

President Johnson at the swearing-in ceremony of Vincente T. Ximenes as a member of the Equal Employment Opportunity Commission. At the ceremony were (l. to r.) Secretary of Agriculture Orville Freeman, Mrs. Ximenes, Mr. Ximenes, HUD Secretary Robert C. Weaver, and the President.

YOU have done more,
and you are still doing more,
for the Mexican-Americans —
Puerto Ricans and Hispanics

because...



A lively conversation is stirred up when California Congressman, Edward Roybal, meets with Vicente Ximenes of EEOC, Oscar Laurel of the National Transportation Safety Board and Armando Rodriguez, of the Office of Education.

Equal opportunity has become a living policy

President Johnson, in his four years of office, has demonstrated a willingness and a readiness to reach out into the community to select highly qualified and capable men and women of all races, religions and national origins to guide and administer the policies of the Johnson Administration. More than any President before him, President Johnson realizes the strength of democratic government is the diversity of the men and women in it — men and women of all groups, levels and stations of American life.

Equal opportunity is no longer a political promise, but a living policy of this Administration. More significant appointments of qualified Spanish Speaking Americans to decision-making positions of government, though not listed here, have been made . . . and many more may be expected in the future.

"Today, we reaffirm the ideal of full opportunity for every citizen in the United States of America".

LYNDON B. JOHNSON

THE DEMOCRATIC NATIONAL COMMITTEE
2600 VIRGINIA AVENUE, N.W. WASHINGTON, D. C. 20037

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"Americans of Spanish surname, who have furnished the muscles that turned much of the Southwest from arid desert into miraculously productive farmland, who laid the foundations of our cities, and who have willingly laid down their lives to defend it all, now know that the great American dream, so long denied, can be theirs."

Congressman Henry B. Gonzales
of Texas



There is a new focus on opportunity for U.S. Latinos

The Spanish Speaking Americans, approximately 10 million strong and representing the second largest minority in our country, like many minority groups often have had to turn to government for the protection of their rights and the encouragement of their advancement.



Vice President Hubert H. Humphrey and Mrs. Humphrey discuss book, "...and now Miguel" with New Mexico Senator Joseph M. Montoya.

The Democratic Party believes that government has an obligation to match the promise of American opportunity with action — in employment, decent wages, better education, improved housing, improved community facilities, and the guarantee of the civil rights which every American expects.

The Johnson Administration

— has more than doubled its investment in the most diverse health and medical program in history, from \$5.1 billion to \$12.4 billion.

— tripled federal funds for education of children, from \$4.7 billion to \$12.3 billion, as law after law was approved by the 88th and 89th Congresses.

— for the first time, included more than NINE million new workers under a higher minimum wage.



Secretary of Interior, Stewart Udall, listens to recommendations being made by Congressman Eligio (Kika) de la Garza from South Texas.



President Lyndon B. Johnson listens to interesting comments from Congressman Abraham "Chic" Kazen of Laredo, Texas. In center is Cris Aldrete, Special Assistant for Hispanic Political Affairs to Chairman John Bailey.

Notable Appointments of Spanish Speaking Americans

Dr. Hector P. Garcia, Texas — U. S. Delegation to the United Nations

Raul H. Castro, Arizona — Ambassador to El Salvador

Benigno Hernandez, New Mexico — Ambassador to Paraguay

Ambassador Raymond Telles, Texas — Chairman, U. S. Section of the Joint United States-Mexican Commission on Economic and Social Development of the Border Area

Vicente T. Ximenes, New Mexico — Equal Employment Opportunity Commission and Chairman of the President's Cabinet Committee on Mexican American Affairs

Oscar M. Laurel, Texas — National Transportation Safety Board

Frances Flores, California — Defense Advisory Council of Women in the Services

Dr. Julian Samora, Indiana — National Advisory Commission on Rural Poverty

Virgilio G. Roel, Texas — Post Office Department's Board of Appeals and Review

Alex Mercure, New Mexico — National Advisory Committee on Adult Basic Education

Agustin Flores, California — Annual Essay Commission

Maria Urquides, Arizona — National Advisory Council on Extension and Continuing Education

Dr. Jose Maldonado, New Mexico — Advisory Council on Insured Loans to Students

Herman E. Gallegos, California — National Advisory Commission on Rural Poverty

Dr. Jose Garcia, Texas — Advisory Council on Health Insurance Benefits

Mrs. Concha Ortiz y Pino de Kleven, New Mexico — National Commission on Architectural Barriers

Armando Rodriguez, California — Coordinator of Educational Programs for the Spanish Speaking in the U. S. Office of Education

Dr. Raymond A. Gardea, Texas — National Advisory Council on Medical, Dental, Optometric and Podiatric Education

Dr. Edward T. Ximenes, Texas — Advisory Committee on Older Americans

— invested more than \$25 billion in a concerted war against poverty to help its citizens share the fruits of American prosperity and education.

— trained or retrained over ONE MILLION men and women, including young people, for new skills and occupations under the U.S. Manpower and Training Programs.

"Today, we affirm this truth: That what we do for any minority, we do as well for the majority. After all, we do all of this for America."

LYNDON B. JOHNSON