☐ No. If name or address was different than shown above, enter name and address used.

Check one: ☐ Single ☐ Married filing joint return (even if only one has income) ☐ Unmarried Head of Household ☐ Surviving widow(er) with dependent child ☐ Married filing separately ☐ Give separate return only if also filing separately

If joint return, include wages, salaries, and other income of both spouses. If more than one employer, see page 4 of instructions.

1. Wages, salaries,  
and other income

Less:

(a) Federal income tax  
withheld

(b) Wages, etc.

2. Totals

3. "Sick pay"

4. Subtract

5a. Dividends

b. Interest (Schedule B)

c. Rents, royalties, pens

6a. Business income (Schedule C)

b. Sale or exchange

c. Farm income (Schedule F)

7. Total (add lines 1 through 6c)

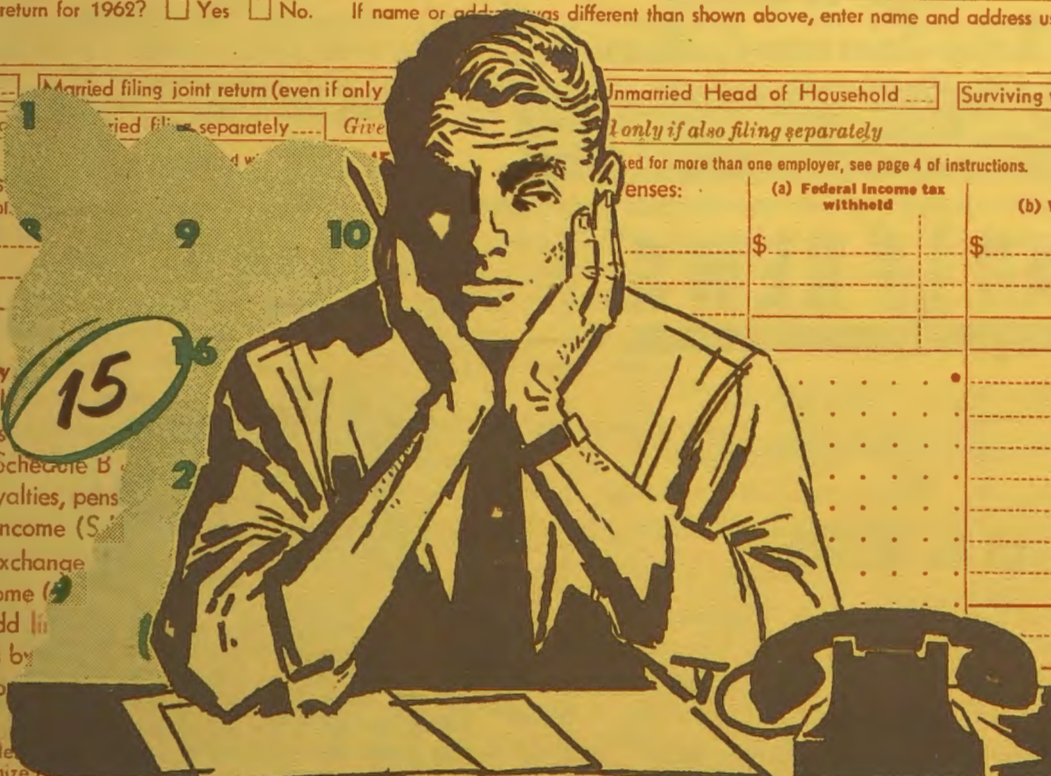
8. Payments by

9. Total income

10. Tax Table

If line 9 is less than \$100,000, do not itemize deductions

• Attach Copy B of Forms W-2 Here •



*In this Issue:*

**March, 1966**

VOL. XXVIII NO. III

President's Message  
LULAC in Action  
LULAC in the News  
The Latin American in Texas  
and the Southwest



All for One



One for All

# AWARD

Presented to

John F. Sanchez

In Appreciation and Recognition  
for Devoted and Loyal Services as

**Council President**

during 1965 - 1966

Council No. 000 of Anytown

of the

**League of United  
Latin-American Citizens**

## Show your appreciation

TO YOUR LOCAL PRESIDENT FOR LOYALTY  
AND EFFORT IN BEHALF OF YOUR COUNCIL  
AND COMMUNITY WITH THIS BEAUTIFUL  
8 1/2 x 11 AWARD PRINTED IN THREE  
COLORS ON PARCHMENT PAPER-----

Only \$1.00 Post Paid  
(Does not include Name)

**\*\* ORDER IMMEDIATELY \*\***  
ENCLOSE CHECK OR MONEY ORDER

LULAC NATIONAL OFFICE  
P. O. Box 1340  
El Paso, Texas

*All for One - One for All*

## LULAC NEWS



Official Organ of the League of United Latin-American Citizens

"All for One — One for All"  
Address all communications  
To

### LULAC NEWS

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**SUBSCRIPTION RATE**  
**\$3.00 PER YEAR**

## MOVING SOON?



Want to be sure of getting your LULAC  
NEWS promptly?

At least four weeks before change takes  
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ing, your new address and the Council in which  
you are member.

The easiest way is to clip and send to us the  
label taken from LULAC NEWS together with  
your new address and zone number, if any, or  
fill out, and send us Post Office Form 22-S which  
is available at any post office. Write to

LULAC NEWS,  
P.O. Box 1340,  
El Paso, Texas





## Message from the National President

No doubt all of us have noted the outstanding appointments including those of cabinet level that President Johnson has given to members of the Negro race and this I think bears out his promise to his "Great Society", unfortunately the appointments by this administration that prefixed the launching of its stand on equal rights and the War on Poverty, by citing the pitiful situation of the Mexican-American, is conspicuous by the lack of people with Spanish surnames or Mexican-Americans. This substantiates what I have previously said, we are "Stepchildren" in this "Great Society."

It is my opinion that for quite some time the members of our ethnic group have silently borne, at first, open acts of segregation and discrimination, but now, with the new policy of non-segregation or discrimination, we find that we are put off with the remark that we are not qualified to fill any of the vacancies that are available.

What does it take? What must we do? While I do not condone violence, it may be that we too should resort to marches, sit-ins, and demonstrations; God forbid that the smoldering resentment that mounts with the daily frustrations faced by our people, reach a violent point, for no one gains from an incident such as occurred in Watts. But this office has heard rumblings of unrest in deprived sections of the southwest where our people live, that might easily erupt into another bloody and horrible nightmare. This we can certainly do without.

Our government officials are hiding behind the pretext that appointments cannot be had because they cannot find qualified persons of Mexican-American extraction to fill positions on the policy making level, and I dispute this as false. We do have qualified people, but we are being denied our fair share in government employment, housing and education.

What has happened to us is obvious. Our government officials do not consider the Mexican-American a political threat. For this reason we must push an effective and concerted effort to organize from the "barrio" level to the influential Mexican-American and really show our numerical strength at the polls, something the politician understands and fears.

Arriba, entonces!! -- the time is now, let our voices be heard. Flood your congressmen and your senators with letters expressing your dissatisfaction and fed-up feeling on the plight of the Mexican-American, who as a second class citizen has long suffered in silence while remaining true and loyal Americans.

Alfred J. Hernandez,  
National LULAC President

*All for One - One for All*





EDITOR:

We of Norwalk Council #344 and Council #31 want to express our thanks on such a wonderful news book (LULAC NEWS). We are always looking forward to receive it. Thank You"

Mrs. Esther Avalos

Publicity Chairman of Council #344

Your two issues of LULAC NEWS are very good, I knew you could do it. I will give it a good plug at the state supreme council meeting next Sunday. May God Bless You.

Sincerely  
David Adame  
State Director  
LULAC State Office

## 10 Ways To Wreck An Organization

- (1) Don't go to meetings.
- (2) If you go, be late.
- (3) If it is bad weather, don't even think of going.
- (4) When you do attend a meeting find fault with the president and other officers.
- (5) Never accept an office, it is much easier to sit back and criticize.
- (6) If you should be appointed on a committee, don't go to the meetings. If you are not appointed, get peeved about it.
- (7) When your opinion is asked, reply you have nothing to say, but after the meeting tell everyone how things should be done.
- (8) Do nothing more than is absolutely necessary: But when others do the lion's share, tell everyone how the organization is run by a clique.
- (9) Don't worry about paying your dues, wait until you receive two or three notices from the secretary, that will keep him from running out of anything to do and getting lazy.
- (10) Don't bother about getting new members, let the ones who do all the other work do that too.



My heart leaps up when I behold  
The guy who passed me at a stop  
Parked meekly curb-side, being told  
The facts of traffic by a cop!

## KNOW YOUR NATIONAL OFFICERS

JOHN J. HERRERA  
NATIONAL EXECUTIVE DIRECTOR  
Past National President LULAC  
Houston, Texas





DEAR SISTER AND BROTHER LULACS:

We, as your hosts for your 37th NATIONAL ASSEMBLY, are preparing the greatest and most memorable in LULAC history.

We plan to have one evening to dedicate to our Past National Presidents. We have 21 Past National Presidents still alive and we have prepared a ceremony to honor them for their contributions to our LULAC heritage.

A complete section of our NATIONAL CONVENTION SOUVENIR PROGRAM, entitled, "LULACS GALLERY OF HONOR AND POSTERITY", shall be dedicated to all of those living and dead who headed our organization. We will dedicate two entire pages to each Past National President. One entire page will include a picture, biography and resume of his LULAC accomplishments. His local council will be asked to submit the data necessary and to bear the expense of the two pages on the program. We will present at least two gifts to each Past National President and for those who have passed away, the next of kin or a representative of the next of kin will be asked to attend and received the honors to our faithful LULAC departed.

The cost for the printing of "LULACS GALLERY OF HONOR AND POSTERITY", including the gifts will amount to \$150.00 each. We are asking leading LULACS in each community where serveral Past National Presidents are still living to take the lead and compile the pictures and data (and money) necessary to make this venture a success.

We have never had more than five Past National Presidents attend any function; LULAC or otherwise. Now that LULACS contribution to our Way of Life has received National recognition from President Johnson, some public recognition should be made by us of those LULAC stalwarts, who over the years led your way our of the wilderness of discrimination and segregation. This LULAC program will be a collectors item and the page devoted to your Past National President can be purchased by his friends or council who desire to dedicate it to him as a just honor. We solicit your help; let us, now that we can and have the opportunity, give flowers and honor to the living as an example to those of us who will continue to carry the load, honor and responsibility which our founding fathers laid down for us 37 years ago.

### **LOUIS C. LANDON Only Qualified Surveyor in County Race**

County Surveyor incumbent, Louis C. Landon, is the only qualified, licensed State Land Surveyor in the race for County Surveyor. As the law is now written, anyone can run for the office and if elected, the unqualified, unlicensed person gains the right to make public and state land surveys. The State of Texas issues these licenses to persons who have passed the examination offered by the State and passed on by the Board of Examiners. Having an unqualified person survey your land may result in the danger of liable and lawsuit.

Your County Surveyor is also in charge of the very old, vital records oringinal surveys of El Paso County. He must be thoroughly familiar with the State Land laws in order to protect your rights. Your lawyer often depends upon the testimony of a licensed State Land Surveyor in cases involving property disputes.

Of the three candidates running for the office, Mr. Landon, the present County Surveyor, is the only licensed State Land Surveyor. He has been your County Surveyor for thirteen years and has helped to build El Paso. His only Business is surveying, he has no other business commitments to interfere with serving you.

Mr. Landon resides in the lower valley at 8533 Dorbandt Circle with his wife, Mary, and their three children, Daniel, Patrick and Mary Lou.

PAID AD.



# LULAC

## Labor of Love

"OFFICIAL LULAC WEEK" ADDRESS  
Made at the Santa Anita Restuarant,  
Houston, Texas, February 17, 1966

by JOHN J. HERRERA

LADIES AND GENTLEMEN OF LULAC:

This week marks the 37th year of the existence of the League of United Latin American Citizens. Tonight we do honor and pay homage to a handful of men who stood up to be counted one bleak, rainy February day 37 years ago to protest the inequality in which the American of Mexican descent was held in Texas and the Great Southwest.

Segregation and discrimination was rampant against the ancestors of Cabeza de Baca, Coronado, Cortez, Balboa, Pizarro and the Franciscan Fathers, those whose ancestors had christianized the Indians, built the roads, the schools, the churches and carved a civilization out of the great American wilderness; they found themselves outsiders, not worthy of the social graces, not worthy of first class citizenship, of a good job or a chance to send their children to first class schools, not worthy to serve on a jury with their peers, not worthy to govern only to pay taxes, to serve our country and only to be governed; not allowed to raise our voices and be counted in the halls of our municipal palaces, our legislatures or our congresses.

My dear friends, 37 years ago it took guts to say "I am an American of Mexican descent, or my father was born in the State of Nuevo Leon or my grandmother was from Yucatan".

The pride that we had on being an integral part of "the melting pot of the world" was being ground into the dust. Thirty-seven years ago we could not ask for or buy a cup of coffee or beg for a glass of water in almost one-half of Texas. Serving on juries or holding public offices was denied to us in more than one third of Colorado, Texas, New Mexico, Arizona and California. Signs in public places of "No Mexicans Allowed" were commonplace and accepted by the great majority of the Americans living in these great states. Some of the signs in West Texas, tacked on the outside walls of their cafes were even derisive--"No Chili"

My fellow Lulacs, this was a time to try the souls of men, and in this time 37 years ago of great adversity, of man's inhumanity to man was LULAC born and brought into being. Who then were these valiant men? What is a LULAC like? What kind of a person is a Lulac? I am here to tell you and it is a privilege to relate to you what it means to live LULAC and to have LULAC grow into you and to have lived 32 of the most glorious years of 37 tempestuous years, in which you of LULAC have aided and added great stature to the country of Washington, Lincoln, Roosevelt, Truman, Kennedy and now Lyndon Johnson.

This week 37 years after that first meeting here in the "Salon de los Obreros" at Corpus Christi, Texas, we hear LULAC praised from the mayors of the cities, to the governor's state mansions across the nation to the White House in Washington. I say to you this past week, a red rose has been laid on the graves and to the everlasting memory of those LULAC stalwarts who have gone to their just reward; Ben Garza, our founding father, Andres de Luna and E. H. Marin, Mauro Machado, whose last word, breath and thought was of his beloved LULAC; Alonso Perales "the Thomas Payne of LULAC" whose "En Defensa de mi Raza" and other fiery pamphlets inspired many a barefoot boy to aspire to leadership among a downtrodden people. Gus Garcia whose oratory and eloquence impressed the Supreme Court of the United States and gained for us at last First Class Citizenship. Gus Garcia, of the Golden Voice, equally eloquent in the language of Cervantes, or that of Shakespeare, I lived LULAC's finest hours being of counsel with him when the Delgado Decision was won in Austin and the Mexican segregated schools were shuttered forever, and when the halls of the Supreme court of the United States were hushed to hear his argument in the Hernandez case when our highest tribunal paid our people the highest accolade a lawyer can hope for: a unanimous decision, opening the jury boxes of our courts to us at last, yes, I was there and I felt that Gus was striking a blow for you and for me, for the child in our schools, for the man who seeks a job, for the man who seeks to be a good husband and a father and asks only the chance to better himself. This then was the Holy Grail pursued by Ben, Alonso, Mauro, Dennis and the rest. The parade of those who gave their last measure of devotion to LULAC is long and numbers men and women from all walks of life, laborers, housewives, trackworkers, seamstresses, ditchdiggers, cab-drivers, lawyers, engineers, school teachers, businessmen and business women all with the common aim and purpose of returning the American of Mexican descent to his place in the sun along side, and shoulder to shoulder, rubbing elbows, breaking bread, going to school, and sitting in the councils of government with other Americans.

All this was accomplished by you and by me without violence, discord or confusion, it was done without the evil force or without depriving other Americans of any vested rights, we of LULAC over the years through the peaceful means of persuasion across the meeting tables with our adversaries, so to speak, were able to bring alive those words in our United States Constitution which say, "We hold these truths to be self-evident, 'that all men are created equal'"

This was done then by you and many like you that are here tonight. Men who gave freely of their time, money and energy to open our schools, our juries, our jobs, our many institutions of which we are justly proud; you soldiers of LULAC, opened many doors, previously closed to our citizens of Mexican descent.

We who are here, we who stand here, can hold up our heads with honor, dignity and pride. Thanks to LULAC and those that lit the flame so many years ago. That little group that met on that bleak February day brought eternal light and sunshine to a great and proud segment of our American heritage. America's great tree of liberty and tradition has been richly rewarded by the American of Mexican descent spawned or had a traitor to our beloved country in two great world wars, the Korean War or even in Viet Name where our boys die every day in the jungles and rice paddies of a faraway land.

This then my friends is a Lulac, a person who can stand today and who can turn back 37 years and say I stood with Ben Garza, with Mauro Alonso, with Alfonso Idar, with Val and G. C., with Frank Lozano, Juan Serrano and Felix Tijierina and Dennis Chavez, when the halls of our Senate rang with his words of indignation and yes with pride. We have read the history and contribution that our fathers lived and made written by Dr. Carlos Castaneda; when the call came, we heard it, we answered, then the men became separated from the boys, we joined with you and other persons of good will, we stood up and were counted, we joined the fight, we helped those valiant men to gain a dream, an ideal, we who are Lulacs know what it means when we read in the LULAC Code: LET YOUR FINEST PURPOSE BE THAT OF HELPING TO SEE THAT EACH NEW GENERATION SHALL BE OF A YOUTH MORE EFFICIENT AND CAPABLE AND IN THIS LET YOUR OWN CHILDREN BE INCLUDED.

Ladies and gentlemen, tonight I do honor and homage, as do Lyndon Johnson and John B. Connally to you and every Lulac Past and Present; here and now during this LULAC Week in February, in the year of our Lord, one thousand nine hundred and sixty-six, and the thirty seventh year of the League of United Latin American Citizens.

You have fought and are fighting the good fight and you will take pride to hear these words every time someone meets you, and says of you, "There goes a good Lulac".



# LULAC in action



## PLANNING CALIFORNIA STATE CONVENTION



Planning the California State Convention which will be held April 29th to May 1st, are Pete Villa, Calif. State Director; Jess Vela, Natl. Vice-Pres.; standing are Tony Reza, Deputy Dist. Director; Mrs. Martha Salcido and Sal Salcido, Director of Youth Activities.

Convention schedule is: April 29th meeting of all State Chairmen; April 30th Convention business; May 1st Election of Officers.

Convention headquarters will be Yahitian Village Hotel in Downey, Calif. There will be a dinner and dance on Saturday evening at the Tropicana Room.

## M. N. LERMA REPORTS ON LULAC WESTERN CONFERENCE

Arizona State Director reports that 28 persons attended the Western Conference held at Matta's Restaurant in Mesa, Ariz. Among those present were El Paso's District Four Director and the State Director of California as well as Arizona's District Directors.

Officers elected for the Western Conference are: M.N. Lerma, Chairman; Jess Vela, V-Chairman; Mrs. Dora C. Lerma, Sec. Boundaries of the organization were fixed as Texas District 4, New Mexico, California, Arizona, and Colorado. Next meeting will be in Houston, Texas immediately preceding the National Convention.

## BEAUMONT COUNCIL 235 NAMES MEDICARE INFORMATION COMMITTEE

Local President Savio Gussman names Frank Gracia chairman of the newly formed Medicare Information Committee whose purpose will be to disseminate information to the community on the application and benefits to be derived from Medicare. He will be assisted by Gilbert Saldana.



## DONATE TROPHIES FOR

## LULAC GOLF TOURNAMENT

which will be held June 23, 1966 at 12:00 Noon at Memorial Park in Houston, Texas. Standing-l to r: Jesse Guillen, representing La Paz Funeral Home, Johnny Martinez, representing Falstaff Dist. Co., Gilbert Gomez, Owner of Gomez Jewelry Co., Sitting Dan Silva, representing Yellowstone Distilleries.



# WHAT LULAC MEANS TO ME



by HON. GEORGE RODRIGUEZ

Lawyer in El Paso for 33 years.  
Presently Judge, County Court at Law Number  
One of El Paso County, Texas.  
Former Assistant City Attorney and Past  
President of former Council No. 8.

I admire and endorse the principles and ideals of LULAC, which are mirrored in education, self-denial and an untiring devotion to the needs of humanity. An unselfish attitude towards the betterment of the races, regardless of economic and social level, form the basis of its philosophy, its aims and its purposes.

## LULAC IN ACTION--continued

### LULACS ATTEND GOVERNOR CONFERENCE.

A good number of the California Junior Lulacs attended the Governor Conference. There were delegates from Corona, Placentia, Anaheim, Norwalk, and Paramount. Seniors attending were Mrs. Rose M. Villa, Mr. Vic Sacedo from Anaheim, Mr. John Casas, Mrs. Margaret Pacheco and Mrs. Sal Saucedo. There were six senior and 19 juniors.

### TEXAS STATE CONVENTION COMMITTEES NAMED

Committee members are as follows: E. J. Moreno, Convention Chman; Sal Berroteran, Co-Chmn; Mrs. Lucy Acosta, Co-Chmn; Mrs. Raquel Perez; Lucy Acosta, Registration; Sal Berroteran, Brochure; Joe Vega, Transportation; Al Perez, Publicity; Jesus Alvarado and Conrad Ramirez, Tickets; Manny Villareal, Finance; Hector Villalobo and Cris Abreo, Hospitality; and Hector Aquirre, Entertainment.

### SAN ANTONIO COUNCIL 2 HOLDS ELECTIONS

Officers elected to conduct the business of the Council for the ensuing LULAC year beginning the first meeting after the District convention in April are as follows: Armando C. Quintanilla, Pres.; Anthony Pons, 1st V-Pres.; Frank Gonzalez, 2nd V-Pres.; Oscar Flores, 3rd V-Pres.; Ishmael Gonzalez, 4th V-Pres.; Fernando Ramirez, Recording Sec.; Edward Jones, Corresponding Sec.; Edward Trevino, Treasurer; Alfredo Rivera, Sub-Treas.; Alvino Perez, Chaplain; Julio Delgado, Sgt At Arms; Hari Maruyama, Guard; Bill Hale, Guide; Johnny Sanchez, Parliamentarian; Andy Maldonado, Auditor. Delegates to the District Convention are: Armando C. Quintanilla, Tom Sandoval, Richard Sanchez, Fernando Ramirez, and Edward Jones; Alternates: Joe Alvarado, George De La Garza, Alfredo Rivera, Edward Trevino, and Ishamael Gonzalez.

### LULAC MAN OF THE YEAR NOMINEE

Brother Oscar Flores was elected as Council 2's nominee for the LULAC MAN OF THE YEAR AWARD. Pres. Tijerina volunteered to write the qualifications for presentation to the District convention.





#### MISS JR. LULAC SWEETHEART OF 1966 CHOSEN

Las Cruces Junior LULAC held their annual dance where Miss Viola Morales, daughter of Mr. and Mrs. Ernest Morales was chosen "MISS JUNIOR LULAC SWEETHEART OF 1966".

She is pictured with her court, where she was escorted by Manuel Montoya, also a Junior LULAC.

The Coronation was held at the Las Cruces Coliseum, music was furnished by the "Originals". The Coronation was a success, and the money will be used for all their charitable projects.

The Juniors are also planning on a picnic to White Sands where they will be allowed to take one guest.

#### LAS CRUCES SENIOR COUNCILS OPEN THRIFT SHOP

The Las Cruces Senior Councils, composed of Ladies and Mens Council have open a Thrift Shop. All proceeds will go towards their building Fund. Mr. William P. Bixler of Las Cruces has donated 3.97 acres of land where the Lulacs hope to build their hall soon. They have held different projects to raise money for the Building Fund and the Thrift Store is one of the projects.

#### JUNIOR LULACS HOLD BREAKFAST

The Junior Lulac Council #31 of Norwalk, Calif had a breakfast March 6, 1966. With the help of the Senior Lulac Council #344, it was a big success. The Junior Lulac would like to thank Bushel and Peck Market and Richard Shakarian from the Reliance Dairies and Mayor Arthur Gerdes for their contributions; also to the wonderful public.



1966-1967 BLANCO Y NEGRO CEREMONIES--first picture, Queen Candidates and Escorts; second picture, 1 to r: standing--Mr. Jose Juarez, Co-Chrm; Mrs. Anna Medina; Miss Stephine Medina; seated, Mrs. Marie Reyes, Chairman. Third picture: Miss Diane Medina, 1966-67 Blanco y Negro Queen escorted by Sgt. Robert Bauer from the College of St. Thomas, St. Paul. 1st Runner up--Miss Estella Vargas, 2nd Runner up--Miss Mary Basquez.\*ST. PAUL COUNCIL 328.\*



# HOWEVER YOU TRAVEL



## GO TO THE LULAC TEXAS STATE CONVENTION

### El Paso, Texas

### May 13, 14, 15, 1966



FRIDAY MAY 13

8:00-5:00 PM-----Registration lobby Hilton Inn

1:00 PM -----Opening of the 1966 LULAC Texas State Convention in the Cloud Room of the Hilton Inn, Honorable David Adame, State Director, Presiding

- a. LULAC prayer
- b. Pledge of Allegiance
- c. Introduction of National, State Officers and Guests
- d. Roll Call of District Directors and Councils.
- e. Appointment of Committees.
  1. Rules
  2. Credentials
  3. Resolutions
  4. Auditing
  5. Awards



3:00 PM-----a. Reports of District Directors  
b. Reports of State Staff

5:00 PM-----Meeting Adjourns

7:00 PM-----Get Acquainted Party at Falstaff Brewery, Beer, Food & Music

10:00 PM -----Visit to El Camino Real, SOUTH OF THE BORDER.



# AL RATHNER



★ ★ ★ ★ ★ ★ ★

### SOCIAL WORK

- Secretary of the City-County Board of Health.
- Past Treasurer of the El Paso County Association for Mental Health.
- Past State Delegate-at-Large for the Texas Association for Mental Health.
- Has been Zone Coordinator for Texas Lions Camp for Crippled Children for the past three years.
- Member of the National Rehabilitation Association.

## STATE REPRESENTATIVE

### Place One

Compliments

BARTON BOLING

District Attorney

34th Judicial District

Compliments

J. W. A. (Bill)

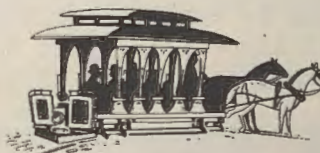
ANDERSON

District Clerk



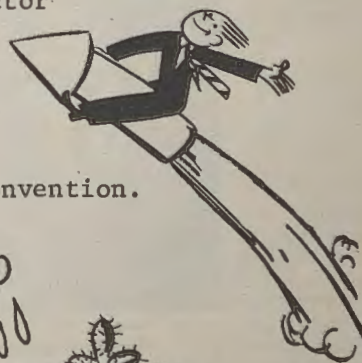
# SATURDAY MAY 14

- 7:00-12:00 PM --- Registration of officers, delegates and guests, in the lobby of Hilton  
 9:00 AM ----- Assembly reconvenes, Sky and Cloud Room, Hilton Inn, Hon. David Adame, State Director Presiding.
- a. LULAC Prayer
  - b. Pledge of Allegiance
  - c. Introductions of National, State Officers & Guests
  - d. Roll Call of District Directors and Delegates and State Officers
  - e. Address of Welcome by the Hon. Mayor Judson Williams
  - f. Response
- 11:00 AM ----- a. Reports of District Directors  
 b. Reports of Committees
- 12:00 AM ----- NOON - Adjournment
- 12:30 PM ----- Luncheon for all officers, Delegates and Guests, Skyriders Club, Hilton Inn -- Introduction of Master of Ceremonies.
- 2:15 PM ----- Assembly Reconvenes Sky and Cloud Rooms, David Adame, State Director, Presiding
- a. Address by Hon. Alfred J. Hernandez, National LULAC President.
  - b. Report from Texas State Junior Director
  - c. Reports of State Staff.
  - d. Reports of Committees
  - e. Reports of District Directors
- 4:00 PM ----- Meeting Adjourns
- 6:00 PM ----- Banquet, Sky, Cloud and Club, Hilton Inn.
- a. Invocation
  - b. Introduction of National Officers and Distinguished Guests.
  - c. Introduction Principal Speaker
  - d. Presentation of LULAC of the Year Awards, 1965-1966, by the Hon. David Adame.
  - e. Presentation of other awards.
- 9:00 to 1:00 AM-- Dance in Skyriders Club
- 10:00----- Mariachis, Pool side



# SUNDAY 15

- 7:00 AM ----- Attend church of your choice.
- 9:00 AM ----- Assembly reconvenes, Hon. David Adame, State Director, Presiding.
- a. LULAC Prayer
  - b. Allegiance to the Flag
  - c. Roll Call of District Directors, Delegates and State Officers
  - d.. Reports of Committees
  - e. Report of Hon. David Adame, LULAC State Director
  - f.. Selection 1967 State Convention site
  - g. Election of State Director
  - h. Election of Deputy State Director
  - i. Initiation of new District Directors
  - j. Good and Welfare of the League
  - k. Adjournment of 1965-1966 Texas LULAC State Convention.
- 1:00 PM ----- Juarez Racetrack and Buffet Dinner



"All for One--One for All"







# LULAC

## *in the News*

### S. CHICAGO COUNCIL 313 ANNOUNCE ANNUAL SCHOLARSHIP FUND-RAISING BALL

Council 313 of South Chicago wishes to announce that it will hold its annual Scholarship Fund-raising Ball at the Dorchester Inn, Dolton, Illinois on May 29th.

Council 313 has always held its annual events with proper surroundings and attended by our finest citizens in South Chicago.

The Dorchester Inn has suitable and ample accommodations for all LULAC members who wish to attend the ball. Reservations may now be made for those wishing to attend.

This year they are again having the Air Force cadets of the Illinois Institute of Technology to escort the young ladies who will participate in the LULAC Queen Contest.

They extend an invitation to all LULAC members in the middle west to attend our Ball. Council 313 know that everyone will enjoy himself very much.

LULAC Council 313 members are as follows: John Delgado, President; Jose Crus Diaz, V-President; Mary L. Dianda, Secretary; Estella Heredia, Treasurer; David Cerda, Joe Salías, María D. Sanchez, Mary Pazzi, Juanita Delapaz, Alex Polanco, Leo Ramirez, Dom Delgado, Sal Alcóser, Herbert H. Moses, Richard L. Samuels, Gordon Slade, Eliseo Rios, Nicholas Ramos, and Carmen Villegos.



Pictured above are Some of the people who turned out for the First Annual Government Recognition Dinner given by the local Lulac Council 85 to recognize the representatives of the Texas Legislature of Mexican Descent. The dinner was held at El Chico's Restaurant in Hancock Center. Pictured seated from left to right are: State Representative Raul Longoria of Hidalgo County, Rep. Joe Bernal of Bexar, Raul Muniz, Rep. from El Paso, Charles Villaseñor, and Robert Salinas, Civil Defense Director of Mercedes, Texas, and nephew of Ramiro Diaz. Standing left to right are: Albert Gonzales, John Alaniz, Rep. from Bexar Tacho Galvan, Rep. Montoya from Hidalgo, Rep. Robert Vale, from Bexar, Asst. Atty. General Mario Obledo, Ramiro Diaz, Morris Olguin, Phillip Juarez, and Chris Aldrete.



# the latin american in texas and the southwest

by PHILIP J. MONTALBO, Houston, Texas

Continued from last month

When the contemporary period opened in 1910 with the Mexican revolution, it was with an about face from the past. Until then, all Latin American revolutions had been merely political. But in 1910 the underdogs of Mexico (los de abajo), The Indian, the peon, the Mestizo, the laborer, the submerged masses in general rebelled against the long-armed land thieving of dictator Porfirio Diaz, and violently overthrew their masters with the battle cry which came from the depths of their beings: Tierra - land. The Indian had seen his land taken from him bit by bit until nothing but bare flesh and bones remained.

Mexico is well on its way to eventually becoming a world power, for it has a fast developing middle class, something that is lacking in the majority of the other Latin American countries. The only way the people of such countries can ever make a way for themselves is to forge ahead by way of a social and economic revolution such as Mexico's, and it will not be long in becoming a reality. There is a seething turmoil; a powder keg smoldering - - it will not be stilled. The sleeping giant, the underdog, will break the chains and demand recognition with blood, if necessary; but they will not fall into a trap as did the confiding masses of Cuba. We almost experienced the same in Santo Domingo.

The United States for many years, and even now, has completely ignored the masses in Latin America. The United States today, the people as a whole, have and are still ignoring the American citizen of Latin extraction. We are all Americans, yet, because of our Spanish names or because of the brown color of our skin, we are set aside and not given the same job opportunities. We are not invited to participate in many activities to which the other citizens are invited and welcomed. Of course, there are some few exceptions.

The conditions under which the Spanish-named live in Texas present a situation incompatible with democracy. In inconsistencies, injustices, and discriminations found in the treatment of this minority group, if allowed to continue, may eventually weaken the structure of our democracy. We certainly will not find favor in Latin America. We do not want class struggle. But if certain organizations and their philosophies of government predominate, the American way of life as we know it today will be a thing of the past. And, unless the Spanish-named assimilate, we will become involved in a class struggle, for we will be asked to form blocks with other minority groups and other movements.

We cannot successfully export a Good Neighbor Policy and maintain at the same time within the United States practices in discrimination which wound the sensitive pride of the Spanish-named, who are the forgotten citizens in the United States. The citizen of Latin American extraction in the United States has remained silent and taken all the rebuffs, the slights, and the neglect.

The Alliance for Progress and all the other incentives, tending to help the people of Latin America to break their chains, are failing merely because too many strings are attached. Right now several Latin American countries are doing business, soliciting and accepting loans, and cementing friendships in France, Germany, Great Britain, and even Russia, notwithstanding the red carpet treatment extended by the United States to our Latin American brethren.

It is paradoxical that the American people, so fundamentally decent, wanting so desperately to be liked and respected here and abroad, are unwilling to do consistently the thing which would make them liked and respected. There is one thing certain - - we cannot operate two kinds of democracy and inspire confidence in our sincerity. We cannot have a double standard - - one for the majority and one for the minorities. We cannot have one democracy for the rich and affluent and another for the poor and down-trodden. We must all be equal. The Great Society can and will triumph if we keep this firmly in mind.

The Latin American in Texas has always been encouraged to remain divided and to refrain from participating in community-wide activities. They are kept in constant turmoil. They are purposely led to believe that, in order to keep our heritage alive, they must segregate themselves by meeting only within their own groups. Thusly, segregate themselves by meeting only within their own groups. Thusly, the Latin American deliberately removes himself from the full scope of community activities by his willing compliance with such prompting.

About three years ago a Chamber of Commerce, name Mexican Chamber of Commerce (whose membership is composed primarily of the leading businessmen and merchants this certain city and not of the Mexican people as such) was asked to participate during a fiesta week. It was not invited to participate in naming King or to assist in selecting a Queen. It was asked to sponsor a program at an auditorium called Fiesta Mexicana. During this same fiesta week, a certain organization gave a garden party, purportedly in recognition for all the work done by the various groups in making the fiesta a success. A newspaper clipping gave the names of the ladies assisting (there were 250); it did not list the guests. There was not one Spanish name in the entire list. Is it possible that out of an approximate population of 400,00 Spanish-named persons in that city there was not one single lady of sufficient background and social standing to mingle with the other 250 ladies? While the glitter, pomp, and ceremony was limited to those in control of the fiesta week, why were the Spanish-named, many of whom are direct descendants of the early settlers of that city, ignored? How can we convince our neighbors that we are friendly, tolerant, and possessing the spirit of fairness and justice when in our own cities we show no conception of equality in community service and display such utter disregard for human dignity?

What, then is the destiny of the Spanish-named, the Mexican-American, the Latin American, here in the Southwest, in the United States? Unless we assimilate and eliminate all self-segregation that keeps us apart from other American citizens, we will continue to be second-class citizens and outcasts. We must encourage our brethren to obtain better paying jobs through education and acquisition of skills. We must convince them to move from blighted neighborhoods and, if necessary, to move to other parts of the country so that they may mix with the rest of the melting pot which is America.

In order to be entitled to equal job opportunities, equal educational facilities, social justice, and to be acceptable as equals in all activities affecting the future of the community, we must take an active part in the war against poverty by working with and cooperating with all agencies tending to eliminate job discrimination and poor housing. We must encourage others to help us cope with dropouts and with the thousands of citizens who are without adequate education and training. If we want to be full-fledged citizens with all the rights, privileges, and prerogatives, we must awake. We must be up and going. We must realize that we are a community, striving to do the best for the most. I do not believe that these efforts to ignore and keep in submission the Spanish-named citizenry will bring progress or prosperity to our nation. We are living a crucial moment in history. We are descendants of the Conquistadores and the original inhabitants of this continent, and we must now decide whether we are to be full-fledged Americans or merely to continue as pawns, to be moved around and about at the whim of those who live on the premise of divide and conquer.

Our government is giving us a helping hand. We must reach out and grasp that hand, devoting all our energies and loyalty to the need which must be met. By so doing, we can assure a better future for our children and our children's children, and thus serve our Country better.

It's up to you and to me.

F I N I





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COLDWELL**  
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Candidate

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—Johann Wolfgang von Goethe (1749-1832)

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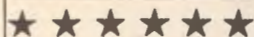
Se Habla Español





# NAVAR

ELECT



## CIVIC

John Navar is a member and Sergeant of Arms of the Lower Valley Rotary Club. He is a past Grand Knight of del Norte Council No. 2592 of the Knights of Columbus

## COUNTY COMMISSIONER PRECINCT 2

### Compliments

**EDWIN E. BERLINER**

District Judge

171st Judicial District

### Congratulations

Judge

**Geo. Rodriguez**

County Court at Law No.1

**Ben Mejia**

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EVERY SUNDAY

### GREETINGS

**Charles Windberg, Jr.**

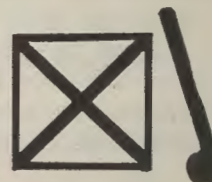
J.P. Precinct No.1



Sam married the former Estela Rodriguez of Eagle Pass, Texas, and Piedras Negras, Coahuila, Mexico, in 1958. They are now parents of four children—James Michael, 6; Thomas Waring, 5; Teresa, 4; and Mary Rebecca, eight months. The family resides at 10153 Suez Drive in the Eastwood area.

## CALL ON

**SAM  
CALLAN**



**COUNTY JUDGE**

## OFFICIATING TEXAS LULAC WEEK



Left to right: Mario Obledo - Deputy Director, Gov. Connally, David Adame- State Director, Roy Velasquez- Pres.-Lulac Council #85, Austin, Texas.

### Greetings

Your County Clerk

**WALLY FIELDS**

### Salutations

**O. R. CLARK**

J. P. Precinct No. 2





## U. S. Department of Labor W. Willard Wirtz, Secretary

Exerpts from Remarks  
by

DR. CURTIS C. ALLER, Associate Manpower Administrator  
At the Signing of the Contract  
Between the Secretary of Labor and the War on Poverty Corporation  
Los Angeles, California  
February 24, 1966

I am especially pleased to be here today, to bring you the greetings of Secretary of Labor Willard Wirtz. The Secretary has personally pressed for this program in high hopes that it will be one of the Nation's most significant manpower development efforts.

I am honored personally in three capacities to have a role in this project in behalf of the Spanish-speaking population of California.

One is my responsibility as Associate Manpower Administrator to develop new means of opening training and employment opportunities for groups which need help to get and hold well-paying jobs.

A second is my position as Chairman of the California State Welfare Board. From that vantage point, it is clear that lack of adequate job and income opportunities for its low-income Spanish-background people is a critical problem for this State.

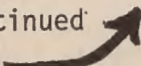
And thirdly, as a longtime resident of California, with roots still in San Francisco State College where I teach when I get the opportunity, I am pleased indeed to see the marshalling of new vigor and resources to meet a highly distressing gap in the otherwise general well-being of the State's population.

The contract signed today brings immediate and meaningful hope and aid to hundreds and thousands of families in the Spanish-American community throughout the State. But, very much more than that, it is providing seed money for several broader objectives with exciting longer term potential. For it is designed to enable responsible leaders and organizations of the Spanish-speaking community itself to be the active agents for employment progress.

Prominent Spanish-speaking organization have joined together to form a War on Poverty Corporation to pursue this vital goal. Through this new unit set up to carry forward the project, MAPA, CSO, LULAC, the FI Forum, and others are linking hands for an active joint effort.

This is not a Washington-initiated project. It is a heartening example of private institutions joining with State agencies and drawing on support from Federal resources. The project could not have been developed without the continuing guidance and support of Governor Brown, the California State Employment Service and other State agencies.

The Employment Service has well recognized the special problems hampering effective development of opportunity for disadvantaged Spanish Americans, and has therefore vigorously assisted in developing this project to expand the State's capability for vastly improving manpower services to its largest minority group.

Continued 



The job problems of the Spanish-speaking population are not peculiar to California alone. The Department of Labor and the Office of Economic Opportunity are now developing with LULAC and the GI Forum a Southwest region-wide development effort to inaugurate major programs in Texas, New Mexico, Colorado, and Arizona as well as in California. We look eagerly to California's War on Poverty project to provide practical experience to help guide the building of such efforts in the other States.

Another broad objective is reflected in the direct participation and support of the Office of Economic Opportunity, for this California project holds high potential not alone for employment advance but for attack on all problems associated with poverty.

More Specifically, this project will be developing training and employment assistance programs for Spanish-speaking underemployed persons in all areas of the State with heavy concentration of population of Mexican background.

There will be a reaching out to work directly with the Spanish-surname communities to develop awareness and full use of all services available for job training and retraining and for employment--and also for education, health, and other welfare needs.

The program will also serve to prepare Spanish-speaking persons to move into permanent employment by State and other public agencies as manpower specialists equipped to meet knowledgeably the unique cultural differences which too often have hampered effective service in the past.

This program initiates an exciting and challenging opportunity. It can open a new era of economic upgrading for all in the Spanish-American population.

The world is divided into three groups, viz: The small group who make things happen; the larger group who watch things happen, and the multitude who never know what happens.

————— Dora Barnard

*The distance on life's journey is marked not by the number of leaves torn from the calendar, but by the number of good deeds done.*

## PACHECO TO RUN FOR STATE DIRECTOR

Mr. Jose R. Pacheco, LULAC charter member of Paramount Council #357 and LULAC District Director of District #6, has announced his candidacy for the office of California LULAC State Director.

Mr. Pacheco was very instrumental in the forming of the Paramount Council #357, since its inception in 1959. Since then the Council's main purpose has been working for the betterment of the Mexican-American people in the community and fighting juvenile delinquency.

Mr. Pacheco is a well known businessman in Paramount, with business at 8007 E. Compton Blvd. Paramount, California and 17125 S. Woodruff in Bellflower, California.

Beside being very civic minded, Mr. Pacheco holds the office of Vice-President of the Paramount-Tepic Sistercity Organization and is treasurer of the Democratic Volunteers committee.

Mr. Pacheco was elected LULAC District Director of the Year for 1964 and 1965, by California State Director, Mr. Pete Villa, for his outstanding work in the District.

Paramount Council #357 is hosting the next California State Convention, April 30 to May 1st, 1966, at the Tahitian Village Motel, Rosecranz and Lakewood, City of Downey, California. Governor Brown will be our guest of honor May 1st, 1966.



## GIRL OF THE YEAR



The Las Cruces League of United Latin Citizens during a Banquet, chose the Girl of the Year.

Frances Ramirez, daughter of Mr. and Mrs. Frank Ramirez of 635 N. San Pedro St. was chosen the Girl of the Year. Frances is a Senior at Las Cruces High School where she is a member of the Honor Society, Correspondence Secretary of the Pan American Club, Vice Chairman of the Shorthand Club. At the present time Frances is part time employed by the Las Cruces Public School administrative office.

Frances was chosen by her Supervisors; she was chosen by her outstanding qualities. She is a charter member of the Juniors Council and is presently serving as Secretary. She has been a devoted member of the Junior Council and is very active and participates in all project and functions of LULAC.

Aside from serving and helping her own council, as an officer and member she is also the secretary for the Junior District and all District meeting. She has a perfect attendance record of regular meetings as well as special meetings. She is very respectful to her supervisors and fellow members.

## BOY OF THE YEAR



David Telles, son of Mr. and Mrs. Richard Telles of 625 Mountain Ave. was chosen Boy of the Year.

David is also a charter member of LULAC and was selected for the cooperation shown at all times to his supervisors, officers, and fellow members. He is very cooperative and assists in all projects and activities of the council. He participates in all functions undertaken by the Juniors. He always volunteers his service, where help is needed and he can be relied upon.

Since his initiation into LULAC he has never failed to attend a regular meeting and is always in attendance when special meetings are called by President or Committee Chairman. He has also introduced several new members to LULAC.

He behaves well at all times is very respectful to his supervisors and to senior members.

## SUPERVISOR OF THE YEAR

Mrs. Tommy Vasquez was chosen Supervisor of the Year. Mrs. Vasquez has been a member of LULAC since the Ladies LULAC was organized in Las Cruces. She has served as Treasurer of her council. She has also served as Supervisor of the Juniors since they were organized. Mrs. Vasquez is married to Tommy, Vice-President of the Mens LULAC Council. They have three children: Dicky, Stevie and Yvonne Marie. Mrs. Vasquez has been employed by Dona Ana County Assessors office for the past seven years.

MRS. VASQUEZ, FRANCES AND DAVID WERE PRESENTED WITH A TROPHY.



# THE MANN WITH A PLAN!

by WINN

DUDLEY GREW-UP  
IN EL PASO...GRADU-  
ATED FROM AUSTIN  
HIGH...LETTERED  
IN THREE SPORTS  
WHILE WORKING  
NIGHTS IN A  
REPAIR SHOP  
...THEN WORKED  
**HIS WAY**  
THROUGH TEXAS  
WESTERN...GRADUATED  
WITH A B.A. DEGREE...



IN HIS FIRST TERM DUDLEY  
BECAME HOUSE MAJORITY  
LEADER...AND IN HIS  
SECOND TERM WAS  
APPOINTED CHAIRMAN  
OF CRIMINAL JURIS-  
PRUDENCE COMMITTEE  
...AND WAS  
LEGISLATIVE  
AUTHOR OF CODE  
OF CRIMINAL  
PROCEDURE...

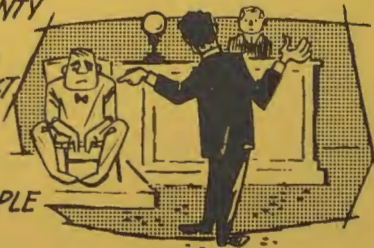


EDUCATING  
HIMSELF THE  
"HARD WAY"  
AS A NIGHT  
JANITOR, HE  
RECEIVED HIS  
LAW DEGREE FROM  
TEXAS U. IN '59...  
WON DISTINGUISHED  
SERVICE AWARD FOR  
OUTSTANDING CON-  
TRIBUTIONS WHILE  
IN LAW SCHOOL...

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...SERVED FOUR YEARS AS  
GUIDED MISSILE INSTRUCTOR...

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SMALL BUSINESSMEN AND THE PUBLIC  
IN GENERAL...



...**THE MANN WITH A PLAN**  
HAS PASSED MANY BILLS FOR  
**WEST TEXAS**...AND HAS RE-  
DRAFTED VARIOUS BILLS  
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