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A black and white portrait of a man with dark, curly hair and a mustache. He is wearing a dark suit jacket, a white shirt, and a dark tie. The portrait is set against a light, textured background.

LULAC IS ON THE MARCH! Maybe you'll say that that's not very original. RIGHT! It isn't. But it happens to be the truth.

Right into the brightest future it has ever enjoyed. Because we have in Lulac the go-getting man-power that it needs to make it go. Maybe it was dormant before—Past President Arnulfo Zamora had a hardhitting two-fisted organization behind him—but we can't complain. Every day reports come into this Home Office that make us believe that we are going to have a very good year in Lulac. That dormant giant is beginning to uncurl and to unfold, to stir and to come to life.

We energetically protested the illegal admission of braceros into this country—and the authorities sat up, took notice, and corrected the situation. Why did we protest? Simply because in a case like this it is our people who suffer the consequences. It is they who must bear the brunt of the physical hardships and the economic exploitation heaped upon them in every possible way. That's why we protested this time, and will do so again any time it becomes necessary.

But as the shining example of that awakening Lulac spirit we can think of nothing better than the official installation of the Kingsville Ladies' Council. Corpus Christi, Falfurrias, and San Antonio were represented. But talk about a peppy bunch, that is IT! They put on a ceremony that was a joy to behold and throughout the entire program you could see the Lulac spirit just brimming over.

And if respect for the individual and the rights of others, and the fundamental belief in real equality of opportunities for all human beings, which our democracy is supposed to stand for and to proclaim, are to become a reality, Lulac must do a better and a better job.

That is our job. That is our responsibility. RISE UP AND SHINE, LULACS!

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EL CAMPO, TEXAS

A black and white portrait of a man with dark hair, wearing a suit, white shirt, and patterned tie. He is smiling and looking towards the camera. The background is a textured, mottled grey.

★ ★

LULAC NEWS



Our Hope... for Peace!

The above illustration signifying "Our Hope For Peace" kindly destined by its author Lulacker Manuel A. Avila, of Houston for our front page was placed here because we thought it would better serve its purpose as an inspiration for our Editorial.

Let us first interpret the artist's conception of what is "our hope for peace". High in the firmament is the brilliant Star of Education shedding its wondrous light upon the Cross of Christianity, that is covered with the benevolent shadow of the red, white, and blue Emblem of our country—that flag that symbolizes... "one Nation indivisible with Liberty and Justice for ALL".

The great thoughts and immortal words of our Founding Fathers are heard down the corridors of time telling us with the clarion call of free men that the major articles of our faith translated into the democratic principles enunciated

in our Declaration of Independence and our political Constitution, can be very easily set down.

What was it they said? We believe... in the most profound moral and political sense... "that all men are created equal"; we believe that: the basic and fundamental purpose of society and its institutions is the development and the proper enhancement of the worth, the dignity, and the human powers and rights of all creatures. We believe that every child without regard to his or her racial origin, or present social status is and should be entitled to the same and equal opportunities for mental and physical growth, position and responsibility. We believe that mankind: the grocer, the baker, and the candlestickmaker, can and should be able to rule themselves and that they are the only dependable judges and guardians of their own and their children's welfare.

And by the same token, we do not believe in and we cannot conform to, the idea and the doctrine of the master race; we reject class, caste, and other similar classifications, and the doctrine that certain human beings were created by God to grovel before others; or that they should look up to their social "betters" in any manner.

Let us realize, and help our fellow-citizens to understand, that the greatest responsibility we have as citizens of this country is to develop a challenging conception, and those were the ennobling thoughts of our artist, of the possibilities of our democracy, in the United States today, based upon the basic principles our fathers set down for us in the past.

Surely the fulfillment of that promise of the past that has come to be known in the present as "the American way of life" needs to be reinforced with an informed and critical comprehension of the past and present, certainly needs our ability to unmask hypocrisy, an active acceptance of our Bill of Rights, and a concrete and sincere acknowledgment of the brotherhood of men.

All of these must perforce be bolstered with a positive and moral sense of social obligation, the eager inclination to improve society, a great abounding faith in both the ends and the means of democracy, for herein lies the challenge, the responsibility, and the opportunity of our democratic faith, this is most assuredly "our hope for peace," Education and Christianity in our Democracy.



Official Organ

League of United Latin American Citizens

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LULAC NEWS

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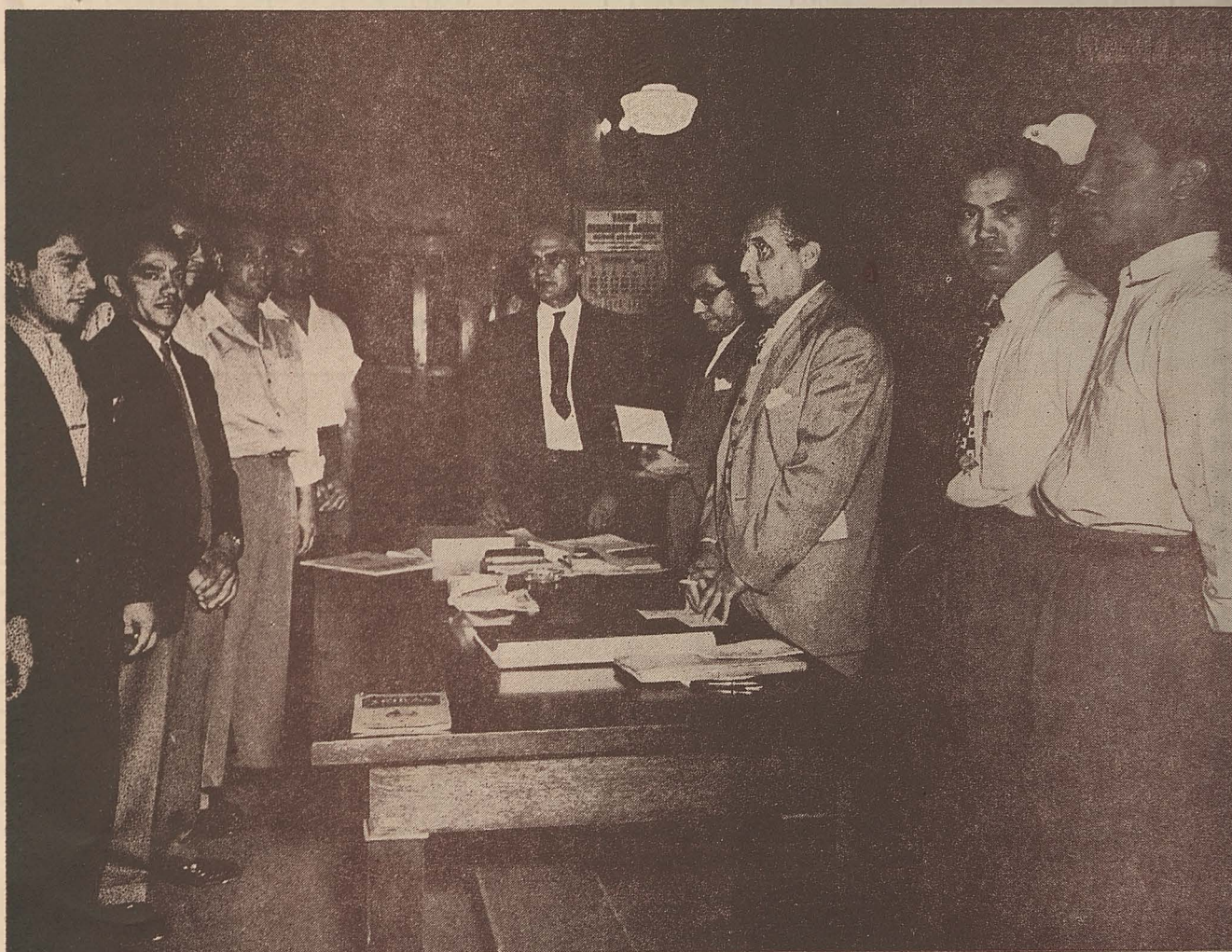
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El Campo Council 170 had Impressive Installation Rites



SWEARING IN CEREMONY BY PRES. GENERAL
Line to Left: Davila, Avila Henry D. Acevedo, Raul S. Mireles, and Guide Michael Salazar.
Center: The Secretary, Antonio J. Alvarez.
Line to Right: Alfred J. Hernandez, President, Raoul S. Cortez, President General; Armando Mares, Treas., and Toby Hernandez, Ass't Treas.

The installation of El Campo Council No. 170, of El Campo, Wharton County, Texas, was attended by almost 900 persons from the surrounding South Texas communities.

Installation ceremonies took place at the Red Hill Community Center and Dance Hall, which is one half mile from El Campo, Texas. Installation began at 8 o'clock after a barbecue was served to the visiting guests at 6:00 p. m. on the open air picnic grounds of the community center.

John J. Herrera, Lulac Regional Governor for Texas in the absence of President General Cortez, who was in Kingsville, Texas, installed the new council. Also acting as Master of Ceremonies, Brother Herrera introduced the visiting guests, Sheriff T. W. (Buckshot) Lane and his party and visiting Lulackers, Florencio Jasso, President of Texas City Council, Raul Padilla, Secretary of Texas City Council, Joe Ramos, assistant secretary, Gilbert Martinez, Chaplain,

Robert Padilla, and John Reyna headed a group of Texas City Lulacs. Fred Perez, Governor of District No. 8 of Galveston, Texas, represented Galveston Council No. 151. From Houston, were Alfred Hernandez, President of Council No. 60. Armando Mares, Treasurer; Raul Palacios, Chaplain; Lisandro Gomez, Sargent at Arms; Macario Garcia; Octavio Gomez; George Perez; Ismael Aguilar; Joe Gonzalez, and Rudolf Rendon. From the dormant Council of New Gulf, Wharton County, Texas, were Brothers Alvino G. Campos and Benito S. Garcia.

With the visiting delegation forming a guard of honor around the El Campo Council, 70 members were sworn in an inspiring initiation ceremony by Regional Governor, John J. Herrera. The officers then took the oath of office and the charter was presented to them by Brother Herrera.

(Continued on Page 17)



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Scenes of Hilarious Time Enjoyed at Houston Ladies' Council Supper and Party

The New Houston Ladies Lulac Council held a social and supper to raise funds for their council and proceeded to muster in all men Lulac's as "waiters" here is shown John J. Herrera (who claims he got his start as a waiter) back in harness again waiting on Lulac's Mr. & Mrs. J. P. Castillo and Mr. & Mrs. Manuel Flores, incidentally Bro. Herrera received the grand prize for the 'Best All Around Waiter'.



No! Not SINATRA



It's... Oh, Johnny

Your Regional Governor John J. Herrera, giving his all for Lulac in a crooner's contest in behalf of the segregated (anti) mexican school fund fiesta given by the Houston council in May of this year. Reports have it that the versatile Bro. Herrera won the contest and subsequently turned down offers from radio, stage and screen talent scouts to remain with his first love, the practice of law.



Grand Prize of 1 tamale was awarded Mr. J. J. Herrera, Reg. Gov. for being "Best Waiter" at Ladies Mexican Super and Party.

Mr. Joe J. Castillo left and Alfred J. Hernandez applaud spiritedly

Something New Has Been Added



President Mrs. Elena Picazo making an impassioned plea for membership during Ladies' Council 1st function. Alfred J. Hernandez, Pres. Men's Council, and Mr. Adolfo Martinez look on.



Left to right: Mrs. Rita Chacon, Susie Hernandez, Minnie Canales, Mrs. Ben J. Canales, Raoul S. Cortez, Mrs. Elena Picazo, Mrs. Eva Coronado, Mrs. Petra G. Muñoz. MISSING: Minnie Hernandez, Amelia Hernandez, Eliza Alderete, Mrs. Herlinda Alvarado, Mamie Brett, Carmen Cortez, Bertha Domeuso, Maria Fernanda Marin, Mrs. Cruz Martinez, Mrs. B. G. Morales, Mrs. Margarita Rodriguez.

A Ladies' Council for Lulac is that something new in Houston. This new and enterprising group of ladies is growing like our town. Booming that is!

Two months ago at the formation of this organization 3 ladies represented the total membership and two American Nite Clubs which netted the ladies close to \$200.00 clear profit. Since the baby group has helped sell this magazine and thanks also to them, our Halloween Dance is a howling success already!!

Watch them grow and go!!
WOW!!!

weeks thence they had grown to twelve and again like a city is now nearing 20.

Not only is this growth phenomenal for they've had a bit of success already. A month after their organization a Mexican Dinner was held at one of Houston's Latin

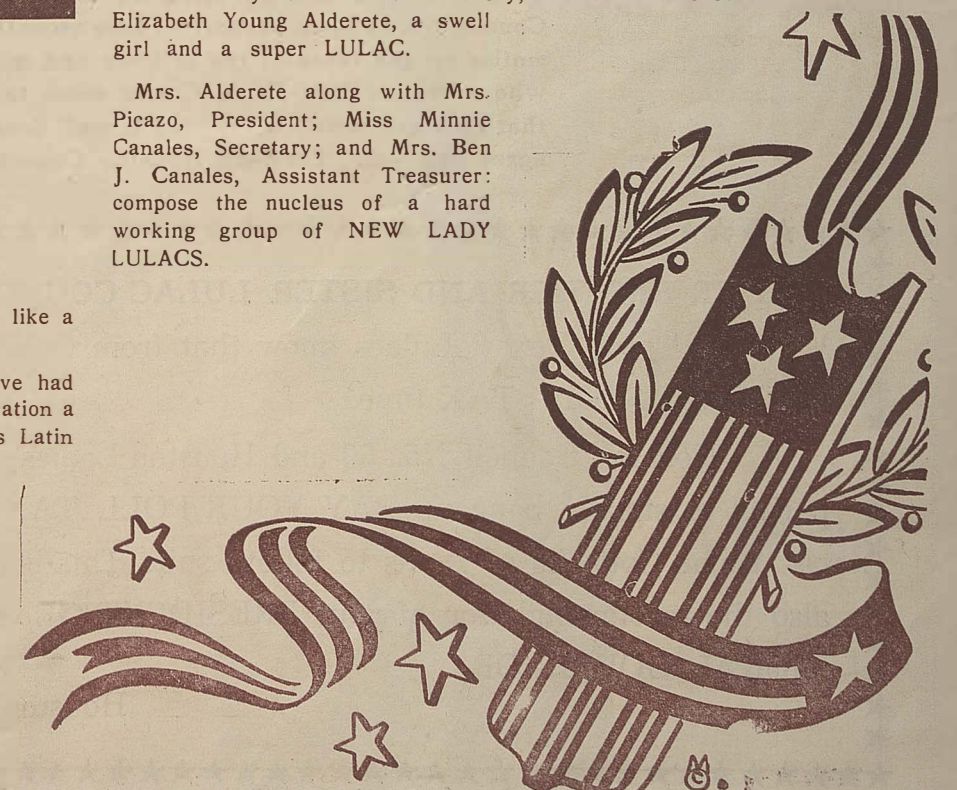


Meet our Treasurer, folks. She's pett Mrs. Sammie Alderete, whose husband is also a good LULAC.

Elizabeth Young lived in Woodville, Texas, and it was there she met and married Sammie Alderete in 1938, while he was stationed at the Woodville camp. They now live in Suburban Houston, in a four-room cottage which Sammie, a contractor, built himself. They have no children, but hope to adopt a little boy in the very near future.

Elizabeth is short and cute, with brown hair, blue eyes, and a peaches-and-cream complexion. She has a charming personality and is well liked by everyone. She finds time to keep house, indulge in her hobby of interior decorating, which she plans to study further and extend into a more resourceful pastime, and works hard and faithfully for LULAC. We say, Three Cheers for Elizabeth Young Alderete, a swell girl and a super LULAC.

Mrs. Alderete along with Mrs. Picazo, President; Miss Minnie Canales, Secretary; and Mrs. Ben J. Canales, Assistant Treasurer: compose the nucleus of a hard working group of NEW LADY LULACS.



President General Cortez Enthusiastically Recieved



President General Raoul A. Cortez was heartily welcomed by members of the Houston Men's Council No. 60 and by members of the Ladies' Council No. 22 upon his arrival here recently. The smiles on the faces of the officers and members who surround Bro. R. A. Cortez seem to imply that they are satisfied the "job is well done." We agree and add "Forward Houston Councils."

TO OUR BROTHER AND SISTER LULAC COUNCILS OF TEXAS:

All good Texas' Lulacs know that from October 1st to January 31 is PAY YOUR POLL TAX time.

Houston Council No. 60 and Houston Ladies' Council No. 22, are preparing to start a bang up PAY YOUR POLL TAX Campaign. We ask all our Lulac Councils in Texas to follow suit. This is not merely a request but also the recommendation of your PRESIDENT GENERAL AND YOUR REGIONAL GOVERNOR.

Houston Council No. 60.



Ladies' Party

A Grand Success

Macario Garcia Fund Increased by Houston Check



Macario Garcia Congressional Medal of Honor Winner receiving check from President Alfred J. Hernandez party honoring those who helped make his legal battle possible Mr. Henry P. Avila, one of our new members serving as Master of Ceremonies.



A Great Year

Houston Lulac Council No. 60 is having one of its greatest years. Yes, Sir, we have been most fortunate in not only being able to do the expected of us along civic lines but we are even being looked upon now by the Anglos as well as the Latin Americans as **the club** in Houston, as a matter of fact is considered by **everybody as THE** Latin American organization of Houston.

This has very naturally been accomplished through the most honest and sincere efforts of a hard working membership of which we are justly proud. We, in Houston, have been fortunate in being able to make our organization not only hard working but effective and efficient as well. We have the best attended meetings in town, and spirit is running high.

Our membership here has received a much need shot in the arm, from what we choose to call our "monthly social". Not only are these socials planned for the benefit of the membership campaigns constantly going on, but they also serve to stimulate fellowship, and to keep alive the spirit of LULAC in the minds of our friends. Consequently every

meeting sees an inflow of new faces,, and every social becomes the first responsibility of these new members. Watching the results we have every reason to believe that this is proving to be an outstanding success in itself. This renewed and revitalized membership has done a great job.

Along other lines of endeavor, we have had a scholarship in the planning stage for quite some time. This past summer our dream was truly realized. At one of the local Latin owned Clubs we organized and held a song and dance program. Houston responded famously to this affair. More than five hundred tickets were sold, and many people were turned away for lack of accommodations. It was really a great success and our scholarship is at last a living reality.

By the time this is published we will have named the winner of our eight-high school-wide search for the June graduate who possesses those qualities of achievements and leadership that will entitle him or her to receive this award. He or she will have his or her choice of one of Houston's three Universities, the branches of two others, or any of their choice elsewhere. Yes, Sir, this has been a great year for Council No. 60'.



TEX-MEX DIALECT



— As the result of the coming together of the two population groups of English Speaking and Spanish Speaking people in Texas, there has developed a peculiar dialect which is made up of a mixture of both the English and Spanish languages. The name most commonly applied to this dialect and which I think is quite appropriate is Tex-Mex or in Spanish "Texanismos", It is used mostly by Latin Americans of Texas.

First of all we can say that Tex-Mex is like Spanish, phonetic. Root words are taken both from Spanish and English. An English word like "truck" becomes "troca", "car" is "carro", "to park" is "parquear", "to watch" "wachar", and so on.

Many times the English word itself is used, merely employing the Spanish article "el" or "la" as it may seem more proper like "el policeman", "la nurse", "el city hall", "el janitor", "el mister", "la madama", and so on.

Archaic Spanish expressions are intermingled with these made up terms such as "truje", "vide", "jallé", "traiba", "banos", and many more.

Besides employing these various devices to form a strong, live, and forceful dialect, Tex-Mex—Speaking people use a Spanish intonation; so we may hear a young girl say: "Come on, Maria a a." or "Wait for me ee, hombre" or "Tell him que no puedes wacharlo, hombre e e". "Dile que

no can do hobre e e, y a ver que tray y y."

In order to understand Tex-Mex it is necessary to understand both English and Spanish and also to know old Spanish expressions that are not correct even in Spanish-Speaking countries. The use of Tex-Mex is very well illustrated by the story of the young Latin-American boy who wanted to go hunting but had no saddle:

"Why don't you borrow Lolo's saddle," he was asked. This was his answer: "Yo quiero borrow la saddle de Lolo, pero tengo fraid que Lolo se get mad porque la saddle se scratch up con el chaparro brush!"

Of course, once you get started on Tex-Mex it is not difficult to keep it up as the story of the Rio Grande Valley store-keeper may point out.

This store-keeper was a new comer to the valley and one day while sitting down in front of his store with a friend a Latin American customer comes up to him and says:

"Mister Jones, you gare eggs today?" "No, Tomas, no gare eggs today, but maybe tomorrow kechy". Then he turns to his friend and says "You know, you can sure learn this Spanish lingo in no time."

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Lulac Aims and Purposes

1. To develop within the members of our ethnic group the best, purest, and most perfect type of true and loyal citizens of the United States of America.

2. To eradicate from our body politic all intents and tendencies to establish discrimination among our fellow-citizens on account of race, religion, or social position as being contrary to the true spirit of Democracy, our Constitution and Laws.

3. To use all the legal means at our command to the end that all citizens in our country may enjoy equal rights, the equal protection of the laws of the land and equal opportunities and privileges.

4. The acquisition of the English language, which is the official language of our country, being necessary for the enjoyment of our rights and privileges, we declare it to be official language of this Organization, and we pledge ourselves to learn, and speak, and teach same to our Children.

5. To define with absolute and unmistakable clearness our unquestionable loyalty to the ideals, principles and citizenship of the United States of America.

6. We solemnly declare once and for all to maintain a sincere and respectful reverence for our racial origin of which we are proud.

7. By all lawful means at our command, we shall assist in the education and guidance of Latin-Americans and we shall protect and defend their lives and interests whenever necessary. We shall oppose any tendency to separate our children in the schools of this Country.

8. Each of us considers himself with equal responsibilities in our Organization, to which we voluntarily swear subordination and obedience.

9. We shall create a fund for mutual protection, for the defense of those of us who may be unjustly prosecuted and for the education and culture of our people.

10. This organization is not a political club, but as citizens we shall participate in all local, State and National political contests. However, in doing so, we shall ever bear in mind the general welfare of our people, and we shall disregard and abjure once and for all any personal obligation which is not in harmony with these principles.

11. With our vote and influence we shall endeavor to place in public office men who show by their deeds, respect and consideration for our people.

12. We shall select as our leaders those among us who demonstrate, by their integrity and culture, that they are capable of guiding and directing us properly.

13. We shall maintain publicity means for the diffusion of these principles and for the expansion and consolidation of this Organization.

14. We shall pay our poll tax and urge all our fellow-citizens to do likewise, in order that we may enjoy our rights fully.

15. We shall diffuse our ideals by means of the press, lectures and pamphlets.

16. We shall oppose any radical and violent demonstration which may tend to create conflicts and disturb the peace and tranquility of our Country.

17. We shall have mutual respect for our religious views and we shall never refer to them in our Institution.

18. We shall endeavor to secure equal representation for our people on juries and in the administration of Governmental affairs.

19. We shall denounce every act of peonage and mistreatment as well as the employment of our minor children of scholastic age.

20. We shall resist and attack energetically all machinations tending to prevent our social and political unification.

El Campo.

(Continued from page 7)

Brother Herrera also presented the President of El Campo Council, Lee Roy Moreno with a gavel and he also presented all of the new members with a handsome Lulac shield with the name of each member and the number of the council inscribed on it. Lee Roy Moreno, President of Lulac Council No. 170 took over his post and officiated throughout the rest of the evening.

Alfred J. Hernandez of Houston Council welcomed the El Campo Lulackers into the fold of Lulac with a heart warming speech of welcome. Brother Henry Martinez, Treasurer of the new group gave the response and announced a firm policy of hard work for the local Council. Macario Garcia, Congressional Medal of Honor Winner and member of Lulac Council No. 60, added his words of welcome.

After the installation and speeches the new El Campo Council honored the guests and visitors with a dance which lasted until one in the morning. A great time was had by all and all visiting Lulackers left the meeting happy in the thought that Wharton County has at last joined the Lulac fold.

The officers of the newly organized council are Lee Roy Moreno, President; Ralph Perez, Vice-President; Joe Constante, Secretary; Henry Martinez, Treasurer; Geronimo Saucedo, Assistant-Treasurer; Ernesto Martinez, Sgt.-At-Arms; Luis Saucedo, Guide; Manuel Salinas, Chaplain.

Our Cover

One of the most popular singers at the Lulac fiesta given at the El Tropical Club in behalf of the Anti-Segregated Mexican School Fund is the lovely Elvira Rodriguez, radio and movie star from Mexico city. Formerly Miss Elvira Rodriguez she visited Houston with a group of Mexican radio stars and met Lulac member Jesus A. Rodriguez of Houston. Later they were married and now Mrs. Rodriguez is one of the most popular members of Houston's Latin American Colony. Mrs. Rodriguez helped Houston Lulac's with the Macario Garcia fund and also helped to make the LULAC fiesta a success singing Mexican songs in her inimitable style.



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The history of Houston, intimately entwined with the history of Texas, is an amazing story of rare interest, rich in tradition and full of romance. The city was founded on August 26, 1836 by John K. and A. C. Allen, brothers, and was named after Gen'l. Sam Houston, hero of the Battle of San Jacinto and first president of the Republic of Texas. It was established a few months after the battle of San Jacinto. The battlefield, now a state park 18 miles from Houston, is the site of the stately San Jacinto Memorial Monument, 570 feet tall, and the San Jacinto Museum of History. It is interesting to know that six flags of sovereignty — Spain, France, Mexico, United Confederacy, Republic of Texas and the Stars and Stripes have waved over the soil that is now Houston and on which at one time was located the capital of Texas.

In little more than a century Houston grew from a frontier wilderness to the king-pin metropolis of the great Southwest. For decades it has been one of the fastest growing cities in the nation and this growth is continuing at a rapid pace. Its post-war construction program approaches a billion dollars. The last federal census of 1940 placed Houston's population within the corporate limits at 384,514 and the metropolitan population at 510,479. The population is now conservatively estimated at nearly 500,000 for the corporate limits and more than 740,000 in the metropolitan district. There are approximately 45,000 Latin American here. Houston has been made great by its rich natural resources and by the vigor of its citizens. Houston is served by six trunk-line railroad systems, a deep-sea port, the Intercoastal Canal, many common carrier truck and bus lines, a net-work of excellent state and federal high-



ways, and six domestic airlines and three international airlines. It has three daily newspapers and eight radio stations. The principal universities are the University of Houston, Rice Institute, St. Thomas University, Baylor University College of Medicine, Dental College of the University of Texas and the Texas State University for Negroes. Houston's excellent public school system includes 126 public schools and 25 parochial schools.

The principal points of interest are the Houston Ship Channel; San Jacinto Battleground, San Jacinto Monument and Museum of History; Museum of Fine Arts; municipal zoo, Garden Center and Museum of Natural History, all in Hermann Park; Sam Houston Coliseum and Music Hall; City Hall; Public Library; beautiful residential sections; Municipal Airport; Texas Medical Center; surrounding oil fields and petroleum refineries. In its municipal park system Houston has 62 parks and playgrounds equipped with all types of recreation facilities including swimming pools, tennis courts, bridle paths, golf courses, etc. Largest park is the beautiful 1500-acre Memorial Park. The mild Houston climate permits enjoyment of outdoor sports the year 'round. Hunting and salt and fresh water fishing are available nearby. All forms of aquatic sports may be enjoyed at the nearby bayshore resorts and beaches of the Gulf of Mexico.



LULAC NEWS

R.B.
F.21 LULAC Council #60