

# LULAC

FOUNDED

League of United  
Latin American Citizens

## NEWS

OCT 1973

JUST WHO DOES  
JOE BENITES  
THINK HE IS?

LULAC'S EDUCATIONAL  
SERVICE CENTERS

Joseph R. Benites

R. Olivas



# LULAC



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Keep 'em coming, tio, please.*

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Farwest Editor: Unappointed

Midwest Editor: Unappointed

Southwest Editor: Unappointed

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GARCIA

# LETTER FROM THE EDITOR

## NEW LOOK FOR THE NEWS ..

With this issue LULAC News takes a big step forward to a revised, modern format that truly represents us as a progressive organization. All of us live in a changing society and must change with it if we are to meet all the challenges of contemporary life. Our "New Look" is a significant step in that direction.

In the past we have been content to bring you news of LULAC personalities and happenings in the most economical and quickly-produced form — but at a great sacrifice of quality.

Now we believe it makes good sense to undergo a face-lifting. With it we can show ourselves, to our membership and to the Anglo community as people who are "with it" in every sense of the word.

Our publication is a reflection of the LULAC movement and the people who make it up. If we continue to "look poor" we're going to "think poor" and we're long past the time for that kind of attitude.

There's one more thing that we haven't yet mentioned; one to which there can be no objection. The new LULAC News is self-supporting. We are selling advertisements which will cover the cost of publication. We sincerely hope you agree with us that this is a change long overdue and that it will enjoy your heartfelt support. If you approve of the "new look" please let us know. If you have any suggestions for further improvement, let us know about those, too. And if you don't like it at all, be

sure to send us your complaints. After all, controversy is the very heart and soul of LULAC, the thing that keeps us going.

## HELP US HELP YOU . . . . .

Only through the fine cooperation you directors have shown us at all levels will LULAC be able to penetrate the hierarchy in your local community. We feel that the LULAC News is the best mode of communication between them and your National Office — a reflection of your own ambitions within your municipality.

With its new image, LN is a mite more acceptable for the Mayor's waiting room coffee table, for the Governor's, and that of the entire Congressional body (U. S.)—which incidentally is on our mailing list—1 copy to each member; as well as those federal government agencies, private philanthropy (foundations), colleges and universities in most states, a lot of key Hollywood celebrities, as well as broadcast and printed medias.

All well and good, for the federal level. But what about *your* state reps and senators? What about your local mayors, key councilmen, local key people in various commissions, committees, etc.?

Well, those are your bag — that is, those are the names you directors and council presidents will have to furnish us so that we can get those people on our mailing lists. **THIS IS HOW YOU'RE GONNA GET LO-**

**CAL CLOUT** — by letting them see for themselves that you're part of a **BIG DYNAMIC WHALOP**. So put the magazine down for a while, pick up the phone book and scribble down those names and addresses. Which brings us to another subject: and that is, submitting your local newsbits directly to the LULAC News Editor. Do it. Items submitted on one month will appear in the next month's issue. We need lots of pictures, so please include them when you can. Let your local community see you in action in a national magazine.

Also, keep us apprised of your District and State meetings so that we can advertise them for you in these pages as well.

A special page has been set aside for publishing "Letters to the Editor" from the general membership and other officialdom and private parties and firms. "Feedback" is the key. We want to develop a two-way communication system. This magazine cannot jell without your input so let us know how you feel about anything or anybody that's bugging you — make it a two-way forum. Y si no escribe el Ingles tan bien y prefiere escribir en espanol, hagalo. Pero comuniquese si no nunca nos damos abasto.

J. Julio Garcia  
National Director of Public Affairs



# LULAC'S EDUCATIONAL SERVICE CENTERS



**Paul Lattin**

The Educational Service Centers are clearinghouses for all educational information, resources and services available to needy students. The information consists of special admission programs, supportive services, financial assistance and information on fellowships, grants, and loans available through foundations, educational institutions, government and industry.

Eleven centers have been established throughout the United States. Centers are located in Albuquerque, Boston, Chicago, Colorado Springs, Corpus Christi, Houston, Pomona, San Francisco, Seattle, and Topeka. National Executive Headquarters are in Washington, D. C.

Funding for the operation of the centers came through a federal grant provided by the Office of Economic Opportunity to the tune of \$2 million dollars.



*Paul discussing programmatic plans with LULAC National Executive Director.*

Each center staff consists roughly of a Project Director, Supervisory Counsellor, four field counsellors, a secretary, and one clerk typist. The staff varies, of course, with the size of the center and the size of the community served.

The major goal of the LULAC National Education Centers is to increase the number of Spanish-surnamed students that enroll into America's colleges, universities and institutions of advanced education.

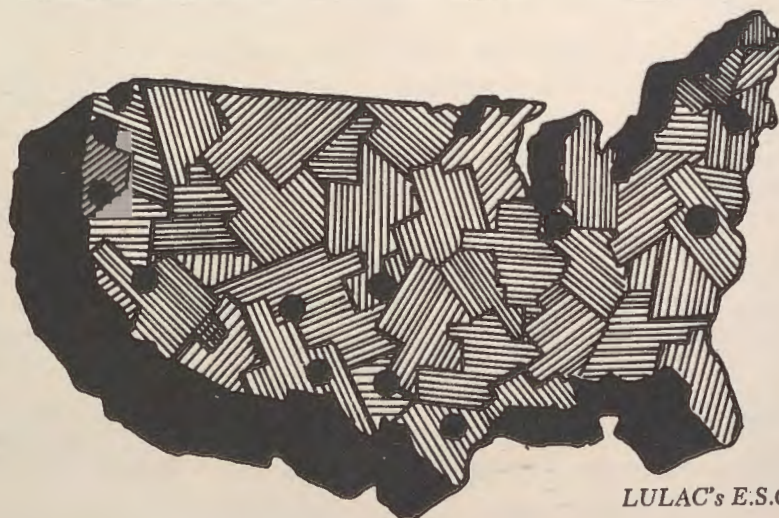
The Phoenix center alone has secured approximately \$55,000 in financial aid, enabling 50 students to enroll in Arizona colleges and universities. Kudos to Erna Aparicio, that center's Director. At this rate, she'll soon be tops in the nation.

The National President in 1972, Mr. Pete Villa, once quoted the following during a press conference. It is to him that the National Education Service Centers owe their existence.

"The entire educational system is ruining our people by not teaching them that they are, ever were, or will be a fruitful part of this nation's history; teaching them things that are conducive to success in the real world.

"Drop-out rates for Mexican-Americans in the Southwest are higher than for any other ethnic or social group. I don't know what the answers are yet, but we are on top of the situation and will be working to make some changes with the help of our government officials and private organizations."

And with the signing of the national contracts for \$2 million, Ernie Z. Robles immediately embarked to staff the National Executive Office in Washington, D. C. Since then, Paul Lattin, the Deputy National Executive Director has come on like a fire ball to get the program instituted. He is the "man on the road." Under the Direction of Robles, the National Executive Director, of the League's Educational Program has begun, for the first time in history, to penetrate even the most impenetrable of the super-universities. Today, what used to be a wild dream to our fathers after the war is coming to pass. Tomorrow, because of today's unrestrained shrewdness and perseverance of totally committed people like Mr. Villa, Spanish-speaking American youth will be able to succeed, and to help others after them.



*LULAC's E.S.C. sites.*



# NEW DIRECTIONS... NEW DYNAMICS



Benites, Pena, Bonilla

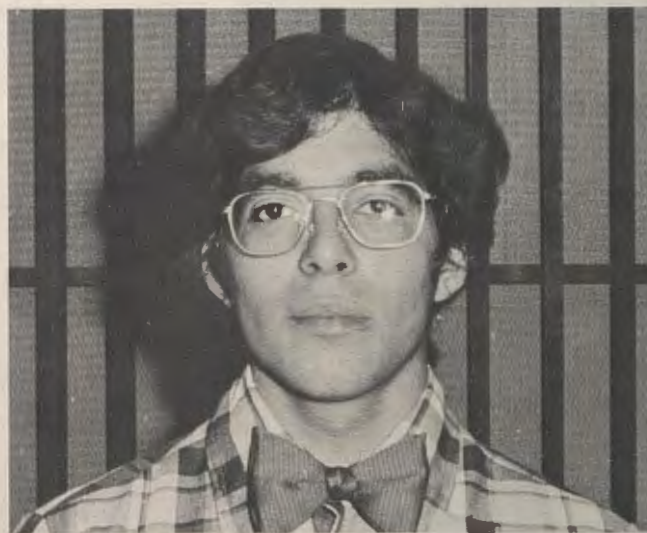
Pictured in this page are the newly elected National Leaders of the League. They represent four national regions; the southwest, the midwest, the far west and youth. Each is governed by a Vice President who reports directly to the National President. State Directors report to the Regional Vice Presidents. These 4 Vice Presidents are:

Southwest, Tony Bonilla, a lawyer from Corpus Christi, Texas; Midwest, Edward Pena, Washington, D. C.; Far West, Gloria Perez, from Stanton, California and Richard Silva, President of the National Youth.

Robert Rodriguez is the National Vice President for Youth. It is these new generation leaders who are responsible for the league's total structure. It is National President Joe Benites' philosophy that "a little will be done for a lot of people rather than a lot of work by a few people" rests on their shoulders.



Gloria Perez



Richard Silva President LULAC Youth





#### LOOK FOR . . .

. . . A wider gap between RMN and Congress over national priorities. Many human needs programs which directly influence us are on the block, programs which the administration slated for demise with its 1974 budget.

. . . Legislation to keep the President from impounding funds appropriated by Congress. The Senate bill, already passed, requires the vote of both houses to block impoundment; House bill HR 8480 would require the approval of only one house. Historically, President Nixon has exercised his veto over "fiscally irresponsible" (his words) measures that have included education, housing and environmental programs. Your input and participation are vital. Write your man in Congress on Bill HR 8480.

#### BE AWARE OF . . .

. . . A House-approved appropriation of \$1.25 billion over that approved by Nixon. There is speculation that

the Senate version will increase the funding, meant for education for disadvantaged children, OEO Community Action agencies, legal services, senior citizen's programs and others . . . all of which the President wanted to reduce in scope or eliminate. A Presidential veto here could throw the whole thing back to Congress where it is expected that joint action could put the Congress squarely against the President on this issue.

The following is the list of Representatives in the House that voted *against* Bill 8480. If your rep is not listed, he was for it or absent.

Alabama: Edwards (R), Dickinson (R)  
 Arizona: Rhodes (R), Conlon (R)  
 California: Clawson (R), Rousselot (R), Wiggins (R), Goldwater (R), Hosmer (R), Ketchum (R)  
 Colorado: Armstrong (R)  
 Florida: Bennet (D)  
 Georgia: Mathis (D), Blackburn (R)  
 Idaho: Symms (R)

Illinois: Crane (R), Michel (R), Arends (R)  
 Indiana: Landgrebe (R), Dennis (R), Hudnut (R)  
 Iowa: Gross (R), Scherle (R)  
 Louisiana: Treen (R), Rarick (D)  
 Michigan: Hutchinson (R), Ford (R), Cederberg (R), Huber (R)  
 Nebraska: Martin (R)  
 New Jersey: Frelinghuysen (R)  
 New York: McEwen (R), Conable (R), Smith (R), Kemp (R)  
 North Carolina: Ruth (R), Martin (R)  
 Ohio: Clancey (R), Powell (R), Devine (R)  
 Oklahoma: Happy Camp (R)  
 Penn: Ware (R), Williams (R), Schuster (R), Saylor (R), Eshleman (R), Schneebeli (R), Goodling (R)  
 Tennessee: Baker (R), Guykendall (R)  
 Texas: Collins (R), Collins (R), Archer (R), Price (R)  
 Virginia: Robinson (R)  
 Wisconsin: Davis (R)



# *Just Who Does* Joe Benites **Think He Is?**



*(Conversing with America's strongest, elected Spanish-speaking American. Benites is the only man who represents the Latino popular vote from coast to coast, without limit to precinct, district, or state boundaries. He characterizes Americans in thirty-three states dissatisfied with unwieldy political machines, oppressing economic systems, and even worse prospects for the future.*

*Fast becoming the singular most important catalytic element between white America, the barrio, and the emerging Spanish-speaking enterprise system, LULAC, under his leadership, hopes to increase and expand its influence into international operations. He is seeking financial support for his community service programs and to stimulate American business enterprises in the barrio.*

*He feels that if American corporate magnates, boards, and government agencies do not invest in helping their own, eager investors abroad would relish this opportunity — particularly, the Mexican, Japanese, French, and others.*

*The tall, articulate, aggressive Phoenician's track record is evidence of his life-long involvement with government, social issues, political leaders, economic developments, housing, youth, and urban redevelopment.)*

*He has coined the word "Econo-politics" to reflect LULAC's new thrust into main-stream America's economic and political pulse. For the first time in American history "Spanish-speaking Americans are jelled into econo-political advancement, from coast to coast, using LULAC's community-based network system as its common front. And for the first time marshalling a full complement of legal, financial, and supportive elements within LULAC's framework with which to temper El Latino's visions of Americana."*

Boyish-looking, tall, and articulate Benites has a long record of public service not only to Latinos but to many Anglo and inter-racial and inter-culture groups in Arizona and the Southwest. He has solid and enviable background in economic development, housing, youth work, urban redevelopment and many other civic and professional organizations in his home state.

Here is what he has to say about the history, the present, and LULAC's future:

**LULAC NEWS:** Mr. President, it's reputed that you represent a break with the traditional introverted history of LULAC . . . as compared, let's say, with the Lions or Kiwanis or other publicized organizations. LULAC has been around forty-five years yet it's practically unknown outside the barrios and a few government agencies. Why?

**BENITES:** Because we've never before had a full time paid staff to coordinate and publicize our efforts. You see, our past achievements have

all been on a local level . . . local councils raising money to send underprivileged kids to school and college, for clothing, for the needy, for emergency aid drives. Local councils trying to work with local government agencies to improve their opportunities. Things like that. And since their activities have been on a local level, they haven't received national acclaim even though they have accomplished a great deal of good.

**LN:** You mentioned a "paid staff." You don't believe that a dedicated volunteer group can accomplish as much in this direction?

**B:** Definitely not. And that isn't to say we do not sincerely appreciate their efforts. But, after all, volunteers don't have the time or the money to do the same job as a professional staff. Our councils are made up of members who volunteered because they know the particular problems of their individual communities . . . and that's the way our Council system will always work best. But we also need a big overall umbrella to bring these local councils into a greater cohesiveness. Even though different local Councils have different local problems, they all have some common problems.

**LN:** Then you think a national-level informational campaign is vital to your programs.

**B:** Absolutely. We must exchange information with each other and transmit information to the country at large. If nothing else, a national information campaign reinforces the idea that we are a national group with the authority our size conveys.

**LN:** What are some of the significant points of your program?

**B:** Let's start with a word I've invented: Econo-politics. Economic and political development. The League must, as I see it, be develop-

*Cont'd page 6*



Con't from page 5



ed along those two lines. Politically first, of course.

**LN:** Why politically first?

**B:** Because we have to, as individuals and as groups, know just what is going on in our legislative halls and chambers. We must know how to influence the passage or repeal of legislation that may be harmful or beneficial to us. We have to know how to evaluate our public appointees and representatives.

**LN:** Does that mean you want LULAC to get into politics?

**B:** I want the League to develop a political *awareness*. Our LULAC constitution prohibits partisan political activity on the part of the League. Members vote according to their own preference and as individuals. We certainly do, however, want them to be fully aware of what is at stake legislatively.

**LN:** Do you have a preference as to parties?

**B:** That's privileged information. Seriously, there are Republicans sympathetic to our cause and Democrats who are equally as cooperative. We're concerned with issues, not party labels. Certainly I hope we'll learn to swing our voting weight as a group to express our approval or disapproval of measures affecting us. And we hope we'll make office-holders and office-seekers aware of us as a strong factor.

**LN:** How about the "economic" side of your invented word?

**B:** Sure. The free enterprise system should work for everybody. But that's not the whole answer. As Pres-

ident of the Arizona Housing Development Corporation I've rubbed elbows with top-drawer people from every segment of our economy and many of them aren't convinced that Latins are ready for the high echelon fiscal and managerial positions. I think they're wrong but I also think I know how they arrived at that conclusion. It's too bad, but most people of Latin descent who set up businesses are selling to other people of Latin descent. Part of the problem is that we've acquired a linguistic guilt complex and as long as we're willing to accept that we'll stay with our own kind and we'll be exploited by others. That's human nature.

**LN:** It's interesting that you said "people of Latin descent."

**B:** I fall into the trap like everyone else. I don't quite understand why we can't say Mexicans and Puerto Ricans and Hondurans and so on. Our cultures and backgrounds are different, yet we're all lumped together and handed the same problems because we all speak the same language. And pretty soon we find ourselves accepting that and reacting accordingly.

**LN:** Okay, what's the remedy?

**B:** The remedy is not to just make it possible for Latinos to establish more businesses. The real remedy lies in total acceptance of the so-called brown people into the whole fabric of American society. I want to see more Mexican lawyers and Puerto Rican doctors and Cuban accountants. And I want to see the time come when people won't add that extra word . . . you know, "that Mexican lawyer", "That Puerto Rican doctor" et cetera.

**LN:** How long do you think that will take?

**B:** Let's say the programs this administration — this LULAC administration — is initiating won't be completed during our tenure in office. But they're inevitable and they're going to come about at an accelerated rate. One thing we have going for us is young people. They

don't have the prejudices of older generations.

**LN:** Outside of greater understanding from a certain segment of the public have you any idea how these reforms will come about?

**B:** When we start to think of ourselves as equal.

**LN:** Equal to what?

**B:** Equal to the demands of our chosen profession or business. Let's quit thinking of what we want the Anglos to think we are. Let's cut out the comparisons. Matter of fact, I don't even like to use the word Anglo. That sets us apart.

**LN:** So how are you going to get the League members to start thinking this way?

**B:** Through education. We have to give them a sense of pride in what they are as individuals not an inferiority complex just because they speak a second language. You know, the USA is the one country I can think of where a bi-lingual person is put down. In most of the world it's the educated and privileged who are multi-lingual. Here, being able to speak Spanish makes us somehow different.

**LN:** The blacks have been militant in their fight for recognition and the Indians at Wounded Knee and Alcatraz certainly were. Do you envision anything as explosive and aggressive for LULAC?

**B:** I certainly hope not. We want to achieve our goals through legal channels. That way they'll be permanent. We're not here to fight the system. We're here to make sure we take our rightful place in it; it's a good system once the inequities are ironed out. But fighting — physical



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# TURNING OVER A NEW LEAGUE



Vasquez



Garcia



Davila

*"Background, philosophies, thoughts and goals of the men who are galvanizing the 44 year old structure and its paradoxical membership into national mobilization . . . who will leverage it economic, political, and social programme yield . . ."*

*They are Alfredo Vasquez, 33; J. Julio Garcia, 31, and Fidel J. Davila, 25. All three have moved and now live in the Phoenix area as does their chief, National President Joseph R. Benites, who is also the president of the Arizona Housing Development Corporation. "I appointed these three young dynamos," says Benites, "because individually they possess just the right talents and total commitment that the League is in need of at present. Collectively, they are a cohesive, resilient, and experienced catalytic force hard to marshal. They're deep personal friends and totally dedicated professionals. What's more, they run the League scientifically . . . beautifully . . . professionally. This is something the League should've done decades ago . . . put itself on a business and management level, with professional administrators, obtained federal and state contracts for local Spanish-speaking community action groups, especially in the Manpower training and development, housing, health, aged and youth resources development fields."*

## AT THE NEW HEAD SHED



MAYER CENTRAL BLD.

## NEW NATIONAL HEADQUARTERS FOR LULAC IN PHOENIX

LULAC has opened its new national headquarters in the Mayer Central Building on North Central Avenue in Phoenix, Arizona.

"We selected Phoenix because of its central location in the Southwest, where a great deal of the Latino population is concentrated," said Joel Garcia, new National Director of Public Affairs. "And we chose this particular location because it's in the very heart of the Phoenix business community. We feel that we can accomplish our goals much more easily being an integral part of of the Anglo community rather than segregating ourselves."

The fourth story office complex is carpeted in bright red: "An action color that keeps us on the move," according to Garcia who also noted that North Central Avenue is the busiest stretch of road in all of Arizona. "It's impossible to slow down in these surroundings," he declared.

## THE STAFF

Vasquez, the National Executive Director is a native of Harlingen, Texas. He brings to the position a background of management sciences, law, and has been engaged in economic development, urban redevelopment, and the organization of community action groups. He's been a LULAC member since 1957, so was his father before him. He is a product of a special pilot program between the Patomac Institute, Howard University, and Harvard on Economic Development in which he obtained his degree. He is now the living viability of such programs. In his last position as Deputy Director of Operation SER/Jobs for Progress, Inc. he administered a manpower program for Spanish-speaking minorities in 33 states and 40 large metropolitan areas throughout the United States.

He will head the team of professional management systems ex-  
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Cont'd from page 7

perts in the national organization whose responsibilities are to stimulate the Spanish-speaking community into creative action for solving their local problems with the resources and support of the total national structure.

"We expect that with the increased emphasis placed on programs and developments in the Spanish-speaking community, we will be able to generate enough impetus at the local level to accelerate our progress towards our goals.

"We don't expect overnight miracles but we do expect an increasing acceptance of browns in the professions, in government appointments, in the trades, and in business as people continue to learn that we are fiscally responsible, dedicated, and intelligent individuals. The stereo-type image of the Latin is the creation of a stilted, narrow-minded and backward segment of our society," continued Vasquez.

He stresses the importance of community action in obtaining meaningful results in the areas upgrading the Spanish-speaking. "We don't want handouts — we have ingenuity, initiative, and original ideas. All we need is the opportunity to use our own resources and God-given talents. Guts and sweat mixed with well-planned business management is where it's at! We're in the middle of the greatest social and economic upheaval this country has ever undergone, and thank God it is a positive one," he concluded.

Davila from Chandler, Arizona, is the Director of National Resources Development for the League.

His primary responsibilities will be to seek the establishment of new Councils and the implementation of new, more vigorous recruitment and logistics programs.

As a first step in his schedule, Davila issued a call to young Latinos to take the initiative and start new councils in their communities whether or not there already is an existing council.

He also urges already-established Councils to revitalize themselves in order to accomplish their original goals.

"Too often, old Councils have run out of steam because they've seen so many of their programs squashed or weakened by the indifference or plain hostility of local governments," he explained. "But there will be no more of this. Now we're a unified organization with national strength. We have full legal, political and financial services. We're the largest organization for Spanish-speaking people in this country in terms of membership, geographical distribution and overall strength. And we plan to go international in the future."

Davila feels that increasing expansion is necessary because of government's past and present inaction. "Currently, Nixon appointees who are supposed to be serving our needs are giving us the cold shoulder. Departmental Directors at Commerce, Labor and HEW are likewise giving us the run around," he said. "The only way we can get anywhere with our programs is with the full cooperation and positive efforts of our people."

Garcia, Public Affairs Director, sees new image for Latins in America.

Garcia, of San Benito, Texas, has charge of molding a new image not only for the League but, under its expanded program, for all Latin Americans from coast to coast.

"It's high time we projected ourselves into the total American con-

sciousness," he declared. "Why don't we have young latinas selling wash-day products, coffee and cake mixes on television? Why aren't our youngsters seen playing with all those Mattel toys? How come we never see a mustachioed young brown face shaving with Rise or modeling the latest men's styles in Playboy Magazine or Gentlemen's Quarterly? As a minority faction the Blacks have accomplished a great deal in this area. We intend to also. It's unfortunate, but despite our purchasing power and despite the fact that we are Americans living in this country, we are still overlooked as a viable market by manufacturers, marketing experts, the largest advertising agencies in the country, by magazines, TV and the other media. How can we identify with or feel part of the main stream of American society as long as this situation continues?"

Garcia himself has had considerable experience in the fields he expects other Latinos to enter. He has directed and produced several documentary films and has performed as an actor in film and stage productions. He is also a writer of scenarios and commercials.

After obtaining his bachelor's degree at the University of New Hampshire in Business Management and Administration, he changed his vocation to television and motion pictures after a six-year career in the aero-space industry in Southern California. Garcia earned his Master's Degree in his new vocation and is a member of The National Academy of Television Arts and Sciences. He owns a production company and is involved in television commercial production and other advertising.

Our state OEO chief dropped this funny line on us once: "We'll have to truly dedicate ourselves — work lots of overtime, until the last week in June, when we'll be overstaffed."



# CONTROL - A HOT SOUTH TEXAS TOWN & ITS CLASSIC POWER STRUCTURE



*Texas District No. 13 Banquet.*



**EEOC's Ramirez**



**Gonzalez**



**Longoria**

The National President and his staff arrived in Harlingen September 8th to a warm balmy night . . . the tall palm trees swayed in the breeze to their natural rhythm. The Magic Rio Grande Valley.

After deplaning President Benites was visibly moved by the sizeable welcoming crowd at the Harlingen Airport. State Director Manny Gonzalez, District Director Luciano Rodriguez, and a score of Council Directors participated in the ensuing two-day fact-finding tour of the National President and his newly appointed staff. The business attended to ranged from the well-organized

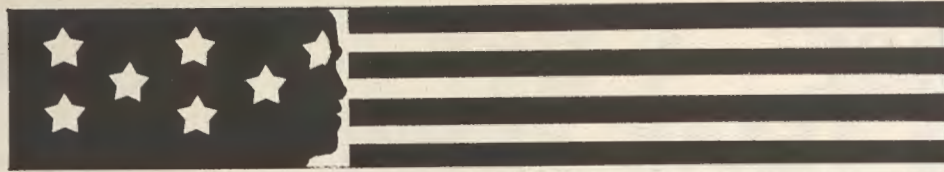
banquet, to the formal business meeting, to the press conference, to a productive day in court.

The National Office herewith commends KRGV-TV in Weslaco for the fine coverage and reporting done by Mr. Rick Diaz their super newsman. It's this kind of cooperation and active involvement and interest in the Spanish-speaking community that will open the avenues of communication. We're sorry to say that the other station in the Rio Grande Valley, while it is in the same town where the whole thing took place, Harlingen, avoided us in every re-

*Con't page 10*

# HARLINGEN





Councilman Werner



Benites



Ramirez, Valdez with Chief Exec.



The Feed Line

## BENITES: "EVEN THE MEDIA IS INFLUENCED"

*Cont'd from page 9*

spect. The Freedom Newspapers also gave us little cooperation. It's hard to conceive that this kind of mentality still runs rampant in our society. And to think that several hundred thousand of our people live under this. LULAC prays that the amiable and aggressive mayor, the Honorable Ralph Thompson of Harlingen will see to it that controls of this nature on the local medias are eliminated and that equal coverage, interest and access is given to the "Latino Community, or at least as equal as the tea party at such and such socialite's home or the betrothal of so and so's daughter from the exclusive side of town or the appointment of Mr. Jones to the First National's banking staff.

Mr. Thompson was quite impressive, witty, candid, and above all genuinely turned on our local LULAC Council, #632 and LULAC Youth Council #209, headed by Mr. Tony Ramirez and Miss Mary Lou Valdez, respectively. The work that

went into such a smooth-flowing event must've been just as exhausting.

Mr. Ramirez and Miss Valdez are commended for their outstanding leadership, their acute awareness of their environment, and the professionalism with which they move their constituencies. The President and his national staff are rarely treated to such cordiality, to such attention to protocol, and most of all to the sight of such an aggressive dynamic council as Harlingen's. It's quite rewarding and by gosh moving to see that *we are* getting somewhere at the local levels, even under unfavorable conditions.

Keep it up, Harlingen! Don't let 'em rest! Remember, if the situation with the media doesn't improve, we'll let you know when license renewal time comes around. The FCC is there to help. Meanwhile, support KRGV-TV, keep gathering facts, and help other community action groups.

Also in the beehive of activity at the Casa del Sol were Mr. Hernan Gonzalez, President of the Weslaco Council, another articulate dynamo; Mr. Victor Garcia of San Benito who conducted the invocation, and his family.

Special guests included EEOC's Ray Ramirez with an informative presentation; Texas' LULAC State Director Manny Gonzalez, the Honorable Raul Longoria, Texas State Senator; and of course, the ever captivating Tony Bonilla, crack lawyer and LULAC super veepee — South-

*Cont' page 26*



"Thompson, Benites, Diaz"





**RICHARD E. CAVAZOS**

From Kingsville, Texas has made

**BRIGADIER GENERAL**

**FLASH!!!!**

Colonel Richard E. Cavazos, native of Kingsville, Texas (King Ranch) has received his star. He is now *Brigadier General* Cavazos. His promotion will become effective promptly.

While a bio was not available at

press time either, here's what we learned:

The new General was commissioned from ROTC into the infantry in 1951. He entered the Korean theatre in 1952 as platoon leader and Rifle Company Commander; was as-

signed to various stateside stations, as well as Europe and Southeast Asia. He's a Ranger and parachutist.

He obtained his B.S. Degree in Geology from Texas Tech University and underwent a battery of military courses and command schools in the States and England.

Among his awards and decorations are: Distinguished Service Cross (twice), TWO Silver Stars, TWO Legions of Merits, Distinguished Flying Cross, Bronze Star with Valor Device (five awards), Air Medal with Valor Device (nine awards), Army Commendation Medal (three awards), the Republic of Korea's Distinguished Service Medal, and the following Viet Nameese citations and awards: National Order Medal, Cross of Gallantry with Gold Palm, Cross of Gallantry with Gold Star, and Distinguished Service Order.

Presently he is with the DCSOPS as Assistant Deputy Director of Operations for the Army. He resides in Alexandria, Virginia with his gracious wife Caroline, their three daughters Laura, Katherine, Rebecca, and their one son, Thomas.

His pride-swollen mother still resides in Kingsville. His father, now deceased, was top honcho at the King Ranch for 44 years as its foreman.

Congratulations, General Cavazos. LULAC and Spanish-speaking America's kudos and image go with you.



**Willie Bonilla**

LULAC's past National President, Willie Bonilla, with legal practice in Corpus Christi, Texas has been appointed LULAC's National Legal Advisor.

The high position goes to Bonilla,

according to Joseph R. Benites, the appointing National President, "because of his total involvement, his legal prowess, his thorough knowledge of LULAC and its people, and his outstanding public service to Spanish-speaking America.

"He is a credit and an invaluable asset to Corpus, to the League, and one who, being so productive, will see extensive traffic this year."

Recently he was also appointed to the Department of Labor's Apprenticeship Program Advisory Committee.

While no bio was available on Mr. Bonilla at time of press, we

do know that he was the first Mexican-American to serve in the Civil Service Commission in Corpus — and at that, he wasn't satisfied with a regular membership of that commission, he went all the way to the top — it's Chairmanship.

In that capacity, he administered fair and equal employment and promotion of that city's municipal labor force, which is 50% Spanish-speaking.

Wait til you meet him in person . . . he's something else! A very choice appointment of one no less deserving or qualified for it.

Congratulations, brother Bonilla!





**Tony Bonilla**

Tony Bonilla, our veepee from the Southwest Region attended Army's ROTC Minority Recruiting Conference September 12 and 13 at Fort Monroe, Virginia on behalf of LULAC. The purpose of the visit is to review policy on recruiting, man-

agement procedures, historical and related problems relating to minorities and to provide the Army with LULAC's views and recommend better means with which to improve future officer procurement from qualified and potentially qualified personnel.

Tony has recently been involved with the Corpus Christi school system and needs support from Corpus citizenry in pushing for a Unitary school system.

"We need to concentrate on the school systems not only in Corpus, but in the outlying areas as well. This area of South Texas is highly concentrated with Mexican-Americans and it should be our prime

concern. I am also referring to areas as far down as Brownsville, Texas. If we don't do it, nobody else will." he stated.

"By unitary school system, he means doing away with essentially segregated schools and the split community where the Chicanos live on "one side of the tracks and the anglos on the other" otherwise known as "neighborhood school concept." This leads to the hiring of better and higher caliber faculties and staff, more often than not for the anglo schools.

If we dissolve this old system, we can begin to also dissolve the high drop out rates and lead to voluntary integration of the schools.

## EL DIEZ Y SIES



Charritos and Chinitas all over the land celebrated El Diez y Seis with the same boundless energy and enthusiasm that our forefathers did. The group pictured below are from the Compton Cultural Center, then under the direction of Sal Saucedo, extreme right. These little tykes performed for an awe-inspired crowd of over six-thousand . . . and even more awe-inspiring is the fact that they made every stitch of their colorful, brilliant costumes in their Workshops at the Center.

## SPEAKING AT LOS ANGELES BROADCAST STATION ON BEHALF OF OPERATION SER



Operation SER's National Field Officer Sal Rivera



LULAC's J. Julio Garcia





Left to right LN Editor J. Julio Garcia; hidden behind him an unidentified person; international film and tv star Ricardo Montalban; and temporarily distracted Ricardo Zazueto, Operation SER's National Director, co-chartered by LULAC.

Picture was taken shortly before the gala banquet honoring "Amigos de SER" at the Beverly Hilton in Beverly Hills at which Mr. Montalban delivered quite a moving dissertation and poem reading. Ask the girls, he's just as enthralling in the flesh as he is on the screen.

Hopefully, he will become an activist and spokesman for LULAC's civic, economic, and enterprise programs. His active participation in similar community action groups and talent groups (he is the founder of "NOSOTROS", the Hollywood community of Spanish-speaking actors, writers, technicians, etc.), is well known internationally. He's a past veepee of the Screen Actors Guild.

LN now plans to enlist his services for our documentary film, our upcoming television commercials, and our Public Service Spots, should he concede.



"Clean my room?! And ruin the ecological balance of my environment?"



# A PICTORIAL POT POURRI OF LAST JUNE'S NATIONAL LULAC CONVENTION....FOND MEMORIES OF ALBUQUERQUE



*Pete 'n Annie*

12,000 JAM Albuquerque . . . . .

The voice of LULAC, which over the years has been isolatedly blustering on too many occasions finally spoke with unanimous robust authority at the League's 44th Annual Convention.

More than 12,000 delegates from all over the country gathered in Albuquerque's Convention Center to help swell the vibrancy and timbre of the LULAC voice. The echoes are still reverberating in several Southwestern capitals and in Washington halls.

Pete Villa, '72 National President conducted the floor work and proceedings that resulted in the passing of more than 40 resolutions aimed at securing social and economic opportunities for Latinos everywhere.

A number of individual communities and public institutions were singled out on the convention floor for their blatantly unfair discrimination of Spanish-speaking citizens.

Item: East Las Vegas, New Mexico where the public school system has deliberately ignored and discriminated against local, well-qualified Spanish-Speaking applicants for a position as school superintendent, bring in instead an Anglo from out of state.

LULAC's suggested remedy: Explore the injunction of Public and Federal funds here. Question the school board's action through the press and newsworthy local protest meetings.

Item: The University of New Mexico and Kirtland Air Force Base, both of which have discriminatory

hiring policies that exclude Latinos from top-level jobs.

Suggested remedy: Look into the possibility of obtaining an injunction against public monies going to these two unfair employers. In the case of Kirtland, LULACers should immediately register protests with their congressmen and senators. The base commander will get the message quickly.

Item: The University of California and the California Public School system have a non-official policy of not hiring fully-qualified Spanish-speaking Americans for the front-line jobs. There's a lot of public hand-wringing and expressions of indignation at the practice but it nevertheless continues to the detriment not only of those being discriminated against but to the institutions themselves, which are denying their students the benefits of multi-culture on the campus.

Remedy suggested: Here, again, we can and should go to the courts to examine the use of public monies as applied to these institutions.



**Morris Herring**





*Any more room on the wall, Rose?*



*Award reaper . . .*



*Operation SER's Ricardo and Mrs. Zazueta.*



*Discussing Benites' programs . . .*



*Benites addressing caucus . . .*

Item: Discrimination in city government practices in Artesia, California, described as "blatant."

Suggested Remedy: Call attention to unfair practices through the media whenever and however practical; inspect Federally-funded projects in Artesia carefully.

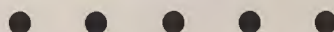
There were more cases of abuses cited besides these typical examples. Significantly, many LULACers are of the opinion that while the discriminatory practices are of long-standing, it is most encouraging that so many people are now united in an effort to bring them to an end legally and as rapidly as possible.

The serious attention that Washington is now paying to the methods and purposes of the League was underscored by the presence at the convention of Anne Armstrong, Chief Counsellor to the President and Henry B. Ramirez, Chairman of the President's Cabinet Committee for the Spanish-Speaking.

Other convention highlights included the hard work of the Committee to insure a smoothly-running convention, the general excellence of the food and the festive atmosphere after the daily sessions. With the 44th as a model, the success and worthwhile accomplishments of future League conventions is assured.



*. . . After caucus . . .*



*. . . After caucus . . .*



*. . . After caucus . . .*



*Laying out the plans for National mobilization.*



*Arizona's Frank Carrillo*



*Nash Torres (foreground) being filmed*

*Cont'd page 16*





*Benites enthusiasts' banquet spree.*



*... He'll think me bold if I speak first ..*

*Garcia on the LULAC film trail ...*

*The Brownsville delegation.*



*Tony and Joe facing voters' issues ...*

*... Women in community action ...*

*Silent supporter ...*



*"Joe promised me a teddy-bear, too"*

*... A family that votes together ...*

*Absorbing constituency's opinion ...*



*National Spanish-speaking Housing Development Exec. Fred Ochoa.*

*... A couple of the lovelies .*

*Arizona's Hank Arredondo.*

*Cont'd page 30*





WGN-TV's Frank Rios interviews LULAC's V.P. Tony Bonilla



Bonilla

This will be the pivotal year in LULAC's history," said President Joseph R. Benites addressing the states' heavies at the Chicago National Supreme Council meeting last July. "A lot of people will be doing a little work each instead of a few people doing it all."

This was President Benites' first opportunity to lay out his dynamic plan of action and emphasize the points of thrust for his economic and social reconstruction programme. This was the most informative and productive meeting in decades, ac-

cording to some of the senior Directors present.

Benites stated that the League is preparing an 18 to 20 million dollar program for the aged, more housing proposals, expanded educational opportunities for our college undergraduates, and advanced study financing for graduate work.

Ernie Robles, National Executive Director of our National Education Assistance Program, with its major urban sites, outlined an impressive campaign for helping our college graduates toward advanced studies and guiding our undergraduates toward their degrees. He stated that the final aim of all of this is the jelling of local community resources and needs of the Spanish-speaking community, through the leadership of LULAC Councils, with Federal contract monies and Revenue Sharing monies already poised for disbursement. All LULAC Councils have to do is organize and create viable business structures so that they become fundable.

The Executive Staff in Washington, D.C. has been hired and the

# CHICAGO





Charlene Hemming

Deputy Director and his Director of Field Operations are on the road most of the time filling up the program. The president pointed out the advantages of a program run by a separate board of experts in the educational field.

Hopefully the new professional board to be set up will sire and inspire an exciting new era of educational advancement for our young, and really turn this and subsequent years' funding into the most fruitful results ever.

Education is the only means by which our young will secure our raza's economic and social survival

in this society. We can rebel, demonstrate, march up and down as many streets as there are in the U.S., but in the final analysis, it is those young leaders who get into key positions and practice true equality in those positions that will change governmental attitudes toward the Spanish-speaking; who will mold new policy. This will be the open door for us.

"We probably won't see any tangible results during our tenure of office, but we would have certainly paved the way for thousands of Spanish-speaking youngsters. With more private philanthropy organizations eager to grant fundings, with



Concerned Women



W.I.C.'s Nelda Wyland

more social organizations now interested in our well managed goals, and with LULAC's strength as a nationwide, community-empowered operation, we could easily become one giant economic advancement opportunity for enterprise-minded Spanish-speaking hopefuls. All of this, stemming from education.

#### DALLAS INCIDENT

Texas lawyer and LULAC veepee Tony Bonilla, from Corpus Christi, avowed his "full and personal attention to the brutal slaying" of young Santos Rodriguez of Dallas. The twelve year old was the recent victim of a point-blank pistol shot in the head by a Dallas patrolman

Cont'd page 19

## LULAC YOUTH GET TOUGH WITH SENIOR COUNTERPARTS

El Paso, Texas — Developments and interests discussed by the future seniors at their National LULAC Youth Supreme Council meeting centered around three major areas, as reported to the LULAC News by veepee Bob Rodriguez.

1. Economic growth programs and creative construction of ideas in Business Awareness.
  - a. Management
  - b. Marketing
  - c. Sales
  - d. Purchasing
2. Anti-drug abuse programs
  - a. Set up seminars
  - b. Speak at schools
  - c. Direct youth-to-youth confrontation in the barrios
  - d. Involve "users" into economic programs and community projects for the advancement of La Raza
3. They ask to become an integral part of our educational programs.
  - a. Direct input and participation.

- b. Assistance with motivational programs.

They expressed a dissatisfaction at always being considered the last element of business at local, district, state and national meetings . . . and at the thought that "their goals, by virtue of their youth, must not be so well organized, planned, or as ambitious as those of their seniors."

They want a higher priority rating, more involvement into the planning and heavy decision-making at the policy level. They want to be consulted and brought into the picture not only on present educational and other service programs, but on future ones as well.

And if you don't think that those goals outlined above are ambitious, then you'd better think twice. It'll take more than just lending an ear . . . If they aren't actively brought into the picture at the local level in these areas ("let somebody else do it") then who can they turn to for in-

spiration and energy? (not that they need it).

The senior generation's best guarantee that our present advancements are safeguarded and expanded rests squarely on their shoulders. We have to lead by example. We have to ask the kids how they can use us. Remember this old one — "it's performance that counts."

(The editor herewith extends LULAC NEWS' resources and his personal assistance in communications, printed or broadcast, and pledges, with LULAC youth's active input "a piece of the magazine." "Maybe even see if we can bring the resources together for a publication of their own"; a point to be pondered by the Supreme Council.)







while handcuffed to his brother in the patrolman's squad car.

Bonilla, considered one of the most powerful Spanish-speaking Americans in the Southwest, is doggedly determined to secure atonement for the bereaved family of the slain child. "Legal guidelines must be firmly established so that the Police Department of Dallas and other cities guarantee the Spanish-speaking community its due protection of citizen's rights."

To accomplish this, Bonilla feels the Police must implement whatever modern psychological or scientific techniques are needed to screen present and future members of their force.





## FTC WORKS FOR YOU...

Did you know that when you buy land on time-payment (credit) that the seller/lender must provide you with a truth-in-lending statement?

This statement discloses the annual percentage rate of interest and other vital details of your loan *before* or at the time the loan is finalized.

You are within your legal prerogative to annul the contract within and up to three working days after the lender provides you with the notice of your right to annul the purchase. The seller/lender has to return your investment within 10 days thereafter . . . BUT, only if

you intend to use subject property for your domicile sometime. If, at the time of purchase, you acknowledge that subject property is for investment purposes only, then you cannot cancel the contract should the seller/lender *not* disclose all the details of the loan. But you can sue, legally, for up to TWICE the amount of the finance charges up to \$1,000, on top of all legal and court fees.

The federal agency you should contact regarding violations is the FTC (Federal Trade Commission), which has regional offices throughout the nation, or at: Federal Trade Commission, Washington, D. C. 20580.

## REVENUE RULINGS

Did you know that the IRS ruled that bank credit card finance charges, store revolving-credit finance charges, and now oil company credit card finance charges are all deductible?

Also:

Vasectomies and abortions, if legal in the state in which performed.

Birth control pills prescribed by a physician.

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*Speed reading is an absolute necessity. Not to get you through the mountain of memos and information at the office, so you can get off the freeway in time.*

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## EL PASO'S LULAC COUNCILS



El Paso LULAC Council No. 8 officers for 1973. L-R, Jess Ochoa, Secretary; Joe Ruiz, Sgt. at Arms; Angel Valero, Chaplain; Ruben Flores, 1st Vice-president; Ralph Murillo, President; Henry Ayon, Treasurer; and Dave Montoya, 2nd Vice-president (youth).



El Paso LULAC Council No. 9 (Ladies). Outgoing President Ms. Bertha Sifuentes (left) shakes hands with Mrs. Maria Luisa Inocencio, incoming President.



LULAC District 4, El Paso, Texas. Left, outgoing District Director Bob Perez, and Carlos Villescas, incoming District Director, unidentified young lady in foreground.





Villa

*(An outlook on who really gets the aid and welfare assistance in our all consuming free enterprise system by the League's immediate past-president Pete Villa. In his two terms in office, Villa instituted and helped structure present educational, manpower, and other federally-funded programs serving the Spanish-speaking on a national scope.)*

Frankly, we've always wondered why major oil companies with their fantastic depletion allowances, import quotas and other emoluments look down their corporate noses at recipients of welfare benefits. Or why a huge, subsidized agro-business farm extolls the virtue of "standing on your own feet" out of one side

# WHO GETS THE AID?

of the mouth and complains about aid to the needy programs out of the other side.

Welfare is welfare, whether you're a mismanaged Lockheed being bailed out by a government-guaranteed loan or whether you're a peon down on your luck and trying to keep your family together with a state-issued check until you can find work. The trouble is, nobody ever thinks of Lockheed as a welfare case. It's all a matter of interpretation.

The sad fact is that "them that has gets" and those who need it the most are still victims to indifference and hostility.

It's an even sadder fact that this situation is perpetrated by modern federal and state laws, most of which were passed by well-meaning men who sought to alleviate an injustice but actually perpetuate it.

If you're wealthy enough to invest in municipal bonds you can also rejoice in the fact that you pay no tax on the money earned from them.

The mortgages on middle-class homes are secured by Federal insurance programs and the interest paid on the loan is tax-deductible. Plant an orchard and write it off.

You see, there is more racism in the mute complicity with which the government gives the rich, the middle class, and to corporations more "aid" than to the poor, through tax exemptions and corporate relief. All their financing expenses are tax deductible. Can the tenant or city apartment dweller claim the same?

Unfortunately, these options aren't available to the people at the low end of the economic scale. And so we have barrios and ghettos and slums that are bursting at the seams with "poor Mexicans and poor blacks and poor Puerto Ricans."

I do not suggest a witch hunt on American business loopholes — but why not extend this same generosity to the ones who can really benefit from it — the tens of millions of American poor.

## PUBLICATIONS FORTHCOMING

How to seek and obtain grants (Proposal Guide and Directory of Foundations).

Write to your Representative (Directory of Congressmen, Committees, Subcommittees, Departments, Organizations, and their functions).

Profit making ideas for Non-profit Organizations (Group money-making ideas for operational or donative monies).

Information leaflet on investigations into a LULAC Federal Credit Union.

Information pamphlet on investigations into LULAC Extra-Low Premium Family Insurance.

Creating and sustaining LULAC Leadership in your community (Public Affairs Guide to using newspapers, television, film, slides, and advertising).

The LULAC Story ([tentative title]

film on LULAC's past, present, and future; the individual LULACer and the community).

How to set-up a LULAC Storefront (Non-profit, community-action enterprise).

## CHANGE OF COMMAND

Mrs. Maria Luisa A. Inocencio, President of Ladies Council #9 is the General Chairman of the 45th LULAC National Convention scheduled for El Paso next June. Other committee and subcommittee heads will be announced in later issues. We wish to solicit the cooperation of the entire general membership in suggesting contributive resources, services, materials, and manpower (including entertainment) that may be input toward the success of the convention. These are to be contributions in kind and only when they have been properly cleared through the appropriate committee.

*This sweet young Latinita fluttering over the greeting card counter studying all the cards under the "Love" section . . . lingeringly analyzing the tender words in each before rejecting one after another. At last, she was visibly moved by one . . . her eyes filled. Mesmerized with thoughts of someone, she gently hugged it to her bosom, sighed, held the card out to the sales clerk, and softly whispered, "May I have five more like this one, please?"*

*Bewildered community action official to secretary: "Mary, what's this bucket of tar and bag of feathers doing in my office?"*

*Mary: "Oh, that was delivered this morning. Something to do with the minorities caucus meeting with you tonight."*



# IN THE NEWS

LULAC

SEPT.-OCT. 1973

PHOENIX, ARIZ.

## ILLINOIS



*Pictured here, L-R, are Ronnie Talamantes, Outgoing Council President; Wally Patlan, State Youth Director; George Franco, Vice-president; and Paul Cortez, Incoming Council President. Brother Joe De Anda was not able to attend the picture-taking session.*

### CHICAGO PLANS SCHOLARSHIP

From Chicago comes word that LULAC Council 313 is making plans for its annual scholarship fund-raising dinner and dance Saturday, November 19. The party will be held at the Ramada Inn just off the Calumet Expressway in Dolton, Illinois.

Beneficiaries of the fund will be underprivileged Latin American youngsters who will be able to continue their schooling with this much-needed financial assistance.

Wally Patlan, State Youth Director, represented the Illinois State Office at ceremonies in Bensenville for the installation of new officers of Council 326. Paul Cortez was elected President and George Franco, Vice President.

Chicago — LULAC Council 313 will hold its annual Scholarship Fund Raising Dinner and Dance on Saturday, Nov. 10 at the Ramada Inn, just off the Calumet Expressway in Dolton, Ill.

## EL PASO



### COMMITTEE FOR PLANNING

President Joseph Benites and his staff received a warm response in El Paso when they arrived to discuss plans for the upcoming convention, including a memorable banquet and a well-organized, productive working session.

The meeting followed a period of confusion during which the authority over the Convention Center was being transferred from the El Paso Chamber of Commerce to the Convention and Visitor's Bureau. The matter was quickly resolved, however, after local papers had bannered the news: LULAC CONVENTION MAY BE SHIFTED FROM EL PASO.



Top comedians, TV and motion picture stars, singers, musical groups and other luminaries of the entertainment world will provide the frosting on the Convention cake. Don't miss the fun (and the hard work) at El Paso. Plan to be there with your family.



### EL GRAN FEO MASQUERADE BALL

El Paso, Texas — LULAC Council #8 will hold its First Annual Masquerade Ball on October 27 at the El Paso Country Club.

Music will be provided by the El Paso Chessmen. The six candidate ('feos') for the "Rey Feo" contest are: Pete Juado, Don Henderson, Dr. Alfredo de los Santos, Robert Ybarra, Judge W. Bean, and Sam Rutherford. Anyone wishing to buy tickets contact brother de la Rosa at 532-8926.

They also have the Annual New Year's Dance on the planning stages. Bob Anaya is the Dance Chairman.

And congrats to the delicious Miss Rosie Carreon, the new Fiesta Queen. She was sponsored by Council #8.



## TEXAS

The better side of town is a poor place from which to view the needs of those who live on the other side. Unfortunately — at least for the latter — the controlling factions of many local governments do live on the better side.

That's why the League's Texas State Director and legal mastermind Tony Bonilla of Corpus Christi, will lead a representative delegation from all sections of Texas to lunch with Governor Dolph Briscoe. Bonilla also serves as LULAC's Vice President for the Southwest.

Under discussion will be the disbursement and proper use of revenue sharing monies doled out by the state of Texas. Relying on the civil rights clause of the Federal guidelines, the delegation will seek assurances that the money, services, facilities, impact and programs directly or indirectly engendered by these funds will be shared equally by all geographical, sociological and economic areas of each community.

Also to be discussed are current cases and historical patterns of economic and social discrimination against Spanish-speaking Americans in the Southwest, of which Texas is the sore spot.

Briscoe has shown a genuine and productive cooperation here and Texas LULAC believes this is a sincere gesture. They have announced their intention to help him and his Spanish-speaking appointees administer due and proper justice, stimulate economic development and execute aggressive educational programs for the barrio.

## BROWNSVILLE

An indifferent D. J. Lerma and Russ Fowler of the Cameron County, Texas, Commissioner's Board, stared at the ceiling and registered expressions of disapproval as Judge Ray Ramon and the other Board

members awarded LULAC representation on the Community Action Program Board of Directors.

The decision rendered by the sometimes controversial judge came about as the result of personal request by National President Joseph Benites.

LULAC will represent the poor and the Latinos of the community who all too often find that justice turns a deaf ear to the Spanish language in Texas courts. The denial of an interpreter for a monolingual (Spanish) Mexican American defendant triggered the action. The Texas case was another step in LULAC's crackdown on the misuse of revenue-sharing funds which are often used by local boards and agencies in a manner that discriminates against the very people it is supposed to help.

Benites urged all local councils to investigate and become involved in local governments to keep administrators in line and to assure fair and equal government administration.

## KANSAS CITY

As the song from Oklahoma goes, "Everything's up to date in Kansas City" and we'll paraphrase the next line to say, "Things haven't gone as far as they're gonna go."

Council 11702, chartered in March of this year, has already organized and incorporated the Kansas City Operation SER/Jobs for Progress, Inc., office. Next comes an Economic Development Conference for Spanish-speaking businessmen and contractors to be held in KC sometime early in November. Tony Bonilla, National Vice President for the Southwest, has been invited to attend.

Officers of the Kansas City Council are Julie Ramirez, president; Dr. Joe Estrada, vice president; Larry Lara, treasurer and Linda Mata, secretary.

## NEW ORLEANS

So closely is New Orleans associated with jazz, the French Quarter and Cajun queens, that it is scarcely ever thought of as a Latin-American city. The truth is that a considerable portion of the population — more than 100,000 people — is made up of Latinos.

Many are of Caribbean stock: Hondurans and Cubans, with the rest predominantly Mexican-Americans.

Whatever their ancestry they have common problems and common desires: greater social and economic opportunities down in the bayou country. Those goals, they believe, can best be achieved through LULAC.

Recognizing this, they organized their own council recently, with Martha Grundy of the New Orleans Mayor's office as State Director. Ariel Campos ably represented the new group at the Chicago Supreme Council meeting.

The Council has already gotten its programs underway: a voter registration campaign so that they will have a recognizable voice in the October mayoralty election, A DOL-funded skill center, a consumer education and ESL (English as a Second Language) curriculum. They are using the same materials and format as Operation SER under the direction of Harry Krintzman.

It's not all work and no play in delta-land, however. An exciting Latin American Festival a la Mardi Gras is being held October 8-13 under the direction of Augusto Cristales. New Orleans is also being proclaimed a Latino city as part of the Latin American Week.

LULAC is, of course, on hand with a booth and display to further acquaint the public with our programs.

The New Orleans Council has already made plans to extend LULAC to Shreveport and Baton Rouge.



## IOWA

Iowa, that American Gothic stronghold typified to millions by Grant Wood's famous painting of the pitchfork-bearing farmer and his equally unsmiling wife, was treated to a colorful display of Latin festivities this past month.

The Davenport Council took over the Eagle Ballroom for a typical gay fiesta, highlighted by the coronation of a Mexican queen. A parade and motorcade through the downtown streets gave midwesterners a brief look South of the Border.

Fort Madison, meanwhile, was treated to its own Latin American celebration with colorful *Diez y Seis de Septiembre* festivities.

On the business agenda in Iowa is the upcoming State Supreme Council meeting in Des Moines.

## NEW YORK

Winter, they say, is the cruelist season in the barrios and ghettos of New York. Freezing cold compounds the misery of existence in the ramshackle tenements that the majority of New York's Spanish-Speaking Americans call home.

The upcoming winter will help spur the recruitment of new members to the League, which is establishing several Councils in that east coast megalopolis.

Certainly, there are few other places where the achievements of LULAC are more desperately needed.

Remember — when you're too warm you're merely uncomfortable; when you're too cold, you're in pain.

## KEARNY

Members of Council 284 were pleasantly surprised when they

drove to Kearny to initiate 24 new members and found more than twice that number waiting — 54 in all.

President Richard Rabago, Parliamentarian John Mulgrew, Sergeant-at-arms Nick Aragon and Treasurer Delia Galaviz pledged the support of Council 284 to the new group during the coming year.

8 miles to the west, in Glendale, wheels have been set in motion to recruit members for a new council in that predominantly farm-oriented community.

284 also sponsored Neighborhood Youth Corps projects and placed 24 young people in meaningful employment, as well as helping them get back to school.

## TEMPE

Thirty-four high school students and two junior college enrollees are assured that their educations will continue this year, thanks to the Tempe, Arizona, Council's annual scholarship program which provided the necessary books and fee stipends.

To begin filling the coffers for other projects and scholarships, the Council hosted the first of its new season's fund-raising socials Friday, August 24 — a gala "baile" at Mount Carmel Social Hall on South Rural Road. The Latin-flavored music was provided by Pete Garcia's *Los Brillantes*.

## WHERE'S DELVAN?

Most LULACers may never have heard of Delvan, but Delvan sports fans have certainly heard of LULAC. The League baseball team went all the way to become the new city champions.

Delvan? It's in Wisconsin.

## SPREAD THE GOOD NEWS

Ask the average Anglo if he's ever heard of LULAC and he'll think you're mispronouncing the name of a flowering shrub that grows back east. Ask him if he knows anything about the League of United Latin American Citizens and he'll probably confuse it with the farm worker movement of Cesar Chavez and promise you he won't eat any more table grapes.

The League depends to a large measure on the sympathetic understanding and cooperation of Anglos. They, after all, have most of the power and hold the reins of government tightly.

So let's spread the news about our League — literally. Leave extra copies of the "News" in airplanes, buses and terminals. Ask your local library to be put on our mailing list. Leave it anywhere people congregate. One caution: whatever you do, don't discard it where it will appear that we're littering. We have enough problems without borrowing more. And it may help if you leave your name and phone number on the issues you drop off.

### *Other suggestions:*

Sponsor a new dues-paying member every quarter. Better yet, sponsor two or three. National is working on a plan right now to suspend your dues for one month in each quarter for new members.

Send us copies of your local newspapers as well as the names of TV and radio personalities in your community, especially those Latinos in the news department so we can contact them with news of our activities. Copies of Spanish language publications would be especially helpful.

Scout your local labor unions and other organizations for new ideas that we may be able to adapt.

Let us know about special seminars or social programs at your local colleges or in your community. We may be able to advise you on how LULAC may participate in them.

Whatever you do and wherever



you go think, speak and act for LULAC.

## SUPREME COURT RULING WILL HELP

Standing in food stamp lines or waiting for the welfare check may soon become a thing of the past if state and local governments follow the lead of the Supreme Court. That body recently ruled that under the 14th Amendment of the Constitution's Equal Protection Law, it is no longer required that aliens become citizens before they can work for the city, county and/or state. The only exception to the above is a situation where an employee may be required to handle extra-sensitive materials or restricted information.

LULACers in New Orleans have already written the governor to implement the new law at state and local levels. Take steps now to take similar measures in your locality. This is an extremely important matter that can benefit both our people and the political bodies which may now employ them.

## LULAC TO FILE

Operation SER/Jobs for Progress, Inc. is being dismantled, after repeated promises to the contrary by the Feds.

In some cases where SER has been highly successful, local Projects are being refunded and allowed to run as usual, with much smaller budgets, of course.

However, in the cities of San Juan, Tejas and Seattle, Washington, local county officials want to de-staff the local operations (since they control the public tax money) and take over SER.

Yes, it's the old nepotistic and political gamemanship monster rearing up and showing its ugly head again. To think that mentality like this runs rampant at County level government. To think that the effectivity

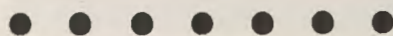
of an already trained, oriented, and efficiently running bi-cultural staff can be duplicated by Anglo administrators. Think of the enormous reorganization, re-systemization, re-orientation and implementation costs. But that's only the start-up end of it.

Do they really think that the "new" staff can really gain the intimate rapport, trust and confidence of a people long humiliated by them? Who's gonna teach them how to just *speak* Spanish, let alone communicate on a cultural basis?

And in Brownsville, Texas, Commissioners Russ Fowler and D. J. Lerma balk about high administrative costs.

After the local LULAC and G. I. Forum Boards & members exhausted themselves trying to set up programs like this, do they really think they can just walk in and take over?

No sir. You bet. Injunctions are being filed at press time for freezing of these public tax funds, while lawsuits are being prepared against them. The Bonillas of Corpus Christi are spearheading the legal front on behalf of the Spanish-speaking. No les aflójen, Tony & Willie.



*Who Does Joe Benites think he is?  
Cont'd from page 6*

involvement, that is — only brings a backlash reaction that could wipe out years of slow, painful accomplishment.

LN: What do you see as the major objectives for Latin Americans?

B: The same things every other American wants — equal opportunities for jobs, for decent housing, for proper medical attention, for old-age security . . . plus a few luxuries along the way. The thing is we have that special barrier of language to overcome. But remember I said "American." We have to work within the system to get our fair share. There

are a lot of underprivileged Anglos, too.

LN: Would they be eligible for membership in LULAC?

B: They'd be welcome . . . and they wouldn't have to be underprivileged, either. After all, I've held office in some of the organizations they dominate and there weren't any problems. The spirit of cooperation was great. As a matter of fact, I'd like to see a great many more of them become interested in LULAC.

LN: Do you think your administration will truly represent *all* Latin American groups in the country?

B: Do you want me to say "no" and get thrown out of office? The Spanish speaking people in this country represent many backgrounds and cultures. Their problems differ from here to there. All I know is that we have some common problems which can be traced back to the language barrier and to our general economic strata. I'm going to do my very best to solve those problems.

LN: Have you any positive programs in mind for changing racist attitudes?

B: Well, racist isn't quite the same thing but in this situation it has the same connotation. And, to answer your question, no, I don't and I don't think anyone else does, either. The only feasible way, as I see it, is to work collectively in the League to secure legislation and opportunities that will enable us to prove our individual worth. I don't want someone to like me or give me a chance because I'm "a good Mexican." I want them to accept me on my own merits. I want to be able to compete on the same level as everyone. Once we've made that possible for every Latino, a lot of this so-called "racial prejudice" will disappear. If I'm living in the same neighborhood as someone else and driving a car that's as nice as his, if our kids go to the same school and our wives shop at the same store, do you really think that we're going to be too far apart in our thinking? If the League can

*Cont'd page 26*



Just who does Joe Benites . . .

*Con't from page 25*

make sure that everyone gets those opportunities a lot of problems will straighten themselves out."

LN: One final question and it's going to be a tough one. What do you think your most important accomplishment in office will be?

B: I'll be very happy if this administration sets the wheels in motion to improve housing, medical care and economic opportunities for our people and for all the underprivileged of whatever race, color or mother tongue. We're fortunate in that we have a dedicated group behind us to strengthen our position. I want us to use that strength wisely and well. I'll be very happy if I can see a few more kids finish their schooling, a few more people in decent homes, a few more people living a better life — with the expectation that these things are going to increase every day for more of our people because of our efforts.

LN: Thank you, Mr. President.

B: Call me Joe. Por favor.

#### HARLINGEN



Left to Right: Tony Ramirez, Harlingen Council President, Vasquez, Benites, Luciano Rodriguez, Texas District 13 Director.

west Region. The event was well attended and extremely productive.

Hang-ups with local agencies and organizations will be resolved legally, as was the Brownsville issue. If not there, then with public money controls and injunctions . . . failing there, with federal agency intervention.



Benites' address: the American Contractors Assoc. in Houston, Texas.

## PROFILES IN COMMUNITY ACTION OPERATION LEAP



... something cuddly in the wagon.



LEAP HQ. at 302 W. Washington, Phx.

(Throughout its 45 year history, LULAC has pioneered many endeavors, supported countless worthy civic causes, and engendered many of today's service programs either singularly or as joint efforts with other community advancement organizations.)

In light of this common bond, LULAC will spotlight local community efforts every month and give them national exposure, free of charge, through our magazine. Perhaps in this manner, other communities with programs of similar service nature will utilize LULAC's local as well as national resources.)

Since the wave of social awareness swept the nation in the early sixties, Americans from coast to coast have realized and many have dedicated themselves to the "equality" struggle

... to the equal advancement of his fellow man. Few municipalities have.

In Phoenix, to put it simply, municipal leaders picked up the ball and ran with it. They immediately identified the problems of the minorities and underprivileged as true indigenous problems of the inner city, as an integral part of total city image and productivity.

A series of major conferences opened the door and provided a voice for inner city residents. Thereafter, the city council established LEAP's governing body, a 52-member LEAP Commission. Operation LEAP (Leadership and Education for the Advancement of Phoenix) was created as a department of the city.

Most commissioner's live in the areas hardest hit by poverty and its symptoms — low income, high unemployment, poor housing, high crime rate, poor health, inadequate educational and recreational facilities. The program is geared to work with the poor by directing activities through the LEAP Commission, professional staff and volunteer workers.

The first neighborhood council



originated in the City's Bethune area. There are now 19 such councils under the supervision of the Neighborhood Organizations Division. Their purpose is to create local neighborhood organizations whereby the people themselves assess needs, develop programs and improve the social and physical environment and cooperate with other agencies in city-wide community development efforts.

Inner city youth are even more susceptible than their contemporaries to alienation and unemployment, yet they have less opportunity for educational attainment or recreational activities. Therefore, LEAP created a Youth Section. Programs it funds, or partially funds, include The Barrio Youth Print Shop, Call-A-Teen (part-time summer employment), Youth United newspaper, Youth Tutoring Youth, South Phoenix Youth Services Bureau (juvenile delinquency prevention), Whitney M. Young Youth Opportunity Center, Murphy Neighborhood Youth Center, Youth-In-Government and the Youth Service Center. These are designed to help young people, ages 5 to 25, become meaningfully involved in education, employment, recreation and cultural enrichment.

LEAP's Education program includes Headstart, a pre-school concept LULAC originally developed years ago. The eleven centers are geared to improve the emotional, physical, psychological and nutritional make-up of the disadvantaged child. There is also Adult Basic Education for those with little or no education up to and including high school.

The Concentrated Employment Program (CEP) is LEAP's manpower division. CEP is designed to upgrade the individual and give him human dignity by preparing, motivating and providing him the opportunity to become a participating and productive member of society. The goal is to break the poverty cycle through orientation, counseling, training and jobs. Preparation in-

cludes special services, such as day care, and extensive educational programs, such as ESL (English as a Second Language). CEP is the counterpart of LULAC's SER. Both programs work hand in hand towards the same goals.

The needs of low-income families are usually far-reaching and diversified. In the past, people had to find some means of traversing to different parts of town, most in the outer city, to find assistance from various agencies. There are now two LEAP Community Service Centers and others in the planning or building stages, which house many different agencies under one roof. These provide for a variety of physical, social, emotional and other problems in one convenient location.

*Cont'd page 28*

## HEADSTART



## LOS ANCIANOS







## C.E.P.



The LEAP Community Credit Union educates poverty area residents in money management, consumer education and cooperative enterprises, and provides financial assistance.

Studies estimate that there are approximately 35,000 alcoholics in Phoenix, whose problem has damaging effects on the lives of at least four other persons. LEAP's Alcoholism Program provides rehabilitation (Dry Dock) and family counseling. In conjunction with the City alcoholism program, it sponsors Crisis Intervention for alcoholics.

Other programs also provide services for specific groups, such as Training, the Phoenix Indian Center and programs for the aged and aging, which ascertain and serve the nutritional and social needs of the forgotten low-income elderly.

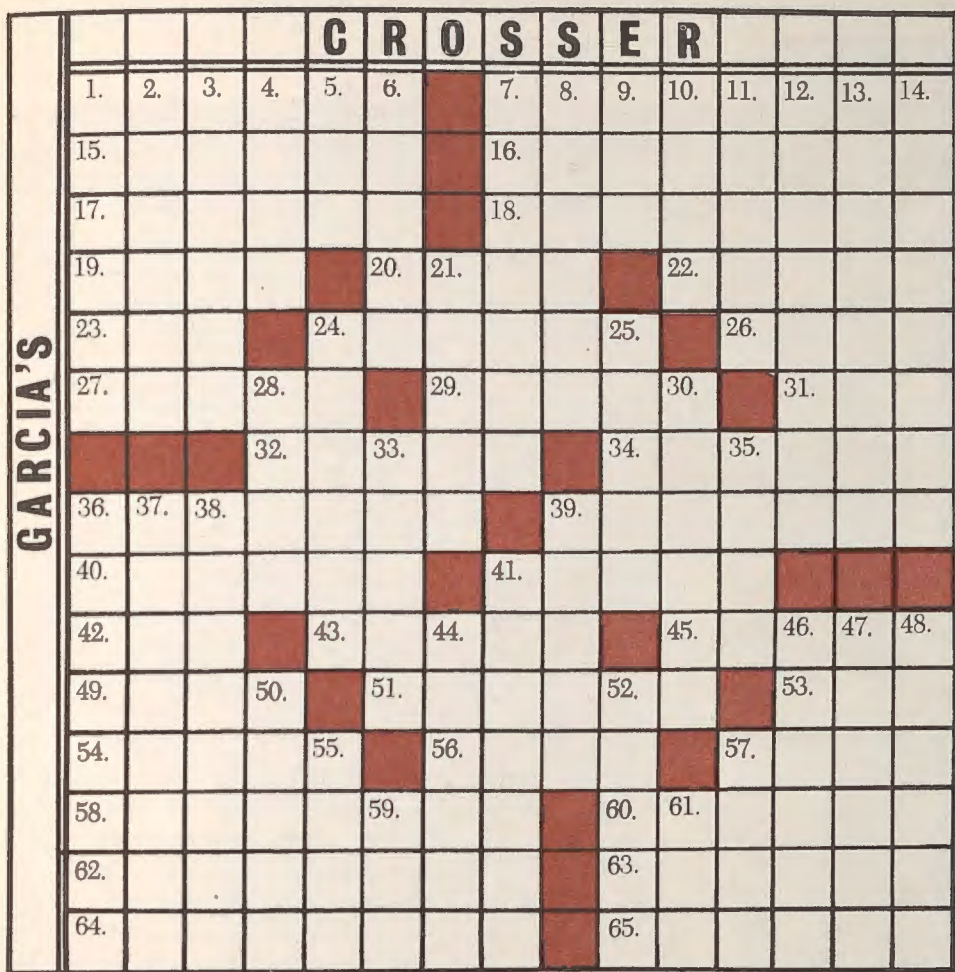
Recently, new census information and resident appeals to the City Council resulted in the realization that poverty is not restricted to the Phoenix inner city. Thus, plans are being made to face problems in other parts of the city. An example is a senior citizen center recently opened in northern Sunnyslope.

However, with all the many programs established to challenge poverty and its symptoms, the LEAP leadership realize that only through total city cooperation and active support can Phoenix hope to resolve a problem which was born and developed along with the City itself.

LULAC shares with LEAP a total concern. Whereas LULAC cannot be all things to all people, it is incumbent that LULAC support those programs which in turn will support LULAC in reaching mutual goals.

In subsequent issues the LULAC News will highlight other programs which are striving to remedy the ills which directly affect our people. LULAC News welcomes submissions from throughout the nation for publication in our *Profiles in Community Action*.



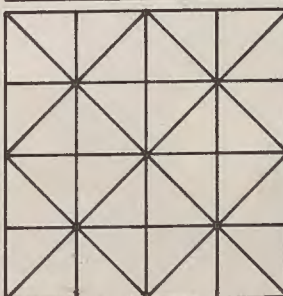


ACROSS

1. To annul, void or cancel
7. Beautiful trees
15. God of light
16. Type of food order
17. Scary
18. Province in Italy
19. Granite stone
20. Actor/singer Ed \_\_\_\_\_
22. Sultan of Turkey
23. Writing fluid
24. Office workers
26. \_\_\_\_\_ tight (stays put)
27. Turkish city
29. Household insect
31. It cracks
32. Fire crime
34. Go backward
36. Ooze out
39. Rougher
40. Region of Ionoshpere
41. Father (Sp.)
42. \_\_\_\_\_ judica (Latin)
43. Garden tool (pl.)
45. Russian Black Sea port
49. Evenings (abbr.)
51. Little blob
53. Skill (Latin)
54. Identified
56. Die number
57. Saliva
58. Resemblance to ancestors (pl.)
60. In harmony
62. Easings of political or legal tensions
63. Meteor hole
64. Deprived of teeth
65. To annoy or perplex

DOWN

1. Bark of cinnamon tree
2. To attach to
3. Northwest Indian Tribe
4. Mass; stoppage
5. Large, deer-family member
6. True to
7. Texas' Southernmost County
8. Largest state
9. Air Force Command acronym
10. Highest cards
11. Household Gods
12. Type of Southern candy (pl.)
13. Mental disposition
14. Male tailor
21. City on the Nile (ancient)
24. One's work
25. New England Delicacy
28. Not one (Olde English)
30. Town crier's yell
33. Leather strip
35. Linen (Sp.)
36. Lover's song
37. Heightened
38. Bomb-proof vault
39. \_\_\_\_\_ belli (Latin)
41. Woman's cloak
44. Destiny
46. Swift's flying island
47. Three-fold
48. Star-shaped flowers
50. Number of Wonders
52. Side edge of sail
55. A blow or stroke
57. Comes out at night
59. Station (abbr.)
61. Trans-Rail of America (abbr.)



How many triangles in this square?

Answer.....

(Earliest post-marked reply with correct answers for *both* puzzles wins)

SEND REPLIES TO LULAC NEWS EDITOR.





Seated, L-R, Nixon Cabinet Chairman for the Spanish-speaking Enrique M. Ramirez; Chief Nixon Counsellor, Anne Armstrong; outgoing LULAC first lady, Rose Villa; standing, new LULAC National President Benites; and new first lady, Cecelia.



Some from New Mexico and Arizona.



"So the farmer's daughter says . . ."



... must've been a good one ...



Intense, exacting, witty.



"You control 50 votes? Let me get you a drink?"



"m-m-m-m, the scotch is great!"





*"You vote for me, I'll vote for you."*



*Another staunch supporter.*



*The pleasure of Gloria's company.*



*... more lovelies ...*



*Ruperto*



*California's Ben Gonzalez*



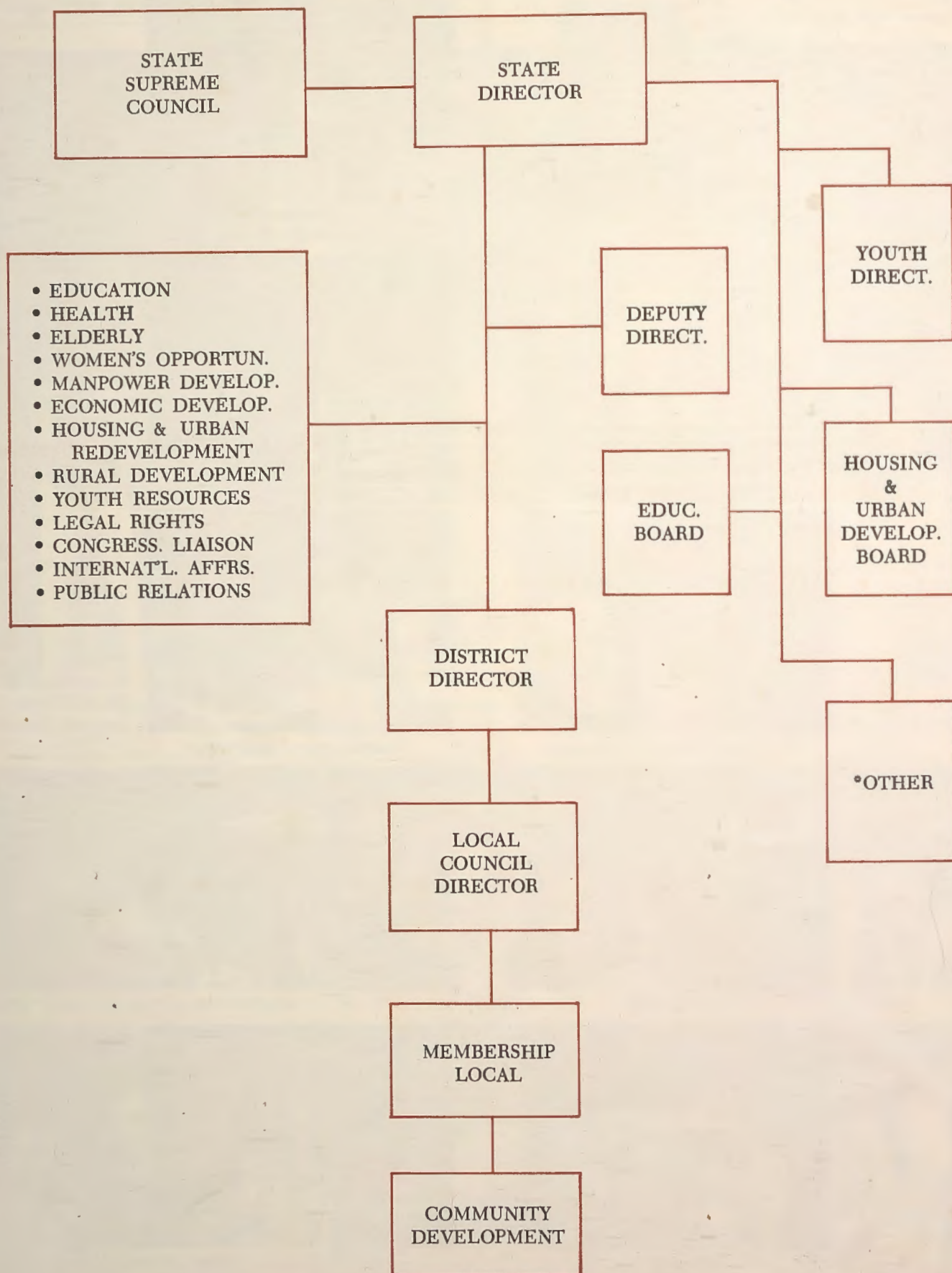
*Arizona heavies ...*



*Daughter, friend, and mother.*









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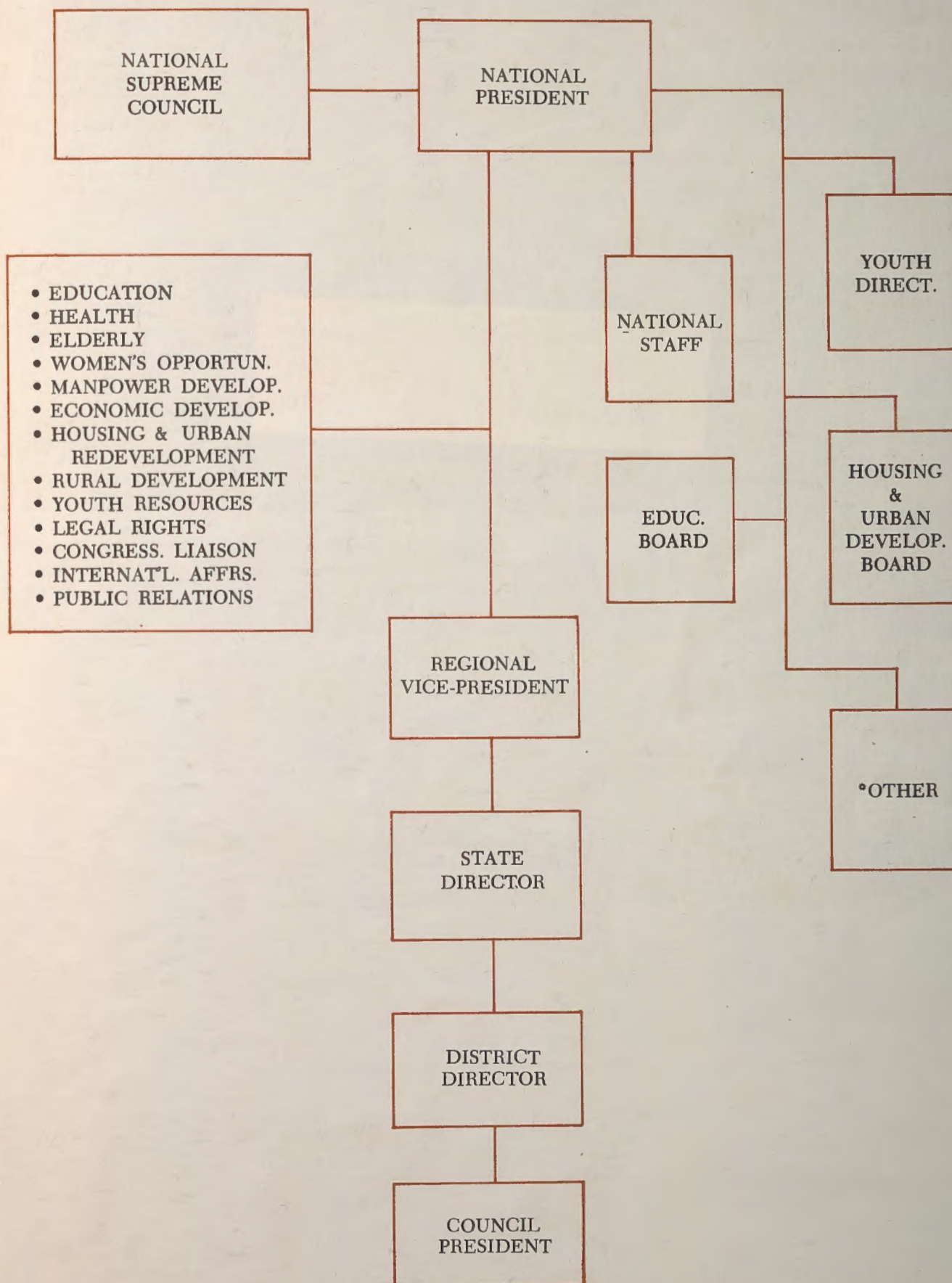


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