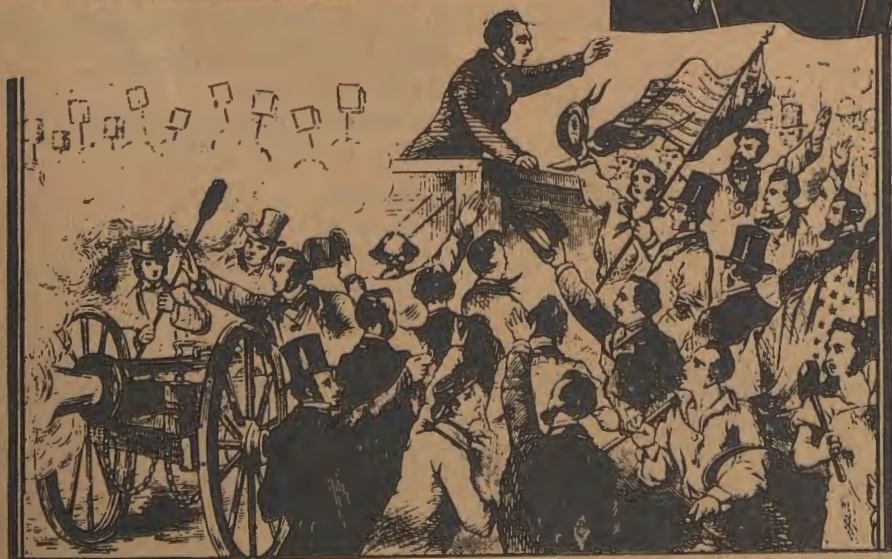


LULAC MUST !



President's Message

We have started the 41st year of LULAC and the challenge has never been greater for this devoted organization in its colorful history. The time has come for us to think in terms of what is the precise purpose of our being -- for it has been said that "life begins at 40" and LULAC has reached this respectable age! We have come a long way in forty years, having gained many friends and having won many battles! But our work has just begun!

Goals for LULAC is not just a campaign slogan, nor a nice title for a campaign speech, nor a dream in fantasy. It is a real and honest appraisal of what this most influential and respectable organization must do as the leader of the Mexican-American community. While it is proper to demand evolution in the betterment of the economic plight and the educational misgivings of our people, we must be responsive in the form of presenting a constructive program that the rest of the country can in fact implement. Goals for the 1970's must be realistic and well thought out, for we face an era in our history when a great deal of involvement of our people is the order of the day and many differing opinions are therefore prevalent. We cannot afford to become an extremist group after having gained the respect and admiration of many people in this country, for our stand has always been to champion the cause to improve the moral and material benefit of our Mexican-American brethren. To simply shout and destroy, or to provide no constructive program but simply criticize, is a sign of weakness and irresponsibility which we can ill afford. It stands to reason that we will be called the conservative group by other more militant organizations, but the record indicates that we have done more for our people than all other organizations combined!

This issue of LULAC NEWS, the first in a series to be published at Laredo, Texas, national headquarters of LULAC, is a means of communicating with all of our members and friends throughout the country and we are looking forward to receiving constructive criticism and active participation from all local councils and members in the rest of the year to follow. I am proud of the work of a few LULAC members who have strived to perfect this news media, and I know that the balance of the issues in this year will be of a first-class, high-quality, efficiently-run LULAC NEWS. I ask for your cooperation in supplying to our news media staff any material that you deem important for publication, along with photographs and articles of interest and in addition, that you assist in helping us to make LULAC NEWS a truly professional product with the assistance of adequate advertising sales.

You will find in our next issue an article on the "Goals of LULAC" and other matters of interest to you that I hope will be thought provoking. Please let us hear from you and let us be of service to our people.

Yours in LULAC,

Paul Garza, Jr.
Paul Garza, Jr., P.E.
National President

Official Organ of the League of United Latin-American Citizens

This Front Page Issue

The Bill of Rights was established when this nation was a mere fledgling... But the goals then and now are the same: We **MUST CARE**. Young and old alike **MUST** take an interest in our world... Be a part of the solution. The Right of voting, Equal Opportunity for Education, and Employment are a responsibility as well as a right. To make a better Tomorrow... **LULAC MUST CARE!**



Calendar of Events

- * JANUARY, 1970
National SER Board Meeting
Phoenix, Arizona
- * FEBRUARY 14-20, 1971
National LULAC Week
- * JUNE 24 - 27, 1971
National LULAC Convention
Denver, Colorado

About Our News

In order to have LULAC NEWS come out regularly we need advertising. It is very expensive to publish a newspaper regularly. This administration plans to have approximately six issues.

We propose that local councils help us get advertising at a local state, and national level. Each council contracting for advertising would be allowed to retain twenty percent of the specified rate. The more ads sold, the bigger and better our LULAC NEWS.

Because the first issue is always the hardest to prepare during a new administration, we do not have a complete listing of the entire membership, but we hope that this will be settled in the near future.

Advertising rates for future issues are as follows: One page: \$200; One-half page: \$125; One-fourth page: \$75; One-eighth: \$40; One-twelfth: \$25; One-sixteenth: \$15 and Professional listings: \$5.

Send all advertisement to the National Office, P.O. Box 966, Laredo, Texas 78040.

NOTICE

All Lulac Councils are to send a list with the names of all of your members by November 15, 1970. From now on, in order to keep an accurate list, we are asking all councils to report all additions, deletions, and changes in address on the 5th of every month. Lulac News will publish the names of those clubs that do not report monthly. Remember: To have an efficient national organization, we need your monthly reports.

News Staff

Editor	Mrs. Isabel Mendez
Photographer	M. J. Romo
Circulation	Jose Gutierrez & Andres Ramos
Advertising	Arturo Gutierrez & Jose Luis Alarcon

The LULAC NEWS is published for the benefit and under guidelines of the National LULAC Administration. Circulation is controlled through each LULAC Council in the United States. All advertising herewith does not constitute an endorsement by LULAC of those products nor any commitment be implied.

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By Berta Gomez-The Laredo Citizen

The new leader of the League of United Latin American Citizens (LULACS), Paul Garza, Jr., may prove to be what the organization needs to strengthen and revitalize its weakening veins. Reputed for his background in engineering and city planning, Garza can contribute resourcefulness and fresh imagination to the National Lulac presidency.

The Laredoan was elected over five other candidates at the national convention in McAllen. Other officers chosen were vice-president, Joe Flores, Jr., from Racine, Wisconsin; ladies vice-president, Mrs. Julia Zozaya, Phoenix, Arizona; and vice-president

It is characteristic of Paul Garza Jr., to start planning and working with full force on any assignment. Already he is emphasizing and setting up new goals for LULAC and considering appointments for other national positions. for youth activities, Raul Rios, Weslaco.

In the forty-one years of LULAC'S existence, Garza is the sixth Laredoan and the fifth from Laredo Council 12 to serve as National President. Former heads have been 111th District Judge E.D. Salinas, Arnulfo Zamora (two terms), Dr. George Garza, and Oscar Laurel from Council 12. Laredo-born Roberto Ornelas also served as president but as a representative of a Houston council.

Distinguished Member Brings Many Honors To League

Alfred J. Hernandez, immediate past president, was born on August 23, 1917, in Mexico, D.F., Mexico. He became a naturalized U.S. citizen in Calazzo, Italy in 1944.

He is married to the former Minnie Casas; they have 3 children, Alfred Jr., John Joseph, and Ana Marie.

Brother Alfred served his country in World War II, in the African and European theatres of operation and was discharged with the rank of Tech. sergeant.



His education includes: Pre-law at the University of Houston; LL.B.(1953) South Texas College of Law.

Some recognition of his past services include former national chairman Spanish Speaking Advisory Council to the Small Business Administration. National chairman Spanish American Businessmen's Association

Member of the Advisory Committee on Mexican American Education, Bureau of Elementary and Secondary Education, Washington, D.C. Member Advisory Board, Pan American National Bank, Houston, Texas.

Member of the Board of "Little School Of The 400", from which Project Head Start was modeled-1960.

Consultant to the U.S. Civil Rights Commission.

Member of the Board of Southwest Inter-Group Relations Council, Inc., Austin, Texas.

Presentation of White Paper on "Civil Service And The Mexican-American", at the Cabinet Committee hearing on Mexican-American Affairs in El Paso, Texas, in October 1967.

Former member of the board Houston Crime Commission.

Past LULAC (League of United Latin American Citizens) State Director for Texas.

Former Chairman of the Board of Jobs For Progress, Inc., SER (Joint LULAC, GI Forum, Job Opportunities Program).

Member of the Board of Interstate Research Associates, Washington, D.C. Member of Board for Community Planning Welfare Association, Houston.

Member of Executive Committee of United Fund, Houston.

Former member of the board Southwest Council of "La Raza", Phoenix, Arizona.

Member Houston Job Fair Committee (providing summer jobs).

Presently he is in private law practice in Houston and alternate judge, Municipal Courts, Houston, Texas.

He is a member of the American Bar Association, Texas Bar Association, National Association of Defense Lawyers in criminal cases, The American Judicature Society, Member of the Board of Trustees Houston Legal Foundation, and member of Democratic Policy Council to the Democratic National Committee.

A LOOK AT OUR LEADERS FOR 1970-71

Garza has established national committees within the organization in the areas of youth activities, housing and environment, equal employment opportunities, education and cultural development, civic involvement and equal rights, membership and expansion.

To involve young people in LULACS, the membership age has been lowered to 18 in the recently amended constitution. According to Garza, a national scholarship endowment fund for students living anywhere in the nation is also being set up.

"LULAC is a non-militant organization," Garza stressed. "It is made up of responsible people. We're not a political group; we refuse to endorse any candidate, although we will hear them out."

Garza added that leadership training seminars are conducted by the LULACS in different parts of the country at the city and school board levels "to help the candidate do a better job."

"LULACS are concerned with the plight of lower economic level Latinos and have set up Operation SER (Service, Employment, Redevelopment) to train the untrained and those who have to shift from obsolete to new skills. SER operates in 15 major cities in 5 different states."

Another LULAC project, Garza pointed out, "is Operation LEDA (LULAC Economic Development Association) which brings together people with investments as is being done by the Pan American Bank in Houston."

What are LULACS doing for race relations?

"Presently," stated Garza, "we're boycotting the Coors Brewery for unfair employment practices that are under investigation."

"A boycott has already been effec-

tive in resolving the case against the Heinz Ketchup Company for its treatment of migrant workers in the northern states."

Garza's plans for his tenure are to travel to strategic areas of the country, concentrating on the Midwest where membership has been lost as a result of the War on Poverty taking over a lot of the work. He is trying to set up a Midwest conference in Fort Madison, Iowa to invite leaders of all walks of life.

To update the LULACS, Garza plans to computerize the organization with the assistance of Joe Botello from the Laredo National Bank. Also, he and his staff will publish the LULAC News, a periodical, out of Laredo.

With all the traveling and time-consuming business that accompany the honor of his office, Garza knows that he must appoint an efficient and sharp executive secretary to assist him.

Garza holds a BS in civil engineering from Texas A&M. He is a registered engineer and a certified city planner. In 1965 he was chosen for the White House Fellows program and in 1966 he was selected as Engineer of the Year by the Gateway Chapter of TSPE. He is listed in Who's Who in the South and Southwest, 1962 and in the Directory of Mexican-Americans in Professional Fields, 1969.

He has served as consultant in developing plans for a number of Texas cities and has been associated in architectural projects involving the construction of centers and schools in Laredo and the surrounding area.

Garza and his wife, the former Maria Magdalena Mendez, have eight children.

Executive Secretary Avid LULAC

Yolanda R. Peronis was born in Houston, Texas but was raised in Corpus Christi, Texas where she attended local schools and 2 years of Elementary Education and Business Administration at Del Mar College, Corpus Christi, Texas.

The Peronis family includes her husband, Louie, well known in LULAC and a bearer of many aliases brought about from amusing past experiences during our Conventions. They have three daughters, Catherine, 11 years old; Fontaine, 7 years old; and Jacqueline, 6 years old. Members of the Christ the King Catholic Parish, Corpus Christi, Texas.

Sister Peronis joined the LULAC Council No. 26 in 1961. Since then, has held almost all the elective positions in the council; which includes the position of President for two terms-1963-1964 and 1966 - 1967.

Besides being an active member of LULAC, Sister Peronis is a member of;

a. Texas Jazz Festival Society - (This is a group that sponsors an annual; free to the public, progressive jazz concerts, providing all-day musical entertainment to the public, which grows to an increasing degree every year.)



b. S.H.O.P. (Self-Help Organization for Parents) - Board of Director member and Secretary. Community work. Work accomplished through the Recreation Centers within our City that are situated in poverty areas; and stimulates our adults into becoming self-sufficient through various projects. Members in this group are comprised

(Continued on Page 11)

Bishop Flores Accepts As Chaplain

Patrick Fernandez Flores, son of Mr. Patricio Flores and Trinidad Fernandez de Flores, was born July 26, 1929 in Ganado, Jackson County, Texas. He is the seventh of nine children. His parents were farmers and for many years migrant workers.

As a boy he attended Ganado Elementary, Kendelton Elementary, Garden Villas Elementary, Pearland Elementary, Johnston Junior High in Houston, San Jacinto High School and graduated from Kerwin High School in Galveston. As a teenager, Patrick F. Flores was a high school dropout for almost three years due to financial crises in his family when his father was for a long time hospitalized. In September 1949, he entered St. Mary's Seminary in La Porte, Texas and later attended St. Mary's Seminary in Houston, Texas.



On May 26, 1956, he was ordained in St. Mary's Cathedral in Galveston, Texas by the Most Reverend Bishop Wendelin J. Nold. His first pastoral assignment was as assistant to Reverend John J. Cassata, who was then pastor of Holy Name Church in Houston and today is the Most Reverend Bishop of Ft. Worth, Texas. Seven years later, Father Flores was assigned as pastor of Guardian Angel Church in Pasadena, Texas where he served for three and a half years. In 1967 he was assigned as pastor of two churches, St. Joseph and St. Stephen's in Houston. While in the Galveston-Houston Diocese, Father Flores was director of the Cursillo Movement for almost nine years, diocesan director of the Christian Family Movement and also diocesan director of the Bishop's Committee for the Spanish-speaking. He served in many diocesan, civic and religious committees in the Galveston-Houston Diocese.

On March 18, 1970, Pope Paul VI appointed Father Flores as Titular Bishop of Italica, Auxiliary Bishop to the Archbishop of San Antonio, Texas, the Most Reverend Francis J. Furey. He was consecrated as Bishop on May 5, 1970 by the Most Reverend Archbishop Francis J. Furey and the Most Reverend Bishop John J. Morkovsky.

The Most Reverend Bishop Patrick Fernandez Flores moved in to the archdiocese of San Antonio on May 9, 1970.



National Vice-President Julia Zozoya of Phoenix, Arizona, presents to the First Lady, Mrs. Pat Nixon, the first copy of "The LULAC Story" and information pertaining to our League. In addition, our Vice-President presents copies of the LULAC Resolution on Women's Rights to the Washington dignitaries in an impressive ceremony held recently in our nation's capital. A very active advocate of women's rights, Julia has recently been named to the President's Commission on Women's Rights.

Legal Advisor In Corpus Christi

Celso C. Rodriguez, Attorney at Law has been appointed National Legal Advisor for the League of United Latin American Citizens (LULAC) by Paul Garza, National President of LULAC.

Rodriguez is associated with the Law firm of Bonilla, De Pena, Read and Bonilla. He resides at 4222 Patrick in the city of Corpus Christi, Texas. He is married to the former Mary Garcia and they have one child, Roberta Lynn.

Rodriguez is a graduate from Del Mar Junior College, has a B.A. from the University of Texas at Austin and a Law Degree from the University of Texas School of Law.

Rodriguez taught one year of High School before entering law in 1963-64; he received his law degree in 1967.

He is president of LULAC Council No. 1 where he has held the positions of Secretary and 1st Vice-President. He was chairman of the Feria de las Flores Dance last year.

The duties of National Legal Advisor are:

1. To represent the League in all legal matters in which it may be involved or have an interest;
2. To interpret and render an opinion on matters arising with regard



to the LULAC Constitution and By-Laws, Resolutions and/or policies when requested by any member, council, or officers of the League. However, the National Assembly may by a two-thirds majority reverse an opinion of the Legal Advisor in those cases wherein it is believed that he has acted biasly or contrary to the provisions in question;

3. To cooperate with the National Secretary in preparing and maintaining up to date the volume which contains all resolutions, amendments, policies duly adopted and in force;

4. To counsel with Legal Advisors of subordinate entities, including JUNIOR LULAC, as requested.

Bonilla-Man of the Year

FROM THE CORPUS CHRISTI CALLER

Tony Bonilla was elected national Man of the Year at the annual convention of the League of United Latin American Citizens held in McAllen, Texas, the first time a Corpus Christian has received the honor since the group was founded here more than 40 years ago.

Bonilla, an attorney and executive secretary of the local LULAC Council, was named over 19 other state representatives. Bonilla was selected Texas LULAC Man of the Year.

He was cited for his LULAC work in civil rights and education, particularly in combating truancy and dropouts and in awarding scholarships.

"I am deeply honored for this represents the highest award anyone can receive in LULAC," Bonilla said. "Any efforts I've made have been with the hope of improving the overall standards of living of the Mexican-American while at the same time bringing about a better understanding between all groups."

*Bonilla's brother,

William D. Bonilla, also an attorney, was LULAC national president in 1964. Tony Bonilla has held every office in the local LULAC council during his 10 year membership, has been a district director, and was formerly special assistant to the state and national presidents.

What's Lulac?

LULAC is a civic and patriotic non-sectarian, non-partisan organization that believes in, teaches and practices "the democratic principles of individual political and religious freedom; the right of equality of social and economic opportunity" and works for "the development of an American Society wherein the cultural resources and integrity of every individual and group constitute the basic assets of the American way of life" as a non-profit, non-political organization.

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Pictures & Smiles In LULACS



LULAC National Convention, McAllen, Texas, June 25-28, 1970. Most of the delegates in the picture surrounding the Hon. Sargent Shriver (Center) are members of the "Triple entente" San Antonio, Houston & Corpus Christi.



LAREDO, TEXAS. - The delegation to the National Convention in McAllen brought home a glorious victory - The National Presidency. Among those Council No. 12, #618 (Ladies) and #2 (Jr. Lulacs) members making the trip were: (L to R) standing, Enrique Mendez, Jr., Ricardo Garcia, Arturo Gutierrez, Mauro Luna, Jose A. Botello, Fabian Mendoza, Paul Garza, Derly Ramirez, Mrs. Paul Garza, Jesus Sanchez, Mrs. Arturo Gutierrez, Ruben Garcia; (seated) Raul Gutierrez, Hector Pulido, Patsy Gutierrez, Diana Sandoval, Mary Helen Garza. Many more attended the celebration held at the LULAC Hall to honor the new National President.



LULAC National Convention, McAllen, June 27, from left: David Adame, Houston; Hector Godinez, Santa Ana, Do ores Guerrero, Executive Sec., Beaumont, & Mrs. Ramiro Robles, National Secretary, El Paso



LULAC Nat'l Convention McAllen, June 27. From left: Rafael Flores, Mayor Pro-Tem of McAllen, Hon. Sargent Shriver and Mrs. Alfredo J. Hernandez.



"Old timers meet again" LULAC old timers always look forward to the next National convention as they meet again and reminisce of the past. In picture from left: Hugo Santana, El Paso; John Solis, San Antonio; Arnulfo Zamora, Laredo, and M. J. "Uncle Mike" Romo of El Paso. LULAC National Convention, McAllen, Texas.



"LULAC Fiesta de Las Flores, El Paso. Dancing in the Bassett Merchandise center Mall, Friday, Sept. 4, by the Promotion entertainers.



LULAC Fiesta de Las Flores, Meyer Field, El Paso, Texas, Sun., September 6. Sylvia Villarreal selected as the Lady-In-Waiting and District 4 Director Manuel Villarreal



LULAC National supreme council meeting in El Paso, Texas, March 15, 1970. From left back row: (1) John L. Campos, Texas State Director; (2) Joe Ruiz, President Council 110, El Paso; (3) Ed Pena, National legal advisor; (4) Manuel Juarez, Illinois State Director; (5) Hugo Santana, Board member, council 298, El Paso; (6) Robert Perez, President council No. 8, El Paso; (7) Ramiro Robles, Vice-Pres. Council 132, El Paso; (8) Frank Montoya, Nat'l Youth Director, Los Angeles, Calif.; (9) Angelo De Soto, Indiana State Director; (10) Steve Zozaya, Ariz. State Director, Phoenix, Ariz. (11) Manuel Villarreal, District four Director, El Paso, Texas; (12) Douglas Clark, National Director of Civil rights; (13) Dr. Francisco Licon, M.D. District 4 board director, El Paso; (14) Alfredo (Lelo) Jacques, Nat'l Vice-Pres., El Paso; (15) Pete Vaca, Nat'l Director of field services. Sitting from right: (16) Mrs. Steve Zozaya, 2d Nat'l Vice-Pres.; (17) Mrs. Ramiro Robles Nat'l Secretary; (18) Mrs. Al Acosta, Past Nat'l Vice-Pres.; (19) Mrs. Douglas Clark, Joliet, Ill., Council 502; (20) Mrs. Al Perez, Board member Council 335, El Paso, Texas; and (21) Mrs. Robert Perez, President Council 335, El Paso.



Ladies LULAC Council 335 fund raising booth at Fiesta de Las Flores, Meyer Field El Paso, Texas, Saturday, September 5. In picture from left: Elsie Perryman, Lucy Acosta, Beatriz Contreras, Rose Perez and Raquel Perez all members of Council 335 and Hortencia Alvarado of Council No. 9.

OPERATION SER

SERVICE, EMPLOYMENT, REDEVELOPMENT

SERVICE, EMPLOYMENT, REDEVELOPMENT - GOALS FOR SER

Finding the dignity and pride of a better job is the story of Operation SER. More important, it is an amazing demonstration of community pride and community talent, working to help itself.

In ordinary words: Operation SER is a federal manpower training project working through barrio offices in thirteen (13) cities in five states.

But there's nothing ordinary about its accomplishments: Mexican Americans now find new and better jobs for themselves at the rate of nearly 1,000 jobs a month. That is, well over 14,000 jobs since the first days in 1966 -- and the rate is steadily increasing.

Each of these jobs is a person. Usually each of these jobs is a family too. For a man like Perfecto Bejarano of Phoenix, the highly sophisticated services made available by the Phoenix SER project gave him training in the skill of welding. For the first time in his life it was a chance to leave the onion fields of Maricopa county and to support a wife and four children.

For Rachael Mata a job meant security for four children and for her sick husband. To get that job SER gathered together a complex of community services that gave Mrs. Mata basic education up to a high school diploma and training in a clerical skill.

For both of these Mexican Americans helped by Operation SER, a job meant a solution to family problems. From the beginning they were interviewed and counseled sensitively by neighbors who knew their culture and spoke their language. From these interviews Operation SER could draw together all the specific resources of federal, state, and local agencies to give them a new chance -- speedily, and with sensitivity.

Sensitivity is the heart of Operation SER. When Mexican Americans are helping Mexican Americans, culture and language are a common bond rather than a handicap.

Operation SER's project people are always recruiting from the community. Then they are given the necessary training. SER projects train their own counselors, job developers, instructors and administrators. Whenever possible they are persons with college degrees, but everyone regardless of background is given training in the most modern and sophisticated techniques of job placement and training.

Active work in the community is required. When (as sometimes is necessary) a new SER employee is brought from another city he or she is always asked to get busy in community organizations. Live in the community, work in the community -- serve the community.

Even the Project Director is appointed by a Local Board -- and he is responsible to that Board for his policies. By Charter, a portion of the Board membership must be from the American G.I. Forum which is a co-sponsor of Operation SER with the League of United Latin American Citizens. In turn the local boards are watched by a National SER Board of Directors which meets three times a year. This group is composed of some of the most eminent community leaders in the Southwest including:

Alfonso G. Sanchez, Santa Fe, New Mexico.
Eduardo Pena, Silver Springs, Maryland.

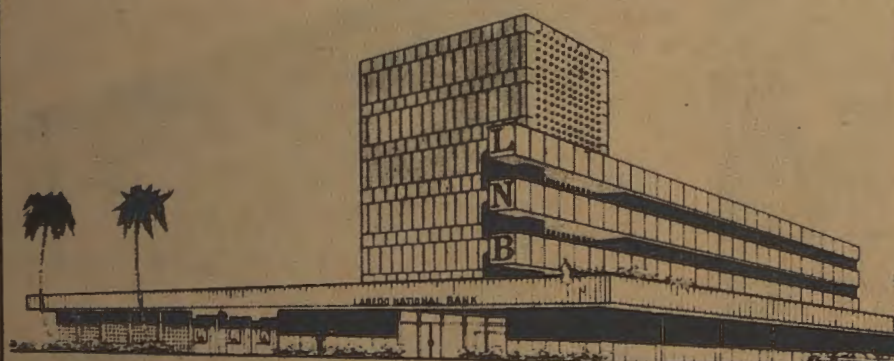


Former migrant farmworkers stream out of a SER classroom in Arizona's Maricopa County. They are taught entry-level job skills in an effort to break the cycle of poverty associated with seasonal farmwork.

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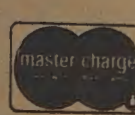
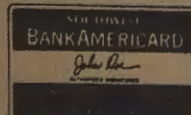
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Armando Martinez, Houston, Texas.
Joe J. Ontiveros, Pueblo, Colorado.
Pete Villa, Indio, California.

This group of active and involved citizens know very well how difficult it is to walk the narrow trail between full service to the community and meeting federal requirements for the Department of Labor, the Office of Economic Opportunity, or the Department of Health, Education and Welfare.

Technical assistance and a guiding role for all Operation SER programs come from the Regional Office, directed by Nicandro F. Juarez with the assistance of a staff of Mexican Americans with long experience in manpower training and fully dedicated to the Mexican American population.

Full service to the community! There have been both successes and surprises in meeting this goal of full service. It is a story of discovering and using the full potential of Mexican American power and talent in the American Southwest.

First, nobody knew what a large reservoir of talent was hidden inside the community. Not only did Operation SER find enough qualified professionals in education and in administration to start Operation SER but -- it was soon discovered that everybody else wanted their services too. The demand for these skilled specialists is now so great that SER constantly feeds Spanish surname administrators into other agencies. This steady movement offers great benefits to the community. We are sorry to lose them, but they give sensitivity and expertise to other agencies and to private industry.

Second, the biggest problem and the biggest success was credibility. Some of the regular government agencies resented and misunderstood the desire of Mexican Americans to get their fair share of federal money. But once the Mexican American professionals showed their ability, the solid support of the Spanish surname citizens in five states made sure that these agencies would accept Operation SER.

Third, our instructors and counselors learned that disadvantaged persons of Mexican ancestry want to improve themselves. Once their own language and culture is respected, they learn fast. Generally they learn faster than their instructors expect.

We learned that Mexican Americans have unlimited abilities, once the right combination of help is given. Therefore, in the local projects, Operation SER supplies a potent combination of sophisticated manpower techniques, community pressure, and salesmanship to upgrade the kinds of jobs that are available to Mexican Americans. Some companies decided that this new source of manpower was so valuable that they wanted to set up their own company training programs. Operation SER will always help with these programs -- provided the wages are satisfactory and, more important, that there is some potential for advancement for Mexican Americans.

New Appointments to SER Board 71-73: Paul Garza, Jr., Nat. President; Dan Galvan reappointed.

But it is not easy to overcome a full century of job discrimination. Some companies have their "Mexican jobs." It was the task of Operation SER to show these people that new kinds of jobs could be filled by qualified Mexican Americans. We persuaded the Humble Oil Company in Houston that Spanish surname persons should be included in a managerial training program for service station managers. We showed Trans World Airlines that Mexican Americans were quick learners and good employees in a variety of ground service occupations. We helped the Chrysler Corporation adjust their auto service training program for Mexican Americans. We convinced the state of Colorado that certain types of employment tests were actually highly discriminatory. But the job has just begun.

Direct action has its limits, especially when an economy begins to slow down and large companies are reluctant to start new training programs.

When Operation SER first began (in the city of Houston, in 1966) we knew the trail could be very narrow and very long. There were many troubles to come.

A LONG AND NARROW TRAIL

In the beginning there were many agencies who were sure that Operation SER would fail. Their reasons often betrayed their own failures over the past to find jobs for disadvantaged Mexican Americans.

We were told: Mexican Americans are "hard to reach". Once in school, they do badly in classroom situations. And once trained, it will not be possible to find jobs for them.

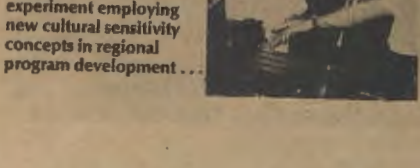
This was discouraging -- but we knew they were wrong. "Si eres tan pudiente, hazlo tu, si no callate!" But the old agencies had always failed. It was time for Mexican Americans to help themselves.

The first problem was reaching the people. This was easy. As soon as offices were opened inside the barrios and sensitive bilingual people operated the people in need of employment came.

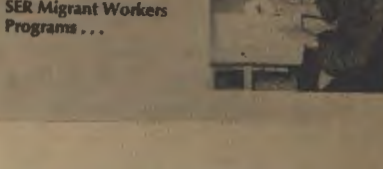
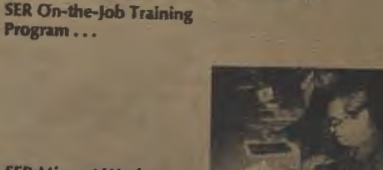
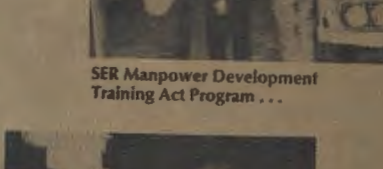
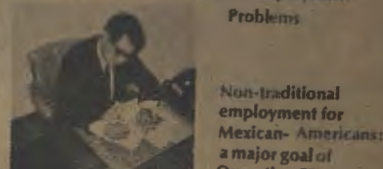
Next, there was the problem of keeping our trainees in the classroom. This, too, was easy as soon as we learned how fast Mexican Americans respond to good and sensitive counseling, to realistic short-term goals, and to culturally sensitive teaching. SER counselors talk to a man or woman with respect, in his own language, and with knowledge of his own culture. Yes, we still have drop-outs but they are very few -- and getting fewer. Most of the SER drop-outs actually leave the classroom to take a job. If the job is a good one, this is a pleasure for us.

Then we had to upgrade the jobs available for Mexican Americans. Job developers work on this problem constantly -- at every level. To help them, the local projects list all regis-

Operation SER
A Unique Manpower Program Designed To
Help People Who Are Willing To Help Themselves



Operation SER
Presents To Mexican-Americans Varied New
Approaches To Meet Old Employment
Problems



trants in a computerized Skills bank. We also use a wide variety of on-the-job training contracts made available by the federal government. These are actual jobs in which the government and the employer share the cost of training a new worker.

The new skills in many cases represent jobs never before available to Spanish surname people -- airline services, computer training, health service skills, and so on. In some states we are sending trainees to college under special federal programs;

In all states we try, whenever possible, to help our registrants take high school equivalency diplomas. Operation SER is flexible. We serve our people wherever there is an opportunity. Finding these opportunities is a major service offered by SER. The state directors spend much time combing through the fine print of local, state and federal services. Their task is to find these opportunities. They always ask, "We want a fair proportion of Mexican American trainees in this program."

What can we show the community after approximately three years of operation during which we spent about \$16 million in federal money?

We have, to this date, found 16,000 jobs for Mexican Americans in the barrios of the Southwest. Last year a computer study of 7,970 people placed on these jobs showed that 92.2 per cent of them were unemployed when they came to SER. Of all those persons placed, both employed and unemployed, 48.3 per cent found jobs that were better than before. Those who did best were those who needed help the most. That is, the portion of SER registrants who made less than \$3,000 per year were able to gain the most. Of these people, officially "poor" by federal standards, 55.8 per cent gained \$1,000 per year income. Even better, 12.76 per cent of the poor registrants were able to increase their annual income by \$2,000 per year.

This is the accomplishment of which Operation SER is proudest.

When we look at our results by state, we can see that nearly all applicants were able to move out of the poverty level. In Arizona, of the 45 per cent of SER registrants who earned less than \$3,000 per year, all but 16.3 per cent were able to move themselves up \$1,000 or more. Some other states had a high proportion of registrants who were poor, but even here the results were excellent. Thus, in Texas, of the 35.6 per cent who earned less than \$3,000 per year, all but 8.0 per cent were able to move up. In Colorado, 27.6 per cent of the registrants were in poverty; in this state all but 7.4 per cent were able to move up.

This is how Operation SER is spending federal money with the advice and guidance of the American G.I. Forum and LULAC. This is why we are proud. But what of the future?

Operation SER has only begun. With wide community support we are beginning now to extend out of the larger cities into smaller cities with a high proportion of disadvantaged Mexican Americans. Recently new operations began in Tucson, Arizona and in the smaller cities of Colorado. In the next few months we plan to move actively into the great and important task of finding bright Mexican American boys and girls who have left school too early -- and channeling them into programs that can develop their talents. We hope to extend manpower services to the Midwest and to the Pacific Northwest. We maintain in-service training programs for college students both in the Regional Office and in various local projects. We are studying the problems of minority contractors. We are exploring new ways of finding business opportunities for Mexican Americans in other government programs.

Sal si pueden!
Si se puede!
We can do it best for ourselves.



The History of Our League Is Dedication

On February 17, 1929, in the City of Corpus Christi, Texas, in a humble gathering place, a group of dedicated Americans came for the purpose of uniting the efforts of various groups who were dedicating their work to bettering the lot of a deprived segment of our citizens whose only fault was being bilingual and having Spanish surnames and thus, LULAC was born.

The organizing members, courageous and unselfish men of vision there dedicated themselves to a set of aims and principles that has been the goals of the League of United Latin American Citizens. Setting for themselves a code that bespeaks of the love of God, of Country, a pride of their ancestry and a devotion to the things that are singled out in the U.S. Constitution, often referred to as to life, liberty and the pursuit of happiness; a code that is hard to live, an exemplary life.

Many things have happened since Ben Garza, J.T. Canales, Alfonso S. Perales, J. Luz Saenz, A. De Luna, Juan Soliz, M.C. Gonzalez, and Juan B. Lozano as well as others, the found-

ing fathers of LULAC, met at Obreros Hall. Things that we, in LULAC and all freedom loving people, can look back to with pride. For by their work and effort --- LULACS has enhanced their communities, their states and our Nation, for, by their contribution they benefit all men.

LULAC without much fan fare or publicity has been involved in the fields of education, civil rights, housing, job training and placements, it has served as an advocate for the inarticulate and as a champion for the downtrodden.

The strongest efforts of the League of United Latin American Citizens have been directed at education, for our League feels that education is one of the keys to the solutions of many of our problems and we have therefore, been deeply involved in all phases of education from Court action with landmark cases such as the SALVATIERRA VS. THE TEXAS DEL RIO INDEPENDENT SCHOOL DISTRICT; MENDEZ VS. THE CALIFORNIA ORANGE COUNTY INDEPENDENT SCHOOL DISTRICT, that outlawed the segregated so-called "Mexican Schools" to "the Little School of the 400." the forerunner to Project Headstart.

Our League has been very much involved in housing, long before the federally funded programs or the Mo-

del Cities concept and we now operate housing units in El Paso, San Antonio, Corpus Christi, Sinton, with housing projects on the drawing boards or under constructions in Dallas, Texas; San Pedro, California; Albuquerque, New Mexico and paper work underway in the state of Arizona.

In the field of job training and job placement LULAC together with the American G.I. Forum were instrumental in establishing and securing the funding of the largest federally funded programs to aid the Latin American Communities. The pilot for this job placement and training program was a LULAC Council in Houston, Texas, and at present, the Federal Government through a Department of Labor and Office of Economic Opportunity funding have granted Eleven (11) million dollars in the five Southwestern States, in which the project, known as "Project SER" operates, benefiting the economy in various ways. In training, the hardcore and seeking job opportunities as well as up-lifting the job categories of thousands of Mexican-Americans.

In recent months, LULAC has embarked in a new direction with the establishment of the LULAC ECONOMIC DEVELOPMENT ASSOCIATION, (LEDA) a vehicle formed to foster the establishment of the economic

development among the peoples of our ethnic group. Here again, LULAC is leading the way in another effort to help uplift the Spanish speaking citizens in our Nation thereby, enhancing the well being of the communities in which they live.

We could go on ad infinitum relating to you what LULAC has done, suffice it to say that LULAC is a patriotic, civic and service organization, dedicated to the principle that all men are created equally and that he has an inalienable right to life, liberty and the pursuit of happiness and that to this end we have dedicated ourselves.



Aims & Purposes

We believe in the democratic principle of individual political and religious freedom, in the right to equality of social and economic opportunity, and in the duty of cooperative endeavor towards the development of an American society wherein the cultural resources and integrity of every individual and group constitutes basis assets of responsibilities and duties and asset our rights and privileges in the pursuit of a fuller and richer civilization for this our native country.

We believe that education is the foundation for the cultural growth and development of this nation and that we are obliged to protect and promote the education of our people in accordance with the best American principles and standards. We deplore any infringement of this goal wherever it may occur and regardless of whom it may affect.

We accept that it is not only the privilege but also the obligation to uphold and defend the rights and duties vested in every American citizen by the letter and the spirit of the law.

As members of a democratic society we recognize our civic duties and responsibilities and we propose:

To use all the appropriate means at our disposal to implement with social action the principles set forth above.

To foster the acquisition and facile use of the official language of our country that we may hereby equip ourselves and our families for the fullest enjoyment of our rights and privileges and the efficient discharge of our duties and obligation to this, our country.

To establish cooperative relationships with other organizations and agencies in these fields of public service.

That the members of the League of United Latin American Citizens constitute themselves into a service organization to actively promote suitable measures for the attainment of the highest ideals of our American society.

That in the interest of the public welfare, we shall seek in every way possible to uphold the rights guaranteed to every individual by our state and national laws and to seek justice and equality of the treatment in accordance with the law of the land. We shall courageously resist un-American tendencies that deprive citizens of these rights in educational, economic pursuits, and in social and civic activities.

CONGRATULATIONS to LULAC in its 41st year. Laredoans have for many years provided National Leadership to LULAC



The City of Laredo is proud of the record of its' sons. Pictured are the five National LULAC presidents that lend luster to the history of Laredo, Texas and LULAC.

(L to R) Hon. E. D. Salinas, Dr. George J. Garza, Paul Garza, Jr., Hon. Oscar M. Laurel, and Hon. Arnulfo Zamora.

CITY OF LAREDO

Mayor J. C. Martin, Jr. — Laredo, Texas

Director of Information Selected

Raul Gutierrez, Jr., newly appointed National Lulac Director of Information, was born in Zapata, Texas, and his family moved to Laredo during the war years. He attended Laredo parochial and public schools and graduated from Martin High School in 1956. There he was an honor roll student, an officer of the band and Art Club, member of the Student Council, Pan American Student Forum, and the newspaper staff. He received his BA degree from the University of Texas in 1960. He was first chair with the University of Texas Longhorn Band.

He started teaching junior high school English in 1960. He has been sponsor of the Student Council, the yearbook, and the Webb County Spelling Bee. Recently, he was elected Laredo Classroom Teachers' vice-president.

Raul has been president of the Laredo Active 20-30 Club; he is now Governor of the Lone Star District and has been appointed chairman for the Active 20-30 International Convention. He has been MC for several school events, as well as civic and social events, such as the Teacher's Follies, Miss Laredo Pageant, Junior Miss Laredo Pageant, and several installation banquets. He is a member of TSTA and is an ex-JACEE.

He has been a Lulac member for five years, where he has been chairman of several projects, and has held several offices; this year he is secretary for Council #12; Raul is also that council's Project Chairman.

He has been a teacher for nine years and received his MS degree from Texas A&I University in 1963.



EL PASO, TEXAS - Candidates for Fiesta de Las Flores queen - above the seven finalists. LULAC Fiesta de Las Flores, An Annual LULAC fund raising Fiesta held during the Labor day Holidays. From left: Sharon Apodaca Rosa Maria Barrios, Elected queen, Dolores Pelicano, Sylvia Villarreal, Carmen Perez, Valerie Camargo, and Patti Vilches.

El Paso Fiesta Names Queen

Miss Rosa Maria Barrios is the new Fiesta de las Flores Queen selected from seventeen candidates. The announcement of her selection was made at Hugo Meyer Field.

She represented Ladies LULAC Council No. 335. Miss Barrios, 19, is the daughter of Mr. and Mrs. Lorenzo Barrios of 308 South Park Street. She was named Miss LULAC Aug. 2, at the annual Miss Starlight dance, sponsored by Council No. 355.

Miss Barrios moved to El Paso from Juarez five years ago, with her family. She is a graduate of the Colegio Independencia in Juarez, and attended El Paso High School. She attends Manequin Manor Finishing School, and plans to attend the University of Texas at El Paso to major in Social Sciences. She spends her vacation working with the Tarahumara Indians in the high Sierras of southwest Chihuahua.



\$\$ In Laredo

The National Treasury for the LULACs has been placed in the very able hands of a Laredoan - Ruben Garcia.

Brother Ruben, 39, is a manager for the Modern Machine Shop, a large business concern in Laredo. He is married to the former Maria Helen Ramirez. The family includes six sons and one daughter.

LULAC Council #12 has been fortunate in maintaining a thriving, energetic group. This businessman has been a vital part of the Council's progress. Ruben was accepted as a member about ten years ago.

Since then, Ruben has held nearly every post and chaired various committees within this Council.

Presently, Ruben Garcia, is in his second-term tenure as president for Council #12. During his administration, a foundation and charters were established for the Ladies' and the Jr. LULAC Councils. The membership for Council #12 has doubled, also.

"A business-like operation for all matters concerning our National Treasury" was the first thought and true hopes of this young man.

With his determination and good spirits -- it will surely come about-- success is your destiny Ruben Garcia.

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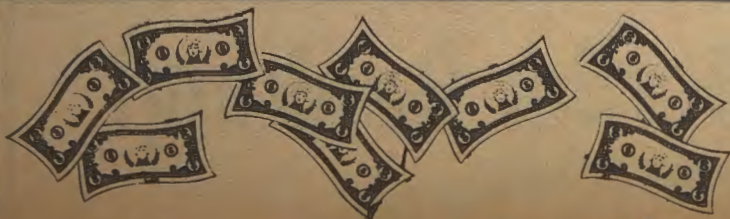
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Albuquerque, New Mexico—First Class Hospitality For Supreme Council



Scenes and highlights pictured are of the Supreme Council meeting held in New Mexico. The reception at the airport for President & Mrs. Paul Garza, Jr. was outstanding. The Mariaches, the nice weather, and above all—wonderful hosts, made the meeting very worthwhile. Mr. & Mrs. Eloy Gonzalez were gracious and entertained fellow LULACS at a reception in their lovely home.



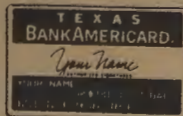
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Mexican-Americans Hold High Posts

From The San Antonio Express 8/3/70

A Nixon administration official says a dozen Mexican Americans are in important policy-influencing or administrative spots in the government.

This compares to 65 blacks in key federal positions paying \$26,500 to \$40,000, according to the White House.

President Nixon says he's trying to do better by the Mexican Americans and their Spanish speaking colleagues who compose about 5 per cent of the population. The blacks number about 10 per cent.

At a news conference Thursday, Nixon was asked about requests from some Mexican American groups that their people be allotted 55,000 federal jobs.

"We have provided more opportunities for Mexican Americans than any administration in history," said Nixon. "It is of high priority for this administration

"Second, we would welcome Mexican Americans who are qualified, who are interested in government positions, we would welcome them in government positions. We are looking for them. We are just trying to see that they are qualified. We hope that they will have the qualifications."

Martin Castillo, director of the Cabinet Committee on opportunity for Spanish-speaking citizens, said there's no doubt Nixon has brought more into the government than President Johnson or any president before him.

"But the President is not satisfied and I'm not," said Castillo.

He said there are 12 Mexican Americans in high government posts.

The top-ranked Mexican Americans in the government are Hilary Sandoval, administrator of the Small Business Administration and a Texas, and Carlos C. Villarreal, chief of the Urban mass Transportation Administration and a Californian.

Other key policy-influencers include Gilbert G. Pomna, director of field operations in 33 states for the Justice Department's community Relations

Service; Luis G. Mendez, Jr., chief of the "right to read" program within Health, Education and Welfare; Dr. Edward Aguirre, new regional director of the Labor Department for California and other states; Armando Rodriguez, chief of the Mexican American affairs office at the Office of Education; Manuel A. Sanchez, special assistant in the Department of Housing and Urban Development, and Dr. Fred Romero, deputy director of the Labor Department's technical support division.

Castillo and the other Mexican Americans say one of their biggest handicaps is overcoming the automatic assumption by many that "minority" means only a black person.

Nixon has named no Mexican Americans or Puerto Ricans to be ambassadors and the three appointed by President Johnson quit or were retired. He has named five blacks as ambassadors.

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LULAC CODE

Respect your Citizenship and preserve it; honor your country, maintain its tradition in the spirit of its citizens and embody yourself into its culture and civilization.

Be proud of your origin and maintain it immaculate, respect your glorious past and help to defend the rights of all the people.

Learn how to discharge your duties before you learn how to assert your rights; educate and make yourself worthy, and stand high in the light of your own deed; you must always be loyal and courageous.

Filled with optimism, make yourself sociable, upright, judicious, and above all things be sober and collected in

your habits, cautious in your actions and sparing in your speech.

Believe in God, love Humanity and rely upon the framework of human progress, slow and sound, unequivocal and firm.

Always be honorable and highminded; learn how to be self-reliant upon your qualifications and resources.

In war, serve your country, in peace your convictions; discern, investigate, meditate, and think, study, at all times be honest and generous. Let your firmest 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.

Continued from page 3

of top civic leaders in our community that are selected for this assignment for their active participation in our community.

c. Secretary's Guild of America, which sponsors a self-development educational program - "Secretary Workshop".

d. Past member of the National Secretaries Association (4 year member) and International Toastmistress Club (2 year member); and had 2 years study under the Certified Professional Stenographer Program.

e. Has worked with several food and clothing drives and fund raising campaigns in the city (CFC (Combined Federal Campaign); Cerebral Palsy; Heart Campaign, etc.)

f. Participates in church activities through membership in the Home and School Association of her parish.

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"Land of Promise" Still Major Goal For Many

EDINBURG, Tex. - Since abolition of the "bracero" programs back in 1965, the illegal influx of Mexican nationals into the United States is on the rise, according to immigration officials, and the trend is away from the "wetback" agricultural worker of old.

It has been estimated during the bracero program, which allowed season farm workers to enter the United States legally, the braceros sent and took as much as \$120 million annually back to their families in Mexico.

And when Secretary of Labor Willard Wirtz virtually ended the program

five years ago, it was money the Mexicans sorely missed, money some are refusing to give up easily.

"When the bracero program was in effect, there was a sharp reduction (of illegal border crossings)," said David Blackwell, chief patrol inspector for the U.S. Immigration and Naturalization Service at Los Fresnos, Texas. "The bracero program filled that need."

Illegal entries became a problem during World War II when a manpower shortage created a vacuum in this country. Before that, the main reasons for Mexicans to come to this

country were political. Blackwell said he had noted recently "A lot of them now are coming over for industrial jobs."

Figures released by Walter V. Edwards, assistant officer in charge of the Dallas immigration office, backed up the figures and more Mexicans are heading for the big cities in the United States.

Edwards said 400 aliens were sent back to Mexico from the Dallas-Fort Worth area alone in July and the number was running about the same this month. In one 12 day period in April, 1,728 aliens had to be flown back to the border from Dallas-Fort Worth.

Texas has long been the biggest base for Mexican immigration in the country and many apparently use the state as a jumping off place to other areas.

One report said even more were being bused daily from Los Angeles to Mexico.

Only last week, border patrol agents stopped a man transporting five aliens to Chicago.

Blackwell said this was not uncommon along the border and indicated a more affluent wetback - one able to afford the \$100 to \$300 some transporters reportedly charge for carrying them to the big cities and in some cases lining up jobs.

In this border county, Hidalgo, alone, 10-30 Mexicans are booked into jail daily for illegal reentry. There's no way of telling how many get through untouched.

"Some of them are taking them to known jobs," Blackwell said of the transporters. "The number of people involved in that kind of activity is increasing just as the number of people coming in illegally."

U.S. district judge Reynaldo Garza of Brownsville has severely reprimanded transporters of aliens into the country for profit. He contends they are profiting at the expense of Mexican's misery.

One immigration official said most illegal entrants choose not to go through channels for a visa, a sometimes lengthy process, for a quicker method.

Blackwell said no overall statistics were available here for the number of persons arrested for illegal crossings all along the Rio Grande to El Paso.

The bracero program, initiated in 1942, allowed approximately 450,000 Mexican nationals enter the United States annually for season work.

Opponents said the bracero displaced United States' citizens and forced or held down wages.

Proponents contended year round employment was not disturbed and wages did not appear to be directly affected. The braceros, meaning "persons who work with their arms," filled a void resulting from diminishing numbers of migrant farm workers, they said.

The Dallas immigration office said Mexicans were coming in freight trains and some walking.

Federal officials are talking about setting up an electronic grid all along the border in connection with narcotics traffic from Mexico into the country.

Blackwell said, however, "it's long range" and he would not "hazard a guess" at when it would be installed here.

"They get to know you for what you are, an individual, and give you a chance to get ahead on your own merits."

When Richard Gomez graduated from Rice University with a Master's Degree in Electrical Engineering, he could have landed a job just about anywhere.

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Gomez puts it, "They get to know you for what you are, an individual, and give you a chance to get ahead on your own merits."

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