

LULAC



NEWS

Non-Profit Org.
U. S. Postage
PAID
Permit No. 8771
Houston, Texas

VOL. XXXII NO. 5 - JULY, 1969

Official Organ of the League of United Latin-American Citizens

Hernandez Elected New Lulac Head



Seen here immediately after his election as the National President of LULAC is Judge Alfredo J. Hernandez and his family. From left to right: Miss Anna Maria Hernandez, Judge Hernandez, Mrs. Hernandez and Mr. John Hernandez (missing from the picture is the Hernandez's oldest son, Alfredo Jr. who is currently serving in Viet Nam as a Naval Doctor). The picture gives an indication of the grueling campaign as evidenced in the tired look on the Judges face, but during the moment of great relief just before he spoke his first words to the national assembly.

(Photo by Ray's Photo Service Corpus Christi, Texas)

Santa Monica California - June 29, 1969 - Judge Alfredo J. Hernandez was elected the National President of the League of United Latin American Citizens on the first ballot. The election was one of the liveliest in the forty year history of LULAC. Hernandez campaigned on a platform which included the continuation of most of the present LULAC programs now in existence, however; he said that under his administration more emphasis would be placed in the fields of Civil Rights, Membership Extension and implementation of new programs designed to recruit more members into LULAC from the "Barrios".

Of major importance to the League, the new President has stated that he will do everything within his power to create a stronger working relationships between Lulac and other organizations in a united effort to better serve the many needs of the Mexican-American in our Country. He stated a strong coalition of this nature will insure that the Mexican-American will

no longer be relegated to a position of the "Forgotten American" and will not continue carrying the "Yoke" of Second Class Citizenship.

He has promised to make more use of the Vice Presidents by giving to them specific areas in which they will be expected to assume responsibilities and be accountable to the National Office for positive results to the League.

Elected National Vice Presidents were, Mrs. Julia Zozaya from Arizona, and Mr. Alfredo Jacquez from Texas.

Judge Hernandez served previously as the National President of LULAC during the years of 1965-67.

He is married to the former Miss Minnie Casas. Judge and Mrs. Hernandez have three children, one daughter and two sons. Their oldest son, Alfredo Jr., is presently fulfilling his military obligation in Viet Nam as a Naval Medical Doctor.

The Hernandez and their two younger children, Anna Maria and John, reside at 609 Canadian Street in Houston, Texas.



LULAC MAN OF THE YEAR

Receiving his plaque for being selected as the LULAC MAN OF THE YEAR is Mr. Steve Zozaya from Arizona.

(Ray's Photo Service)

NOTICE!!

There ain't no Santa Clause... when it comes to the Lulac News. Maybe old Saint Nick manages to find everybody's chimney, but we possess no such supernatural powers.

If your members want to receive the Lulac News regularly we must have an up-to-date roster of active members. We need names, addresses and zip codes of every member in your council.

The recent National Convention assigned me, as your vice president with the job of getting the Lulac News out. We promise 12 issues.

But even if we published one a week it would not get to the members if we do not have their names and addresses.

So we're passing the buck, or at least asking you to share the buck with us.

At your very next meeting, please assign one person to send us an up-to-date roster of your members. Tell him or her to mail the roster to Lulac News, P.O. Box 53587, Houston, Tex-

(Continued on page 2)



BANALES IS REELECTED AS JR. NATIONAL PRESIDENT

Mr. Manuel Banales is seen here immediately after his reelection to head the Junior Lulac Organization as its National President for another year. Mr. Banales resides at 3400 Memphis Street, El Paso, Texas.

(Ray's Photo Service)

Presidents Message

The election is over and for better or for worse, you have elected your National Staff. Our National Lulac elections, like all elections are hard fought and much effort is put into them. For the winning candidates its victory celebrations and for the losers, disappointment. For our elections to bring positive results, those of us elected must be dedicated to every segment of our League. The newly elected must be dedicated to every segment of our League. The newly elected officers must strive to bring about more unity of every member within our League, whether or not they supported the winning candidate. The membership should, for the sake of our organization, rally around their elected officials and give them their support of every member. This humble and respectfully ask of each of you.

Just as the harmonious working together of our League is vital, so is it necessary that we work harmoniously with the conglomerate that make up the other Mexican-American structure of organizations.

I would love to see a coalition of effort where in the American G.I. Forums, of the U.S., MAPA, CSO, PASO, The Southwest Council of La Raza, MACHO, MAYO, La Junta, The Brown Berets, the Crusade for Justice, etc. could and would rally around the effort of anyone of these bodies to voice a protest, an objection or promote a positive program,

so long as this program would enhance the position of the Mexican-American in our Nation.

In this spirit of friendship and brotherhood in the cause of La Raza I extend a hand of welcome, and our pledge to help all of our brothers, especially to those who by language and culture we are closest to referring especially to great members of our Puerto Rican brethren who reside along our Eastern Sea Board and in the Midwest. "Bienvenidos Hermanos".

To our membership in the Midwest, who rightfully so complained of being taken for granted, we pledge all of the attention that this office can give. I would like to remind our Midwest membership, that I have long recognized their problems. Recognizing this, I was one of those people who traveled throughout this section of our nation organizing Lulac. What you helped to create, by that act, becomes dear to you and we have not forgotten this. Hopefully the Midwest still remembers these efforts.

This is the first of the LULAC NEWS under our administration and with your help and cooperation we will have 12 issues. You may expect your News at the beginning of each month, provided you furnish the National Business Office with up to date membership rosters, addresses and zip codes. Our News Organ like all news media depends on the sale of advertising.



Here we see Father Charles M.C. Naboe, Director of Catholic Charities for the Corpus Christi, Texas Diocese, saying the opening prayer at the Lulac National Convention in Long Beach, California.

Let us see how much advertising you can submit to offset the expense that publishing the Lulac News costs the National Office, which is of course your office.

Of major importance to the League, the new President has stated that he will do everything within his power to create a stronger working relationships between Lulac and other organizations in a united effort to better serve the many needs of the Mexican-American in our Country. He stated a strong coalition of this nature will insure that the Mexican-American will no longer be relegated to a position of the "Forgotten American" and will not continue carrying the "Yoke" of Second Class Citizenship.

Notice . . .

(Continued from page 1)

as 77052.

We're always complaining about not receiving the Lulac News. The 1969 administration, with your help, will do something about it.

First step is an accurate roster of members.

We'll take it from there.

Fraternally yours in Lulac,
Alfredo (Lelo) Jacques
National Vice President



This is Mr. William Bonillia (Last National President) congratulating the President Elect for 69-70 Mr Alfred J. Hernandez.

(Photo by Ray's Photo Service)



Miss Patty Jurado, modeling one of the latest fashions at the National Convention.

LULAC NEWS

Published Monthly by

The League of United Latin American Citizens

ALFRED J. HERNANDEZ
ALFREDO JACQUES
JULIA ZOZAYA
MOSES "MOE" SANCHEZ

NATIONAL PRESIDENT
NATL. VICE PRESIDENT
NATL. VICE PRESIDENT
NATL. DIRECTOR OF PUBLICITY
AND EDITOR
ASSOCIATE EDITOR
NATL. BUSINESS MANAGER
NATL. PRESIDENT JR. LULAC

KEN FLINN
DAVID ADAME...
MR. MANUEL BANALES

(3400 Memphis St., El Paso, Texas 79930)

SEND ALL PUBLICITY MATTER TO:

LULAC NEWS
P.O. BOX 53587
HOUSTON, TEXAS 77052

RESOLUTIONS ADOPTED BY NATIONAL

ASSEMBLY START ON PAGE 3

READ ALL CAREFULLY

Resolutions

Resolution #1-----

WHEREAS, the membership of the League of United Latin American Citizens recognizes the plight of agricultural workers because of low, unstable income and lack of protection under the laws of the United States; and,

WHEREAS, there is now pending before the Congress of the United States, a Bill (H. R. 9954) which would remove those provisions of the National Labor Relations Act which exclude agricultural workers from the provisions of said Act; and,

WHEREAS, it is the considered opinion of this Convention that the interests of justice and humanity will be best served if agricultural workers are afforded the same benefits now available to other workers in the United States by the National Labor Relations Act;

THEREFORE, BE IT RESOLVED, that this National Convention of the LEAGUE OF UNITED LATIN AMERICAN CITIZENS assembled in Long Beach, California on the 29th of June, A.D., 1969, endorse the passage of H.R. 9954, and that copies of this Resolution be forwarded to all United States Senators and Congressmen whose Districts include L.U.L.A.C. Councils.

Adopted at Long Beach, California on the 29th Day of June 1969.

Signed:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#2-----

WHEREAS, the League of United Latin American Citizens has always been concerned with the benefits earned by working people under the Social Security Act of the United States; and,

WHEREAS, there is now pending before the Congress of the United States a Bill (H.R. 11347) which would provide a 15% across the board increase in monthly social security benefits, as well as a minimum primary benefit of \$80 per month;

THEREFORE, BE IT RESOLVED, that this National Convention of the LEAGUE OF UNITED LATIN AMERICAN CITIZENS assembled in Long Beach, California on the 29th of June, A.D., 1969, endorse the passage of H. R. 11347 and that copies of this Resolution be forwarded to all United States Senators and Congressmen whose Districts are represented at this Convention.

Adopted on this 29th Day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#3-----

WHEREAS, the graduated income tax provisions of the laws of the United States were created for the purpose of providing for equitable payment of governmental obligations commensurate with a person's ability to pay; and, a person's exempt was created for the purpose of providing each tax payer with adequate tax exempt funds to provide for minimum living expenses for each member of his household; and,

WHEREAS, according to the United States Department of Labor statistics, there has been a sub-standard high increase in cost of living expenses within the United States during the last twenty years; but, there has been no increase in the person's income tax exempt to compensate the said cost of living increase and,

WHEREAS, Congressman Henry B. Gonzalez, has introduced a Bill (H.R. 5983) providing for an increase in the person's income tax exempt from \$600 to \$1,200; which increase is commensurate to the Department of Labor statistics on the increases in cost of living;

THEREFORE BE IT RESOLVED, that this National Convention of the League of United Latin American Citizens assembled in Long Beach, California on the 29th of June, A.D., 1969, endorse the passage of H. R. 5983 and that copies of this Resolution be forwarded to all United States Senators and Congressmen whose Districts are represented at this convention.

Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#4-----

WHEREAS, within recent years, mobility among working people of the United States has been such that many American citizens are being constantly deprived of their right to vote because due to obligations connected with their employment they have not established a length of residence in any particular location to enable them to meet the residency requirements of the state, or of the political-sub-divisions in which they happen to reside; and,

WHEREAS, such residential requirements have the effect of denying such citizens their constitutional right to participate in national elections; and,

WHEREAS, Congressman Henry B. Gonzalez, has introduced a Bill (H.R. 11195) which will permit American citizens otherwise qualified to vote to participate in presidential elections regardless of their length of residence in a particular political sub-division, known as: Residency Voting Act of 1969;

THEREFORE BE IT RESOLVED, that this National Convention of the League of United Latin American Citizens assembled in Long Beach, California on the 29th of June, A.D., 1969, endorse the passage of H.R. 5983 and that copies of this Resolution be forwarded to all United States Senators and Congressmen whose Districts are represented at this convention.

Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#5-----

WHEREAS, in 1956, the Late Felix Tijerina, of Houston, Texas, founded a system of pre-school instruction for non-English speaking 5 year old children consisting of 400 basic, indispensable words for beginners, called the "Little School of the 400;" and,

WHEREAS, the program was made up of ten (10) Pilot Projects established in and around the Houston area at his own personal expense, and; proved, thereby, that this type of pre-school instruction for non-English speaking children was possible and practical and that children so instructed in oral English could enter First Grade in regular School, at age 6, on a par with the English speaking child; and,

WHEREAS, the State of Texas so recognized the value and import of such a Program that it was officially adopted by the Texas Education Commission, the Texas Education Agency, so that the 56th Texas Legislature enacted a statute incorporating said program into the regular school curriculum in the Texas Public School System as the "PRE-SCHOOL INSTRUCTIONAL CLASSES FOR NON-ENGLISH SPEAKING CHILDREN" in 1959; and,

WHEREAS, said "Preschool Instructional Classes", in Texas, have practically eliminated the scholastic retardation of former non-English speaking children and have facilitated their normal promotion from First Grade on up in the regular time required for English speaking children and has actually resulted in stepping up the grade-to-grade education of at least 80% of the non-English speaking children of Spanish surnames that participated in it during the regular school year; and,

WHEREAS, the inception of this Program, in the Texas Public School System, in the summer of 1960, brought LULAC world-wide praise and acclaim for its initiative and our own Federal Government took over and adopted said Program and, adding some "social services that have cost the American taxpayer millions of dollars" has spread it over the entire country under the official title of "Projects Head Start"; and,

WHEREAS, LULAC can very well continue to propagandize this Program, whether State or Federal through a truly effective promotional and recruitment drive that neither our State nor Federal Governments are now equipped to carry out, exclusively in Spanish for the illiterate, non-English speaking population, specially the children of our thousands of migrant workers;

THEREFORE, BE IT RESOLVED by the League of United Latin American Citizens in the National Convention assembled in the City of Long Beach, California, on these 26 and 27th days of June, A.D., 1969, that we go on record officially endorsing and recommending the work of the LULAC PRESCHOOL RECRUITMENT and PARENTAL INVOLVEMENT PROGRAM, sponsored, developed and being carried out at this time by our San Antonio based group under the name of Preschool Recruitment Committee, successor to Lulac Educational Funds, Inc., since the passing of the late Felix Tijerina and, further, requesting that our Department of Health, Education and Welfare provide the necessary funds to finance its recruitment and parental involvement campaign in South Texas, to begin with, and if possible into all the State that LULAC now operates in;

BE IT FURTHER RESOLVED



RECEIVING LULAC COUNCIL OF YEAR AWARD

The immediate Past National President, Roberto Ornelas, is seen presenting the award to Mrs. Robert Perez who accepted the award of Council of the Year for Council No. 335 of El Paso, Texas.

(Rays Photo Service)

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#7-----

WHEREAS, LULAC deplores the existing education conditions and programs being provided by the public schools of Arizona for Americans of Spanish heritage; that the schools have failed

are failing to provide meaningful quality education to the majority of the Mexican-American youth; that the tragically high drop-out rate and low achievement levels among Mexican-American youth is due primarily to the discriminatory practices by the public schools in Arizona; that the schools are maintaining and perpetuating the socially and economically disadvantaged position of the Mexican - American; that the schools are practicing discrimination in their hiring practices, and that they are excluding Mexican - American teachers and administrators, therefore, forcing them out of the State;

THEREFORE, BE IT RESOLVED, that LULAC will lend its support to organization whose interests are the promotion of equal employment opportunity to Americans of Spanish heritage in the educational systems and other fields of employment in Arizona.

Adopted this 29th Day of June, 1969, at Long Beach, California.

Signed by:

ALFREDO J. HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

(Continued on page 4)

**Your National office address
is still the same:**

NATIONAL BUSINESS OFFICE
P. O. BOX 53586 HOUSTON, TEXAS 77052

(Continued from page 3)

#8-----

WHEREAS, the function of the U.S. Treasury Department, Office of the Internal Revenue Service, is to collect and enforce the income, excise and other taxes affecting the personal economic status of the citizens of the United States; and,

WHEREAS, the financial condition of the average Mexican-American is low due to the education and employment status of this ethnic group, largest in the Southwest; and,

WHEREAS, it is imperative that the Mexican-American have a fair and equitable consideration before the Internal Revenue Service in the United States; and,

WHEREAS, in order to obtain fair hearings before the Internal Revenue Service, it is imperative to have qualified Mexican-American representation at the supervisory level of this administrative body; and,

WHEREAS, Mexican - American supervisors in the Internal Revenue Service is nil throughout the United States of America;

THEREFORE BE IT RESOLVED, that the LEAGUE OF UNITED LATIN AMERICAN CITIZENS at convention held at Long Beach, California, this the 27th day of June, A.D., 1969, go on record as requesting that a complete survey of the supervisors in the Southwest be initiated with an end to determine the exact status of this deplorable institutional subordination in the Internal Revenue Service;

AND IT BE FURTHER RESOLVED, that qualified career, Mexican-American Internal Revenue Service agents be promoted to supervisors wherever possible to alleviate the problem of unequal representation of the Mexican-American at this level. Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#9-----

WHEREAS, the first session of the 29th Legislature produced the history-making House Bill No. 1, an Act providing a special education program for teaching the speaking, writing, and understanding of the English language; and,

WHEREAS, LULAC acknowledges the great significance and benefit which this legislation holds for the future of education in Arizona and the entire Southwest;

THEREFORE, BE IT RESOLVED that LULAC extends an expression of appreciation to the House and the Senate of the Arizona Legislature; to the Governor; and to the Attorney General; and BE IT FURTHER RESOLVED, that we, as they, recognize that the appropriation is obviously less than adequate for the needs which all of us recognize exist in our State, and recommend that an Amendment to the Act, next year, provide for a more realistic authorization and a provision that said organization may be used as matching funds by the local school districts when they apply for federal funds available for this purpose.

Adopted on this 29th Day of June, 1969, by the National Assembly of LULAC, at Long Beach,

California.

Signed by:

ALFRED J. HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#10-----

WHEREAS, it has been known that a federal employee of Mexican-American descent seeking to further his education by attending an undergraduate university and/or college has been denied this opportunity by an immediate supervisor because of "work schedule conflict";

BE IT HEREBY RESOLVED, that all agencies participating under federal matching funds be obligated to encourage, provide information, allow equal opportunities and solicit the capabilities of Mexican-American employees who have shown initiative, demonstrated capabilities and implied interest. These areas to be specifically designated towards educational advancement and promotional ideals.

Adopted on this 29th Day of June, 1969, at Long Beach, California.

Signed by:

ALFRED J. HERNANDEZ,
National President

Witnessed by:

Belen B. Robles, National Secretary.

#11-----

BE IT HEREBY RESOLVED by the 1969 National Convention of the League of United Latin American Citizens that:

(1) A Committee for Business Development be established by the LULAC National Office to consist of five members appointed by the National President, one of which members will be designated as Chairman.

(2) A Coordinator for Business Development be appointed for each State or Region to work with the National Committee for Business Development. The purpose of both will be to help in the preservation and expansion of business currently under Mexican-American ownership and to assist in the development of new enterprises owned and operated by Mexican-Americans. All governmental and private resources will be tapped to this end.

Adopted on this 29th Day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#12-----

WHEREAS, the League of United Latin American Citizens (LULAC) for over thirty (30) years has, from time to time, brought this matter to the kind attention of the past Presidents of our Country; and,

WHEREAS, our late President John F. Kennedy appointed the Honorable Raymond Tellez, of El Paso, Texas, U. S. Ambassador to the Republic of Costa Rica; and our former President Lyndon B. Johnson appointed the Honorable Raul H. Castro, U.S. Ambassador to the Republic of El Salvador and later promoted him



FIRST TO REGISTER AT NATIONAL CONVENTION

Seen here is Mr. Clemente Garcia of Council number 1, Corpus Christi, Texas who was the first person to register at the Lulac National Convention held at Long Beach, California. Seen at the registration table are right to left, Patty Jurado, Fullerton, Calif., Gloria Perez at the typewriter and Sally Mac Gregor of the hosting council. Mrs. Pansy Lemus was the Registration Chairman.

(Photo by Ray's Photo Service)

Witnessed by:

Belen B. Robles, National Secretary

#13-----

WHEREAS, the Mexican - American people have contributed to the social, economic, cultural, and political growth of the United States; and,

WHEREAS, there is no text book or series of text books available for use in our public school system which fully describes said contributions; and,

WHEREAS, LULAC has always had an interest in the betterment of the Mexican-American; and

WHEREAS, it would be for the betterment of the Mexican-American and our Nation as a whole to have such publications available for our school system and the public in general;

NOW THEREFORE BE IT RESOLVED, that LULAC as a National Organization hereby request and petition a charitable foundation, federal agency, or any other organization, which may be available, for financial assistance for the purpose of writing a history of the Mexican-American and his contributions to the social, economic, cultural, and political growth of our nation.

Adopted on this 29th Day of June, 1969, at the LULAC National Convention, Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

14-----

WHEREAS, available statistics reveal that Banks, savings and Loans, Mortgage Companies and private industry have few Mexican-Americans in top positions; and,

WHEREAS, some of the aforementioned businesses have no Mexican - American employees;

THEREFORE, BE IT RESOLVED that LULAC demand all Banks, Savings and Loans, Mortgage Companies and private industry immediately initiate efforts to hire, train and promote qualified Mexican-Americans to top administrative positions and that all of aforementioned businesses retain a qualified Mexican-American for their

personnel staff.

Adopted on this 29th Day of June, 1969, at the National Convention, Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#15-----

WHEREAS, the membership of the League of United American Citizens has consistently endorsed, and is presently involved in the construction of federally assisted public housing to alleviate the social and health problems of the millions of Americans now living under sub-standard conditions who do not have sufficient income to avail themselves of privately constructed homes; and,

WHEREAS, the current skyrocketing trend in the costs of construction and interest rates is certain to have further adverse effects on the low-income families now living under sub-standard conditions; and,

WHEREAS, one of the major arguments used against federally assisted Public Housing Projects is the adverse effect that such projects have on certain impacted school districts which lack the funds to provide adequate school facilities to children residing in such projects; and,

WHEREAS, Congressman Henry B. Gonzalez has introduced in the Congress of the United States a bill (H.R. 8778) which would include children residing in federally assisted Housing Projects as federally connected children for the purpose of obtaining educational assistance to federally impacted areas;

THEREFORE BE IT RESOLVED that this National Convention of the League of United Latin Citizens assembled in Long Beach, California on the 29th day of June, A.D., 1969, endorse the passage of H.R. 8778 and that copies of this Resolution be forwarded to the Honorable George Romney, Administrator of the Department of Housing and Urban Development, and to all United States Senators and Congressmen whose Districts are represented at this convention.

Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO J HERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#16-----

WHEREAS, the median educational attainment of the Spanish-surnamed California is 8.6 compared to 12.1 years for the Anglo; and,

WHEREAS, there is an intimate Association between our inadequate education and our massive economic disenfranchisement, since the median family income of our people in California is \$3,849, compared to \$6,857, for the Anglo, and our unemployment rate is 9% compared to 5.5% for the Anglo; and,

WHEREAS, the fastest growing occupations generally require more education; and,

WHEREAS, Education is then our major weapon against poverty; and,

(Continued on page 5)

(Continued from page 4)

WHEREAS, special programs which are state and federally financed, exist to help minority group members attain a highly level of education; and,

WHEREAS, the Education Opportunity Program which exists at San Francisco State College had been promised 400 enrollees during the 1969-1970 school year; and,

WHEREAS, these 150 will be composed of 50 first time freshmen and 100 lower division transfers with the majority of these enrollees coming into programs in the engineering, music, and drama departments; and,

WHEREAS, few, if any, Spanish speaking, Spanish surnamed students will therefore, be admitted into the college under E.O.P;

THEREFORE BE IT RESOLVED that LULAC file a formal complaint against San Francisco State college with the U.S. Dept., of Health, Education and Welfare so that the E.O.P enrollment will be raised back to 400.

Adopted on this 29th day of June, 1969, at Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary.

#17-----

WHEREAS, we consider it essential and most important that the local Councils of the League of United Latin American Citizens be kept informed on the various projects sponsored under the name of the League and that constant and effective communication between said local Councils and the individuals involved in such projects;

THEREFORE, BE IT RESOLVED, that this National Convention of the League of United Latin American Citizens, assembled in the City of Long Beach, California, on this 29th day of June, 1969, that we go on record requiring that individuals so engaged in obtaining projects of this nature from the Federal Government or any other source, that said individuals be compelled to advise the local Council or Councils in their community of any such project being sought by them and that after such project becomes a reality, that said individuals be obligated to keep the local Councils fully informed on such projects and their operation; and BE IT FURTHER RESOLVED, that copies of this Resolution be spread upon the minutes of this National Convention with copies of the same be sent to all National and State officials cognizant of this kind of projects.

Adopted on this 29th day of June, 1969, at the National Convention of LULAC held at Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#18-----

WHEREAS, the League of United Latin American Citizens is one of the co-sponsors of Operation SER through Jobs for Progress, Inc.; and,

WHEREAS, Operation SER is

the only manpower agency in existence that has as its primary mission, the providing of greater employment Opportunities for disadvantaged Mexican Americans throughout the Southwest; and,

WHEREAS, Operation SER has grown from a one-office agency when it was started in 1966, to its present capacity of one Regional office, five State offices, and 30 local project offices; and,

WHEREAS, Operation SER has made a major break-through in serving as a vehicle between the Mexican American community and private industry; and,

WHEREAS, Operation SER has been responsible for the upgrading, development and placement of untold thousands of Mexican Americans in the southwest who would not have otherwise been reached by traditional manpower agencies;

THEREFORE BE IT RESOLVED that the delegates of this National Convention of the League of United Latin American Citizens assembled in Long Beach, California on this the 29th day of June, A.D. 1969, hereby commend and recognize the invaluable services that have been rendered by the staffs of Operation SER on a Regional, State and local level, and categorically endorse not only their continued existence but also their expansion both operationally and geographically, and hereby direct the National Office of the League of United Latin American Citizens to forward a copy of this Resolution to the Honorable Richard M. Nixon, President of the United States, the Honorable George Shultz, Secretary of Labor, the Honorable Donald Runsfeld, Director of the Office of Employment Opportunity, the Honorable Martin Castillo, Director, Inter-Agency Committee on Mexican American Affairs, the Honorable Hilary Sandoval, Director, Small Business Administration, and all United States Senators and Congressmen whose Districts may be represented at this convention.

Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by :

ALFREDO JHERNANDEZ

Witnessed by:

Belen B. Robles, National Secretary

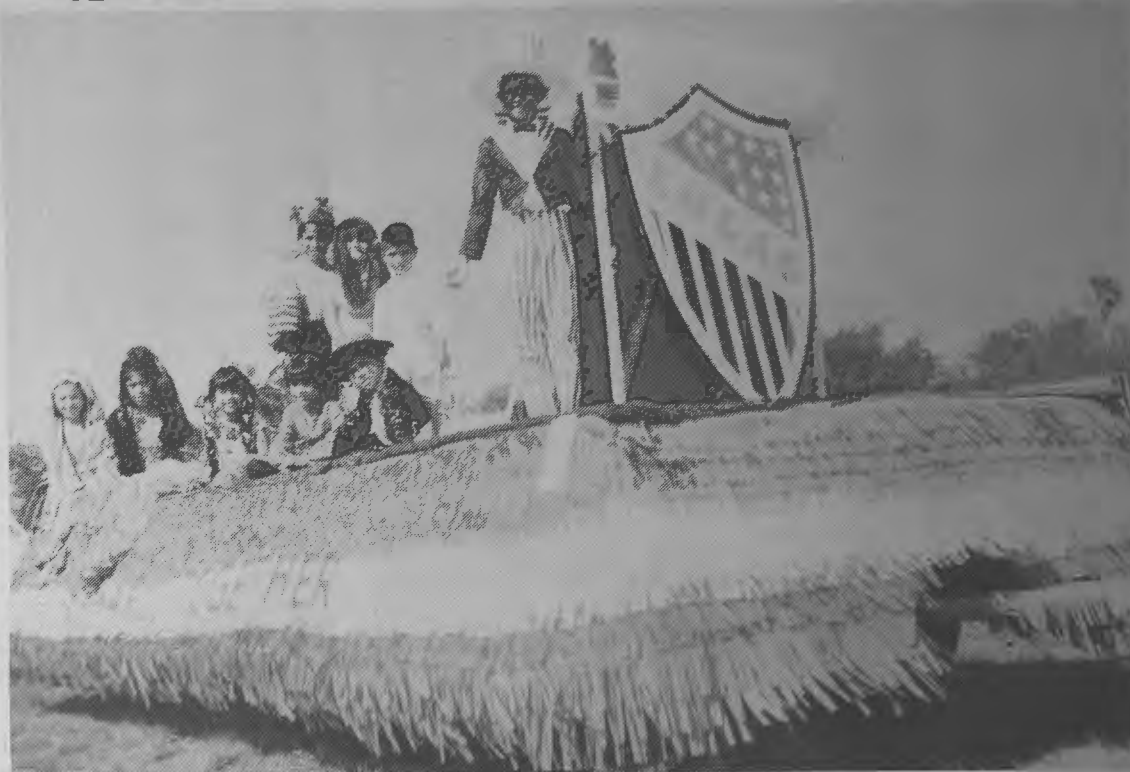
#19-----

WHEREAS, The League of United Latin American Citizens (LULAC) headed by Joe R. Pacheco, National Vice-President, has been fighting the discriminatory actions of the Compton-Willowbrook Enterprise Community Action Agency and its Director, namely Leroy Hayes; and,

WHEREAS, the Compton-Willowbrook Enterprise Community Action Agency has been discriminating against Mexican-Americans where employment is concerned; and,

WHEREAS, through the manipulation of said agency, the City of Compton has not received its fair share of federal Programs;

THEREFORE, BE IT RESOLVED, that the National Convention of LULAC request the removal of the following persons, heads of said Agency: Leroy Hayes, Executive Director of C.W.E.C.A.A., Frank L. Evans, Assistant Deputy Director, Helen Gragg, Assistant Director in Charge of Management, Kathleen Burleson, Community Coordinator Supervisor, and Mrs. Carrie Doby, for incompetence, mismanagement, ignoring and refusing to communicate with citizens of the Compton Health Dis-



LULAC SPONSORED FLOAT WINS FIRST PLACE IN 4TH OF JULY PARADE

Ladies Lulac Council No. 346 in McAllen, Texas has sponsored the first place float above in the 4th of July Parade. Pictured above is the float as it appeared in the 4th of July Parade. Sponsored by McAllen Ladies Lulac Council in McAllens No. 346. The ladies are proud of their 5th straight year of winning first place in the competition. Money won.

(Photo by Luis Garcia, Jr.)

trict, inability to relate, refusing to honor debts promptly, displaying vulgar attitude towards their subordinates, and discriminatory actions against Mexican-American employees of the agency and flagrant favoritism in the hiring of friends and relatives; and BE IT FURTHER RESOLVED that copies of this Resolution be sent to Congressmen representing the cities affected, to the Office of Economic Opportunity, Washington, D.C., and the Office of Economic Opportunity, San Francisco, California.

Adopted at the LULAC NATIONAL CONVENTION, on this 29th Day of June, 1969, Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#20-----

WHEREAS, there is opposition to persons of minority groups; THEREFORE BE IT RESOLVED, that the National Office of the League of United Latin American Citizens urgently request that the State and Federal governments appropriate adequate funds for Equal Opportunities, Job Training, Fair Housing for Minorities.

Adopted on this 29th day of June, 1969, at the National Convention held at Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ

Witnessed by:

Belen B. Robles, National Secretary

#21-----

WHEREAS, the League of United Latin American Citizens has as one of its main purposes to fight discrimination in whatever quarter it exists; and,

WHEREAS, the Coors Brewing Co. of Golden, Colorado has systematically used practices that directly discriminate against Mexican-Americans not only in

employment but also in the selection of distributors of its product, Coors Beer;

THEREFORE, BE IT RESOLVED, that every member of LULAC immediately cease from buying, selling at any LULAC function, consuming or taking as a gift Coors Beer and pledge support of this boycott until this discriminatory practice cease; AND BE IT FURTHER RESOLVED, that the National President of LULAC hereby be instructed immediately upon taking office to communicate with officials of the Coors Brewing Co. to advise them of this action and take whatever action necessary to insure that this objectionable practice is brought to an end.

Action on this resolution was deferred until the National Supreme Council meeting to be held during October, 1969, the National Assembly directed the newly elected National President immediately appoint a Committee to investigate the situation and a complete report to be submitted by said Supreme Council meeting.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#23-----

WHEREAS, the President of the United States of America has pledged a significant commitment to expanding opportunity for the Mexican-American; and,

WHEREAS, in pursuit of this pledge the White House has openly supported the creation of Sta-

tutory Status for the Inter-Agency on Mexican-American Affairs, and, "

WHEREAS the National Advocate for the Barrios is said Inter-Agency and the Honorable Martin Castillo has been appointed as the Chairman of the Cabinet level Agency;

THEREFORE BE IT RESOLVED by the National Assembly of the League of United Latin American Citizens, duly assembled on this 29th day of June, 1969, at Long Beach, California express Congratulations to the President of the United States for the appointment of Martin G. Castillo and pledge support for this office to the end that opportunity for our people be augmented during the tenure of Mr. Castillo; and further that a copy of this Resolution be sent to the President of the United States and to all major Mexican-American Organizations as a pledge of Brotherhood and Solidarity and to make public our unity of Purpose and Commitment.

Adopted on this 29th day of June, 1969 at Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#24-----

WHEREAS, Salvador Zavala has distinguished himself as a Board Member of the Placentia Unified School District, Placentia, California, serving as

(Continued on page 6)

ATTENTION ALL DISTRICT DIRECTORS

Please mail your name, address and district number to the National Business office and your State Directors.

Resolutions . . .

(Continued from page 5)

President of the Board; and, WHEREAS, Salvador Zavala was recently appointed to the North Orange County Junior College District Board of Trustees for his contributions to education and youth; and,

WHEREAS, as a charter member of the Placentia Lulac Council No. 174 he has completely involved himself in fund-raising activities for scholarships and aid to destitute persons throughout his adult life; and,

WHEREAS, Salvador Zavala has been recommended by school administrators at the district and state level for consideration as our next Ambassador to Mexico by the President of the United States, Richard M. Nixon, and, WHEREAS, additional recommendations have been received from Mr. Cecil Rospaw, Publisher of the PLACENTIA COURIER; from Mr. Eugene Gonzales, Associate Superintendent as Chief of the Division of Instruction for the Department of Education State of California; as well as from two Mexican-American organizations, namely, the GEMINI CLUB of Santa Ana, California and the SOCIEDAD PROGRESISTA MEXICANA, INC. which has a membership of eighteen thousand throughout the State of California; and,

WHEREAS, Salvador Zavala is presently in Washington, D.C. submitting his credentials;

THEREFORE BE IT RESOLVED the members of the Placentia Lulac Council No. 174 humbly request the National Assembly of the League of United

Latin-American Citizens convening in Long Beach, California to endorse our brother in Lulac Salvador Zavala and also to officially notify the President of the United States.

Adopted on this 29th day of June, 1969, at the National Convention, Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#25-----

WE HEREBY RESOLVE that as a body (LULAC) will no longer accept additional discriminating labels that are being aimed to discredit American citizens of Mexican or Spanish extraction; that we object to any term which tends to characterize Mexican-Americans as being anything other than members of the caucasian race and in preserving the heritage, culture, and rights of the Mexican-American it is deemed essential that radio, TV commercials, press or any other form of communication that may embarrass or be slanderous not be allowed to continue; AND BE IT FURTHER RESOLVED that when any discrimination to Mexican-Americans via the communication media is found to exist, LULAC take immediate legal action, or whatever action is necessary to combat this discrimination.

Adopted on this 29th day of

LULAC NEWS

July, 1969



H. Sanduval, from small business, addressing National Convention.

(Photo by Ray's Photo Service)



Gilbert Roland addressing convention Saturday night, June 28, 1969.

(Photo by Ray's Photo Service)

June, 1969, at the National Convention, Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

#27-----

WHEREAS, the Honorable FELIX TIJERINA, Past National President of the League, now deceased, was the founding father and guiding Light of the Little School of the 400, now known as Head Start and later the Head of LULAC Educational Fund, Inc; THEREFORE, BE IT RESOLVED that this 40th National Convention of the League of United Latin American Citizens go on record and instruct our National Office to prepare an appropriate commendation and plaque to present to Mrs. Felix Tijerina in honor and memory of her beloved husband.

Adopted on this 29th day of June, 1969, at the National Convention of LULAC, Long Beach, California.

Signed by:

ALFREDO JHERNANDEZ
National President

Witnessed by:

Belen B. Robles, National Secretary

28----

WHEREAS, the League of United Latin American Citizens has at previous conventions, expressed serious concern over the lack of qualified Mexican Americans in policy-making positions with the Department of Housing and Urban Development; and,

WHEREAS, this convention has been informed that Mr. George J. Roybal, former Director of the League of United Latin American Citizens sponsored Operation SER, has been appointed to the Fort Worth Regional Office of the United States Department of Housing and Urban Development; and, WHEREAS, the membership of the league is aware of the competence and dedication of Mr. George J. Roybal, as a member of the Staff of the Human Relations Council of the State of Colorado, as an Employment Specialist with the United States Department of Defense, as Deputy Regional Director of the Equal Employment Opportunity Commission, as well as Executive Director of Operation SER; therefore,

BE IT HEREBY RESOLVED, that this 1969 Convention of the League of United Latin American Citizens go on record commanding the United States Department of Housing and Urban Development for the appointment of Mr. George J. Roybal; and requesting that other similarly qualified Mexican Americans be appointed to policy-making positions; and,

BE IT FURTHER RESOLVED,

that copies of this resolution be forwarded to the President of the United States and to the Secretary of Housing and Urban Development.

Respectfully submitted,

Corpus Christi L.U.L.A.C.
Council #1

#29-----

WHEREAS, the Office of Federal Contract Compliance has been the first government agency to dedicate special attention to the unique employment problems of American citizens of Mexican descent; and,

WHEREAS, the League of United Latin American Citizens is particularly proud of recent accomplishments of the improvement in the employment of Mexican Americans in the construction field as a result of special efforts by the Office of Federal Contract compliance, in spite of the very limited number of personnel allocated both in obtaining direct employment and in obtaining the creation of special training programs; therefore,

BE IT HEREBY RESOLVED, that this 1969 Convention of the League of United Latin American Citizens express the gratitude of the membership to the Office of Federal Contract Compliance for their efforts in obtaining employment and training for American citizens of Mexican descent; and that this convention go on record requesting that the Office of Federal Contract Compliance

(Continued on page 7)



Dr. Garza presenting clock to Dolores Guerrero, National Executive Secretary, for appreciation of her services to Lulac in the past year.

(Photo by Ray's Photo Service)

ATTENTION ALL COUNCILS

Please send the results of your local council elections giving names and addresses of your new offices to the National Business office.

Note: If you have already complied with this request please disregard this notice.



Edgewater Hyatt House, Long Beach, Cal. Where Lulac National Convention was held. Next years convention will be in McAllen, Texas.



Mr. William Bonillia, making the nominating speech for his brother Tony Bonillia who was running for National President.



Left to Right: Frank Gomey, Robert Ornelas, Post Nat. Pres.; Frank Valdez, Ornelas is Addressing the Housing Committee at the National Convention.

Resolutions . . .

(Continued from page 6)

be granted additional funds and personnel to be able to adequately service the needs of unemployed and under-employed members of minority groups; and that copies of this resolution be forwarded to the President of the United States, to the United States Secretary of Labor

and to the Director of the Office of Federal Contract Compliance.

Respectfully submitted,

Corpus Christi LULAC
Council #1



**SCHOOL TIME
IS SAFE
DRIVING TIME**

Housing Seminar To Be In Corpus Christi Sept. 7-8

Meeting was called to order by chairman, Frank M. Valdez, Mr. Valdez gave a brief background on Lulac housing. A housing seminar was set up in Corpus Christi on September 7th and 8th of 1968 to discuss the housing program; and from this seminar came a plan which was presented at the Supreme Council meeting held in Washington, D.C. on October 10, 1968. A resolution on housing was passed at this meeting.

At the present time, Lulac has the following existing projects:

San Antonio w/ 200 units--operating

El Paso w/200 units --operating

Corpus Christi w/ 154 units--closing schedule Aug. 15, 1969

Sinton w/ 48 units -- Commitment recently received.

Written reports from the Corpus Christi and El Paso projects are available, but San Antonio had none available.

Frank Gamez, Texas State Housing Director, gave a report on how to set up a more detailed program on housing and made it more explanatory to the councils. Mr. Gamez notes that the constitution states that National Lulac is the only entity that can own projects on property. A public record should be made of the councils that want to sponsor a project. The important factor is that Lulac should own the housing projects and, therefore, assume the mortgage to receive the full benefit. Mr. Gamez recommends that our next

NATIONAL PRESIDENT SHOULD:

(1) Set up the housing program in a business-like manner

(2) Call on people who are in the field of housing -- HUD and the Secretary of HUD, Mr. George Romney, some from Urban Renewal in the

respective cities; also, the Model City program for information on housing to inform the local councils. It would also be wise to set up seminars at our national conventions on Housing.

(3) Regionalize your state in Housing; A breakdown in district levels, have a state director from each state, set up a centralized office, consult and furnish material to the local sponsoring councils

Mr. Joe Benites, from Arizona, was recognized; and he introduced a draft on how to go about housing from urban America, which if accepted by Lulac there is a possibility it would be funded by the Ford Foundation.

A report was given on the San Pedro Project, which is being considered. The project would have 3 sponsors:

(1) Peninsula Council of Church
(2) Lulac Council #317
(3) Warren Chapel

The national office would not have any responsibility on this project. It was stated that a board of directors from each of the sponsoring organizations would administer the project. It was not clearly stated who would actually be the mortgagor and put up the money. This discussion was tabled until more information could be available.

There being no further business, the housing session was adjourned at 6:30 p.m. until another workshop could be arranged by Mr. Valdez.

Proposals and recommendations herein made will be referred to the housing committee for them to submit a report of the next Supreme Council meeting.

I move that report for Housing Seminar be accepted as presented.



Mr. Pete Gutterrez, Vice President of Norwalk Council No. 344 is receiving the G. C. Martinez Memorial Revolution award. For expansion in membership. The award is presented by Galveston Council No. 151.



Members of Junior Lulac at one of their meetings.



The Singing President And His Mariaches.



Juan Campos, Texas State Director of Lulac, defending Lulac, after some students from California, made some remarks about Lulac.



Breakfast Is For The Family

Breakfast may be the most neglected meal in the United States. One can't prove that. But it's commonly known that many people simply do not eat breakfast, or if they do, they eat pitifully little.

Most of the complaints I hear concern teen-agers. But now and then I find mothers worrying about even younger children.

Well, let's look at the situation. Are parents setting the best example? Is Dad running off to work with too little time to eat a substantial breakfast? Is mother so concerned with weight control as to falsely assume she should skip or drastically minimize breakfast?

Most of all, does your family ever sit down - all of you at the same time - for breakfast together?

Provided Family Unity

Breakfast, in my opinion, can be one of the most important factors in building family unity. The only valid excuse I can think of for not sharing breakfast is the busy and conflicting schedules that various members of the family can be engaged in.

But you don't always have to settle, even for that.

Since it's now summer and the kids aren't rushing off to school, why not eat breakfast together? You probably would if you were at a summer cottage. Give it a try, now, at home.

There must be, of course an atmosphere of courtesy and good humor. If necessary correct the going-to-bed-late habits of some of your family members so they can get up a little earlier to join the rest of you. One hardly expects, or desires, exuberant and effervescent brilliance at the breakfast table. But the morning grouch needn't be tolerated.

And Don't Worry

And don't worry if everyone doesn't eat everything. Just set an attractive table. The kids can be asked to help. It will lend special occasion to breakfast and be good training too. Have fruit or fruit juice, milk, and cereal one day, eggs another, bacon or sausage, an occasional omelet or chipped beef in cream sauce, or waffles. Pancakes, or french toast are other al-



Here we see Mr. Frank Gamez (Texas Director of Housing for Lulac) congratulating the new president Mr. Alfred J. Hernandez.

ternatives.

If your husband bucks at the idea, remind him that business men increasingly are holding breakfast conferences - especially at conventions. So why can't the family get together? Good breakfast habits have a civilizing effect on all of us. And nothing starts the day better. Accident and work performance records, too, show real improvement both at work and at school when people switch to a good breakfast.

That which needs to be proved cannot be worth much. - Nietzsche

Life always gets harder toward the summit - the cold increases, responsibility increases. - Nietzsche

Nothing on earth consumes a man more quickly than the passion of resentment. - Nietzsche



LOOK FOR MORE AND COMPLETE NATIONAL COVENTION PICTURE COVERAGE IN THE NEXT ISSUE

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