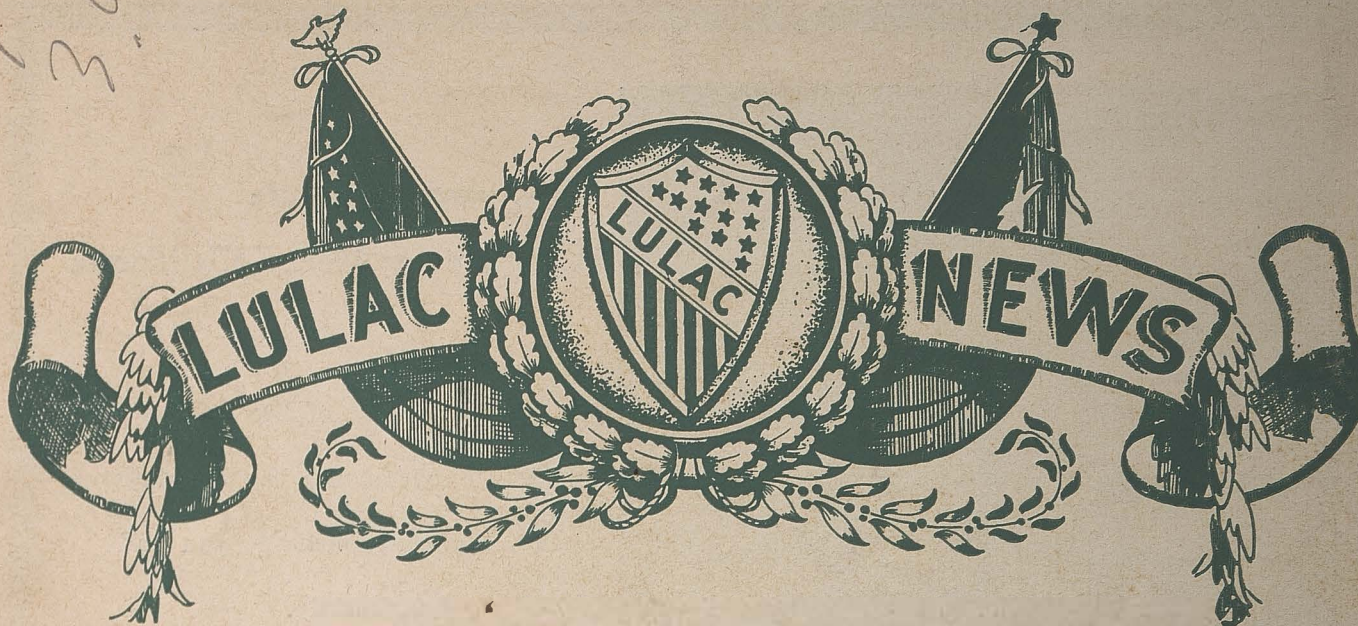


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Vol. 14

LAREDO, TEXAS, DECEMBER, 1947

No. 6



PORT OF CORPUS CHRISTI

TOURISTS' PARADISE

FISHING — BOATING — SWIMMING — HUNTING

NIGHT LIFE



to you and yours
a very Merry Christmas

May every joy of the holiday
season and the blessings of
Christmastide come to you and
your family.

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73 Years in Texas

MERRY CHRISTMAS and A HAPPY NEW YEAR

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Manufacturers of Monita Brilliantine

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(Lulac Member)

DEDICATION



We dedicate this issue of Lulac News to the late Ben Garza, first President General of the League of United Latin American Citizens, in grateful acknowledgement of his great efforts in behalf of his community and his state. He was a civic leader in his community who sacrificed his time, money, and finally his life to help bring about the good relationship that exists today between Latin and Anglo American people in his community and elsewhere over the state of Texas.

We, who know the conditions that existed twenty years ago, realize that today we are reaping the fruit from the seeds that were sown by him and other leaders who founded Lulac.

A living testimonial of the appreciation of a community for the civic endeavors of Ben Garza is the pretty Ben Garza Park dedicated by the city of Corpus Christi in his honor. A truly great monument befitting the man and one that will forever commemorate his name and his deeds.

LULAC COUNCIL NO. 1

CORPUS CHRISTI, TEXAS

Merry Christmas and a Prosperous New Year

to the League of

UNITED LATIN AMERICAN CITIZENS

From the following Theatres:

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- CENTRE
- AMUSU
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- BEACH
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- AYRES

CORPUS CHRISTI THEATRES, INC.

BRUCE COLLINS,

Vice-President and General Manager



"ALL FOR ONE AND ONE FOR ALL"

THE OFFICIAL ORGAN OF THE
LEAGUE OF UNITED LATIN AMERICAN CITIZENS
SINGLE COPY 20c

PUBLISHED AT LAREDO, TEXAS
ADDRESS ALL COMMUNICATIONS PERTAINING TO
LULAC NEWS

— TO —

GEORGE J. GARZA
DIRECTOR OF PUBLICITY AND
EDITOR OF LULAC NEWS

1911 MATAMOROS ST. LAREDO, TEXAS

VOL. 14

DECEMBER, 1947

NO. 6

★ ★ Editorial ★ ★

"Let your firmest purpose be that of helping to see that each new generation of your own shall be of a youth more efficient and capable and in this let your own be included." This final part of the Lulac Code plus an article on Boys' Club by Mrs. Albert Gonzalez, Second Vice-President of the League, a talk on The Contributions and Possibilities of Youth on World Peace recently made by the Director of Publicity at a conference on world problems held in Cuernavaca, Mexico, and the spirit of Christmas which brings to the minds of all the joy of children as they view their Christmas tree and presents on Christmas morning, have combined to inspire this spontaneous editorial on youth.

The present generation of adults has become so self-centered and so engrossed with its ability to carry on in the present tense that it has failed to realize that a time must come when it must make way for the new generation. Furthermore, this self-centered feeling and engrossness has caused it to forget its duty to the new generation as regards the family, community, and education.

The youth of today is no more a problem than the youth of yesteryear, but certainly the complexity of the age has resulted in a greater need of care and training for it than was necessary some years ago. The greatly increased mechanized life, the commercialized leisure, the push-a-button-turn-it-on era at home, the Give-me-a-grade-push-me-through quick era in school, and the communal aim to eliminate work and effort of all kind has resulted in a vague training and guidance of youth.

Life has become a round of distractions and external activities. From the observation of his parents a child learns that frustration and suffering must be avoided. He also learns that parents do not forego any sensory pleasures or endure any personal hardships. He becomes familiar with a neurotic mother's petulant demand for cigarettes and a father's call for a bracer of alcoholic nerve stimulant. Then, too, the child has learned to demand and to expect gratification without effort. There are no chores for energetic children nor punishment labors for unruly ones. Life is made so easy that he does have to think or act for himself. He lives in a world of second-hand ideas.

Today the corner drugstore, the soda fountain, the hot dog stand, the pool hall, the bowling alley, the movie are more popular than the schoolroom. Here is found the genesis for juvenile delinquency and the wide-spread feeling for freedom and adventure — the revolt of youth that disregards all traditional orthodoxies and moral standards. This is the result of failure by the society of a community with all its civic, social, and law enforcement agencies to understand the needs of the community and to make provisions to cope with these needs. Where the first line of defense which is the home fails, the community and society in general must re-enforce if society itself is to survive.

The school is usually blamed for every fault of a child and that is a bit unfair, but certainly school is concerned with the greater portion of a child's daily life and therefore the school must shoulder a responsibility commensurate with the length of time it handles a child. Among the various functions of the schools is the determination of interests, capacities, abilities, and educational and vocational needs of the child. Failure to practice this function results in a child's difficulties stemmed from academic maladjustment or specific educational disability which results in truancy, slack attendance, retardation, and quitting of school. Still another function is the development of character which must be harnessed and guided through a period of molding until it is firm and withstanding. Last of the major functions of school is to develop the inherent ability of the child to judge for himself. This is slowly being discarded through the stereotype functioning of classroom and school with the result that the child is inoculated with outmoded thoughts and ideas that have been handed down by teachers for the last 20 years.

(Continued on Page 25)

HOLIDAY REFRESHMENTS



PLEASE return
empty bottles promptly

*Ask for it either way . . . both
trade-marks mean the same thing.*

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Production Superintendent



MRS. BEN GARZA

Widow of Ben Garza, first President General of the League of United Latin American Citizens. She lives at 321 Artesian St. in Corpus Christi, Texas, and is the proud mother of five children, Mrs. Mary Guerra, Ben Garza, Jr., Robert, Lidia, and Joe Garza.

Mrs. Garza has always been a strong believer in the ideals of her husband and in the principles of Lulac. She has always been willing to contribute both time and money to the activities of Council No. 1.

Christmas Cheer and a Happy New Year
to Lulac

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AND
SUCCESS TO THE LULAC ORGANIZATION

THE PARISIAN

Smart Apparel for Women

ROSITA GONZALEZ, Manager

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PHONE 7203

CORPUS CHRISTI, TEXAS

CORPUS CHRISTI OWES SPECTACULAR GROWTH TO UNMATCHED NATURAL ADVANTAGES

Few cities in the country possess the natural advantages enjoyed by Corpus Christi. Foremost is its geographic location. It is situated on tide water, a natural resource which gave the city its port.

It is central to the Texas coastal plains, acknowledged to be the greatest agricultural area in the State.

It is the oil capital of South Texas. Within five minutes to three hours ride are 314 oil fields, their 12,303 wells pouring forth 425,790 barrels of oil each producing day, most of which makes its way to Corpus Christi.

It sits on the literal edge of a great natural gas reservoir, with a potential measured in trillions of cubic feet. The gas available to local industry at rates as low as five cents per thousand cubic feet, has been and will continue to be a potent force in the city's industrial development, now well advanced, and which will be discussed later in this article.

Corpus Christi also has a good climate. Its winters are pleasantly mild, its summers not unbearable, despite its southern location.

Climate, too, is a commodity in Corpus Christi. It is for sale. The city for many years has been an important tourist center. Its potential in this regard is great. Local waters abound in many varieties of edible fish. The Gulf of Mexico, located only 20 miles away, draws thousands of sports fishermen annually. Nearby bays and inlets in the winter season harbor a multitude of wild ducks. Geese feed in nearby grain fields. The brush lands and ranches to the south and west furnish happy hunting grounds. Deer are plentiful. Lying eight to 10 miles off the mainland's shores are long islands, still in a native state, but which in the years to come will be fashioned by the hand of man into one of the greatest recreational areas in the land.

Today Corpus Christi has 28 square miles in its incorporated area. Boundaries have been extended several times in the last five years, first to provide essential municipal services to a number of new sub-divisions and secondly, to bring about conformation in an over-all city plan.

Building permits furnish a reliable barometer of a city's growth. Corpus Christi has done unusually well in this regard. The years of 1943 to 1945 were less than average, not because there was not a need for new homes, but because of the shortage of building materials. In the two preceding years—1941 and 1942—permits totaling \$22,106,685 were issued. Last year, 1946, the

total stood at \$10,143,199, and indications at this time point to a new record in 1947. In the first eleven months of the year permits totaled over \$12,000,000, and while a tapering off is expected in the mid-winter months, it is believed that the figure for the year will be well over \$13,000,000, a new record in the city's history.

The greater part of the money has been expended for new residences.

The greatest industrial prize the city has obtained thus far is the new plant of the Corn Products Refining Company, now under construction. The company selected Corpus Christi only after a thorough investigation of other tidewater points primarily because of the superior transportation facilities available, the unlimited supply of natural gas, and the productive ability of South Texas farm lands.

The Corn Products plant will utilize recently developed processes to extract dextrose sugars, starches, and other products from grain sorghums, grown rather extensively in the coastal bend area of Texas for the last five years. The plant according to company officials, will be in operation by the time the 1948 crop comes to market.

Its greatest value, other than providing a ready market for an important crop, lies in the influence it will exert in balancing an entire region's agricultural economy.

The city has a strong banking structure. It has two national banks, one of which is among the 500 largest banks in the nation, and three State-chartered institutions. Combined deposits total approximately \$90,000,000.00. The city's one savings and loan association has assets in excess of \$7,500,000.

Within the last two years several miles of new street paving have been laid, while some 50 miles of old streets have been resurfaced. About 25 miles of new sidewalks have been built.

Recently the city's voters authorized the issuance of \$9,200,000 in bonds, the proceeds from which will be used for the enlargement of essential municipal services.

From an educational standpoint Corpus Christi is in as favorable a position as other cities of comparable size. Here again demands have been greater than plant capacity, yet no child has been denied educational services because of it.

The public school system is comprised of one central high school, three junior high schools and 19 elementary schools. Enrollment totals approximately 20,000, double that of 10 years ago.

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from the

BRASLAU FURNITURE CO.

COMPLETE HOME FURNISHINGS

"La Muebleria De Franke"

DIAL 5595

BUY THE EASY BRASLAU WAY

THE HOUSE OF 1001 BARGAINS

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CORPUS CHRISTI, TEXAS



AT YULETIDE



There are times when words seem hollow and empty and seemingly fail to convey the depth and warmth of feelings, yet at Yuletide when the thoughts and feelings of men the world o'er seem imbued with the peace and contentment that is God's these very same words assume a magical and unparalleled resonance and fullness as they caressingly fall upon the ones for whom they are intended. So it is with this faith in the miraculous power of Yuletide that I simply say:

*"If you're lucky, if you're happy,
If good things come to you,
Then you know for a certainty
My good old wish came true!"*

A most MERRY AND ABUNDANT CHRISTMAS WISH

From,

GEORGE J. GARZA
*Director of Publicity and
Editor of Lulac News.*



Season Greetings

Our years of continued service makes our
drug store your choice——
and your choice is pledged to the
advancement of Lulac
in the years to come.

Galvan's Pharmacy

JUAN (Johnny) GALVAN, Jr., Prop.

Your Cheerful Druggist

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All Kinds Of Fine Jewelry



1129 Leopard St.

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Corpus Christi, Texas

Member

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Season To All Lulacs

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Corpus Christi, Texas

HIGHLIGHTS OF COUNCIL NO. 1 FOR 1947

By HECTOR De PEÑA

Legal Advisor for Council No. 1

In spite of the ultra conservatism, apathy and/or lukewarmness on the part of some of our membership, and I do not say this in a derogatory manner as I am fully aware that such condition exists in every Council to some degree or another, Corpus Christi Men's Council No. 1 has experienced a year of accomplishments of which it can well be proud of. Our Council was guided through this transition year by Joe Garza as President, Alfonso Gonzalez as Vice President, Andres Alvarez, Jr., as Secretary, Amado Alvarez as Corresponding Secretary, Pablo Cano as Treasurer, Gaspar Mir, Jr., as Guide, Servando Laurel as Guard, and Luis Salazar, Vidal Falcon and Manuel Meza as Trustees. Our President, Joe Garza, would certainly come in with flying colors as the Member of the Year for our Council. He has certainly given of his time and efforts nobly and liberally, and at all times has been the mainstay and "spark plug" of our Council.

Our year began with the Installation of Officers' Dance held at the Texas State Guard Armory. While not as elaborate and well organized as our previous social functions, it was a success to some degree.

As customary, our Council joined other organizations, particularly the Junior Chamber of Commerce, in promoting the annual "Pay Your Poll Tax Campaign," and whether or not it was due to any efforts on our part, the results indicated the largest number of poll taxes sold in the history of Corpus Christi and Nueces County.

In the Crippled Childrens' Hospital Drive several of the members were very active, and the Council itself made a \$100.00 contribution. While the Latin American Division was headed officially by a different organization, the efforts of some of our members were responsible for raising better than \$4,000.00.

Our Boy Scout Committee, under the Chairmanship of Brother Ernesto Meza assisted by Brothers Servando Laurel and Louis Wilmot, are able to report a very successful year. Brother Joe Prezas as Scout Master of Troop No. 19, which our Council sponsors, really deserves a hand for his interest in our boys and for the manner in which he has developed a well trained Troop, which we were able to equip and send to Camp Karankawa this summer. The Troop has been

financed to some extent by a soda and candy concession which they operated at Ben Garza Park during the soft-ball games of the Ben Garza Park Soft-Ball League. It is noteworthy to mention that both the Juvenile and Police Departments have acknowledged that acts of juvenile delinquency hit a minimum level during game nights. The Ben Garza Park Soft-Ball League, which is an integral part of the City's Recreation Program, is another fond project of our President Joe Garza, and as President of that organization has really given Corpus Christians and the youth of our City something to look forward to every year.

Of interest, and particularly to some of our Lulac Brothers who are familiar with our previous efforts, is the fact that we will soon have a gymnasium-auditorium at Ben Garza Park, unfortunately not as a LULAC MEMORIAL as we had envisioned it, but as a center of healthful and sane recreation for our youth. In a recent City bond election, the sum of \$80,000 was allocated for this purpose, and this was one of several items in a \$9,000,000 bond election which prompted some of our members to support the City's cause. The gymnasium-auditorium will materialize a dream of our President Joe Garza at a greatly accelerated pace as he had been advocating using the proceeds of the Ben Garza Park Soft-Ball League games over a period of years to accomplish this same end.

Council No. 1 is proud to be ably represented on the following boards: Joe Garza, Zoning and Planning Commission; M. L. Ramirez, Corpus Christi Housing Authority; Elias M. Espinoza, Veterans' Housing Board; and Hector de Peña, Civil Service Board. In addition we have Dr. J. A. Garcia as a member of the Board of Education. Efforts have been made to obtain representation, and we feel confident that in the not too distant future our efforts will be rewarded by an appointment to the Memorial Hospital Board.

Our school situation, while not altogether ideal, is far above average, but to maintain it so will require a full awareness of our responsibilities and a marked cooperation with the school authorities and administrators. In particular are we proud of Lamar School which can compare favorably with any other school in the City, or for that matter with any school in the State. Recent-

(Continued on Page 17)

YULE GREETINGS

from

OSHMAN

Sporting Goods Co.

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Corpus Christi, Texas

SEASON'S GREETINGS

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NATIONALLY FAMOUS

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of everyone.

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JOE SIMON, Pres.

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Corpus Christi

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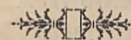
Corpus Christi, Texas

A JOLLY CHRISTMAS

from the New

VO-CRAFT

422 N. CHAPARRAL



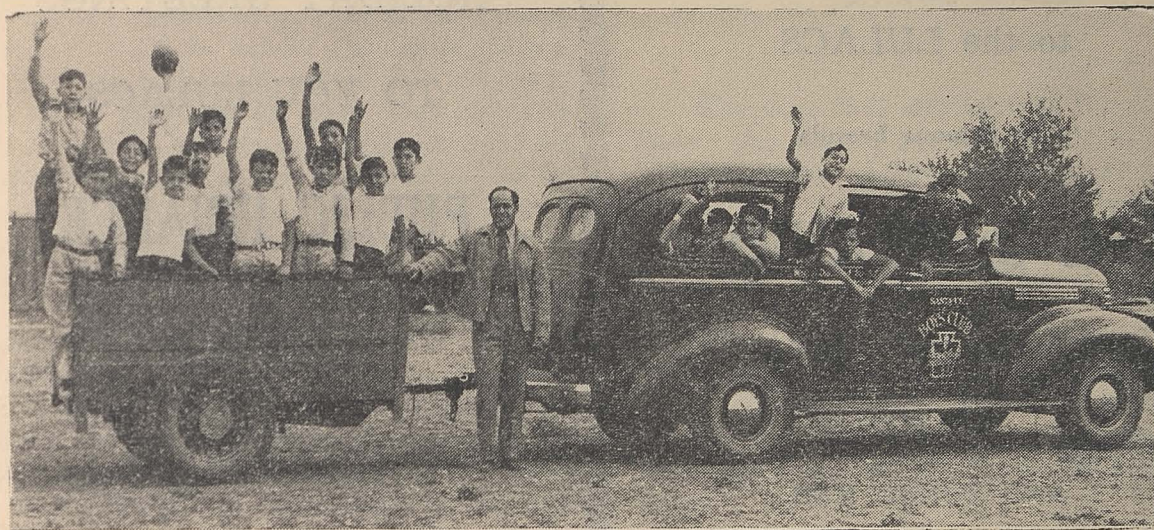
CORPUS CHISTI,

TEXAS

THE SANTA FE BOYS' CLUB

By MRS. ALBERT GONZALEZ

Ladies LULLAC Council No. 18



The Boys' Club located on Alto Street, in the Agua Fria District, was erected in 1940 with aid from the WPA, and has proved to be one of the best investments in this City, having served its youth well from the moment it opened its doors. Starting from scratch, club membership has grown to 850 youngsters between the ages of 6 and 16, and the past ten months has catered to 72,720 visitors at an average cost of 12 cents a visit.

Activities of the Club include all kinds of games, sports, hobbies, and other recreational activities which appeal to youngsters, and are carried on in midget, junior and senior groups. Free movies are shown weekly to the boys, and for the older youth they have a dance every Saturday night with the Boys' Club Orchestra furnishing the music. Right now and here, I must take time out to tell you about the Boys' Club orchestra. It is a string orchestra composed of four club members each with his guitar and Jose Gonzalez who is vocalist with the orchestra. These boys have no training except the training they have given themselves, and Jose Gonzalez, notwithstanding being a young kid and having no voice training, can really sing. In Santa Fe, they have nicknamed him Jorge Negrete the II. I wish you all could hear him sometime. Maybe next time we have a Convention here in Santa Fe, no?

Now, to continue with activities, the boys have baseball, softball and basketball teams, and we'll have you know, their boxing squad is one of the best in the state. Shower facilities are available for the boys and about 60 to 80 boys a day use the showers.

What prompted me to write about the Boys' Club, and why our interest in it? I shall briefly answer that. First, 98% of the boys who are members of the Club are Spanish speaking, thus our interest to help in every way possible; second, the Board of Directors is composed of several LULAC members including the President of the Boys' Club who is Diego Gonzalez, and our President General, Dr. Maldonado, who is a member of the Board of Directors since his appointment to the Board on January 27, 1947; third, juvenile delinquency here in Santa Fe has dropped down considerably (in the Agua Fria District where the Club is located down to zero); fourth, right now there is a campaign under way to raise \$12,000 for the maintenance of the Club for the ensuing year; and fifth, because the Boys' Club is providing more and better facilities for today's youth with which to make better citizens tomorrow.

This month the Men's Council sponsored a program over one of our local radio stations in behalf of the Boys' Club appealing to the citizens of Santa Fe to be generous with their contributions to the Club. Albert Gonzales was master of ceremonies of the program; our President General presented to the public what the Men's LULAC Council has been doing for the club; Manuel Aragon, director of the Boys' Club, spoke of the activities of the Club; and the Boys' Club orchestra presented two musical numbers with Jose Gonzales as vocalist. All those who heard it will agree with me that it was a very good program.

(Continued on Page 26)

MERRY CHRISTMAS

to the LULACS

for famous brands

S. & Q. CLOTHIERS

GIFT HEADQUARTERS

FOR MEN

AND YOUNG MEN

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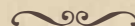
Corpus Christi, Texas

HOLIDAY GREETINGS

TO YOU LULACS

PUBLIC FINANCE

SERVICE



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CORPUS CHRISTI, —:— TEXAS

X'MAS CHEER

to Lulacs

NUECES CLEANERS

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CORPUS CHRISTI, TEXAS

MERRY X'MAS and

a HAPPY NEW YEAR

ZIP GONZALEZ

Your Battery Man Since 1912

(Member)



CORPUS CHRISTI, TEXAS

HIGHLIGHTS OF COUNCIL No. 1— (Continued from Page 13)

ly we were privileged to assist in an open house meeting held at said school at the invitation of Mr. Weldon G. Gibson, the Principal of Lamar School. On the subject of education, our Council sponsored a "Back to School Campaign" immediately prior to the beginning of the fall term, and we were gratified to learn that the City schools' enrollment at the beginning of the term was greater than it had ever been before, and a marked improvement in attendance was noticed especially in those schools having a majority of Latin American students.

Among the Council's other activities has been its efforts in the elimination of the erroneous exclusion of Latin Americans from the white classification from the City Police files. On the cultural side of the ledger, Council No. 1 is the proud holder of a \$100.00 life membership in the Corpus Christi Little Theatre.

Council No. 1 has met each and every challenge in connection with the general projects of the League. It was one of the first to tender a \$500.00 contribution for the Organizer General Fund. Again, when the call came through after the Regional Convention held in San Antonio, September 20th. and 20st., for contributions to the Special Educational Fund, it responded with a check for \$165.00.

It is gratifying and a source of pride to us and a credit to our Treasurer to be unable to find our Council listed among the delinquent roll published in the November issue.

Our charity fund is now chock full and overflowing around the edges, and Council No. 1 will certainly do its share in spreading Christmas cheer among the underprivileged children of our city. The bulk of said fund is made up of the proceeds from two pseudo-female "Leans" and "Fats" soft-ball games sponsored by our Council, which kept the spectators in stitches for several days afterwards and netted our fund close to \$500.00.

The sponsorship of this issue of LULAC NEWS, while nominally speaking may be attributed to Council No. 1, yet specifically speaking, it represents the untiring efforts of our President Joe Garza.

As the year nears the run of its cycle, we pause to meditate upon the many blessings received by our Country, our League and our in-

Activities Of Lulac Council

No. 1 For 1947

By JOE GARZA

Council President

The year 1947 started with the following officers: Joe Garza, President; Alfonso Gonzalez, Vice-President; Andres Alvarez, Jr., Secretary; Pablo Cano, Treasurer; Amado Alvarez, Manuel Meza and Tommy Pedraza, Trustees; Gaspar Mir and Servando Laurel, Guides.

For it's first activity the Council had a big Dance at the Armory Hall with Arnulfo Zamora, President-General and several General Officers attending. The dance was a huge success with Eddie Martinez and His Orchestra furnishing the music.

The Poll Tax Committee headed by Bro. Wil-mot was very active in speeches over the radio to induce our Citizens to buy their poll tax.

On February 24, Fifteen candidates were initiated at the Shields Club and later a supper was held in their honor at the Taxco Cafe.

Our Boy Scout Troop was very active and plenty of equipment was being acquired for the big outing at Camp Karancahua in June. Our Charter was presented to us at the Community Chest Hall by Mr. Griffis a Scout representative.

Letters were being received by the Council from all the local schools, thanking us for our Christmas donation to them.

A committee headed by Bro. Joe Garza was to visit with the Hospital Board to discuss complaints of descrimination against our people. They were also to suggest to the County Judge to place a Latin on the Board when the first va-

(Continued on Page 19)

dividual Councils, and in wishing every Council and Brother Lulacker a Very Merry Christmas and a Happy and Prosperous New Year, we must resolve deep down in our hearts not to slack up on the pace, but on the contrary adopt a firm determination to step it up wherever possible in a sustaining effort and earnest desire to make our Aims and Purposes a reality and more than just empty phrases.

Our sincerest holiday greetings
to your fine organization

FRED QUIALE CO.

315 PEOPLES



CORPUS CHRISTI, TEXAS

May you have a prosperous
New Year——

LEVINE'S

CORPUS CHRISTI'S NEWEST
DEPARTMENT STORE
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- Brief Cases
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CORPUS CHRISTI, TEXAS

X'mas
Greetings



SPORTSMAN'S HEADQUARTERS
FOR
WILSON ATHLETIC EQUIPMENT
FISHING TACKLES
HUNTING SUPPLIES
UNIFORMS and EQUIPMENT
FOR EVERYONE



1713 South Staples St.
CORPUS CHRISTI, TEXAS

— LULAC SPORT — ACTIVITIES

By OSCAR PHILLIPS

LULAC Council No. 1 as a body and as individual members of the organization played a great part in the sports picture of Corpus Christi during 1947.

Highlights of LULAC sports activities were the staging of "Fats Vs. Leans" comedy softball games, the successful lobbying for a gymnasium at Ben Garza Park, and the operation of the Ben Garza Park Softball League which was headed by President Joe Garza.

Other salient features of the organization's program includes the abetting of inter-troop sports jousts in the Scout organization, the moral backing and advertising of the International Baseball League, and general overseeing of the sports activities by Latin American organizations of the city.

The most successful of the projects was, by far, the two Fats-Leans games. Both games were played before overflow crowds and were really a source of merriment and enjoyment to the Latin American population of the city. Money derived from the games was placed in the charity fund.

Although the council cannot take full credit for the gymnasium to be built at Ben Garza Park, it can be said that the council had been insisting on this city project for a number of years and intensified its efforts toward its construction as the war ended and juvenile delinquency hit a new high.

The gymnasium will be built with funds passed in a recent bond issue. Plans call for a basketball court, a seating capacity of over 1,000, showers, a library room and a meeting hall. It will be a worthy addition to the city's assets.

The president of the council, Joe Garza, for the second straight year was president of the Ben Garza Park Softball League and led it a successful season.

The league, with seven member teams, played a four-round schedule and then held a Shaughnessy play-off for a titlist.

Although the Garza League championship team did not win the city title, the league itself was the best organization and created the most interest among softball fans.

ACTIVITIES OF LULAC COUNCIL

(Continued from Page 17)

cancy occurs. At this meeting, which was very successful our Council was asked to put pressure on the City and County to get more funds for the enlargement of the hospital.

Lulac Council No. 1 bought a Life Time Membership in the Little Theater of Corpus Christi. The Council's Name was to appear in the lobby of their new building.

Our Council went on record to support Senate Bill No. 67 which provides secret ballot in Texas.

Bro. Lulacker, Jimmy Saenz, was a candidate for the School Board in Corpus Christi, Texas.

The following were named delegates to the National Convention in Santa Fe, New Mexico in June: Hector De Peña, Andres De Luna, Alfonso Gonzalez and E. E. Mirelez. Alternates were Joe Presas, Cervando Laurel, Louis Wilmot and Tommy Pedraza.

The \$500 quota for payment to the Organizer General was submitted by Council No. 1.

In the Crippled Children Hospital Drive, the Council contributed \$100.

Some more contributions that were made by our local council in 1947:

\$500.00 to Supreme Council toward a fund to employ an organizer general.

\$150.00 towards the fund being raised for employment of legal help to fight segregation in our public schools in Texas.

Again, as in 1946, the attendance at the games was sufficient to allow the League to pay its own way and still have sufficient money to award a cup for the pennant winner and sweaters for the winner of the play-off tournament.

The council's president was instrumental in the successful season. His task was far from easy; at times it looked like some team might drop out. Only the tactful manner in which Garza handled all situations kept the loop in smooth operation throughout the season.

The LULAC's interest in the sports picture in Corpus Christi has been so consistent that at times it is taken for granted. It is gratifying to know that that is the reason for the existence of the organization — to look after the welfare of our people in all phases of life.

ALL GOOD WISHES FOR A MERRY CHRISTMAS
TO A FINE AMERICAN ORGANIZATION

FIRST STATE BANK
CORPUS CHRISTI, TEXAS

MEMBERS FEDERAL DEPOSIT INSURANCE CORPORATION

AND

FEDERAL RESERVE SYSTEM

Corpus Christi,

Texas

CHRISTMAS GREETINGS

to the

LULACS

NUECES TRANSPORTATION
COMPANY

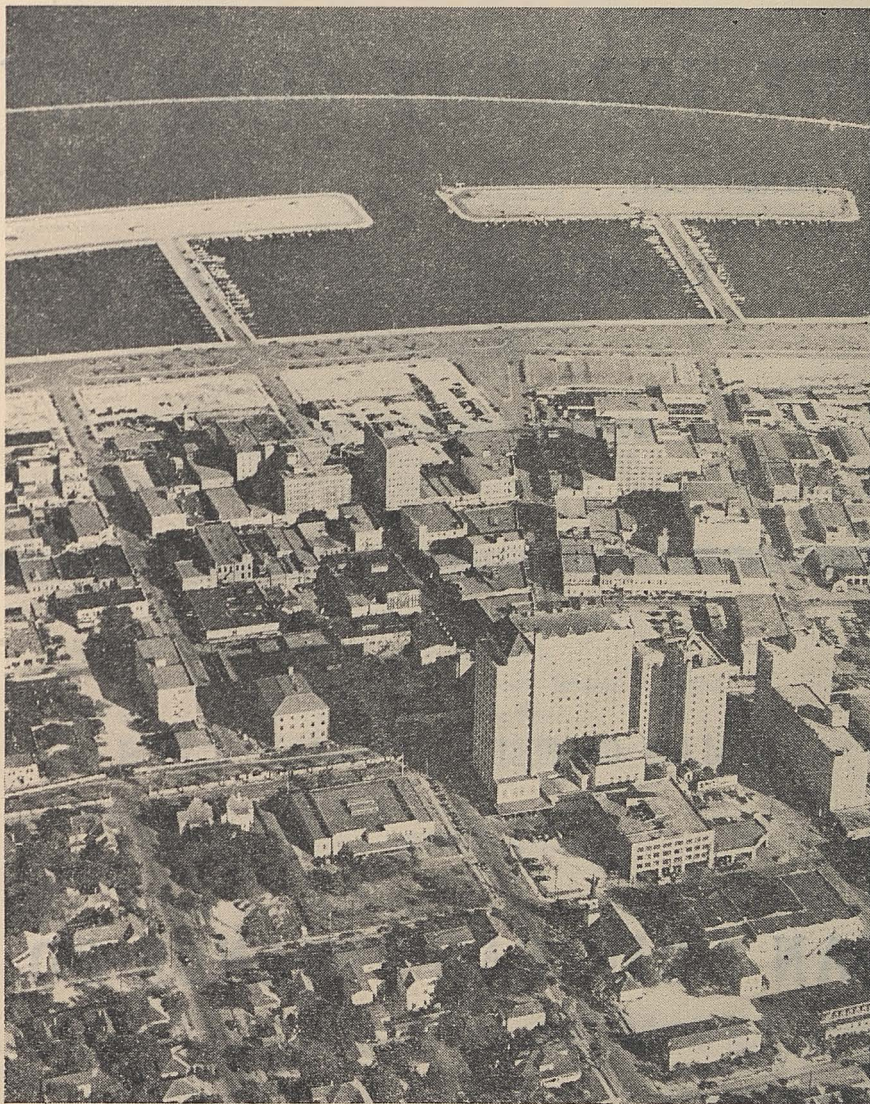
OPERATORS OF YOUR CITY BUSES

Corpus Christi,

Texas



CORPUS CHRISTI



CITY OF OPPORTUNITY



COMPLIMENTS and BEST WISHES
TO THE LEAGUE OF
UNITED LATIN AMERICAN CITIZENS
A HUMBLE TRIBUTE TO AN HONORED ORGANIZATION

THE TERMINIX COMPANY

JONES BLDG.

DIAL 23971

CORPUS CHRISTI, TEXAS

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CORPUS CHRISTI, TEXAS

UNDERSTANDING

*Look, God, I have never spoken to you,
But now I want to say, "How do You do."
You see, God, they told me you did not exist,
And like a fool I believed all this.*

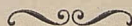
*Last night from a shell hole I saw Your sky,
I figured right then they had told me a lie;
Had I taken time to see things you made
I'd have known they weren't calling a spade a spade.*

*I wonder, God, if You'd shake my hand;
Somehow I feel you will understand;
Funny I had to come to this hellish place
Before I had time to see your face.*

*Well there isn't much more to say,
But I'm sure glad, God, I met you today.
I guess the "Zero Hour" will soon be here,
But I'm not afraid since I know You're near.*

*The signal! Well, God, I'll have to go;
I like You lots, this I want You to know.
Look now, this will be a horrible fight,
Who knows, I may come to Your House tonight;
Thought I wasn't friendly to You before,
I wonder, God, if You'd wait at the door.*

*Look! I'm crying. Me! Shedding tears.
I wish I had known you these many years;
Well, I have to go now, God, goodbye!
Strange, since I met You I am not afraid to die.*



EDITOR'S NOTE: The above poem was written spontaneously by a 45th Division Yank soldier just before a battle that cost him his life on the Italian front. The copy of the poem without title and without the name of the writer was picked up by Sgt. Raymond Arias, 45th Infantry Division, U. S. 5th Army, during the same battle in Italy. Ex-Sgt. Arias who resides in San Marcos and is a member of Lulac Council 148 of San Marcos holds, among other decorations, the Purple Heart with a cluster.

This poem is most fitting at the time when the world is preparing to celebrate the anniversary of the birth of the Prince of Peace, and at a time when this very same world finds itself adrift in a sea of misunderstanding and faithless maneuvering for peace.

MERRY CHRISTMAS and

a HAPPY NEW YEAR

To

AN HONORED ORGANIZATION

LESTER'S JEWELERS

Home of Bonded Diamonds

424 CHAPARRAL

JEWELERS — SILVERSMITHS

SINCE 1910

CORPUS CHRISTI,

TEXAS

SKITS AND BITS

(All About You and Me)

Lulac News is about to send out an SOS call in order to locate the presidents of the Santa Ana, Albuquerque, and Harlingen councils. Railway Express notices have been sent the Director of Publicity stating that the above persons are not located so that the News maybe delivered. All information regarding the above will be greatly appreciated.

* * *

Ex-founding president Edward D. Garza of San Marcos Council 148, writing from New Jersey where he is connected with the Prudential Life Insurance Company.

* * *

Bros. Gus Garcia and M. C. Gonzalez of San Antonio, and George J. Garza of Laredo talking Lulac down in old Mexico. Do not know if the peace problems of the world were settled, but they certainly settled themselves.

* * *

Bro. Raul A. Cortez, Regional governor for Texas, scheduled to have a visit with President Aleman of Mexico along with Bro. Gus Garcia.

* * *

The Director of Publicity still waiting for Houston, Raymondville and other councils to signify what issue of the News they wish to sponsor. Hurry up and decide, the suspense is terrific.

* * *

Council No. 12 getting ready and counting the days until the New Year's Eve Ball, and Brother, what an affair.

* * *

Santa Fe Council 33 ups its membership and then goes on a rampage of re-organization of hereto dormant councils in Colorado. Take Heed other councils and follow this initiative.

* * *

Bro. George I. Sanchez in Laredo for one of his well known discourses on the segregation of Latin American children in the public schools of Texas. Needless to say, he was a tremendous hit as always.

* * *

Incidentally, Texas Councils, have you sent in your share of the finances needed for the pursuance of the segregation case now in federal district court? It takes a little money you know to get results, but when the results come in they will not be measured in dollars and cents.

Did You Know That---

By G. J. GARZA, Editor

A grain of sugar has sixteen sides, and does not vary from this shape?

* * *

A newly developed type of smoke will make it possible for pilots to do their sky writing in color? Look for technicolor letters in the sky soon!

* * *

Wampum, which was made of beads, took its value from its color? Dark wmapum beads made from the hardshell clam were the most valuable to early North American Indians. Now, of course, they prefer greenbacks.

* * *

You can travel east indefinitely, but you can go north only until you reach the North Pole?

* * *

"Texas Our Texas" and not "The Eyes of Texas" is the official song of the Lone Star state?

* * *

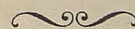
In 1837, the official family of San Antonio, Texas, with the exception of the mayor, was made up of men whose names were Spanish. What a difference 110 years make.

* * *

Inflated prices were as great a problem in the early 1840's as in 1947? In Houston, for example, flour sold for up to \$75 a barrel before 1843.

* * *

Texas has 267,339 square miles of territory, and that it is possible to travel in a straight line more than 800 miles within the borders of the state?



EDITORIAL

(Continued from Page 5)

What better gift could man give himself and youth in general on this particular Yuletide period than to firmly resolve within himself to do everything within his power to contribute his share in the activity of the family, the community, and the school so that the youth which will eventually assume the world vacated by the present adults can be a youth more efficient, and certainly an educated man such as Ramsey McDonald pictured when he said.

"An educated man is a man with certain subtle spiritual qualities which make him calm in adversity, happy when alone, just in his dealings, and rational and sane in all affairs of life."

Lulac Visits Mexico

Three Texans were recently invited by the American Friends Service Committee to participate in a conference on world problems that was held at Palmira near Cuernavaca, Mexico, from November 30-December 7. That three Texans should be invited is not significant within itself, but that these three should be the only ones invited from the United States and that they should turn out to be outright Lulacs is significant. Bros. M. C. Gonzalez, Assistant district attorney for San Antonio, Gus Garcia, counselor for the Mexican Consulate at San Antonio, and George J. Garza, Lulac Director of Publicity from Laredo were the honored ones.

As is the case when more than one avid Lulac gets together the conference never had a dull moment from beginning to end. Bro. Garcia with his magnetic flare and dramatic delivery, Bro. Gonzalez with his ever-sagacious experience and appeal, and Bro. Garza with his practicality of approach and procedure endeared themselves to the many conferees present and left a lasting impression. Their contributions in thoughts, attitudes, and ideas were heartily received and greatly admired.

The versatility of the Texans was proved more than once in the realm of bi-lingualism, sobriety of thought, practicality of action, and adaptability to conditions and situations. Their expressions had the typical American realism tempered with an inborn understanding and sympathetic attitude of people and conditions. And as is the case whenever Lulacs make their appearance at any activity, the conference was made aware of Lulac, its Aims and Principles, and the work that it carries out.

The conference itself was concerned with the ways and means of finding a permanent peace. With the presentation of various topics and the ensuing discussions that clarified the points forwarded, it became evident that the fundamentals for peace lay in education of mankind, respect of individuals as such, understanding of conditions, the enlightening of youth with the objective of having him think things out for himself, and the realization of the interdependence of peoples irrespective of origin, nationality, color, or creed. These fundamentals, although placed on a greater scope than Lulac, nevertheless are in keeping with all that Lulac strives to accomplish, and so the Texan representatives found themselves in an environment that they understood and sympathized.

THE SANTA FE BOYS CLUB

(Continued from Page 15)

In the summer of 1946, the Men's Council strated the LULAC Canteen at the club, the daily attendance doubling the first month and tripling by the end of the summer. At Christman time last year they were able to help with clothing gifts for the children who needed them most. Over 300 children received gifts. During the past summer, they again contributed toward the support of the LULAC Canteen and again it was found to be popular and very helpful to the boys, it has really increased the attendance of the Club in the summer time when the boys are not in school.

On Halloween night the party at the Boys' Club was sponsored by the Men's Council in order to provide good and wholesome entertainment for the kids.

I happned to be there that night with my husband and ran into Dr. Maldonado, Mr. J. J. Romero and Benny Padilla who helped out at the beginning of the endeavor. And let me tell you, it gave me the biggest thrill to see the eager faces of the 1,600 youngsters who were there anxiously awaiting for the picture show, to be followed by a good lunch consisting of hot dogs and ice cream and a dance for the teen-agers. The party was really a success and by providing this entertainment for the children they were kept from doing harm to homes, cars and business places, the so called Halloween pranks, you know.

Now, if Santa Fe had a Girls' Club everything would be complete, for there is definite need for one in this City. The Ladies LULAC Council, however, is going to start doing something about it. At our last meeting, our President, Mrs. Mary Chavez, appointed a committee to contact other women organizations here in town to see what we can do to start the ball rolling and get a club for the gals. More about this after we've had results.

I could go on and on writing on this subject, for the education and betterment of our youth is a subject which is very near and dear to my heart, but I shall bore you no further, my dear readers; I only hope you will enjoy reading this article as much as I enjoyed writing it.

This is off the subject, but I must not fail, before closing, to tell Mr. Garza, our editor, how much I enjoy reading his editorials, they are really good.

FOR HOLIDAY FUN SECOND TO NONE



Yes, folks! One sure way to step up your enjoyment of the gay holiday season is to serve Southern Select beer to your family and guests. You'll thrill to its mellow, smooth, downright satisfying flavor, made possible because Southern Select is brewed with the one and only *Secret Flavor Control*. This exclusive process, alone among fine brews, using the finest ingredients and the purest distilled water, makes the difference!

Taste it once and you'll agree with the thousands who say: "When it's time for refreshment, it's Southern Select Time!" When holiday parties gather, or wherever and whenever friends gather, do as other smart hosts do. Serve Southern Select, the brew that's Second to None!

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G. LOZANO, Mgr.
CORPUS CHRISTI, TEXAS



Reddy Kilowatt.

your electric servant, says:

**"MERRY
CHRISTMAS**

and a

HAPPY NEW YEAR"



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