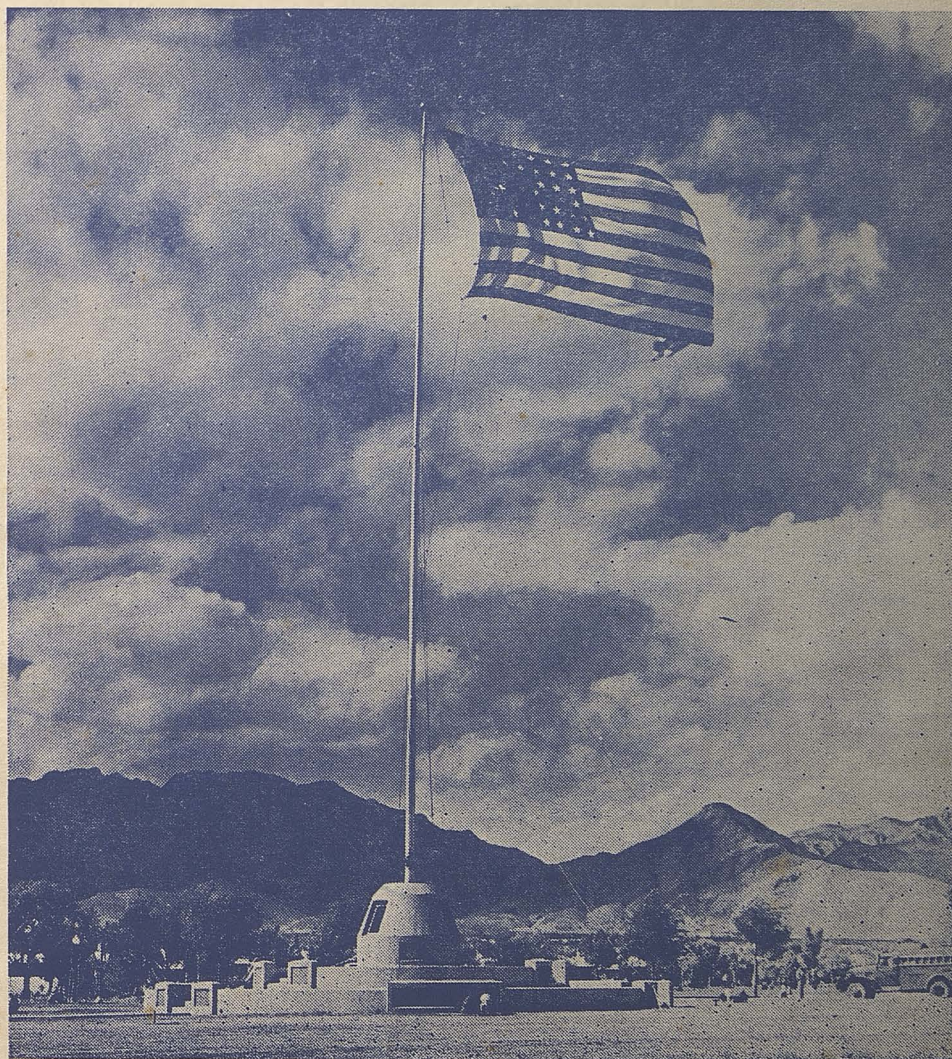


VOL. XV

San Antonio, Texas, November 1948

No. 2

- ★ Texas
- ★ New Mexico
- ★ Arizona
- ★ Colorado
- ★ California



*We Pledge our Allegiance...*



OPEN AN ACCOUNT AND SAVE AT  
**UNION FURNITURE CO.**  
205-215 S. STANTON ST.

★  
Out-of-Town Accounts Invited  
★

DIAL 3-2486

EL PASO, TEXAS

---

**THE STATE NATIONAL BANK**  
OF EL PASO

DEPENDABLE SERVICE SINCE 1881

★  
Member Federal Deposit Insurance Corporation  
★

EL PASO, TEXAS

---

**El Paso's**

- Newest
- Finest
- Largest

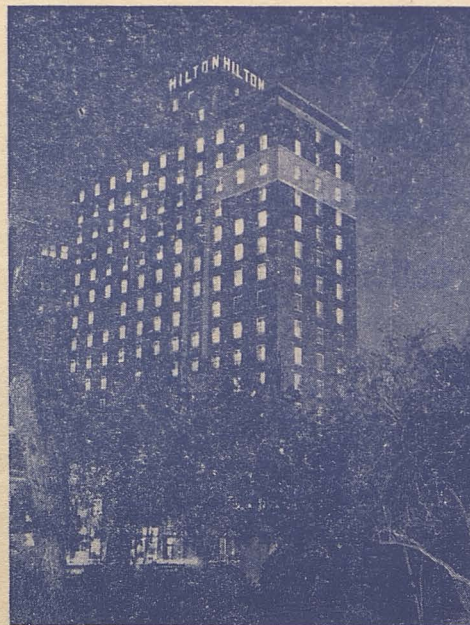
★★★

Excellence in Service

... in Cuisine

... in Comfort

Moderate in Rates



**HILTON HOTEL**

EL PASO, TEXAS



# *A Monthly Message* *from the. . .* **President General**



To My Brother Officers and Members:

As this issue of LULAC NEWS goes to press your President General is traveling over the West visiting the Councils in New Mexico, Arizona, California, and Colorado, and will go all the way to Washington on Lulac business.

Everywhere I have been the enthusiastic welcome I have been accorded and the spirit of Lulac that is ever present is something to warm your heart.

It is a distinct honor, as well as the greatest pleasure for me to be your President General at this time. To know that our work is appreciated, and recognized on a national scale, and that we can make ourselves heard in the lowliest home as well as in the highest places, that our influence is felt, and heeded, as that is to me the greatest evidence of the fact that our beloved and respected organization is well established as a force for good in our Nation.

The influence of Lulac has never been used, thank the good Lord, to further the personal interests of any one man, nor the selfish designs of a clique or group; and the time has come when the long awaited fruits of our labor can be harvested.

The groups from Wharton County, long held under the political bondage of the so-called Whiteman's Party Union—a Klannish outfit that held our people out of the polls for years—that are coming now into the fold beginning with El Campo.

The wonderful job that is being done by the El Paso Councils, that you will read about in this issue, and that can very well serve as a living example to all the rest of us.

The efficient work being done by Houston - Kingsville - Cotulla - Austin, and many others—cannot be ignored—and as your presiding officer I literally take off my hat to all of you, while I breathe a fervent prayer, and my sincere and earnest hope, that you will continue along the same line, with the same spirit, at the same unslackened pace.

With justifiable pride because it happens to be my home Council, I want to make special mention of the far-reaching and tremendously important job that San Antonio Council No. 2 is doing for our children on the Texas' History Text Books. We especially appreciate the spirit and the attitude of clear-thinking, fair-minded Americans like the Hon. Gilbert Denman, Chairman of the State Board of Education, who is generously providing the Committee of Council No. 2, under the able Chairmanship of our good friend and fellow-Lulac, the Hon. Ruben Lozano, the opportunity of the hour, to rewrite the history of the former republic and now our great State of Texas in order to give due credit to De Zavala, Navarro, Ruiz, and so many others of our Texas-Mexican heroes who gave their all for liberty.

More power to you, working Lulacs, too many to mention here, but to whom Lulac owes a deep debt of gratitude.

To those of you that as yet have had no opportunity to serve, I say, **MAKE THAT OPPORTUNITY!** Your Organization is calling you. **DO SOMETHING!**





3932 Alameda Ave. Dial 3-3011  
EL PASO, TEXAS

## COMPLIMENTS

PEÑA BROS.

## Complete Automotive Service



6717 Alameda Ave. El Paso, Tex.

# The SHERWIN-WILLIAMS CO.

WORLD FAMOUS PAINTS,  
ENAMELS & LACQUERS



Visit Our Drive-In Paint Center  
1915 Texas St. El Paso, Texas

## BEST WISHES LULACS

# ALAMO GROCERY No. 2

**Sam Sayklay, Prop.**



4900 Alameda Ave.

Dial 2-7162 El Paso, Texas

## GOLDEN DESERT

## MACARONI PRODUCTS

"A Fine Durum Semolina Product"  
Manufactured in El Paso

by

EL PASO MACARONI CO.



LIQUORS - WINE - BEER

# RAY'S PACKAGE STORE

## AT CITY MARKET



**710 E. San Antonio St. Dial 3-2801**

EL PASO, TEXAS

**MENDOZA'S**  
**CRYSTAL PALACE CAFE**

A Place for Ladies and Gentlemen  
The Best Food and Mixed Drinks



505 JUAREZ AVE.

## Juarez, Mexico

## "SALUDOS AMIGOS"

Courtesy of

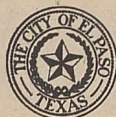
**Mr. & Mrs. Frank Alvarado**

415 S. St. Vrain St. No. 3

EL PASO, TEXAS



DAN R. PONDER  
MAYOR  
W. R. COLLINS  
CITY CLERK



EXECUTIVE OFFICES

November 2, 1948

Mr. Pete Loya  
President  
League of United Latin American Citizens  
El Paso, Texas

Dear President Loya:



It is a pleasure to address to you these few words of appreciation of the successful activities of Lulac in our community. Any town or city can be measured directly by the interest taken by its citizens in the affairs of the community and your organization is indeed to be commended for its aggressive interest in municipal matters.

DAN R. PONDER  
Mayor

Since the present Council took office they have undertaken a number of major projects in connection with which the members of your organization have provided active participation. I have reference principally to the El Paso Improvement League, the Park and Recreation Improvement Program, the City-wide block dances, and other activities too numerous to mention.

It is needless to point out the active part taken by your group in the rent control procedure and in the number of improvement activities sponsored by County Judge Gilbert.

It is only natural that your members should be interested in the improvements to those parts of the city where most of our Latin American citizens live. In this connection I should like to point out that the present Council has accomplished considerable improvement in the streets and alleys in South and East El Paso.

The Storm Sewer System, for which the City awarded a contract last week, will relieve very materially the drainage conditions all over the City and particularly South El Paso.

The recent street improvement program around Bowie High School is about completed and probably could not have been accomplished without the help of our good friend Modesto Gomez.

It would be very easy to go on and on talking about the things that have been done and the things we plan and hope to do, and in connection with which we shall continue to call upon the invaluable assistance of the Lulacs.

Sincerely yours,

Dan R. Ponder  
Mayor

LULAC NEWS



## A black and white photograph of a two-story tenement building. The building is made of wood and shows signs of age and wear. On the second floor, a person is standing on a balcony or platform, looking out. The ground floor has several windows and doors, some of which are boarded up or have makeshift coverings. The overall appearance is one of poverty and urban decay.

The Lulacs of El Paso have been doing something the ancient Israelites couldn't do. They have been making bricks without straw. In these days of no housing they have found housing and in these days when the landlords in El Paso's tenement district swore they couldn't possibly make improvements, the Lulacs have forced improvements.

The Lulacs went to work. They put pressure on landlords, the City Health Department and the City Council. They dug up old laws whose enforcement would mean improved conditions. They urged the authorities to act, and they got action. Under the threat of condemnation or court fines, landlords have made improvements.

taken into court. The judge told him to fix the toilet within 10 days or he would be fined \$200. The repairs were made.

The Lulacs of El Paso have found out that the way to get your rights is to fight for them, that if you sit back and take things meekly you will never get what you deserve and need.

I am proud of the job the Lulacs have done in the tenement district. Under the worst possible conditions in history they have accomplished results that were considered impossible.

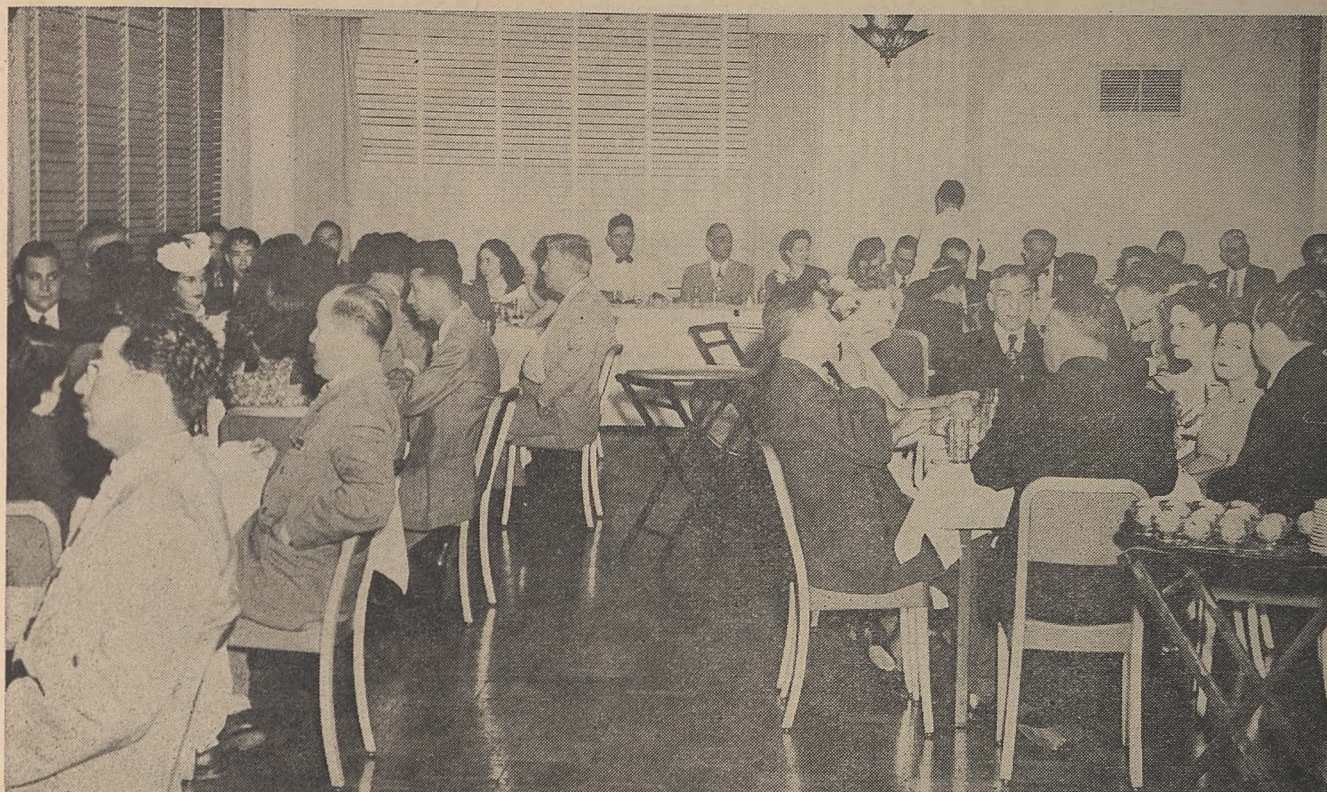
I am also proud to associate with the kind of people who make up the El Paso Lulacs. They have the real American spirit of fight and patriotism.

[illegible]

## LULAC NEWS



## EL PASO MEN'S LULAC COUNCIL No. 132

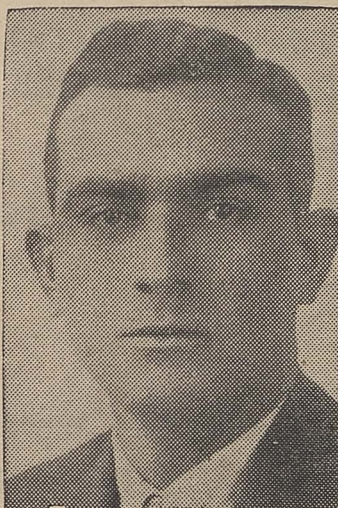


Lulac members have been active in social welfare activities throughout the year. Practically every member has served in some social welfare work during the year.

Among Lulacs who were present at the Fifth Regional Conference of the Bishop's Committee for the Spanish Speaking were Messers. Ernesto Valdes, Hector Silva, and Luciano Santoscoy. Santoscoy spoke about the slums of the city and also the juvenile delinquency. Mr. Alonso S. Perales presented a magnificent speech "Leaders on the Horizon". The conference lasted three days and at all times there was a Lulacker present.

A Juvenile Delinquency Conference, attended by a large number of civic leaders, also saw Lulackers present. This conference was held under the auspices of the Mayor and City Council. Mr. E. W. Kayser, alderman was in charge. This conference lasted two days. Mr. Solinsky, well known for his "Back Yard Movement" in Chicago was a guest at one of the meetings. He made some very interesting observations and played several records dealing with this subject. Mr. Luciano Santoscoy spoke on the "Basic Needs in El Paso."

Mr. Pete R. Loya, and Mr. Luciano Santoscoy are serving as members of the El Paso Rent Advisory Control Board, having been appointed by the Rent Expediter Mr. Tyde Woods, Washington, D. C. At present this board is trying to pass on the validity of the Real Estate Property Owners of South El Paso claim for a raise in rent, in this section of town so that



Officers of Lulac Council 132:

President	Pete R. Loya
Vice-President	Arnulfo Flores
Treasurer	Enrique Parra
Secretary	Jesus Vela
Chaplain	Alex Salcedo
Guard	Atilano Mendoza

### Directors:

Y. B. Porras	Wm. Flores
M. A. Gomez	

they may be able to repair this section of town.

Roberto Dominguez and Ernesto Valdes are committeemen to the Rio Vista Farm project. These members were appointed by County Judge Victor B. Gilbert. It will be a detention home for juvenile delinquents where trades

will be taught to the inmates. Mr. Ernesto Valdes also belongs to El Paso School Board.

Boy Scout troop No. 150 is being sponsored by this council. Committee men are: Wm. Flores, F. A. Hernandez, Arnulfo Flores, Chairman, Enrique Parra, Alex Salcedo, Y. J. Porras, Mr. Roberto Dominguez is the scoutmaster. Arnulfo Flores has been very active in scout work and served a year's term as scoutmaster for troop No. 150 ending Oct. 21st. 1948. There are 30 scouts in this troop.

Several members of this council made a trip to Van Horn to install a council there. It was a hot day Sept. 5, 1948. The mercury rose to 104. We have touched on this installation in another section of this issue.

Our secretary Mr. Jesus Vela has been most active in all of the sessions and has made great strides in urging the attendance of the meetings by a large number of members. He also played a great part in the editing of this issue of Lulac News.

Under the sponsorship of our entertainment chairman Mr. Alex Salcedo we have been able to have two Ranchero Dances, a stag Party, also he was largely responsible for the great success of our Dinner Dance held at Hotel Hilton to honor our President General Mr. Raoul Cortez. 150 plates were served. 300 people danced to the rhythm of the music.

Mr. Enrique Porras has been our treasurer for the past two years. Better balancing of books you've never seen. He was instrumental in the issue of Lulac News.





Best Wishes to the Lulac Council No. 132

from

**SEGURA-McDONALD POST No. 5615**

Veterans of Foreign Wars of the U. S. A.

3930 FINDLEY ST.  
EL PASO, TEXAS

RAYMOND TELLEZ, JR. Commander  
ERNEST PEREZ, Quartermaster  
ROBERTO GUILLEN, Adjutant

**PETE LOYA'S SERVICE STATION**

DIXIE BRONZE & DIXIE ETHYL  
GASOLINES



For All Boxing Matches Buy Your Tickets Here



4000 ALAMEDA AVE — Dial 2-0044 — EL PASO, TEXAS

**THE FASHION**

Home of  
HART-SCHAFFNER & MARX  
CLOTHES



216 E. San Antonio Street  
EL PASO, TEXAS

**ALAMO**

Grocery and Market

WE DELIVER



3928 ALAMEDA AVENUE  
Dial 2-2162 El Paso, Texas

**G. CHAVEZ FEED STORE**

HAY - GRAIN & FUEL



3807 ALAMEDA AVE.

Phone: 3-5503

EL PASO, TEXAS





Mr. Pete Loya, President,  
League of United Latin American Citizens,  
El Paso, Texas.

Dear Mr. Loya:

Greetings to El Paso Council 132:

I want to take this opportunity to congratulate "LULAC" for the good civic work that is being accomplished by that Council. It has been a real pleasure to keep in contact with your organization during my tenure of office, and I want to assure you that your efforts have been greatly appreciated.

The work that you are doing in juvenile delinquency—El Paso's, as well as the Nation's No. 1 problem,—is to be admired, and, although we are only starting, we will accomplish great things in this direction.

Feel free to call on this Court at any time. This Court is open to all, regardless of creed, race or nationality.

Sincerely,

C. M. LANIER, JUDGE,  
Corporation Court



Mr. Pete Loya, President  
Lulac Council of El Paso County  
El Paso, Texas

Dear Pete:

I take great pleasure in saluting you and through you your splendid organization of Latin American citizens.

As a private citizen and as an official, I have been closely associated with your organization through the years, and can testify as to the high and patriotic motives and worthwhile efforts and accomplishments made by you and your organization in civic improvements, social development, educational advancement and recreational facilities.

Especially has your organization supported the number one challenge of America today and the local situation in particular with reference to juvenile delinquency. Much of the progress made in this respect has been due to the untiring efforts of our Latin American citizens.

Great humanitarian programs for the aid and education of our County's homeless and neglected children are on foot; in this, as usual, your organization is taking the lead.

Long live the Lulacs in El Paso County.

Your friend,

VICTOR B. GILBERT  
County Judge



LULAC NEWS



COMPLIMENTS OF  
**HOTEL FISHER**  
JERRY POLANCO, Mgr.

108 W. SAN ANTONIO ST.

EL PASO, TEXAS

**VASQUEZ DAIRY**

GOOD MILK — GOOD SERVICE

NORTH LOOP ROAD

Phone: 2-2919

EL PASO, TEXAS

Dial 2-9222

Moderate Prices

**Quality Furniture & Car  
Upholsterers**

Guaranteed Workmanship

1831 Magoffin Ave

M. B. Perez

El Paso, Texas

R. Riddle

COMPLIMENTS OF

**SAN PEDRO PHARMACY**

Prescriptions - Sundries - Fountain

3712 ALAMEDA AVE.

Dial 2-0273

El Paso, Texas

COMPLIMENTS

OF A

**FRIEND**

COMPLIMENTS OF

**ROBERTO GARCIA R.**

Painting - Decorating - Remodeling

Telephone 5-6562

911 N. Stevens St. El Paso, Tex.



# Van Horn Council Reports . . . .



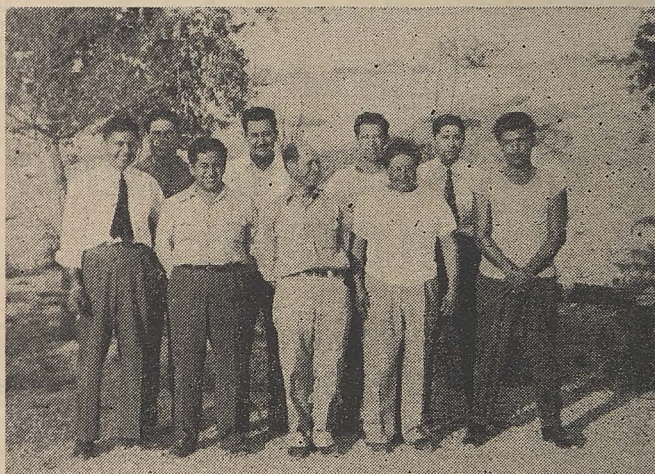
In response to your request stated in your letter of recent date in regard to information of our work performed since we were initiated into the Lulacs in Sept. the 15th, we are rendering same with great pleasure.

The Charter is in our possession which makes us very happy and proud to have. And in regard to the work we have done during the past month and up to the present time I am rendering details of same for the publication in the Lulac News now sponsored by your Council. The first number in our program as proposed by the Board of Directors and agreed upon by the rest of the members was Education. This matter was taken before the County Judge and T. A. Parker, Superintendent of the Van Horn Schools. They proposed the idea of naming a committee within our Council to handle that particular job, but after a brief consideration we came to the conclusion that without the proper authorization an investigation in this particular case couldn't be performed, so Mr. P. B. Villalobos, our President pointed out the suggestion of a truant officer. The matter was taken before the School Trustees and after being approved Mr. P. B. Villalobos, our president, was appointed to perform the duties of a Truant Officer for the Van Horn Public Schools. Mr. Orvel Caphart, our County Sheriff, after an invitation by one of our members, attended one of our meetings and being highly impressed by our good intentions in the way we discussed our proposed plans, offered his full cooperation and willingness to collaborate with us. Aside of this step are a few more important matters that have been taken in consideration within our Council by earnest cooperation and hard efforts we are sure we can accomplish progress. Our President Mr. P. B. Villalobos has been getting in touch with most of the City Officials of every rank and has explained to them the aims and intentions of our organization, and in response all of them have offered their cooperation to us. In one of the messages the President delivered during one of our meetings he made this statement: "It is hard to believe that without the Lulac Organization the present problems could have been solved as properly and in such a short time. "Today more than ever before the understanding point and better relations between the Anglo-Saxon and Latin American Citizens has improved in a big way and is another triumph credited to the United Latin American Citizens League." "We be-

lieve that if we pull together with good aims and clean intentions we will make better progress for the betterment of our racial standing and therefore become better American Citizens."

Since our initiation three more members have been initiated into our Council. Enclosed you will find pictures taken at the time of our initiation. I would like to make a statement in the case of our president and vice-president. Mr. P. B. Villalobos is the elected President and not Mr. C. B. Villalobos as stated in your letter and in the Oct. Lulacs News. Mr. C. B. Villalobos is the Vice-president. They are brothers.

Our regards to all the members of that Council.



## BOY SCOUTS DOING

Troop No. 150 sponsored by Lulac Council No. 132 of El Paso, Texas

Boy Scouts work is one of the many activities in which Lulac, is interested and always willing to lend a helping hand. Reason it makes a boy sound of body and mind, it makes him a better citizen in his community and that's one of Lulac's aims.

Our troop No. 150, a group of hearty youngsters always eager to go on hiking and camping trips. We had several outings staying over the week ends during the summer and late fall using boy scouts methods of cooking and living in the open.

We studied traffic problems, and were invited to assist with the traffic during our Sun carnival parade.

During our meetings which are held once a week we studied various subjects not only of interest to boys scouts but of boys that age.

One of the activities accomplished by our troop was the part they had in our annual jamboree; cycling was our theme and our boys did a wonderful job taking a bicycle apart cleaning the parts and assembling it again.

We are trying to make this a larger troop a better troop and with the help of Lulac to back us, we foresee a rosy picture in boy scout work for the future.

We had the co-operation of the transportation committee who did a good job of taking the boys to camp, this group was under the transportation chairman—Alex Salcedo Assistant Scoutmaster Mr. David Lucero Scoutmaster, Mr. Arnulfo Flores.





## **VICTOR'S CLEANERS**

V. A. Guerra, Prop.

PICK UP SERVICE

We Own & Operate Our Own Plant



3215 Alameda Ave. Dial 2-0411

EL PASO, TEXAS

COMPLIMENTS OF

## **EAST SIDE VULCANIZING COMPANY**

3611 Alameda Ave. Dial 3-7041

EL PASO, TEXAS

Poultry - Dairy - Baby Chicks - Hog  
Feed - Stock & Poultry Remedies  
Alfalfa and Grain

## **Texas Feed & Fuel Co.**

Low Prices - - - Prompt Service

3919 Alameda Ave. Dial 3-1881

EL PASO, TEXAS

## **RAMON'S TRANSFER**

SINCE 1912

**MOVING - BAGGAGE - SHIPPING**

Service To and From Old Mexico



J. I. Tellez

MEMBER

Dial 2-1686

El Paso, Texas

## **Commercial Hardware Co.**

C. A. Nevarez, Owner

"YOUR BARGAIN STORE"



3601 Alameda Ave. Dial 2-9221

EL PASO, TEXAS

## **National Mattress Factory**

Y. J. Porras, Prop.

Member Council No. 132

**MATTRESS RENOVATING  
& MANUFACTURING**



3001 Alameda Ave. Dial 5-568

EL PASO, TEXAS

## **PERSHING TEXACO SERVICE STATION**

GAS - LUBRICATION - OIL  
GENERAL TUNE-UP



Road Service & Tire Repairing

3800 Pershing Drive Dial 5-6811

EL PASO, TEXAS

## **FORTY NINER DRIVE INN**

Where You Get Home-Cooked Food

Bring the Family

Dining Room for Your Party



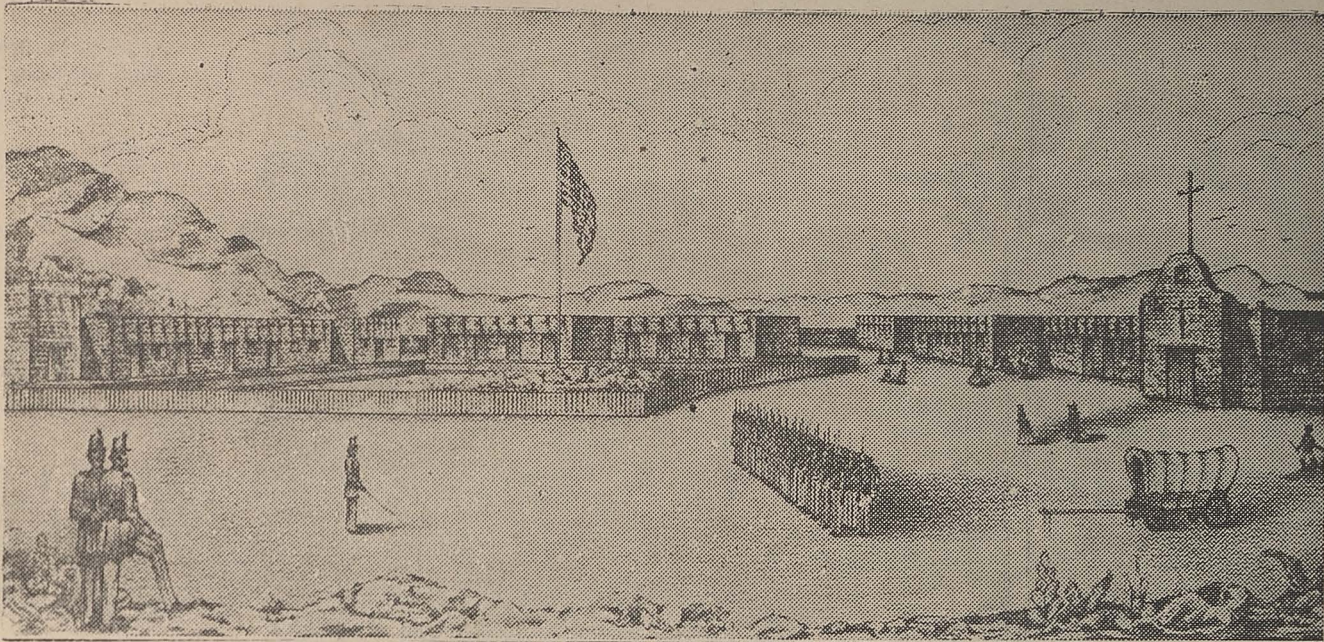
4901 ALAMEDA AVE.

1 BLOCK WEST OF DEL CAMINO COURTS

Dial 2-0034

El Paso, Texas





# Centennial of Fort Bliss

Fort Bliss Texas Celebrates 100 Years



Restoration of historic Magoffinsville Post, which housed early military contingents garrisoning the western tip of the Texas frontier, will highlight the Fort Bliss-El Paso Centennial, November 5-7, 1948. The adobe structure, dedicated November 5, is a gift to the Army by citizens of El Paso. During the course of the Centennial, it will house 4,000 square feet of rare military equipment and museum piece exhibits.

Fort Bliss, nucleus today of a vast Antiaircraft Artillery and Guided Missiles Center, originated in detachment of the Third Infantry, first organized as a Pennsylvania regiment in 1784, to the mountain gap that once afforded the only all-year overland route to California. The regiment encamped on the Rio Grande in a region of deserts and mountains where the westernmost tip of Texas touches the borders of Mexico and New Mexico.

A community has existed near the site of El Paso since the conquistadores first trudged through nearly four centuries ago. Since that time, trails of conquest, adventure and commerce, blazed by peoples of four nations, have met and crossed at this point. It is the center of an arid plains area, extending for hundreds of miles around, broken only by flat desert tablelands.

Existence in rude adobe shelters, within range of hostile Indians was the lot of Army veterans and pioneers who first went to El Paso. Life at the desert outpost meant

subsistence on whatever salt pork and beans escaped spoilage enroute from New Orleans, drinking muddy water and bathing in a muddy river. Since the nearest lumber was at Las Vegas, El Paso floors and buildings of this early date were largely of mud or brick.

Primitive as it was, the old Fort Bliss was considered a preferred station through the Army, the center of outstanding social activities in the southwest. Many noted military men, who were later to win fame in their country's service, among them the late General John J. Pershing, received much of their training at this station.

The "Camel Train", the Army's first experiment with "ships of the desert," brought from the Mediterranean by Jefferson Davis when Secretary of War, passed through Fort Bliss in the summer of 1857. Starting from Cape Verde, Texas, the caravan moved up the Rio Grande to Albuquerque, New Mexico and after various delays enroute westward arrived in the vicinity of Bakersfield four months later.

Once the Army's greatest cavalry post, Fort Bliss was thus officially designated in 1854 in honor of William Wallace Smith Bliss, Chief of Staff to General Zachary Taylor. First permanent quarters were built on the second ground occupied by Fort Bliss near Concordia Cemetery but the post was twice removed because of floods. The present site, seven miles northeast of downtown El Paso on a high flat, La Noria Mesa, was acquired in 1915.



LULAC NEWS





"Upon proper and becoming dwellings depends more than anything else the improvement of mankind."  
BENJAMIN DISRAELI

## From FOX-HOLE to RAT-HOLE



### Lulac Council of El Paso Sponsors Clean-Up Drive



Lulac Council No. 132 of El Paso is sponsoring a drive to rid the city of unsanitary housing and health hazards in the slum section. In connection with this important work, the council has conducted a survey and has found that a large percentage of the houses, are structurally unsound, and about 325 housing units have actually been condemned by the city engineering department in the past year, however most of these are still standing and being used. This figure is about ten percent of the total dwelling units in the slum area. The sanitary phase of the problem is still worse. Due to the crowded conditions prevalent, as high as 80 persons are forced to use one outside privy, in some of these tenements. One water tap will usually serve as many persons. The refuse and garbage is collected by the municipal government but this service is never adequate to keep the area free of filth and dirt. The past summer the municipal health department resorted to a DDT spraying campaign to keep down infant mortality and sickness. This section has 66.7% of the mortality due to diarrhea and enteritis in the city. All these handicaps, of course, are no incentive to develop the best of moral conditions. When young people have to stand in line outside a tenement

to use the privy, or to get a pail of water, or to wash and clean up at the common water faucet, you can understand the reason why.

The slums section of El Paso are almost as old as the city of El Paso itself. These tenement were built to accommodate the flood of refugees and laborers that came over 30 to 40 years ago into our country. The idea behind these tenements was to charge as much rent as the traffic would bear, for housing as crude and elemental as possible. Only the bare necessities, 4 walls were provided in these rooms, so they would be built as cheaply as possible. As a consequence, El Paso has had these eye sores to pester her, ever since. These buildings are now mere shambles, exploited by their owner, to get out of them as much as possible with a minimum expenditure. These buildings are rat and vermin breeders, dilapidated, worn out buildings that have no right to stand in any progressive city.

The city has semiadequate city ordinances, that were passed under the administration of R. E. Thomason in the early 30's, but these ordinances have always been ignored, and the slums of El Paso have continued as neglected as ever.

Several civic groups have at different times embarked upon drives to have these ordinances enforced, but they have always met defeat before the indifference of the city administrations, and the frankly hostile attitude of the slums tenement owners.

The El Paso Herald Post and El Continental Newspapers have given wide publicity to the deplorable status of the slums, and have proven with actual statistics, the high cost the city of El Paso and its citizens are paying for their tolerance of these slums, but nothing has come of this publicity.

Church organizations and civic clubs have joined their voice of protest. Among the most active church groups have been the Methodist Church and the Catholic Church in the Southside, they have spearheaded strong drives, to clean up the mess, but with very meager success. The Marcos B. Araujo Post 2753 and the Veterans and Citizens Unity Club have contributed much time, effort and money for this cause, as has the Y. W. C. A. Civic Forum. Such is always the case when powerful influences are affected.

Lulac Council No. 132 has joined the fight, as it

has always done when the interests of the community are at stake. Our members have taken active part, among the civic groups fighting for the removal of the slums. These members have gone before civic groups preaching the necessity of action, the crying need for a remedy. They have preached the doctrine that the greatest asset a community has, is its youth.

These members realize they must have strong public opinion aroused before this blight can be removed. This drive must not fail as other drives have failed in the past.

The council has started a movie campaign to indoctrinate the people of the slums on the importance of health and safety. This program is described in another part of this magazine.

The Lulac Council No. 132 of El Paso has a real job ahead, in educating underprivileged citizens of the community as to their duties and obligations as citizens, as well as to their rights and privileges as members of our great nation. It is a job worthy of our active and progressive members. It is our intention to carry out this mission to a successful termination, and it is our belief that we are just the "guys that can do it, too."





*Attention!*

## TEXAS COUNCILS

This Is

# Pay Your Poll Tax Time in Texas

---

Artistic Portraits - Wedding & Baby Pictures our Specialty

## TOVAR STUDIO

Two Places For Your Convenience



106 PAISANO DRIVE — — — 1731 MONTANA ST.

Phones: 2-6639 or 2-2542

EL PASO, TEXAS

---

COMPLIMENTS OF

**BARREL  
HOUSES**

"ALL OVER TOWN"

FREE DELIVERY

SERVICE

EL PASO, TEXAS

COMPLIMENTS OF

**ROGER'S  
DRIVE-INN  
RESTAURANTS**

SAN ANTONIO,

TEXAS



## Ladies' Councils Take Notice

Ladies' LULAC Council No. 9 has functioned under the following officers this year: President, Miss Ana Velasquez; Vice-President, Miss Josephine Velasquez; Secretary, Mrs. J. A. Lopez; Treasurer, Mrs. Neil Gonnell; Chaplain, Mrs. Julia A. Soforo; Guard, Mrs. Ernesto Valdes; Directors: Mrs. J. C. Machuca; Mrs. Cruz F. Parra; Mrs. Josephine Montelongo.

As in previous years, the Council helped the El Paso Tuberculosis Association by making boutonnieres and corsages using their Christmas seal. With Council No. 132, the group co-sponsored a princess to the T. B. Ball.

On the request of James Abernathy, Counselor for the local Vocational Rehabilitation office, members voted to help a crippled boy by selling greeting cards and magazine subscriptions. Members make contacts and all profit derived goes to him. This is a year-round project.

Ours was the first ladies' council to send its contribution to the School Improvement Fund, according to Dr. George I. Sanchez.

A very successful cake raffle and bingo party was held last December to finance our Christmas projects. Contributions were made to the Community Relief Association, to be given to needy aged, and to the Sacred Heart School for a Christmas party for a group of underprivileged children. This year a large zarape is being raffled and plans are under way for the Christmas benefit affair. A bingo party held during the summer also netted a nice sum for our welfare fund.

Donations were made to the Poll Tax Committee, for printing expenses, American Cancer Society, El Paso County Unit, and the South El Paso Improvement Committee. The Council has also contributed to the revolving fund of the El Paso Committee for the Handicapped. The fund was established by civic groups to make loans to persons receiving training under the Vocational Rehabilitation office pending receipt of State funds.

When the Freedom Train came to El Paso, the Pan American Opti-Mrs. Club, Syrian American Ladies Society and LULAC Council No. 9 presented a tableau on the program for Woman's Day during Re-dedication Week.

The Baile Ranchero held early in June to raise funds for convention expenses has become an annual affair which friends look forward to attending. Prizes are awarded for the best costumes.

The Council has paid tuition to the Houchen Day Nursery for a child whose parents are unable to pay. The Nursery filled a great need in a Latin American neighborhood.

At our last meeting, members voted to sponsor a troop for the El Paso Community Girl Scouts.

As our membership is small, it has taken the co-operation of all to make this work possible.



Her Highness, Belia Placencia and her escort Mr. Rudy Quiroz



Miss Belia (Billy) Placencia is the lovely daughter of Mr. and Mrs. Richard Placencia of 2008 Bassett Ave. El Paso, Texas

Belia Placencia, "Miss Lulac" represented Lulac Ladies' Council No. 9 and the Men's Council No. 132 at the Tuberculosis Ball held at Liberty Hall. Mrs. Y. J. Porras, Lulac member was chairman of the Committee.

Miss Placencia was highly praised by the Tuberculosis Association Board on the originality of displaying the Christmas Seal. Her father, Mr. Placencia hand drew the enlargement of the seal, and it was reproduced with the cuttings of 4,500 Christmas Seals. Her escort was Mr. Rudy Quiroz of 3023 Oro Street.

The Ladies' Council No. 9 has done excellent work with the Tuberculosis Association. This council also took part in the selling of Christmas Seal Corsages at the Lulac Annual Dance held at the Hotel Cortez Ballroom, in which Lulac came out first in the city sale of corsages. Mrs. Porras was also chairman of the sales at the dance and Mrs. Neill Gonnell assisted as co-chairman.





# VELA FOOD MARKET

"Quality at Lowest Prices"

FRESH MEATS — STAPLE GROCERIES  
BEER and WINES



3813 ALAMEDA AVE. — Dial 2-1561 — El Paso, Texas

J. Vela, Prop. - Member Council 132

Telephone 3-4362

G. Gutierrez, (Willie)

## STANDARD FLOORS & FURNITURE CO.

LINOLEUM - LINOLEUM TILE - ASPHALT TILE,  
RUBBER TILE & SHEETING - CARPET RUGS &  
CARPETING



2407 WYOMING ST.

EL PASO, TEXAS



*The House of Fine Printing*

**MIRELES PRINTING CO.**

518 N. Campbell St. - DIAL 3-3862 - El Paso, Texas

## ACME ELECTRIC CO.

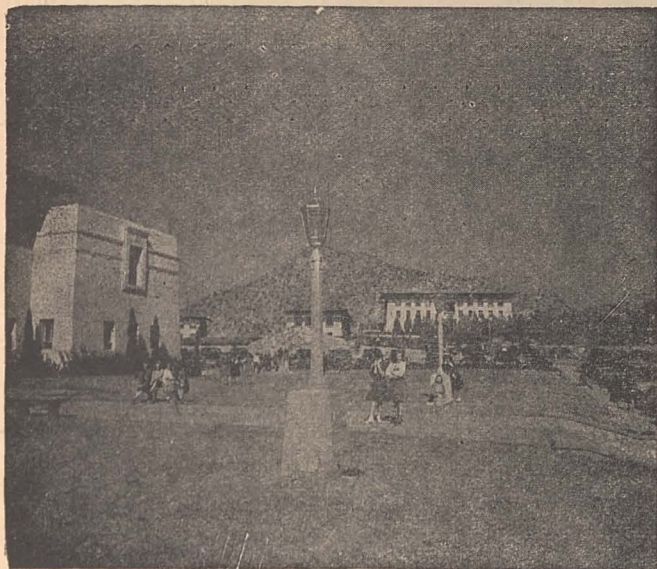
ARNULFO FLORES, Prop.  
Member Council No. 132

LICENSED - BONDED — ELECTRICAL CONTRACTORS  
RESIDENTIAL & COMMERCIAL WIRING



1214 E. MISSOURI ST. Dial 3-1282 El Paso, Texas





El Paso is proud of its Texas College of Mines and Arts, which offers master of arts degrees in: education, Spanish, biological sciences, chemistry, business administration, economics, geology, mathematics, physical education and physics.

Sights to See,  
Things to Do at

## El Paso

Aerial view of El Paso, Texas, and Juarez, Mexico, depicting the great metropolis west of the Pecos.



Aqueduct situated 250 miles from El Paso in our neighboring city of Chihuahua. Chih, Mexico.

White Sands, National Monument, 270 square miles of dazzling white sands, situated about 100 miles north of El Paso.

Sierra de Cristo Rey, located 3 miles from El Paso, overlooking three states, Texas, New Mexico and Chihuahua, Mexico. It stands 40 feet high on a 12 foot base, 4,576 feet above the sea level. The monument is the second largest in the western hemisphere.





BEST WISHES LULAC COUNCIL No. 132

## TOVAR'S FLOWERS

LA FLORERIA DE LA COLONIA MEXICANA DE EL PASO, TEXAS  
Toby Tovar, Anita Vega and Joe Armendariz welcome you to their new  
and modern flower shop located at 107 South Kansas Street. (Across the  
County Courthouse. Flowers for all occasions--wired all over the world.  
Members of the Telegraph Delivery Service.

Phone: 2-8062

### RECORDS

#### Eric's Radio Sales & Service

Eric A. Maisel



3522 Alameda Ave. Dial 2-3581

EL PASO, TEXAS

### COMPLIMENTS OF

#### TRIANGLE ELECTRIC SUPPLY CO.



EL PASO, TEXAS

## GOOD SERVICE DAIRY

PRODUCERS & DISTRIBUTORS

HIGH QUALITY MILK



307 N. CLARK ST

DIAL 2-9311

EL PASO, TEXAS



FOR DEPENDABLE AND COURTEOUS SERVICE  
SEE YOUR FRIEND AND FELLOW MEMBER  
FRANK BERTOLLI, Owner of

## REX CAFE

Air Conditioned

Paisano Drive & Ochoa

Dial 2-0565

EL PASO, TEXAS



Sights to See,  
Things to Do at

# El Paso

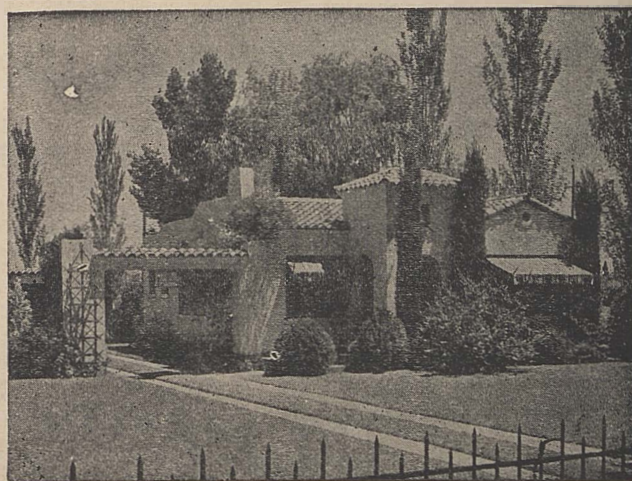
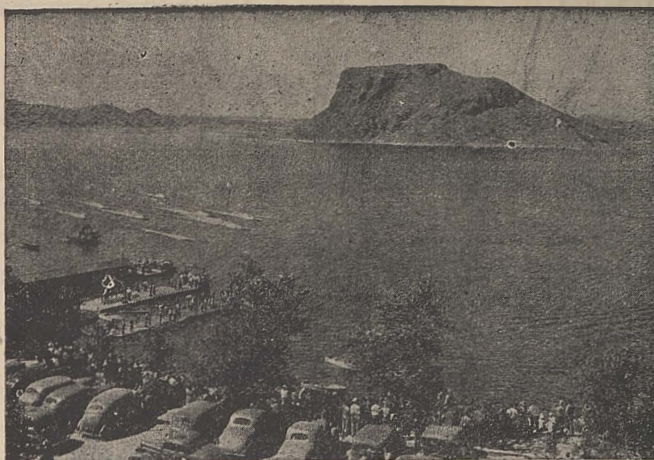
Elephant Butte Dam, provides water for varied crops and lovely homes for El Pasoans. A mecca for fishermen, it's being stocked with bass and crappie.

Branding Cattle on one of the many working ranches near El Paso.

Below:

Sierra de Cristo Rey, located 3 miles from El Paso.

Bridle path horseback riding is one of the favorite sports El Pasoans enjoy.



One of the many beautiful homes located in a residential district of El Paso.





GREETING TO LULACS  
FROM

## ESCOBAR DAIRY

Distributors of  
GRADE A MILK

ROUTE 42

BOX 727

Phone: 2-8929

EL PASO, TEXAS

J. C. Lawrence

A. L. Lawrence

### NATIONAL Bakery and Grocery

Wedding Cakes and Pastries  
Our Specialty

FREE DELIVERY

522 S. Stanton St.

Dial 2-5362

EL PASO, TEXAS

### ALAMEDA BOWLING CENTER



BAR & FOUNTAIN SERVICE

3208 Alameda Ave.

Dial 3-5091

EL PASO, TEXAS

GREETINGS FROM

## CABALLERO BROS.

EL PASO, TEXAS

### WHITE AUTO STORES

322 Texas St.

El Paso, Texas

Greetings from:

Bob Navarro

Fred Sobral

George W. McKay

Albert Redwine

COMPLIMENTS OF

### MAREZ FOOD MARKET

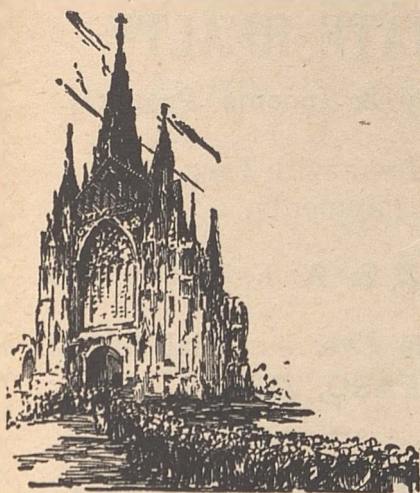
— Free Delivery —

3417 Alameda Ave.

Dial 2-7821

EL PASO, TEXAS





# THANKSGIVING

## 1948

★ As Thanksgiving Day nears, most of us get that inner feeling of gratefulness, and while in the midst of it we become conscious of the fact that we have received many blessings for which we have not shown our appreciation.

★ Let us unite this year in giving thanks in the way of Actions, for the many opportunities with which we, not only individually but as a group and as a Nation, have been blessed.

★ Let us, as Americans strive to understand fully the sincere and unselfish civil rights set forth, by our forefathers, for our guidance so that we may truly appreciate them, so that we may guard and defend them. Let us not boast, proudly, "I am an American" and then turn and deny our statement by depriving our fellow-citizen of the rights which we demand ourselves. Let us not, again, boast of being Americans, and then turn to discriminate and belittle our fellow-citizen because of his religion, color or race; let us remember that by having been born Americans we have only been given the opportunity, and only by practicing, guarding and defending the American ways of life that we become full fledged Americans.

★ Let us, then, be thankful of the opportunity, whether endowed to us by birth, or given to us by choice to be Americans and live up to all that for which our country stands.

★ Let me quote a very impressive thought that came out in our July Lulac News, under the heading of "On Becoming Good Citizens," which read: "Do you "belong" to, take an active interest in, give financial support to, or accept responsibility in, your local LULAC Council, Parent-Teachers Association, local government, fraternal and church organizations, charities, recreational activities, political party, cultural groups, and young people's work." These, my fellow-Lulackers, are some of our opportunities, let's take advantage of them and be thankful that we are capable of serving.

By J. I. GUTIERREZ





## CHAVEZ COMMISSION CO.

WHOLESALE & RETAIL

Hay - Grain - Coal & Baby Chicks



4006-8 Alameda Ave. Dial 3-0771

Mrs. J. C. Chavez, Mgr.

EL PASO, TEXAS

## White Elephant Bowling Lanes

"Finest Lanes in Southwest"

Instructors from 2 to 6 p. m.

BEER - - - SANDWICHES

B. Esparza, Prop.

1011 E. Overland Dial 2-2101

Marfak Lubrication - Shampoo Washing  
TEXACO PRODUCTS

Open 24 Hours

## DEL CAMINO

SUPER SERVICE

"Across from Del Camino Courts"

R. V. Gomez - - Gil Salcedo

4921 Alameda Ave. Dial 2-0115

EL PASO, TEXAS

Asma - Corazón - Reumatismo  
Ataques Epileptiformes  
Especilación



## DR. G. ALCOCER ESPANA

Altos Consulado Americano

Edificio Banco Nacional de México

Nos. 301 - 302

CIUDAD JUAREZ, CHIH

## ASCARATE REALTY

City, Valley & Income Property

We Have Home with Low Down  
Payments

SAM MERAZ & A. F. KENNARD

6515 Alameda Ave. Dial 2-6192

EL PASO, TEXAS

## SAN PEDRO PHARMACY

No. 3

F. A. Hernandez, Prop.

Member Lulac

Remember you will get a discount  
when you trade here

4626 Alameda Ave. Dial 2-4281

EL PASO, TEXAS

## EL PATIO CAFE

Ramon Tellez, Mgr.



620 E. OVERLAND ST.

El Paso, Texas

COMPLIMENTS OF

## FEINER'S

MEN'S TOGGERY

"Dress Finer at Feiners"



206 E. San Antonio Dial 2-7841

EL PASO, TEXAS



# An Open Letter

Dear Brother and Sister Lulacs:

At the very outset let me preface this "fireside chat" by stating that it is not meant to cast any aspersions on anyone, past, present or future, either directly nor by implication.

Our only interest, aim and purpose is to inform you as to what we need, so that you may spontaneously decide for yourselves that we need and that we are going to get your co-operation.

In order to give you a clear picture of the situation we must say that we have no clear record in our HOME OFFICE FILES of any work done since the Zamora Administration, and what we want to do is to organize your Home Office so that every item of work done by and for Lulac may be filed in its proper place for your information and guidance.

In order to do this we must have:

1. A complete Roster of your membership, with names and correct addresses.

NOTE: In many cases it has been almost impossible to revive some dormant Council because no addresses had been kept of its members.

2. Your quarterly General Dues paid promptly, based on a quarterly roster of active membership. You may gain or lose in membership between quarters. Keep a careful check, pay for your active members on the proper date, and help us keep your account straight.

NOTE: Some of the new Councils have paid for the entire year when they were officially installed. For the information of those who have not: Your General Dues are now \$2.00 per year per member. Your Lulac News subscription is \$2.00 per year per member.

Your roster as requested above will serve the two-fold purpose of showing your correct membership and helping to keep your account straight.

3. The name and address of every General and District Officers.

NOTE: Even if you feel we already have it, send it in. If you are an Officer, whether General, Regional, District, etc., we want to know who you are, where you are or where you can be reached. We want to make a personal individual file for you. Send us a copy of every letter, speech, or any other paper you may write in your official capacity. You may be requested to make a report of your activities, or lack of them, when you least expect. **YOUR FILE WILL BE READY TO HELP YOU.**

4. Are you sponsoring a forthcoming issue of LULAC NEWS

NOTE: The deadline for ads and all other material for Lulac News is the fifth (5th) of the month you are sponsoring. Begin working well ahead of the date. You can do wonders if you start 60, or even 30, days ahead of your deadline. You will be pleasantly surprised at the job your Editor and your Printer

## LULAC COUNCIL SPONSOR HEALTH PROGRAM

The LULAC Council No. 132 of El Paso is promoting a motion-sound movie project, supervised by our own staff. The movies will be shown once a week in a year round basis. The programs will consist of health, safety and religious pictures, with the accent on health. We hope to induce a large number of grown up people as well as children to attend our programs. Our main objective is the education of the inhabitants of the southside, where juvenile delinquency, infant mortality, are very high in proportion to population. The Lulac Council is so concerned with this problem that it has appointed a permanent health commission to remedy it.

The El Paso City County Health Unit has extended its splendid cooperation. The Health Unit is providing the movies, and the city School board provides the movie projector.

The slogan "Save A Life" has been adopted to give the program more punch and attraction for the public.



## EL PASO COUNCIL NUMBER 132 INSTALLS NEW COUNCIL AT VAN HORN, TEXAS

Officers from Lulac Council 132 present at the installation of new council at Van Horn, Texas, were as follows:

Pete Loya, Pres.

Arnulfo Flores, Vice-Pres.

Jesus Vela, Secretary

William Flores, Director

Alex Salcedo, Chaplain

Other members present were Mr. Luciano Santoscoy, Chairman of The Slum Clearance Project, and Mr. Roberto Dominguez, Chairman of The Educational Committee.

Twenty-one members were initiated.

Mr. Ponciano B. Villalobos was elected President.

Mr. Cecilio B. Villalobos ----- Vice-Pres.

Castulo Luna ----- Treasurer

Domingo B. Mendias ----- Secretary

Moises Morales, Jr. ----- Chaplain

Raymond Morales ----- Guard

Bill Herrera, V. Montoya, Pete Onate --- Directors

At the installation, Mr. Pete Loya emphasized the necessity of the English Language and read the Constitution and by-laws of the LULAC Organization.

After the ceremony refreshments and snacks were enjoyed by all present. Individual and group singing accompanied by a good local orchestra composed of the members initiated.

Other members include Mr. Manuel Bustamante, Jose Holguin, Ramon Ortega, Jose Alva, Cosme Saenz, Alberto Urias, Dionicio Quintana, Juan Mendoza, Elizeo Valdez, Santos Gonzales, and Domingo Lopez.

can do for you. Please keep this in mind: We still have February, March, April, May and June, 1949, open.

WHICH WILL YOU TAKE.

LET US ALL PITCH IN AND DO AN OUTSTANDING JOB FOR LULAC AND LULAC NEWS THIS YEAR...!!

YOUR EXECUTIVE SECRETARY GENERAL



LULAC NEWS



# A DIRECTIVE

FROM YOUR DIRECTOR GENERAL  
OF BOYS EDUCATION



TO ALL COUNCILS OF LULAC:

GREETINGS:

Due to the many letters for information on boys work and at the request of our President General we are taking these means of presenting to you our blanket recommendations on this vital and important subject.

First of all every Council needs, should have, and must appoint a Boys Committee.

This Committee must be integrated by men who love to work with boys. They must be interested in the activities of the Boy Scouts, Boys Clubs, sports, and all other forms of boys' and youth activities. They must be able to work in conjunction and in coordination with all Juvenile Authorities for the rehabilitation and education of the boy.

They must be able to teach boys games, swimming and all sorts of sports. They must work hand in glove with P-T-A organizations, help to create scholarships, and to work in all activities pertinent to the welfare and the spiritual, moral, and physical wellbeing of the boy.

We feel that you have any number of men in your Council that can do this type of work, just pick them out and appoint your Committee. If they or the Council desire any particular information on the subject just write yours truly in care of the HOME OFFICE. We are here to serve you.

BOB CRUZ,

Director General of  
Boys Education

## PLAN a CHRISTMAS CHEER PROGRAM



IN YOUR COMMUNITY AS WE HAVE IN OURS, THERE ARE MANY UNDERPRIVILEGED YOUNG ONES, OF ALL RACES, WHO HUNGER FOR LOVE AND KINDNESS. WHO WILL APPRECIATE YOUR COMFORTING WORDS AND ACTIONS. PLAN NOW TO DO YOUR SHARE TO MAKE THIS CHRISTMAS ONE OF PEACE AND HAPPINESS TO ALL MEN.

Contact our General Office for more information regarding your activities during the Yuletide Season.



LULAC NEWS



CORTESIA DE LA

# INTERNATIONAL AMUSEMENT COMPANY

PROPIETARIA DEL

## TEATRO COLON

DONDE SE EXHIBEN  
EXCLUSIVAMENTE PELICULAS MEXICANAS



505 S. EL PASO STREET  
EL PASO, TEXAS

THE POPULAR'S

## Men's Store

Is the Exclusive Home in El Paso For  
America's Finest in Men's Clothing

- HICKEY-FREEMAN ● KUPPENHEIMER
- HOLLYWOOD ● BOTANY 500
- A. G. SPALDING SPORTS EQUIPMENT

*Popular Dry Goods Co.*

EL PASO, TEXAS





For a New

# TASTE - THRILL!



IF YOU are among the few who haven't yet tasted MITCHELL'S PREMIUM BEER you do have a new treat in store. It's light-bodied, full-flavored goodness will have you saying, with throngs of others -

*"Make Mine Mitchell's"*



HARRY MITCHELL BREWING CO.  
El Paso, Texas



The Owners give you their

Personal Attention

at the

## Mesa Courts Cafe

HIGHWAY 80

EL PASO, TEXAS

Delicious Food  
Prompt Service

Jose Mesa  
Hortensia P. Mesa