

In this Issue:

President's Message

Greatest Manhunt in History

Planned Program

Junior Lulac's National Convention

AUGUST - SEPTEMBER

1952

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From Shineboy to Attorney — LULAC's National President,
JOHN J. HERRERA

NEWS

OFFICIAL ORGAN
of the
LEAGUE OF UNITED
LATIN AMERICAN
CITIZENS

Make your plans Now!

To climax the BIGGEST LULAC YEAR
in History

By attending our 24th

Lulac National Convention

and

Selection of Miss U. S. Lulac News

at

Santa Fe, New Mexico

June 1953

New Mexico . . . the land of enchantment.

Santa Fe, the City of Holy Faith, the only naturally air-
conditioned city in the world. . .

ANXIOUSLY AWAIT YOU

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Editorial:

Another milestone in the life of LULAC has been successfully passed.

Another national administration has come and gone. And LULAC is looking forward, full of hope, enthusiasm and optimism, to another year of achievement and effective activities under the leadership of our newly elected National President.

Already the promising innovations of a more modern, up-to-date, and forward looking Administration are being put into effect, with the anticipation, born of past experience, that results will not be long in coming forth.

Our main concern, is, as it should have been long ago, the publication and the effective distribution of LULAC NEWS.

The official Organ of LULAC, must be just that. The mouthpiece of the organization. The sounding

board through which the tenets, principles and aspirations of LULAC must be disseminated to all the members, sending each and every one of them his or her own copy directly to their given address without any ifs, buts or ands.

The very life of the organization depends on LULAC NEWS and bitter past experiences have taught us that lack of it immediately shows a weakness in the organization that is discouraging to a majority of its members.

This is our first issue under the new administration, it will be registered as second class mail in order to economize on the mailing and we hope that it will reach you henceforth directly and on time.

Please see to it that your Council Secretary sends a complete roster of the names and addresses of all your members to LULAC NEWS, 2201 Buena Vista St., San Antonio, Texas.

Another Beautiful Entry —



Can You Match Her?

girl in his or her community. She may be in your own home, next door to you or somewhere down the street. She may be at your office, shop, or the place where you work. She may be on the farm, in a factory, or pecking away at a typewriter for dear life. She may be wielding a torch, painting an airplane, or using a precision instrument in some defense plant in your area. **ALL YOU HAVE TO DO IS FIND HER!**

After you find her, what? How can she qualify to be MISS LULAC NEWS?

She must not be younger than sixteen (16) nor older than twenty-five (25), last birthday. And all she has to do is to sell \$30.00 worth of subscriptions to LULAC NEWS.

What will she receive in return from LULAC NEWS?

1. A chance to compete for the title of MISS LULAC NEWS from her community; (2) a free trip to San Antonio, sponsored by her local council and (3) One of two beautiful and valuable SURPRISE prizes.

And finally, the opportunity to compete for the three grandest gifts that LULAC has ever offered anyone: **THE TITLE OF MISS TEXAS LULAC NEWS — MISS UNITED STATES LULAC NEWS AND A FREE TRIP TO OUR NATIONAL CONVENTION AT SANTA FE, NEW MEXICO, IN JUNE, 1953, sponsored by LULAC NEWS.**

In other words — the first \$30.00 worth of subscriptions, that will be sold at \$3.00 for 12 issues, \$2.25 for 8, and \$1.50 for 4, will give her the right

to enter the contest, and to compete for the title of MISS LULAC NEWS of her community. All additional subscriptions, to be sold in the same way and for the same prices, will entitle her to: (1) a free trip to Santa Fe, New Mexico, in June, 1953, and a free trip to San Antonio, escorted by her local Council President, if selected MISS LULAC NEWS of her community; (2) the number of subscriptions sold will determine her place in the line-up; the highest number will make her number one, the next highest, number two, and so on; (this does not mean she will necessarily get the title, but that she will be considered first, etc.) and (3) either one of the two surprise prizes for the runners-up.

Although the nature of the surprise prizes will not be revealed until the last moment, they will be such that any young lady will be proud to own.

HOW YOUR COUNCIL WILL BENEFIT:

Find the girls and put them to work. Within this year, on New Year's Eve or some other propitious date, organize a big Elimination Dance, to select your MISS LULAC NEWS, the proceeds of this dance to go to your Council funds.

Your selection must attend the MISS LULAC NEWS Ball and Beauty Contest, escorted by your local Council President, at the Municipal Auditorium in San Antonio, January 31, 1953, to compete for the title of MISS TEXAS LULAC NEWS.

MISS TEXAS LULAC NEWS, as well as your LOCAL MISS LULAC NEWS will be awarded a free trip to Santa Fe, New Mexico, in June, 1953, to our LULAC NATIONAL CONVENTION.

THIS IS THE PLAN. The PURPOSES: (1) To create funds for the local Councils, and (2) to have the greatest National Convention in Santa Fe in 1953. The GOAL: 5,000 new members in 1953.

EVERYBODY BENEFITS:

Five (5%) per cent of all Lulac News Subscriptions money will be set aside for a National Lulac Scholarship Fund.

The girls will have their prizes: the trip to San Antonio and the trip to Santa Fe; the opportunity of being acclaimed the most beautiful Latin American girl in the United States and to



Here You Are —



How About This One?

have the title of MISS UNITED STATES LULAC NEWS.

LULAC in general and your Council in particular will benefit in greater prestige and power from your increased membership and increased funds.

And LULAC NEWS will become a self-supporting organ with national circulation.

There really is no end to the benefits that will accrue to LULAC...

All we have to do is to find the most beautiful Latin American girl in the United States!

For the Contest Rules and subscription blanks to LULAC NEWS write your National Director of Publicity in care of LULAC NEWS, 2201 Buena Vista St., San Antonio, Texas.

WILL THE COUNCIL WHOSE GIRL IS SELECTED MISS UNITED STATES LULAC NEWS DARE TO BID FOR OUR LULAC NATIONAL CONVENTION FOR 1954?



Compliments
of
A FRIEND



OUR NEW NATIONAL OFFICERS



National President John J. Herrera surrounded by the Houston members of the LULAC Supreme Council which he affectionately calls "The Lulac Whiz Kids." Left to right: Ernest Eguia, National Secretary; Miss Emily Rimmer, National Director of Junior Lulacs; Arnulfo D. Azios, National Executive Secretary; Gilbert Gomez, Jr., National Treasurer; David Adame, National Chaplain. The average of the group is a young 32, Miss Rimmer bringing down the average with 21 and the National President holding the anchor being 42 years of age.

Aftermath of an election. John J. Herrera ruefully studies the election returns in the Harris County, Texas Legislative Races in which he missed being in the run-offs by just 1300 votes! His campaign managers look on, Herrera polled over 23,000 votes in his first political race.

SUPREME COUNCIL MEETING WITH AMERICAN G-I FORUM

With the opening statement: "We owe it to the people we represent to work together, to minimize and nullify any efforts to divide us, and to work for one common aim, the welfare of the Spanish-speaking people of the Southwest", John J. Herrera, Lulac National President, convened the joint Lulac Supreme Council and GI Forum meeting in Austin, August 10, 1952.

This was truly an historical meeting. The most progressive and aggressive organizations getting together for the first time to plan and map out a course of cooperative activities for the benefit of the millions of Latin Americans living throughout the American Southwest today.

Ed Idar Jr. the State Chairman, and most of the State Officers of the American GI Forum sat around the table with the National Officers of Lulac.

During this meeting, and for the specific purpose of acting as a top-flight policy-making body, to expedite exchange of information, and to coordinate all other activities in matters of common interest, it was unanimously agreed to appoint a Coordinating Committee composed of three members of each organization.

It was clearly emphasized, however, that both organizations will continue working separately and apart in their own chosen fields of endeavor, but that they should and would work together in all civic drives for community betterment, etc.

ITEMS DISCUSSED AND ADOPTED:

LULAC SHRINE—The matter of the Lulac Shrine, at Corpus Christi, Texas, possibly to be placed in Ben Garza Park, was thoroughly discussed. It is to be chartered under the name of LULAC SHRINE, INC. 10,000 shares will be sold at \$1.00 per share, in this manner it will be available to all members, as well as to all Councils who may wish to consecrate a part of the Shrine to the memory of deceased members or to immortalize their deeds in some way or another.

The Shrine will be administered by a nine-men Board of Directors, composed of the living charter-members of Lulac, such as Louis Wilnot, Ernest Meza, Andres de Luna, and Robert Meza, with Louis Wilnot acting as Chairman, and Robert Meza, Recording Secretary, all of Corpus Christi; Alonso

S. Perales, Manuel C. Gonzales, John C. Solis, Teodoro Góngora, Evaristo Abrego, Frank Leyton, Felipe Valencia, and others, of San Antonio, and those others of the charter-members that may reside in some other places that we may have failed to mention.

Our present National President and National Director of Publicity will act as ex-officio members of the Board.

As soon as the legal aspects of the corporation have been complied with the shares will be on sale and available to all Lulacs, and to all those friends of Lulac who may want to join in this worthy project.

NATIONAL SCHOLARSHIPS:

Our National President presented to the assembled officers of the Supreme Council the idea of beginning a National Scholarship Fund.

This Fund is not to compete with the Scholarship Funds of the various Councils that already have them and are successfully using them.

The National Scholarship Fund will be used to further the educational ambitions and aspirations of outstanding Latin American students in those communities where we have no Councils at present, first: because this National Scholarship Fund would offer the best opportunity for them to further their education, and second, because this may serve as an incentive for the community to organize a local Council.

The National President pledged to attempt to obtain the services of such outstanding educators as Dr. Lyle Saunders, of the University of New Mexico; Dr. Arturo Campa, of the University of Colorado; and Dr. George I. Sanchez, of the University of Texas, to set up the proposed plan of scholarships and to form a part of the Administering Board. It was tentatively agreed that the Regional Governor and the District Governors of each region will form the Board for each Lulac region.

It was also suggested, and this suggestion was accepted by your National Director of Publicity that five (5%) per cent of all the gross receipts from LULAC NEWS subscriptions be used to begin the formation of the National Scholarship Fund.

NEXT SUPREME COUNCIL MEETING

It was unanimously agreed, after a short discussion of the merits and de-

Special Nat'l. Organizer-at-Large



REYNALDO DE LA GARZA

merits of the various districts in Texas, that in order to assure the attendance of the two National Vice-Presidents, at our next Supreme Council meeting, that this should be called at the City of El Paso, Texas, on Saturday, October 11th, 1952. The hour and place to be designated by our First National Vice-President, and to be contained in the regular call from the National Office.

JOINT COORDINATING COMMITTEE

According to a report from our National Office a joint LULAC-GI Forum Co-ordinating Committee has been officially constituted.

Formation of the Committee, which will meet two or three times a year, was agreed upon in Austin, on August 10, when the Supreme Council of the Lulac and the State Officers of the GI Forum met in a joint session. The Committee will work to coordinate activities and to act on the exchange of information. However, it was emphasized, the two groups will continue to work separately and independently of each other, in their chosen fields and it will be only in matters of common interest that they will present a united front.

Ed Idar Jr., State Chairman of the GI Forum, and Frank Pinedo, of Austin, will represent the GI Forum in the Committee together with Dr. Hector P. García, National Director, of Corpus Christi, Texas.

Lulac representatives in the Committee will be National President John J. Herrera, of Houston, Past National President, George J. Garza, of Laredo, and National Legal Advisor, Hector de Peña, of Corpus Christi, Texas.

San Antonio Does the Honors



In the picture, left to right: Charles Cochran and Miss E. Villareal, patients, receiving the gift from Mrs. Pres-

ton H. Dial and Pete Martinez, members of the board of directors of the Bexar County Tuberculosis Association.

The Bexar County Tuberculosis Association, concerned with the welfare of the patients at the Southton (Bexar County) Tuberculosis Sanatorium, has presented a television set to the institution to be placed in the patient's recreation room. The gift was made possible by contributions from the members of the board of directors of the association. Special contributions were also made by LULAC Council No. 2 and the Mexican Chamber of Commerce of this city.

Rev. Paul Ehlinger, president of the Bexar County TB Association in presenting the gift to the hospital said: "It is hoped that this means of entertainment will help bring the peace of mind so essential for the recovery from tuberculosis." Other participants at the ceremony with Father Ehlinger were Dr. Henry R. Hoskins, medical director of the hospital; Mrs. Preston H. Dial, Mrs. T. H. Wu, L. C. Robalin, Pete Martinez, and Joe Hennessy, members of the board of directors of the tuberculosis association.



San Antonio Council No. 2 honored one of its outstanding members, named by the Father's Day Council of this city as the Father of the Year. Council Prexy, George de la Garza and M. C. Gonzalez present Council's Scroll to Peter D. Reed at a Banquet in his honor.



Lulac News Bouquet of the Month

Goes to Fort Bend County Council No. 188

MAKING LULAC HISTORY



On the right — Luciano Garcia, Sugarland's High School most distinguished student of 1952 receiving this year's scholarship from Elias Guerrero, Chairman of the Planning Committee of Lulac Council No. 188, of Fort Bend County. This is the first time that a Latin American organization of Fort Bend County presents a student with a scholarship.

ROSENBERG COUNCIL CREATES AND USES A SCHOLARSHIP FUND

Your Editor and your Special National Organizer-at-Large had one of those common experiences that come every so often in LULAC when you get to see a Council in action.

We went to Houston to visit with our National President, and discuss with him our plans for LULAC NEWS.

To our pleasant surprise he invited us to go with him and his charming wife and family to witness a wrestling match in Rosenberg, Texas.

But this was no ordinary, common, wrestling match. This was something special. Not only from the standpoint

of the card presented — but also from the standpoint of the purpose for which it was organized.

The Fort Bend County Lulac Council, in Rosenberg that has about 70 active members was hard at work creating its own Scholarship Fund. And was that event a success?

The largest crowd that had ever attended an event of this type in Fort Bend County was right on tap to enjoy this match and cooperate with our Bro. Lulacs in their laudable efforts to help some needy but ambitious youth to realize his dream of acquiring a higher education, and a better preparation for a fuller, more beneficial life in the future.

LULAC NEWS takes pride in presenting in this Department, where the outstanding achievement of each Council will be given a prominent display each month, the names of the Planning Committee, headed by Bro. Elias Guerrero and composed of Bros. Joe Pallaquini, George Duran, Gonzalo Rodríguez, and Pete Cantú.

The affair netted the Rosenberg Council close to \$1,000.00 and as you can see in the accompanying photo it's first Scholarship was immediately handed out.

The Council is particularly proud of the fact that the Junior Chamber of Commerce of Rosenberg has offered it its building for its meetings.



On the right, Gorilla Macias, former Houston wrestler, and Elias Guerrero, of Lulac Council No. 188, of Fort Bend County, talking to Gory Guerrero while he is resting on a two-out-of-three fall match with Duke Keomuka. Though not

very clear this photo shows one of the largest crowds ever attending an event put on by any Latin American organization in Fort Bend County. All proceeds went to the Scholarship Fund.

Lulacs, Here's Your Chance

Symbolizing the "Old" Spirit of Lulac---



Youngsters, can you match it? (Left to Right:: Teodoro Góngora, your Editor, M. C. Gonzales, Evaristo Abrego and Adolph A. Garza.

By and with the expressed approval and permission of your National President LULAC NEWS presents in this issue the greatest opportunity that its members have ever had of really putting their very best efforts for its growth, expansion and prosperity.

Brother and Sister Lulacs, and Junior Lulacs, here is the opportunity that you have been waiting for.

We know that deep in your heart is the latent wish and consuming desire to work for LULAC. We know that literally thousands of people have not joined LULAC heretofore because they have looked upon LULAC as an "ex-

clusive" organization. We know that time and time again when you have tried hard to bring in your friends and acquaintances into LULAC that you have run up against a stiff and strong "sales resistance" based on that belief. Yet — we know, you and we know, that nothing is farther from the truth.

The sad truth of the matter has been, that we have been to blame for creating that impression.

In the past, we have heard our leaders make the erroneous statement that we wanted "quality not quantity", but that feeling, if it ever existed, has gone the way of the dodo to the limbo of

forgotten things, and we must add to it that other silly and wholly fictitious belief that we are hyphenated Americans simply because we have the word "Latin" in the title of our organization.

Time has taken the trouble to correct that for us...

Our efforts and fortunately our achievements have conclusively proven that our organization stands for **Leadership**, that we work in **Unity**, that we preach and practice **Loyalty**, that our **Americanism** stands today unquestioned, and that we are inordinately proud of our **Citizenship** in our Democracy, the greatest Country in the World today, the United States of America, and that all of this together spells LULAC.

Today we stand upon the threshold of a new era... our Spanish-speaking population is growing throughout the great American Southwest, where we operate, by leaps and bounds, and even though the work of LULAC has brought forth some telling results, we are still far behind with our work and we must make haste to improve, to consolidate, and to enhance it...

Our last National Convention was by far the best attended that we have had, and our recognition must go to those that were responsible for it — but even that attendance was not sufficient to properly present to the world the hopes, the aspirations, and the efforts of which a really militant and active LULAC can be capable.

So here's your chance to prove it!

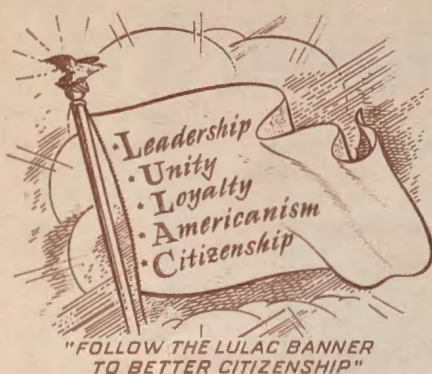
Why, with as good a work as LULAC is intended to do, and with the many achievements that we have enjoyed, why do some of our Councils still fall by the wayside and have to be re-organized every so often?

We have long recognized our crying need for paid Organizers — for paid and salaried employees to dedicate their entire time to our organizational work...

And along with that need, we have also recognized the fact that we need leadership in our local Councils, and above all that we need a **PLANNED PROGRAM** of activities, with an incentive, with something for you to work for, with a goal for you to shoot at!

We are sure that our local Councils will furnish the leadership — if we furnish the program of activities.

HERE, THEN, IS YOUR OPPORTUNITY!



Around the LULAC Shield

THE FLYING SQUADRON RIDES AGAIN!

Maybe that sounds to you like the title of an old Grade B Western Melodrama.

But to us old timers in LULAC it sounds like sweet music in our ears...

The photo we show you on page 8 is reminiscent of the kind of cars that we used to go around organizing Councils "back in the good old days..."

You can see the old war horses again — M. C. Gonzales, Teodoro Góngora, Evaristo Abrego, Adolph A Garza and "ye ol' Editor" himself.

We sorely miss the presence, the help and the wise counsel of those gone beyond, but we still remember — Mauro M. Machado, James Tafolla Sr. and so many others like Johnny Solis, Felipe Valencia, Henry Cañamar, Tommy Garza, Frank and Melchor Leyton, and others, who unselfishly gave of their time and efforts that Lulac might grow and prosper.

And now — just to show that LULAC is still about — and clicking its heels — our new Flying Squadron is composed of: Reynaldo de la Garza, Pete Martínez, Professors M. H. Gonzalez and Louis T. Giron, S. S. Vela, Alfred Reyes, Marshall Aguilar, and others, have joined it on two flying trips to reorganize Kenedy and to organize Karnes City and Falls City, Texas.

SEGUIN LULACS REORGANIZED

Professor Vicente Patlan, Jr., was elected the first President of the reorganized Council of Seguin, Texas.

Dormant for several years, the Seguin Lulac Council was reorganized by Reynaldo de la Garza, National Special Organizer at Large.

San Antonio District Governor, Jacob Rodriguez, administered the oath of membership to 17 members including old-time Seguin Lulacs.

Other officers elected were: Dan

Ramirez and Norberto Benavides, Vice-Presidents; Alfredo Herrera Secretary; Jesse Carrizales, Asst. Secy.; Antonio E. Robles, Treasurer; Jose Leal, Asst. Treas.; and Cesario Guadarrama, Chaplain.

Accompanying the officers from San Antonio were: Professors, M. H. Gonzalez and Louis T. Giron, Frank Trejo, Alfred Reyes and Geronimo Pastrano.



ANNA MARIA ANDERSON

One of the livewires in Houston Ladies' Council No. 22, Miss Anna Maria Anderson, has undertaken the organization and carrying out of the Subscription Sales Drive and Beauty Contest in the Houston area.

LULAC NEWS feels that said drive in Houston is in capable hands, and that Miss Anderson has the backing and wholehearted cooperation of her Council. More power to you, Houston Ladies, we sincerely hope that you will set the pace and that all LULAC will follow suit.

EL PASO SPEAKS.

Following the unethical precedent he set at the last National Convention our National President, once again, presided over an election in which he had an active interest.

The instructed Austin delegation voted against the dictates of the Austin Council they were representing, thus showing that they are right in step with their city's business—politicians true to form.

The gallantry of the conventioners—tossing aside their stand on the different issues—ready to compromise for the good and welfare of the League.

The magnificent city of Corpus Christi and its friendly citizens making it a happy and memorable visit for everyone present.

The stirring and inspiring farewell address by our National President, Geo. J. Garza, it will long be carried in the hearts of those that heard it.

The fairness and good sportsmanship of Mike Trujillo in his race for the National Presidency. The enthusiasm of one of the newest Councils, Carlsbad, in promoting and campaigning one of its members for the National Vice-Presidency — they almost made it, too, showing that nothing is impossible in our democratic Lulac.

The election of John J. Herrera, culminating many years of toil toward that goal, and the emotional rejoicing that crept into his acceptance speech.

Lulac, El Paso Council 132, strongly urges all Lulacs to plan their visit to the Land of Enchantment next year and learn first hand what is to be seen and heard at the Convention.

WE WANT YOUR REPORTS

In our editorial we pointed out that if you have not appointed a Publicity Chairman for your Council we want you to appoint one at once.

You know that this Department has always served to publicize the activities of the local Councils. Don't fail us, give us your reports and we will publish them. It's up to you!

PLANNED PROGRAM and SUGGESTED ACTIVITIES

PLANNED PROGRAM

PLAN No. 1. We believe that all Lulac will agree with us, since they have facing them the ever present problem of membership, or rather lack of it, in their local Council, that we must work to increase our membership. Every local Council should begin an intensive and extensive membership campaign at once. But do not expect your members to work for nothing. Everybody's business (especially with no compensation or incentive attached) is nobody's business. If you want your local Council to triple its membership within ninety days, write LULAC News for our organizational plan. You will be positively amazed at what it can do for your Council.

PLAN NO. 2. This Plan pertains especially to LULAC NEWS. You will find it in this issue of LULAC NEWS as a subscription sales drive and Beauty Contest.

PLAN NO. 3. Also pertains, in this case exclusively, to LULAC NEWS. It is our plan to avoid sacrificing the local Councils through the sponsorship of LULAC NEWS, in order to be able to publish it. Just a little work by our members in each local Council will put LULAC NEWS on a paying basis and will enable the NEWS to command national advertising sufficiently to make it self-supporting. Write LULAC NEWS for the necessary materials, earn yourself a free trip to Santa Fe, New Mexico, next June; and be surprised at the things that you can do for yourself and for LULAC.

SUGGESTED ACTIVITIES

There is no doubt that we in LULAC need something to help us carry out our work.

Every so often one of our Councils falls by the wayside, and we regretfully wonder why, or what we can do about it.

Bitter experience has taught us that ninety-nine times out of a hundred the reasons why this has happened has been that it lacked leadership and a planned program of activities.

We know that it would be a very poor Council that could not furnish the necessary leadership to carry on its work — if we just give that Council something to do.

There are a number of activities that come to mind...

Our Baby Council in New Mexico



A happy moment for National Secretary Ernest Eguia and National President John J. Herrera, looking at the first charter signed by them to a new council. The Council is Artesia Ladies Lulac Council No. 211 of Artesia, New Mexico, organized through the efforts of Mrs. L. Dominguez, Lulac 2nd National Vice President and Claude Fernandez District Governor of Santa Fe. Herrera and Eguia hope for many more of the same. How about it Lulacs?

You can think of them too if you just think a little.

Too bad it is already a little too late for an effective Back-to-School Campaign — but the years come one right behind the other — and you can lay your plans in moth balls for next year.

But — here's something you can sink your teeth in! October 1 your Pay Your Poll Tax time in Texas begins. How about organizing a really intensive and extensive campaign in your community to get your members and friends to pay their poll tax?

Why not follow the example of San Antonio, Rosenberg, and other Councils that have successfully started to create their own scholarship funds?

You can inform yourselves as to the outstanding civic activity in your own community and start laying plans to

participate in it. Seguin has conclusively proven that even when the LULAC Council is not working its name is carried on and the community looks for its cooperation in civic matters.

And finally there are your Christmas Parties for you needy kids, Christmas Seal Sales to aid the fight against TB, your March of Dimes to combat Polio, etc.

There are really many things that a Council can do — all you need is to put your thinking cap on — think of something and go to work.

In the meantime Lulac will be helping you out. If you need any further suggestions, just write to LULAC NEWS, we will be glad to assist you.

Just listen to your Spanish-language Radio Stations. Recordings by prominent and outstanding Lulac leaders will be broadcast with as much frequency as we can get the recordings made and delivered to the Stations that carry Spanish programs.

Watch for them — and listen! LULAC IS ON THE MARCH.



CONSTRUCTIVE CRITICISM IS ALWAYS WELCOME

Some people are inclined to be sarcastic — others to be cynical. As somebody said: "Some people are just naturally bright — others have to get lit-up."

But — times change, and so do people. In the 21 years that we have been in LULAC, we have seen local and National Administrations come and go. Some have left pleasant memories behind — others not so pleasant — while others have left, just a blank. May they rest in Peace!

"FOR FUTURE REFERENCE" was written with a purpose. To bring out some of the things that our past Administrations have left behind for us to THINK about — for that we are grateful to them.

Being grateful is one thing — being repetitious is something else again. It is human to err — but only a fool repeats his past mistakes — or feels pride in them.

So we may not repeat some things in our past — we want to bring them out:

Mistake No. 1: A national president presiding at his own election — contrary to all established rules.

Mistake No. 2: Ruling that a convention delegate acts for himself and not for his Council.

Mistake No. 3: Stating that this is a democratic organization and that because of that an "instructed" delegate "has the right to change his mind."

Let's take them one at a time:

- Mistake No. 1: Needs no explanation. Only the expression of our fervent hope that it may never happen again. (Suggestion: A constitutional amendment creating an impartial Electoral Board at our National Conventions.)
- Mistake No. 2: Contrary to parliamentary law. "... a person (acting as a duly constituted delegate) may have conferred upon him discretionary authority with respect to matters as to which no specification has been made...but his actions are binding upon his organization."
- Mistake No. 3: When an "instructed" delegation decided to disregard their orders, and although the Chair repeatedly asserted that he had made no ruling on the matter, he "politely" told the delegates involved that "they had a perfect

::: For Future Reference :::

National Director of Publicity



JACOB I. RODRIGUEZ

right to change their minds" even though he knew that in so doing they were going contrary to the will of the majority, and the specific instructions, of their Council.

In regards to this last, let us see what such well established authorities as Webster, and Brown & Dorn, have to say on the matter:

1. Who is a delegate, and (2) who is a proxy:

WEBSTER'S COLLEGIATE DICTIONARY describes both as: 1. "One sent and empowered to act for another." and 2 "A person authorized to act for another."

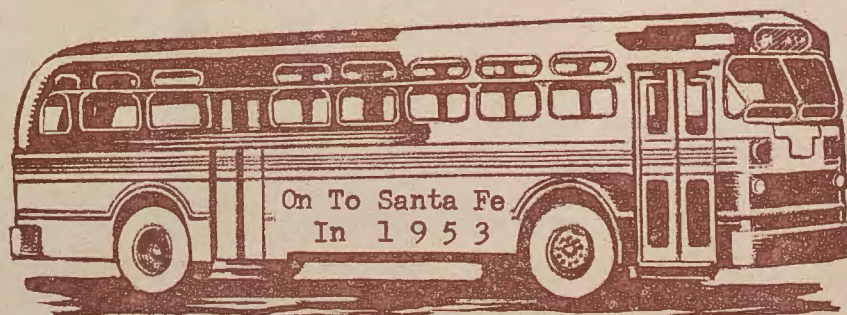
In BUSINESS EXECUTIVE'S HANDBOOK, Brown & Dorn have this to say

about a delegate or proxy: "Where a proxy (or delegate) is given limited power OR IS GIVEN INSTRUCTIONS AS TO HOW TO VOTE, he must act within that limitation and ACCORDING TO INSTRUCTIONS... the Secretary (or Chairman) should accept a vote ONLY if it is cast in ACCORDANCE WITH INSTRUCTIONS; if a proxy (or delegate) attempts to vote otherwise he acts outside the scope of his authority: AND HIS VOTE IS NOT VALID... where several persons have been named... all those named must agree as to the vote; OTHERWISE THEIR VOTE WILL NOT BE RECEIVED."

We stated at the head of this article that "Constructive criticism is always welcome". We said that with our tongue in our cheek. We constantly suffer from the very prevalent tendency to be irked by criticism, constructive or otherwise.

THEREFORE, we are NOT offering this as criticism — neither against any past president — the Council that disclaimed and disowned the action of its duly constituted delegate — nor against the members of the delegation that saw fit to disregard the specific instructions from their Council — it is merely our recognition of the fact that we all make mistakes — the writer probably more than anyone else he ever knew consequently, we are ONLY offering it to you "FOR FUTURE REFERENCE".

"LET US HERE HIGHLY RESOLVE" that these things may not come to pass again in our Organization — that through our past mistakes WE MAY KNOW BETTER IN THE FUTURE.



San Antonio Lulac Council No. 2

..... Feria de las Flores



THE 1952 QUEEN—MISS YOLANDA ALMAGUER

Welcomed as the flowers in May is the San Antonio Lulacs' colorful La Feria de la Flores that is annually held the first week in May in historic La Villita.

It has come to be known as "The Fiesta with a Purpose."

A flashback to 1947 finds the Alamo City Lulacs confronted with the problem of raising funds to award scholarships to many deserving high school graduates whose scholastic achievements qualify them as excellent college material. Trying to get away from members pitching in dollars and quarters to barely buy one scholarship, John A. Esquivel hit on the idea of

making a "Feria de las Flores."

It is patterned after "La Feria de San Marcos, the oldest fair in Mexico, staged annually in Aguascalientes, the last week in March.

Since then, this floral fete has made it possible for the San Antonio Lulacs to award 34 scholarships — eight — the largest number being awarded this year!

The fiesta itself is a floral pattern plus the dazzling array of pulchritude, gay costumes romantic caballeros, its truly Mexican dishes and its heart-beating Latin-American music gives this fiesta its rejoicing tempo and its unusual class that makes it stand out

as one of San Antonio's most beautiful springtime events heralding the blooming of flowers and ushering the action-packed summer social season in the San Antonio's Latin-American Colony.

Statuesque Miss Yolanda Almaguer was this year's winner in La Feria de las Flores' queen contest. The Mexican Government awarded her a six-day expense-paid airplane trip to Mexico City, besides a strand of cultured pearls from Lulac Phillip Maldonado.

Arcadio Garza, Pres. of the San Antonio Charro Assn., that every year serve as "padrinos" for the festival was voted the Rey Feo of the fiesta. He was awarded a goat!

Official Installation, Ladies' Council 187



Left to right: Jacob I. Rodriguez swearing in the Council Officers; Rudy J. Peña, MC; Mrs. M. Alonzo; Mrs. M. P. Rodriguez; Mrs. William Rice; Mrs. Mary Ortiz, Council President; Mrs. Fred Garcia; Mrs. Tony Vallejo; and Mrs. Martin J. Rodriguez.

Ladies Lulac Council No. 187 officially installed their new Officers at a well attended and very nice Luncheon-meeting held at Youngblood's in San Antonio last June 7, 1952.

Col. John Hatch, of the San Antonio Safety Council, was the principal speaker.

Officers installed were as follows: President, Mrs. JOE ORTIZ; Vice-President, Mrs. Wm. P. RICE; Secretary, Mrs. FRED GARCIA; Treasurer, Mrs. TONY VALLEJO; Sergeant-at-Arms, Mrs. M. V. ALONZO; Chaplain, Mrs. ROBERT AGUIRRE; Social Chairman,

Mrs. MARTIN J RODRIGUEZ; Reporter, Mrs. MEDARDO P. RODRIGUEZ.

Rudolph J Peña, First Vice-President of Men's Council No. 2, was the Toastmaster, and District Governor, Jacob I. Rodriguez, was the installing officer.

For the purpose of enhancing their local fund, destined to various charitable purposes, Ladies Council No. 187 is organizing a Bingo Game for their members, families and friends for September 20, 1952, at St. Agnes Hall, at 7:30 p. m. Beautiful prizes will be given away, and refreshments will be served.

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LEST WE FORGET



MAURO M. MACHADO

Out of the past — as well as from the present — LULAC NEWS will present to you, each month as food for thought, an outstanding LULAC personality...

Because he dedicated almost his entire life to Lulac...

Because as Lincoln said he offered to Lulac even to his last "measure of devotion"...

Because with his last breath he was still asking that we carry on the work of LULAC...

And because it was on September 4, 1944, that he passed away, to become one of the immortals in LULAC, we render hereip, the homage and the humble tribute that we feel is only fitting and proper, to the memory of he who practically gave his life to LULAC.

Now that we are about to realize our cherished dream of erecting a lasting Shrine to the work of LULAC, we can think of no other man that would deserve more than he to be enshrined in this LULAC Hall of Fame...

And so with sincere reverence we render tribute to the memory of MAURO M. MACHADO.

Lulac works for you
You work for Lulac

JUNIOR LULAC'S NATIONAL CONVENTION

The Jr. League of United Latin American Citizens held their Fourth Annual National Convention in Austin on August 8, 9, and 10. Jr. Councils from the following cities were in Austin for the three day meet: Palacios, Corpus Christi, San Antonio, Houston, Elgin, Pecos, Ft. Stockton, Falfurrias, Laredo, and Austin.

The Convention got underway on Friday afternoon, August 8, with Registration of Delegates in the afternoon, and Friday night all Jr. Lulacs were present at the Get-Acquainted-Party that was held at the Boy Scout Hut. Saturday morning saw the opening of the Jr. Lulac Convention at the Driskill Hotel, with Richard Moya, Austin, Jr. Lulac National President as the presiding officer. After an Invocation by Father Juracheck, Executive Secretary of the Bishop's Committee for the Spanish-Speaking people, W. S. Drake, Mayor of the City of Austin, officially welcomed all Jr. Lulacs to the City of Austin, the response to Mayor's welcome address was given by John Michael Herrera, of Houston. The principal address was given by George J. Garza, immediate Past President of Lulac. Bro. Garza's talk was on the history of Lulac, and the opinion of all present, was that Bro. Garza's speech was not only very enjoyable but also very educational.

On Saturday afternoon after the assembly had discussed and voted on 18 Resolutions they proceeded to Barton Springs where a Water Melon Party was held. Saturday evening the Fourth National Convention Dance was held in the Crystal Ballroom of the Driskill Hotel. During the Dance the National Jr. Lulac Sweetheart Contest was held and the six entries made it rough on the Judges, but Josie Falcon of Corpus Christi was selected and crowned by John J. Herrera, Lulac National President.

On Sunday morning, August 10, the third and Final session of the Jr. Lulac Convention was held. After the assembly had listened to the reports of all of the National Officers, they got down to the serious business of electing a new slate of National Officers. The new officers are as follows:

Paul Gill, Jr., Austin, was elected National President; after John Michael Herrera and Richard Moya withdrew

from the race. John Michael Herrera, outgoing National Treasurer, was elected National Vice-President in a close race with Josie Falcon, Corpus and Ricardo Rodriguez, Laredo.

Jesus Chavarria of Laredo was elected National Treasurer over Sylvia Rodriguez, San Antonio, and Benny Zapata, Corpus Christi.

Lupe Almendarez, was re-elected National Chaplain in another close race. Bro. Almendarez who hails from Falfurrias, defeated Sonny Ramirez of Elgin.

Mr. Roy G. Guerrero, Outgoing National Director of Jr. Lulacs, announced that the winners of the Outstanding Jr. Lulac Boy and Girl Awards were Jane Perez, Falfurrias, and Manuel Garza, Austin.

Before turning the Gavel to Paul Gill new Jr. President, Richard Moya congratulated all of his National Office s and presented each of them with a certificate of gratitude of their fine work. Receiving certificates were Sylvia Flores, Corpus, Vice-Pres., Cuco Velasques, Austin, Sec'y., Mickey Herrera, Houston, Treasurer; Lupe Almendarez, Falfurrias, Chaplain; Manuel Garza, Austin, Publicity Director; Richard Garza, Parliamentarian, San Antonio; Marto Torres, Laredo, Historian; and Emily Rimmer, Imm. Past Pres., of Houston.

In closing minutes of the Convention Houston was selected as the Convention City for 1953. In appreciation of the hard and fine work that Richard Moya, did as Jr. Lulac National President during 1952, the assembly gave our Third National President Four standing rounds of Applause.

At the Farewell Picnic the final activity of the Jr. Lulac Convention, it was very pleasing to hear that many thought that the Convention in Austin was considered as the best in Jr. Lulac History, but all the Austin Jr. Lulacs have to say is wait till next year in Houston.

Respectfully submitted,
Manuel Garza, Pres.
Austin Jr. Lulacs



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MARSHALL AGUILAR

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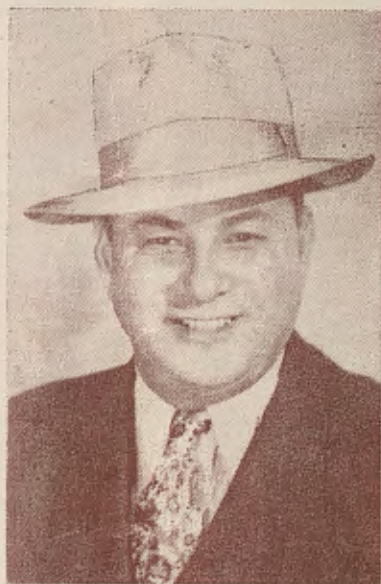
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