



HISTORIANS *of* LATINO
AMERICANS *Tarrant County*

GENERACIONES,

EXPRESSIONS *of*
BROWN IDENTITY
in FORT WORTH:

—— 1900-1990 ——

GILBERT GARCIA

A virtual exhibit produced and created by HOLA Tarrant County. 2020.

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— 1900-1990 —
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EXHIBIT GENERACIONES



FORT ★ WORTH

1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990

The virtual exhibit will showcase three generations of brown identity in Fort Worth from the early 1900's through the 1990's by highlighting the life and activism of **Gilbert C. Garcia**. The focus is to examine the manifestations of the *Mexicanist or Immigrant, Mexican American, and Chicano Generations in Fort Worth*, along with the various ways these evolving identities and their relationships with the white majority, led to reform in the city.



EXHIBIT GENERACIONES

GENERACIONES
— 1900-1990 —
GILBERT
C. GARCIA

EXHIBIT GENERACIONES

GENERACIONES
— 1900-1990 —
GILBERT C. GARCIA



Fort Worth's historical narrative has far too long ignored the Mexicanos who have lived in and helped build its infrastructure and growing economy since the late nineteenth century.

The city's boosters in the early twentieth century created a monolithic picture of Fort Worth as a city of cattle and white cowboys —"Where the West Begins"—and successfully erased the history of a multiethnic presence.



EXHIBIT
GENERACIONESGENERACIONES
— 1900-1990 —
GILBERT
C. GARCIA

Our work here demonstrates the long history of Mexicanos in Fort Worth and shifts the perspective of the city's history from that monolithic picture to the experiences of Mexicanos. Through this new lens, Garcia's efforts to breakdown racial barriers, ensure the city leadership heard his community's needs, establish political representation, and unify young and older activists, moves from the margins to its proper central place in the historical narrative of Fort Worth.

MEXICANIST GENERACIÓN

1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990

MEXICANIST GENERACIÓN

“the MEXICANIST Generation saw themselves as outsiders, they identified as Mexican and “often looked to Mexico for news, business and cultural belonging.”

MEXICAN
REVOLU-
TION

World
WAR
I



GREAT
DEPRE-
SSION

World
WAR
II

1900

1910

1940

1914

1950

1918

1960

1929

1970

1939

1980

1990

The journey of Mexican immigrants into the United States has a long and rich history. The migration of Mexicans into the United States increased greatly in the early twentieth-century. Mexican immigrants crossed the border seeking employment opportunities and an escape from the chaotic political atmosphere of revolutionary Mexico. The mostly male immigrants entered into a pattern of circulatory migration for the first quarter of the century, coming and going across the border with little resistance from the American government.



“From 1920-1921 There were very few families prior to the 1910. The railroads and the beet companies made the city a distribution center for manpower. The population at the time was mostly migratory type, working all the way to the Canadian boarder for eight months, and returning to South Texas for the winter months.

Some gradually made their homes here. during the Mexican Revolution the emigration like waves increased or diminished; The last large surge was in 1921: Relatively few are from the Northern States of Mexico have furnished the greater part of our population.”



* A Social Study of the Mexican Group in Fort Worth, TX, The Inter-American Council, and the Camara de Comercio Mexicana

From 1921 to 1940: From 1922 the population became of a more permanent type. School facilities for the children were an increasing factor. To give a chance to the new generation, the parents had to work for meager wages, and for long hours in the hardest jobs in the community. In the transition from migratory to permanent residents, they were forced to live in slums in houses which other minority groups left as they pushed to higher standards of living.



In the rubble of their slum dwellings they planted the flowers which before had hung from the side of the box cars as a symbol of hope. The men learned enough English to transact their business. For their protection and the gregariousness they formed “colonies”, which some called Little Mexicos. The Church was their main source of assistance, encouragement, and instruction.

* A Social Study of the Mexican Group in Fort Worth, TX, The Inter-American Council, and the Camara de Comercio Mexicana

The repatriation sweeps during the Great Depression sent half of the Mexican residents of Fort Worth to Mexico but many returned to the city during the Second World War. This was the status quo in Fort Worth for Mexican Americans when Gilbert Garcia arrived in 1940, a small entrepreneurial class of Mexicans, an informal economy catering to their own. These businesses or people were not welcomed outside of the barrios. They lived in the same neighborhoods with unpaved roads, monthly jamaicas (neighborhood festivals), and boys baseball leagues, separate from the Anglo majority.

OBREGON IS GRATEFUL FOR AID TO MEXICANS

Gen. Alvaro Obregon, president of the Republic of Mexico, through the Mexican consulate in Dallas has commissioned Trinidad, president of the Honorable Association of Fort Worth, to thank those who aided the country the thanks of the public.

In a statement to the Fort Worth Association, the Western Fort Worth, The Fort Worth Record Press and all others of the Good Fort Worth:

Having been by the Mexican who is acting as president of the to present to president, and

200 MEXICANS LEAVE TONIGHT, BEGINNING OF REPATRIATION

A special train with 200 Mexicans aboard will leave Fort Worth for Laredo over the International & Great Northern Railroad tonight, Roberto Garcia, Mexican consul, announced Monday afternoon after a conference with W. H. Winfield and A. E. Waldron, railroad representatives. This train will be the first to carry Mexicans back to their own country at the expense of the Mexican government.

Four thousand Mexicans, men, women and children, will be taken from Fort Worth within a month, Garcia declared. Garcia has received funds for the first shipment and is confident that he will receive the money for the others immediately.

APPOINTMENT OF MEXICAN VICE CONSUL LIKELY

Approximately 2,000 Mexicans assembled at Butcher ball Wednesday night to honor General Alvaro Obregon, elected by acclamation of their number as a representative to organize a semi-permanent Commission to mediate between the Mexican population and the Mexican population in this section, and to do welfare work. As many as 2,000 were on the outside of the assembly was informed by Garcia that he would recommend Obregon the appointment of a vice consul in Fort Worth inasmuch as this city has more than 12,000 Mexicans.

MEXICAN AMERICAN GENERACIÓN

1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990

MEXICAN AMERICAN GENERACIÓN

MEXICAN AMERICANS “stressed patriotism, citizenship, middle-class aspirations, external validation, assimilation to mainstream norms and institutions, less confrontational forms of protest, and a hyphenated ethnic existence.”

Gilbert Enlisted U.S. Army



1941

Gilbert Married Linda



1945

American G.I. Forum, FTW



1949

1900

1940

1950

1960

1970

1980

1990

MEXICAN-AMERICAN GENERACIÓN

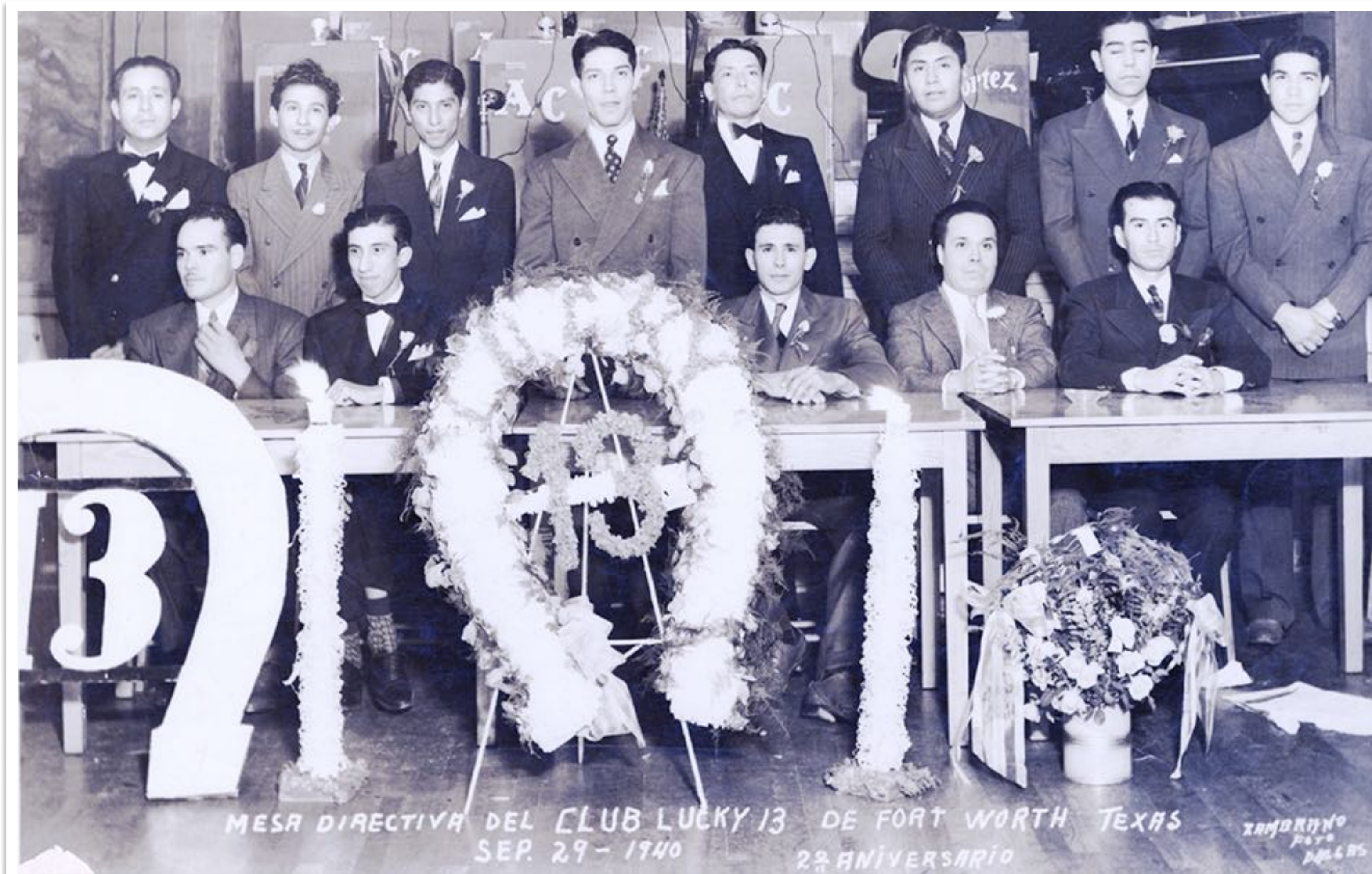
GENERACIONES
— 1900-1990 —
**GILBERT
C. GARCIA**

These influential men and women were dominant from the 1930s to the 1960s and were impacted by both World Wars and the period of nativism and repatriation that occurred between them. “They were a pivotal group that possessed “a character of its own, a richness of political struggle, and a deep search or identity.”



Garcia felt a responsibility to help his family through the financial hard times of the mid-1930s. He joined the Civilian Conservation Corps and was sent to California to improve national parks and help fight forest fires. Joining the CCC, a segment of President Roosevelt's New Deal, afforded young Mexican men an opportunity to help their families financially and aided young Mexican American men to define their role and place in American society, outside of the barrios and the labor fields.





In 1940, Gilbert Garcia was elected president of a Mexican American social club for young men called *Lucky 13*. This club and the Gardenia Club, for young Mexican American women, came together to provide opportunities for dances and other social gatherings.

MEXICAN AMERICAN GENERACIÓN

GENERACIONES
— 1900-1990 —
GILBERT C. GARCIA



His Philippines bound ship's engine malfunctioned and was diverted to the Hawaiian Islands in November 1941. Garcia woke to the sounds of gunfire on Sunday, December 7. Once he realized it was not a training exercise, he proceeded to shoot at anything and everything in the sky. Garcia not only survived Pearl Harbor, but he also fought at Midway and four other Pacific battles earning him six battle stars.

The pivotal influence of their service in WWII, which created men who saw themselves as citizens with basic rights and that gave them an opportunity to make more of themselves economically and politically, while important, was only part of the equation. These leaders' ability to integrate their own differences and those of the next generation into a pragmatic movement was equally, if not more, important.



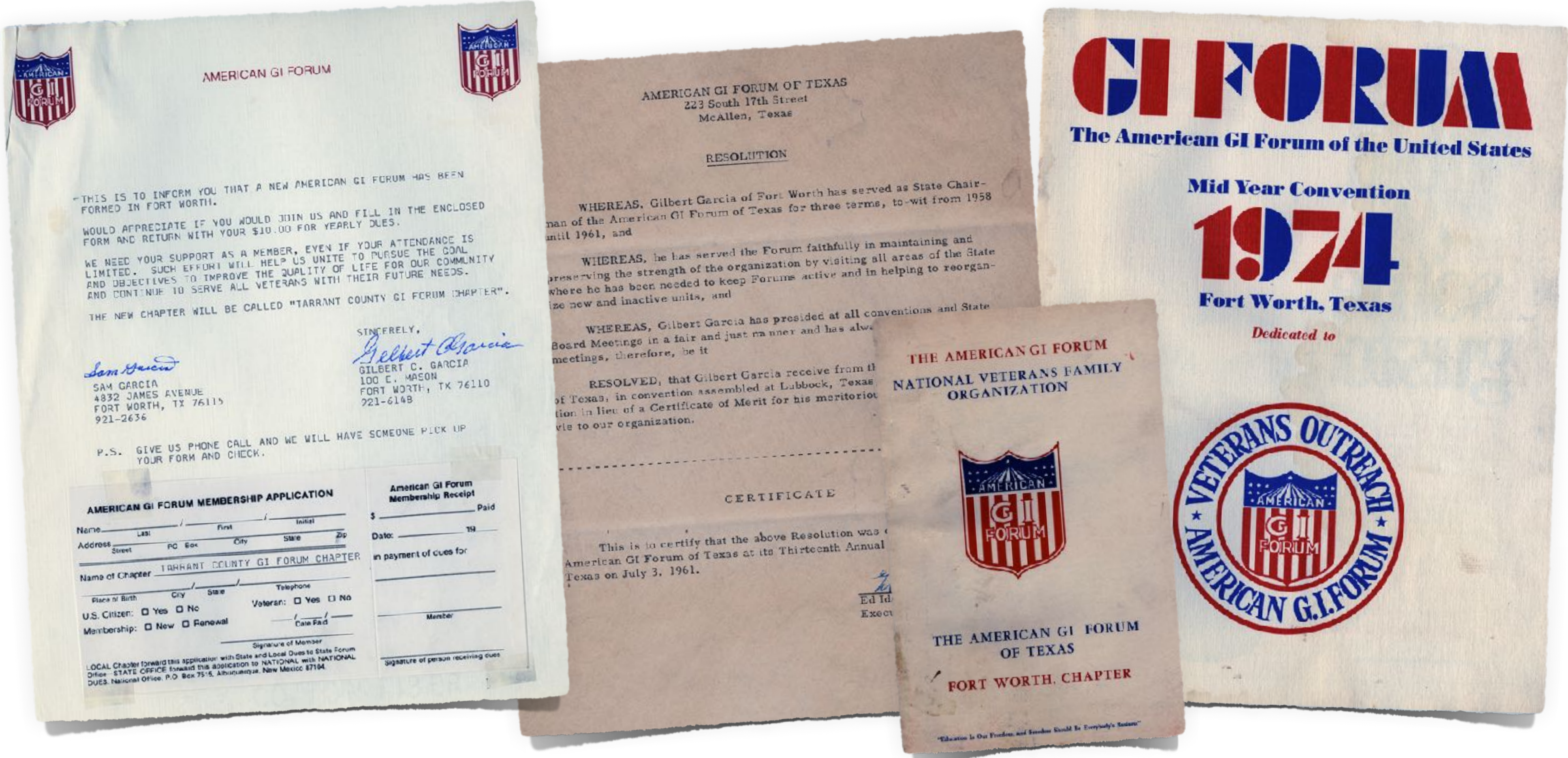
The American G.I. Forum (AGIF) is a Congressionally chartered Hispanic veterans and civil rights organization.

"Education is Our Freedom and Freedom should be Everybody's Business."



In 1948, Dr. Garcia held a G.I. Forum meeting in the living room of Gilbert and Linda Garcia in Fort Worth. Gilbert Garcia had attended one of the G.I. Forum's first conventions in San Antonio where he met Dr. Garcia and when, "he came home from that convention and he couldn't stop talking about it."





This meeting led to the creation of a Fort Worth chapter and the beginning of Gilbert Garcia’s almost fifty year long active involvement in service to his community. Gilbert Garcia also served as State Chairman for three years in which he traveled over 100,000 miles organizing and activating chapters all over the state.

Scholarship regarding Mexican American activism in the twentieth-century presents two convincing arguments: first, that World War II was important in creating a generation of activists, whom scholars have termed “the Mexican American Generation;” and the second, that those activists had a different perspective on the goals and strategies of the movement than both the preceding generation.



MEXICAN AMERICAN
GENERACIÓN

GENERACIONES
1900-1990
GILBERT
C. GARCIA

MEXICAN AMERICAN GENERACIÓN

GENERACIONES
— 1900-1990 —
GILBERT C. GARCIA



The successes of the American G.I. Forum were aided by the increase in the Mexican middle-class and the aspiring middle-class who mostly made its membership. They were men and women and families who understood the necessity of education and active reform efforts to aid in the upward mobility of their community.

Gilbert and Linda Garcia and Dr. Garcia travelled the state but were not always welcomed. “There was a time Dr. Garcia went into a restaurant and was told, ‘We don’t serve Mexicans here.’” He jokingly replied, “That’s ok, I just want a hamburger.”

Even though they were treated as second-class citizens, Gilbert, Herlinda, and Dr. Garcia did not see themselves as such and continued to challenge everyday practices of segregation even as they traveled the state organizing and supporting American G.I. Forum chapters. These subtle but important stands would have resonated with local Mexican Americans as they journeyed across Texas.



MEXICAN AMERICAN GENERACIÓN

GENERACIONES
— 1900-1990 —
**GILBERT
C. GARCIA**



“One of our biggest uphill fights has been in the field of education. I believe that through education, through sending our younger people to colleges, through learning and through efforts of this manner we’ll be able to secure the leadership that would be necessary to continue and help the Mexican-Americans to become first-class citizens. We have to continue to fight. The war on poverty has come a long way in helping our people... But even then we’ve only scratched the surface. We need to continue more and more. We need to make available to our youth...education so that they could become leaders...We definitely need to make great strides in the field of education. I believe that through education we are going to solve our problems.”

— Gilbert Garcia, March 3, 1969

MEXICAN AMERICAN
GENERACIÓN



CHICANO GENERACIÓN

1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990

CHICANO GENERACION

Neither an ideology nor a myth,
a CHICANO is a very real person.
Beyond, the person, CHICANISMO
is a way of life, a spiritual calling,
a love, a respect, and a duty.

~ Nephtali De Leon

1900

1940

VIETNAM
WAR

1960

Yo Soy Joaquin/
I am Joaquin

1950

“Corky”
Gonzalez

1967

STUDENT
WALK
OUTS

1968

1960

YOUTH
CONFER-
ENCE

1969

LEADER
CONFER-
ENCE

1969

1970

CHICANO
MORATO-
RIUM

1970

CHICANO
LUNCH-
EON

1970

1980

1990

The Chicano Generation activism across the Southwest coincided with both the increasing population of Mexican Americans in Fort Worth and the political engagement of that community. The men and women of the Chicano Generation “rejected traditional middle-class norms, sought internal validation, deemphasized assimilation, and abandoned a hyphenated existence for a more culturally nationalistic conceptualization of themselves as a separate race.”



Joe Marquez, a Chicano activist in Fort Worth helped organize and participated in a service held at St. Patrick’s Cathedral in downtown Fort Worth on Thanksgiving Day in 1969, where Cesar Chavez spoke to more than 700 people urging them to join the grape boycott.

By the late 1960s, throughout Texas, Mexican Americans struggled to unify or to decide on a specific course of action to combat the inequality that still existed in American society for people of Mexican descent, despite the many legal victories the previous generation had won.

These problems were vast and organizations, made-up of both young and old activists, found it difficult to unify and decide on a single course of action.

MEXICAN AMERICAN LEADERSHIP CONFERENCE *held in Waxahachie, Texas.*

In November of 1969, members of the Latino community in Fort Worth, including Gilbert Garcia and Jesse Sandoval whose philosophies aligned with the Mexican American Generation and, Eddy Herrera, and Joe Marquez, whose ages would suggest an alignment with the Chicano Generation of activists, attended a 1969 Mexican American Leadership Conference held in Waxahachie, Texas. Organized by Juan A. Gonzalez who attended a similar conference in Dallas, the conference sought to bring together leaders in Fort Worth who could work together to find solutions to most pressing issues for the Mexican American community.

Beginning in the early 1970s, a group of men and women met at various Mexican restaurants to discuss the issues facing the Mexican American community in Fort Worth. Formed by Gilbert Garcia and Sam Garcia, *the Chicano Luncheon* initially met on the first Tuesday of every month at noon until 1992 when they changed the venue and structure of their meetings.

They then began meeting every Tuesday at *La Trinidad Iglesia Metodista Unida* in the Northside of Fort Worth. Throughout the last three decades of the twentieth-century, this group of Mexican American community leaders created their own space within a predominantly Anglo city and worked to change the racial barriers that existed for people of Mexican descent in Fort Worth.



CHICANO GENERACION

GENERACIONES
— 1900-1990 —
GILBERT
C. GARCIA

GENERACIONES
— 1900-1990 —
GILBERT C. GARCIA

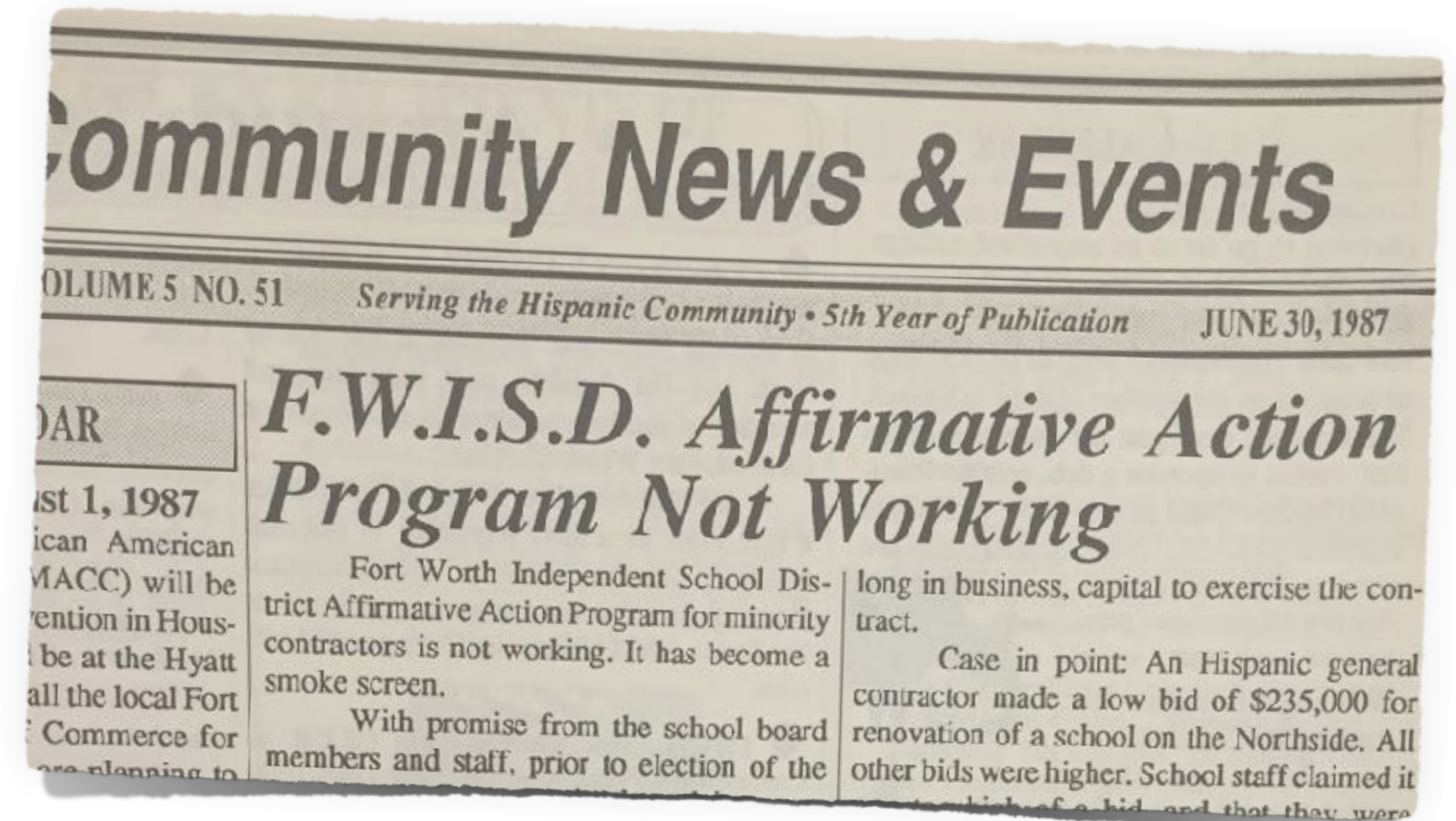


Sam and Gilbert Garcia's publication of the Hispanic Directory advanced the Hispanic economy and encouraged Anglo owned business to begin to cater to the growing Hispanic community.



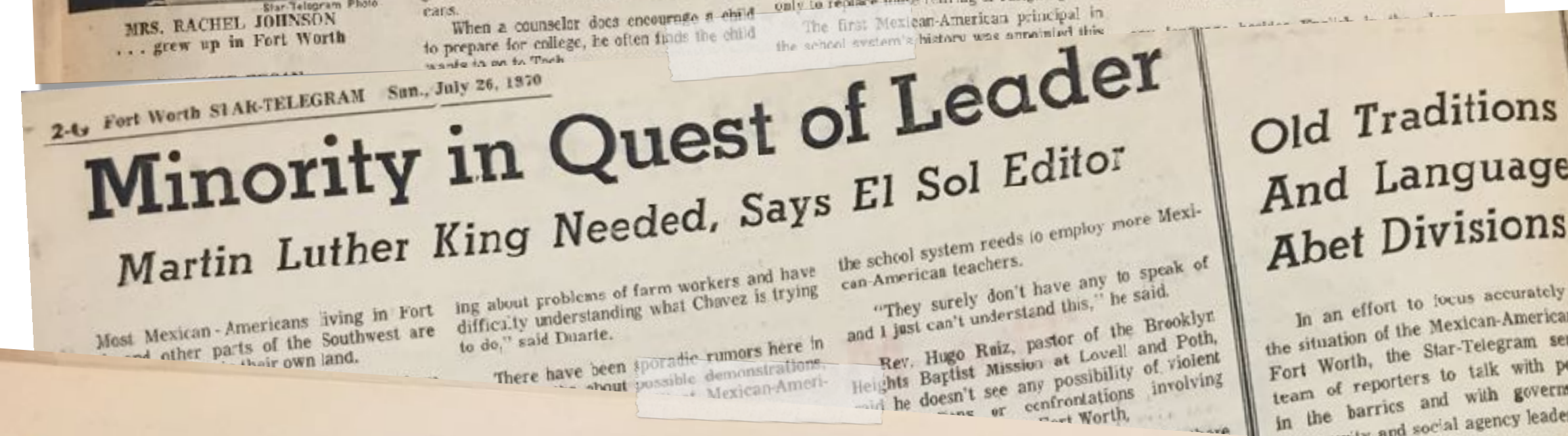
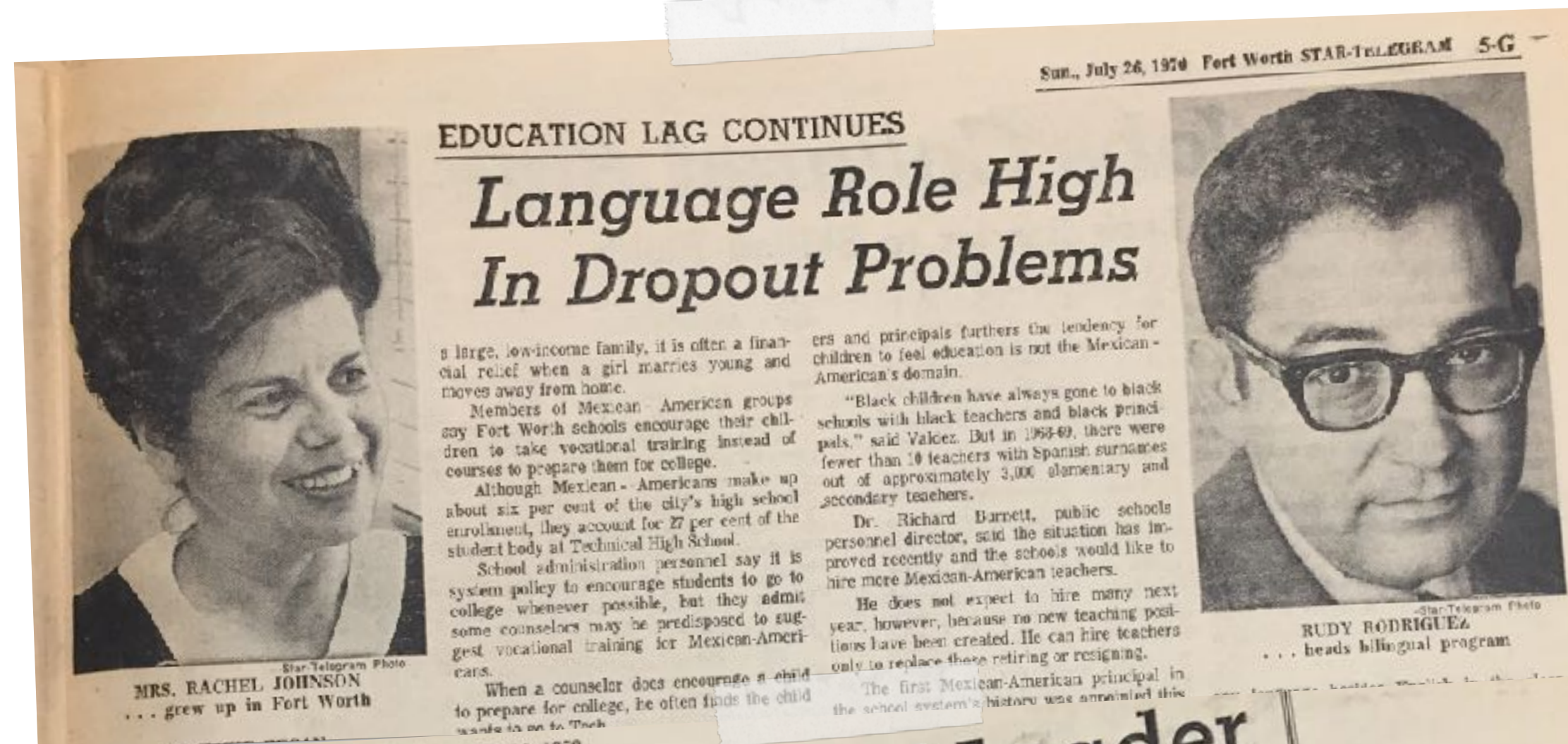


The United Civic Council, was starting a monthly publication, "El Chicano" to "give Mexican-Americans a true picture of social and economic problems."



Sam Garcia's publication of Community News and Events ensured issues pertaining to Mexican American community and happenings of multiple organizations were available to all of Fort Worth residents.





The Fort Worth Star Telegram newspaper commissioned a piece—The final analysis of the problems facing the Mexican American community in Fort Worth, according to these interns, was “related to their own culture”, and their “family ties to tradition and poverty. The interns’ stereotypical view of Mexican families and their problems is also evident in their choice of illustration for the front cover, a Mexican man and woman with six young children.

4-G Fort Worth STAR-TELEGRAM Sun., July 26, 1970

Spanish Speakers Find 'Police Blue' Real Color of Law

By DAVE KELTNER and TIM KIDD

The blue of the policeman's uniform means security to most residents of Fort Worth.

But to a good many Mexican-Americans the man in blue is an altogether different symbol.

A group of Mexican-Americans interviewed by the Star-Telegram about law enforcement and justice here pointed out that to them, the police represent fear rather than security.

This feeling, the interviews showed, is especially strong among the young Mexican-Americans—those who prefer being called "Chicanos."

One youth charged that "a Chicano is lucky to get through high school without getting in trouble with 'la cosa' (the law)."

Police officials, on the other hand, expressed the view that the difficulties are not nearly so great as some Mexican-Americans

co-rights," asserted another member of the group.

There also were charges by the Chicanos of "intimidation" and excessive use of police "stop and frisk" techniques.

"Intimidation," explained Gonzalez, "is a cop telling you to speak English in your own home."

The group gathered in his office cited incidents which they said they consider to be discrimination against them.

All five charged that unnecessary force is used in making arrests and the attitudes of some policemen are reflected in statements such as, "I don't want to mess with you Mexicans anymore."

One of the young men complained that "you're already guilty when they (the police) take you in."

Police authorities expressed the view that not all the fault lies on one side.



BOYCOTT BACKERS — Community Action Agency field workers Jose Marquez, left, and Ray Valdez work

closely with Mexican-American families in the barrios. Both are advocates of the California grape boycott.

at increasing their knowledge and understanding.

Spanish Surnames Few on Jury Roster

Only five Tarrant County residents with Spanish surnames have served at the grand jury here since 1964.

Nearly 1,800 persons have been nominated for grand jury service in last time.

Grand juries in Texas are picked by a commission appointed by criminal district judges.

The commission was instructed to obtain a cross section of the county for the jury. Service is for three months.

Each of the four district judges appoints ten candidates each year.

American authority was the source. Marquez added the clerk said she could not identify Mexican-American surnames.

"It's a poor criteria," he said.

Criminal Dist. Court Judge Ryan Marquez said he has had several Latin-American on the grand jury. Judge Walters said he has had two or three on the grand jury.

Marquez said there is discrimination in the picking of the jury. "There's been five Mexican-Americans (on the grand jury) in the past 20 years," he said. "What do you think?"

No Mexican-Americans have been appointed to the grand jury commission, the ultimate selection agency for the grand jury, in 22 years.

Psychological importance

Marquez said the grand jury is important to minority people because of its representation.

"They control the lives of men and women that come up before them," he said. "Can you imagine how many Mexican-Americans have come up before biased juries?"

A report by the United States Commission on civil rights issued in March gave further

reasons for the importance of minority grand jury service.

The report says selection as a juror or grand juror "has been found to be of profound psychological importance to minority persons."

The report added minority representation on grand juries increases the chance of people doing in deliberations.

The grand jury's function of investigating local government administration is important to minorities for the same reason, the report said.

4-G Fort Worth STAR-TELEGRAM Sun., July 26, 1970

Most Jobs Collared Blue

Education Lack Barrier to Skilled Fields

By STEVE EAMES

Mexican-Americans in Fort Worth face a myriad of problems in employment.

Although some statistics are rarely available because Mexican-Americans are not separated from whites in most records, estimates indicate the majority of Mexican-Americans are in low-income jobs, mainly unskilled and semi-skilled jobs.

In areas of supervisory, managerial and professional jobs, Mexican-Americans are a rarity.

Though most Mexican-Americans are believed to be employed in two-job skill areas, employment among the group is thought to be high.

According to rough figures supplied by John F. Brown, district manager for the Texas Employment Commission, around 50 per cent of Mexican-Americans seeking employment through his office are looking for jobs at unskilled labor.

Brown said Mexican-Americans have about the same percentage of "come backs" in his office as any other group. "Mexican-Americans are as good as any employee," he said. "In fact, I wish I had a few more (working for TCEC)."

Although some Mexican-Americans seek

when asked about labor being used in the plant.

1,000 ILLEGAL ENTRANTS

R. W. Thurmond, in charge of the Dallas Office of Immigration and Naturalization, said he knows nothing about recruiting in Mexico by plants in Fort Worth.

Thurmond said most of the illegal Mexican entrants apprehended by his office have jobs or are because while seeking a job.

His office captured 1,000 illegal entrants from Mexico in April, more than 400 in May and more than 300 in June in the Fort Worth-Dallas area.

"It is a considerable payroll," Thurmond said, speaking of the jobs filled by illegal entrants that would normally go to citizens.

Jack Wood, personnel director for the city of Fort Worth, said most Mexican-Americans working for the city are in "blue collar" positions with some in supervisory work.

He added, however, he could think of no Mexican-Americans in high supervisory positions.

In the latest breakdown of city employees by ethnic groups, made in August 1969, Mexican-American employees' percentages in eight of nine job classifications fell below the

They said most Mexican-Americans lack training for highly skilled jobs.

One company with 2,500 employees has only 50 Mexican-American in its payroll. Only five of these are in "white collar" positions.

General Dynamics had employed 554 persons with Spanish surnames as of May 31. Of these 540 were doing "blue collar" work, 178 were in "white collar" jobs and 16 were in supervisory positions.

Mexican-Americans made up 2 per cent of the payroll, estimated to be 23,000 at that time.

Mrs. Lopez of the Wesley Community Center said some problems arise in employment because of skin color.

She related being appointed program chairman in the PTA at a predominantly white school where her son attended. She was asked to resign when word spread among the parents a Mexican-American had been appointed.

Though the "job" was voluntary and inconsequential to her income, the incident shows the presence of at least some discrimination against Mexican-Americans in responsible positions.

"It hurts—deep down it really hurts," she said.

She laughed bitterly and added, "They can't tell me to go back where I came from—I'm from here."



MARY LOU LOPEZ

"... it hurts, deep down it really hurts."

For example, should an Anglo child become ill, the mother generally takes care of the child and the father remains at work or stays home, Marquez said.

In the Mexican-American family, the father makes all decisions and would leave work to take care of the child and make decisions as to what should be done.

Such differences in culture naturally cause some friction between Anglo employers and Mexican-American employees.

Without Mexican representation on the Fort Worth police force or bilingual officers, most people in Mexican communities did not see the FWPD as a symbol of security and justice but rather as a symbol for fear and unfairness. This view was most prevalent among the youth who believed that, "a Chicano is lucky to get through high school without getting in trouble with 'la chota' (the law)."

A 1969 report found that Mexicans were severely underrepresented in most job types in the city's workforce, even in the skilled and professional jobs not affected by migration. There were no Mexicans in almost three hundred city administrative or managerial employees.

Project “YO SOY,” Youth Organized to Serve Our Youth. The mentorship project focused its attention in four predominantly Hispanic neighborhoods of Fort Worth: Northside, Riverside, Meacham, and Diamond Hill and was a joint venture between the city and the school district.

“YO SOY” initially aimed to identify the problems with the way gang violence was handled, improve the neighborhood image, involve local business, identify the resources need to solve the problems, and to support the opening of a treatment center for those addicted to inhalants.



The project was funded by a local donation the first year of \$1200, the second year they received \$520 and \$500 the third year from the cities special gift fund.²⁴² Due to a lack of funding the project did not last beyond the mid-1980s.

In 1986, the *Fort Worth Star Telegram* reported the high school drop-outs were still a major issue for Fort Worth ISD.

By the 1980s, often deemed “The Decade of the Hispanics,” by the news media, there was a well-structured and well-led community of Mexican American activists in various organizations, who created their own spaces and their strategies had become establishments of Fort Worth.



Hispanics of the 80s Recipients	
1985	1986
<i>Sam García</i>	<i>Gilbert García</i>
<i>Rufino Mendoza</i>	<i>Mary Lou López</i>
<i>Guillermo Morales</i>	<i>Sonia Martínez</i>
<i>Councilman Louis Zapata</i>	<i>Ciquio Vásquez</i>
1987	1988
<i>Steve Cruz</i>	<i>Pablo Calderón</i>
<i>Lupe Felipe</i>	<i>Herlinda Balderas García</i>
<i>Juanita Rodríguez</i>	<i>Mauro Serrano</i>
<i>Edward Valverde</i>	<i>Marisa Valderas</i>
1989	
<i>Jesse Herrera</i>	
<i>Joe M. Lazo, Sr</i>	
<i>Juanita Silva</i>	
<i>RubénVallejo</i>	



“Gilberto G. Garcia, U.S. Army Air Corps, veteran, Wipes his eyes during the Pearl Harbor 50th Anniversary Commemorative medal Ceremony at the Veterans Administration Satellite Outpatient Clinic.” Awarded to 16 local veterans present at the attack.



Voice of strength

Gilbert Garcia has dedicated his life to helping other Hispanics

By JEFF GUINN
FORT WORTH STAR-TELEGRAM

Gilbert Garcia has spent most of the last 40 years traveling almost every road in Texas and raising his voice on behalf of Hispanics in business and politics. Lately, though, the always-energetic Garcia has been slowed by a stroke. He shuffles about with the aid of a walker and has trouble enunciating the simplest words. Often Garcia must depend on his wife to speak for him.

Friends and foes alike would guarantee this, though: Garcia means it when he painstakingly mutters, "I'm going to get better."

"He's done so much for everybody else all his life," added Sam Garcia, not a blood relative, but a protégé/business partner. "Now it's time for Gilbert to take care of himself."

Born in Brownsville, Garcia came to Fort Worth at age 22 in hopes of finding a good job. He met Linda Balderas at a church bazaar. The two decided to marry, but Garcia's military service intervened.

More on GARCIA on Page 4



Gilbert Garcia and his wife Linda have been a guiding force in the Fort Worth Hispanic community

Fort Worth Star-Telegram/CAROLYN BAUMAN

LA ESTRELLA Click LOCALES

Job center to be dedicated in Gilbert Garcia's memory

By ROSANNA RUIZ
La Estrella Click

FORT WORTH — The late Gilbert Garcia's name will be permanently associated with the organization that he founded to promote and improve the Hispanic workforce.

SER — Jobs for Progress, Inc.'s new Learning Center, will be dedicated to the memory of Garcia at 6 p.m. Thursday at 2400 N.W. 24th St.

The longtime community leader in Fort Worth helped found the non-profit organization in 1992 by tooling the support of United Latin American and the League of United Latin American Citizens, two other organizations he is also credited with setting up chapters here. Garcia died March 4, 1993 after a long illness.

His work continues at the new center, which was moved from the Circle Park Boulevard

building to its new location on 24th Street. The relocation was not only a chance to move to a larger facility, but the opportunity to rightfully honor the man who is credited with its formation, said Helen Sides, board member.

"When we first started going out to the community, he was one of the first ones I talked to and he helped me get the ball rolling," Sides said of the center's namesake.

SER offers job training, job placement, and English as a Second Language courses targeting high school dropouts, parenting, teens, single parent families and welfare recipients.

In addition to these services, the organization recently began offering an alternative education program for students in the Fort Worth school district. Because of a lack of money General Education Development (GED) classes are no longer available.

Juan Carru, program coordinator, explained that SER offers job training and placement through programs such as the Job Training Partnership Act and the Community Development Block Grant which serve to "address the Hispanic needs in employment and underemployment."

In addition to SER, Garcia is credited with forming the Fort Worth Chapter of the American GI Forum, the Chicano Luncheon, the Mexican-American Chamber of Commerce and the Block Grant which serve to "address the Hispanic needs in employment and underemployment."

For more information about SER and the dedication ceremony call (817) 625-6790.

Fort Worth Hispanic Businessman, Community Leader Gilbert Garcia, GI Forum Pioneer, Dies

FORT WORTH TX — Gilbert Garcia was more than a pioneer in the Hispanic community. He was a friend and role model as well, those who know him say. Mr. Garcia, a community activist and one of our first Forerunners whose voice was often the first heard on behalf of Hispanics in business, education and politics, died Tuesday, March 2, after a long illness. He was 74.

Mr. Garcia, a native of Brownsville, Texas, a Pearl Harbor survivor and WWII veteran, moved to Fort Worth 47 years ago. He founded the Fort Worth Chapter of the American GI Forum, the Chicano Luncheon, the Lucky 13 Social Club as well as the Hispanic Chamber of Commerce in Ft. Worth.

While State Chairman, he traveled throughout Texas organizing and helping veterans, educating them about their rights and how to address



Gilbert Garcia

their needs. He was particularly concerned about our youth, always promoting education and helping many organizations raise money for scholarships. He was a mentor for many GI Forerunners, among them our National Executive Director, Antonio Gil Morales. "He was always concerned about the veteran, the young people the education of

our youth. He recruited many people into the GI Forum, but most importantly he kept them involved," states Morales.

For the past nine years, Mr. Garcia was the publisher of the Hispanic Business Directory and was on the board of the Private Industry Council.

Garcia is survived by his wife, Hermina Garcia, son, Gilbert C. Garcia Jr. of Everman, two brothers, Guadalupe Garcia of Fort Worth and Alfredo Garcia of Brownsville, sister, Angelica Garcia of Brownsville, and four grandchildren.

Funeral service was on Saturday, March 6. Among those attending were many members of the Fort Worth chapters, National Chairman Juan Morales, Antonio Gil Morales and Gil Rodriguez from the National Office, Celestino Mendez from San Marcos, as well as many other

Thursday, March 4, 1993 / Fort Worth Star-Telegram /

Gilbert Garcia, businessman, Fort Worth Hispanic leader

BY GRACIE BONDS STAPLES
Fort Worth Star-Telegram



whose voice was often the first heard on behalf of Hispanics in business, education and politics, died Tuesday after a long ill-

FORT WORTH — Gilbert Garcia was more than a pioneer in the Hispanic community; he was a friend and role model as well, those who knew him say.

Mr. Garcia, a community activist

about our youth, always promoting education and helping many organizations out of his pocket with providing scholarships," Sam Garcia said.

Joe Guerrero, president of the LULAC chapter Garcia helped found, said: "Gilbert, to me, was like a second father. He was a very good role model for the Hispanic community. He always stood up for what he believed in and always said it without any remorse. He was a very important part of the Hispanic community, and I'm very saddened that he has left us."

Hernandez said that his first remembrance of Mr. Garcia, a Pearl

HISPANOS DE LOS 90s ENTREGAN GALARDONES EN BANQUETE ANUAL

El Concilio Hispano Unido es este año el anfitrión del tradicional banquete de entrega de reconocimientos a hispanos distinguidos. En la ocasión, también se otorga a una persona no-hispana merecedora del afecto de esta comunidad, el galardón "Gilbert Garcia Amigo Especial."

El Banquete es el sábado 2 de octubre, en el Holiday Inn North. El orador de fondo del evento es el miembro de la Casa de Representantes del estado por el Distrito 104, Roberto R. Alcaraz, y como maestro de ceremonias oficiará el Coronel (R) de la Fuerza Aérea de EE.UU., Andy



Gilbert Garcia (OEPI) en cuya memoria se denominó al premio de los 90s.

Rivera, actual director de sistemas del aeropuerto por la municipalidad de Fort Worth.

Las utilidades provenientes

tes de la actividad irán al fondo de becas hispanas. Las personas nominadas este año para recibir los galardones de Hispanos de los 90s son: Sam Balandrán, Victoria Bargas, Carlos Garcia, Jr., Ramón Magallanes, Jesse Martínez, Mary Frances Mayfield, Cuqui Torres Otterbine, Yolanda Salinas, María Helena Shetzley y Greg Vaquera.

La hora de los cócteles es de 6 a 7 y la cena comienza a las 7. La entrega de galardones se inicia a las 8. El precio de los cubiertos es de \$20 por persona, los que pueden ser obtenidos llamando al 561-5551 o 921-2636.

Gilberto C. Garcia 1918-1993

GENERACIONES
1900-1990
GILBERT
C. GARCIA

1918: Gilbert Garcia was born in Brownville, Texas

1937: Joined the Civilian Conservation Corps

1940: Gilbert moved to North Side of Fort Worth, TX

1940: Elected President of “Lucky 13,” a Mexican American Social Club for young men in Fort Worth

1941: Enlisted in U.S. Army, South and Southeast Pacific Theater of Operations

1941: Dec. 7, 1941 Gilbert fought at Pearl Harbor

1942: Gilbert fought at the Battle of Midway

1945: By the end of the war Garcia earned six battle stars

1945: Oct. 7, returned to Fort Worth and married Herlinda (Linda) Balderas of Cleburne, TX

1948: American G.I. Forum (AGIF) established by Dr. Hector P. Garcia

1948: Dr. Garcia held an AGIF meeting in Gilbert and Linda’s Garcia living room

1948: Gilbert established Fort Worth chapter of the AGIF

1948: Gilbert begins 3 year term as the AGIF State Chairman

1950: Worked Steering committee for Congressman Jim Wright 1950s

1957: Boy Scoutmaster troop 150 for 15 yrs.

1957: AGIF efforts hired the first Mexican American Police officer by FW PD Inez (Chico) Perez

1957: AGIF efforts increase registered Mexican American voters in Fort Worth from 50 to 1000

1958: Local campaign manager for gubernatorial candidate, Congressman Henry B. Gonzalez

TIMELINE

[Home](#)[Exhibit](#)[Mexicanist](#)[Mexican
American](#)[Chicano](#)[Inquiry](#)[HOLA](#)

- 1960: Organizer of the Viva Kennedy Clubs in Texas
- 1962: State organizer PASSO (Political Association of Spanish-Speaking Organizations)
- 1962: Director of the Texas Democrat Co-ordinating Organization Black and Brown Americans
- 1963: Worked on State Campaign for Senator Jerard Secrest for Lieutenant Governor
- 1963: Joined John Connally's State Campaign for Governor
- 1964: Organized Viva Johnson Clubs and worked on his behalf
- 1968: Fort Worth AGIF built low-cost housing in Haltom, Forum Garden Apartments
- 1969: Advisory Board member of Community Action Agency (CAA)
- 1969: Attended Mexican American Leadership Conference in Waxahachie, TX
- 1971: Rufino Mendoza Sr. formed: Mexican American Educational Advisory Council
- 1970: Gilbert created Chicano Luncheon
- 1973: Gilbert and J. Pete Zepeda, to start the Mexican American Chamber of Commerce
- 1978: Gilbert assisted Louis J. Zapata become first Mexican American elected to Fort Worth City Council
- 1980: Chairmen of the Mexican Chamber of Commerce
- 1980s-1990s: Gilbert created, published, and distributed the Hispanic Directory and other publications
- 1983: Gilbert assisted J. Pete Zepeda, First Hispanic on TCJC District Board in 1983
- 1993: Gilbert Garcia Funeral March of 1993
- 1996: Dedication of "The Gilbert Garcia Learning Center" by FW SER JoP, Inc, Senator Mick Moncrief

CHICANO GENERACION
FORT WORTH

GENERACIONES
— 1900-1990 —
GILBERT
C. GARCIA



INQUIRY QUESTIONS

FORT ★ WORTH



1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990



INQUIRY QUESTIONS

FORT  WORTH



1900

1940

1950

1960

1970

1980

1990

- How do you identify? Mexican, Mexican American, Latina/o/x, Chicana/o/x, Hispanic? How does your lived experiences inform your identity?
- How did the experiences of Gilbert C. Garcia, a World War II veteran, inform his worldview and his actions back home in Fort Worth?
- Who were the major players in the fight for Mexican American civil rights in Fort Worth and in what forms did their activism take place? Does the historical context change the nature of activists' work over time?
- How has Mexican culture evolved or adapted to American society in the 20th and 21st centuries?
- How wide are gaps in Mexican and Mexican American generations, presently or in the past?
- What difficulties do generational changes present for Mexican Americans? How do we use the challenges to be better and stronger than previous generations?
- How do Mexican American generational changes affect interracial or intercultural relationships across the United States?
- How have intergenerational differences influenced political power and social movements in the past and present?
- What role does tradition play as Mexican American culture changes over time?
- What role does the LGBTQIA community play, or what role has it played, in shaping generational differences?
- What role does environment (social, cultural, and/or geographic) play in generational differences?



HOLA TARRANT COUNTY

FORT ★ WORTH



1900

MEXICANIST

1940

MEXICANIST

1950

MEXICAN
AMERICAN

1960

MEXICAN
AMERICAN

1970

CHICANO

1980

CHICANO

1990



HISTORIANS of LATINO AMERICANS *Tarrant County*

Mission

Formed out of a desire to create a history of Latinas and Latinos in Tarrant County, The Historians Of Latino Americans (HOLA), a non-profit organization aims to research, document, and archive our work and to share it with the community. Our hope is that this information will lead to a better understanding and appreciation of the role that Latinas and Latinos have played in the civil, educational, and cultural

“This is an effort to present that brown experience to our whole population with hopes that it will lead to a better understanding of this bi-cultural segment of our citizens.”

About Us

We are a small group consisting of historians, educators, journalists, activists, librarians, archivists, and active community members who all share a passion for recovering the history of Latinas and Latinos in Tarrant County.

Founding Members

Rita Rodriguez Utt
Richard Gonzalez
Priscilla Escobedo
Rosalinda Martinez
Peter Martinez
Max Krochmal

Jennifer Broncato
Cecilia Hill
Arturo Martinez
Adam Garcia
William Giron
Emerico Perez

GENERACIONES
EXPRESSIONS of
BROWN IDENTITY
in FORT WORTH:
— 1900-1990 —
GILBERT GARCIA

ABOUT THE WRITER



Cecilia N. Sánchez Hill is a Ph.D. student at Texas Christian University focusing on Mexican American history in Fort Worth and also working toward a graduate certificate in Comparative Race and Ethnic Studies (CRES). She is the winner of the first Diversity in Research Award from the TCU's AddRan College of Liberal Arts for her master's thesis, "¿Mi Tierra, También? Mexican American Civil Rights in Fort Worth, Texas, 1940-1990s."

She served as member of the CRES contract team that worked with Fort Worth ISD in creating the K-12 Latina/o Studies Curriculum Guide. Prior to school at TCU, Hill taught US History and AP World History for Fort Worth ISD, served as social studies middle school specialist, and helped write the curriculum for the Latina/o Studies Elective course. After she completes her Ph.D. program, Hill hopes to continue to help secondary history teachers move beyond the traditional narrative used in history classrooms and assist these teachers in creating lessons that nurture critical-thinking skills.

ABOUT THE ARTIST



Arturo Martinez is a nationally award-winning creative strategist who brings a diverse experience to conceptualize creative ideas. Martinez holds a B.F.A. degree from Sul Ross State University. His Exhibitions have been housed in institutions such as, the Fort Worth Museum of Science & History, FTW Central Public Library, Tarrant County College Campuses, and Artes de la Rosa's Cultural Center for the Arts. In 2016, He was recognized for his work on the Latino Americans: 500 series, Interactive exhibit "*Mujers Poderosa's*". In 2017 and 2018, for the "*Fort Worth's Modern Pioneer, Chicano Trailblazer*" Legacy exhibit. In 2019, For His work on the "*Trail of the Mexican-American Experience in Fort Worth*" timeline exhibit.

Arturo served on the City of Fort Worth's Human Relations Commission and Race and Cultural Task Force. In 2017, the Fort Worth Business Press honored Martinez as one of Tarrant County's top minority leaders in business and the community. Martinez currently serves as the Director of Creative Services with TCCD.

Resources:

¿Mi Tierra, Tambien? Mexican American Civil Rights in Fort Worth, 1940-1990's by Cecilia N. Sanchez Hill

A Social Study of the Mexican Group in Fort Worth, TX, The Inter-American Council, and the Camara de Comercio Mexicana

Chicanos in Cowtown: Division by Cecilia N. Sanchez Hill

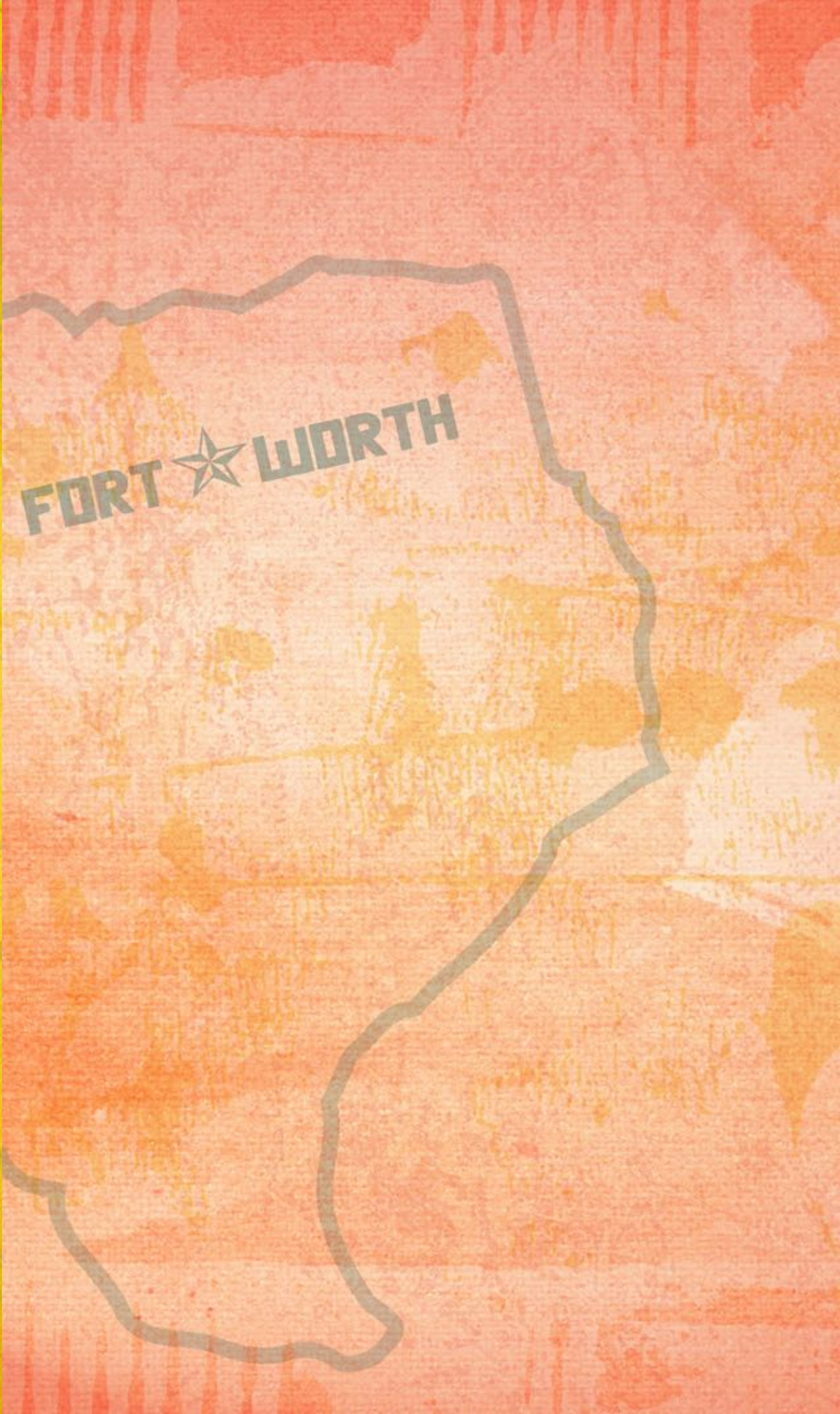
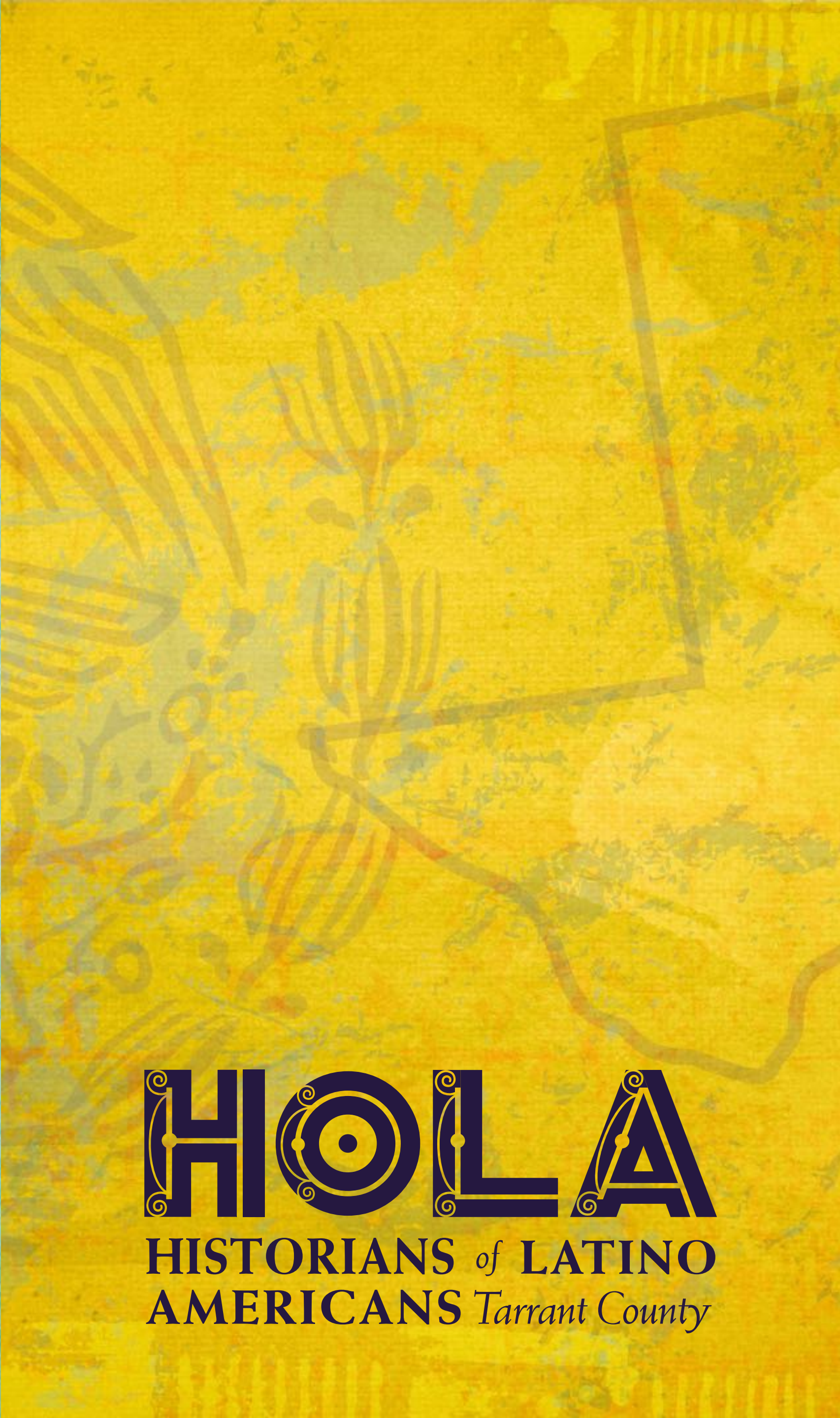
A Short History of Latina/o Political Engagement in Fort Worth by Cecilia N. Sanchez Hill

Special Thank You To:

The Fort Worth Public Library Archive Department

Joseph Garcia, Grandson of Gilbert Garcia

TCC Abrazando al Exito Committee



HOLA
HISTORIANS *of* LATINO
AMERICANS *Tarrant County*