



"EL RESPECTO AL DERECHO AJENO
ES LA PAZ"

Lic. Benito Juarez

VOLUME FOUR

VIERNES DIA 9 DE JULIO, 1976 LUBBOCK, TEXAS

NUMERO 43

SE UNEN A CELEBRAR FIESTAS



CONVENCION ESTATAL

El G. I. Forum de aqui de Lubbock acaba de cabo durante la convencion fue la eleccion tener una semana activa y importante en sus de la reina del G. I. Forum. La representant- actividades. Los capitulos de el G. I. Forum te local, Sylvia Garza, logro ganar 1st. run- mandaron siete representantes a la conven- ner up a la reina electa quien fue de El Paso. cion estatal que se llevo a cabo en Ft. Worth Ella fue Leticia Anne Martinez. Ella avanza- Los representantes fueron; Mariano Garcia, ra a el concurso de la nacion en Denver Co- actual presidente de Lubbock, Alfonso Rod- lorado. riguez, actual presidente de la region y ade- El Gobernador Dolph Briscoe mando una- mas fue electo durante la convencion a el pu- commemoration proclamando la semana de esto de Vice-Presidente de G. I. Forum esta- Julio 5 al 11 como Semana del G. I. Forum tal, Gonzalo Garza, Robert Narvaiz, Mike diciendo que el GI Forum hasido una de las Torres, Leo Quirino, y Frank Gutierrez. organizacion que verdaderamente a trabaja- Los representante participaron en la conven- do para mejorar toda la gente pobre de los cion la cual logro aceptar resoluciones tocanestados unidos. Tambien como huestedes de te la educacion y la economia de Tejas y los honor y oradores principales estuvieron en los estados unidos. (Estas resoluciones sera pu- Senador Bentsen, el Representante Steelman blicadas la proxima semana en LA VOZ). y el Representante Mahon. Otra de las actividades que se llevaron a-

Junta Mensual de COMA

La junta mensual de COMA que se llevo a cabo esta semana en el restaurante LUGO's LA MALINCHE, fue todo un exito.

La junta que se llevo suficiente tiempo tuvo como huestedes de honor a los señores T.J. Patterson, quien esta afiliado con la escuela de negocios administrativos en la Universidad de Texas Tech, y Jose Ramirez miembro de la organizacion de COMA, quien ha sido nombrado recientemente a la mesa directiva de las escuelas de la ciudad de Lubbock. Tambien, como huested orador de improviso fue el Sr. Gilberto Herrera, mas bien conocido como presidente de los Brown Berets. Los acontecimientos principales de su tema como siempre, fueron orientados hacia el mejoramiento de la juventud de la comunidad Mexico-Americana.

La junta dio principio como siempre, con una rica y soculenta cena de carne guisada, arroz y frijoles, preparada por el Sr. y la Sra. Roberto Lugo, que se destacan como cocineros de platillos Mexicanos asi como miembros activos de la organizacion de COMA como suele suceder los asuntos preliminares y reglamentarios fueron presentados por los cabezas de la organizacion.

Los puntos principales de la larga junta fueron como se han mencionado anteriormente, la presentacion de los huestedes de honor de honor, quienes tanto ellos como sus temas fueron diversos e interesantes. El Sr. Herrera presento un proyecto para el beneficio y jovenes del barrio. Este consituye un

plan para incorporar deportes, tales como el "box", la lucha libre, y otros deportes que son populares con la juventud. El plan seria, entonces, de formar un programa semejante a lo que llaman la comunidad Americana "Youth Center". El señor Patterson le hablo a la membresia presente sobre un interesantisimo programa efectuado en la Universidad de Texas Tech a traves de las oficinas de OMBE (Office of Minority Business Enterprise). Para mas informacion sobre este lea el articulo relacionado con este tema en este su periodico, La Voz. Mientras que el señor Ramirez hizo una presentacion estupenda sobre el tema de la educacion de nuestros niños...de origen Mexicano. Sus comentarios y observaciones sobre el sistema de educacion aqui en la ciudad de Lubbock fueron bien recibidos; puesto que esta fue la razon por la cual se le invito como orador de honor.

En atendencia como huestedes e invitados se encontraban las siguientes personas: La Sra. Cruz Vara, el Sr. Salinas (padre del bien conocido Lic. Salinas), y el Sr. Luis Trejo, quien hizo una presentacion especial (una placa honoraria de parte de Northwest Little League) al Sr. Presidente, Gilberto Flores. La junta se clausuro con los comentarios del Sr. Flores, dandole las gracias al Sr. Roberto Lugo por el prestamo del establecimiento para dicho evento, ya que normalmente el restaurante esta cerrado en los Martes.

La junta de los representantes de las diferentes organizaciones que se llevo a cabo en el Rogers Community Center el lunes pasado, dio principio con la aclaracion del proposito de dicho evento.

El Sr. Bidal Agüero inicio una serie de discusiones de los varios "Partidos"...Los que estaban de acuerdo por tener una Fiesta en el parque "Rogers" asi como el grupo que endorsaban semejante evento en el parque "Guadalupe". Cada grupo presento un punto de vista, asi como su punto de vista en referencia al porque les convenia tener una Fiesta...ya sea aqui o alla. Naturalmente el tema que causo el disgusto el año pasado surgio de nuevo durante esta sesion, y fue asi, como una vez mas se discutio...a veces emocionadamente la idea de elegir una "Reina", que fue elegida por un sistema basado en principios economicos. La "Adelita", fue elegida por jueces, quienes juzgaron o basaron su predileccion en un concurso para saber si la candidata se destacaba en algun talento y sabia algo acerca de la comunidad Mexicana. Fue presisamente en este punto, que la delegacion de los Brown Berets, dirigida por el Sr. Gilberto Herrera, disgustados con el apoyo de ciertas organizaciones hacia "La Adelita"...se marcharon de la junta...claro, despues de "Hechar Piropos".

Al cabo de algun tiempo sobre este tema, y siguiendo la sugestion de varios de los representantes presentes, se sugierio que tales discusiones solien en vano; puesto que el proposito de la junta era para llegar a un acuerdo...quienes iban a participar, en que forma y en cual sitio. Durante el curso de la junta se habia mencionado el hecho que los planes para un desfile se habian ya formulado con la "Liberacion # 19", como los encargados de este proyecto.

Por fin al cabo de algun tiempo y tomando en consideracion lo discutido, se aprovo, a traves del sistema electoral, de elegir una mesa directiva y varios comites de las personas presentes. El Sr. Lorenzo M. Sedefo, tanto como el Rev. Elisao Aldape, fueron elegidos como presidentes de la nueva "Alianza", la Sra. Modesta Rodriguez, secretaria, el Sr. Andres Cruz, tesorero, y como vocal- es: El Sargento (SFC) Lerma, el Sr. Luciano Perez, y la Sra. Linda Anzuldua. Una vez electo, dicho grupo se puso "Manos en Obra" en su tarea de unificar a los participantes, y tratar de formular un plan...para tener una sola "Fiesta Patria" unida.

Algunas de las organizaciones que estuvieron representadas fueron, COMA, LULACS (Ambos grupos; tanto caballeros como damas), GI Forum (Tambien hombres y mujeres), El Consulado de Mexico, Raza Unida Party, La Alianza Ministerial, Liberacion # 19, Los Brown Berets, La Voz Chicana (CB- Club), La Base Aerea (Reese AFB), el centro "Guadalupe", el centro "Rogers", el comite "Fiesta's '75", y naturalmente un grupo de ciudadanos interesados.



Jordan Se Dirije a AMAW

La Sra. Carolyn Jordan, mas bien conocida por sus acciones (las cuales tienen fama de no ser siempre al favor de nuestra gente), tanto en la politica como en el concilio de la Cd., a la cual ella pertenece, y los Srs., Mario Ramos y Bidal Agüero de LLANO ESTACADO, fueron los huestedes de honor de la asociacion de mujeres profesionales AMAW (Association of Mexican American Women).

Las personas mencionadas fueron invitadas para hacer una corta presentacion a la membresia sobre dos programas de suma importancia para la Cd, de Lubbock en general. Siendo estos los programas bien conocidos: SPAG (South Plain Association of Governments, un programa fundado por al-

gunos intereses econo-politicos y respaldado por los burocratas, y el programa ya mencionado, Llano Estacado; basado y orientado hacia el desarrollo y el progreso de los emigrantes y la jente verdaderamente humilde.

De acuerdo con la Sra. Eva Ramirez, Presidenta de la asociacion, ambos partidos... la Sra. Jordan y los Srs. de Llano Estacado hicieron muy buenas presentaciones...interesantes e informativas.

Ademas, y unos de los puntos principales de la junta estemes, fue la eleccion de las siguientes personas: Juanita Agüero como Public Relations Chairperson, Nan Valdez Programs Chairperson y America Ramos como Chairperson, Nomination Committee.

¿Que Pasa?

La radio estacion KWGO da las gracias a todo el publico en este mes su aniversario de un año. Les invita que celebren con ellos el dia 29 de del presente en un gran baile y padgent para seleccionar la KWGO sweetheart, señoritas interesadas en participar pueden llamar a Mary Ann Garcia al numero 745-4148 en KWGO para mas informacion. Deben de tener dentro de 16 a 21 años.



Alfonzo Rodriguez fue seleccionado como Vice-Presidente del G. I. Forum Estatal. Felicidades de parte de LA VOZ.



Alice Day fue una de las personas mas instrumental en ayudar al G. I. Forum en tener su reina en el concurso estatal. Gracias de parte de el G. I. Forum y Felicidades de parte de LA VOZ.

COMENTARIO

por Jessie Rangel

Constructive criticism is good for one's health. For it is through this method of communication that we learn about ourselves as well as each other. It is imperative that we learn to take constructive criticism in a positive manner if we wish to work together "por el progreso de nuestra gente".

I have been involved in "el movimiento" too long to take a negative attitude in what little successes we have had up to now. Long ago, I committed myself to work "por el mejoramiento de nuestra gente". Maybe, we the adults of today will not reap the fruits of the seeds which we are planning, but surely the Chicanos that are to come can and probably will. To take a negative attitude at this stage of the game would in essence be admitting defeat--which I will never do. It is interesting to note, though, that is the impression that a reader got in reading one of my "Comentarios".

It pleases me that someone takes the time to read my "Comentarios" (for whatever they are worth) but more so for someone to take the time and effort to respond. If we are really sincere about changing the status quo and providing meaningful change; then, we must become involved in whatever endeavor we so choose and use our talent que nuestro Señor nos dio. Julie Storey, in her response to one

of my "Comentarios" certainly used her talent (she communitied, which is the first step towards understanding) and I compliment her.

As human nature would have it, though, each one of us, as individuals, will evaluate a situation or express an opinion according to our beliefs and values which we hold. Nothing else counts; nothing else matters. "No man is an island" is a proverb oftentimes quoted by many and we as Chicanos are certainly not alone in the political arena. We must compete and we will compete. We, however, must not be blinded or misguided by the camouflaging of issues or events. To do so would be very detrimental to our full understanding of the world of politics and thus our progress.

An objective analysis, as I tried to present with the recent election was exactly that, nothing more and nothing less. Statistics, as everyone knows, can be interpreted or misinterpreted to fit our own needs. We must, therefore, use our 'intelligentsia' to extract that data or information that is relevant to our cause. Otherwise, we are fooling no one but ourselves.

To quote Miss Storey, Mr. Salinas's June 5th victory was indeed "a highly positive development in our city's recent history." I do not debate or question that statement. In my mind though, I wonder if this could have ever been possible. I do not think so. Miss Storey will be the first to admit that this victory certainly would not have been possible if by federal mandate, the city had not

been divided into two separate districts. By doing so, Mr. Jones's, "a most formidable opponent" chances of winning were tremendously reduced while Mr. Salinas's were increased since 42% of District 75B are of minority origin.

To surmise that "the nomination of a minority candidate by a dominant political party can be viewed as no less than a most significant and positive development" is putting the cart before the horse. Was the division of the city into two parts really necessary? No doubt his margin of victory would have indeed been a positive development if he had achieved it within the confinement of the city of Lubbock rather than restricting his election to only a part of it. Then and only then could we have honestly stated that he was the choice of the majority of Democrats, whether they be Black, White, Brown, Purple or whatever. In addition, we could shout to the world that in Lubbock county, far removed from the valley where the majority are Chicanos, had truly elected a minority candidate based on his qualifications rather than his national origin. Then we would have cause to celebrate the "Bicentennial"

The mentioning of Congressman Henry B. Gonzales presents an interesting phenomenon for aside from him, there is only one other Spanish-surname individual serving in the U.S. Congress from Texas--Congressman de la Garza. (This is out of a total of 26) In both of their cases, it was only a matter of time. After all, one cannot continually ask "mejicanos" where they are in the majority, to vote in a particular party without giving something in return. His election in 1962 came eighteen years after the U.S. Supreme Court overruled the Democratic Party Executive Committee's resolution that the Democratic Party in Texas was not a "club" and thus must allow those wishing to participate in its politics to do so.

I agree that "nothing can be gained from making comparisons with the successful School Board election of Jose Ramirez" for my analysis was not with Mr. Ramirez but rather with Carlos Lovato. Carlos, an unknown, running at-large in the April elections pulled almost a many votes as Mr. Salinas did running in only one half of the city. And there is no way to convince me that Lubbock voters (mostly Anglos) want to see two Chicanos serving on the same school board.

When all is said and done, Julie, we must not assume or take anything for granted. We cannot sit on our laurels, pat ourselves on the back and say "te aventaste". The ramifications that this past election will have will be many but we must not be satisfied with only one Chicano on the school board and one state representative. We must continually strive to improve socially, economically and politically the status of mejicanos.

LA VOZ

LA VOZ es un periodico independiente semanal bilingue publicado cada Viernes por LA VOZ publishers, Agustin Medina y Bidal Agüero duenos.

Las opiniones o comentarios por nuestros columnistas, cartas o editoriales de huéspedes no necesariamente expresan las opiniones de los publicadores, editores o duenos de este periodico. LA VOZ es publicada en el 2521 Clovis Road en Lubbock, Texas. Recibenos correspondencia en el P.O. Box 5913, Lubbock, Tex. 79417. Toda correspondencia es bienvenida

BROADWAY BATTERY & ELECTRIC
SERVING LUBBOCK 10 YRS

**BATTERIES
NEW - REBUILT**

JAIME HERNANDEZ - Owner
AUTO ELECTRIC SERVICE
INTERSTATE BATTERIES
GENERATORS - ALTERNATORS
STARTERS - REGULATORS
147 CORNER BROADWAY & AVE A

763-9653

1208 AV A

**NINE JAY'S
STUDIO**

FOTOS PARA TODA OCACION
BODAS BAUTIZOS Y QUINCEANERAS

828-5619

400 South 5th Slaton, Texas

**VIEWPOINT
KTXT CH. 5
BIDÁL AGÜERO**

ANDY'S PLUMBING & HEATING

RESIDENTIAL COMMERCIAL

Repairs

Call **762-3468**

ANDRES CRUZ - Owner

- ELECTRIC SINK & SEWER SERVICE
- WATER HEATER SALES & SERVICE
- CALL FOR FREE ESTIMATES

3202 2ND

AMAW FELICITA A KWGO

EMPLOYMENT

For information regarding employment at Texas Tech University Call 742-2211

Para informacion de trabajo en la Universidad Texas Tech, Llame al Telefono 742-1111.

AN EQUAL OPPORTUNITY AFFIRMATIVE ACTION EMPLOYER

TNM & O Coaches, Inc.

THRU BUSES NO CHANGES

LUBBOCK TO:

SANTA FE	SAN FRANCISCO
SAN ANTONIO	DALLAS
TULSA	DENVER
EL PASO	ALBUQUERQUE

PHONE 765-6641 1313 13th St. LUBBOCK, TEXAS

MUSICA

Para sus fiestas Bailes, Bodas y Bautismos y Aniversarios--Llame a OLGA OLIVIA Y LOS CAMINANTES 832-4289!!

PINTO BEANS
Close out Sale of 1975 Crop 16¢ per pound 50 & 100 # Sacks PERRY'S PRECIOUS PINTOS CALL 797-8196 after 6 P.M.

LA VOZ DE TEXAS

EL RESPETO AL DIGNO AMERICO EN LA PAZ

ONLY \$8.00 PER YEAR

SUSCRIBASE HOY MISMO!

LA VOZ DE TEXAS
P.O. BOX 5913
LUBBOCK, TEX

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____ TELEPHONE _____

For Job Information With City of Lubbock CALL 762-2444 An Equal Opportunity Employer

Limpieza y Reparacion de Rayadores de carro, troca y de todo tamaño. venga a **BEEVERS RADIATOR SHOP** 2692 Ave. H 744 0908

WATCH REPAIR
Used Electrical Appliances
Reparamos artefactos electricos Planchas, Tostadores, **MAC'S WATCH REPAIR** 2821 Ave G Lubbock, Tex

FLORES GOLF BATTERY AND ELECTRIC
Complete Auto Repair Overhaul, Tune-ups & Transmission Service WE FIX PLATS AND CHARGE BATTERIES 2024 Clovis Rd. & U 744-9185 Lubbock

NOW OPEN SATURDAY
10a. m. to 6 p. m. and Tues-Fri. 10a. m. to 1 p. m. New Summer Merchandise **ST. PAUL'S THRIFT HOUSE** 16th and Ave X

MONTELONGO TORTILLA FACTORY
BARBOSA BARBACOA Y COMIDA MEXICANA
CENAMOS LOS MIÉRCOLES 3021 Clovis Road Ph. 762-3006 Lubbock Petrita Montelongo Prop

RED FISHING WORMS
125 For \$1.50
2719 Cornell Street Lubbock, Texas

VICKIE'S BAKERY
309-B N. University American and Mex. Pastries-Cakes for wedding and birthday Pasteleria para Quinceaneras-Visitenos.

Car & Furniture Upholstery Satisfaction Guaranteed **MODERN STUDIO** 312 N. University Lubbock, Tex 762-6292 763-3655

LA CASA MEXICANA
Grandioso surtido en yerbas medicinales, aceites y perfumes. Oraciones religiosas, Santos de bulio, revistas en Espanol. VISITENOS en 1208 Ave. F 762-9653 Anita BerTringa Prop

CATAN
JOHN'S FISH MARKET
1819 Parkway Drive Lubbock, Texas 79403 Ph. 7449005

EARLY BIRD CAFE
NOW OPEN 797 CLOVIS ROAD
3027 Clovis Rd. Mary Hernandez Prop



THE LEGACY OF PVT. LONGORIA



By June 1945, the war in the Philippines had settled into a pattern. American infantrymen and Filipino guerrillas, advancing across the steep, green mountains of Luzon, were tightening their encirclement of the Japanese and driving them into the Cagayan Valley, near the center of the island. There, cut off from reinforcements and supplies, the Japanese would be forced to surrender - or die. The liberation of the Philippines was just days away.

Units of the American 27th Infantry Division at first had trouble gaining momentum against the enemy. On some days, dozens of men had been killed or wounded and only a few hundred yards gained across the rugged terrain. Many Japanese soldiers, honoring the ancient customs of samurai warriors, were choosing death over dishonorable surrender. Fighting fiercely in suicidal counterattacks and sniping from the trees and dense underbrush covering the hills, they were keeping the Allied advance slow and high priced.

Felix Longoria, 38702692, Private, United States Army, had been in the Philippines three months when the final thrust towards victory began. He was a short, stocky, muscular rifleman, and the tropical climate did not bother him as much as it did some men in the 27th. Luzon's humidity and heat seemed to him little worse than summers he had known growing up in Three Rivers, between San Antonio and Corpus Christi. He had gotten just as hot and sweaty working in the oil fields of Live Oak County and driving a truck. And as a youth he had helped his father, Guadalupe Longoria, the best fence-maker in the county, put down posts and string up barbed wire for South Texas ranchers. That, too, in summers, had been hot, hard work.

But sharp, wooded mountains were not familiar surroundings to Pvt. Longoria. Three Rivers sits in a shallow valley. The land around the town of 1,700 rises gently from the confluence of the Atascosa, Frio and Nueces rivers and rolls away in smooth waves too small to be called hills. The few trees mainly are low, stubby mesquites and the open countryside evokes a sense of spaciousness not felt in Central Luzon.

Felix Longoria, at age 25, had been drafted into World War II on Nov. 11, 1944, the 26th anniversary of the armistice ending World War I. Like any sudden soldier he had had mixed emotions about going. He had a young wife, Beatrice, and daughter, Adelita, barely four years old, that he would have to leave. But he knew he would not have to leave them alone. The Longoria families of Three Rivers, tightknit in the Mexican tradition, took good care of their kin. Felix's parents, sister and brothers lived in the only two-story house in impoverished "Mexican Town," on the west side of Three Rivers between the railroad tracks and the thin Atascosa River. His father and an uncle had helped found and settle the town in 1913, and for years Longorias had worked in the local glass factory, a major industry until oil was discovered in Live Oak County in 1931.

Early in 1945, Felix Longoria was sent across the Pacific with other replacement soldiers. He had never been far from home and how he was on his way to the far side of the world to fight for his country. He had doubts that he would fight. He was a Longoria, and in South Texas that name was one of the oldest and most respected among Mexican-Americans and Anglos alike. He would do nothing to dishonor his heritage. He turned 26 on the 19th of April, 1945, on Luzon, a good soldier who did what had to be done.

A breakthrough had occurred into the Cagayan Valley and the trapped Japanese were falling back toward the Cagayan River. Somewhere in the gathering American assault, a sergeant called for some volunteers. A patrol was needed to locate a pocket of the retreating enemy. Felix Longoria was as weary of battle as others in his company. But he had never turned his back on work, and somebody, he knew, would have to go. He picked up his rifle.

The patrol eased into the woods and brush and headed toward suspected Japanese positions. The day was the 16th of

June, and rainy season had returned to the Philippines. In the past few days, booming monsoon showers had been forming against the western slopes of the mountains they were crossing. Suddenly, there were loud, short pops: Small arms fire. The patrol took what cover it could find and fought the ambush, but enemy bullets struck and Felix Longoria was among those killed.

He may have had a few moments to think before he died. To think of home perhaps. His wife and child and family. The narrow rivers and wide sky. The oil fields. Mexican Town. And the tiny cemetery where he had imagined he might one day be buried.

The cemetery, at first, Catholic Mexicans and Protestant Anglos had shared Three Rivers' cemetery, just as they had shared the founding of the town. Then, one day in 1924 - Felix was five then and too young to understand what such things meant - a delegation of Anglos approached his father, whom they looked upon as a spokesman for Mexican Town. The cemetery was getting "too crowded," they told Guadalupe Longoria, and would the "Mexican people" please set up a cemetery of their own?

The new "Mexican" cemetery adjoined the "crowded" one, which Anglos continued to use. Somebody erected a crude fence between the two burial grounds.

Felix Longoria was not buried at Three Rivers, as he might have wanted to be, but temporarily in a military cemetery in the Philippines. Then, in 1949, Pvt. Longoria was laid to rest in a hero's grave in Arlington National Cemetery near Washington, D.C., amid a storm of international headlines and radio broadcasts charging his hometown with racial discrimination. Three Rivers' funeral director had refused Longoria's widow use of his funeral chapel because "whites would object."

When Felix Longoria fell that hot June day on Luzon he could not have known that 29 years later he would be honored as a symbol of victims of racial discrimination. Or that in 1975 thousands of Mexican-Americans would remember him as a martyr who brought unity and momentum to civil rights movements in Texas and the United States.

"The Longoria-Three Rivers affair," wrote Tony Castro in his recent book, "Chicano Power: The Emergence of Mexican America," aroused the anger of Mexican-Americans in the state, and the next year a group met in Corpus Christi to bring together their protests of the Longoria incident and of other discriminatory treatment suffered by U.S. servicemen.

Dr. Hector Garcia, a World War II combat surgeon who later served as an alternate delegate to the United Nations under President Johnson, organized the American G.I. Forum which eventually became the largest Mexican-American organization in the country.

"Together with LULAC (League of United Latin American Citizens), organized in 1929 also in Corpus Christi, the G.I. Forum set up as goals the social, economic and political rights of Mexican-Americans... (and) both organizations became active in seeking changes through the courts and some of this litigation served as precedents in later school desegregation actions."

Dr. Garcia, 61, continues to practice medicine in Corpus Christi and to work with the G.I. Forum, which now has chapters in 28 states and the District of Columbia. Twenty-six years ago, when he learned through a patient that Beatrice Longoria had been denied use of Three Rivers' funeral chapel for Felix's services, Dr. Garcia sent 17 angry telegrams to the outside world. He sent them to senators, congressmen, military leaders, state officials and journalists. One reached the then-junior senator from Texas, Lyndon Baines Johnson who quickly arranged for Longoria's burial in Arlington National Cemetery while the body still was aboard an Army transport ship en route from the Philippines to San Francisco. Johnson also responded with a telegram to Dr. Garcia stating that he "deeply regretted to learn that the prejudice of some individuals extends even beyond this life."

Two of Garcia's 17 telegrams went to radio news commentators Drew Pearson and Walter Winchell. Winchell reportedly went on the air the following night with these words: "Mr. and Mrs. North America and all the ships at sea, this story is on the front page of every newspaper in the United States, and that's where it should be!"

Pvt. Longoria was buried in Arlington National Cemetery on Feb. 16, 1949, during a drizzling winter rain. Eighteen other soldiers killed in World War II also were reburied nearby during the mass ceremony. But the attention of the gathered press was focused on those standing near Felix's flag-draped casket. Mexican-American groups and Anglo friends in Three Rivers and Corpus Christi had raised more than \$2,000 to fly the Longoria family to Washington. Gen. Harry H. Vaughan, President Truman's blunt-spoken military aide, arrived early and told reporters he was there for the reburial of "that Longoria boy from Texas, which got all that unfavorable publicity because of the stupidity of that undertaker." Mexican diplomats and officers arrived bearing floral tributes. And Sen. Johnson, Lady Bird Johnson, U.S. Rep. John Lyle of Corpus Christi and a Mexican affairs specialist from the U.S. State Department, stood by the flag as it was removed from Felix's coffin and presented to the tearful widow while "Taps" was played and rifle salutes were fired.

Pvt. Longoria's funeral was suitably covered that year by The New York Times.

Dr. Garcia now views the 1949 Longoria incident as "a turning point for many things." He says, "It was a turning point for the American G.I. Forum; it was turning point for Lyndon Johnson - I think it pushed Johnson into national prominence; it was a turning point for the thinking of some Anglo Texans. It was a catalyst for the cause of Mexican-American civil rights."

People say Johnson followed President Kennedy's civil rights ideals. I can't argue that away, but I say Johnson would have pushed civil rights from the very beginning if he could have. He was like this. But of course, if you were like this in '48 or '49 and you exposed it before the Texas establishment, you were a dead duck politically.

"As it was," Dr. Garcia contends, "they started calling Johnson many bad names (as a result of his involvement in the Longoria incident). I think they insulted the man pretty much."

Garcia adds: "You've also heard it said that the Mexican-Americans are following in the black people's civil rights trail. I have only admiration and respect for the black civil rights movement. But for it to be said that we followed in the tracks, no, I think it was the other way around. We established points in law, precedents that they followed through."

"The Felix Longoria case helped us very much," he concludes. "But I don't think anybody was victorious. It was a tragedy."

Tom Sutherland, now an English professor at The University of Texas at Arlington, was working in Austin as executive secretary of the Texas Good Neighbor Commission at the time of the Longoria incident. He received one of Dr. Garcia's telegrams. The Good Neighbor Commission had been established during World War II and sought to improve relations between Texas and Mexico and other republics in Central and South America. Sutherland recalls his initial response to the Longoria affair: "Newspapers called me and asked what I thought: 'Is this discrimination?' I said, 'Yes, it is.' I didn't bother to ask Gov. (Beauford H.) Jester what to think or say, because I considered that if I had been hired for the job (with the commission) not because of any political reasons but on account of my knowledge of Texas, Mexico, Mexicans and Spanish, then I knew what to say. I said, 'Yes, it was discrimination.'"

Angered by Sutherland's rant, Rep. J.F. Gray of Three Rivers urged the Texas Legislature to abolish the Good Neighbor Commission and called for an investigation into the reburial controversy. Five members of the Texas House

were appointed to the committee which conducted hearings in Three Rivers.

Newspaper accounts of the hearings do not mention the tense atmosphere outside the Rotary Club building as Garcia, Sutherland, members of the Longoria family and others arrived to testify before the committee. Sutherland: "It was a dangerous atmosphere. It was like high noon in a Western movie. That's how ugly the attitude to the hang-around was. One man showed a long Bowie knife. And other men said in loud voices so they could be overheard: 'You know, really, this Longoria bunch, they're just a bunch of lowdown greasers.'" Both Sutherland and Garcia recall that a South Texas sheriff with a reputation as a "killer of Mexicans" also was present - "just standing around with his gun on," Sutherland says, "and long and lean and looking just as mean as his 45."

The Longorias, Garcia and Sutherland all received threatening letters or telephone calls, and the wheels of one witness' car were loosened. But the act was discovered before it caused an "accident."

During the five days of hearings, funeral director T.W. Kennedy admitted he had said "whites would not like it" when Beatrice Longoria asked to use the funeral chapel, but denied he was prejudiced toward Mexican-Americans. Kennedy contended that there was considerable evidence "to the effect that there has been trouble" between the wife of Felix Longoria and the rest of Longoria's family, and that he was "referring to the fact that the 'whites' would not like the disgrace of a public disturbance at a funeral in the chapel." He said that he had suggested Beatrice use her home for the service, as Mexican-Americans in Three Rivers usually did. Kennedy later publicly apologized for his use of the word "whites." Felix's widow told the committee she had been "mortified and hurt" by Kennedy's refusal of the chapel. And the Longoria family's lawyer, Gus Garcia, charged the committee with having made up its mind in advance "that denying the use of a funeral chapel because Longoria was of Mexican descent is not discrimination."

Amid the investigation, a new barbershop opened for business next door to the Rotary Club building. Juventino Ponce, then 29 and a veteran of World War II, walked in to the barbershop and asked for a haircut. The barber, Ponce later recalled, glared at him and said, "I'm sorry, but we don't serve Latin Americans."

On April 7, 1949, four of the five members of the committee filed a majority report with the House absolving Three Rivers and the funeral director of all charges of discrimination. State Rep. Frank C. Ollorf of Marlin filed a minority report disputing the majority's findings, and one day later Rep. Byron Tinsley of Greenville requested that his name be stricken from the majority report. Tinsley stated in a telegram to House Speaker Durwood Mangord, "It was my feeling that there was haste in making a majority report into the Longoria incident."

Also on April 8, State Sen. Rogers Kelley of Edinburg charged the majority report was "a slap in the face of the more than one million Latin American citizens of the state of Texas... (and) a tragic blot on the democracy of Texas and the United States."

But the most eloquent and moving statement already had been made. Four days after Felix's funeral, a man who was now too old to build fences and who had lost a beloved son in a war, filed a notarized statement in Live Oak County. "If any embarrassment has been caused by this case to anyone," Guadalupe Longoria had written, "I'm sorry. But after all, I did not create a feeling of prejudice which seems to exist in many places in Texas against people of my national origin. Other people are responsible for that. I think that we would only be fooling ourselves to try to leave the impression that people of Mexican descent are treated the same as anyone else throughout the State of Texas."

ALCORTE AUTOMOTIVE SERVICE
 COMPLETA REPARACION DE MOTORES, USAMOS PARTES DE MARCAS RECONOCIDAS. NUESTRO TRABAJO ES DE PRIMERA CALIDAD

CARBURETORS
 MOTOR TUNE UP
 BRAKE WORK

902 AVE A LUBBOCK 747-7851
COMPLETE AUTO SERVICE CENTER
 • TRANSMISSION SERVICE • MUFFLERS & TAIL PIPES
 • AUTO AIR CONDITIONING • BRAKE SERVICE
 • WHEEL ALIGNING • ENGINE TUNING & REBUILDING

INSURANCE
JUAN CORTEZ

HOMEOWNERS
 BUSINESS - FIRE
 HOUSEHOLD
 MOBILE HOMES
 AUTO
 ANIMAL LIFE
 SPECIAL RISK

763-7311
 1615 AVE M LUBBOCK, TEXAS
 SHROPSHIRE AGENCY AND ASSOCIATES

CORRAL RESTAURANT
 762-9526
 COMIDAS AMERICANAS Y MEXICANAS
 SR Y SRA GONZALO RAMIREZ-PROP.

2631 CLOVIS ROAD LUBBOCK, TEXAS
 ABIERTO TODOS LOS DIAS DESDE LAS 7 DE LA MAÑANA VISITENOS

20 YEARS EXPERIENCE AT YOUR SERVICE

VALDEZ ROOFING & REPAIR
 SATISFACTION GUARANTEED. NO JOB TOO BIG OR TOO SMALL

PHILIPS VALDEZ 763-7688
 2402 AVE K LUBBOCK, TEXAS

C B RADIO SERVICE
 SERVICIO RAPIDO Y GARANTIZADO
 BOB'S C B RADIO SERVICE
 797-8341--3130 34th St. --Lubbock, TX

OJO OJO OJO OJO

LA CASA TAXCO Anuncia a su Distinguida clientela, que estamos recibiendo cada semana, Alarma, Alerta, Valle de Lagrimas, Box y Lucha Ring Mundial, Revistas de Amor y Comicos. Además tenemos los hits al día en L. P. y 8 Track Tapes y 45 reboluciones, y Articulos religiosos, Yerbas Medicinales a 25¢ el paquete, para mas informacion llame a 747-8565 o escriba a

CASA TAXCO
 113 N. University Tel 747-4845

ESTE ES EL TIEMPO DE QUE SE PREPARE A INSTALAR SU AIRE ACONDICIONADO EN DE SU AUTOMOBIL, Y PARA ESO VEA A TED CONTRERAS A-1 AUTO AIR CONDITION.

1419 Ave G 747-2748

GILBERT'S AUTO SUPPLY
 QUALITY PARTS AT DISCOUNT PRICES

Gilbert's AUTO SUPPLY
 OPEN MON - FRI 8 - 9
 SAT 8 - 6 SUN 10 - 4
 747-4676

STARTERS - CARBURETORS
 BEARINGS - MUFFLERS - FUEL PUMPS - SHOCK ABSORBERS - GENERATORS - ALTERNATORS - SEAT BELTS - AUTO RACING & SPORTS CAR EQUIP. 708 4th

ANDY'S PLUMBING & HEATING
 Fast - Expert REPAIRS WE WILL GIVE YOU A FIVE DOLLAR DISCOUNT ON ALL MINOR INSTALLATION AND REPAIRS AND ALL DRAIN AND SEWER SERVICES WITH THIS COUPON CALL TODAY

Call 762-3468 ANDRES CRUZ - Owner

• ELECTRIC SINK & SEWER SERVICE
 • WATER HEATER SALES & SERVICE
 • CALL FOR FREE ESTIMATES

3202 2ND

99.5 **kwgo** stereo fm
 "LA ESTACIÓN CON MUCHO CORAZÓN"

MUCHAS GRACIAS!
 Por Apoyarnos en Nuestro Primer Año

CELEBRE CON NOSOTROS EL DIA 29 DEL PRESENTE EN UN GRANDIOSO BAILE ANIMADO POR EPIFANIO OCHOA EN EL CENTRO CRUSILLISTA !!

NOTICIAS de COMA

COMA felicita al Lic., y miembro del cuerpo que lucha por las injusticias, Patricio Abeyta, quien cumple años el Viernes pasado. FELIZ CUMPLEAÑOS

COMA felicita tambien a la popularísima Radic difusora. KWGO-FM, quien celebra su aniversario. Feliz Aniversario y les deseamos muchos mas años, con mucho éxito

COMA les desea éxito a las personas que fueron elegidas como caudillos de la mesa directiva, quienes estaran a cargo de unir o de formular un plan para las Fiestas Patrias este 16 de Septiembre.

El Sr. T.J. Patterson, de la Universidad de Texas Tech, así como COMA, les desea invitarles a participar en las clases de Computadores que acaban de dar principio en la Universidad. Para más información sobre esto llame al tel. 762-5959

COMA le da las gracias al Lic. Tomas Garza por su contribucion en for na de comentarios y observaciones, durante la reciente junta mensual.

MENSAJE IMPORTANTE

LA JUNTA ANUAL DE LA ASOCIACION ESTATAL TAMACC, HA SIDO CAMBIADA de fecha. Esta se llevara a cabo en los siguientes días: 6 y 7 de AGOSTO!! Además, dicho evento se llevara a cabo en la Ciudad de DALLAS, TEX.

ROSIES TV

Vendemos y Reparamos TV de color Blanco y Negro Reparamos Radios y Tapes, Visitenos

207 N. University 763-6206 Lubbock

NACHO'S SHOE SHINE

1215 AVE. F 75¢



KEEP YOUR SHOES SHINED AND HELP KEEP LUBBOCK BEAUTIFUL. NACHO'S SHOE SHINE IS THE MAN TO SEE. 75¢ ONLY FOR THE BEST SHINE IN TOWN. BE SURE AND VISIT THE ONLY CHICANO SHINE MAN IN BIG LUBBOCK!!!!!!

ARNETT BENSON

SR. CITIZENS THRIFT STORE

2711 CLOVIS ROAD

CONTAMOS CON GRAN CANTIDAD DE ROPA BASIJAS Y CALSADO ARTICULOS DE VERDADERA NESECIDAD ROPA PARA CABALLEROS DAMAS NINOS MUEBLES Y MUCHOS ARTICULOS QUE USTED PUEDE LLEVAR A CASA POR MUY POCO DINERO, CONTAMOS CON ARTICULOS QUE USTED NESECITA,

HAY UN*SIÑFIN DE ARTICULOS QUE QUEREMOS REGALAR SI ES QUE USTED LOS NESECITA, VENGA TEMPRANO PARA QUE USTED LLEVE DE LOS MEJORES.

TRAJES PARA HOMBRE 1.50
PANTALONES DE SALIR 1.00
VESTIDOS PARA DAMAS 25
CAMISAS DE SALIR 50¢ y 1.00
zapatos
ZAPATOS 10 y 25¢ 50¢

ATENCION A LA COMUNIDAD
Si usted tiene algunos muebles o ropa que usted quiera donar llamenos a este numero.
763-5869 o 744-8951 y nosotros hiremos por ellos.

QUEREMOS RECORDARLE QUE TODO LO QUE SE JUNTA EN ESTA TIENDITA ES PARA AYUDA DE LOS ANCIANITOS, Y CUANDO USTED COMPRA EN ESTA TIENDA USTED ESTA AYUDANDO A LOS QUE VERDADERAMENTE NESECITAN LA AYUDA, RECUERDE! TENEMOS MUCHOS ARTICULOS QUE QUEREMOS REGA... AQUELLAS PERSONAS QUE LAS NESECITEN.



The Consumer Alert

by John L. Hill
Attorney General

Austin — Many Texas consumers, like their counterparts in other states, are shopping for a vacation that will allow them to "get away from it all" at a reasonable price.

But saying goodbye to familiar surroundings for a few weeks often means saying hello to a big stack of bills on the return for many families.

Some consumers have found a way to enjoy a pleasurable vacation in picturesque settings far from home without going into debt, however. They "house swap" with another family living in an area they want to visit.

"House swapping" should be approached with care, our Consumer Protection Division attorneys say, since it basically involves allowing strangers full access to your home and belongings. But risks can be minimized by being fully informed and by taking certain precautions, they add.

Exchanging homes temporarily cuts the cost of a vacation considerably since hotel or motel prices are eliminated, leaving only transportation and food. And since a family can cook "at home" during their swap, food costs may be no more than if they had stayed in their own backyard.

House swapping vacations can be arranged within the United States or overseas during all seasons of the year, although the majority take place during the summer months.

Making contact with a potential house swapper in a popular vacation spot can be difficult, unless you start several months in advance. Some national publications have classified sections where house swappers advertise. And there are vacation clubs which arrange house exchanges as a special service for members. Members pay a fee to list their

homes in a "swap directory" which carries descriptions and photos of homes up for swapping, along with names and addresses of owners.

Occasionally, individuals or families may place classified ads in newspapers in the area where they want to visit describing their own home and asking potential swappers to write to them.

Persons who have participated in vacation house swapping caution that the arrangements should not be made in haste since this could lead to major misunderstandings and problems. They recommend that several letters be exchanged over a period of a few months describing family members or others who will be involved in the swap and outlining special interests and type of vacation desired.

They also suggest that photographs of homes and vacationers be included, along with detailed information about size and facilities of house and yard. Area maps and travel and vacation literature should be included, in order to allow swappers to plan side trips, sightseeing expeditions, or a sampling of local activities and events.

Veteran house swappers recommend, too, that you take care to spell out whether automobile and boat usage is included in the deal, what types of insurance coverage both parties have, who will pay utilities, and what housekeeping chores, such as feeding pets or watering houseplants, will be expected.

While this written agreement might not prevent your best fishing rod from being snapped, or your coffee table burn, it may give you a better basis on which to decide whether to entrust your home to someone else.

20 YEARS EXPERIENCE AT YOUR SERVICE



VALDEZ ROOFING & REPAIR

SATISFACTION GUARANTEED. NO JOB TO BIG OR TO SMALL

PHILIPS VALDEZ 763-7668

2402 AVE. K LUBBOCK, TEXAS

LOS COMPUTADORES, UD., Y SU NEGOCIO

La escuela de Administracion de negocios como un agente para OMBE (Office of Minority Business Enterprise) tiene un programa nuevo de entrenamiento para personas que piensan establecer o mejorar su negocio.

Por que sera bueno tomar este curso? Segun datos estadisticos, una de las razones principal, que muchos negocio no tiene éxito es por falta de educacion en el manejo del negocio.

Cuanto tiempo se llevara? Este programa le permite progresar segun su capacidad. El tiempo requerido es solamente 4 horas por semana.

Que sera el costo? Es gratis, y puede ser de beneficio para su negocio.

Como es diferente este programa?

- 1) El curso usa instrucciones calculadas, las cuales permiten a cada persona trabajar a su paso.
- 2) Como negociante, es difícil dejar su negocio para atender cada semana.
- 3) Ud. aprende de un computador, (Segun su capacidad), que le presenta informacion y despues le hace preguntas.

De que me pueda servir?

- 1) Conocimiento de manejar su negocio.
- 2) Conocimiento Financial
- 3) Soluciones para problemas que tenga su negocio.
- 4) Maneras de evitar problemas en su negocio.

Que temas seran cubiertas?

- 1) Formas de Informacion- lugares donde personas que quieren establecer o mejorar su negocio pueden obtener informacion en las diferentes temas.
- 2) El Proyecto de Negocio- un guia para proyectar un negocio nuevo y asegurar su éxito.
- 3) Organizaciones de Negocio- un

Completa Reparacion de casas y agregamos cuartos

N. V. HOME REPAIR
FRAMING & ROOFING
2908 DUKE ST LUBBOCK, TEXAS
PH 765-8730 765-8713

LONGHORN MEAT MARKET

1706 34TH ST. LUBBOCK 747-2329
JUNIOR, ADOR AND HIRAM LOPEZ

Bacon LB. 99¢ LONG HORN SPECIAL
Menudo 4 LBS 1.00 50 LBS MEAT
MANTECA 35 LBS. 14⁹⁵ 39⁹⁵

ACEPTAMOS CUPONES DE LA COMIDA
ABIERTO 7 DIAS POR SEMANA

HOUSE FOR SALE

Living Room, 3 Bed Rooms, Den and 2 Baths.

Sewing Room or Office, Call 797-0067 After 5 P. M.

Pancho Villa.

comentario en las diferentes organizaciones de negocio, pequeños hasta corporaciones con las ventajas y desventajas de cada uno.

- 4) Formas de Ingreso- una descripción de ayuda financiera para el progreso de su negocio con las ventajas y desventajas relativas a cada una.
- 5) Impuestos- guía para organizar sus impuestos estructurales y protegerle de perdidas.
- 6) Administracion- examinacion a varios tecnicos que se pueden usar para establecer un negocio mas productivo.
- 7) Despacho- Un analisis completo del sistema del despacho desde la creacion del producto hasta la venta del producto al por menor.
- 8) Inventario- un guia de las sistemas inventorias en un negocio.
- 9) Contaduria- un guia para establecer un sistema apropiado de teneduria de libros para un negocio individual.
- 10) Administracion Personal- la seleccion de empleados probables y otras practicas administrativas son discutidas. Tambien, beneficios para los empleados y el negociante son discutidos.
- 11) Aspectos legales de Negocios Pequeños- discusion de prestamos y bancarrota para el negociante. Maneras de evitar estas situaciones y diferentes seguros obtenibles tambien son discutidos.

Title 1 Grant Application & Public Annoucememt

The City of Lubbock announces that it has submitted a grant application to the U.S. Department of Labor for funding under Title 1 of the Comprehensive Employment & Training Act of 1973, as amended (CETA) P.L. 93-203. The intent of this application is to request a grant allotment of funds under Title 1 allocation for FY 1977. The total amount of funds available for the City of Lubbock for the 12-month FY 1977 program year will be \$794,291. Expenditures will not be accrued until October 1, 1976. The purpose of these funds will be to provide job training and employment opportunities for economically disadvantaged, unemployed, and underemployed persons and to assure that training and other services lead to maximum employment opportunities and assist program participants to become economically self-sufficient. Special emphasis will be given to significant segments of the population which will include, but not be limited to, persons receiving public assistance payments, Vietnamera veterans, heads of households, and persons of limited English-speaking ability. Program activities and dollar allocations are:

Category	Planned	Actual
Classroom Training	6377	6345
On-the-Job Training	36	16
Public Service Employment	0	0
Work Experience	270	206
Services To Participants	158	138
Accrued Expenditures by Cost Category		
Administration	\$ 56,740	
Allowances	252,534	
Wages	187,573	
Fringe Benefits	15,974	
Training	75,974	
Services	126,288	
Total	\$724,063	
Black	121	
Spanish-American	119	
Female	209	
Heads of Household	194	
Economically Disadvantaged	264	
AFCDC Recipients	47	
Veterans	40	
High School Drop-Outs	194	
In-School Youth	48	
Migrant & Seasonal Farmworkers	5	
A comparison of performance against the FY 76 plan through the 4th quarter of FY 1976 shows the following:		
A. Enrollments in Program	Planned	Actual
Activities		
Classroom Training —	109	162
Prime Sponsor		
Classroom Training —		
Voc. Ed.	55	111
On-the-Job Training	77	84
Public Service Employment	0	0
Work Experience	212	207
B. Placements & Terminations	Planned	Actual
Total Individuals Entering Employment	243	195
Total Individuals Terminated	482	334
C. Significant Segments of the Population Served	Planned	Actual
Black	99	152
Spanish-American	227	284
Veterans	33	73
Handicapped	28	28
Migrant & Seasonal Farmworkers	14	39
Female	399	318

If it is planned that these activities will provide assistance for, but will not be limited to, the alleviation of such problems as economically disadvantaged youths needing assistance to stay in school, and vocational training and employment for economically disadvantaged, unemployed and underemployed persons 16 years or older. Approximately 264 individuals are to be served by this program. Approximately 224 will be terminated and 123 will be placed in unsubsidized employment. The application may be reviewed at the South Plains Association of Governments, 1611 Avenue M, Lubbock, Texas 79401, phone (806) 762-8721, between the hours of 8 AM and 5 PM. Interested persons wishing to make comments should mail them to the above address and to William Harris, Assistant Regional Director for Manspawer, U.S. Department of Labor, Employment & Training Administration, 555 Griffin Square, Dallas, Texas 75202. Comments should be made no later than August 15, 1976. Further information about programs in Lubbock may be obtained at the offices of the South Plains Association of Governments. Significant segments and the number to be served are:

Every Day Is Bargain Day at the Bargain Center

CALORIC®

GAS APPLIANCES

- RANGES
- BUILT-INS
- ELECTRIC DISHWASHER

SOME DAMAGED - SOME SLIGHTLY USED - SOME DISCONTINUED
\$5.00 DELIVERY

Bargain Center

Across From Fields and Company

1620 4th St.